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Голова оргкомітету – Шевченко І. С., докт. філол. наук, професор, завідувач кафедри ділової іноземної мови та перекладу;
заступник голови – Калюжна А. Б. канд. філол. наук, доцент.

Редакційна колегія: І. С. Шевченко, докт. філол. наук, професор (відповідальний редактор); О. І. Давидов, канд. економ. наук, професор; І. В. Давиденко, канд. філол. наук, доцент; Н. В. Старцева, канд. філол. наук, доцент; О. І. Радченко, ст. викладач; Я. М. Літовченко, ст. викладач; О. О. Кириченко (секретар).

Адреса оргкомітету:
61022, Харків, майдан Свободи, 6, кімн. 365,
тел.: 707-51-44; e-mail: dlovamova@karazin.ua
Кафедра ділової іноземної мови та перекладу
Харківського національного університету імені В. Н. Каразіна

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PEACEFUL SPACE EXPLORATION ON THE EXAMPLE OF THE UNITED STATES OF AMERICA AND THE PEOPLE'S REPUBLIC OF CHINA

D. N. Akhalaia, D. O. Horban,

A. B. Kalyuzhna, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Akhalaia D. N., Horban D. O., Kalyuzhna A. B. Peaceful space exploration on the example of the United States of America and the People's Republic of China. The article focuses on the current state, features, and prospects of relations between the United States and China in the field of peaceful space exploration. Additionally, it examines the current space programs of both countries. The article pays special attention to the historical perspective of practical space exploration, cooperation and competition between the United States and China in the field of peaceful space exploration, space programs of both countries and their financial component.

Keywords: competition, national security, satellite, space exploration, space, spaceflight activities, technological advancements

Ахалаїа Д. Н., Горбань Д. О., Калюжна А. Б. Мирне освоєння космосу на прикладі Сполучених Штатів Америки та КНР. Стаття присвячена дослідженню сучасного стану, особливостей та перспектив відносин між США та КНР у сфері мирного освоєння космосу, а також акцентується увага на висвітлені актуальних космічних програм обох країн. У статті висвітлюється історична перспектива практичного освоєння космосу, співробітництво та конкуренція між США та КНР у сфері мирного освоєння космосу, космічні програми обох держав та їхня фінансова складова.

Ключові слова: дослідження космосу, конкуренція, космічна діяльність, космос, національна безпека, супутник, технологічні прориви

1. Introduction

Since the very beginning of the Space Age, the United States and the People's Republic of China have been at the forefront of space exploration, driving innovation and expanding our understanding of the cosmos. While significant contributions have been made by both nations, their approaches to peaceful space exploration have undergone a dynamic evolution, reflecting their respective national priorities and strategic considerations. This article delves into the contemporary priorities of the United States and China in the realm of peaceful space exploration and explores the opportunities enabled by their growing capabilities.

The object of this research is the concept of peaceful space exploration. The subject of the research is the policies and practices of the United States and China in pursuing peaceful space

exploration. This research aims to analyze the historical perspective of space exploration and cooperation between the United States and the People's Republic of China in the space sphere, as well as to analyze the strategies and achievements of the two leading nations in the field, within the context of their evolving dynamics and the international space cooperation landscape. The topic is of high relevance today due to the rapid advancement of space technologies, the growing importance of space for the global development of humanity, and the need for international cooperation in peaceful space exploration.

2. Historical perspective

The initiation of human space exploration can be traced back to October 4, 1957, when the Union of Soviet Socialist Republics (U.S.S.R.) launched Sputnik, marking the commencement of the space age, against the backdrop of heightened political tension known as the Cold War, characterized by ideological and geopolitical rivalry between the Soviet Union and the United States. The geopolitical context of the Cold War propelled both nations into a race for technological and ideological supremacy, with space exploration becoming a crucial arena for showcasing technological prowess and asserting dominance (“The History”, 2023).

Three periods are identified in the history of space exploration: bipolar competition (1950s-1970s), the emergence of new actors in bipolar competition (1970s-1980s), and multipolarity (1990s-present) (Боротканич, 2023, p. 207).

The initial years of the space era witnessed a notable absence of international cooperation in practical space exploration. However, concurrently, discussions emerged regarding the establishment of a regulatory framework for the development and utilization of outer space. In the late 1950s, the United States engaged in deliberations on whether the overflight of a satellite across another country's territory should be deemed a violation of sovereignty. This period marked the inception of an interstate dialogue aimed at addressing the legal and regulatory aspects of space activities (Боротканич, 2023, p. 207).

The first step was the Outer Space Treaty, operational since October 1967, with the following key principles:

1. Outer space activities benefit all countries and humanity as a whole.
2. Outer space is open for exploration by all states, with no room for national appropriation.
3. Prohibition of placing nuclear weapons or weapons of mass destruction in outer space.
4. The Moon and celestial bodies are to be used exclusively for peaceful purposes.

5. Astronauts are considered envoys of humanity.
6. States are accountable for both governmental and non-governmental space activities.
7. Liability for damages caused by space objects rests with the respective states.
8. Prevention of harmful contamination of space and celestial bodies ("Treaty", n.d.).

A pivotal moment in the shift towards cooperation in space policy occurred with the signing of the 1972 Agreement on Cooperation in the Peaceful Exploration and Use of Outer Space by superpowers. Notably, this agreement included provisions for a joint space flight, known as "Soyuz-Apollo" in the USSR and "Apollo-Soyuz Test Project" in the United States. Despite ongoing geopolitical tensions, the space community expanded, welcoming new members such as France, Japan, China, Great Britain, and India. This evolution underscored a departure from exclusive superpower engagement to a more inclusive and collaborative approach in space exploration (Боротканич, 2023, pp. 207-208).

3. US-China Cooperation in the space domain

The early 1990s witnessed the commencement of U.S.-China space cooperation, primarily propelled by economic motivations. Following the Challenger shuttle disaster in 1986, NASA's prohibition from using winged ships for commercial cargo launches, combined with the high costs of American single-use carriers, rendered U.S. satellite manufacturers less competitive. Capitalizing on this, China offered to launch satellites at significantly lower prices than American and European counterparts (Боротканич, 2023, pp. 209-210).

This economic incentive prompted Western companies to advocate for a relaxation of stringent export restrictions on spacecraft. Successful lobbying led to a noteworthy shift: the launch of American satellites on Chinese rockets, previously deemed implausible. The swift signing of initial contracts marked the onset of this collaboration, revealing the intricate interplay of economic interests, policy adjustments, and technological partnerships in the evolving landscape of U.S.-China space relations during this period (Боротканич, 2023, p. 210).

The initial optimism surrounding U.S.-China space cooperation quickly soured due to two fatal incidents in 1995 and 1996 involving Chinese rockets carrying Western satellites. These tragedies sparked public outcry and triggered an investigation into potential threats to the U.S. national security from collaboration with China, despite China's denial of any wrongdoing (Ward, 1996).

Jointly investigated by Chinese authorities and the American company Hughes, responsible for the satellites, both parties officially attributed the failures to adverse weather conditions.

However, behind the scenes, they privately blamed each other for technical shortcomings and a lack of information sharing during development. Notably, the investigations favored U.S. missile manufacturers struggling to compete with more affordable Chinese carriers. This episode highlights the intricate challenges and tensions inherent in international collaboration in space exploration (Ward, 1996).

By the end of the 1990s, the situation had returned to the starting point, and the United States reintroduced restrictions on the export of missile and satellite technology to China. In 2011, Congress imposed a legislative ban on NASA from any cooperation with China, Chinese companies, or related organizations (Боротканич, 2023, p. 210).

The current disagreements between the United States and China, both in space and on Earth, demonstrate that such a position of the states hinders the development of space technologies. Rapid progress in the field of space technology and the growing ambitions of the states and corporations that control it make it even more urgent to achieve a practical and sustainable level of cooperation (Підлипний, 2022, p. 49).

Today, the global space industry is rapidly changing, making the transition to the fourth stage of development – building the New Space ecosystem, which is characterized by the rapid commercialization of the space sector, expansion of the range of industry participants, and increasing speed of innovation implementation (Псюк, 2020).

4. The U.S. Space Program

In its annual threat assessment in April 2021, the Office of the Director of National Intelligence (ODNI) of the United States described China as a “near-peer competitor” that is seeking global power (Підлипний, 2022, p. 51).

The US National Space Policy covers all space sectors – commercial, civil, and national security, as well as cross-sectoral space activities. US space policy is established by both presidential directives and relevant laws. In general, the legal and regulatory framework in the US contains a complex system of relevant acts and their mutual coordination. Presidential directives remain in force until the future president revises them (Псюк, 2020).

From the very beginning, the United States' space policy has balanced cooperative and competitive strategies that cover civil, commercial, and national security sectors. Strengthening cooperation in space with international partners is seen as the major goal of the country's space efforts. The 2010 National Space Policy, which remains the guiding document for the implementation of the country's space policy, states that “from the outset of humanity’s ascent into space, this Nation declared its commitment to enhance the welfare of humankind by cooperating

with others to maintain the freedom of space. The United States hereby renews its pledge of cooperation in the belief that with strengthened international collaboration and reinvigorated U.S. leadership, all nations and peoples — space-faring and space-benefiting — will find their horizons broadened, their knowledge enhanced, and their lives greatly improved” (“National space policy”, 2010, p. 2).

The 2010 U.S. National Space Policy outlines directives for national departments and agencies, emphasizing international cooperation. It encourages cost and risk sharing in partnerships, enhancing security and stability in space, and reaffirming U.S. commitment to collective self-defense. The policy also underscores the importance of strengthening global collaborations in space observation and situational awareness, leading efforts to establish international standards for minimizing space debris. Additionally, it advocates for engaging in multilateral transparency and confidence-building measures to promote the peaceful use of space. Overall, the policy strategically aligns with fostering international collaboration in space activities while addressing key concerns such as security, sustainability, and responsible space practices (“National space policy”, 2010, pp. 5-9).

NASA, or the National Aeronautics and Space Administration, is the United States government agency responsible for the nation's civilian space program and aeronautics and aerospace research. NASA was established on July 29, 1958, and it has been at the forefront of space exploration, scientific discovery, and technological innovation (“National Aeronautics”, n.d.).

List of NASA's most well-known space programs:

1. Apollo Program: NASA's 1960s mission to land humans on the Moon, with the iconic Apollo 11 achieving the first successful Moon landing in 1969.
2. Space Shuttle Program: NASA's reusable space shuttles, operational from 1981 to 2011, facilitated satellite deployment, ISS construction, and various space missions.
3. International Space Station (ISS): A collaborative effort for scientific research in microgravity, orbiting Earth, with significant U.S. involvement.
4. Mars Exploration Program: NASA's missions to explore Mars, utilizing rovers like Spirit, Opportunity, Curiosity, and Perseverance, along with orbiters like the Mars Reconnaissance Orbiter.
5. James Webb Space Telescope (JWST): JWST observes the universe in infrared, enhancing studies of distant galaxies and exoplanets.
6. Artemis Program: NASA's initiative to return humans to the Moon by 2025, establishing a lunar outpost and preparing for future Mars missions.

7. Commercial Crew Program: NASA collaborates with private companies like SpaceX and Boeing to transport astronauts to and from the ISS, using spacecraft like Crew Dragon and CST-100 Starliner.

8. New Horizons: Launched in 2006, the spacecraft conducted a historic 2015 flyby of Pluto, providing valuable data about the distant dwarf planet (“National Aeronautics”, n.d.).

In general, today's US space policy is aimed at establishing US leadership in the space industry, ensuring the independence of American manned spaceflight, and developing lunar and Martian programs (Псюк, 2020).

5. The Space Program of the People's Republic of China

China's space program is one of the most complex and non-transparent in the world, at the same time, one of the most dynamic and self-sufficient space industries has been formed and is developing in the country. China's space program dates back to 1956. Today, China has a developed infrastructure consisting of space application systems for various purposes (telecommunications, Earth remote sensing, navigation), scientific spacecraft, and ground infrastructure, including four spaceports, a system of ground and ship-based monitoring, and flight control stations. China is also the third country in the world to be able to conduct manned flights independently. In addition, China uses many advanced technologies, such as launching several spacecraft with a single launch vehicle, cryogenic engines, atmospheric entry technologies, etc. (Псюк, 2020).

Today, China is the second largest economy in the world, confidently competing with the United States for leadership in this area, as well as in space. This is because China has long been a member of the prestigious club of space powers and is currently the most powerful space power in certain aspects, which managed not only to develop a strategic plan for space exploration but also to strictly adhere to its implementation step by step. The consistent implementation of the strategic plan allowed China to carry out 39 space launches in 2018 – more than any other country. Only one of them was unsuccessful. For comparison, the United States carried out 34 launches in 2018. At the same time, The United States spent 36 billion US dollars on its space program in 2016, while China – less than 5 billion US dollars (Бенгер & Романовська, 2022).

Many aspects of the organization and management of space activities in China remain unknown, however, the initial vector of development of space activities is set by the Central Military Commission of the Chinese Communist Party. China's desire for openness in the space sphere, improving the efficiency of space activities through the creation of an integrated structure and, perhaps, the desire to approach the organizational model of other powerful space powers led to the creation of the China National Space Administration (CNSA), responsible, in particular, for

civilian space activities and signing international treaties. The CNSA, which was established in June 1993, is a specialized agency for managing China's space program. The main responsibility of the CNSA is the unified management of China's space program, including development strategy, planning, overall technologies, research and production, infrastructure construction, flight organization and execution, promotion, international cooperation, and news release, etc. The CNSA is composed of the Integrated Planning and Management Department, the Scientific Programs and Quality Control Department, the Utilization and Development Department, the Infrastructure Construction Department, and the System Division, etc. (Псюк, 2020).

China has one of the most active space programs in the world, with a wide range of ambitious goals and a strong track record of achievement:

1. The China Manned Space Program (CMSP) is responsible for China's human spaceflight activities. The program has made significant progress in recent years, and China has become the third country to send humans to space independently. The CMSP has also conducted several spacewalks, and it is planning to build a permanent space station.
2. The BeiDou Navigation Satellite System (BDS) is China's global positioning system (GPS). BDS is still under development, but it is already providing positioning services to users in China and other parts of Asia. BDS is expected to be fully operational in the next few years, and it is expected to rival GPS and GLONASS.
3. The Chinese Lunar Exploration Program (CLEP) is responsible for China's exploration of the Moon. The program has made significant progress in recent years, and China has become the first country to land on the far side of the Moon. CLEP is planning to send a robotic rover to Mars in 2028, and the country is also planning to establish a lunar base by 2036. In 2021, a Chinese rover landed on the Red Planet. The device is looking for signs of life on Mars. China is only the second country to land and operate a rover on the red planet after the United States (Підлипний, 2022, p. 50).
4. The Gaofen Observation Satellite System is China's Earth observation satellite program. The program is designed to provide high-resolution images of the Earth for a variety of purposes, including environmental monitoring, disaster relief, and resource management.
5. Planetary Exploration of China. China has also conducted several missions to other planets, including Mars, Venus, and Jupiter. The country is planning to send a probe to the asteroid belt in 2025, and it is also planning to send a probe to Europa, one of Jupiter's moons, in the early 2030s ("China", n.d.).

According to official documents adopted by the State Council of the People's Republic of China, the space program is an extremely important area of national development. This is

especially true of China's ambitious goal of becoming a leader in the world's high-tech industry. More specific goals for the development of the space program are defined by the country's five-year development plans as well as the national development strategy. In 2016, China directly linked space exploration to the country's long-term economic development goals. China is increasing its potential in the field of space technologies by developing its innovations, reforming existing institutions, and strengthening international cooperation. In this context, China is a rather promising country, close cooperation with which can accelerate the development of the space industry (Бенгер & Романовська, 2022).

6. Financing of US and Chinese space programs

The total global spending on space programs in 2022 amounted to 103 billion US dollars. This is a 9% increase over the previous year and a record high for the sector. The US space budget of 62 billion US dollars is by far the largest in the world and exceeds the spending of all other governments combined (41 billion US dollars). This growth is especially noticeable in the defense sector, where it reached 16% in 2022, breaking a new record of 48 billion US dollars. Despite the truly impressive US figures presented by Euroconsult, it is impossible not to notice the ambitions of other space powers, in particular China, which already ranks second (with 12 billion US dollars). Japan is in third place among the leaders with a rather significant gap between them (4.9 billion US dollars) (Fig.1):

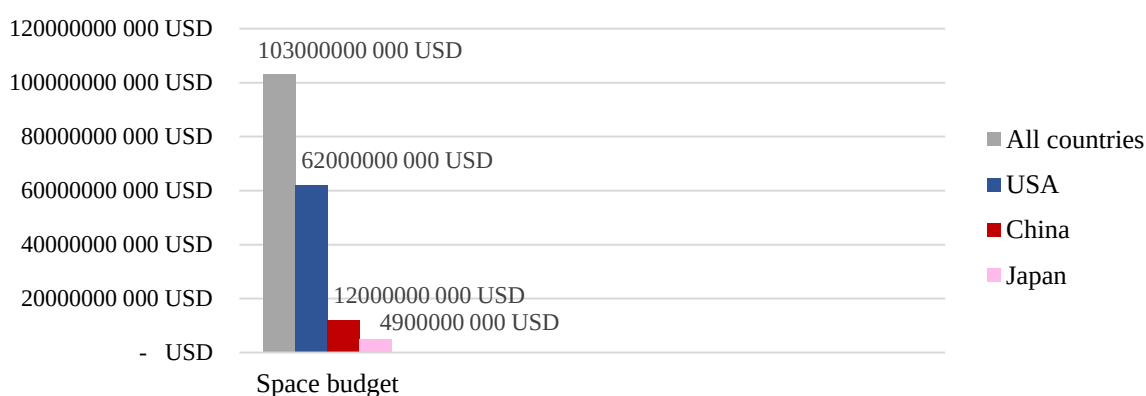


Fig.1 Global spending on space programs

Source: Composed by the authors, using materials from: Kudyko L., Tsypiashchuk A. Economic rivalry between the USA and China in the technological sphere. Foreign trade: economics, finance, law. 2023. № 128(3). С. 14–29.

7. Conclusions

In conclusion, the exploration of outer space has emerged as a realm where nations can cooperate, transcending geopolitical differences for the collective benefit of humanity. The historical context of the space race, which once symbolized Cold War tensions, has given way to a new era marked by joint ventures, shared research initiatives, and collaborative space missions. As space becomes more accessible to an increasing number of nations, fostering collaboration can help address shared challenges, such as space debris management, sustainable space exploration practices, and the responsible use of celestial resources. The inherent nature of space exploration, with its vastness and complexity, necessitates the pooling of resources, expertise, and knowledge from various nations.

The peaceful space exploration endeavors of the United States of America and the People's Republic of China stand as a testament to the potential for collaboration in this frontier. Both countries recognize the potential benefits of joint efforts in areas such as lunar exploration, Mars missions, and the development of cutting-edge space technologies. Although the relations between two powers in the field of space exploration are far from close, there seems to be a need for further cooperation as the transition to the New Space ecosystem is pressing. Considering this and the impressive economic potential of both nations as well as an impressive track of achievements, the prospects of collaboration between them appear promising.

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ENGLISH – THE LANGUAGE OF INTERNATIONAL RELATIONS

P. O. Akhramkova,

A. B. Kalyuzhna, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Akhramkova P. O., Kalyuzhna A. B. English - the language of international relations. The article is dedicated to the exploration of the role and impact of the English language in contemporary international relations. The author examines the historical development of the English language as a key instrument in diplomacy, economics, cultural exchange, and other spheres of international communication. Factors leading to the widespread use of the English language are investigated, and changes and trends in its role within the context of global relations are highlighted.

Keywords: economics, English language, global community, international relations, political sphere.

Ахрамкова П. О., Калюжна А. Б. Англійська мова – мова міжнародних відносин. Стаття присвячена дослідженню ролі та впливу англійської мови в сучасних міжнародних відносинах. Автор розглядає історичний шлях становлення англійської мови як ключового інструменту у дипломатії, економіці, культурному обміні та інших сферах міжнародного спілкування. Досліджуються фактори, що призводять до загального використання англійської мови, відзначаються зміни та тенденції в її ролі в контексті глобальних відносин.

Ключові слова: англійська мова, економіка, міжнародні відносини, політична сфера, світове співтовариство.

1. Introduction

In the current phase of global community development, where integration processes are not just a necessity but an unavoidable reality, there is a fundamental requirement for standardizing and unifying both economic and political norms. This not only fosters the advancement of international business and cultural ties but also underscores the need for a shared language to facilitate effective communication across different countries and nations. Within this framework, the pivotal issue of establishing a global language for international communication, commonly referred to as “lingua franca,” comes to the forefront. In today's circumstances, the English language convincingly asserts itself as such a language, reflecting and actively shaping international discourse. The establishment of a global language not only promotes standardization but also unlocks new opportunities for the growth of individuals and states as active participants in the global community.

The aim of this research is to study and analyze the role of the English language in international relations, disclosing its impact on the economy, politics, culture, and other aspects of international communication.

The object of the research is the English language as a means of communication in international relations.

The subject of the research is the study of the influence of the English language on the formation of international relations. The research is oriented towards analyzing the historical development of the role of the English language in global events and exploring the current state and prospects of its usage in the context of the global community.

2. Formation of the language of international communication

As integration processes imply prioritizing pan-European norms over national ones, there arises a need for the functioning of a language (or languages) for international communication within the unified Europe. Only the languages of the most developed and populous nations of Europe, whose countries serve as migration hubs within the EU, can aspire to the status of such languages. Consequently, in all European countries, there has been a growing need for the study of languages for international communication within the EU in recent decades, primarily English.

However, the dominance of the English language in the realm of international relations faces opposition, even resistance, from representatives of various smaller nations. They perceive the global spread of the English language and its status as a means of international communication as a threat to their own ethno-cultural identity, endangering the preservation and development of their native languages. In some countries (Brazil, Italy, France), laws have even been enacted to protect the national language. Similar concerns about preserving the national language are expressed in some other countries. These countries consider the value of preserving their own language to be higher than the values of global linguistic development in the planetary understanding of this concept (Parupalli Srinivas Rao, 2019, p. 65).

However, in our opinion, these concerns lack a sufficiently reasoned basis, as do fears that the all-encompassing influence of globalization may lead to the displacement of national languages to the sidelines of the global linguistic space, resulting in the gradual disappearance of ethnic cultural diversity and their integration into a unified, standardized global culture. These fears seem exaggerated. It is pertinent to recall that as early as 1988, the Council of Ministers of Education of the European Union recognized the multicultural character of the New Europe and called for measures to preserve and harmoniously develop national languages. After all, the functioning of

national, even regional, languages is a reliable guarantee for the preservation of ethnicities and national states (Parupalli Srinivas Rao, 2019, p. 70).

While it cannot be ignored that the languages of the majority of countries, particularly those within the European Union, may be limited to functioning solely within national borders, used exclusively for "internal" purposes. It is not excluded that over time, these languages may acquire purely ethnographic significance. Although, from a formal, strictly legal standpoint, EU institutions recognize the equality of languages of all nations and ethnicities of member states, achieving equality in the functioning of these languages seems unlikely due to objective reasons.

3. Reasons for the spread and popularization of the English language

The unquestionable reason for the spread and popularization of the English language in the second half of the 20th century was the transformation of the United States of America into a global superpower and their dominance in economic, political, and cultural spheres. Currently, 85% of international organizations use English as their working language (Crystal, 2003, p. 28).

English has become the language of international business, used in interbank operations, economic transactions, and trade. Business negotiations are conducted in English, and the country of origin is traditionally labeled in English. Multinational corporations provide employees with the opportunity to learn English directly in the workplace. Many organizations use English as their working language and require proficiency from candidates applying for positions within their structures.

Furthermore, another role of the English language is to strengthen Western influence over other countries. It contributes to domination and facilitates better communication, serving as a suitable tool to achieve various objectives of individuals. Among various diplomatic languages, English can be considered the most popular (Fig. 1). It is the most preferred choice among the masses. Approximately 1.1 billion people consider English a significant foreign or second language. It is the language of prestige and power, thus serving as a gatekeeper to economic and social progress. The English language emerged as the language of three powerful tribes in the fifth century – the Angles, Saxons, and Jutes – and has since evolved into an international language (Brannen et al., p. 147). The rise of English in diplomacy started in 1919. English replaced French in the diplomatic field after the Second World War, while the 1919 Treaty of Versailles, which ended the First World War, was written in both French and English (Bondar, et al., p. 1552).

According to Brannen et al. (2017), English is an official working language in most international organizations.

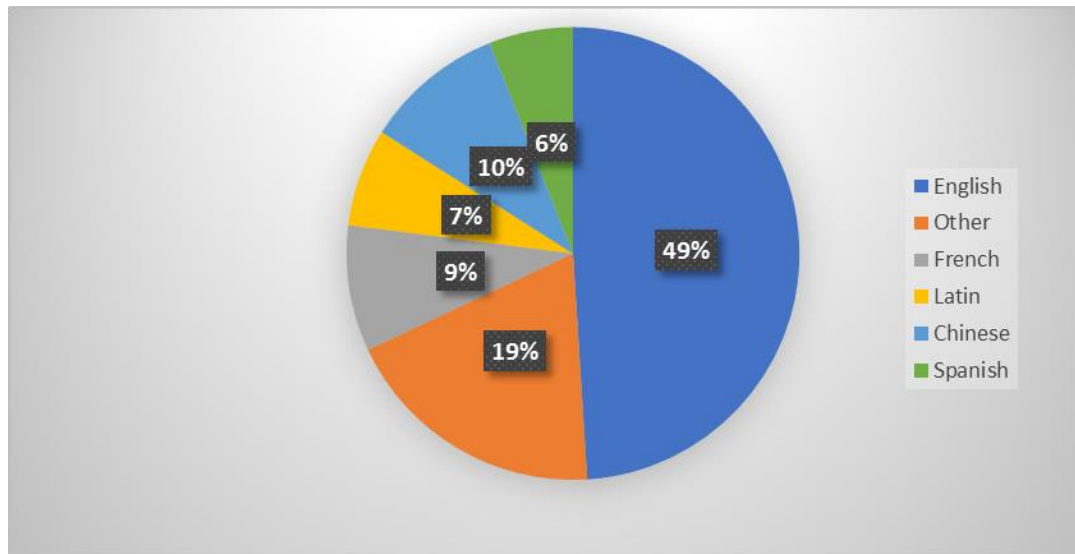


Fig. 1: The Use of the English Language in the World (Lyons, 2021)

The linguistic situation within the European Union can be characterized as a gradual but inexorable shift towards the English language, contributing to the simplification and optimization of communicative contacts among EU citizens at both institutional and everyday levels. English, in particular, has all the potential to evolve into the European language of international communication, as it stands as the "world language of our time."

4. International relations and the English language

The language in which international law is conducted holds significant importance. The terminology used for discussing international law has political and practical consequences. Realistically, English is the chosen language across many countries. It has become the international language for cross-border trades, media, science, and more. Due to its widespread use, English has become the language of the global workforce, operating across continents. Conglomerates and corporations organize their operations around English to maintain homogeneity among all workforce sections.

English is the most widely spoken language globally, giving users an advantage in comprehending global content. Whether it's an international summit or a global event, English remains the dominant language used to establish a marketing environment around it. Furthermore, there is a need to prepare the younger generation for globalization, with the first and most essential guideline being a deep and local integration at the grassroots level, establishing English as an adaptable language taught from the beginning of an individual's academic journey (Grahovac & Rađenović-Kozić, p. 308).

In today's professional landscape, every line of work has its forums and communities to share and exchange experiences on specific issues, and all this information is available in both English and the local communication language. The reason for availability in English is for a broader reach. English serves as a bridge between internal and external stakeholders, including a global workforce. This bond is only strengthened through effective communication, boosting a company's trustworthiness.

5. Conclusions

With the view of the above, the use of the English language as the language of international communication proves to be the only rational and reasonable choice in the situation of the overall European linguistic diversity. The current shift towards the use of the English language is not just a linguistic trend. It reflects the contemporary global landscape as well as aligns with the practical needs and preferences of individuals and institutions across Europe. The widespread use of English not only promotes effective communication within the European Union but also facilitates seamless interactions with the broader international community.

The adoption of English as the primary language for international discourse within Europe brings about a convergence of diverse cultures and enhances cooperation among nations. Its status as a lingua franca fosters inclusivity, ensuring that diverse linguistic backgrounds do not hinder collaboration and understanding. Embracing English as the language of international communication positions Europe to navigate the complexities of the globalized era effectively and to actively contribute to the shared dialogue of nations.

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MARKETING STRATEGIES IN THE LUXURY FASHION MARKET

O.P. Alberti,

O.I. Radchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Alberti O. P., Radchenko O. I. Marketing strategies in the luxury fashion market. The author has analyzed the typical elements of marketing strategies of high fashion brands. It is explained why the majority of luxurious brands follow similar schemes in marketing and how it helps them raise sales. Some of the most important parts of a premium brand's activity are listed in the article. All the arguments presented in the article are based on latest statistics and real fashion brands examples.

Key words: brand promotion, high fashion brands, luxurious brands, luxury fashion market, marketing.

Альберти О. П., Радченко О. І. Маркетингові стратегії на ринку моди класу люкс. Автор проаналізувала типові елементи маркетингових стратегій брендів високої моди. Пояснюється, чому більшість розкішних брендів дотримуються подібних схем у маркетингу і як це допомагає їм підвищувати продажі. У статті перераховані деякі з найважливіших складових діяльності преміум-бренду. Всі аргументи, представлені в статті, ґрунтуються на останніх статистичних даних і прикладах реальних модних брендів.

Ключові слова: бренди високої моди, маркетинг, просування бренду, ринок моди класу люкс, розкішні бренди.

1. Introduction

The luxury fashion market is a widely researched field, which has been studied by plenty of scientists for many years. This market has always been quite dynamic and high-powered, which explains its popularity among researchers. The most recent reports on the luxury fashion market used for writing this article were made by Tabby Bhatia, Anna Cabigiosu, Magda Adamska, Lorena Castillo. In particular, marketing strategies in this market were examined by Parker Casio Patty, Viloo Daji and many others. Fashion is a strong force in society, since it has a deep influence on social trends, therefore it affects people's actions and behavior. These days our social trends are strongly influenced by internet media, where high fashion figures prominently. This proves that researching the luxury fashion market and brands' marketing strategies is relevant at this moment. Object of research: the luxury fashion market. Subject of research: marketing strategies of some of the most popular luxury fashion brands. Aim of research: to explore how successful high fashion

brands create their marketing strategy; discover what helps them stay ahead of the competition, attract new customers and have a strong base of loyal customers.

2. Current state of the luxury fashion market

The luxury fashion market is notorious for its ridiculously high prices. Items of clothing for thousands of dollars have been a subject of discussion for a long time. People can't wrap their minds around how these brands manage to sell ordinary clothes and accessories for such sky-high prices. In fact, it's all about marketing. We will look at the marketing strategies in the luxury fashion market by example of some of the most popular brands.

First of all, the luxury fashion market is a highly competitive space. This fact makes it necessary for every brand to stand out, otherwise it will be lost among hundreds of other labels. A brand needs to have something unique about it, so-called brand signature or 'brand DNA'. Let's take a look at how some of the main players stand out. Gucci is all about sensuality and romanticism. The atmosphere created by this brand is quirky, sensual, romantic and geeky. Gucci's CEO describes the new brand's strategy as speaking to the "fashion dreamers" ("The positioning", 2019). Chanel has a totally different character — its brand strategy revolves around feminine elegance and French origin. It promotes the concept of "uncomplicated luxury" valuing simplicity over opulence ("The positioning", 2019). The brand's heritage is built around the company's founder, Coco Chanel, her beliefs and social impact. Louis Vuitton's brand strategy is also based on its French origin, however it is not the same as Chanel's. Louis Vuitton's brand strategy is based on the Explorer archetype and revolves around one particular theme: travel. Originally a luggage brand, the main pillar of Louis Vuitton's communication remains the sense of adventure ("The positioning", 2019). As you can see, these brands might share similar types of goods, but their histories are different, and so are their interpretations of fashion.

Moreover, luxury fashion is a symbol of status, aspiration and self-expression. High fashion brands are known for exceptional craftsmanship, attention to detail, design excellence and exquisite materials. Creating limited edition collections and exclusive items has been a very successful strategy for Chanel and Louis Vuitton. This exclusivity appeals to consumers who seek to differentiate themselves and own items that are not easily accessible to the masses ("Luxury Fashion Market", 2023). When something is luxury, it is beyond what is necessary. It is connected to experiences and is marked by a high symbolic value for which the consumer is willing to spend exorbitant amounts well above the average price. Hence, high fashion consumers pay not just for an object, but for an experience, a sense of exclusivity and a symbol of status. It is important to mention that even though price is a necessary condition for luxury, it is not a sufficient condition.

Speaking of experience that goes beyond just the product itself it is crucial to mention in-store experience. For luxury fashion brands it is vital to provide a unique and immersive shopping adventure. Stores should be a place where they offer more than just products for sale (“How Brands are Innovating”, n.d.). Brands have to come up with fresh ideas for their retail stores to make customers’ personal experience breathtaking and unique. Many luxury fashion brands offer personalized services, VIP programs, and exclusive events. The store itself must look impressive and match the brand’s aesthetic. Really, it is all about catering to customers and making their in-store experience as marvellous as possible. In this case, a customer is likely to not only purchase some items, but also associate the brand with a positive and memorable experience and come back for shopping in future.

As well as retail stores, luxury fashion brands have to offer excellent online shopping experience and keep in touch with their consumers through social media. A well designed, aesthetically pleasing and customer-friendly website is vitally important. With the development of e-commerce, online shopping became more and more wide-spread, leading to the fact that in 2023 about 20% of retail purchases took place online (“38 E-Commerce Statistics”, 2023). It is also important for luxury brands to have a strong digital presence, which can be achieved by being present on social media. Content on a brand’s page should be immersive and represent the brand’s atmosphere, positioning and main values. Actually, social media is a very powerful advertising tool, when it is used correctly and carefully curated. It can help reach the target audience and promote the brand in a discreet way.

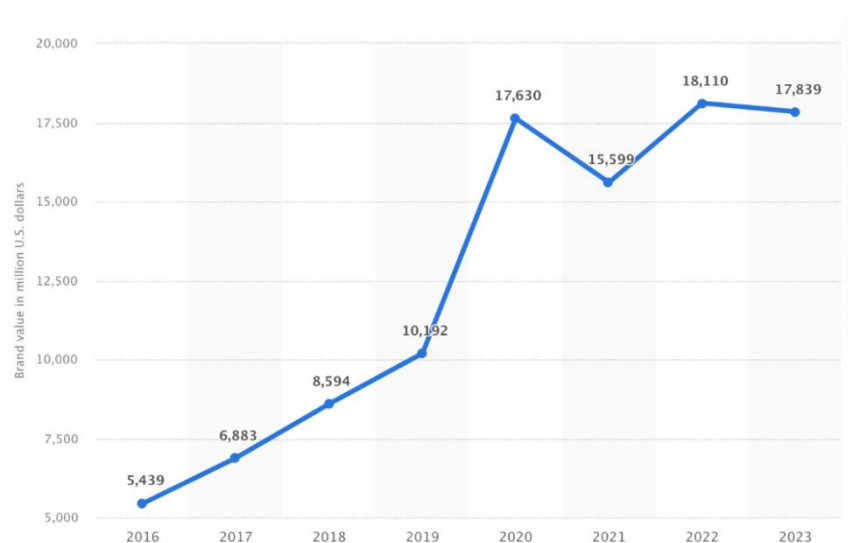


Fig. 1. Brand value of Gucci worldwide (2016-2023)

[“Brand value”, 2023]

Gucci showed great success in 2020, which is surprising, because in this year the COVID-19 pandemic made the world shut down. However, the statistics show a huge increase in brand value of Gucci in 2020, compared to 2019. How did the brand manage to do it? Thanks to the Internet technology and social media. After the gravity of COVID-19 became clear, several fashion labels, including Gucci, pivoted to virtual or livestreamed runway shows and presentations. However, Gucci was among the most inventive and engaging in its digital shift. The brand presented its new collection through a live-streaming event, accompanied by the release of a visual narrative feature (“Gucci is 2020 Luxury Marketer”, 2020). Besides, in 2020 the brand released its mobile app with an emphasis on augmented reality, livestreaming and smartphone shopping, which was a great decision for the time when everyone was obligated to stay home. A few months later Gucci took its augmented reality service to a mobile app called Snapchat to let customers virtually try on its footwear and buy it if they choose. Such innovative and clever work of Gucci’s ex-creative director, Alessandro Michele, definitely drew attention to the brand and resulted in huge success even in such hard times of pandemic.

Social media has become a job for many people over the last few years. Influencers have a wide audience and are usually open for collaborations, which gives luxury brands a great opportunity for promoting their products. Moreover, they have a strong influence on people’s opinions and preferences. Consequently, if an influencer praises a new collection on social media, this collection is most likely to draw people’s attention and raise sales. However, content creators are not the only people fashion brands can collaborate with. Cooperation with any celebrities: actors, singers, designers, or even with other brands will create buzz around a brand and help reach new audiences. All fashion brands incorporate collaborations with famous people in their marketing strategy.

It is important for a luxury brand to have a social purpose and values, which are clear and familiar to its audience. For instance, currently one of the biggest threats in the world is environmental issues, in particular global warming. Majority of people are aware of it and are trying to be thoughtful. They are paying attention to sustainable and ecological goods. Luxury brands can implement sustainable practices in their supply chain, use eco-friendly and recycled materials and reduce waste. This can help position the brand as socially responsible and appeal to consumers who are environmentally conscious (“Luxury Marketing Strategy”, n.d.). Besides fighting climate change, a luxury brand should also stand up for social issues. Taking part in projects that support vulnerable social groups, fight inequality and discrimination and promote diversity is important, for the reason that major brands have influence on many people’s opinions and actions. It also positions the brand as mindful of the problems in society.

3. Conclusion

In the luxury fashion market most of the brands have similar marketing strategies, however, they exist alongside each brand's unique DNA and history. Usual marketing strategy for a luxury fashion brand include limited edition collections, which create a sense of exclusivity; impressive customer experience in stores, VIP events and personalized services; customer-friendly website for easy online shopping experience; strong digital presents, particularly through social media; collaborations with celebrities and other luxury brands to create buzz; standing up for social purpose. The luxury brand's heritage and history should be honoured, and the brand's reputation should be protected very carefully. The most important thing to remember is that 'luxury' means more than necessary. A premium fashion brand must be exceptionally good, put forward design excellence, attention to detail and leave a gorgeous impression. This makes them so appealing to customers and helps stay ahead of the competition in such a competitive space like the luxury fashion market.

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STRATEGIC FOREIGN POLICY PLANNING AS A LONG-TERM INVESTMENT IN NATIONAL SECURITY: RUSSIAN-UKRAINIAN WAR CONTEXT

M. D. Aliksieieva,

T. I. Skrypnyk (language supervisor)

V. N. Karazin National University, Kharkiv

Aliksieieva M. D., Skrypnyk T. I., Strategic foreign policy planning as a long-term investment in national security: Russian-Ukrainian war context. The article analyzes the main problems and prospects for the development of strategic foreign policy planning in Ukraine. The theoretical essence of the concepts “strategic planning” and “strategic foreign policy planning” was studied, and it was also determined that strategic foreign policy planning is one of the main elements of ensuring and implementing the national security of the state. It is noted that the first Strategy of foreign policy of Ukraine was developed only in 2021. As a result, the research and development of new approaches to the development of the strategic planning institute in Ukraine is especially relevant and important in the conditions of Russia's military aggression against Ukraine.

Keywords: decision making process, geopolitics, national security, Russian-Ukrainian war, strategic foreign policy planning.

Алексєєва М. Д., Скрипник Т. І. Стратегічне зовнішньополітичне планування як довгострокова інвестиція у національну безпеку: контекст російсько-української війни. У статті аналізується основні проблеми і перспективи розвитку стратегічного зовнішньополітичного планування в Україні. Досліджено теоретичну сутність понять «стратегічне планування» та «стратегічне зовнішньополітичне планування», а також визначено, що стратегічне зовнішньополітичне планування є одним із головних елементів забезпечення та реалізації національної безпеки держави. Зауважується, що перша в історії Стратегія зовнішньополітичної діяльності України була розроблена тільки у 2021 році. Внаслідок цього, дослідження та розробка нових підходів розвитку інституту стратегічного планування в Україні є особливо актуальним і важливим в умовах військової агресії Росії проти України.

Ключові слова: геополітика, національна безпека, процес прийняття рішень, російсько-українська війна, стратегічне зовнішньополітичне планування.

1. Introduction

Problem statement. Since the beginning of Russia's unprovoked and unjustified military aggression against Ukraine, the international environment has undergone the set of irreversible changes, mostly characterized by a decrease in trust and an increase in distrust. At the same time,

until 2021 there was no clear and comprehensive document summarizing Ukraine's action plan on the global arena and the foreign policy course was marked by multi-vectority. In the author's opinion, the consequences of today's tragic events are followed by the lack of understanding the importance of strategic vision in decision-making process by presidents, who were seeking decisions only for short-term effects. In order to ensure stable development of our country and security in future, strategic foreign policy forecasting should be related more closely to those who have the power to make key decisions. Effective foreign policy planning and strategic forecasting probably would not lead to conditions of war in Ukraine today.

Relevance. Strategic planning has become highly relevant in modern world, where international law, norms and customs are collapsing right in front of our eyes. Without any plan it is getting harder to implement and ensure foreign policy interests for country in such complex geopolitical conditions. Moreover, non-compliance with the strategic planning in the field of national interests enables mistrust and conflicts in internal and external state's policy.

Full-scale Russia's invasion in Ukraine has opened a new era of global instability and gave us an example of realization Russian geopolitical strategy at the regional level, but Ukrainian's heroic resistance marked the final transition of Ukraine from Post-Soviet geopolitical orbit to the European and Euro-Atlantic space. In order to realize the logic of external actions of states, we should refer to their state strategies, which determine vision of the country as a whole on the world stage. That is why the state's development of its own strategy should formulate clear goals for the future and ways to achieve them in order to ensure state's own security in the modern world.

The purpose of the article is to determine the impact of strategic foreign policy planning on Ukraine's national security in the conditions of the Russian-Ukrainian war.

The object of the article is a comprehensive research of the theoretical foundations of strategic foreign policy planning. The subject is specifics of the implementation of strategic foreign policy planning in Ukraine.

To achieve the purpose, it is necessary to set following tasks:

1. To reveal the theoretical essence of the concept "strategic foreign policy planning".
2. To analyze the interconnection between foreign policy strategy with national security.
3. To investigate the problems and prospects of strategic foreign policy planning in Ukraine during the Russian-Ukrainian war.

Despite the significant achievements of such foreign scientist as Z. Brzezinski and S. Huntington, and Ukrainian scientist A. Hrytsenko and G. Pocheptsov, there are issues that require detailed analysis. Ukrainian researchers mostly described the theory of strategic planning in foreign policy. And such prominent personalities as Zbigniew Brzezinski developed this topic in the last

century. This determines the relevance of new scientific works in the context of Ukrainian foreign policy planning.

In this article we use such scientific methods as analysis, synthesis, comparison and content analysis.

2. The basis of strategic foreign policy planning

Traditionally, strategic planning is considered as a thought about the future and ways to achieve it. In fact, the strategy is an action plan, which is accompanied by analysis and forecasting. In the field of foreign policy, strategic planning is characterized by thought about state's national goals and interests in international arena. Such process of analytical activity determines long-term and medium-term state priorities, forecasting challenges and threats that may appear on the way to their implementation. So, strategic planning is a detailed description of the goal, tasks and set of measures for realization of the goal. The process of strategic foreign policy planning has a special structure (fig.1).

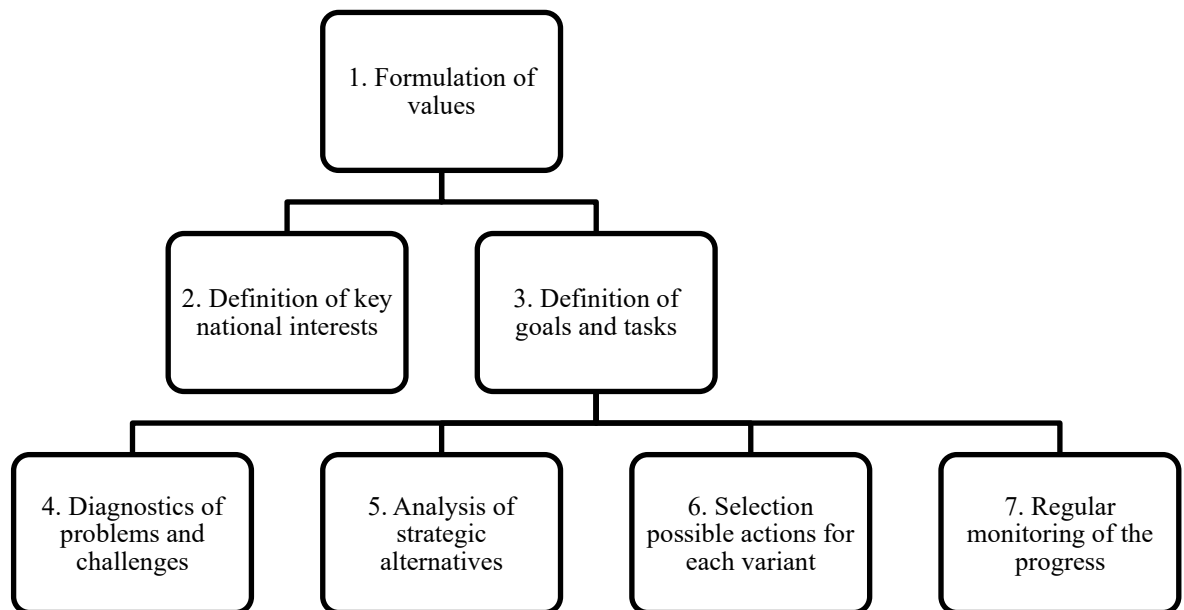


Fig. 1. Structure of strategic foreign policy planning

Source: Author's development

The first stage is a clear formulation of values. It is considered as the base of strategic planning, because national values are the most stable elements. They are formed during the historical process, the development of spiritual culture of society and it is correspond to the geopolitical direction of the country. The second stage is the definition of key national interests and goals in the foreign policy context. They are also central elements in strategic planning. Usually, national interests are formed according to established traditions, and the process of setting goals and tasks is need to protect state's

national interests and determine the methods of their achievement. Next stage is characterized by diagnostics of problems and possible challenges. This process is also called a problem-solving process and involves collection and filtering of relevant data. The fifth stage is analysis of strategic alternatives, characterized by providing a forecast of future development international relations, which also involves evaluating the most desirable option for the foreseeable future for state. The sixth stage is selection possible actions for each proposed variant of the forecast and the last one is regular monitoring of the progress of strategy implementation. On the basis of monitoring and evaluation of results and process strategic planning conclusions are being prepared regarding the efficiency and effectiveness of strategic planning and the need for corrections to the means or goals of the strategy (Гриценко, 2022, pp. 41-42).

An effective mechanism for making and implementing foreign policy decisions is one of the key conditions for an effective foreign policy.

3. How strategic foreign policy planning influence national security?

The development of modern state with effective functioning is impossible without its definite foreign policy strategy, which would realize national interests of the state and in the end-point provide state's national security.

The definition of "national security" means the physical security of the state, its survival and functioning as a full-fledged and rightful subject of international relations. The priority goals of the state's security are the preservation of its own sovereignty and territorial integrity. In this context, the implementation of successful national security is impossible without strategic planning, that projects public policy for the long term. The state should raise the issues, such as: "What is the main national interest?", "How can it be achieved?", "What challenges and threats may arise on the way to their realization?". These and other issues should be related to the promotion of the state's national interests in the international arena. Thus, strategic planning becomes one of the central links in the implementation of national security of the state, because foreign policy is an integral element of national security.

To summarize, it can be stated, that the national interests of the state will not be achieved systematically and effectively without clearly defined strategy.

4. Current state and problems of strategic foreign policy planning in Ukraine

As defined above, the need for a foreign policy strategy is caused by the protection of the state's national interests. In the case of Ukraine, domestic policy is closely related to foreign policy, because the geographical location of our state is at the junction of two worlds – democratic and

authoritarian. According to the author, this fact influenced the logic of foreign policy decision-making in Ukraine, which until 2014 tried to maneuver between the Western world and Russia.

Let's recall the events of 2013-2014, when Ukraine considered signing the Association Agreement with the European Union as a step on the way to joining the EU. Then president, Viktor Yanukovich, tried to slow down this process and the aspirations of Ukrainians to become a Western state due to Russia's dissatisfaction. From the point of view of Moscow, such course of events was considered as a threat to its own geostrategic interests. Thus, political decisions made inside Ukraine are connected with the external environment and circumstances. Without a clearly defined strategy, the sustainable development of our country is impossible, and the future will remain only a vague wish that will not be able to become a reality.

In the period of war, the presence of a strategy is especially important, but the first foreign policy Strategy in the history of Ukraine appeared only in 2021, as a systematized strategic document of the highest level. This document clearly states that Russia is the biggest threat to Ukraine on the way to its strategic goal of full membership in NATO and the EU. The Minister of Foreign Affairs of Ukraine, Dmytro Kuleba, noted that experts and scientists of analytical centers in the field of foreign policy, acting diplomats and the National Institute of Strategic Studies were involved in the development of this important document (Купеба, n.d.). Before this event, Ukraine relied on separate laws and legal acts in its foreign policy.

5. Prospects of strategic foreign policy planning in Ukraine

Strategic planning is determined by periodicity, that is, the review of national interests takes place on a predetermined schedule. In this regard, it would be expedient for Ukraine to adopt the experience of US strategic planning. The government of the United States of America conducts a review of the spheres of defense, diplomacy and security every four years. Usually, such reviews do not lead to drastic changes in the state's foreign policy, except in extreme cases, as the country's president or senior officials make their own key decisions in response to events ("Why Strategic Planning Matters to National Security", n.d.). Nevertheless, the course of the country remains clearly defined.

Planning and analysis should be part of the field of foreign policy, in this context Ukraine needs to create a separate department of planning and analysis in the Ministry of Foreign Affairs. In the U.S. Department of State, such department is called The Office of Management Strategy and Solutions (M/SS), which is responsible for strategic decisions and helps to improve management decisions in the field of international relations. For Ukraine, the creation of such

department would introduce analytics into the decision-making process in order to effectively promote Ukrainian goals in the international arena.

6. Conclusions

Summing up, we can draw the conclusions that strategic foreign policy planning is related to the determination of national interests, goals and objectives in the state's foreign policy. In addition, the strategy provides an opportunity to analyze the threats and challenges that arise on the way to the realization of the defined goals. In Ukraine, the Institute of Strategic Foreign Policy Planning is not sufficiently developed, because the first Strategy of foreign policy was developed only in 2021, as a systematized document of the highest level. It was determined that in foreign policy Ukraine has long been guided by the policy of multi-vector and did not see the future military threat from Russia, trying to play on two sides of opposing civilizations. As a perspective for the development of foreign policy planning in Ukraine, it is proposed to take the experience of the USA, namely the creation of a new additional department of analytics and strategic planning in the Ministry of Foreign Affairs of Ukraine, which would ensure closer interaction of planners and analysts with the decision-making center.

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THE UN AND INTERNATIONAL CONFLICTS: ASSESSING THE EFFECTIVENESS OF ITS INFORMATION STRATEGIES

K. M. Andibulova,

N. O. Marchenko, PhD (language supervisor)

V.N. Karazin National University, Kharkiv

Andibulova K. M., Marchenko N. O. The UN and international conflicts: Assessing the effectiveness of its information strategies: The United Nations (UN) plays a crucial role in addressing and mitigating international conflicts, employing a variety of information strategies to promote peace and resolution. This article assesses the effectiveness of the UN's information strategies in dealing with global conflicts, analyzing the challenges and successes it encounters in disseminating information to a diverse and often divided world. Through an examination of case studies and a critical evaluation of the UN's communication methods, this article seeks to provide insights into the organization's impact on conflict resolution and its potential for improvement.

Keywords: communication, diplomacy, information strategies, international conflicts, peacekeeping, United Nations.

Андібулова К. М., Марченко Н. О. ООН та міжнародні конфлікти: Оцінка ефективності її інформаційних стратегій: Організація Об'єднаних Націй (ООН) відіграє ключову роль у вирішенні та пом'якшенні міжнародних конфліктів, використовуючи різноманітні інформаційні стратегії для сприяння миру та врегулюванню. У цій статті оцінюється ефективність інформаційних стратегій ООН у вирішенні глобальних конфліктів, аналізуються виклики та успіхи, з якими вона стикається в поширенні інформації в різноманітному і часто розділеному світі. Розглядаючи конкретні приклади та критично оцінюючи методи комунікації ООН, ця стаття намагається дати уявлення про вплив організації на вирішення конфліктів та її потенціал для вдосконалення.

Ключові слова: дипломатія, інформаційні стратегії, комунікація, миротворчість, міжнародні конфлікти, Організація Об'єднаних Націй.

1. Introduction

The object of this study is to analyze and evaluate the effectiveness of the United Nations' (UN) information strategies in addressing and mitigating international conflicts.

The subject of the study revolves around the UN's role in managing and resolving international conflicts through the implementation of various information strategies. This includes

the use of communication, media, and information dissemination to influence perceptions, build consensus, and foster understanding among nations involved in conflicts.

The purpose of this research is to gain insights into how the UN employs information strategies to manage international conflicts and to assess the impact of these strategies on conflict resolution. The study aims to contribute to a better understanding of the role of information in diplomatic efforts and to provide recommendations for improving the UN's information approaches in the context of global conflict resolution.

Assess current information strategies, analyze their impact on perception and public opinion, evaluate diplomatic communication, scrutinize information dissemination channels, identify challenges and opportunities, and provide recommendations.

The United Nations, established in the aftermath of World War II, was founded on the principles of maintaining international peace and security. Over the years, the UN has evolved into a complex organization that utilizes various strategies to address and prevent conflicts worldwide. Central to its mission is the effective dissemination of information, a crucial aspect of its peacekeeping and conflict resolution efforts.

This article aims to evaluate the UN's information strategies concerning international conflicts, examining the challenges and successes encountered in its pursuit of global peace. By delving into specific case studies and critically analyzing the organization's communication methods, we can gain a deeper understanding of the UN's role in conflict resolution and the areas in which it can enhance its impact.

2. UN and conflict zones

In conflict zones, the United Nations encounters multifaceted challenges in effectively disseminating information. Limited physical access to these areas poses a significant hurdle, as the volatile nature of conflicts often restricts the movement of UN personnel and impedes their ability to reach affected populations. Censorship by conflicting parties further exacerbates the difficulties, as it restricts the flow of information and constrains the UN's capacity to convey neutral and unbiased messages.

3. Challenges in Conflict Zones

The case of Syria stands out as a poignant example of these challenges. The ongoing conflict in Syria has created an environment where the UN struggles to communicate vital information to both civilians and combatants (“Maintain International Peace and Security”, n.d.). Humanitarian

aid efforts are hampered by logistical difficulties and security risks, making it challenging for the UN to provide timely and accurate information about available resources and assistance.

Moreover, the presence of multiple conflicting parties with divergent agendas complicates the UN's communication efforts. In such scenarios, the organization faces the daunting task of navigating through intricate political landscapes, where different factions may deliberately distort information to suit their narratives. This dynamic underscores the need for the UN to employ nuanced communication strategies that can cut through the fog of misinformation and reach the intended recipients with clarity and accuracy (“Maintain International Peace and Security”, n.d.).

4. Utilizing Social Media in Communication

In the contemporary era dominated by digital communication, the UN recognizes the power of social media as a formidable tool for information dissemination. Platforms such as Twitter, Facebook, and Instagram offer unparalleled reach, allowing the organization to engage with a global audience in real-time (“Mediating international conflicts”, n.d.). However, the effectiveness of these strategies hinges on the UN's ability to navigate the complex terrain of social media, where misinformation and disinformation can proliferate rapidly.

The speed at which information spreads on social media poses both opportunities and challenges for the UN. While it allows for rapid dissemination of urgent updates and appeals, it also creates a fertile ground for the amplification of tensions and the propagation of false narratives. Instances where misinformation distorts the UN's messages can undermine its credibility and hinder diplomatic efforts.

To address this challenge, the UN must invest in robust social media monitoring and response mechanisms. By promptly identifying and countering false information, the organization can better leverage the positive aspects of digital communication to foster understanding and support for its initiatives (“Peace and Security”, n.d.).

5. Cultural Sensitivity in Communication

Operating in a diverse global landscape with varying cultures, languages, and perspectives necessitates the UN to tailor its communication strategies with cultural sensitivity. The effectiveness of information dissemination is contingent on the organization's ability to understand and resonate with different populations, acknowledging their unique contexts and historical backgrounds.

Examining instances where the UN has successfully navigated cultural nuances provides valuable insights into best practices for international communication (“Mediating international

conflicts”, n.d.). Whether addressing cultural taboos, linguistic differences, or historical sensitivities, the organization must employ a nuanced approach that fosters receptivity and avoids unintended misunderstandings.

By actively involving local communities and collaborating with cultural experts, the UN can enhance its communication strategies to ensure messages resonate authentically. Recognizing the importance of cultural context not only improves the reception of information but also contributes to building trust and fostering cooperation in conflict zones.

6. Transparency for Trust and Accountability

Transparency stands as a cornerstone for building trust and accountability in conflict resolution efforts. Striking a delicate balance between the need for confidentiality in diplomatic negotiations and the imperative of keeping the global community informed is a persistent challenge for the UN (“Pathways for Peace”, n.d.).

The organization must continually evaluate its track record in maintaining this equilibrium. Instances where the UN successfully navigates this delicate balance can serve as benchmarks for future endeavors. Open communication about the progress and challenges of peacekeeping missions enhances the UN's credibility, reassuring the international community of its commitment to ethical and accountable practices.

Transparency not only involves sharing information but also actively involving affected communities in decision-making processes (“Peace and Security”, n.d.). By soliciting feedback and incorporating local perspectives, the UN can strengthen its legitimacy and demonstrate a commitment to inclusivity and accountability.

7. Media Perception and Public Support

The UN's success in conflict resolution is intricately tied to the level of public support it garners (Mediating international conflicts: Examining the effectiveness of directive strategies). The organization's portrayal in the media and its perceived image among the global public significantly influence its ability to rally international cooperation and resources.

Analyzing the media narrative surrounding the UN and understanding how the organization is perceived by diverse audiences provide valuable insights into the effectiveness of its information strategies. Positive portrayals can bolster public trust and support, while negative perceptions may impede the UN's ability to garner the necessary backing for its initiatives (“Maintain International Peace and Security”, n.d.).

Exploring instances where public sentiment has positively impacted UN initiatives reveals the symbiotic relationship between effective communication and public support. By strategically engaging with the media and proactively shaping its public image, the UN can amplify its impact on conflict resolution and global peacekeeping efforts.

8. Conclusions

In conclusion, the United Nations plays a key role in addressing and preventing international conflicts through a variety of information strategies. The challenges it faces, ranging from communication in conflict zones to navigating the complexities of social media, highlight the evolving nature of global diplomacy. While the UN has made strides in leveraging communication tools and adapting to cultural nuances, there is room for improvement.

The organization must continue to innovate and adapt its information strategies to effectively address emerging challenges. Emphasizing transparency, cultural sensitivity, and the use of digital platforms can enhance the UN's ability to foster peace and understanding on a global scale. As conflicts persist and new geopolitical dynamics emerge, the effectiveness of the UN's information strategies will remain a critical factor in shaping the future of international relations and global security.

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ISRAEL'S EXPERIENCE IN ENSURING NATIONAL SECURITY

A. O. Angelis,

N. O. Marchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Angelis A. O., Marchenko N. O. Israel's experience in ensuring national security. The article is devoted to examining Israel's multifaceted approach to ensuring national security. Focused on the unique geopolitical challenges faced by the nation, the study delves into the historical context that has shaped Israel's security policies. It analyzes the country's strategic initiatives, military capabilities, and intelligence systems, highlighting the adaptive measures employed to address evolving threats. Additionally, the article explores Israel's innovations in cybersecurity and counterterrorism, showcasing the country's technological prowess in safeguarding its borders and citizens.

Keywords: counterterrorism, cybersecurity, Israel, national security, strategy.

Ангеліс А. О., Марченко Н. О. Досвід Ізраїлю у забезпеченні національної безпеки. Стаття присвячена вивченню багатогранного підходу Ізраїлю до забезпечення національної безпеки. Зосереджуючись на унікальних геополітичних викликах, що стоять перед країною, дослідження заглиблюється в історичний контекст, який сформував політику безпеки Ізраїлю. У ньому аналізуються стратегічні ініціативи країни, військовий потенціал і системи розвідки, висвітлюються адаптивні заходи, що застосовуються для реагування на мінливі загрози. Крім того, в статті досліджуються інновації Ізраїлю в галузі кібербезпеки і боротьби з тероризмом, демонструючи технологічну доблесть країни в захисті своїх кордонів і громадян.

Ключові слова: боротьба з тероризмом, Ізраїль, кібербезпека, національна безпека, стратегія.

1. Introduction

The object of the study is the system of measures and strategies used by Israel to ensure the security of the nation. The subject of the study is the specific tasks that the country defines for itself in the context of global and regional threats. The purpose of this study is to reveal and analyze the strategic goals, objectives and lenses that Israel sets for itself in the context of ensuring national security. Identification of key tasks and their solution and comprehensive analysis will contribute to understanding the peculiarities of the Israeli approach to national security. Further study of these aspects will make it possible to identify the key successes and challenges that Israel faces in achieving its strategic goal of ensuring national security.

2. The historical context of Israel's security policy

The historical context of Israel's security policy is inextricably linked to the complex challenges and threats that accompanied the country's formation and existence. Despite the fact that the National Security Strategy of Israel has never been officially approved, the state has developed a unique operational strategy that is successfully implemented in practice and constantly improved. Since its inception, the State of Israel has faced many complex security challenges that required the nation's leaders to formulate the fundamental principles and foundations of a national security strategy.

At the regional level, Israel is an «anomaly» in a predominantly hostile environment. The state differs from its neighbors culturally and economically and has a completely different type of government. The instability inherent in the region for many years has intensified since the beginning of the Arab Spring, whose events undermined the regional order and led to another historically determined Shiite-Sunni religious confrontation. The Arab attempts to destroy Israel in 1967, during the Six-Day War, led to the large-scale use of military force and determined the strategic need to anticipate possible threats. The result of this war was the conquest of territories, which became the basis for further governance and security policy.

The peace treaty between the State of Israel and the Hashemite Kingdom of Jordan is intended to normalize relations between the two countries and resolve the territorial conflict between them, but today it has consequences in the form of provocations by Jordan, namely the entire regional order in the Middle East (Rodman & Cohen, 2011, pp. 178–201).

In terms of external support, Israel is not a NATO member, and the United States is not obliged to come to the country's aid by treaty. However, for decades, Israel has maintained a special relationship with the United States as Washington's most steadfast partner in the Middle East, and it has been the largest cumulative recipient of U.S. foreign aid since the World War II.

3. Strategic initiatives and military potential of Israel

Israel's national values, which are in line with the democratic principles of the UN Charter, are set forth in the Declaration of Independence. Israel's highest security interests are to preserve its sovereignty, protect its most important assets, and ensure the safety of its citizens. Geographic location is a determining factor in Israel's national security. Israel prefers to use political rather than military instruments, but the country must be prepared for an imposed war. Then, if it is impossible to curb threats to national security through political means, the state of Israel will be forced to use the IDF and other security forces.

The conflict between Israel and Palestine is endless. It has been going on for more than 70 years, and the conflict escalated again in 2023 and continues to this day (Lambeth & Benjamin, 2012, pp. 81–90).

To counter threats, Israel must act in accordance with certain principles of national security, which have both military and social dimensions. The fundamental principle of Israel's national security is the pursuit of peace. In view of this, Israel must act in general on the basis of a defense strategy designed to ensure the existence of the state. Within the framework of this strategy, the main principles of ensuring Israel's national security are as follows:

- making active military and political efforts to preserve peace;
- preventing war and avoiding confrontations
- giving preference to quality over quantity (since Israel is initially at a disadvantage compared to its enemies, it must compensate for this with a qualitative advantage);
- conducting combat operations on the enemy's territory;
- minimizing the duration of hostilities to reduce damage to its own population and infrastructure;
- ensuring the security of the state border;
- fostering the morale of the Armed Forces and the population.

The principles of social security that define the role of Israeli society in national security are formulated as follows:

1. The People's Armed Forces. Compulsory service both in the regular army – the IDF – and in the reserve allows to educate and strengthen the fighting spirit of the nation fighting for its existence.
2. Universal military duty.
3. National reserve. All citizens fit for military service in the IDF are required to serve in the national reserve.
4. Achieving and preserving freedom of action is of paramount importance for the successful resolution of problems and the achievement of goals. This principle provides the necessary flexibility as an element of the conscious use of instruments of force.
5. Selfreliance is vital to ensuring freedom of action (Libel, 2016, pp. 142–154).

4. Innovations in cybersecurity and counterterrorism

The progressive experience of the State of Israel in organizational and legal support of the national cybersecurity system, taking into account the leading positions of this country in the world rankings, is quite high. According to the Cybersecurity Index, Israel was recognized

as the winner (the country is among the top three) (“Which country”, n.d.).

It should be noted that Israel not only successfully develops the cybersecurity sector, but also conducts its own cyberweapons development. Such initiatives are aimed at creating an analog of Interpol in cyberspace in Israel, as well as introducing a system of information exchange between all cyber defense actors in combination with the capabilities of the public and private sectors.

One of the foundations of cybersecurity is countering terrorism. To this end, the Israeli Parliament adopted a new law “On Combating Terrorism”, which entered into force on November 1, 2016. This Law contains provisions regarding the use of the Internet and social media for terrorist purposes. According to the Law, terrorist activities include, in particular:

- the use of cyberspace by terrorists to propagate their criminal
- to propagate their criminal activities;
- recruitment of mercenaries;
- radicalization of society, incitement to violence;
- financing of terrorism.

The implementation of legislative initiatives in this format is very important, as the scale of cyberattacks on the Internet is constantly growing, resulting in the destruction of property or damage to critical infrastructure. Israel's experience in fighting terrorism in cyberspace fully reflects these trends. Israeli criminal law has been supplemented by a provision on liability for incitement to terrorism and “demonstration of solidarity with a terrorist organization or support for an act of terrorism”. The provisions of this provision cover, in particular, activities on the Internet to support and encourage acts of terrorism against Israel and its citizens (Kfir, 2019, pp. 231–238).

The Law also applies to combating terrorist propaganda on social media (Facebook, YouTube, Twitter and other social platforms for removing content that promotes terrorism). In early 2018, the Law was amended to provide for the possibility of imposing the death penalty on guilty terrorists. Such legislative initiatives give grounds to assert that the State of Israel has its own strategic view of solving the problem of cybersecurity.

5. Conclusions

The study of Israel's experience in ensuring national security sheds light on a number of important aspects that have become key to the country's success in a complex geopolitical environment. A retrospective analysis of Israel's history allows us to identify the strategic choices that have shaped its security policy and made it unique.

Israel's approach to security is characterized by proactivity and adaptability. A high level of military readiness, the development of effective strategies to respond to threats, and the introduction of innovations in cybersecurity have become important elements of Israeli success. In addition, Israel's experience emphasizes the importance of developing a flexible and adaptive security system in the face of changing threats that require not only military but also technological and innovative solutions.

Through a combination of military strength, strategic thinking and innovation, Israel manages to ensure the security of its population and remain at the forefront of the global context. Its experience is becoming a valuable lesson for other countries facing modern challenges and looking for the best strategies to ensure their national security in the face of uncertainty and threats.

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PROSPECTS AND PROBLEMS OF ECONOMIC RELATIONS BETWEEN KENYA AND UKRAINE

D. S. Antokhova,

L.I. Izotova (language supervisor)

V. N. Karazin National University, Kharkiv

Antokhova. D. S., Izotova L. I. Prospects and problems of economic relations between Kenya and Ukraine. The article deals with the prospects and possibilities of economic cooperation between Ukraine and Kenya focusing on aspects such as trade, investment, agriculture, infrastructure and technical cooperation. It is analyzed the potential mutual benefits for both countries and enrichment through the exchange of technology, raw materials and expertise. The study of this topic is relevant, because there is always a need to establish new and consolidate existing international relations. Despite the fact that Kenya and Ukraine have a number of difficulties and problems, such as logistical connections, differences in mentality and culture, their cooperation is based on mutually beneficial conditions. As a result, there is an interest in deepening cooperation in various fields to create a stable and mutually beneficial economic partnership.

Keywords: Africa, economic cooperation, international cooperation, Kenya and Ukraine, political relations.

Антохова Д. С., Ізотова Л. І. Перспективи та проблеми економічних відносин між Кенією та Україною. У статті розглядаються перспективи та можливості економічного співробітництва між Україною та Кенією, звертаючи увагу на такі аспекти, як торгівля, інвестиції, сільське господарство, інфраструктура та технічна співпраця. Стаття аналізує потенційні взаємні вигоди для обох країн та збагачення через обмін технологіями, сировиною та експертним досвідом. Вивчення цієї теми актуальне, адже завжди залишається потреба в налагодженні нових та закріпленні вже існуючих міжнародних відносин. Не дивлячись, що Кенія та Україна мають низку складностей та проблем, таких як, логістичне сполучення, відмінність менталітету та культури, їх співпраця базується на взаємовигідних умовах. Як результат зацікавленість у поглибленні співпраці в різних сферах для створення стабільного та взаємовигідного економічного партнерства.

Ключові слова: Африка, економічне співробітництво, Кенія та Україна, міжнародна співпраця, політичні відносини.

1. Introduction

Taking into account the current geopolitical realities and the rapid development of globalization, economic relations between states determine the direction of their development and

interaction. One of the interests in this context is the possibility of cooperation between Ukraine and Kenya, two countries located on different continents. It is described in detail the economic opportunities that can arise from their interaction. The analysis focuses on the common interests and prospects of the two countries, concentrating on aspects such as trade, investment, agriculture, infrastructure and technical cooperation. Highlighting this potential for cooperation can be the basis for building a sustainable and profitable economic partnership that expands horizons and ensures mutual benefit for the peoples of both countries (Zaliznyuk, 2022, pp.62-68).

2. Main Part

International relations between Kenya and Ukraine go back to the distant past, when the two countries established diplomatic relations. The history of this friendship was marked not only by mutual respect, but also by the desire to develop cooperation in various fields. Diplomatic relations between Ukraine and Kenya were established at the beginning of Ukraine's independence in 1991. However, after that, the actual strengthening of cooperation began, and both countries expressed a desire to expand cooperation. On December 1, 2016, the first high-level bilateral political consultations in the history of Ukrainian-Kenyan relations took place. According to the results of negotiations with the Deputy Minister of Foreign Affairs of Ukraine S.O. Kyslitsa and M. Juma, at that time the Chief Secretary of the Ministry of Foreign Affairs of Kenya, agreed on the priority directions for further bilateral cooperation, strengthening of trade and economic relations, including the development of political dialogue. In 2019, Ukraine and Kenya signed an agreement on the establishment of a bilateral trade and economic council. This was a step to promote the development of economic relations and trade between the two countries. For Ukraine, the importance of Africa is determined by the following factors (“Embassy of Ukraine in the Republic of Kenya,” n.d.):

2.1. Political aspect

The importance of Africa is explained by the fact that 54 African countries are members of the UN and therefore have the right to vote in the UN General Assembly. Unlike European countries, events in Ukraine do not have a direct impact on policy towards the Russian Federation, as there are no geographical ties. The Russian Federation carries out purposeful economic and military expansion in these countries, including them in its sphere of influence. In 2017, the import of goods from the Russian Federation by African countries more than doubled (from \$7.1 billion to \$14.5 billion). This situation is reflected in the vote at the UN General Assembly (in December 2017, only three African countries supported the resolution on rights violations in Crimea, and six countries, including South Africa, voted against) (“Embassy of Ukraine in the Republic of Kenya,” n.d.).

2.2. Economic aspect

The countries of this part of the world have significant economic potential, as they are an important source of industrial and agricultural raw materials, a significant market for various goods and services, as well as a strategic international communication hub (“The Middle East and Africa,” n.d.).

2.3. Global aspect

The last decade was characterized by a noticeable increase in interest in economic cooperation with Africa not only from its traditional partners - former colonial states (primarily France and Great Britain), but also from new leaders - China, India, and Brazil. China introduced the position of Special Representative of the Government for African Affairs in the staff of the Ministry of Foreign Affairs, and also actively implements a program of concessions, participation in government tenders, lending and financial assistance to African countries - which opens the way for Chinese companies to the largest economic projects on the continent. According to IMF data presented in 2017 in the World Economic Outlook, the three largest African economies are Nigeria (27th country in the world by GDP), Egypt (32nd place) and South Africa (39th). Over the previous 30 years, they changed places more than once (Bezzubchenko, 2016, pp. 281-283).



Fig. 1 Key interests of Ukraine in the African countries

3. Problems of economic relations

Trade barriers: There may be restrictions and barriers to the import or export of goods and services between countries, which may complicate and limit the development of trade (“Kenya: will no longer honor the Nile Treaty,” n.d.).

Currency fluctuations: Changes in exchange rates can affect the competitiveness of goods and services in the international market (Zaliznyuk., 2022, pp.62-68).

Tax and regulatory environment: Differences in tax and regulatory policies can create difficulties for business and investment.

Political instability: Political instability can create uncertainty for business cooperation and investment.

Infrastructural challenges: Insufficient development of infrastructure in both countries can complicate the efficiency of transport and logistics processes.

Agriculture and food security: Challenges in the agricultural sector and food security can affect trade and cooperation in this area (“Kenya: will no longer honor the Nile Treaty,” n.d.).

4. Perspectives of economic relations

The prospects for economic relations between Kenya and Ukraine can be promising and bring mutual benefits to both parties. Let's consider some possible directions that may determine future cooperation.

4.1. Export-import trade

Strengthening and expanding trade between the two countries can be a key factor in the development of economic relations. Expanding the range and increasing the volume of trade can be a catalyst for the growth of both economies (“Embassy of Ukraine in the Republic of Kenya,” n.d.).

4.2. Investments

Creating a favorable investment climate can attract Ukrainian and Kenyan companies for mutual investment in various sectors such as energy, transport, infrastructure and innovation (“Embassy of Ukraine in the Republic of Kenya,” n.d.).

4.3. Cooperation in Agriculture and Food Security

The exchange of technologies and best practices in agriculture can help increase yields and product quality. The development of this area can also help to solve the issue of food security in both countries.

4.4. Technical and Educational Cooperation

The exchange of technical knowledge, teaching and internships can strengthen the potential

of both countries. Joint projects in the field of science and education can contribute to the creation of intellectual capital (Zaliznyuk, 2022, pp.62-68).

4.5. Infrastructure Projects

Joint infrastructure projects can contribute to the development and modernization of transport, energy and communication infrastructure, which will improve conditions for business and trade (Bezzubchenko, 2016, pp. 281-283).

4.6. Green Energy and Innovations

Joint efforts in the development of green technologies and renewable energy can become a key aspect of cooperation in the context of environmental protection and solving energy challenges.

It is important to note that the realization of these prospects depends on the political will of both countries and their readiness to cooperate in a number of different areas, but it should be noted that all these aspects are aimed at improving not only economic, but also social aspects (Bezzubchenko, 2016, pp. 281-283).

5. Conclusions

Ukraine and Kenya, two countries located on different continents, expressed their desire to enter into strategic partnerships for joint economic development. The signing of the agreement on the trade and economic council in 2019 was an important step in strengthening relations and expanding opportunities for both countries.

Integrating and expanding cooperation in trade, investment, science and education creates a promising landscape for further growth of economies. The exchange of technology and know-how can solve challenges and become a catalyst for innovative solutions in various fields, from energy to agriculture.

It is important to emphasize that success in relations between Ukraine and Kenya will require constant improvement of strategies, flexibility in responding to changes, as well as active interaction between both parties. By taking the right steps, both countries can enjoy mutual benefits, contributing to economic enrichment and ensuring sustainability in their internal development.

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MODERN METHODS OF CONDUCTING INFORMATION WARFARE AND THEIR APPLICATION IN THE MEDIA SPACE OF UKRAINE

A. O. Antonenko,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Antonenko A. O., Litovchenko Y. M. Modern methods of conducting information warfare and their application in the media space of Ukraine. The article presents modern methods of conducting information warfare and their application in the media space of Ukraine, emphasizing the importance of information as a strategic resource in the modern world. The article shows information war as a new type of combat, which includes active countermeasures in the information space. The article highlights two main forms of destructive influence: technological, which includes interference in the information sphere at the technological level, and ideological, related to the distortion of the content of information.

Keywords: countering informational aggression, disinformation, information war, manipulation of consciousness, media space of Ukraine, psychological pressure.

Антоненко А. О., Літовченко Я. М. Сучасні методи ведення інформаційної війни та їх застосування в медіапросторі України. У статті наведено сучасні методи ведення інформаційної війни та їх застосування в медіапросторі України, акцентуючи увагу на важливості інформації як стратегічного ресурсу в сучасному світі. У роботі інформаційна війна розглядається як новий вид бойових дій, що включає активну протидію в інформаційному просторі. Стаття висвітлює дві основні форми деструктивного впливу: технологічну, що охоплює втручання в інформаційну сферу на технологічному рівні, та ідеологічну, пов'язану із викривленням змісту інформації.

Ключові слова: дезінформація, інформаційна війна, маніпулювання свідомістю, медіапростір України, протидія інформаційній агресії, психологічний тиск.

1. Introduction

The object of the article is information warfare and its methods, especially in the context of the media space of Ukraine. The subject is specific methods of the destructive influence of information on public consciousness and ways of reducing such influence. The aim of this study is to identify specific methods of the destructive influence of information from the media space of Ukraine on the public space awareness and delineation of ways to reduce such influence. The relevance of the research lies in the growing importance of information as a strategic resource capable of influencing public attitudes and political decisions. In light of today's geopolitical conditions and the increase in information attacks, this research is significant for understanding information warfare methods and developing countermeasures.

2. Information warfare as a key element of modern geopolitical confrontations

In the modern world, as a result of information becoming the most important value, and the industry of receiving, processing, and broadcasting information is a leading industry in which more and more capital is invested every year, information warfare can be seen as a qualitatively new type of warfare, active counteraction in the information space. Information is becoming (and this process is irreversible) an important strategic resource, the absence of which leads to significant losses in the economy (Szafranski, 1995). Timely and complete exchange of information of various kinds between all actors in the social, political and economic life of the state ensures the stable functioning of all institutions of society. This process has a technological and ideological component. After all, it is impossible to overestimate the impact of the content of information messages on public sentiment, which can be the basis for encouraging the population to take certain actions or reactions. That is why, in the context of information warfare, information can be seen as a potential weapon, which makes it important to be able to distinguish among the flow of information broadcast by the media messages that negatively affect people's minds («Russian Propaganda», n.d).

The topic of information warfare, in particular in the current geopolitical environment, has been actively studied by scholars of various specialties over the past five years. The role of the media in this process is considered by N. Aksenova, O. Komarchuk, N. Semen, V. Tarasiuk, V. Khoroshko, Y. Khokhlachova, and B. Yuskiv. Ukraine's participation in the information confrontation with the aggressor - Y. Horban, M. Demyanenko, I. Rozkladany, V. Skrypnyk. The role of modern information technologies in the conduct of information warfare - V. Furashev, D. Lande, L. Makarenko.

3. Technologies of information warfare: negative impact on public consciousness

Today, there are a huge number of different technologies that have a negative impact on the information sphere of society. Such destructive influence is exercised mainly in the form of interference with the mechanisms of data transmission, storage, processing, or through complete blocking of data exchange, or in the form of influence on the content of information messages (Bhan, 2017, pp. 144-145).

The first form involves mainly interference in the information sphere at the technological level, which can be carried out in the form of specific software and information tools created to defeat the information resource, means of destroying, distorting or stealing information, overcoming security systems, restricting or prohibiting access to information resources, disabling technical means, communication networks, other technological to ensure the vital activity of society and the state. To implement such measures requires special equipment and special skills and knowledge.

The second form of destructive influence, namely the distortion of the content of information received by consumers, is available to a much wider range of subjects. Information about socially

important phenomena and events is transmitted through mass media - print media, radio, television, and the Internet.

The process of forming public opinion, in our opinion, can be represented as follows. When an event occurs, an individual or a social group can express their attitude to it only after receiving the relevant information message. As a rule, the latter comes through the media. It is very important to develop a certain assessment is the interpretation of the information message. Thus, the consumer of information receives a commentary along with the information message (Bhan, 2017, pp. 147-148).

The use of such a mechanism of influence as a weapon is an integral part of information aggression, including the one that Russia is carrying out against Ukraine. The increased level of danger of such weapons is that they are impersonal in nature, designed for an unlimited number of people, and most importantly, it is disguised. A person who has fallen under its influence does not even realize that he or she has been even aware that they have become a victim.

4. Methods of manipulating public opinion in the media space of Ukraine: disinformation, propaganda and psychological pressure

Among the methods used by mass media to covertly distort the perceptions of Ukrainian citizens about the processes taking place in our country, the following can be highlighted.

First, it is disinformation. It is about misleading a person about the genuineness of intentions in order to induce them to take programmed actions. World practice records various forms of disinformation. Tendentious presentation of facts is a biased coverage of facts or other information about events with the help of specially selected true data. As a rule, this method is used to dose specially formed information to a person in order to constantly increase tension. Disinformation occurs by providing truthful information in a distorted form or in a situation where it is perceived as untrue.

Secondly, propaganda is extremely widespread in the Ukrainian media space, i.e., the dissemination of various political and other ideas designed to have a destructive impact on public opinion, provoke emotions and change the attitude or behaviour of a certain group of people in a direction favourable to the aggressor («Russian Propaganda», n.d). Another method widely used by the media is the diversification of public opinion, or the dispersion of attention to different artificially emphasized problems and thus distracting from the really important aspects of socio-political and economic life.

It is also quite possible to exert psychological pressure through the media, i.e., to influence the human psyche by intimidation or threats in order to induce a certain planned behaviour. For this purpose, for example, information materials are used to inform people about real, and more often non-existent, threats and dangers, make predictions about repression or persecution, oversaturate the information space with news about explosions, arson, mass poisoning, hostage-taking, etc (Fitzpatrick, 2018, p. 46).

The purpose of such actions is to manipulate the consciousness of ordinary citizens in order to justify Russia's military invasion of Ukraine, discredit the Armed Forces of Ukraine and other law enforcement agencies, demonstrate the inability and unwillingness of the Ukrainian authorities to solve social problems, and search for political, ideological or national overtones in socio-economic problems. In the long run, distortion of public opinion can lead to political or economic destabilization, and, consequently, a decrease in Ukraine's military potential and defence capabilities.

5. Conclusions

Counteracting information warfare begins with awareness of the facts and critical evaluation of all information messages. We need to be careful about the content of the news, because the media sometimes abuse sensationalism and facts, some of which are Russian propaganda. Ukrainian media should learn to resist hostile influence (Kofman & Rojansky, 2015).

Several important steps have already been taken at the national level to counteract information aggression, first of all, the ban on certain Russian information resources and social networks. It should not be forgotten that the primary element of ensuring information security is a specific citizen with an appropriate level of media literacy competence. Knowledge of the methods used by the media to manipulate consciousness allows us to successfully identify them in the information flow and counteract them.

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THE WORLD MARKET OF LOGISTICS SERVICES: CURRENT STATE AND FEATURES

V. O. Astakhov,

O.I. Radchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Astakhov. V. O, Radchenko O. I. The world market of logistics services: current state and features. The article explores pertinent issues concerning the present condition and characteristics of the global logistics services market. It emphasizes significant trends in global logistics and their profound influence on the structure of the transportation and logistics services market. Factors that contribute to the differentiation within the logistics segment are also addressed. The dynamics and influencing factors are examined, and a forecast is presented regarding the prospective growth of the global transport and logistics services market considering qualitative sector development. The findings from this research can offer valuable insights for companies involved in international logistics and seek to enhance their competitiveness.

Keywords: international freight transportation, international logistics, global market of logistics services, logistics processes.

Астахов В. О., Радченко О. І. Сучасний стан та особливості світового ринку логістичних послуг. У статті досліджуються актуальні питання сучасного стану та характеристик світового ринку логістичних послуг. Підкреслено важливі тенденції світової логістики та їх глибокий вплив на структуру ринку транспортно-логістичних послуг. Також розглядаються фактори, які сприяють диференціації всередині сегмента логістики. Розглянуто динаміку та чинники впливу та зроблено прогноз щодо перспективного зростання світового ринку транспортно-логістичних послуг з огляду на якісний розвиток галузі. Результати цього дослідження можуть дати цінну інформацію для компаній, які займаються міжнародною логістикою і прагнуть підвищити свою конкурентоспроможність.

Ключові слова: глобальний ринок логістичних послуг, логістичні процеси, міжнародні вантажоперевезення, міжнародна логістика.

1. Introduction

In a world full of rapid changes and constant development, the global market for logistics services faces a number of challenges and opportunities. Modern technologies, geopolitical transformations and the growth of international business connections are defining a new dimension of logistics, making it a strategically important industry for enterprises all over the world.

Nowadays, where speed and efficiency are the defining criteria for success, the development and optimization of logistics services determine the further contour of the competitive business environment. Consumers and businesses expect not only fast and reliable delivery, but also innovative solutions that take into account all important aspects of modern trade and production.

In this context, the study is aimed at a thorough analysis of the current state and unique features of the global logistics services market. By identifying key trends, challenges and opportunities, we aim to reveal and analyse the factors that determine the strategic directions for the development of this important industry on an international scale.

In the modern dynamics of the global market of logistics services, a deep integration process is revealed, which intertwines the economies, cultures and technologies of different countries. The global logistics market in the modern context is becoming a strategic factor that determines not only the efficiency and competitiveness of enterprises, but also the structure of international business relations.

Analysis of the latest research. The issue of the current state and features of the world market of logistics services is highlighted in a large number of scientific works by scientists among whom it is worth noting D. Eymore , D. Bowersox, G. Berezgha, A. Gadzhinskyi, V. Aleksunin, N. Tikhonova, Y. Krykavskyi.

The object is the world market of logistics services. The subject is the current state and features of the world market of logistics services. The aim is to conduct a comprehensive analysis of the current state and determine the key features of the world market of logistics services in order to reveal the factors that determine its efficiency and competitiveness. It is crucial to determine strategic ways to improve the quality and efficiency of logistics services in a global context. The task is to examine the intricacies of the global logistics services market structure and identify pivotal participants along with their interactions. Moreover, the author aims to evaluate current and potential trends in international logistics, and assess factors influencing the effectiveness and competitiveness of logistics services worldwide.

2. Analysis of the current state of the world market of logistics services

Logistics services have become a strategically important element of global business, ensuring efficient and fast delivery of goods and services in the conditions of an ever-increasing volume of international trade. Analysing the current state of the world market of logistics services, it is worth considering not only the main trends, but also numerical indicators reflecting the economic aspects of this strategically important industry.

During the early 2020s, the logistics services market experienced a notable growth due to a

combination of overall economic expansion and increased global trade. According to the World Trade Organization, the total volume of global trade surpassed \$20 trillion in 2023, reflecting an 8% rise from the previous year (“World Trade Organization “, 2024). This surge in trade has generated a heightened demand for logistics services, fostering innovation in the industry.

The efficiency and competitiveness of enterprises in the logistics sector are significantly influenced by technological advancements. In recent years, the integration of artificial intelligence and process automation has become imperative to ensure precision and efficiency in managing logistics chains. The research conducted by Global Market Insights suggests that the technology market for logistics could potentially reach \$84 billion by 2026, indicating substantial investments in this sector (Horoshko, 2016, p. 1).

The logistics services market is marked by the notable presence of major international players like DHL, UPS, and FedEx, which are involved in global logistics operations. Intense competition in the logistics sector drives heightened investment levels. Numerous logistics firms allocate investments to innovative technology development, enabling them to sustain competitiveness and broaden their service offerings. For instance, the collaboration between tech startups and logistics giants signifies efforts to address contemporary technological challenges and streamline logistics procedures. At the same time, the noticeable development of logistics services in countries with developed economies leads to geographic differentiation. In particular, the Asia-Pacific region is experiencing a significant growth due to the active development of trade and production (“World Trade Organization”, 2024).

Despite the positive trends, the logistics services market also faces economic challenges, including rising fuel prices and instability in the global economy. In recent years, rising fuel prices have become a big problem for logistics companies, forcing them to look for more efficient and environmentally friendly solutions for transporting goods.

More and more businesses around the world are recognizing the critical role of logistics services in their success, leading to the continued market growth. Technological innovation and geographic diversity are becoming important drivers of change in the industry, while economic challenges provoke the sustainability and efficiency of logistics systems. Broadly, the trend in the logistics services market is moving towards more cohesive, technologically sophisticated, and sustainable solutions that consider the requirements of contemporary global businesses (Arvis et. al, 2016, p. 2).

3. Prospects of optimization and development of international logistics in modern realities

In the modern world, where globalization determines the main trends of economic development, international logistics is a key element for the successful operation of enterprises and the development of economic relations between countries. The growth of international trade, rapid technological changes and consumer demands determine the need for constant improvement and optimization of logistics processes.

One of the prospects for optimization is the introduction of innovative technologies, such as the Internet of Things (IoT) and artificial intelligence. These technologies make it possible to ensure great accuracy and efficiency in tracking goods, controlling the status of deliveries and automating warehouse operations. The application of such innovations allows enterprises to manage effectively logistics chains and respond to changes in real time (Lobovko, 2017, p.7).

Enterprises are challenged to minimize the environmental impact of their operations due to increasing consumer environmental awareness and growing demands for sustainable practices, leading to the emergence of ecological logistics. Implementation of green technologies, efficient use of energy and improvement of transport routes are directions that will contribute to the creation of environmentally responsible logistics systems (Simonova, 2018, p.9).

It comes as no surprise that the importance of multimodal transport as a tool for optimizing logistics costs and reducing emissions is growing. Integration of various types of transport into a single logistics system allows you to choose the most efficient and environmentally safe routes for transportation. (Hadzhynskyy, 2010, p.116).

In general, the prospects for optimization and development of international logistics are determined by a combination of technological innovations, sustainable practices and strategic planning. Companies that adapt promptly to changes and proactively incorporate contemporary solutions will enjoy a competitive edge in the swiftly evolving realm of international trade and logistics ("The official site of "Economic news", 2017, p.1).

4. Conclusions

In conclusion, the study of the current state of the world market of logistics services indicates the decisive role of this sector in global business. Growing globalization and technological shifts are turning logistics into a strategic factor of competitiveness. Ensuring the efficiency of logistics chains now requires a high level of flexibility and continuous improvement. This will allow participants in the world market of logistics services not only to survive in the conditions of constant changes, but also to become leaders in this strategically important sector.

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RESEARCH OF THE CULTURE OF JAPANESE GASTRONOMY IN THE WORLD AND IN UKRAINE

M. O. Babchik,

N. M. Startseva, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Babchik M. O., Startseva N. M. Research of the culture of Japanese gastronomy in the world and in ukraine. This article conducts an in-depth analysis and research on the culture of Japanese gastronomy worldwide and its presence in Ukraine. Exploring the dissemination and reception of Japanese culinary traditions, the study investigates the impact of its elements on global culinary trends and their integration into Ukrainian cuisine. The article delves into crucial aspects of Japanese gastronomic culture and its role in shaping the culinary landscape in Ukraine. The specific trends and aspects of Japanese gastronomic culture, such as sushi and ramen which are becoming culinary staples globally, the fusion of traditional Japanese techniques with local ingredients in international cuisine, the appeal of Japanese food for its health-conscious attributes, the rise of authentic Japanese restaurants in Ukraine, the growing interest in culinary education related to Japanese cooking techniques, the impact of Japanese cuisine on broader culinary trends like the emphasis on umami and high-quality ingredients, and the role of cultural exchange through food events, collectively contribute to shaping Ukraine's culinary landscape by adding diversity, influencing cooking styles, and fostering a deeper appreciation for global culinary traditions.

Keywords: authentic cuisine, culinary landscape, trends, traditions, Japanese gastronomy.

Бабчик М. О., Старцева Н. М. Дослідження культури японської гастрономії у світі та в Україні. У цій статті проведено поглиблений аналіз та дослідження культури японської гастрономії в усьому світі та її присутності в Україні. Досліджуючи поширення та рецепцію японських кулінарних традицій, досліджується вплив їх елементів на світові кулінарні тенденції та їх інтеграція в українську кухню. У статті досліджено ключові аспекти японської гастрономічної культури та її роль у формуванні кулінарного ландшафту України. Специфічні тенденції та аспекти японської гастрономічної культури, такі як суші та рамен, які стають основними кулінарними продуктами в усьому світі, поєднання традиційних японських технологій із місцевими інгредієнтами в міжнародній кухні, привабливість японської їжі через її корисні для здоров'я атрибути, збільшення кількості ресторанів автентичної японської кухні в Україні, зростаючий інтерес до кулінарної освіти, пов'язаної з японськими кулінарними техніками, вплив японської кухні на ширші кулінарні тенденції, такі як наголос на уамі та високоякісних інгредієнтах, а також роль культурного обміну через гастрономічні заходи, разом сприяють формуванню кулінарного ландшафту України, додаючи різноманітності, впливаючи на стилі приготування їжі та сприяючи глибший повазі до світових кулінарних традицій.

Ключові слова: автентична кухня, кулінарний ландшафт, тенденції, традиції, японська гастрономія.

1. Introduction

Japanese gastronomy has gained immense popularity worldwide, becoming an integral part of global culinary trends (Seaton & Yamamura, 2015). This article addresses the cultural exchange and impact of Japanese gastronomy, which is the object of the research, focusing on its presence both globally and specifically in Ukraine. The increasing globalization of cuisine prompts a closer look at how Japanese culinary traditions influence and integrate into diverse cultural landscapes.

Despite the widespread recognition of Japanese gastronomy's global influence, there is a need for a comprehensive analysis of its cultural dissemination and reception, particularly in Ukraine. This study aims to bridge this gap by exploring the nuances of Japanese culinary culture and its evolving role in shaping culinary practices in Ukraine.

The relevance of this research lies in understanding the dynamics of cultural exchange through gastronomy and its implications for both Japanese and Ukrainian culinary scenes. The article draws on a diverse range of sources, including culinary studies, cultural analyses, and gastronomic trends, to provide a well-rounded exploration of Japanese culinary influence.

The primary objective of this study is to comprehensively analyze the culture of Japanese gastronomy, emphasizing its global impact and specific influence on Ukrainian culinary practices. Specific tasks include:

- Investigating the dissemination of Japanese culinary traditions globally.
- Assessing the reception and integration of Japanese gastronomy in Ukraine.
- Examining the role of Japanese culinary elements in shaping global and Ukrainian culinary trends.

2. Japanese cuisine is a global culinary phenomenon

2.1. Development of Japanese cuisine in the world and Ukraine

Japanese cuisine has undergone a remarkable evolution, transcending cultural boundaries and becoming a global culinary phenomenon (Assmann, 2017). This article delves into the development of Japanese cuisine, exploring its impact on the international culinary landscape and specifically examining its presence and influence in Ukraine.

Japanese cuisine, characterized by its artful presentation and unique flavor profiles, has gained immense popularity worldwide. Sushi, ramen, and sashimi have become staples in major cities globally,

contributing to the widespread recognition and appreciation of Japanese culinary traditions (Cwierka, 2006).

In Ukraine, Japanese cuisine has found a receptive audience, with a growing number of authentic Japanese restaurants and sushi bars. Ukrainian diners are exploring the nuances of Japanese flavors, appreciating the precision in preparation and presentation that characterizes this culinary tradition (“Strategy for Japan”, 2009).

2.2. Introducing Japanese food culture through anime

Anime, a distinctive form of Japanese animated entertainment, has not only captivated global audiences but has also served as a unique medium for introducing Japanese food culture. Beyond its role as a source of entertainment, anime often features detailed and culturally rich portrayals of Japanese cuisine (Taş Alicenap, 2014). This article explores the intersection of anime and Japanese food culture, examining how anime serves as a gateway for global audiences to discover, appreciate, and even replicate traditional Japanese culinary practices.

Anime has become a cultural ambassador for Japan, offering a visual and narrative journey into the heart of Japanese traditions, including its diverse and intricate food culture (Otmazgin, 2014). Characters in anime frequently engage in cooking and dining activities, presenting an opportunity for viewers to learn about traditional ingredients, cooking techniques, and the significance of meals in Japanese society.



Picture.1. Japanese food from anime that you will want to try

Anime doesn't limit itself to iconic Japanese dishes but also showcases regional and seasonal variations, fostering an understanding of the diversity within Japanese cuisine. From street food stalls to elaborate kaiseki meals, anime presents a spectrum of culinary experiences, making Japanese food culture more accessible and intriguing for international audiences (Taş Alicenap, 2014).

Japanese anime often weaves food seamlessly into its narratives, using it as a means to convey emotions, relationships, and cultural context. The act of sharing a meal or the preparation of specific dishes becomes a storytelling device, emphasizing the cultural significance of food beyond its taste and nutritional value (Lakkaraju, 2016).

For global audiences, anime serves as an inspiration for culinary exploration. Fans are drawn to recreate dishes featured in their favorite shows, leading to an increased demand for Japanese ingredients and cooking tools worldwide. This phenomenon not only boosts international interest in Japanese cuisine but also contributes to a global culinary fusion (Seaton & Yamamura, 2015).

The fusion of education and entertainment in anime makes it an engaging platform for introducing Japanese food culture. Viewers unconsciously absorb information about table manners, traditional celebrations, and the importance of seasonal ingredients, creating a cultural bridge through the universal language of food.

3. Conclusions

The development of Japanese cuisine on the global stage, including its presence in Ukraine, highlights the enduring appeal of this culinary tradition. As Japanese flavors continue to inspire and integrate into diverse food cultures, they contribute not only to gastronomic richness but also to cultural exchange, creating a global tapestry of culinary diversity.

Anime, with its immersive storytelling and visual appeal, goes beyond being a form of entertainment; it acts as a gateway to Japanese food culture for a global audience. Through its diverse portrayals of culinary traditions, anime contributes to cultural understanding and appreciation, fostering a worldwide fascination with the rich tapestry of Japanese cuisine.

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IMPACT OF THE WAR ON THE HOTEL AND RESTAURANT BUSINESS OF UKRAINE

A. E. Babicheva,

N. M. Startseva PhD (language supervisor)

V. N. Karazin Nation University, Kharkiv

Babicheva A. E., Startseva N. M. Impact of the war on the hotel and restaurant business of Ukraine. The article examines the impact of the war in Ukraine on the domestic hotel and restaurant market which leads to a crisis and to the emergence of new opportunities. The changes in doing business caused by the war are analyzed. A key indicator of the efficiency of the hotel and restaurant business - the absence of losses and facilities that need subsidies is underlined. The main problems created by the war for hospitality enterprises are given, namely physical destruction of establishments, disruption of logistics chains, drop in the purchasing power of the population, increase in the cost of production, outflow of qualified workers abroad. The combination of two principles – systematicity, i.e. the understanding of strategic goals, control system, transparent internal processes, analytics, and flexibility, i.e. making creative, non-standard decisions – is mentioned as the factor for the economic survival of hospitality establishments. The steps to maintain positions on the market are considered, among which are replacement of ingredients, updating of the menu, creation of own supply chains, strict control of income and expenses, relocation of business to other regions of Ukraine. The article proposes to use the positive experience of the post-war recovery of the hotel and restaurant sector in countries such as Croatia, Cyprus, and Georgia.

Keywords: destruction, efficiency, hospitality establishments, hotel and restaurant market, impact, logistics chains, recovery, war.

Бабічева А. Є., Старцева Н. М. Вплив війни на готельно-ресторанний бізнес України. У статті розглядається вплив війни в Україні на вітчизняний готельно-ресторанний ринок, що призводить до кризи та появи нових можливостей. Проаналізовано зміни у веденні бізнесу, викликані війною. Підкреслено ключовий показник ефективності готельно-ресторанного бізнесу – відсутність збитків та об'єктів, які потребують дотації. Наведено основні проблеми, створені війною для підприємств гостинності, а саме – фізичне знищення закладів, порушення логістичних ланцюгів, падіння купівельної спроможності населення, підвищення собівартості продукції, відтік кваліфікованих працівників за кордон. Фактором економічного виживання закладів гостинності названо поєднання двох принципів – системності, розуміння стратегічних цілей, системи контролю, прозорих внутрішніх процесів, аналітики та гнучкості, прийняття креативних, нестандартних рішень. Розглянуто

кроки для збереження позицій на ринку, серед яких заміна інгредієнтів, оновлення меню, створення власних ланцюжків поставок, жорсткий контроль доходів і витрат, перенесення бізнесу в інші регіони України. У статті пропонується використати позитивний досвід післявоєнного відновлення готельно-ресторанного сектору таких країн, як Хорватія, Кіпр, Грузія.

Ключові слова: відновлення, війна, вплив, готельно-ресторанний ринок, ефективність, заклади гостинності, знищення, логістичні ланцюги.

1. Introduction

During an almost 2- year period, Ukraine faced an unprecedented threat - a full-scale military invasion of its territory. The consequence of this is not only huge human losses, but also significant losses of sectors of the economy, in particular, the hotel and restaurant sector. However, despite all the economic challenges that Ukraine has faced during this time, domestic business continues to amaze with its resilience. The hotel and restaurant sector, which is the object of the article, is no exception. Despite economic, and often direct physical threats, market participants bravely overcome all challenges and demonstrate extraordinary unity and mutual support. Many researchers study the impact of various economic crises on the field of hospitality trying to predict the scale of the impact on the industry, to see the prospects and possible terms of recovery of the sector. In particular, A. Lupashko studies the impact of the war on the hotel sector, A. Motsa found out the prospects of the post-war recovery of the tourism sector of Ukraine, I. Dvorska focused on studying the experience of the post-war recovery of the hospitality sector of other countries, which in their history experienced the military conflicts. However, researchers do not focus enough on the practical aspects of solving problems that the hotel and restaurant business is already facing today. That is why the above is an actual scientific problem. The purpose of the article is to find out the extent of the impact of the war on the domestic hospitality industry and to propose ways to solve some of the problems caused by it.

2. Hospitality sector development in a war period

The difficult economic situation in Ukraine, the numerous financial crises experienced by the domestic business complicated the work of Ukrainian companies on the market. If in March 2022, according to the results of a survey by the European Business Association, only 17% of domestic companies were fully operational, and a third only planned to resume work, then as of June, the figure had already reached 47% (Lupashko, 2022).

The hotel and restaurant business is an important part of the domestic sphere of hospitality. Due to a full scale invasion of Russian Federation, the tourism sector, including the hotel and restaurant sector, suffered almost the most. Having not yet recovered from the negative impact of the pandemic in previous years, this business was forced to accept new challenges.

The main commercial task for the hotel and restaurant business today is to survive, because some establishments were physically destroyed. Therefore, today the term of strategic planning in most restaurants is no more than a week, and for some - 2-3 days. However, the situation is more optimistic in the west of Ukraine. Despite a significant slump in the first months of the war, today most of the catering establishments of the western regions have reached the pre-war level in terms of sales. However, this cannot be said about those restaurants whose profile is seafood and sushi, because they suffered the most because the cost of importing products has increased greatly. Therefore, one of the main trends will be the reduction of the number of foreign ingredients and the repurposing of more familiar cuisine.

In general, the situation on the hospitality market in Ukraine depends very much on the region. Thus, many businesses in this sector have suspended operations for security reasons, lack of demand, technical reasons, or damage or destruction from shelling. As of today, business has stopped in the south and east of our country, but it continues to develop in the center and west. Many hotels and restaurants in the center and in the west are working as volunteer hubs, where meals are prepared for refugees free of charge, they are actively building and opening new food establishments.

The absence of the usual living conditions, the compacted forced living of a large number of people in small areas, the impossibility of preparing food in their own kitchens led to the fact that internally displaced persons (IDPs) came to eating establishments for breakfast and stayed there for the whole day, working on a laptop and having lunch there. For many IDPs, a trip to a restaurant became a kind of anti-stress event. It is also worth noting that the prices for the services of local restaurants and hotels are lower compared to the prices for similar services, for example, in Kyiv establishments.

The main problem that occurred at the beginning of the war was logistics. After all, in the first months of the war, there were interruptions in supply, lack of usual products. Most of the catering establishments got out of the situation by reducing certain items in the menu or by replacing the usual ingredients with craft ones (for example, they used self-baked bread for sandwiches). The majority of restaurateurs in the western and central regions note that in April they managed to turn a profit, and by the end of May even to pre-war figures (Restaurateur, 2022).

Thousands of Ukrainians were forced to leave their homes and move to other regions. As a result, the demand for hotels, cottages and ordinary residential apartments exceeds the supply by at least 15% in the west of Ukraine. The demand for short- and medium-term rental of rooms in Odesa increased by 30-40% (Lupashko, 2022). In addition to the displacement of ordinary people, there is also an active relocation of businesses to Lviv Oblast, Ivano-Frankivsk Oblast, Ternopil Oblast and other relatively safe regions. These institutions of the hospitality sector, which are located in relatively safe western regions, should think about investing in the renewal of fixed assets and increasing production capacities.

It can be predicted that due to the significant scale of destruction, occupation, and mining of the waters of the Black and Azov Seas, the center of domestic tourism will be the western and central parts of Ukraine in the coming years, and therefore, investments in such facilities will pay off in full.

Another problem in the field of hospitality was the outflow of qualified workers, because a significant part of them went abroad. Hospitality establishments must try to optimize core business processes in order to minimize the impact. It is important to save the business itself and not to lose the cash flow completely, to analyze and control the costs and revenues of a hotel or restaurant more often than before. If we talk about profitability, then it can take a back seat, since it is important to save the enterprise itself and employees. In the conditions of a decrease in income, the owner of the enterprise can offer to pay employees wages for the amount of work performed, and not a fixed amount, for example, for an hour of a shift – to waiters or for the number of cleaned rooms - to maids.

The quality of service cannot be neglected, instead, both hotels and restaurants can be recommended to reduce the list of services. Thus, the restaurant should leave on the menu those dishes that are easy to prepare, consist of available ingredients and are popular among customers. This allows to save on warehouse space and facilitates the work of the staff. Hotels may also reduce the range or hours of provision of certain services, for example, reduce the opening hours of the spa or the kids' club.

Another problem faced by the hospitality industry today is a sharp decline in the purchasing power of customers. There is the fact that institutions are forced to raise prices due to the increase in the cost of products. Most restaurant owners note that even after a slight increase in prices, the average check did not increase: people simply started ordering less. Therefore, restaurants cannot afford to raise prices proportionally, because it is almost guaranteed that this will lead to a sharp drop in demand (Restaurateur, 2022).

Food establishments should show maximum creativity in order to remain on the market. One option may be to reduce marketing costs. Today is not the best time for advertising or various loyalty programs. Another problem is the constant increase in the cost of products used in cooking. Different strategies can be recommended: if the restaurant is small, it should flexibly update the menu, making maximum use of the possibilities of local and seasonal products within its concept, cook with local products and craft ingredients; large restaurants can negotiate with key suppliers to buy large batches of products at a fixed price for a certain period of time; all food establishments need to create a matrix of alternative suppliers, monitor product prices daily and learn to quickly make decisions regarding the purchase of certain products.

Another way to reduce the risks associated with product delays is to organize one's own imports. This option has been actively used by restaurants that offer seafood through the creation of a department in the catering establishment that deals with imports, and through the organization of cooperation with local partners on specific products.

Another way to preserve the hotel and restaurant business is expansion into new cities and countries. Thus, the well-known Lviv Croissants network, which has been operating since 2015 and had 141 establishments in Ukraine before the war, recently has successfully entered the Polish market (Kudryashova, 2022). The first institution abroad was opened in the Polish border town of Zgoźelec. Another institution appeared in Wrocław. They are also preparing to open an establishment in Warsaw. All hospitality establishments need to understand that in war conditions it is not profitability that becomes important, but the preservation of business as such.

3. Conclusions

The full-scale war in Ukraine became a test for the hospitality sphere and not all catering and accommodation establishments physically and economically passed that test. In today's conditions of total unpredictability, the combination of two principles will allow companies to survive economically: systematicity, i.e. understanding of strategic goals, control system, transparent internal processes and analytics, and flexibility, i.e. the speed of making creative, non-standard decisions. There are still many examples in the world when, after large-scale conflicts, countries recovered and became even better than before. The experience of Croatia, Cyprus, Georgia and other countries is positive in this regard. In this context, Ukraine should rely on the experience of these countries, which effectively rebuilt the hospitality industry after crisis situations, including wars.

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PROPOGANDIZING INVASION INTO UKRAINE: HOW RUSSIA USES DISINFORMATION AS A WEAPON

O. E. Balandina,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Balandina O. E., Litovchenko Y. M. Propagandizing invasion into Ukraine: How Russia uses disinformation as a weapon. The article analyzes Russia's use of propaganda and disinformation narratives to influence perceptions of the war in Ukraine. It outlines some of the main narratives promoted by Russia, such as claims that the West controls Ukraine, Russia was forced into the war, and Ukrainian refugees are harming host countries. The article explains how Russia utilizes modern tools like social media and "troll farms" to spread propaganda. It emphasizes the importance of countering Russian narratives by supporting Ukrainian media and implementing policies to block hostile messaging.

Keywords: disinformation, propaganda, pro-Russian narratives, Russia, Ukraine, war.

Баландіна О. Є., Літовченко Я. М. Пропаганда вторгнення в Україну: Як Росія використовує дезінформацію як зброю. У статті наведено використання Росією пропагандистських наративів та дезінформації для впливу на сприйняття війни в Україні. Окреслюються деякі з основних наративів, які пропагує Росія, наприклад, що Захід контролює Україну, Росію примусили до війни, а українські біженці завдають шкоди приймаючим країнам. У статті пояснюється, як Росія використовує соціальні медіа та "ферми тролів" для поширення пропаганди. Наголошується на важливості протидії російським наративам шляхом підтримки українських ЗМІ та впровадження політики блокування ворожих повідомлень.

Ключові слова: війна, дезінформація, пропаганда, проросійські наративи, Росія, Україна.

1. Introduction

After the Russian Federation's full-scale invasion of Ukraine, Russia continues to spread a number of pro-Russian narratives in order to carry out divisive actions, to discredit the government in Kyiv as incompetent and to undermine public confidence. Currently, it is very important to actively oppose the promotion of pro-Kremlin narratives, so that the aggressor does not have an advantage. The purpose of the article is to analyze Russia's use of propagandistic narratives in the war against Ukraine and determine ways to counter Russian disinformation. The object of research is the propaganda activities of the Russian Federation in the military conflict with Ukraine. The

subject of research is the content and tools for disseminating pro-Kremlin narratives, as well as methods to counter Russian disinformation. The research material for this article consists of various reports, academic studies, news articles, government statements, and expert analyses examining Russian propaganda activities and narratives related to the war in Ukraine.

2. The main tools for the promotion of Russian propaganda

A feature of the promotion of pro-Russian narratives is the wide use of modern tools of cyber influence, for example: the use of bots, mass media, social information networks, etc. The Russian side practices the following measures: using vulnerabilities of mass media websites to replace content with their further distribution; theft of compromising or confidential information by hacking information systems and its distribution; blocking of Internet resources to prevent access of the population of the target country to the official flow of information (“Інформаційні та психологічні операції”, 2021).

Russia has been able to create a highly effective propaganda machine, and social media platforms have allowed Russian-backed media to spread further, faster, and reach a much wider audience than was previously possible. In addition to a powerful international media apparatus, Russia also uses "troll factories" to spread disinformation through social media. The most famous of these “troll factories” is located in St. Petersburg, where hundreds of workers work. “Troll factories” multiply the success of Russian disinformation campaigns. They work in tandem with the Russian media to spread lies and promote any material that supports Kremlin interests.

But it is worth noting that the Russians are constantly looking for new tools, because the previous ones either cease to be effective or are exposed. In addition, some agents of influence lose the opportunity to convey information. The aggressor does not spare money to find new ways.

3. Russian narratives about the Russian-Ukrainian war

The standards of journalism stipulate that journalists take information from various sources. And in the West, they think that if they read Ukrainian, Russian, and American sources, they see an objective picture. That is, they do not allow that Russia does not provide any true information. Accordingly, the theses of Russian propaganda find their way into the columns of well-known world publications - both European and American. In this way, they are legitimized and further perceived as a factor that really takes place in America or Europe (Урбанська, 2023).

Among Western countries, most of the fake messages of Russian propaganda are sent to Poland. The main focus of the propaganda is on the fact that Poland does not have enough

resources to provide sufficient social assistance to the Poles, because everything seems to be going to the Ukrainians (Мельник, 2023).

In other countries, several narratives that analysts identified back in 2022 remain, and they only continue to be layered with a series of false messages.

The first narrative is that the West controls Ukraine and uses it for its own purposes. The topic of peace talks is also being pushed very hard now. Allegedly, Russia makes numerous proposals, and Ukraine and the West resolutely reject them only because they want to continue the war. This is part of a propaganda narrative that tries to portray Russia as a reasonable and judicious side in the conflict, and Ukraine as irreconcilable and short-sighted. In addition, such a narrative can be used so that Russia can shift the responsibility for the negative consequences of the war to Ukraine and its government.

The second narrative is that the actions of Ukraine and the West forced Russia to start a war. False claims that Ukraine is the aggressor are a classic pro-Kremlin manipulation tactic designed to portray Russia as a victim and distract the audience from its own aggression. This narrative also aims to create an image of NATO as an aggressive organization that seeks to encircle Russia and threatens its national security. This can attract the support of the Russian population and the international community.

The narrative that "Ukrainian refugees harm those who receive them" is also widespread. Russia is trying to create a negative impression of Ukrainian refugees in the countries receiving them, with the aim of creating a negative mood among local residents and countering their support. Russia may try to incite xenophobia and hostility towards Ukrainian refugees in host countries to increase discontent and tension between Ukrainians and local residents to undermine stability and trust between nations. Russia may want to reduce international support for Ukraine, which needs help in solving humanitarian problems and meeting the needs of refugees (Самигін, 2023).

4. Countering narratives of Russian disinformation in media

Counteracting Russian narratives is an important task not only for Ukrainian state authorities and journalists, but also for citizens. During the war, every Ukrainian should treat the received and disseminated information carefully and trust, first of all, official Ukrainian sources, professional journalists, and Ukrainian and international mass media with an impeccable reputation.

In order for the situation in the Ukrainian information space to remain stably pro-Ukrainian, media experts recommend supporting the trend toward Ukrainianization of the Ukrainian space, not provoking and fanning language disputes, not trying to solve the problems of "poor" Russians, and developing media literacy. For its part, the state must build a unified pro-Ukrainian

information policy: the public must know who broadcasts Russian propaganda, and all hostile narratives must be blocked (“Як протидіяти”, 2022).

In general, the creation of an effective system of counteraction to pro-Kremlin narratives to protect the population from informational influences and technologies of destructive changes is a rather important task. It is possible to implement this only comprehensively within the framework of the strategic communications system, i.e. Ukraine must take appropriate legal, organizational, technical measures, public diplomacy measures, etc., to organize and ensure reliable protection of information sources from distortion by interested groups of persons or countries

5. Conclusions

The weaponization of propaganda and disinformation by Russia poses a serious threat not only to Ukraine but also to democratic societies worldwide. Countering the Kremlin's false narratives is crucial to defending Ukraine and preserving truth in the information space.

To effectively combat Russian propaganda, a multifaceted approach is required. Governments must develop coordinated policies to identify and restrict outlets spreading disinformation. Media literacy programs can teach citizens critical thinking skills to recognize manipulative messaging. Independent media must serve as trusted sources of credible information and investigative reporting to counter false claims.

In this information war, the truth is Ukraine's strongest asset against Russia's deception. With concerted global efforts to uphold transparency, accountability and freedom of information, the cynical distortions of the Kremlin's propaganda machine can be overcome.

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UKRAINE IN NATO PEACEKEEPING OPERATIONS

M. S. Belitrova,

M. V. Karpusenko (language supervisor),

V. N. Karazin Kharkiv National University, Kharkiv

Belitrova M. S., Karpusenko M. V. Ukraine in NATO peacekeeping operations. The article deals with Ukraine's participation in NATO peacekeeping operations. Ukraine takes an active part in NATO peacekeeping operations and plays an important role in maintaining international peace and security. The study of this topic is especially relevant in the conditions of the Russian-Ukrainian war. It should be noted that in addition to NATO exercises, Ukraine also participates in multinational exercises with the countries of the Alliance and its partners and organizes such exercises on its territory. If Ukraine continues to expand its ties with NATO, it may get the opportunity to become a member country.

Key words: international peace, NATO, peacekeeping operations, Russian-Ukrainian war.

Белітрова М. С., Карпусенко М. В. Україна в миротворчих операціях НАТО. Стаття присвячена участі України у миротворчих операціях НАТО. Україна бере активну участь у миротворчих операціях НАТО і відіграє важливу роль у підтримці міжнародного миру та безпеки. Вивчення цієї теми особливо актуально в умовах російсько-української війни. Слід зазначити, що крім навчань НАТО Україна приймає участь і у багатонаціональних навчаннях з країнами Альянсу та його партнерами, а також організує проведення таких навчань на своїй території. Якщо Україна продовжуватиме розширювати свої зв'язки з НАТО, то вона може отримати можливість стати країною-членом.

Ключові слова: миротворчі операції, міжнародний мир, НАТО, російсько-українська війна.

1. Introduction

The relevance of the research topic is determined by the objective need for a scientific analysis and a well-founded generalization of the partnership tool as a component of NATO's political activity.

The aim of the article is to clarify the specifics of Ukraine's participation in various NATO peacekeeping operations.

To achieve this goal, the following tasks have been identified:

- to analyze the regulatory framework of Ukraine-NATO relations;
- to reveal Ukraine's role in NATO peacekeeping operations.

Ukraine took part in several peacekeeping operations, under the auspices of NATO, with the aim of promoting international stability and security. However, it is important to note that Ukrainian forces are not full members of NATO forces and do not participate in all operations carried out by the member states of the alliance.

In recent years, Ukraine has actively cooperated with NATO, especially after the Revolution of Dignity of 2013-2014. In 2017, the Cooperation Agreement between Ukraine and NATO was signed, which established the framework for cooperation in the field of security, defense and reform of the Ukrainian armed forces. This agreement is aimed at increasing the interoperability of Ukrainian forces with NATO forces and increasing the professional standard of the Ukrainian military.

Ukraine has participated in several peacekeeping operations under the auspices of NATO. For example, the Ukrainian military were involved in peacekeeping missions in the Balkans, in particular in Bosnia and Herzegovina and Kosovo. Ukrainian servicemen also took part in peacekeeping operations in Iraq and Afghanistan. They ensured security, contributed to the restoration and development of territories, provided humanitarian aid and training (Закон України “Про ратифікацію Угоди між Урядом України та Організацією Північноатлантичного договору про статус Представництва НАТО в Україні”, р. 4).

Ukraine's participation in NATO peacekeeping operations has several key goals. First, it is the strengthening of security and stability in the region in which the operations are carried out. Ukraine contributes to the work of maintaining peace and developing democratic institutions in these countries.

Secondly, participation in peacekeeping operations provides Ukraine with the opportunity to gain valuable experience and practical skills in conducting peacekeeping activities. This helps to improve the professional training and standards of the Ukrainian military, and also ensures the exchange of experience with NATO partners.

In addition, participation in NATO peacekeeping operations increases the prestige of Ukraine in the international arena and contributes to its integration with the Euro-Atlantic community. This demonstrates Ukraine's readiness to take responsibility for solving global problems and common security.

Participation in NATO peacekeeping operations can also have a positive impact on the development of the Ukrainian army and the defense industry in general. This includes the modernization of the armed forces, improvement of the structure and command and staff composition, as well as increasing the efficiency of military operations (Скачко, р. 108-116).

Ukraine continues to develop cooperation with NATO within the framework of partnership programs, such as the Partnership for Peace, the Ukraine-NATO Individual Action Plan, and the Enhanced Opportunities Partnership. These programs contribute to the convergence of standards and procedures between Ukraine and NATO, increase the level of interaction and joint planning (Указ Президента “Про річні національні програми під егідою Комісії України-НАТО”, р. 10).

It is important to note that Ukraine's participation in NATO peacekeeping operations takes place in the context of the country's independence and sovereignty. Ukraine independently determines its priorities and decisions regarding participation in specific operations. This demonstrates Ukraine's readiness to cooperate with NATO on an equal basis and to protect its national interests.

In general, Ukraine's participation in NATO peacekeeping operations is of great importance for maintaining stability and security both in the region where the operations are conducted and at the international level. It also contributes to the professional growth of the Ukrainian military, the development of the defense industry, and increasing the prestige of Ukraine in the international community (Закон України “Про ратифікацію Угоди між Урядом України та Організацією Північноатлантичного договору про статус Представництва НАТО в Україні”, р. 4).

In addition to participating in peacekeeping operations, Ukraine also actively cooperates with NATO in many other areas. For example, this includes cooperation on defense reform, standardization, military training and education, information and intelligence sharing, and partnerships on cyber security and counter-terrorism.

Ukraine also actively cooperates with NATO within the framework of the Partnership for Peace program, which promotes mutual understanding, joint training and exchange of experience between Ukraine and NATO member countries.

In connection with the military conflict in Ukraine, caused by the conflict with Russia, issues of cooperation with NATO have become especially important. Ukraine receives NATO support in the form of political support, consultations, providing the necessary technical and financial assistance, as well as strengthening the country's defense power and security.

Ukraine's participation in NATO peacekeeping operations and cooperation in other areas are important steps in strengthening relations and partnership between Ukraine and the alliance. This contributes to the strengthening of security not only in Ukraine, but also in the entire region, and also contributes to the development of Ukraine as a modern, democratic and harmonious country (Шляхи розвитку особливого партнерства України з НАТО, р. 22-24).

Ukraine's participation in NATO peacekeeping operations also contributes to the strengthening of military capabilities and compatibility with NATO forces. This means that the Ukrainian military gains experience working in multinational operations, using common standards and procedures, as well as interacting with the military from other countries. This experience is valuable for the modernization and improvement of the Ukrainian military forces.

In addition, Ukraine's participation in NATO peacekeeping operations demonstrates the country's commitment to international values, human rights, democracy and peace. This contributes to the strengthening of trust in Ukraine as a nation a reliable partner in the region and on the international arena.

Participation in peacekeeping operations can also have a positive impact on the internal situation in Ukraine. Soldiers returning from operations acquire new knowledge and skills that they can apply in the Ukrainian context. This contributes to the professional development of the military, as well as increases the trust and support of citizens.

Ukraine's participation in NATO peacekeeping operations is an important step in the process of rapprochement with the Euro-Atlantic community. She emphasizes the importance of cooperation, exchange of experience and interaction between Ukraine and NATO member countries.

2. Conclusions

As a result of the analysis of Ukraine's participation in NATO peacekeeping operations, we note that Ukraine takes an active part in NATO peacekeeping operations and plays an important role in maintaining international peace and security. As a NATO partner state, Ukraine cooperates with the alliance in many aspects, in particular in the field of peacekeeping. One of the most famous examples of Ukraine's participation in NATO peacekeeping operations is its contribution to the Kosovo mission. Ukrainian peacekeepers have been in Kosovo under the auspices of NATO since 1999 and have provided security oversight, contributing to the restoration of stability and development in the region.

Ukraine also participates in the NATO mission in Afghanistan (International Security and Support Force), which was launched in 2001 to fight terrorism, create security conditions for the country's development, and support the Afghan government. Ukrainian servicemen are taking part in this operation, helping to ensure security and stability in the region. In addition, Ukraine provided its military contingents to participate in NATO peacekeeping missions in Iraq and the Middle East. Ukrainian servicemen participated in exercises and joint operations with NATO allies, which contributed to the improvement of professional skills and exchange of experience.

Ukraine's participation in NATO peacekeeping operations is important for maintaining international security and stability. It testifies to Ukraine's commitment to cooperate with the international community in conflict resolution, to promote the development of democracy and law and order in regions where it is needed.

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HISTORICAL PREREQUISITES FOR THE EMERGENCE OF FESTIVAL TOURISM

R. Y. Bielousov,

V. V. Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Bielousov R. Y., Ilchenko V.V. Historical prerequisites for the emergence of festival tourism. Festival tourism is studied as a key aspect of cultural interaction. Analyzing the history and socio-cultural aspects, the article reveals the impact of festivals on the development of local communities and the strengthening of socio-cultural identity. The article highlights the importance of festival tourism as a factor of economic and cultural enrichment of regions, as well as its role in the global tourism community.

Keywords: cultural interaction, festival tourism, global tourism community, local communities, socio-cultural identity.

Белоусов Р. Ю., Ільченко В. В. Історичні передумови виникнення фестивального туризму. Досліджено фестивальний туризм як ключовий аспект культурної взаємодії. Аналізуючи історію та соціокультурні аспекти, стаття розкриває вплив фестивалів на розвиток місцевих громад та укріплення соціокультурної ідентичності. Висвітлено важливість фестивального туризму як фактора економічного та культурного збагачення регіонів, а також його роль у глобальному туристичному співтоваристві.

Ключові слова: глобальне туристичне співтовариство, культурна взаємодія, місцеві громади, соціокультурна ідентичність, фестивальний туризм.

1. Introduction

The problem of festival tourism in the modern world is defined not only as a matter of entertainment and recreation, but also as an important aspect of cultural and social interaction between tourists and local communities. The phenomenon of festival tourism, which found its initial expression in ancient rituals and celebrations, is reaching new heights in the modern world, becoming an important aspect of the global tourism landscape. The subject of the research is the very phenomenon of festival tourism, which is considered in the context of its historical roots, social interactions and cultural dimensions. The object of the study is the relationship between tourists and local communities during participation in festivals, as well as the impact of festival tourism on the development of local communities.

The purpose of the research is to reveal the historical prerequisites and socio-cultural impact of festival tourism on modern society. The significance of this study is due to the growing interest in cultural and social tourism, as well as the importance of understanding the impact of festival tourism on the formation of cultural and social relations. Perspectives of the analysis include the study of various festivals as unique cultural phenomena, the analysis of their historical roots, the study of the interaction between tourists and local communities during festivals, as well as the consideration of the impact of festival tourism on the development of local communities and their socio-cultural identity. This article aims to determine the reasons for the emergence of festival tourism, identify factors that contributed to its development and analyze the impact of festival tourism on the development of local communities and the formation of the cultural identity of the nation.

2. Prerequisites for the emergence of festival tourism

The history of festival tourism is rooted in ancient times, when festive events became not only an important part of culture, but also a magnet for travelers. An analysis of the historical prerequisites for the emergence of festival tourism allows us to better understand how this phenomenon evolved and how it affected the modern tourist landscape.

Festivals were a part of human life for many ancient cultures and civilizations, from South America, India, Egypt to Greece, the Roman Empire and China. Precursors of the future festival tourism can be considered any trips which in ancient times people went on to attend a festival or competition (for example, the festival of Dionysus, which celebrated the grape harvest, or the Olympic Games in Ancient Greece). These were events, as a rule, of a local or national importance (Getz, 2008). Events that performed both economic and recreational functions were fairs, in which representatives of almost all strata of the population participated. Spectacles were a mandatory part of every fair. For example, in France, since the 16th century, theatrical performances have been shown here. Fairs have always been visited by crowned persons, impressing people with the sophistication and luxury of their clothing. The Ascension Fair in Venice was a magnificent theatrical and ritualistic event. As part of this event, the rite of engagement of the Doge of Venice with the sea took place. More than 100,000 people flocked to Venice to watch this spectacle.

The second stage of development is the formation of organized festival tourism. It was at this stage that the Englishman Thomas Cook started organized trips dedicated to certain events. In 1851, a large pavilion for a trade and industrial exhibition was built in London's Hyde Park. Having learned about this, Thomas Cook decided to organize trips to the exhibition for different categories of the population. This grandiose plan was widely advertised in Cook's newly created magazine

“Excursant”. As a result, more than 165,000 people visited the exhibition. In the second half of the 19th century, trade and industrial exhibitions began to take place regularly. Also, it was the time when well-known carnivals dedicated to local holidays such as the carnival in Rio de Janeiro, the winter carnival in Quebec, the Easter parade in Bendigo, and others began to be held.

In the 20th century, increasing attention to culture and mass events led to an exponential growth of festival tourism. Rock festivals, art performances, and cultural events have become attractive points for tourists seeking to enjoy modern expressions and creativity. The third stage became the stage of mass distribution and functioning of festival tourism. In the second half of the 20th century, the Venetian, Brazilian and other carnivals acquired new features, gained worldwide popularity, and became the hallmarks of their cities. The Olympic Games, world and continental championships in various sports are regularly held and attract millions of tourists and fans. Film festivals (Berlin, Cannes), gastronomic festivals (Oktoberfest in German Munich, Paris Chocolate Salon, Seafood Festival in the Spanish city of Grove) and others are well established and have become traditional. At this stage, every city and every country trying to express itself as much as possible create unique spectacles and holidays that, once seen, cannot be forgotten. Participants of such tours combine rest and excursions in famous tourist centers with visits to the most outstanding events in the field of culture, art and sports.

Historical events play a key role in the formation and development of festival tourism, contributing to the formation of unique traditions and cultural events that attract tourists from all over the world. Ancient festival tourism can be traced back to the rituals and celebrations of various civilizations. Ancient Greek and Roman festivals attracted pilgrims from different regions, who came not only for entertainment and religious ceremonies, but also for the exchange of experiences and cultural communication. Medieval fairs and celebrations also played an important role in shaping festival tourism. These events created opportunities for trade and cultural exchange between different peoples, defining the special character and atmosphere of local celebrations. In the 20th century, historical events such as Woodstock in 1969 became decisive for the formation of the concept of mass cultural festivals. The event set the tone for music and mass events, influencing how festivals are perceived as places of community and cultural interaction. Historical events have given interpretation and meaning to various festivals, making them more meaningful and attractive to tourists. They also identified key aspects of festival tourism practices, such as an emphasis on cultural exchange, community interaction and celebrating unique traditions.

Cultural and social dimensions play a crucial role in shaping the historical foundations of festival tourism. The roots of festival tourism can be traced back to cultural events, religious rituals, and social gatherings, acting as catalysts for its evolution and endowing it with rich

traditions. The allure of cultural diversity and the distinctive traditions of various communities serve as an invaluable attraction for tourists. Festivals, which intricately celebrate and revive cultural practices, artistic expressions, and national customs, emerge as enticing magnets for individuals seeking an authentic cultural immersion. Religious festivities and folk celebrations serve as platforms fostering commonalities, fostering cultural exchanges inherent to festival tourism.

The social aspects of festival tourism are intricately tied to community relations and the dynamic interactions between tourists and local communities. Festivals evolve into spaces where social integration, experience exchange, and mutual understanding thrive. The participation of individuals in festival tourism not only forges new social networks but also supports interaction across diverse cultures. Beyond these interpersonal dynamics, festival tourism extends its social impact to the broader spectrum of local communities (O'Sullivan & Jakson, 2002). It serves as an additional economic resource, amplifying social activities, and contributing to the development of various societal sections. Furthermore, engagement in festivals fosters a profound sense of pride and belonging within communities, thereby imparting significant socio-cultural implications (Cudny, 2014, p. 242). In essence, festival tourism transcends mere leisure, emerging as a dynamic force that shapes social bonds and cultural interactions.

3. Conclusions

Historical events such as ancient celebrations, medieval fairs and cultural revolutions have determined the shape and direction of festival tourism. They became the basis for traditions and ceremonies that attract tourists, giving each festival a unique character and special feature. Cultural and social aspects turned out to be key factors determining the historical background of festival tourism. The diversity of cultures, unique traditions and social interaction at festivals make this type of tourism not only a means of obtaining entertainment, but also a mechanism for sharing experiences and cultural heritage. It is important to emphasize the understanding of historical aspects for the study and further development of festival tourism. Factors such as historical events and cultural and social aspects interact and influence the tourist experience, making it richer and more meaningful for travelers.

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THE USE OF TWITTER IN UKRAINIAN'S FOREIGN POLICY

T. B. Bilousova,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Bilousova T. B., Litovchenko Y. M. The use of Twitter in Ukraine's foreign policy. The article analyzes the influence of social networks, in particular Twitter, on the formation of Ukraine's foreign policy in the context of a full-scale Russian invasion. The work describes stages of the development of Twitter diplomacy in Ukraine, starting with the first attempts of civil servants to use this network in the field of politics, ending with the intensification of the development of Twitter diplomacy after February 24, 2022. The article outlines proposals to improve Ukrainian legislation, considering rather insignificant experience of Ukraine in digital diplomacy and focuses on foreign experience in this aspect.

Keywords: diplomacy, Twitter, Twiplomacy, Ukraine, war.

Білоусова Т. В., Літовченко Я. М. Вплив соціальних мереж, зокрема Твіттеру, на формування зовнішньої політики України. У статті розглядається вплив соціальних мереж, зокрема Твіттеру, на формування зовнішньої політики України в контексті повномасштабного вторгнення росії. Описуються етапи розвитку твінтер-дипломатії в Україні, починаючи з перших спроб держслужбовців використовувати цю мережу в сфері політики, закінчуючи активізацією розвитку твінтер-дипломатії після 24 лютого 2022 р. Враховуючи доволі незначний досвід України в цифровій дипломатії, пропонується удосконалення українського законодавства та орієнтація на закордонний досвід в цьому аспекті.

Ключові слова: війна, дипломатія, твінтер, твінтер-дипломатія, Україна.

1. Introduction

The aim of this study is to assess the role and place of Twitter diplomacy in the modern foreign policy of Ukraine. The object of the study is Twitter diplomacy itself, and the subject is the development of Twiplomacy in the realities of Ukraine. Twitter diplomacy (also known as Twiplomacy) plays a special role in the entire global community. The use of Twitter for diplomatic purposes is a particularly relevant issue for Ukraine, as it is a powerful tool for countering Russian propaganda. In addition, bringing to the residents of foreign countries the true facts about the events in Ukraine helps to attract additional support from allied states, which is especially important in the conditions of the full-scale Russian invasion into Ukraine.

2. The origin of Twitter diplomacy in Ukraine

A prominent place among the most influential social networks in the world in the realm of diplomacy is occupied by Twitter. In general, as a social network, Twitter was created in 2006 by Jack Dorsey. This network became widespread in diplomatic practice closer to 2011. It was then that the term “Twitter diplomacy” or “Twiplomacy” appeared. Matthias Lüfkens, studying diplomacy in social networks, proposed introducing this term to characterize the use of Twitter specifically by heads of state, heads of international governmental organizations, and diplomats to converge positions on international issues (Ovtsera, 2019, pp. 181-184).

The first phase of the development of Twitter diplomacy in Ukraine began with the arrival of Kostyantyn Hryshchenko as the head of the Ukrainian Ministry of Foreign Affairs. It was him, who created the official account of the Ukrainian Minister of Foreign Affairs on Twitter for the first time in Ukrainian history, namely in December 2011. Among the reasons for creating an account on this social network, Mr. Hryshchenko noted the optimal size of the message (140 characters), which does not take much time to be written.

At the same time, not many representatives of the Ministry of Foreign Affairs decided to follow the example of Mr. Hryshchenko. In general, even minor newly created Twitter accounts of native civil servants (for example, Ms. Tymoshenko or the then president Mr. Yushchenko) did not demonstrate Ukraine's official position on world events, were characterized by a lack of interaction with the audience and chaos. In addition, the number of readers or likes on K. Hryshchenko's Twitter account at the time of his tenure also remained insignificant, which is explained by the low level of involvement of Ukrainian society in Twitter in those years. In addition, publications on Twitter by the then Minister of Foreign Affairs were made exclusively in the Ukrainian language, which reduced the likelihood of interest in our country from a foreign audience (Litra & Kononenko, 2013).

3. The effect of Russia's aggression in 2014 and the Revolution of Dignity on Ukrainian Twitter diplomacy

Due to the geopolitical location and the centuries-old influence of the Russian Federation on Ukraine, as of 2012, the most popular media platform in our country was VKontakte, while at the same time Facebook dominated the world. The situation gradually changed in 2014-2015 during the Revolution of Dignity, when social networks began to mobilize activists and coordinate the actions of citizens, public leaders and politicians during mass protests.

Communication experts noted the dependence of Facebook and Twitter Internet traffic on political events of the time. Under the influence of the Maidan events, it was found that the

popularity of the large social networks VKontakte and Odnoklassniki decreased, while the popularity of Facebook increased from 29% in October 2013 to 32% in January 2014; and of Twitter – from 10% in October 2013 to 13% in January 2014.

It is worth noting that, in addition to the Revolution of Dignity, the role of Twiplomacy for Ukraine has increased in particular after Russia's aggression against our country in 2014. This also increased the urgency for key representatives of Ukrainian politics to communicate with a foreign audience.

Since that time, Twitter diplomacy in Ukraine gradually began to move to a new stage of its development. In 2017, there was another rise in the number of Ukrainian Twitter and Facebook users. The reason for this was the decree of ex-president Petro Poroshenko dated May 15, 2017 to put into effect the decision of the National Security Council regarding the "Application of personal special economic and other restrictive measures (sanctions)", which, in particular, meant a ban on the use of such Russian social networks as VKontakte and Odnoklassniki on the territory of Ukraine for 3 years (Statcounter, 2012).

In general, before the start of a full-scale invasion, in 2019-2021, one of the most popular Ukrainian bloggers on Twitter was ex-president Petro Poroshenko, whose account followed approximately 1.1 million readers. In the field of political blogs, Mr. Poroshenko even surpassed the Twitter account of the current president of Ukraine, Volodymyr Zelenskiy (approximately 315,000 subscribers).

While most political figures, including the Ministry of Foreign Affairs of Ukraine, focused mainly on the Facebook platform, as one of the most popular social networks in our country among the population, Petro Poroshenko developed his Twitter account, following the trends of Western civil servants in maintaining digital diplomacy.

Thus, the use of Twitter gave the ex-president of our country the opportunity to address not only his citizens, but also a foreign audience in order to successfully demonstrate the foreign policy interests of Ukraine and involve the global community in the urgent problems of our country, in particular, those related to the war. In addition to Ukrainian language, Mr. Poroshenko occasionally posted his messages in foreign languages, such as English, French, Polish, etc. (Стебліна, 2020, pp. 14-20).

4. A new stage of Ukrainian Twitter diplomacy: Russian full-scale invasion

The situation with the development of twiplomacy changed quite dramatically with the beginning of the full-scale invasion of Russia into Ukraine on February 24, 2022, when the help from foreign partners became urgent like never before. Currently, the most popular Ukrainian

account on Twitter undoubtedly belongs to the current president of Ukraine, Volodymyr Zelenskiy with about 7 million readers as of January 2024. Thus, according to BCW Twiplomacy research, Mr. Zelenskiy took 7th place in the list of the most influential people in the world leaders on Twitter, who formed the outlines of digital diplomacy in 2022, using one of the largest media platforms for this purpose ("Twiplomacy", 2022).

Mr. Zelenskiy's blog is regularly updated, and each post is duplicated in both Ukrainian and English. It is important to note that the average number of likes and retweets on the English version of posts is greater than on the Ukrainian ones, which proves the high level of involvement of the foreign audience in the political situation in Ukraine.

In addition, Mr. Zelenskiy often actively responds to statements made by well-known world figures on Twitter. For example, in October 2022, the American billionaire and founder of SpaceX Elon Musk asked his readers how they feel about the "peace plan" in Ukraine, which involves giving up Crimea to Russia and holding a referendum in the territories occupied by Russian troops.

In response, the president of Ukraine made an ironic tweet two hours later, also asking his audience: "Which Elon Musk do you like more?" - "1. The one who supports Ukraine; 2. The one who supports Russia". The example of V. Zelenskiy was followed on the same day by other statesmen with a significant audience on Twitter, such as Minister of Foreign Affairs Mr. Kuleba (with the start of a full-scale war in 2022, the number of readers increased to 1 million) or Mr. Poroshenko. Therefore, such a prompt response to events by Ukrainian civil servants after February 24, 2022 proves the transition of native digital diplomacy to the third stage of its development (Zelenskyy, 2022).

5. Conclusions

To sum up, one can say that Twitter diplomacy is turning into one of the key tools for creating foreign policy in the world, in particular, Ukrainian policy. The latest technologies make it possible to involve the entire global community in active participation in the creation of diplomacy. In Ukraine, however, Twitter diplomacy remains an understudied phenomenon due to several reasons. One of them is the lack of relevant domestic scientific works that would offer the possibility of implementing the Western experience of digital diplomacy in Ukrainian realities.

In addition, this problem is supplemented by significant gaps in Ukrainian legislation, namely in the separation of classic media from new media. Since the development of Ukrainian Twitter diplomacy is happening quite quickly, reforming the legislative framework in this aspect is extremely important.

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INFORMATION AS A FACTOR OF INTERNATIONAL RELATIONS: CURRENT TRENDS, CHALLENGES, AND OPPORTUNITIES

A. V. Bohomolna

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Bohomolna A. V., Litovchenko Y. M. Information as a factor of international relations: current trends, challenges, and opportunities. The article presents current trends, challenges, and opportunities in the application of information in international relations. The research reflects the main regulatory principles that determine the practical domain of information in global affairs. Taking into account the changes in the dissemination and types of publicly available data, the work outlines proposals to develop a single document unifying all obligatory and advisory materials regarding the issue, and redefine the key concepts in international relations to reflect the global transformation of information.

Keywords: challenges and opportunities in international information, current trends in international information, information, international information law, international relations, legal regulation of information.

Богомольна А. В., Літовченко Я. М. Інформація як фактор міжнародних відносин : сучасні тенденції, виклики та можливості. У статті наведено сучасні тенденції, виклики та можливості щодо використання інформації в міжнародних відносинах. Відображено основні нормативно-правові засади, які формують практичну сферу інформації у світових процесах. Враховуючи зміни у поширенні та типах публічно доступних даних, у статті пропонується розробити єдиний документ, який би об'єднав усі обов'язкові та рекомендаційні матеріали, що стосуються цього питання, та переосмислити головні терміни, що становлять основу міжнародних відносин, відповідно до глобальної трансформації інформаційного простору.

Ключові слова: виклики та можливості в міжнародній інформації, інформація, міжнародне інформаційне право, міжнародні відносини, правове регулювання інформації, сучасні тенденції в міжнародній інформації.

1. Introduction

Information is a crucial asset in international relations. However, despite numerous studies on its role and functions in the domain of international affairs, many governments, state officials and leaders of transnational organizations still underestimate its significance. This lack of comprehension results in poor attention to information security, accompanied by the threat of

cyber-attacks, sensitive data leaks, and the states' inability to use information to advance their own national interests. It is, therefore, necessary to define current trends, challenges, and opportunities accompanying the practical application of information in international relations in order to address these problems, which verifies the relevance of this research.

Information as a factor of international relations can be considered the object of this paper, and the current trends, challenges, and opportunities arising from its application in international affairs are the subject of the study. The purpose of this paper is to investigate current trends, challenges, and opportunities accompanying the application of information in the context of international relations and to identify aspects that need further improvement in order to solve typical relevant problems at the national, regional and global levels. In order to achieve this purpose, the following objectives were addressed in the course of the study: to name the principles of legal regulation of applying information to the field of international relations; to highlight the importance and main functions of information in international relations; to reveal the shortcomings and potential areas for further improvement of international legislation and its practical implementation in order to more effectively regulate the use of information in international relations.

2. The principles of current legal regulation of information in international relations

Information in international relations is regulated by international information law and a large number of norms and acts, which allow us to identify and formulate the basic principles of its dissemination.

The fundamental principle of dissemination of international information is the principle of freedom of information, enshrined in many international legal acts. Without it, interstate cooperation in all sectors cannot develop normally. At the same time, the exchange of international information takes place on certain grounds arising from mutual obligations of states, i.e. it is not completely free.

The dissemination of international information is also regulated by the principle of non-use and non-threat of force. This implies a ban on spreading ideas and propaganda hostile to other countries, which are condemned by the international community and may lead to serious conflicts. The general principles of international law in the international information sphere are also supplemented by a number of special principles (Кісілевич-Чорнойван, 2011, pp. 19-22).

However, it is worth noting that, unlike many other sectors of public international law, international information law does not have a single international legal act that would contain all general and special principles. They are enshrined in the relevant documents of the UN General

Assembly, UNESCO, the EU, the Council of Europe, the OSCE and other organizations. Most of them are in the form of declarations and resolutions, i.e., they are essentially recommendatory. However, given the importance of their compliance for the peaceful coexistence of states, most countries still try to adhere to the special principles of international information law (Пазюк, 2016, pp. 164-167).

Thus, the legal regulation of information in international relations is a rather complicated and complex process, because the general principles that apply to all states are restricted by various nuances (such as drawing a line between national traditions, sovereignty of a country and the principle of non-interference in its affairs, on the one hand, and the need to disseminate certain international socially important information within that state, on the other), which should be taken into account in the legislative process. It is necessary to develop a single document unifying all legal norms and acts and binding on all states.

3. The impact of current changes in dissemination and types of information on the realm of international relations

With the increasing speed of the dissemination and the diversification of types of publicly available international information, the very essence of international relations has changed dramatically. State and non-state actors in many countries are working together to exchange information, develop common principles and best practices, and address the challenges of globalization. In addition, the increasing flow of information between countries removes uncertainty about each other's intentions and increases transparency. At the same time, the increase in information flows through the media has led to the loss of traditional control over international information by governments (Baloyi & Khumalo, 2018).

Such qualitative changes in the role of international information are reflected in the process of making foreign policy decisions and regulating international relations in general. Technological improvements in international information have led to a partial equalization of states – information no longer recognizes state borders and is distributed around the world. This has created a situation in which state sovereignty is being redefined. Nowadays, a conflict between states and non-state associations is as likely as a conflict between two states, which has significantly expanded the range of actors in international relations and changed the process of international cooperation (Піскун & Шмерхльов, n.d.).

Information is an important component of international relations that requires coordinated functioning of all public, private, non-governmental, transnational and international organizations on the global stage.

4. Challenges and Opportunities for Improving the Application of International Information in International Relations

One of the biggest challenges in the international legal regulation of the use of information in international relations is the faster pace of development of information and related technologies compared to the capacity of the regulatory system. In practice, the international legal regulation of the application of international information in the context of international relations remains relatively weak, as most principles are of a recommendatory nature. At the legislative level, both the issues of use and control over the international information infrastructure and the social relations arising within the international information space need to be addressed.

Another promising area for improving the regulation of international information in international relations is to redefine the existing concepts of sovereignty, borders, citizenship, territoriality and jurisdiction in order to reflect the evolutionary changes caused by the development of the global information society. It is necessary to resolve a number of issues, including the international information and communication infrastructure, the use of information and communication technologies for global development, e-governance, institutional mechanisms for enhanced multilateral cooperation, international human rights online, cybersecurity and responsible behavior of states in cyberspace (Кирилюк, 2016, pp. 204-213).

Therefore, the regulation of the use of information in international relations needs to be improved and can bring significant benefits to the entire world and each state separately.

5. Conclusions

The impact information has on international relations cannot be overestimated – in fact, international relations cannot exist without it. In addition, due to technological progress, it is becoming increasingly important and leads to the transformation of the essence of international affairs. The functions of international information in international relations are multifaceted and are also evolving with the development of information technology, constantly expanding and supplementing.

The application of information in the realm of international affairs is regulated by international information law. There are a large number of rules, norms and principles regarding the use of international information. Nevertheless, there is no single document that would unite them all and be mandatory rather than advisory.

Thus, the application of international information in international relations needs to be further modified in the future at the regulatory and practical levels, given its increasing importance for global cooperation.

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THE ROLE OF DIGITAL DIPLOMACY IN INTERNATIONAL RELATIONS

D. O. Brud,

I. M. Lavrinenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Brud D. O., Lavrinenko I. M. The role of digital diplomacy in international relations. The article analyzes how the digital diplomacy is explored in the context of national policy. As technology continues to change the landscape of international relations, this piece explores the key role that digital tools play in shaping diplomatic strategies and developing cross-border cooperation. The study begins by tracing the evolution of diplomacy in the digital age, highlighting the transformative impact of social media, online communication channels, and virtual forums. A critical aspect addressed is the ability of digital diplomacy to transcend geographical boundaries, offering a platform for dialogue, where leaders communicate directly with global audiences, influencing public opinion and shaping narratives in unprecedented ways. Furthermore, the role of digital diplomacy in crisis management and conflict resolution is explored. It is investigated how governments utilize online platforms to de-escalate tensions, build bridges, and seek common ground in an era where information travels at the speed of light. In conclusion, the author indicates that as the world becomes increasingly interconnected, the role of digital diplomacy emerges as a dynamic force shaping the future of global interactions.

Keywords: cooperation, digital diplomacy, international relations, national policy, social media.

Бруд Д. О., Лавріненко І. М. Роль цифрової дипломатії у міжнародних відносинах. У статті аналізується, як цифрова дипломатія досліджується у контексті національної політики. Оскільки технології продовжують змінювати ландшафт міжнародних відносин, ця робота досліджує ключову роль, яку цифрові інструменти відіграють у формуванні дипломатичних стратегій і розвитку транскордонного співробітництва. Дослідження починається з відстеження еволюції дипломатії в епоху цифрових технологій, підкреслюючи трансформаційний вплив соціальних мереж, онлайн-каналів спілкування та віртуальних форумів. Важливим аспектом, який розглядається, є здатність цифрової дипломатії долати географічні кордони, пропонуючи платформу для діалогу, де лідери спілкуються безпосередньо з світовою аудиторією, впливаючи на громадську думку та формуючи наративи безпрецедентними способами. Крім того, досліджується роль цифрової дипломатії в управлінні кризами та вирішенні конфліктів. Вивчається, як уряди використовують онлайн-платформи для зниження напруженості, наведення мостів і пошуку

спільної мови в епоху, коли інформація передається зі швидкістю світла. На завершення автор зазначає, що, оскільки світ стає все більш взаємопов'язаним, роль цифрової дипломатії стає динамічною силою, яка формує майбутнє глобальних взаємодій.

Ключові слова: міжнародні відносини, національна політика, співробітництво, соціальні мережі, цифрова дипломатія.

1. Introduction

In today's world, where information technologies are constantly developing, the role of diplomacy takes on new colors thanks to digital transformation. It is clear that in the era of globalization and the growing importance of virtual space, the use of information technologies in the field of diplomacy determines new criteria for the efficiency and effectiveness of resolving international conflicts and promoting cooperation. In this context, the analysis of digital diplomacy not only allows us to understand the change in the paradigm of relations between countries, but also reveals new opportunities for effectively solving global challenges.

Digital diplomacy, also known as e-diplomacy or cyber diplomacy, harnesses the power of technology and digital platforms to foster international relations, engage global audiences, and shape foreign policy. It became most widespread and actualized in the foreign policy of countries around the world due to the pandemic of the coronavirus infection (COVID-19), which affected all spheres of life, including diplomatic relations, and brought the use of information technologies to a new level.

The subject of this article is diplomatic relations and digital diplomacy, and the object is the usage of international technologies and digital tools in diplomatic processes of informational cooperation.

The purpose of the research is to analyze the concept and history of the emergence of digital diplomacy, as well as to determine its role in international relations.

2. The emergence of digital diplomacy

Digital diplomacy has been defined as the use of social media platforms by a country in order to achieve its diplomatic objectives and proactively manage its image and reputation. The prerequisites for its emergence were globalization, the development of communication technologies, and the strengthening of the role and participation of communities in the international affairs of the state. The system of digital diplomacy itself was formed relatively recently. It is believed that the history of digital diplomacy has its origins in the USA.

The discovery of the World Wide Web in the 1990s caused significant changes in global communication at the beginning of the twenty-first century. Due to the advent of the Internet, the diplomatic telegram, which was used to exchange messages between diplomatic missions, became outdated. The first official email exchange between state leaders Bill Clinton and Carl Bildt took place in 1994 (Blidt, 2016).

Acknowledging the crucial role of information management in advancing foreign policy, a Foreign Service officer Wilson Dizard introduced the term “digital diplomacy” in 2001 in his work, *Digital Diplomacy: US Foreign Policy in the Information Age*. The author declares that electronic communication and information resources not only introduced a new strategic issue in foreign affairs but also fundamentally transformed how we navigate and address these challenges (Dizard, 2001).

In October 2003 the Office of eDiplomacy was founded by US State Department. Its objective was to advance diplomacy by providing effective knowledge-sharing initiatives, leadership on the merging of technology and diplomacy, and top-notch IT consulting (“U.S. State Department”, n.d.).

Although the United States began to carry out digital diplomacy under the presidency of George W. Bush in 2006, this policy was not officially launched until 2009. Between 2010 and 2011, numerous official papers were published by the White House marking digital diplomacy priorities, including one titled *Public Diplomacy: Strengthening U.S. Engagement with the World*. It highlighted what the U.S. government wanted digital diplomacy to accomplish: to discredit America’s ideological enemies; to counter Chinese propaganda on the Internet; to limit the presence of Russian media in the former Soviet republics; and to use social networks to confront Iran’s foreign cultural policy (Ji & Wu, 2022).

It is important to note that Sweden became the first country to open its virtual Embassy in the social network Second Life in 2007. Any computer user throughout the world could access this embassy, overcoming time and space restrictions (“Sweden first to open embassy”, n.d.) .

3. Digital diplomacy on the international stage

In the XXI century, the Internet has become the most important source of political information. Diplomats and politicians regularly use the Internet to achieve their goals, and the level of openness and transparency of information has never been higher.

Currently, the main tool for implementing digital diplomacy is the use of social networks. Many countries around the world are seizing the moment and actively pursuing their foreign policy

objectives through the creation of websites, blogs and the use of social media platforms – Facebook, Twitter, Instagram, YouTube, etc.

Data shows that ninety-seven percent of the United Nations member countries have an official presence on Twitter, except Laos, Mauritania, Nicaragua, North Korea, Swaziland, and Turkmenistan. There are about 951 Twitter accounts, causing Twitter to become the most popular social media platform among the governments. Ninety-three percent of the United Nations member countries have been using official Facebook over the last few years, and eighty-one percent of them have been actively engaged in Instagram (“Twiplomacy Study”, 2018).

The founder of the idea of using the Twitter social network to ensure foreign and domestic political activity was former US President Barack Obama, who in 2007 created an account, that pushed the development of digital Twitter diplomacy in the country (Schulman, 2016). It should be noted that he was titled the first “social media president” thanks to his successful Internet campaign, which was distinguished by openness and transparency. As of 2023, B. Obama’s page has 132 million subscribers, which makes him the biggest political figure on Twitter (“Political figures with the most Twitter followers”, n.d.).

A logical question arises: “What are the goals pursued by a government with the mass use of digital diplomacy?” Nowadays, the main objective of implementing digital diplomacy in national policy includes the following points:

- protection of state interests in the international arena;
- conducting propaganda or anti-propaganda;
- exercising influence or pressure on other participants;
- discrediting opponents;
- strengthening relations with supporters;
- formation and support of a positive image;
- increasing the awareness of the world community about the state.

It is clear that digital diplomacy nowadays has become an essential tool for diplomats all around the world. It enables governments to expand their reach, improve communications and represent their country's interests on a global stage, as well as the national level.

4. Features of Ukrainian digital diplomacy

In the Public Diplomacy Strategy of Ukraine for 2021, digital diplomacy became one of the seven priority directions (“Міністерство закордонних справ України”, n.d.). After February 24, 2022, this vector began to function even more actively, encouraging the world public to sympathize with the Ukrainian grief and giving the Russian invasion more and more publicity.

If the Vietnam War went down in history as the first conflict that could be watched on television, then the Russian-Ukrainian war, without a doubt, would become the first war that unfolded on the screens of smartphones. Social networks have become the most convenient way to follow the news. A study by Ipsos from April 2022 shows that seventy percent of people surveyed (from 27 countries in all regions of the world) closely follow the events in Ukraine (Boyon, 2022).

The mass dissemination of footage of Russian crimes played an important role in shaping the narrative of a war, in which Russia is the aggressor and Ukraine is the victim. Information about the heroic resistance of Ukrainians worked in a similar way. The usage of digital diplomacy by Ukrainian government officials was also quite effective. It is necessary to note the work of the Minister of Digital Transformation Mykhailo Fedorov, who establishes contacts with the heads of numerous technological companies through social networks. In particular, he appealed to a Chinese company DJI Global asking to ban the use of its software by Russians. In addition, he has called on Apple to restrict Russians' access to its products and repeatedly appealed to Elon Musk for high-precision technologies produced by SpaceX (Ковач, n.d.).

The President of Ukraine, Volodymyr Zelenskyi, ensured an appropriate level of communication with the citizens of Ukraine and world leaders through his media activity. Every day, one or two speeches of the president contained important information about the progress of Ukraine's defense, explained the position of our state, supported the morale of the military, and informed about interaction with Western allies. It proved the statement – If a certain event gets a lot of media coverage, it will prompt the authorities to react.

Materials about the war were most promptly presented on television and radio, and in social medias. Such Instagram pages as @ukraine.ua, @united24.media and @theukrainians contributed to spreading the realities of a full-scale war to the Western audience. Moreover, the hashtag #StandwithUkraine was created, which quickly spread among the Ukrainian and international audience and currently has 1.8 million posts.

5. Conclusions

In conclusion, the evolution of diplomacy in the digital age has marked a significant shift in the way nations communicate, project their image and pursue their interests on the global stage. The fusion of information technologies and diplomatic processes has not only redefined the efficiency of resolving global conflicts but has also opened new avenues for global cooperation. For instance, digital diplomacy has played a key role in modern Ukrainian politics, especially in conditions of full-scale war. Coverage of events in Ukraine in the media every day helps attract

the attention of the world community, prompts state leaders to increase aid and dispel Russian propaganda. As we navigate the complexities of the digital age, the role of digital diplomacy will continue to evolve, presenting new opportunities and challenges in the realm of international relations.

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ESOTERIC TOURISM: A GROWING TREND IN TRAVEL

Y. S. Bulavka,

V. V. Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Bulavka Y. S., Ilchenko V. V. Esoteric tourism: a growing trend in travel. The article explores the theoretical aspects of esoteric tourism, a unique direction aimed at achieving internal wholeness. The article focuses on “Eso-tourism” which extends beyond traditional routes, enabling tourists to achieve inner harmony by surmounting challenges and participating in esoteric practices. The study examines places of power, where special energy is concentrated, and their impact on the physical and emotional well-being of visitors.

Keywords: esoteric practices, esoteric tourism, inner harmony, internal wholeness, places of power, traditional routes, visitors.

Булавка Є. С., Ільченко В. В. Езотеричний туризм: зростаюча тенденція подорожей. Стаття розглядає теоретичні аспекти езотеричного туризму, що є унікальним напрямком, спрямованим на досягнення внутрішньої цілісності. Стаття акцентує увагу на «Езо-туризмі», який виходить за межі традиційних маршрутів, дозволяючи туристам досягати внутрішньої гармонії шляхом подолання викликів та участі в езотеричних практиках. Стаття досліджує місця сил, де концентрується особлива енергія, а також їх вплив на фізичний і емоційний стан відвідувачів.

Ключові слова: відвідувачі, внутрішня гармонія, внутрішня цілісність, езотеричний туризм, езотеричні практики, місця сили, традиційні маршрути.

1. Introduction

The relevance of this topic stems from the emergence of a unique form of tourism – esoteric tourism, which is not well-developed at present. Esoteric tourism combines travel to sacred places with personal development, allowing the tourist not only to relax in a different location and enjoy a change of scenery but also to grow as an individual. It provides an opportunity to discover new aspects of spiritual development. The distinctive feature of esoteric journeys, setting them apart from conventional tourism, lies in the goal of acquiring spiritual knowledge, practical skills in spiritual practices, and enhancing one’s spiritual well-being. Despite its uniqueness, esoteric tourism serves as a global method for the spiritual evolution of humanity. Esoteric tourism is literally understood as a “journey in search of oneself” to understand oneself better, learn to perceive things from various perspectives, and discover exceptional qualities within oneself. The objective of this work is a

comprehensive examination of this new form of tourism and an exploration of the development of esoteric tourism. To achieve this objective, several tasks need to be addressed:

- to examine the history of the emergence of esoteric tourism;
- to define and elucidate the characteristics of this new form of tourism;
- to explore the theoretical aspects of esoteric tourism.

The subject of the research is esoteric tourism. The object of the research is the technology of esoteric tourism development and its study. The practical significance of the study lies in identifying the concept of esoteric tourism development. The results of this research can be applied in the practical work of tour agencies and tour operators.

2. Theoretical aspects of esoteric tourism.

Esoteric tourism, or as it is otherwise called, ‘eso-tourism’, is a journey with the purpose of attaining internal wholeness. The esoteric tourist steps out of their comfort zone, overcomes obstacles, observes themselves, and engages in esoteric practices, with the outcome being internal harmony. The term ‘esoteric’ derives from the Greek language and is translated as ‘internal’. Esotericism is a science aimed at revealing inner wealth to humans. Regardless of whether society recognizes this science or not, esotericism primarily involves self-improvement, but not societal interaction. As people change on the inside, the world changes on the outside, but not the other way around. It is precisely for internal work that a branch of esotericism such as esoteric tourism is intended. Esoteric tourism is currently becoming a trendy and sought-after direction. It is one form of active recreation where travel and adventure, recuperation, and leisure are combined in different ways. Various health trends and practices are presented in esoteric tourism, which can help modern individuals rejuvenate, become stronger, and healthier. Esoteric tourism helps people see how the world and themselves are structured, understand the connections between their actions and what happens in life. As a result, individuals realize which practices they need to perform to bring order within themselves. The concept of ‘victim of circumstances’ disappears, replaced by ‘creator of one’s life’ (Norman & Pokorny, 2017, pp. 201-207).

After an esoteric tour, people begin to love the Earth as their distant ancestors did. The true essence of humanity loves the rustle and scent of the wind, with a faint aroma of pine needles. Only by venturing into the wilderness can individuals truly understand that everything in life is interconnected.

The main distinctive feature of esoteric journeys from regular mass tourism is the goal of acquiring spiritual knowledge, practical skills in spiritual practices, and, as a result, elevating the spiritual level of an individual. It is believed that in the so-called places of power, all spiritual practices have the greatest impact, which is why people are drawn to such locations. Places of power are special

areas on the Earth where strong energy is concentrated. These can be natural landmarks, unique landscapes, mountains, lakes, caves, places associated with significant historical events, or religious activities (places of pilgrimage), among other things. When a person visits a place of power, they experience a powerful influence that can manifest on both the physical and emotional levels (Maslow, 2019).

3. Places of Power

Places of power, which are of particular interest in esoteric travel, are nothing more than places where special energy accumulates, comes to the surface and has a beneficial effect on a person's energetic, spiritual and physical health. Also, visiting places of power can fill a person with spiritual creative energy and reveal secret ancient knowledge to a person, which he can use in his life for the benefit of himself and others.

Among the most visited religious places worldwide are:

- The Old City of Jerusalem, Israel. The Old City of Jerusalem is often listed among the top spiritual places in the world. It contains some of the holiest sites for the Abrahamic religions, including the Western Wall for Judaism, the Church of the Holy Sepulchre for Christianity, and the Dome of the Rock for Islam. But even if you are not a follower of these religions, the sounds, smells, narrow cobblestone footpaths, ancient architecture, and multicultural people, shops and foods help you open up.

- The Ghats of Varanasi, India. Varanasi is the oldest and holiest city in India. It was already over 1,400 years old when the Buddha gave his first sermon near this place in around 400BC. The city has more than 3,000 Hindu and over 1,300 Muslim holy sites, along with Buddhist, Jain, Sikh and Christian spiritual places.

- Luang Prabang, Laos. Luang Prabang is the peaceful, laid-back, former capital of the historic kingdom of the same name. With 33 Buddhist temples and shrines, it embodies the Buddha's teaching that our true essence is the silence within. The city is quiet, relaxing, and surrounded by the Mekong River with mountains and waterfalls nearby. Spirituality is everywhere, from exploring and contemplating temples and appreciating the daily rituals of monks and nuns, to taking long walks along the river and in the surrounding hills, and interacting with the local people and culture (The Conversation, 2022).

Also, countries such as Thailand (Klong Lam Waterfall, Wat Phupharam Temple, Phi-Phi Islands, etc.), Japan (Ise Grand Shrine, Enryaku-ji Monastic Complex, Mount Kurama, etc.), China (West Lake, Hangzhou City, Mount Huangshan, etc.), Tibet (Lhasa City, Mount Kailash, Garuda Valley, etc.), Nepal (Kathmandu Valley, Manakamana Temple, Padmasambhava Cave, etc.), Cambodia

(Killing Fields, Angkor Wat Temple Complex, Phnom Kulen Mountain, etc.), and other countries enjoy great popularity (The Minds Journal, 2023).

In addition to practices and the journeys themselves, there is another remarkable aspect of esoteric tourism – the opportunity to meet interesting and unusual individuals. Special meetings with magicians, healers, and prophets are organized. If luck is on your side and the stars are favorable, you might have the chance to meet a shaman or even find your own spiritual mentor. Moreover, there is a possibility that you will encounter like-minded individuals and make new friends who will become loyal companions in your life.

4. Future Trends and Prospects

Esoteric tourism is experiencing a phenomenal surge in demand and interest from travelers worldwide. There is a growing demand for packages aimed at spiritual development and a desire to explore power places infused with energy. Attracting not only followers of esoteric teachings but also those seeking profound experiences, this form of tourism has become a key element of cultural and spiritual journeys. Esoteric tourism has the potential to play a crucial role in fostering global spiritual evolution. As individuals embark on journeys of self-discovery and enlightenment, the collective consciousness is influenced positively. The exchange of spiritual knowledge and practices across cultures can contribute to a more enlightened and interconnected world. Through the shared experiences of esoteric tourism, people may develop a deeper understanding of different spiritual traditions, fostering tolerance and unity. This has the potential to create a ripple effect, influencing attitudes and behaviors on a global scale. Esoteric tourism, therefore, emerges as a catalyst for a collective shift towards a more spiritually evolved and harmonious world. This shift is prompting traditional tourism providers to incorporate elements of esoteric tourism into their offerings. From wellness retreats to mindfulness-focused travel itineraries, the industry is adapting to meet the evolving demands of conscious travelers. As esoteric tourism continues to gain prominence, it is expected to inspire innovative approaches to destination management, sustainability, and community engagement within the tourism sector (Walia & Jasrotia, 2021).

For Example, Glastonbury's rich spiritual heritage has led to the development of specialized tours and accommodations, showcasing the industry's responsiveness to esoteric travel trends. The trajectory of esoteric tourism suggests not only a continued surge in popularity but also a profound impact on global spiritual consciousness and the tourism sector as a whole. As travelers seek more profound connections and purpose in their journeys, esoteric tourism stands as a beacon, guiding the way towards a more enlightened and interconnected future.

5. Conclusions

Esoteric tourism, with its focus on spiritual exploration and personal growth, has emerged as a distinctive and rapidly growing trend in the travel industry. The relevance of this phenomenon lies in its unique combination of travel to sacred places with the pursuit of inner development. It provides an avenue for individuals not only to experience a change of scenery but also to undergo personal transformation. This form of tourism, often referred to as 'eso-tourism', is characterized by the goal of acquiring spiritual knowledge and practical skills in esoteric practices. It serves as a global method for the spiritual evolution of humanity, allowing individuals to embark on a journey of self-discovery and inner awakening. Esoteric tourism has become a sought-after direction, offering a blend of travel, adventure, recuperation, and leisure. The theoretical aspects of esoteric tourism emphasize its role in self-improvement, fostering a deeper connection with the Earth and an understanding of the interconnections within life. The exploration of places of power, where unique energy is concentrated, adds another layer to the esoteric travel experience. Places of power, such as the Old City of Jerusalem, the Ghats of Varanasi, Luang Prabang, and others, showcase the diverse spiritual destinations attracting esoteric tourists. The interaction with magicians, healers, and spiritual mentors during these journeys adds an intriguing dimension to the esoteric tourism experience. Looking into the future, esoteric tourism is expected to see an increasing demand as travelers seek packages focused on spiritual development and exploration of energy-infused places. Beyond individual journeys, there is the potential for esoteric tourism to contribute to global spiritual evolution. Through shared experiences, it has the power to foster tolerance, unity, and a more enlightened and interconnected world.

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MERGERS AND ACQUISITIONS IN THE GLOBAL BANKING SECTOR: THE EXPERIENCE OF THE USA AND UKRAINE

Y. V. Chausova,

O. V. Karpenko (language supervisor)

V. N. Karazin National University, Kharkiv

Chausova E. V., Karpenko O. V. Mergers and acquisitions in the global banking sector: the experience of the USA and Ukraine. This article analyzes global banking Mergers and Acquisitions (M&A), focusing on the USA and Ukraine. It explores the impact of M&A decisions, economic factors, and innovations in the banking sector. Key highlights include digital competitiveness trends, fluctuations in global M&A deals, and challenges faced by the US banking industry in 2022. The article examines the evolution of the banking sector in Ukraine, emphasizing the impact of military events on M&A activity. It concludes with insights into Ukrainian banking, discussing capitalization, post-war development scenarios, and uncertainties in valuations linked to reforms and economic stability.

Keywords: banking trends, global banking sector, mergers and acquisitions, post-war scenarios, Ukraine, USA.

Чаусова Є. В., Карпенко О. В. Злиття та поглинання у світовому банківському секторі: Досвід США та України. У цій статті проаналізовано глобальні банківські злиття та поглинання (M&A), зосереджуючись на США та Україні. Досліджено вплив рішень M&A, економічних факторів та інновацій у банківському секторі. Основні моменти включають тенденції цифрової конкурентоспроможності, коливання глобальних угод M&A та виклики, з якими зіткнулася банківська галузь США у 2022 році. У статті розглянуто еволюція банківського сектору в Україні, наголошено на впливі військових подій на активність M&A. Стаття завершується аналізом української банківської справи, обговоренням капіталізації, сценаріїв післявоєнного розвитку та невизначеності в оцінках, пов'язаних з реформами та економічною стабільністю.

Ключові слова: банківські тенденції, глобальний банківський сектор, злиття та поглинання, післявоєнні сценарії, США, Україна,.

1. Introduction

Mergers and acquisitions (M&A) in the global banking sector define the modern landscape of financial institutions and become the object of attention in the context of strategic and economic transformations. This phenomenon is a key element of strategic management, given the constant changes in the conditions of global business and financial markets (Sharma, n.d.). Our research is

aimed at analyzing mergers and acquisitions in the banking sector, focusing on comparing the experience of the United States of America and Ukraine.

The purpose of the study is to reveal the main aspects and impact of the State-of-the-Art on the banking sector of the selected countries. We seek to understand the mechanisms behind M&A decisions, their relationship with the economic environment, and the innovations that can result from such strategic moves. At the same time, we aim to determine the interrelationships and the influence of factors that determine the success or failure of R&D in the banking sector.

The subject of the research is banking institutions in the United States of America and Ukraine, and the object is the processes of mergers and acquisitions, their consequences and impact on the financial stability and efficiency of the banking sector in these countries.

2. Global trends in the M&A sector

The last 15 years of the global banking sector have been marked by significant transformations in the field of I&P (Fig. 1).

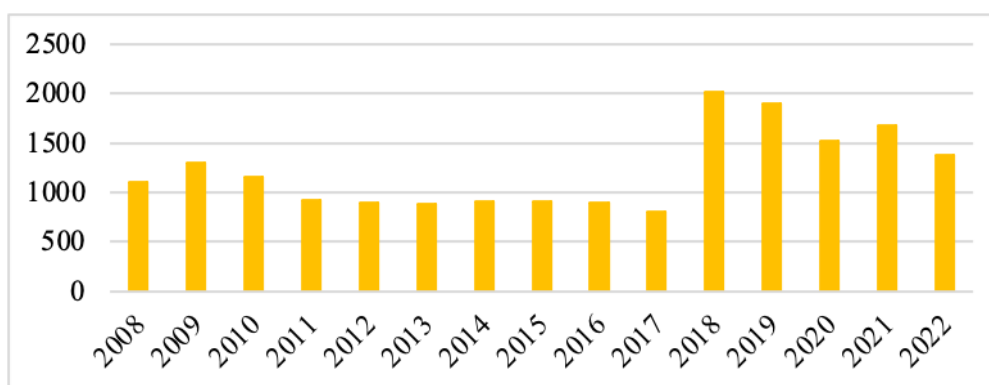


Fig. 1. Number of mergers and acquisitions (M&As) in the banking sector worldwide 2008-2022.

Source: Composed by the authors, using materials from: Number of M&A banking deals globally 1985-2022. Statista.

The number of mergers and acquisitions in the sector varied during this period. A rise in 2018 to record 2019 deals was recorded, followed by a decline in 2019-2020. However, in 2021 there was another increase to 1,683 deals. However, the number of deals fell again to 1,380 in 2022, reflecting the ongoing dynamics of change and adaptation in the banking sector (Deloitte Development, 2023).

3. M&A Trends in the US Banking Industry

The pace of mergers and acquisitions in the US banking industry has been changing for many years, and a significant increase in deal activity began in 2017-2018. However, already from 2020,

we can observe the opposite trends (Deloitte Development, 2023).

On Fig. 2 one can see the dynamics of the number of mergers and acquisitions and their value in the US banking system.

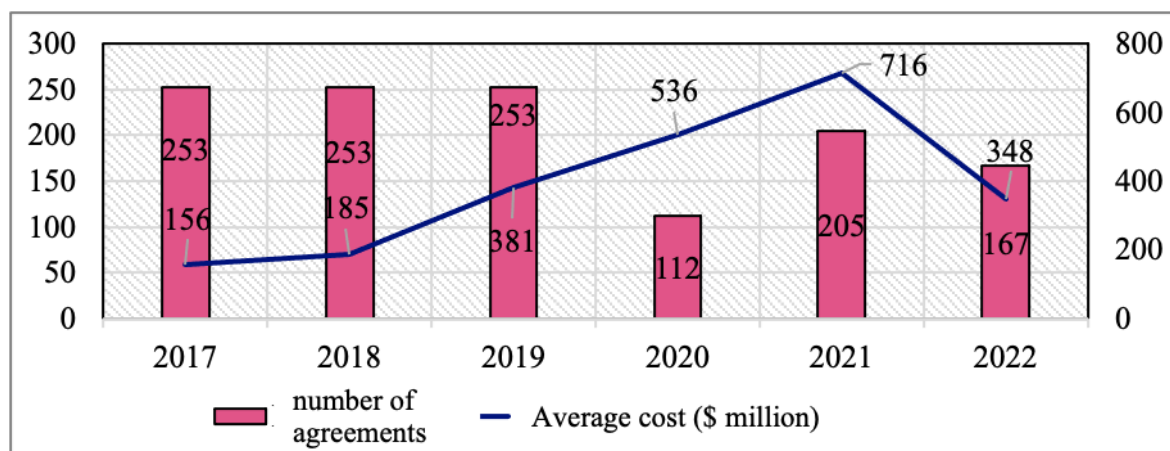


Fig. 2. Number and average value of M&A deals in the US banking sector

Source: Composed by the author, using materials from: Deloitte Development LLC. 2023
banking capital markets M&A outlook. 2023.

In 2022, the banking sector suffered significantly, witnessing a decline in banking (M&A) transactions. Even with some uptick in volume and value from the 2020 pandemic lows, these numbers were vulnerable to the 2021 market boom. Deal volume was 167 for \$22.6 billion, compared to 205 deals for \$76.6 billion in the previous year, down 18.5% and 70.5%, respectively. The average value of the deal also fell, almost halving from \$716 million in 2021 to \$348 million in 2022, a 51.4% decrease (Deloitte Development, 2023). In 2022, the volume of large banking transactions with (M&A) decreased (Fig. 3).

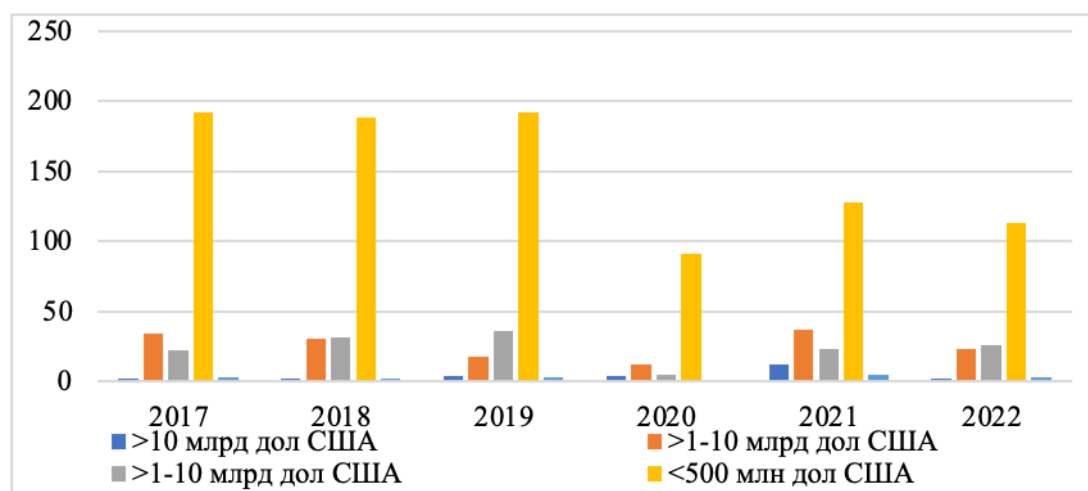


Fig. 3. Number of M&A deals in the US banking sector by value

Source: Composed by the author, using materials from: Deloitte Development LLC. 2023
banking capital markets M&A outlook. 2023

In 2022, TD acquired First Horizon Corp. for \$13.7 billion, while the Royal Bank of Canada bought the Canadian units of HSBC for \$13.5 billion. Other deals that year remained under \$650 million, a notable contrast to 2021's top five deals, each exceeding \$5 billion. Most megadeals in 2022, initiated in 2021, took over 14 months for regulatory approval. The \$8 billion acquisition of U.S. Bancorp's MUFG Union Bank closed in December 2022, announced in September 2021. BMO's \$16.3 billion acquisition of Bank of the West faced challenges but concluded in February 2023. Pending U.S. regulatory approval, significant deals, like TD's acquisition of First Horizon, are anticipated to finalize in Q2 2023 (Deloitte Development, 2023).

4. Mergers and Acquisitions in the Ukrainian Banking Sector

The banking sector of Ukraine is characterized by dynamic development and constant changes, especially in the context of mergers and acquisitions. From the stage of mass privatization in the 1990s to the present, where political instability affects strategies for the development of the financial sector, M&A deals reflect the evolution of the banking industry.

During 1993-2014, a dynamic diagram of mergers and acquisitions (M&A) in the banking sector developed in Ukraine, marking the formation of the base and periods of intensive development. Starting from the early 1990s, when the conditions for mass privatization became significantly more complicated, the active phase of the State Development Program began in 1999, reaching its peak in 2006-2007. The lack of accurate data in the period 1993-1998 and the impact of the global crisis of 2008-2010 on ZIP led to a dynamic period of transformations and new trends in the following years, strengthening their significance and impact (Горбатюк, 2015).

Against the background of a full-scale invasion and military operations, there is a lack of activity in the field of purchase and merger of banks in Ukraine (Fig. 5). This factor is logical and understandable, but it also calls for a deeper analysis of possible trends and the impact of military events on the country's banking sector.

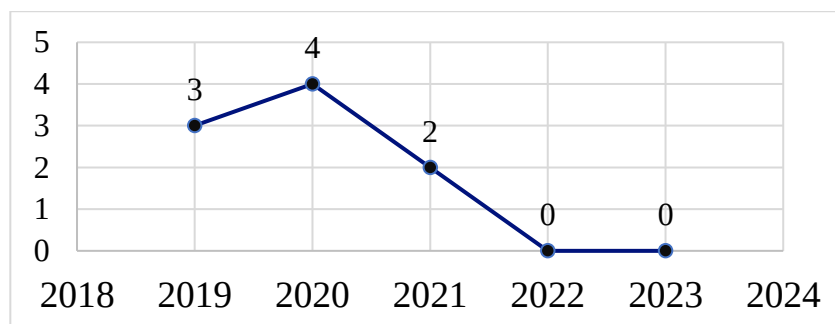


Fig. 4. The number of M&A deals in the banking sector of Ukraine

Source: Composed by the author, using materials from: Лисенко Олена. Нацбанк розповів "Мінфіну", коли може початися злиття та продаж банків. Мінфін, n.d.

In 2022-2023, M&A agreements in the banking sector lacked packages for purchasing or increasing participation in banks with over 50% shares. In 2021, 8 packages were received; the NBU approved 2, rejected one, and returned four. In 2020, 9 packages were received; the NBU approved 4, rejected three, and returned two. In 2019, there were 8 packages; the NBU approved 3, rejected one, and returned four.

The capitalization level is a crucial factor in banks' readiness for mergers and acquisitions. By 2022, the Ukrainian banking system's equity capital decreased by 8.1% to UAH 218.5 billion due to challenges arising from the war in Ukraine. This decline impacts banks' readiness for changes. Banks with capital gains may be stable and less inclined towards strategic partnerships, while those experiencing capital losses may actively seek collaborations to enhance their financial position – Figure 5. (Лисенко, n.d.).

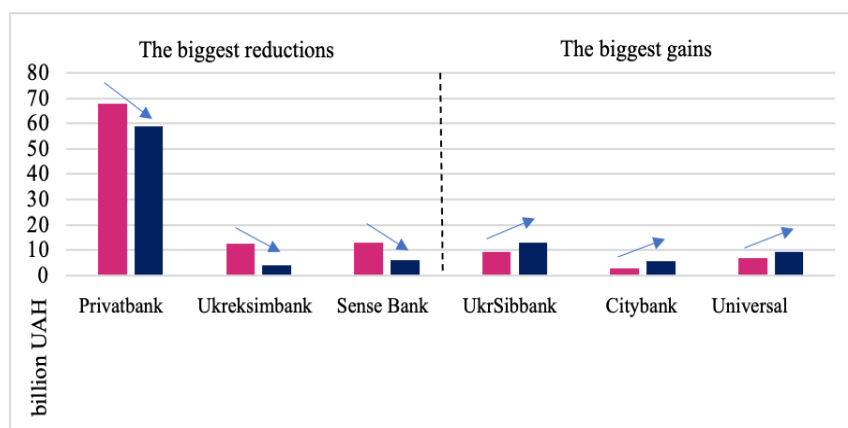


Fig. 5. The largest reductions and increases in the capital of Ukrainian banks

Source: Composed by the authors, using materials from: Лисенко Олена. Нацбанк розповів «Мінфіну», коли може початися злиття та продаж банків. Мінфін, n.d.

Privatbank (-8.8 billion UAH), Ukreximbank (-8.4 billion UAH) and Sens Bank (-7 billion UAH) stand out among the most reduced equity capital. On the other hand, the highest rating was shown by UkrSibbank (+ UAH 3.5 billion), Citibank (+ UAH 2.8 billion) and Universal Bank/monobank (+ UAH 2.4 billion). Reorganization and takeover in 2019 included the merger of JSC “Ukrsotsbank” and JSC “Alfa-Bank” (now JSC “Sens Bank”) (Лисенко, n.d.).

After the expert analysis, two scenarios of mergers and deepenings after the war in the banking sector are revealed. The first involves the entry of foreign banks into the market, with rapid entry and use of ready-made networks for development, but possible difficulties in interacting with local clients and the need for adaptation. The second is the investment of foreign investors, which can lead to the attraction of sexual investments, but with other risks, such as conflicts of interest and changes in corporate culture.

The NBU hopes for consolidation, especially among smaller banks, after the end of the war. At the same time, Table 3 indicates the prospects for consolidation through corporate reorganizations and the sale of businesses and loan portfolios. However, there is a challenge in the form of possible preservation of the state in the banking system through the merger of state banks.

The valuation of banks after the war becomes uncertain due to the impact of war events. Analysts point to the difficulty of determining the real value of bank resources and their financial condition, even when solving security issues (Лисенко, n.d.).

In the post-war perspective, interest in banks will depend not only on the results of military events, but also on the effectiveness of reforms, currency stability and economic development. Different views of experts on possible M&A, especially for smaller banks, indicate the expected significant changes in the banking sector of Ukraine (Лисенко, n.d.).

5. Conclusions

In the US, mergers and acquisitions (M&As) in the banking system fluctuate due to economic and geopolitical changes. The decline in M&A deals in 2022 shows the vulnerability of the sector and points to constant strategic transformations. In the Ukrainian banking sector, mergers and acquisitions have undergone changes due to the war, leading to a halt in M&A deals. Consolidation and foreign investment are expected after the war, but it is important to resolve the issue of state ownership in the system. Post-war valuation remains uncertain, changes will depend on reforms and stability.

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THE CHARACTERISTIC OF CURRENT SITUATION IN AUTOMOTIVE INDUSTRY

A. O. Cheshko,

O. V. Karpenko (language supervisor)

V. N. Karazin National University, Kharkiv

Cheshko A. O., Karpenko O. V. The characteristic of current situation in automotive industry.

The article examines the current state of international automotive industry. Dominant trends are determined as well as their key reasons and sources. Present bottlenecks have been researched in order to determine their origin and impact on the market. Influence of major difficulties on launch of leading tendencies in car development is traced. Solutions in enhancement of sales margin and production cost reduction are studied and evaluated. Operating approaches have been analyzed and new solutions and recommendations for handling industry challenges are developed.

Keywords: BEV, bottleneck, costs reduction, current trend, margin increase, OEM, semiconductor.

Чешко А. О., Карпенко О. В. Характеристика поточної ситуації в автомобільній промисловості. У статті досліджується сучасний стан міжнародної автомобільної промисловості. Визначено домінуючі тенденції, а також їх ключові причини та джерела. Досліджено існуючі «вузькі місця» з метою визначення їх походження та впливу на ринок. Простежено вплив основних труднощів на запуск провідних тенденцій у розвитку автомобілів. Вивчено та оцінено рішення щодо підвищення прибутку від продажів та зниження собівартості продукції. Проаналізовано діючі підходи та розроблено нові шляхи та рекомендації щодо подолання викликів, які стоять перед галуззю.

Ключові слова: АЕТЗ, вузьке місце, збільшення прибутку, зниження витрат, напівпровідник, ОВО, сучасна тенденція

1. Introduction

The current economic situation in world industries changes relentlessly and fast resulting from a bunch of variables creating a greater affect in combination. Tracking and analysing present trends and challenges is essential in order to be able to predict further way of development and be able to assure efficiency and profitability of market actors. In this context analysis of nowadays automotive industry state represents the actual value of this work.

Such foreign and Ukrainian economists as N. Gotarne, J. Hodgson, D. Khoo, A. Luitel, R. Wiggin, V. Dubrovskiy, S. Buchatskyi and others research ways of automotive market development and study methods of handling latest tendencies in the sector. Hence the purpose of this study is to analyse trends and difficulties that define the present situation and indicates future

development direction of auto market. The object of the research is an exploration of world car industry that is going through one of the biggest transformations in the history. The subject of the research is an identification, description and analysis of factors and events that are majorly influencing car market manufacturers and determine long-term objectives and approaches of car companies worldwide.

2. Trends in automotive industry

The direction of industry development in the near future is defined by present trends and tendencies. The way to climate neutrality can be considered to be one of them and is one of the most major tasks that world car manufacturers set as an objective. State environmental institutions constantly implement regulations and standards that demand car manufacturers (OEM) to lower CO₂ emission values of their cars as a part of gradual car offer electrification. Implications of such regulations are significant changes in the product that OEMs manufacture. First of all, R&D costs are rising to make sure brands develop a product that will meet government requirements. Besides in many cases there is no economic feasibility in enhancement of ICE (internal combustion engine) models to meet new standards so more often companies start a development of total electrification of a car in alignment with state plans to make auto industry absolutely climate neutral. The most popular so far invented electrical vehicles include BEV (battery electric vehicle), PHEV (plug-in hybrid electric vehicle), HEV (hybrid electric vehicle). Moreover, there are other types of vehicles that non-traditional fuel vehicle types that are yet not so popular like biogas CNG (compressed natural gas), LNG (liquified natural gas), LPG (liquified petroleum gas) HVO (hydrotreated vegetable oil), biodiesel, hydrogen, compressed air, ethanol. ("10 Alternative Fuels for Vehicles", 2022)

These fuels carry an economical potential and can help reduce auto industry carbon footprint. Now they are not developed enough so that there are unsolved problems with storage and charging infrastructure, no or little compatible engines developed, side effects such as increased cost, lower efficiency compared to traditional fuel types. It is a field that needs more investments, time and research to be seen as profitable by OEMs.

Going back to e-vehicles, BEV and PHEV are the most popular financially efficient example of auto industry going to climate neutrality, specialist also forecast an escalating global growth in next years (Fig. 1). This is exactly the reason why OEMs have developed years long electrification plans for own cars. For instance, EU announced to more than half greenhouse gas emissions by 2030 so by that time Volkswagen has set a target of 80% EV sales in Europe and 55% in North

America. (“Volkswagen Takes its Electric Ambitions Up Another Notch with New Targets for 2030”, n.d.)

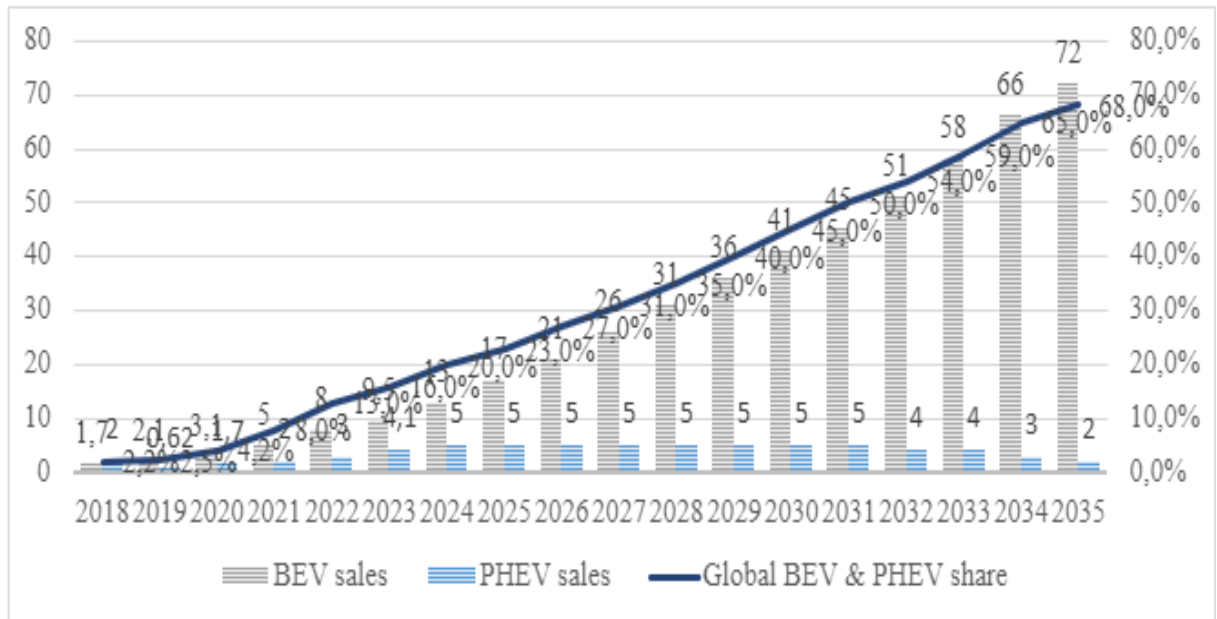


Figure 1. Current dynamic and forecast of BEV and PHEV sales in million units including market share.

Source: compiled by the author, using materials from: Automotive Industry: 2023 Review & 2024 Expectations, 2023, EVs Forecast to Account for Two Thirds of Global Light-Vehicle Sales in 2035, n.d.

As car market becomes more a customer than a manufacture market, there arises another trend, that is increasing competition that bring OEMs to a search of new ways to cut costs and increase margins. One of the ways is reduction of car complexity on the one hand and implementation of new distribution models like agency model, that provides a better control of prices in different countries and makes it easier to analyse and collect demand data. This process is also affected by a need to implement a rapid technological advancement that is caused by a high worldwide competition among car manufacturers and forth industrial revolution requirements.

3. Bottlenecks that are affecting the industry

Car manufacturers invest resources and efforts in achievement of their long-term plans and objectives which are shaped by earlier named trends in the industry. However, development direction is also majorly influenced by bottlenecks on the market. The current period of challenges started in 2019 with Covid-19 outbreak followed by numerous disruptions in supply and manufacturing chains. At that time the semiconductor crisis that is affecting the industry now was

grounded. The main issue lies into planning decision of OEM at start of the pandemic. According to demand volume forecast sales were planned to drop significantly, what did not happen in reality. (“10 Alternative Fuels for Vehicles”, 2022)

Orders were already cancelled so semiconductor manufacturers scaled down car semiconductors production. At the same time, they redirected lost capacity as there was a rise in technical devices demand such as laptops due to popularization of ‘home office’ work. Semiconductors that are used for home technical devices are different from ones that are used for cars which serves as a reason why reestablished orders from car companies cannot be quickly fulfilled. In addition, semiconductor crisis was severely affected by world logistic collapse caused by Russian invasion of Ukraine that was escalated on 24 February 2022. Described situation in car industry results in current enlarged car production time as not only semiconductors but also car parts are affected. Moreover, there are numerous hardships for OEMs to plan their production, procurement, and other logistic processes. Furthermore, car companies should comply with increasing government requirements of reduction of carbon footprint of their cars and implementing new car and data safety standards, which correlates with higher R&D investment costs for OEMs.

4. Challenges handling methods

As mentioned before car manufacturers plan their development direction based on current trends and challenges in the industry. That serves as a reason for OEMs to concentrate on such essential tasks as cost cutting and margin increasement. To achieve this in some cases companies try to decrease complexity and variability of the model by offering less or limited amount of equipment that a customer can configure, that makes it much easier for OEM to plan production and avoid ordering of badly supplied parts. This solution also contributes to implementing data security standards required by government. To increase margins car manufacturers started to rethink the way they built their distribution system. In other words, present dealer model relies on company dealers to present and sell vehicles to end customers. Now a new ‘agency’ model is being developed according to which dealers become agents and will be responsible for only presenting a vehicle to a customer, buying contract will be signed directly with OEM, after that a car will be delivered at agent place where customer will receive it. Basically, agent will serve as a place where OEM meets end customer. This way OEM will control car price and stop competition of agents of one brand, at the same time agent will get a fixed payment for every sold car. This approach will allow to collect more data about demand and customer preferences as well. There is already

positive feedback as Volkswagen Group has already implemented agency model in France and Sweden. (“VWN startet Agenturvertrieb - aber nicht in Deutschland”, 2022).

Regarding semiconductor crisis, companies have already implemented some approaches. The first one is to manufacture cars and store them until lacking parts are supplied, which is made in order not to scale down production and cannot be considered to be a sustainable long-term solution. Some brands have also bought stocks of semiconductor manufacturers to be able to influence production.

The analysis of the situation gave an opportunity to invent some other approaches that OEMs can implement and adjust to specific company needs. First of all, to enhance planning and procurement car brands are recommended to stay in close, continuous contact with semiconductor manufacturers, share data and along with long term planning often revise objectives and correct plans according to the situation on the market, in other words also practice short-term planning to stay flexible to any changes that may come.

Car companies cannot reduce the number of semiconductors they use in their cars, especially e-vehicles, as they risk losing their customers to competitors because less semiconductors means less car functionality. Nowadays only 8% of all semiconductors are purchased for car production, rest is supplied for consumer electronics. (“VWN startet Agenturvertrieb - aber nicht in Deutschland”, 2022) With that in mind, the second possible solution is to increase semiconductor production capacity and be able to control amounts of produced parts, for that OEMs can invest in construction of new plants of semiconductor companies, growth will accelerate with external investments. Another similar way as already described is buying stocks of such companies, controlling stake will allow to decide on the production plan of a company that is similar to building own semiconductor production line, which is one more possible solution but should be viewed individually according to each brand needs to prove to be feasible.

5. Conclusions

Subsequently, auto industry represented by international car brands is currently striving to implement next trends: development of cars on alternative sources of fuel, that is in majority a car electrification that is achieved by an investment in battery development and other technologies according to industrialization 4.0. High competition in the industry results in a search of ways to cut costs and increase margins without increasing the general price of the vehicle. In this case OEMs resort to complexity reduction programs, among other things to narrow the ordered number of lacking components. On the other side there are attempts to change classic dealer distribution model by replacing it by ‘agency’ model. Such implementation is supposed to put car prices into

OEM control and prevent competition between dealers of the same brand. Furthermore, semiconductor crisis caused by current bottlenecks forces OEMs to come up with effective solutions not to side down their production. Consequently, companies produce vehicles and store them to build in missing parts later. Other recommendation on this challenge includes utilization of short-term planning, that allows more flexibility in crisis periods, along with classic long-term planning. OEMs are also recommended to establish a close communication with semiconductor manufacturers for better planning. Conversely, if OEMs do investment in capacity increase of semiconductor companies, they will have opportunity to get lacking components and also production control. This approach is similar to building own production line that may be likewise feasible and implemented in the future for some brands.

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THE IMPACT OF THE RUSSIAN-UKRAINIAN WAR ON THE INFORMATION SPACE AND MEDIA CONSUMPTION IN UKRAINE

O.Y. Chmil,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Chmil O. Y., Litovchenko Y. M. The impact of the Russian-Ukrainian war on the information space and media consumption in Ukraine. The article presents the impact of Russia's full-scale invasion of Ukraine on the information space and media consumption. The work outlines significant changes not only in the habits of news consumption, but also in the country's information environment. The tangible influence of information warfare is manifested in the dissemination of information, psychological operations, disinformation campaigns, and the use of automated accounts to influence public opinion.

Keywords: disinformation, information space, media, social networks, Ukraine, war.

Чміль О. Є., Літовченко Я. М. Вплив російського повномасштабного вторгнення в Україну на сферу інформаційного простору та медіа споживання. У статті наведено вплив російського повномасштабного вторгнення в Україну на сферу інформаційного простору та медіаспоживання. Відображені значні зміни не лише в звичках споживання новин, але й у самому інформаційному середовищі країни. Відчутний вплив інформаційної війни проявляється у поширенні інформації, психологічних операціях, дезінформаційних кампаніях та використанні автоматизованих акаунтів для впливу на громадську думку.

Ключові слова: війна, дезінформація, інформаційний простір медіа, соціальні мережі, Україна.

1. Introduction

The object of the article is the information space of Ukraine. The subject is the impact of the Russian-Ukrainian war on the information space and media consumption in Ukraine. The relevance of the research is that Ukraine has become a battlefield not only for physical armed warfare, but also for information warfare. The purpose of this article is to analyze how Ukrainians filter and analyze this information to distinguish between authenticity, verify sources, and avoid the spread of misleading information, as our country faces new political, social and economic challenges every day, which has led to the use of manipulative methods of information management and external interference by the Russian Federation in our information space.

2. Living Amidst Information Warfare: Dynamics of News Consumption and Societal Impact in Ukraine

For two consecutive years, Ukrainian society has been immersed in a constant stream of news, spanning air alerts, frontline changes, and political upheavals, which have become routine for many citizens. However, not only have news consumption patterns shifted during this time, but the information landscape itself has transformed significantly. Ukraine is actively engaged in an information war, evident in the dissemination of information, psychological operations, disinformation campaigns, and the utilization of automated accounts to sway public opinion (Адамс, 2022).

Although Ukrainian authorities aim to address these challenges promptly, their attempts at monopolizing the information sphere have resulted in distrust among the populace. Hence, understanding the diverse media consumption habits within Ukrainian society is crucial. Combatting disinformation and sharing reliable news and official communications will prove futile if they don't align with the platforms where the public actively absorbs information (Чопок, 2023).

3. Where do Ukrainians get the news?

Social media continues to hold the top spot as the preferred news source for Ukrainians, with 77.9% of respondents opting for it (compared to 76.6% last year and 63% before the full-scale invasion). While it's anticipated that the younger demographic heavily relies on social platforms for news (at 95.8%), the usage among individuals in their forties has risen to 87%, and even those above 70 show a slight increase at 36%.

The primary reason for this inclination towards social media is convenience and efficiency. Many individuals find it challenging to spare time for lengthy newscasts or wait for radio bulletins. Moreover, these platforms offer more tailored access to information, catering to individual interests. Additionally, several Ukrainian communities grapple with communication issues, unreliable TV or radio signals, and power disruptions, further cementing the internet and social networks as more accessible and quicker information sources (Адамс, 2022).

Television usage has witnessed a decline, with 66.7% relying on it in 2022 dropping to 62.5% in 2023. Notably, among those under 40, 11% have abandoned TV news over the past year. Interestingly, this shift from TV is consistent across urban and rural areas, genders, and most regions of Ukraine. The only marginal increase in TV viewership occurred in eastern Ukraine, likely due to intermittent internet access in those areas .

4. Digital nation: challenges of online news consumption

The recent research findings reinforce the ongoing trend from last year, showcasing a shift towards online news consumption while traditional media platforms witness a decline in their Ukrainian audience. This presents substantial challenges for Ukrainian society, particularly amidst the nation's active engagement in an information war. The battleground for this information war predominantly lies within the online sphere, characterized by the propagation of information, psychological operations, disinformation campaigns, and the strategic utilization of automated accounts to sway public opinion (“Захист інформаційного простору”, 2024).

While the Ukrainian government has shown relative success countering adversaries in traditional media, the monopolization of information breeds skepticism among the populace. However, the online domain remains susceptible to hostile influences. Telegram emerges as a significant challenge for Ukraine, maintaining its status as the most favored information source in Ukrainian society. It's crucial to note the potential connections of Telegram with Russian special services and oligarchs. Pavel Durov, the founder of Telegram and creator of the Russian social network VKontakte, had close ties with the FSB (“Медіаспоживання”, 2023).

Additionally, accessing correspondence in Telegram is comparatively easier. Unlike other encrypted messengers such as WhatsApp or Signal, Telegram lacks end-to-end encryption. It stores substantial user data (like contact lists, device specifics, IP addresses) without anonymizing them, potentially paving the way for surveillance activities. Moreover, Telegram stands out as a primary platform for disseminating disinformation in Ukraine, marked by its absence of content moderation policies. This leniency allows various content, including sensitive or inappropriate material, to circulate freely. An important aspect to consider is that Telegram remains accessible in Russia, serving as a shared information space between Ukrainians and Russians. The Russian Federation actively exploits this platform to interfere with and influence Ukrainian (“Про рішення Ради“, 2021).

5. Conclusions

The distinctive aspect of the Ukrainian-Russian conflict lies in the significant role played by information. Contemporary conflicts are actively transitioning from conventional battlefields to the realms of cyberspace and information dissemination. Information has emerged as a primary tool for confrontation, standing as a pivotal element within Ukraine's national security framework. Amid the ongoing battle against misinformation, there's a critical need to advocate for media literacy, critical thinking, and informed citizenship.

A collective commitment involving governments and civil society is vital to counter the adverse impacts of information warfare and foster an environment where truth prevails. Through

such collaborative endeavors, Ukraine aims to protect its democratic processes, ensure the safety of its citizens, and construct a resilient society capable of confronting the challenges posed by information warfare.

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UK TRADE RELATIONS INFLUENCED BY THE EFFECT OF DISINTEGRATION WITH THE EU

S. O. Chubukov,

N. O. Marchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Chubukov S. O., Marchenko N. O. UK trade relations influenced by the effect of disintegration with the EU. The article analyzes trade relations between Great Britain, at the current stage, under the influence of the UK's withdrawal from the European Union (Brexit). The withdrawal of the UK from the EU became the first and currently the main manifestation of disintegration processes in Europe for many decades. A key aspect of this process was the creation of new conditions for conducting trade between countries. The article presents an overview of the changes that have taken place in the foreign trade system of Great Britain after Brexit and defines the main conditions for further trade and economic interaction between the UK and its main partners.

Keywords: Brexit, foreign trade, disintegration, trade relations, export, import.

Чубуков С. О., Марченко Н. О. Торгівельні відносини Великобританії під впливом процесу дезінтеграції з ЄС. У статті розглядаються торговельні відносини між Великою Британією, на сучасному етапі, під впливом виходу Великої Британії з членів Європейського Союзу (Брексіту). Вихід Великої Британії з ЄС став першим і на даний час головним проявом дезінтеграційних процесів в Європі за багато десятиліть. Ключовим аспектом такого процесу стало створення нових умов ведення торгівлі між країнами. У статті представлено огляд змін, що відбулися в системі зовнішньої торгівлі Великої Британії після Брексіту і визначено основні умови подальшої торговельно-економічної взаємодії між Великою Британією та її основними партнерами.

Ключові слова: Брексіт, дезінтеграція, зовнішня торгівля, експорт, імпорт, торговельні відносини.

1. Introduction

The article covers the review of up-to-date trade relations of the UK, the course of which was greatly influenced by the process of the UK's exit from the EU. Since 2016 (from the date of the exit referendum), the UK and the EU have had unprecedented negotiations in European history to replace trade agreements within the EU with new terms of economic relations. The purpose of the article is to analyze the current state of trade relations of the UK, which began to change under the influence of the results of the post-Brexit period. The object of the study is the process of

development of trade relations of the UK, and the subject is the transformation of relations in the period after the withdrawal of the UK from the EU and the effect of the Agreement on trade and cooperation between the EU and the UK.

2. The background of the UK trade relations with the EU

The most important process that covered the UK in the 21st century was Brexit. Brexit (short for “British exit”) was the process by which Great Britain left the European Union (EU), which was completed on January 31, 2020. The Brexit process is caused by a complex of economic, political and socio-cultural factors.

One of the key points was the demand for the restoration of national sovereignty and greater control over internal affairs. Brexiteers believed that EU membership would limit Britain's ability to make decisions on its own. The struggle against immigration has also become an important issue for Brexiteers. They expressed concerns about freedom of movement within the EU and believed that the UK should have stricter controls over its borders. Some Brexiteers claimed that the EU membership burdened the UK with economic obligations and regulations, harming its economy. Others, on the contrary, believed that leaving the EU could lead to a loss of market access and economic risks. Some people supported Brexit in the context of preserving national identity and cultural characteristics. They believed that the EU membership threatened British identity. The UK domestic policy and the party struggle also influenced the decision to hold a referendum on the withdrawal. Pressure from certain political groups and individuals contributed to the voting (Portes,2023).

The final push to start the Brexit process was the 2016 referendum, in which the majority of the British voted to leave the EU. These factors formed a complex picture that led to the decision to withdraw the UK from the European Union.

The British government, chaired by Boris Johnson, sought to maintain free trade with the European Union, but in such a way that the United Kingdom, after leaving it, would follow as few EU rules as possible, and especially not to be under the jurisdiction of the European Court. However, the European Union insisted that the condition of access of British goods and services to the European single market was compliance by the British with social, environmental, subsidiary and other norms of the EU, which makes it possible to avoid unfair competition with enterprises of the EU countries, which are obliged to comply with all these rules. Big disagreements also arose regarding fishing (Booth, 2022).

The negotiations were delayed and may not be completed before the end of the transition period on December 31, 2020. The UK and the EU hardly had time to conclude an agreement

capable of solving all these issues. Formally, these negotiations began on March 31, 2020 and were supposed to be completed by the end of October, but continued until December 24, when after ten rounds an agreement on the issues was finally reached.

The text of the Agreement on trade and cooperation, including the additions, covers 1,246 pages. The agreement regulates in detail cooperation in the field of fishing, public security, trade, transport, tourism, and also establishes the procedure for interaction between law enforcement and judicial bodies of the parties. Other provisions of the agreement include the UK's continued participation in community programs and mechanisms for challenging decisions.

There is free trade between the European Union and Great Britain in goods produced in their territories, import quotas and duties are not established. Traders can certify by themselves their compliance with the agreed rules of the goods origin. However, as the UK is keeping the single customs area with the EU, the goods moving from the EU to the UK or back could be subject to customs control and may be subject to VAT and other taxes applicable to imports. There is a restriction on the establishment of technical barriers to trade, based on the Agreement on Technical Barriers to Trade (English Agreement on Technical Barriers to Trade) of the World Trade Organization.

As for services, based on WTO rules, each party commits to provide service providers of the other party with no less favorable conditions than its national providers of such services. These rules are designed to facilitate the cross-border provision of services in several spheres of activity: digital services (for whom, in particular, general privacy protection rules are established), government procurement services (partially supplementing the Agreement on Government Procurement, previously concluded within the framework of the WTO), business trips and business trips of highly qualified employees. However, in the future there will be no free general access to the market of services of the other party, the automatic recognition of documents on professional education and qualifications will be ceased.

3. Current stage

The UK has completed the transition period after withdrawing from the European Union (Brexit) and has been conducting foreign trade with the EU as an independent state. Here are some key aspects of the UK foreign trade.

- Trade partners. The UK trades with many countries around the world. The European Union is a key partner, but the UK is also actively developing trade relations with other regions, including the US, China, India and the Commonwealth of Nations.

- Trade agreements. The UK is actively working on concluding bilateral trade agreements with various countries. For example, it has already reached agreements with Japan and Canada, and is also participating in negotiations on agreements with other states.
- The Brexit Effects. The UK's exit from the European Union has affected its trade relations. Currently, new rules and tariffs have been established for goods and services sent between the UK and the countries of the European Union.
- Economic indicators. Brexit and the COVID-19 pandemic have affected the UK economy. Economic indicators, such as GDP and the volume of foreign trade, have undergone changes, as a rule – not in a positive way.

If we consider the directions of the main flows of foreign trade of Great Britain in the period before Brexit and now, in 2016 (the year of the referendum), Great Britain had an indicator of 389 billion dollars in exports and 636 billion in imports, which states an extremely negative trade balance in the structure of its foreign trade. In exports, 213 billion (54.7%) accounted for the EU countries, in imports – 379 billion (59.6%), so the EU was the main trading partner for Great Britain with a huge negative balance of bilateral trade (-166 billion USD). With Germany alone, the UK had almost 50 billion negative trade balance.

In 2022, the situation has changed a little. Total exports amounted to 532 billion dollars, imports – 821 billion dollars (the ratio of the balance to the total turnover of foreign trade is 21%, in 2016 it was 24%, so positive dynamics has been recorded). The British exports to the EU countries account for 340 billion dollars whereas the imports account for 432 billion dollars. We can acknowledge that exports in this direction have increased from 213 to 340 billion (+38%), imports have increased from 379 to 432 billion (+13%). It becomes clear that during the period of Great Britain's withdrawal, its exports to Europe increased 3 times faster than the imports of European goods and services into the British economy itself, but the trade deficit still remains. Currently, the EU accounts for 42% (down 12%) in exports and 48% in imports (down 11.6%). Thus, the transition period of Brexit made it possible to reduce the dependence of Great Britain in the total structure of trade on the EU, but it did not reduce the flows of real money that the country will receive from the exports to EU countries, which, undoubtedly, is a positive result for Great Britain itself. The USA is gradually increasing trade flows with Great Britain (especially in imports), and the People's Republic of China – in exports. European countries are gradually losing the British market.

The UK today has especially deep economic and political ties with the USA. New York and London, the world's two largest financial centers, are competitors, but they are also interconnected. Almost a fifth of British exports go to America, twice as much as Germany, the next largest partner.

The US accounts for 15% of the UK's total trade. American investment in Great Britain provides 1.5 million jobs. The UK provides more than 10% of the US overseas research and development (Singer, 2023). For the US, Brexit has become a new catalyst for bilateral economic relations, a signal that Great Britain will rather choose a country far away in location, but close in spirit, than the large and close European political and economic space, with which (even under the conditions of membership since 1973) common ground was not found.

4. Further expectancies

Duty-free trade in goods is maintained between the UK and the EU countries, but since the UK is leaving the single customs area with the EU, border controls are provided for compliance of goods with sanitary, environmental and other standards adopted in the EU and the UK. It is important to note that the UK and the EU have agreed not to allow standards to fall in areas such as workers' rights and environmental protection. The proper regulatory structures of each of the parties will monitor the fulfillment of these obligations. The provisions on cooperation in the areas of energy, climate change tackling and scientific research were also agreed upon. The parties agreed to cooperate and exchange information in the framework of the fight against crime, terrorism and money laundering. Experts believe that the main achievement is that it was possible to avoid the situation of "Brexit without an agreement", in which the parties would not have reached an agreement on the format of future relations. In this case, duties of up to 40% could be imposed for certain categories of goods. A lack of agreement would lead to serious trade disruptions and price increases.

First, trade with the EU suffers more than trade to other directions. Second, the difference in export and import volumes indicates that one of the determining factors is the new border regulations.

One of the reasons for the reduction in imports may be that exporters from the EU refocus on other more capacious marketplaces after the UK leaves the single market. A survey by the British Federation of Small Businesses found that 17% of British exporting businesses have also stopped exporting to the EU at least temporarily and are looking for new markets. At the same time, the state has spent 84 million pounds since 2018 to support customs agencies, which are called to help exporters draw up the documents required under the new rules for trade with the EU.

The advocates of Brexit believed that over the next decade, 90% of global growth would take place outside the EU. The UK government's own analysis shows that the combined benefits of free trade agreements with the US, Canada, Japan, Australia and other major countries will add

at least 1% of the country's GDP per year, which is a large part of the losses from the UK's exit from the EU single market. However, so far, the UK has not felt it (Jessop, 2021).

5. Conclusions

The UK has taken a rather big risk by deciding to leave the EU. The post-Brexit period coincided with colossal upheaval caused by Covid-19 and the general instability of the global economy in the early 2020s, which has a strong impact on the British economy, the pound sterling and the country's government in the future. However, even if there is no future output from Brexit, the UK can restructure its economic agreements with the EU and go through the process with less damage. Factors such as the gradual decline of citizens' trust in the government and the frequent change of the prime minister are factors that have a negative impact on economic stabilization. Thus, the UK is trying to come out of the process unscathed or with less damage. Although the community seems to regret this, it is not known what agreements will be signed in the next period and whether this situation will benefit the United Kingdom in the long term. It is still too early to say that the UK no longer needs Europe.

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FEATURES OF THE MODERN RUSSIAN-UKRAINIAN INFORMATION WAR

O. O. Davydova,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Davydova O. O., Litovchenko Y. M. Features of the modern Russian-Ukrainian information war. The article analyzes the peculiarities of the deployment of the Russian-Ukrainian information war. The work gives a special attention to interpretation of the concept of “information war,” highlighting the features of its conduct on the example of military events that took place on the territory of Ukraine. It provides conclusions that the main goal of modern information wars is the achievement and retention of information superiority of one side over the other by providing specific information-psychological and information-technical impact on the state decision-making system.

Keywords: information war, media, propaganda, Russia, Ukraine.

Давидова О. О., Літовченко Я. М. Особливості розгортання російсько-української інформаційної війни. У статті досліджено особливості розгортання російсько-української інформаційної війни. Особливу увагу надано тлумачення поняття “інформаційна війна”, висвітлення особливостей її проведення на прикладі військових подій, що відбувалися на території України. У висновках зазначається, що основна мета сучасної інформаційної війни - це досягнення та утримання інформаційної переваги однієї сторони над іншою шляхом надання специфічного інформаційно-психологічного та інформаційно-технічного впливу на систему прийняття державних рішень.

Ключові слова: інформаційна війна, медіа, пропаганда, Росія, Україна.

1. Introduction

The purpose of the work is to explore the information war as part of the foreign policy of the Russian Federation in relation to Ukraine. The object of research is information warfare as a phenomenon in international relations. The subject of the study is the components of the information war of the Russian Federation against Ukraine as the embodiment of the Russian foreign policy. The research materials are the resources of the media and social networks, as well as scientific articles outlining material on the use of information warfare by the Russian Federation.

Information warfare represents purposeful actions used to achieve information superiority by causing damage to information processes and systems of the enemy while protecting their own information, information processes and systems. Since the February invasion of Russian troops, enemy propaganda has significantly intensified: a lot of misinformation aimed at discrediting

Ukrainian authorities and Army has been launched. Russians resorted to both traditional and non-traditional methods of conducting information warfare. We are talking about the dissemination of false information through social networks, ordinary media, instant messengers and other communication channels (Бхан, 2017).

2. Stages of the information wars

Modern experts note that there are several stages of information wars (Горбань, 2015). At the initial stage, there is an increase in materials and other forms of information activity in order to draw attention to the "problem situation." At the second stage of information confrontation, the audience is searched for, its conquest and gradual consolidation of consumers of the information product around the main contradiction. At the third stage, there is a massive information processing of the audience, saturation of the information space with materials and information that lead to attracting a wide audience to one side or another. The final stage is the reaction of the audience, which affects the domination in the information space of a particular side of the information war (Калініченко, 2019).

Modern experts emphasize that since the independence of Ukraine, Russia has been conducting systematic information propaganda (Патлашинська, 2022). It was strengthened during the reign of V. Yanukovich. Even at the beginning of Russian aggression, during the organization of the operation to seize the Crimea, specialists of the National Institute for Strategic Studies noted that the military operation of the Russian Federation was accompanied by the actions of an information and psychological campaign directed from one side to the Russian audience, and from the other to the Ukrainian and partly Western (Фещенко, 2021)

3. Features of the Russian informational war and propaganda

The main tasks of this special information operation consisted of the demoralization of the Ukrainian army, law enforcement agencies, society, as well as encouraging the latter to high treason. In addition, no less important was the formation among the inhabitants of Russia and Ukraine of a fake "media vision" of military events, the artificial creation of a kind of mass support for Russia's actions by the population of the South and East of Ukraine, history (Фещенко, 2021), etc. The specified tasks were carried out through various communication channels: traditional and electronic media, the Internet, social networks.

Since the Russian invasion (February 24, 2022), enemy propaganda has intensified. A lot of fake news was launched from the leading TV channels there, which still actively use propaganda materials to justify aggression.

Russian both traditional and electronic media continue to spread information about the so-called. “Neo-Nazis” (or “Nazis”) in Ukraine (Чмир, 2019). Such a narrative is a kind of attempt to deprive Ukraine of its importance and subjectivity on the international plane.

In addition, the information war of Russia contains attempts to discredit the ukrainian military and political leadership and to highlight them as "traitors" (Чмир, 2019). A striking example is the myth

about the president of the “fugitive” V. Zelensky. Note that Russia systematically covered the hatred of Ukrainians (mainly the “Nazis” of Western Ukraine), who allegedly have a negative attitude towards Russians (Яфонкін & Шевчук, 2017). In particular, the legend of the "crucified boy by the Nazis of Ukraine" was quite common. At the same time, the invasion of Ukraine by Russian troops is covered in the media as a necessity, because "if it were not for Putin, NATO forces would have come to Ukraine" (Парфенюк, 2019).

4. Ukrainian ways to confront Russian propaganda

Ukraine is actively pursuing an information policy aimed at combating Russian propaganda (Парфенюк, 2019). In particular, there is a program to notify the population about possible information fakes from the enemy (Бхан, 2017). So, from the end of February 2022 there was a detailed informing of the Ukrainian population: it was emphasized that only official Ukrainian sources of information can be trusted. This made it possible to resist traditional Russian tactics, which involved the release of false information and its maximum dissemination in social networks and other publicly available channels.

From the first days of the Russian-Ukrainian war, journalists and the command of the Ukrainian military forces promptly informed the population about the successes and failures of the Ukrainian army. Such openness contributed to the objective perception of the events that unfolded then. This neutralized the important Russian "trump card": the possibility in an atmosphere of mystery and uncertainty to multiply false information and spread panic moods (Фещенко, 2021).

In addition, the policy of openness of information sources has become the key to an objective presentation in the global journalistic space. This transformed the emphasis of the process of presenting news to more objective ones - Russian agents of influence did not have time to spread their misinformation (for example, the fact that peaceful cities were bombarded by nationalist battalions). At the same time, we note that this situation was influenced by the general policy of the Russian media controlled by the state. Constant deception and open propaganda, staged plots and dubious expert conclusions caused the Russian versions of events not to be trusted in the world information space (Фещенко, 2021).

5. Conclusions

To sum up, the conduct of modern information warfare is an element of a more global military confrontation between the aggressor (Russia) and Ukraine. Among the main tasks aimed at by Russian propaganda were discrediting the Ukrainian authorities, the armed forces and society in general.

Attempts to use such a narrative are an attempt to deprive Ukraine of its importance and subjectivity on the international plane. In addition, Russian propaganda emphasizes that the whole “problem” is in specific “Nazis” and “Banderites” who allegedly are engaged in the oppression of the Russian-speaking people of Ukraine. At the same time, in comparison with 2014 Ukraine is much better prepared for the information war. Channels of communication with society were clearly outlined, panic moods were not allowed to spread, and cooperation was established with Western partners who received objective information about the course of hostilities. Thanks to the achieved success in covering military operations no doubts are left about who the enemy is and what it is capable of.

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MULTILINGUALISM IN THE GLOBAL ECONOMIC-LEGAL LANDSCAPE: OPPORTUNITIES AND CHALLENGES

A.Y.Dolhalova,

O. V. Karpenko (language supervisor)

V. N. Karazin National University, Kharkiv

Dolhalova A. Y., Karpenko O. V. Multilingualism in the Global Economic-Legal Landscape: Opportunities and Challenges. This article delves into the role and significance of foreign languages in the contemporary global economic-legal environment. As businesses and legal systems increasingly operate on an international scale, the use of multiple languages becomes crucial for effective communication and legal compliance. The study aims to explore the opportunities and challenges associated with multilingualism in the context of the interconnected world economy and legal frameworks.

Keywords: global economy, international business, language diversity, legal frameworks, multilingualism.

Долгальова А. Є., Карпенко О. В. Багатомовність у глобальному економіко-правовому просторі: можливості та виклики. Ця стаття розглядає роль та значення іноземних мов у сучасному глобальному економіко-правовому середовищі. Оскільки бізнес та правові системи все більше працюють на міжнародному рівні, використання кількох мов стає ключовим для ефективного спілкування та відповідності законодавству. Мета дослідження - вивчити можливості та виклики, пов'язані з багатомовністю в контексті взаємопов'язаного світового економічного та правового простору.

Ключові слова: багатомовність, глобальна економіка, міжнародний бізнес, правові рамки, різноманіття мов.

1. Introduction

In today's global economic and legal landscape, multilingualism plays a crucial role in facilitating communication and fostering collaboration across borders. With businesses operating in diverse regions and legal systems intersecting across jurisdictions, proficiency in multiple languages has become essential for professionals in these fields. Multilingual individuals possess a competitive edge, enabling them to navigate international markets, negotiate contracts, and engage with clients and partners from different cultural backgrounds effectively. Moreover, in legal contexts, multilingualism ensures accurate interpretation of laws and regulations, facilitating compliance and enhancing cross-border legal cooperation. Overall, multilingualism is a valuable asset that promotes inclusivity, enhances communication, and drives success in the global

economic and legal arena. In this regard, the study of the prospects and state of multilingualism is of current value to this paper.

The object of this article is to examine the dynamic role of foreign languages in the evolving global economic and legal landscape. With businesses expanding internationally and legal interactions transcending borders, the study focuses on the impact of multilingualism on effective communication, legal processes, and international cooperation.

The subject of the study is the opportunities and challenges associated with multilingualism in the context of the interconnected world economy and legal frameworks.

2. Importance of Multilingualism in Global Business

In the dynamic landscape of global business, the importance of multilingualism continues to be a key factor for success. As international trade and collaboration flourish, businesses are confronted with an array of linguistic challenges that require adept solutions.

Proficiency in foreign languages goes beyond mere communication; it serves as a catalyst for effective cross-cultural interactions. In the realm of negotiation, where nuances and subtleties play a pivotal role, the ability to articulate ideas and understand counterparts in their native language is invaluable. This linguistic dexterity not only fosters mutual understanding but also contributes to building trust and strengthening business relationships. Moreover, navigating the intricate legal frameworks of different jurisdictions demands a nuanced understanding of language. Legal documents, contracts, and regulations vary across borders, and a comprehensive comprehension of these nuances is crucial for compliance and risk management. Multilingual proficiency equips businesses with the capability to engage with legal intricacies, reducing the likelihood of misunderstandings and legal disputes. The growing demand for language diversity in international business transactions is evident (Smith, 2019). Global enterprises recognize the need for effective communication that transcends linguistic boundaries. Clients, partners, and stakeholders come from diverse linguistic backgrounds, and businesses that embrace multilingualism gain a competitive edge by demonstrating cultural sensitivity and inclusivity. The importance of multilingualism in global business extends far beyond a practical necessity; it is a strategic asset that unlocks opportunities, facilitates negotiations, and ensures compliance with legal intricacies in an interconnected world. As businesses navigate the complexities of international trade, a commitment to linguistic diversity emerges as a cornerstone for sustainable success (Ben-Rafael, et al., 2006).

3. Legal Implications of Multilingualism

The legal domain is intricately connected with language. This section investigates the importance of linguistic diversity in legal documentation, contracts, and dispute resolution. It also explores the challenges and potential legal pitfalls associated with misunderstandings arising from language barriers in the global legal landscape. Legal documentation serves as the cornerstone of legal proceedings, providing a framework for contracts, agreements, and regulations. The precision and clarity of language in these documents are paramount to ensure that all parties involved fully understand their rights and obligations. In a globalized legal landscape, where international transactions and collaborations are commonplace, linguistic diversity becomes a critical factor.

Contracts, which form the basis of legal relationships, must be drafted with precision to avoid ambiguity. The use of multiple languages in contracts is not uncommon, especially in cross-border transactions involving parties from different linguistic backgrounds. Ensuring that each party comprehends the terms and conditions is essential for the validity and enforceability of the contract.

Challenges arise when legal professionals and parties to legal matters are not proficient in the same language. Misinterpretations of legal terms or nuances can have serious consequences, potentially resulting in contractual disputes or legal actions. It is crucial for legal practitioners to be aware of these challenges and implement strategies to mitigate language-related risks (Stein-Smith, 2016).

4. International Cooperation and Diplomacy

Having a strong command of foreign languages is essential for promoting successful international collaboration, particularly in diplomatic discussions, treaty creation, and addressing worldwide challenges. In the complex landscape of international relations, where diverse cultures, perspectives, and interests converge, the ability to communicate across linguistic barriers becomes a powerful tool for building understanding and trust. Diplomatic negotiations require clear and nuanced communication to navigate the intricacies of international affairs.

Language proficiency enables diplomats to articulate their positions accurately, understand the concerns of their counterparts, and find common ground. Misinterpretations and misunderstandings can have far-reaching consequences in diplomacy, making linguistic competence a fundamental skill for diplomats engaging in high-stakes discussions. Treaty drafting is another area where language proficiency is indispensable. Precise and unambiguous language is essential to ensure that agreements are accurately conveyed and interpreted. Minor discrepancies in wording can lead to differing interpretations, potentially jeopardizing the success and longevity

of a treaty. A strong command of multiple languages allows negotiators to participate actively in drafting sessions, contributing to the creation of agreements that withstand the test of international scrutiny (“Language and the UN”, 2016).

5. Conclusions

In conclusion, it should be noted that the pivotal role of multilingualism in global business is indisputable. The challenges presented by diverse languages are integral aspects of international trade and collaboration. Proficiency in foreign languages is not only advantageous but essential for success in the interconnected global economy. Multilingualism is crucial for effective cross-cultural communication, enabling businesses to tailor their approaches to diverse markets. In negotiations, linguistic fluency enhances clarity, minimizes misunderstandings, and builds trust, fostering robust and sustainable business relationships. Navigating the legal frameworks of different jurisdictions requires nuanced language comprehension. Businesses with multilingual capabilities are better equipped to ensure compliance, mitigate risks, and operate seamlessly in diverse legal environments.

The growing demand for language diversity in international transactions underscores its strategic importance. Companies embracing linguistic diversity position themselves as culturally sensitive and inclusive, enhancing their reputation and competitiveness globally.

In a world where borders are permeable, multilingualism is not just a means of communication but a strategic asset. It opens doors to new markets, fortifies relationships, and ensures adaptability in the evolving landscape of international business.

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GEOPOLITICAL SITUATION IN CENTRAL ASIA

Y. A. Dovbnia,

N. O. Marchenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Dovbnia Y. A., Marchenko N. O. Geopolitical situation in Central Asia. The geopolitical situation in Central Asia is defined by the diversity of ethnic groups, religious diversity, and economic challenges due to the region's geographical location. Located between Russia, China, Iran, and South Asian countries, Central Asia plays a key role in the global geopolitical arena. The main problem is competition between the great powers for strategic influence and resources. Russia and China are expanding their presence in the region through projects such as the Silk Road and exerting political and military influence, which can create tension and conflict. Religious divisions, particularly between Sunnis and Shiites, and ethnic conflicts, such as between Uzbeks, Tajiks, and Kyrgyz, can cause internal instability. Economic challenges include underdevelopment and poverty. Despite the wealth of natural resources, such as energy and metals, corruption and poor governance hamper economic progress. Overall, the geopolitical situation in Central Asia requires the attention of the international community to ensure stability and development in the region.

Keywords: conflicts, energy resources, geopolitics, geostrategic position, regional security.

Довбня Ю. А., Марченко Н. О. Геополітична ситуація в Центральній Азії. Геополітичні обставини в Центральній Азії визначається різноманітністю етнічних груп, релігійною розмаїтістю та економічними викликами через географічне положення регіону. Знаходячись між Росією, Китаєм, Іраном та південними країнами Азії, Центральна Азія відіграє ключову роль на глобальній геополітичній арені. Головною проблемою є конкуренція між великими державами за стратегічний вплив і ресурси. Росія і Китай розширюють свою присутність у регіоні через проекти, такі як “Шлях шовку”, і виявляють політичний та військовий вплив, що може породжувати напругу та конфлікти. Релігійні розбіжності, зокрема між сунітами та шиїтами, та етнічні конфлікти, наприклад між узбеками, таджиками, киргизами, можуть спричиняти внутрішню нестабільність. Економічні виклики включають недостатній розвиток і бідність. Незважаючи на багатство природних ресурсів, таких як енергетичні запаси та метали, корупція та неефективне управління гальмують економічний прогрес. Загалом, геополітичні обставини в Центральній Азії вимагає уваги міжнародної спільноти для забезпечення стабільності та розвитку в регіоні.

Ключові слова: геополітика, геостратегічне положення, енергетичні ресурси, конфлікти, регіональна безпека.

1. Introduction

Central Asia is distinguished by its strategically important location in the “heart” of Eurasia, and also has a favorable transit position on the routes between East and West. However, to effectively fulfill their transit role, Central Asian countries need modern, well-developed rail, pipeline, and road transport routes, as well as adequate infrastructure. Central Asia is rich in fuel and energy resources, and there are also significant deposits of other types of ore and nonmetallic minerals. The mountainous countries of Tajikistan and Kyrgyzstan have strong hydropower potential. The Central Asian region is becoming an object of geostrategic interests of powerful external “players” – Russia, China, and the United States. It is Russia that demonstrates its ambitions to play the role of a hegemony in the geopolitical order in the region.

The object of the study is to analyze and understand the current geopolitical situation in Central Asia. This involves examining the political, economic, and strategic dynamics that shape the region, with a focus on key actors, alliances, and conflicts. The goal is to gain insights into the factors influencing the geopolitical landscape and their implications for regional stability, international relations, and global security.

The subject of the study is the geopolitical situation in Central Asia, encompassing the five countries of Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan. The analysis will delve into historical context, geographical significance, regional power dynamics, and the impact of external actors. Additionally, the study will explore the region's role in major global issues such as energy security, terrorism, and the competition among major powers.

The purpose of the study is to provide a comprehensive and up-to-date understanding of the geopolitical situation in Central Asia. This knowledge is crucial for policymakers, researchers, and international stakeholders seeking to navigate the complex challenges and opportunities within the region. By identifying key trends, risks, and potential areas of cooperation, the study aims to contribute to informed decision-making, regional stability, and the development of effective diplomatic strategies.

Objectives:

1. Assess geopolitical trends.
2. Analyze external influences.
3. Evaluate economic factors.
4. Understand security challenges.
5. Examine regional cooperation.
6. Provide policy recommendations.

2. Historical Background

Numerous geopolitical problems in the Central Asian region have their origins in the historical past. The Russian Empire annexed the lands of Turkestan in the eighteenth and nineteenth centuries, taking advantage of the weakness of the local state formations. During the Soviet era, five Soviet socialist republics were formed in Central Asia: Turkmenistan (1924), Uzbekistan (1924), Tajikistan (1929), Kazakhstan (1936), and Kyrgyzstan (1936) (Klare, 2019, p. 149).

After the collapse of the USSR, the new independent states of Central Asia emerged from the Soviet republics, which (unlike, for example, the Baltic States) had no tradition of state sovereignty. Therefore, the newly independent states needed to form full-fledged nations with an appropriate state ideology. In each of the countries of the region, state ideology (which also included a geopolitical component) was developed rapidly, and in the past, sometimes very distant, they found appropriate ideas, myths, symbols, etc. to justify their ancient (and glorious) historical past and the right to modern full-fledged state existence. In particular, active processes of reviving geopolitical images of the past and constructing new images and geopolitical models on their basis have begun. Kazakhstan, Uzbekistan, Turkmenistan, Kyrgyzstan, and Tajikistan began to position themselves in the international arena as full-fledged geopolitical actors. The most acute geopolitical problem for the newly independent states of Central Asia was the issue of state borders. The densely populated Ferghana Valley was particularly “unfairly” divided. In the countries of the region, the problem of Islamist extremism has also become more acute, threatening the existence of the secular society formed during the Soviet era. Immediately after the collapse of the USSR, Turkmenistan began to pursue a largely isolationist geopolitics. Kazakhstan and Uzbekistan showed ambitions to play the role of regional “players”. Much weaker Kyrgyzstan and Tajikistan (weakened by the civil war and located near Afghanistan) nevertheless tried to pursue their national interests in the international arena.

Immediately after the collapse of the Soviet Union, the Russian Federation did not want to economically support the remaining former Soviet republics. The Russian government, formally professing liberal democratic values, did not object to the acquisition of state sovereignty by other post-Soviet countries. Subsequently, Russian oligarchic groups began economic expansion in the post-Soviet space, particularly in Central Asia, which is uniquely rich in natural resources.

3. Nation-Building Challenges

In the vast, unstable, and remote Central Asian region, Russia was unable to create centers of direct geopolitical control, so it apparently chose to covertly subjugate its “partners”. In its strategy in the region, Russia played an important role in formally equal institutions of

international cooperation, which it tried to use for its own purposes (“The International Crisis Group”, n.d.). Multifaceted influence on each of the counterparties was exercised primarily through the mechanisms of bilateral relations. The Russian authorities still use the CIS institutions as tools to promote their geopolitical projects in the Central Asian region.

In the early twenty-first century, Moscow pursued a policy aimed at exerting maximum influence on all countries in the region, with the most active involvement of them in integration groups under its auspices – the CSTO, the EurAsEC (later the Customs Union, then the EAEU) (“The Central Asia Forum”, n.d.). For the Central Asian member states of Kazakhstan, Kyrgyzstan, and especially Tajikistan, the CSTO is considered a necessary institution to protect their security from external threats. Kazakhstan and Kyrgyzstan are involved in economic integration within the EAEU, trying to realize their own geo-economic interests.

4. Russian Influence

It should be noted that the “cliqueocracy” in power in Russia considers its foreign partners to be leaders of “patronage-client” systems. That is why the ruling elite of the Russian Federation attaches so much importance to personal ties and personal agreements with the leaders of post-Soviet countries, especially in the Central Asian region.

The modern Russian Federation appears as a geopolitical successor to the USSR and the Russian Empire in Central Asia. At the same time, the positive image of the USSR is combined with the geopolitical image of modern Russia, which allegedly helps to protect the security of the countries of the region and promotes their economic development. For the Russian Federation, it is the protection of collective security that serves as the official justification for its expansion into the Central Asian region.

6. Western Perspective

For Western countries (especially the United States), the Central Asian region is important mainly from a geoeconomic point of view, due to its richness in mineral resources, especially energy, as well as transcontinental transportation. In recent years, the leading Western powers, especially the United States, have reduced their activity in the Central Asian region (“The Carnegie Endowment for International Peace”, n.d.). Under these circumstances, Russia and China have seized the opportunity to increase their influence. The U.S. geostrategy towards the region should become more effective and realistic, focused on cooperation with all countries, taking into account the influence of Russia and China and, at the same time, restraining their expansionism.

7. China's Role

In Central Asia, China's One Belt, One Road project envisages the development of production and infrastructure in wide swaths around the newly created transportation corridors

(Rauf, 2017, p. 150). For China, it is important to ensure that it receives guaranteed returns on its investments, so it is interested in a stable geopolitical environment in the region in the long term. Therefore, there is a desire of China to play the role of a very influential “player” in the regional geopolitical and geo-economic order. ”

8. Conclusions

The Central Asian region, due to its geopolitical and geo-economic position and rich resource potential, is an arena of competition between Russia, China and the United States. In our opinion, in order to ensure the “normal” geopolitical interests of Central Asian countries, it is most useful to establish a certain balance of influence of the most powerful external actors in the region - China, the United States and the EU, while weakening Russia's geopolitical positions. Such a geopolitical order is likely to help each of the Central Asian states preserve their sovereignty.

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GERMAN PROTOCOL AND ETIQUETTE

D. S. Dovhal,

N. O. Marchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Dovhal D. S., Marchenko N. O. German protocol and etiquette. The article examines the various aspects of behavior and protocol rules that are important for diplomatic relations and communication in Germany. It includes a definition of the basic principles of diplomatic protocol, etiquette norms, and traditions characteristic of German society. It may also consider important aspects of protocol requirements in cases of state visits, diplomatic negotiations, as well as interaction with high-ranking officials and other aspects of communication in the diplomatic sphere in the context of German culture and traditions.

Keywords: communication, diplomatic protocol, Germany, protocol requirements, protocol rules.

Довгаль Д. С., Марченко Н. О. Протокол та етикет Німеччини. Стаття розглядає різноманітні аспекти поведінки та протокольних правил, що є важливими для дипломатичних відносин та комунікації в Німеччині. Вона включає в себе визначення основних принципів дипломатичного протоколу, норм етикету та традицій, характерних для німецького суспільства. Також вона може розглядати важливі аспекти протокольних вимог у випадках державних візитів, дипломатичних переговорів, а також взаємодії з високопоставленими особами та іншими аспектами комунікації у дипломатичній сфері в контексті німецької культури та традицій.

Ключові слова: дипломатичний протокол, комунікація, Німеччина, протокольні вимоги, протокольні правила.

1. Introduction

Germany is one of the leading states in the world, which has a significant impact on international politics. Diplomatic relations between Germany and other countries are an important part of its foreign policy. Second, diplomatic protocol is an important tool of state foreign policy. It contributes to the effective establishment and maintenance of interstate relations. Knowledge of diplomatic protocol allows diplomatic officials and other officials of the state to conduct negotiations and represent their country in international organizations in accordance with generally accepted rules and norms. Third, Germany is one of the countries that is actively developing its international activities. It is a member of many international

organizations and participates in the solution of global problems. Knowledge of the diplomatic protocol of Germany allows us to better understand its foreign policy priorities and strategy.

Germany is one of the leading countries in the world with a long history of diplomacy. Diplomatic relations between Germany and other countries are governed by the Basic Law of the Federal Republic of Germany, the Law on Foreign Policy of the Federal Republic of Germany, as well as international treaties and agreements to which Germany is a party.

Unfortunately, this topic is not widespread among researchers. However, it is worth highlighting the works of authors such as O. Sagaidak, who described in detail the protocol and etiquette of Germany. Enough information can be found on official German websites.

The object of the study is the diplomatic protocol and etiquette of Germany. The subject of the study is the system of the German protocol service, diplomatic protocol and etiquette. The aim of the study is to research the diplomatic protocol of Germany. The main tasks of the study are: to consider the basic principles of diplomatic protocol and etiquette of Germany; to analyze the practical aspects of compliance with the diplomatic protocol of Germany.

The theoretical and methodological basis of the study is the following: the works of scientists and experts in the field of international relations, diplomacy, and protocol; general scientific methods of cognition, such as analysis, synthesis, induction, deduction, etc.; specific scientific methods, such as content analysis, comparative analysis, etc

The practical significance of the study lies in the fact that the results of the study can be used to improve the training of diplomats and other officials, as well as to improve the efficiency of diplomatic relations between Germany and other countries.

The study is still ongoing, but the results obtained so far allow us to conclude that the diplomatic protocol of Germany is a complex and multifaceted system that plays an important role in the country's foreign policy.

2. German diplomatic protocol and etiquette

The German diplomatic protocol and etiquette is a set of rules and traditions that govern the behavior of diplomats and other government representatives in official situations. These rules are based on generally accepted rules of international law and international practice, as well as on the national traditions of Germany.

The main regulatory document on diplomatic protocol and etiquette in Germany is “The Diplomatic Protocol”, which was published in 1961. This document contains the basic rules of diplomatic protocol, as well as examples of their application (“A new protocol card for foreign diplomats in Germany”, 2020).

State protocol covers all ceremonial rules and actions that shape official and representative events. This creates the conditions for such events as:

- State visits;
- National and international conferences;
- Memorial events;
- State ceremonies and anniversaries;
- Official mourning ceremonies and state funerals;
- Appointments, farewell ceremonies and awards;
- Receptions, banquets and official meals (“Welcome to the Domestic Protocol Office of the Federal Government”, 2023).

The rules of protocol form a kind of international «language of gestures». Compliance with these rules, for example, during state visits, clearly indicates the rank and importance of the guest, as well as the political intentions of the host.

Protocol duties arise not only in the field of international relations, but also in the field of domestic affairs. They include the organization of the representation of the state at official ceremonies, in state events and days of remembrance; the correct and appropriate form of official visits, negotiations and negotiations; public appearances of leading representatives of the state; and specific details, such as the correct form of addressing the guest, the seating of the guest during negotiations or meals, and the selection of the appropriate official gift.

Important elements of state protocol and state representation include:

- The use of national symbols (flag, coat of arms, anthem);
- The presence of senior officials in certain cases and at certain functions;
- Compliance with certain customary formalities, for example, during state visits (such as reviewing the military honor guard or providing motorcycle escort);
- Attention to history, culture and business when organizing different official ceremonies or visiting routes (Redner-Knigge, 2019).

3. The protocol in the Bundestag

The Protocol Directorate of the Federal Government at the Federal Ministry of the Interior and Community Affairs is responsible for protocol duties related to state events and national days of remembrance. The Protocol in the Bundestag primarily takes care of the «ceremonial» of special events of the German Bundestag, for example, ceremonies and memorial events, speeches before the plenary session and the Federal Convention. It also takes care of festive

meals, receptions and various other events for the President of the Bundestag (Волошина, 2011, с. 218).

The protocol in the Bundestag is constantly changing. Since it is individual for a person, their wishes, preferences and inclinations are also incorporated into the protocol: for example, one person prefers receptions, another prefers festive dinners, and the third prefers rounds of discussions. But social commentary also influences the protocol. During the Weimar Republic, people still wore top hats to parliament, of course, no one would do that anymore. The dress code changed after the Greens entered the Bundestag (Сарайдак, 2018, с. 185).

In Germany, protocol is a reserved approach, just like state ceremonies. The Bundestag protocol also pays particular attention to the human side. It provides a framework, but the framework should not dominate the event so much that human needs cannot also find a place. It doesn't help anyone to be overloaded with the structure of the protocol. Germans strive to adhere to certain cornerstones of protocol and can act flexibly (“Діловий етикет: Німеччина”, 2018).

Examples of protocol practice:

- When the head of state visits Germany, he is greeted at the airport with honors.
- During a meeting at the highest level between heads of state and governments, the rules of seniority are observed.
- When signing an international treaty, its participants are seated at the table in order of seniority.
- When opening an embassy or consulate in Germany, a ceremony is held in the presence of representatives of the government and the diplomatic corps.
- On state holidays in Germany, official events are held, such as parades, concerts and ceremonial meetings (“Welcome to the Domestic Protocol Office of the Federal Government”, 2023).

4. Conclusions

To sum up, the diplomatic protocol of Germany is a set of generally accepted rules, traditions, and conventions that are observed by governments, foreign ministries, diplomatic missions, officials, and international organizations in international communication. It is based on generally accepted principles of international law and diplomacy, as well as on the national traditions and culture of Germany. The diplomatic protocol of Germany is an important tool for ensuring effective international communication. It helps diplomatic officials from different countries to communicate with each other in an atmosphere of respect and understanding.

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UNRAVELING THE DYNAMICS OF LANGUAGE BARRIERS IN CORPORATE LOGISTICS

V. M. Dziubenko,

A. Y. Maksymenko,

I. M. Lavrinenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Dziubenko V. M., Maksymenko A. Y., Lavrinenko I. M. Unraveling the dynamics of language barriers in corporate logistics. This scientific article investigates language barriers in the logistics sector, drawing from a survey by Prolog, a German consultancy. It explores prevalence, languages spoken, cultural and training implications, and mitigation strategies. Findings illuminate the industry's linguistic diversity, challenges of multilingualism, and innovative solutions adopted by companies.

Keywords: challenge, language barrier, linguistic diversity, logistics, survey.

Дзюбенко В. М., Максименко А. Ю., Лавріненко І. М. Розкриття динаміки мовних бар'єрів у корпоративній логістиці. Ця наукова стаття досліджує мовні бар'єри, виявлені на основі опитування німецької консалтингової компанії Prolog, у сфері логістики. Проаналізовано поширеність, мови спілкування, культурні наслідки та наслідки для навчальної підготовки, а також стратегії пом'якшення впливу. Висновки висвітлюють мовне розмаїття галузі, виклики багатомовності та інноваційні рішення, прийняті компаніями.

Ключові слова: виклики, корпоративна логістика, мовний бар'єр, мовне різноманіття, опитування.

1. Introduction

In contemporary corporate landscapes, the intricate interplay of linguistic diversity and logistical exigencies presents a nuanced challenge for enterprises worldwide. Addressing the prevalence and consequences of language barriers in corporate logistics, this article delves into insights gleaned from a Prolog study involving 144 enterprises. Despite existing research, key issues remain unresolved, necessitating a fresh perspective. The article aims to analyze the linguistic landscape, identify challenges, and propose strategies to enhance operational efficiency.

2. The Main Part

In the realm of corporate logistics, the investigation of language barriers is paramount to understanding enterprises' strategies and challenges regarding linguistic diversity. Drawing upon theoretical foundations in organizational communication, language diversity, and productivity

studies, this research delves into the nuances of how linguistic differences impact operational efficiency. Utilizing data gathered from Prolog's survey of 144 enterprises, a comprehensive analysis is conducted. Through quantitative analysis of survey responses and thematic analysis of qualitative data, this study aims to elucidate the complexities surrounding language barriers within corporate logistics, offering insights into effective strategies for managing linguistic diversity in the workplace.

2.1. Exploring Linguistic Diversity and Organizational Structures

As part of a study conducted by the German organizational consultancy Prolog, an inquiry was undertaken to ascertain the presence and nuances of language barriers within corporate frameworks, particularly within the spheres of industry, commerce, and logistics services. A total of 144 enterprises contributed their insights, shedding light on the linguistic landscape prevalent within their logistical operations and their strategies for mitigating associated challenges.

Predominantly, nearly 70 percent of the surveyed enterprises boast corporate logistics infrastructures comprising over 30 personnel. Such organizational scales are characterized by multifaceted administrative, scheduling, and operational functions, often distributed across various hierarchical tiers. Within such decentralized structures, the emergence of language barriers can engender heightened expenditures, temporal inefficiencies, and potentially compromised service quality ("Diese Sprachen spricht die Logistik", n.d.).

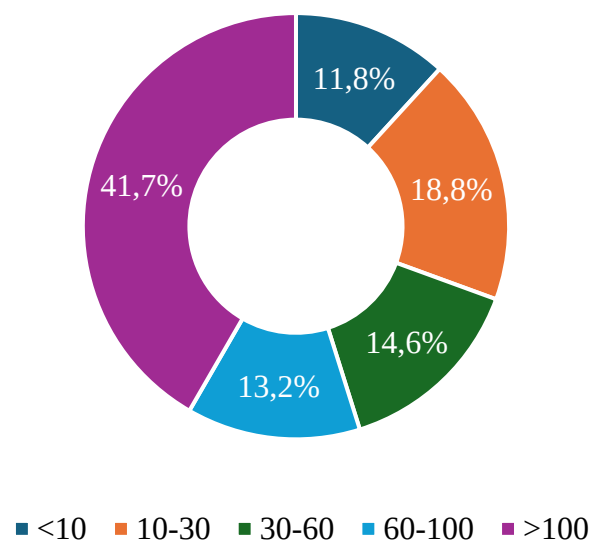


Fig. 1. A Number of Logistics Department Employees

Source: Composed by the authors, using materials from: PROLOG-TEAM Logistik und Organisationsberatung, 2022

The manifestation of language barriers within logistical frameworks is contingent upon the linguistic diversity and prevalence within an organization. Of the surveyed entities, approximately 48 percent reported employing between one to four languages in their logistical operations, a scenario typically associated with lesser impediments, especially when the lingua franca encompasses German and English, the most prevalent languages.

Conversely, complexities escalate when enterprises operate within environments necessitating the utilization of more than four languages. Notably, around 29 percent of the surveyed enterprises grapple with at least five languages, while approximately 24 percent contend with over nine languages, a scenario presenting formidable challenges in necessitating efficacious and sustainable remedial measures.

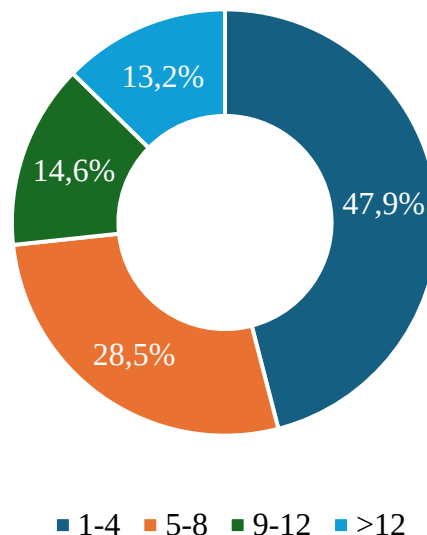


Fig. 2. A number of languages in logistics

Source: Composed by the authors, using materials from: PROLOG-TEAM Logistik und Organisationsberatung, 2022

Within the German-speaking logistical domain, German and English reign supreme, each garnering 141 mentions, constituting a staggering 99 percent prevalence rate. Turkish occupies the third position, accounting for 51 (~36 percent) mentions, followed closely by Russian with 46 (~32 percent) responses (“Diese Sprachen spricht die Logistik”, n.d.). The spectrum extends further, with a total of 27 languages recognized as "common" by the participating enterprises, underscoring the expansive and international nature of logistical operations.

2.2. Challenges and Implications

Beyond mere linguistic prevalence, the survey unearthed a noteworthy proportion of personnel within these enterprises lacking proficiency in German or English, encompassing approximately 26 percent of the workforce. Despite the pervasive adoption of German and English as lingua franca within logistics, this sizable demographic encounters impediments in intercollegiate communication, thereby fostering operational inefficiencies.

An ancillary ramification of such linguistic hurdles could potentially manifest in challenges pertaining to employee training. Approximately 60 percent of respondents attested to the augmented temporal investments necessitated in training individuals beset by language barriers within corporate logistics, with an additional 31 percent opining on the exacerbation of these temporal exigencies. However, counterintuitively, a notable 40 percent of respondents expressed a contrasting sentiment, asserting a reduction in temporal investments in training personnel beset by language barriers (“Diese Sprachen spricht die Logistik”, n.d.).

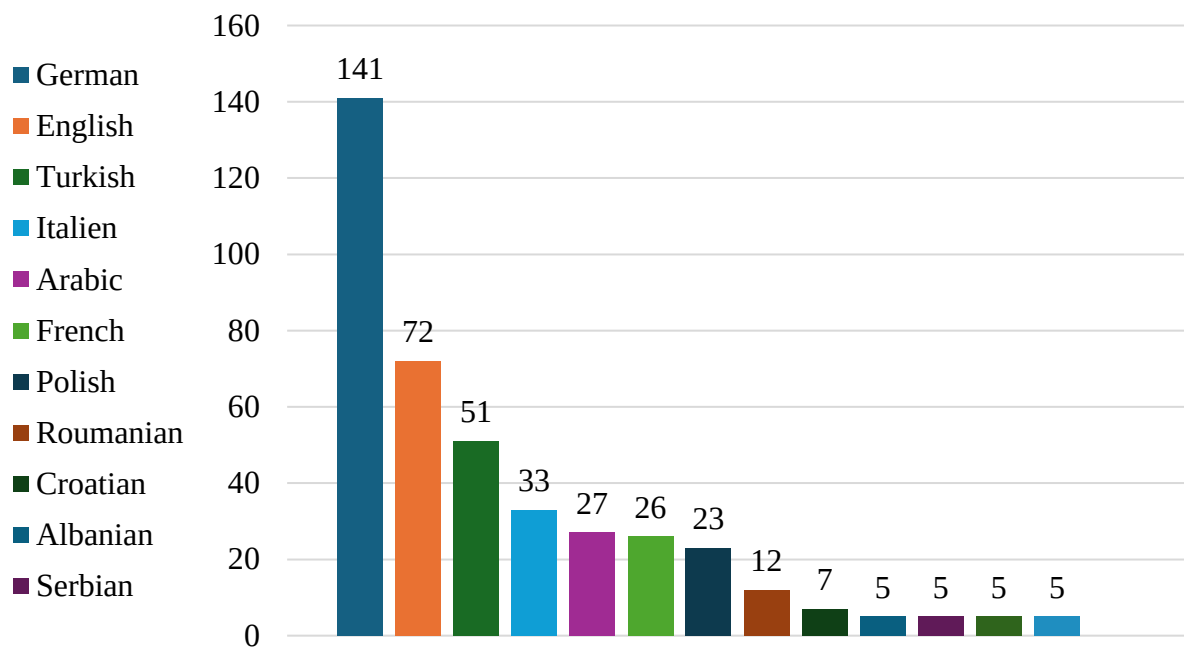


Fig. 3. Which languages are used in German logistics?

Source: Composed by the authors, using materials from: PROLOG-TEAM Logistik und Organisationsberatung, 2022

Moreover, an intriguing facet of this discourse pertains to the impact of language barriers on organizational culture. Despite the intrinsic challenges posed by linguistic diversity, a substantial 71 percent of respondents opined on the resilience of organizational culture against the onslaught of language barriers within logistical frameworks. Furthermore, approximately 69 percent of enterprises expressed contentment with a diverse linguistic milieu, dispelling the notion that

linguistic homogeneity necessarily correlates with heightened employee satisfaction (“Diese Sprachen spricht die Logistik”, n.d.).

Moreover, an intriguing facet of this discourse pertains to the impact of language barriers on organizational culture. Despite the intrinsic challenges posed by linguistic diversity, a substantial 71 percent of respondents opined on the resilience of organizational culture against the onslaught of language barriers within logistical frameworks. Furthermore, approximately 69 percent of enterprises expressed contentment with a diverse linguistic milieu, dispelling the notion that linguistic homogeneity necessarily correlates with heightened employee satisfaction (Diese Sprachen spricht die Logistik).

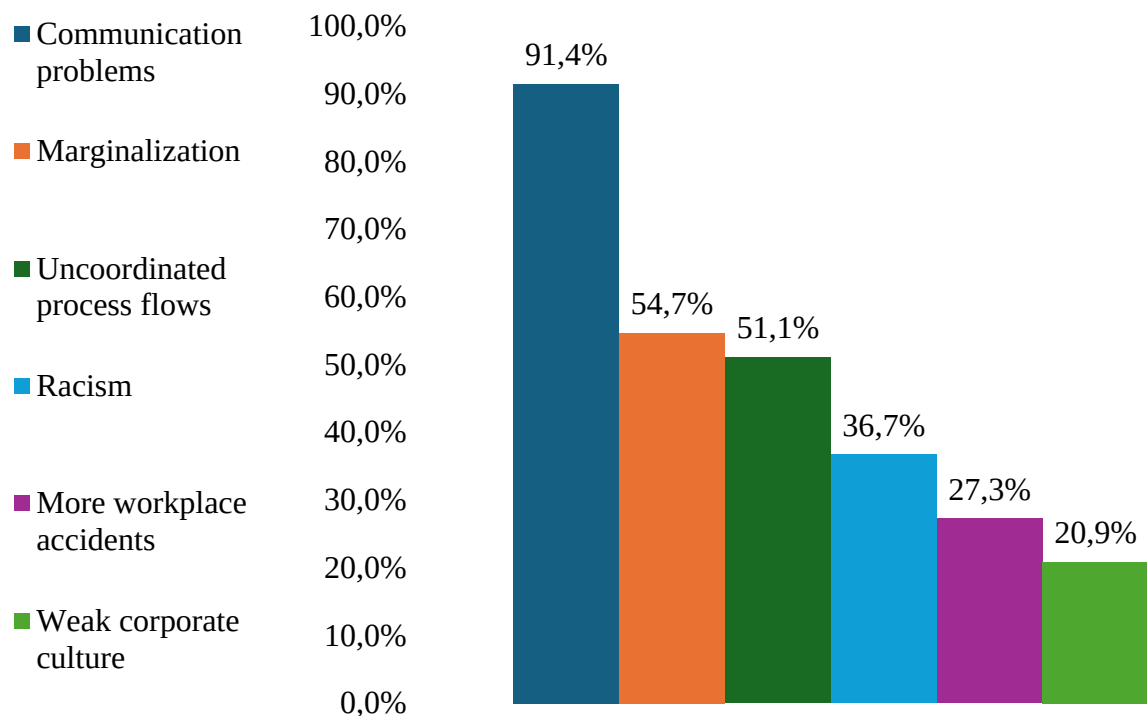


Fig. 4. Which other problems and complications arise because of such language barriers?

Source: Composed by the authors, using materials from: PROLOG-TEAM Logistik und Organisationsberatung, 2022

Indeed, enterprises perceive considerable potential in the realm of diversity, viewing it as a strategic advantage within an increasingly globalized and internationalized marketplace, a trend that has markedly intensified in recent decades. This paradigm shift fosters novel perspectives, innovative approaches, and facilitates smoother engagement with both clientele and suppliers

across borders (“Diese Sprachen spricht die Logistik”, n.d.). However, it is imperative to delineate between diversity as a deliberate pursuit and the inherent challenges posed by linguistic disparities.

2.3. Strategies for Mitigation

To mitigate the ramifications of language barriers, a substantial proportion, encompassing 55 percent of surveyed entities, have implemented proactive measures. These include provision of language training programs, adoption of visual aids such as pictograms, videos, and imagery to augment comprehension, and in some instances, enlistment of professional interpreters. Moreover, half of the surveyed organizations have integrated multilingual information technology systems into their operational frameworks, further underscoring the strategic imperative of linguistic versatility.

Furthermore, the study delves into the quantification of potential productivity diminutions attributable to language barriers. Notably, nearly 43 percent of companies report error rates exceeding five percent within their logistical operations due to linguistic impediments (Diese Sprachen spricht die Logistik). Alarming, close to 13 percent of enterprises grapple with error rates surpassing ten percent, underscoring the pervasive impact of language barriers on operational efficacy.

3. Conclusions

In conclusion, the Prolog survey serves as a poignant elucidation of the multifaceted nature of language barriers within corporate logistics. Language barriers pose significant challenges in corporate logistics, affecting productivity and organizational culture. By unraveling the prevalence and implications thereof, the survey underscores the imperative for enterprises to adopt adept strategies in navigating linguistic diversity, thereby ensuring operational efficacy and fostering a resilient organizational culture amidst the linguistic mosaic of contemporary business landscapes.

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INNOVATIVE MARKETING TECHNOLOGIES IN THE HOSPITALITY INDUSTRY

D. S. Fediai,

N. M. Startseva, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Fediai D.S., Startseva N. M. Innovative marketing technologies in the hospitality industry.

The article discusses the topic of innovative marketing technologies in the hospitality industry and the developments that influence the recent changes in the industry providing numerous contactless solutions like mobile check-ins, digital payments, voice-activated commands. The author analyzes the latest innovative technological trends and characterizes them - robotics, contactless payments, chatbots, artificial intelligence, augmented and virtual reality. The use of digital marketing opportunities in the hospitality industry and their impact on hotel guests are considered. The need in a well-designed website optimized for search engines and user experience, demonstrating customer reviews, ratings, high-quality visual content showcasing the property and its offerings is underlined. The advantages of innovative marketing technologies for the hospitality industry are highlighted.

Keywords: contactless solutions, digital marketing, guests, hospitality industry, innovative marketing technologies, trends, virtual reality

Федяй Д. С., Старцева Н. М. Інноваційні маркетингові технології в індустрії гостинності. У статті розглядається тема інноваційних маркетингових технологій в індустрії гостинності та розробки, які впливають на останні зміни в галузі, надаючи численні безконтактні рішення, такі як мобільні реєстрації, цифрові платежі, голосові команди. Автор аналізує останні інноваційні технологічні тренди та дає їм характеристику - робототехніка, безконтактні платежі, чат-боти, штучний інтелект, доповнена та віртуальна реальність. Розглянуто використання можливостей цифрового маркетингу в індустрії гостинності та їх вплив на гостей готелю. Підкреслено потребу в добре розробленому веб-сайті, оптимізованому для пошукових систем і користувацького досвіду, який демонструє відгуки клієнтів, рейтинги, високоякісний візуальний контент, що демонструє об'єкт та його пропозиції. Висвітлено переваги інноваційних маркетингових технологій для індустрії гостинності.

Ключові слова: безконтактні рішення, віртуальна реальність, гості, індустрія гостинності, інноваційні маркетингові технології, тренди, цифровий маркетинг

1. Introduction

In the fiercely competitive hospitality landscape, adopting innovative marketing technologies is becoming critical for thriving. As the world embraces tech-driven strategies for customer engagement, the industry is following suit. Hoteliers and travel partners are now turning to innovative tools to unlock new levels of success. This article delves into the exciting future of marketing technology in hospitality, highlighting its potential benefits for stakeholders in the field. The subject of the research is innovative marketing technologies in the hospitality industry. It is necessary to conduct research and analyze the latest innovative technologies and how they affect the hospitality industry, hoteliers and hotel guests, which constitute the relevance of the study. Therefore, the purpose of the study is a thorough analysis of the use of marketing technologies in the hospitality industry at the present stage.

Marketing for hospitality businesses has transcended mere add-ons and become an indispensable cornerstone. The industry witnesses a dramatic shift from legacy tactics to a digital-first approach, fostering unprecedented avenues for innovative and engaging outreach. Recent advancements have empowered hoteliers and travel partners to craft laser-focused messaging, content, and deals across diverse channels like email, social media, and their own websites.

This digital revolution unlocks a treasure trove of benefits. Hospitality players can now connect with broader audiences, amplify their brand visibility, and cultivate real-time customer interactions. The global reach fostered by digital tools lets them tap into specific markets and tailor unique experiences for each guest.

Establishing a robust online presence is the undisputed key to success. Every hospitality business needs a well-designed website optimized for both search engines and user experience. Additionally, incorporating customer reviews, ratings, and high-quality visual content showcasing your property and its offerings is crucial. But this is just the opening act. Buckle up, because the digital journey unfolds much further.

2. Developments influencing recent changes in the hospitality industry

2.1. Contactless solutions

A confluence of factors are reshaping the hospitality landscape, driven by a shift in consumer preferences and rapid technological innovation. Tech titans like AR-VR, AI, IoT, and voice search are taking central stage, streamlining guest experiences with contactless solutions like mobile check-ins, digital payments, and voice-activated commands. These innovations alleviate friction points and reduce wait times, addressing a long-standing customer pain point (“Hotel Technology Trends”, 2023).

The pandemic further propelled this trend, particularly towards hygiene-focused technologies. Mobile check-ins, contactless payments, and advanced cleaning systems all gained traction, minimizing direct human contact and aligning with evolving preferences for sanitary environments (“Інновації, гостинність, туризм”, 2022).

2.2. The latest innovative trends in the hospitality industry

Today, the most popular trends in the hospitality industry are: robotics, contactless payments, chatbots, artificial intelligence, voice search and voice control, augmented and virtual reality (AR-VR), mobile check-in. The table 1.1 shows a more detailed description of marketing innovations in the hospitality industry (“The Latest Trends”, 2024).

Table 1.1

The latest innovative technology trends in the hospitality industry

Use of robotics	Robots are taking on various roles, from serving food and doing laundry to greeting guests and offering information.
Contactless payments	Contactless payments, speeding up transactions and boosting satisfaction, also integrate seamlessly with loyalty programs.
Chatbots	Chatbots are no longer a buzzword, increasingly providing timely answers to customer inquiries, especially outside typical working hours. This is particularly helpful for businesses catering to global audiences.
Artificial intelligence (AI)	Leveraging guest data, hotels and resorts are using AI algorithms to personalize services and recommendations. Imagine anticipatory room adjustments, curated dining options, and targeted promotions based on your preferences! AI-powered voice assistants add another layer of convenience, letting you control lights, temperature, and entertainment with simple voice commands.
Voice search and voice control	The rise of voice search lets guests use virtual assistants like Alexa or Siri to order room service, request housekeeping, or seek concierge assistance. It also streamlines inventory management and staff communication. For travelers, finding nearby restaurants, hotels, or cafes becomes as easy as asking.
Augmented & Virtual reality (AR-VR)	Virtual reality is transforming marketing and bookings, offering immersive tours of hotel facilities. This lets potential guests virtually explore rooms, amenities, and common areas, aiding informed booking decisions. Augmented reality takes it a step further, allowing headset-wearing customers to compare prices, book rooms, and find flights – at the same time reducing costs and gaining a clearer picture of their trip.
Mobile Check-in	Mobile check-in removes the need for face-to-face interactions, offering flexibility and catering to those who still wary of close contact. It also aligns with the growing trend of touchless solutions within the hospitality industry.

Table compiled by the author

2.3. Harnessing the Power of Digital Marketing in Hospitality

The hospitality industry is riding a wave of technological advancements, with digital communication at the forefront. Social media, for instance, shrinks the world, making your hotel visible to potential guests across continents. However, this double-edged sword means competitors wield the same tools.

To stand out, carve a distinct brand identity through a well-crafted marketing strategy. This strategic approach boosts your digital presence and lands you squarely in your target audience's sights.

Digital marketing is a dynamic instrument, and its future in hospitality shines bright. Imagine AI delving deep into customer behavior, predicting preferences and crafting customized recommendations and offers. Virtual reality could revolutionize travel research, letting potential guests take immersive tours of your hotel before hitting the "book" button (“The Future of Marketing”, 2023).

For example, during a 2022 survey, almost 34 percent of global respondents said that they were very interested in using a virtual reality experience to tour a hotel before booking. Meanwhile, only around six percent of the survey sample said they were not at all interested. Statistical data are shown in fig. 1.

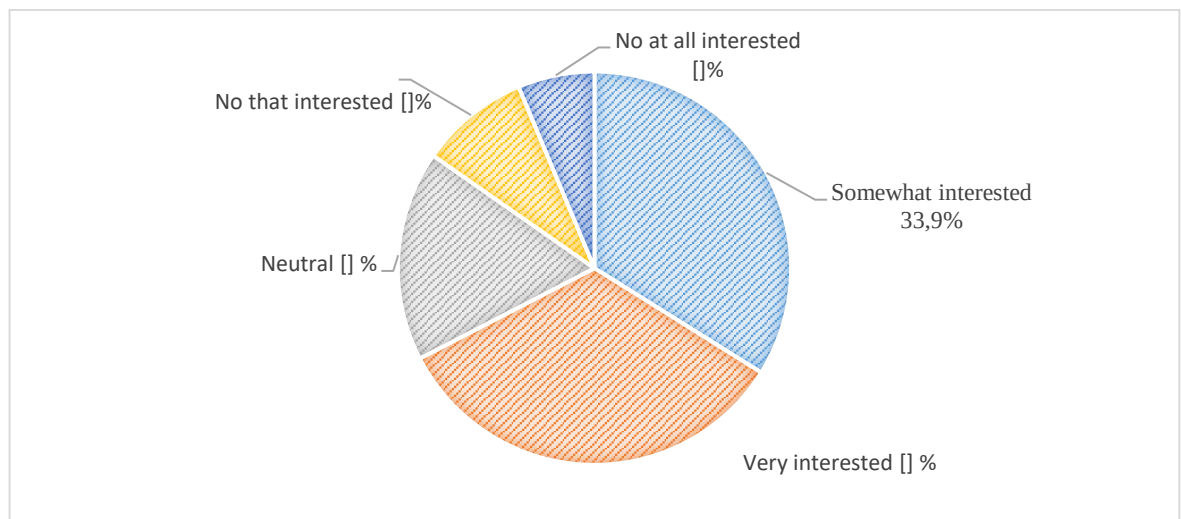


Fig. 1. Hotel guests' interest in using virtual reality (“Interest of hotel guests”, 2022)

2.4. Advantages of innovative marketing technologies for the hospitality industry

Gone are the days of generic brochures and one-size-fits-all campaigns. In today's dynamic hospitality landscape, technology is revolutionizing marketing, unlocking a treasure trove of benefits for hoteliers and travel partners. Let's dive into three key advantages:

1. Efficiency Unleashed: Marketing tech automates tedious tasks, from scheduling social media posts to managing email campaigns. This frees up your team to focus on what truly matters - crafting personalized experiences and delivering exceptional customer service.

2. Engagement Elevated: Imagine tailored offers popping up on a guest's phone after they admire a spa treatment online. With data-driven insights, you can personalize communications, fostering deeper connections and building loyal guests for life.

3. Reach Expanded: Gone are the limitations of local newspapers and billboards. Marketing tech empowers you to connect with a global audience, targeting specific demographics and interests across the globe. This opens doors to new markets and drives success on a wider scale.

3. Conclusions

By navigating the opportunities and challenges with careful consideration, the hospitality industry can leverage new marketing technologies to not only drive success but also elevate the guest experience, creating a future where innovation seamlessly blends with the human touch of genuine hospitality. Innovative trends such as robotics, contactless payments, chatbots, artificial intelligence, voice search and voice control, augmented and virtual reality (AR-VR), mobile check-in are the future of hospitality – a future where innovation and human touch create unforgettable experiences that truly make every guest feel welcome and special.

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DEFICIT OF NATURAL RESOURCES AS AN INCENTIVE FOR MODERNIZATION OF THE ECONOMY OF LEADING COUNTRIES IN THE CONTEXT OF INDUSTRY 4.0

A. Fediv,

T. Kim (supervisor),

T. Skrypnyk (language supervisor)

V. N. Karazin Kharkiv National University, Kharkiv

Fediv A., Kim T., Skrypnyk T. Deficit of natural resources as an incentive for modernization of the economy of leading countries in the context of industry 4.0. The article analyzes the current state of the world's reserves of natural resources, the dynamics of mineral extraction, provides an explanation of such dynamics and the justified need to modernize the economy in connection with the potential shortage of natural resources.

Keywords: dynamics, modernization, natural resources, production, reserves.

Федів А., Кім Т., Скрипник Т. Дефіцит природних ресурсів як стимул модернізації економіки провідних країн в контексті індустрії 4.0. У статті проаналізовано сучасний стан світових запасів природних ресурсів, динаміку видобутку корисних копалин, наведено пояснення такої динаміки та обґрунтована необхідність модернізації економіки у зв'язку з потенційним дефіцитом природних ресурсів.

Ключові слова: видобуток, динаміка, запаси, модернізація, природні ресурси.

1. Introduction

Nowadays all countries strive to support economic development and implement the achievements of scientific and technical progress in order to improve the welfare and quality of life of their population. Economic development and changes depend on various factors, which include historical, natural resources, infrastructure development, technical equipment, scientific potential and others. Among the listed factors, one of the most decisive ones is natural resources and the possibilities of their use. Society first of all uses the resources that it has and that are available for usage, although the total amount of world resources is depleted as it is used.

Therefore, the relevance of the work is determined by the fact that the study of the role of the natural resources shortage in the conditions of the growing needs of the population at the stage of leading countries' modern economic development and scientific and technological progress will allow to assess the significance of such a shortage for the economy modernization. The scientific and technological revolution led to structural changes in the economies of advanced countries, namely the growth of the tertiary and quaternary sectors share, including the science development

and information technologies, in particular digital ones. Therefore, it is important to understand the modern influence of natural resources and innovations on the economy of countries, their balance in relation to the sustainable economic growth and countries development of the world.

The object of research is the economies of the leading countries of the world. The subject of the study is the modernization of the economies of the world's leading countries. The purpose of the study is to justify the need to modernize the economy under the influence of the deficit of natural resources.

2. The scarcity of resources is a stimulus for the modernization of the economy

The modern economic space is formed under the influence of such main factors as: economic and financial globalization, internationalization of production, deployment of the Fourth Industrial revolution, market economic liberalization mechanisms and increased competition on the world market. The study of the role of the planet's natural resource reserves amount for the modernization of the leading countries economy is directly based on the dynamics analysis of production and use of resources. Mineral extraction analysis reflects the importance of resources as a component of society's life. Fig. 1.1 shows the world mineral production dynamics (excluding bauxite) in billions of metric tons for the period 1990 – 2020.

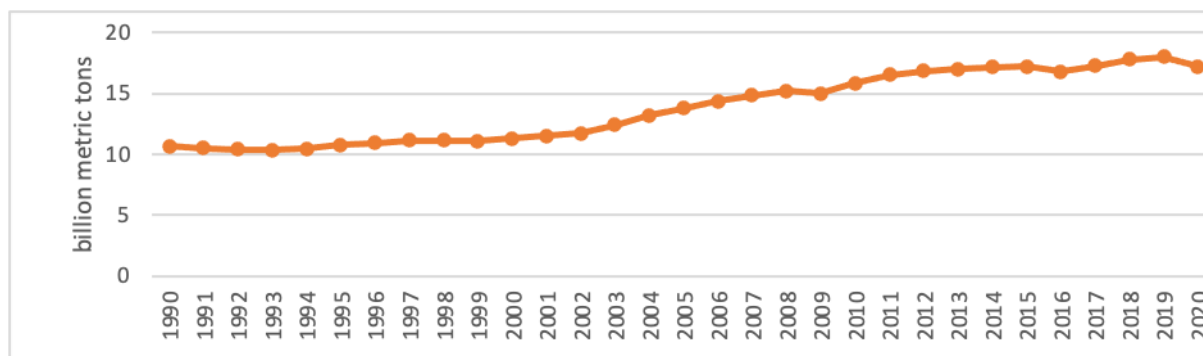


Fig. 1.1. – Total mineral production in billions of metric tons (not including bauxite) for the period 1990 – 2020.

Source: compiled by the author based on Reichl C., Schatz M. World mining data 2022.

Vienna : Federal ministry Republic of Austria of agriculture, regions and tourism, 2022.

According to fig. 1.1 we can see the trend towards the growth of mineral extraction in the period from 1990 to 2019. The world economy will continue to need the extraction of new minerals, moreover, in increased quantities. The growing mankind needs are connected with the increase in the number of the population, the development of civilization and force more and more depletion of deposits. Such an increase in production leads to a gradual depletion of resources and

an increase in their deficit. However, the dynamics of production growth can be traced only in natural indicators, and the value indicators of such production are decreasing (Fig. 1.2).

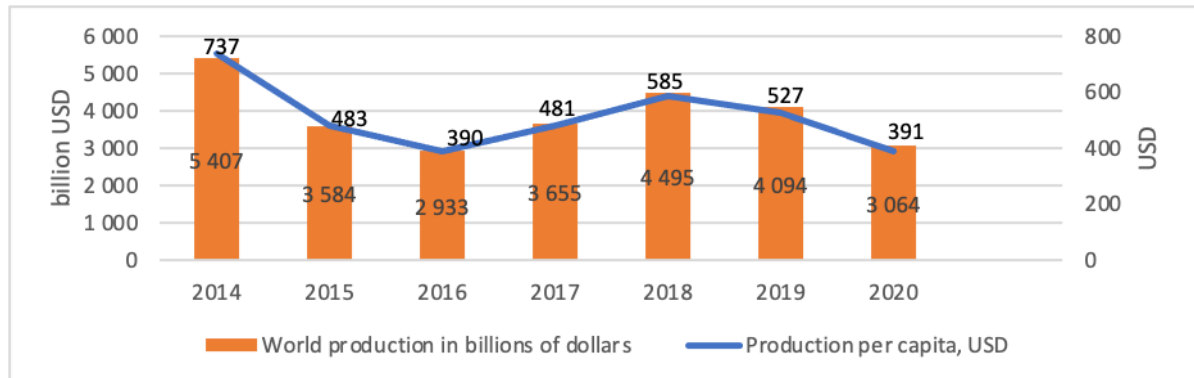


Fig. 1.2. – World mineral production in billions of USD for the period 2013 – 2020

Source: compiled by the author based on data (“World mining data...”, 2015, 2016, 2017, 2018, 2019, 2020)

Such changes occur due to the introduction of the latest mining technologies. The usage of robots reduces labor costs, makes it possible to extract minerals in difficult conditions and at a greater depth. In connection with the rapid development of science and technology, the concept of “Industry 4.0” appeared.

Industry 4.0 is considered a new industrial stage in which the integration of vertical and horizontal production processes and the connection of products can help the economy achieve higher industrial performance. At this stage, the integration between production operations systems and information and communication technologies (ICT) takes an important place. This new industrial stage affects competition rules, industry structure and customer demands (Dalenogare, Benitez & Ayala, 2018).

Increasing the science and technology role and using them to facilitate the extraction of minerals has led to changes in the structure of world GDP. The share of the extractive industry tends to decrease (from 7.02% in 2013 to 3.59% in 2020 (Figure. 1.2 and Global GDP 1985-2027)). That is, the cost of mineral extraction and its share in world GDP is decreasing, and therefore the structure of the economy is being modernized. However, the usage of resources remains, so in the future production will increase, because the aggregate demand on the planet is growing, and production requires raw materials, which leads to the modernization of the economy.

3. Conclusions

Therefore, the world economy needs the extraction of new minerals from the planet’s bowels, what leads to an increase in resource scarcity. The increase in the usage of natural

resources makes it possible to increase the GDP, and therefore it is possible to make assumptions about the further acceleration of mineral extraction. Industry 4.0 is a new stage that allows the introduction of new technologies and connects products that can help the economy modernize and adapt to changing global conditions. However, production will increase in the future, because the population and total demand on the planet are growing, and production requires raw materials, which leads to further searches for alternative solutions and modernization of the economy.

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LES STN ET LEUR IMPACT SUR LE MARCHÉ DU TRAVAIL MONDIAL

I. Fedorov,

N.T. Bezvesilna (consultante linguistique)

Université nationale V.N. Karazine de Kharkiv (en français)

Kharkiv

Федоров І., Безвесільна Н. Т. ТНК та їх вплив на світовий ринок праці. Тенденція глобалізації сприяє процесу підвищення ролі транснаціональних корпорацій. ТНК мають значний вплив на світовий ринок праці, і цей вплив може бути як позитивним так і негативним. Міжнародні гіганти створюють нові робочі місця, сприяють привнесенню нових технологій та методів виробництва місцевих підприємств та залучують іноземних спеціалістів.

Ключові слова: транснаціональні корпорації, світовий ринок праці, робочі місця, ноу-хау, міжнародна кооперація, транснаціоналізація.

Fedoroff I., Bezvesilna N. T. Les STN et leur impact sur le marché du travail mondial. La tendance à la mondialisation contribue au processus d'accroissement du rôle des sociétés transnationales. Les STN ont un impact significatif sur le marché du travail mondial, et cet impact peut être à la fois positif et négatif. Les géants internationaux créent de nouveaux emplois, favorisent l'introduction de nouvelles technologies et méthodes de production des entreprises locales et attirent des spécialistes étrangers.

Mots-clés: les entreprises transnationales, le marché du travail mondial, les emplois, le savoir-faire, la coopération internationale, la transnationalisation.

1. Introduction

Aujourd'hui, la tendance au développement mondial des relations économiques internationales contribue au processus de transnationalisation. Il ne fait aucun doute que les sociétés transnationales jouent un rôle important dans l'économie mondiale, car elles sont des vecteurs monopolistiques d'investissements directs étrangers et de potentiel d'innovation. Les STN sont une sorte de moteur de la mondialisation économique, qui contribue à la disparition des barrières commerciales, à l'amélioration des technologies de l'information et de la communication et au développement des relations de marché.

En outre, les entreprises multinationales exercent une influence significative sur l'état du commerce mondial en ouvrant leurs succursales à l'étranger en dehors du pays d'origine. Les sociétés transnationales détiennent environ 80 % des brevets et des licences pour les technologies

et le savoir-faire les plus récents, contrôlent plus de 60 % du chiffre d'affaires du commerce mondial et 50 % de la production industrielle.

Au stade actuel de leur développement, les STN commencent à orienter leurs flux directs d'investissements vers les pays en transition, où la main-d'œuvre est relativement bon marché, où les impôts sont faibles et où des amendes pour pollution sont imposées. De plus, les sociétés diversifiées commencent à supplanter les sociétés monosectorielles, et les flux financiers et commerciaux par l'intermédiaire des BNT, à leur tour, contribuent à l'internationalisation et à la dollarisation.

Ces dernières années, les STN des pays nouvellement industrialisés ont consolidé de plus en plus leur position sur la scène internationale. Il convient de souligner que Hong Kong et la Corée du Sud occupent des positions de leader dans le domaine du développement de logiciels innovants. D'autre part, la Chine et le Japon sont des leaders dans le domaine de l'électronique depuis plusieurs années consécutives.

Influençant activement les relations économiques internationales, les sociétés transnationales établissent de nouvelles relations et changent de forme. Sous l'influence de la mondialisation et de l'intégration de l'économie mondiale, les STN conquièrent de nouveaux marchés et s'efforcent d'accroître leur puissance économique.

Ainsi, au cours de la dernière décennie, beaucoup d'attention a été accordée aux sociétés multinationales. Aujourd'hui, il n'y a pas un seul processus significatif dans l'économie mondiale qui aurait lieu sans la participation des entreprises. Les multinationales se sont transformées en pouvoir, créant le présent et l'avenir du monde. Par conséquent, ils prennent une part active aux processus politiques mondiaux dans différents pays.

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2. Fondements théoriques et méthodologiques du fonctionnement des STN

À ce temps-là, le développement de l'espace économique mondial est directement lié aux activités et à l'expansion des sociétés transnationales. Les STN cherchent à étendre leurs sphères

d'influence dans l'économie mondiale en déplaçant certains maillons du cycle de production à l'étranger afin de réduire les coûts de production et de pénétrer de nouveaux marchés. Il est donc nécessaire d'analyser le concept de "STN" et leur rôle sur la scène internationale.

Selon le Code de conduite des STN élaboré par les Nations Unies, une société transnationale est une entreprise caractérisée par l'implantation de filiales dans deux ou plusieurs pays du monde, quels que soient le domaine d'activité et la forme juridique de l'institution ; utilise un système de prise de décision qui assure la mise en œuvre de stratégies de gestion efficaces à partir de plusieurs centres et promeut des politiques cohérentes au sein des divisions de l'entreprise (Безрукова & Оніпко, 2012, pp. 93–99).

3. Une définition classique du concept de STN

STN est une entreprise diversifiée qui, en termes de puissance économique et intellectuelle, est capable de couvrir des divisions dans plus de 11 secteurs de l'économie et d'opérer sur une base scientifique et technologique avancée.

Les principales caractéristiques d'une société transnationale sont les suivantes : le caractère international de l'activité économique ; un niveau élevé de transnationalisation du processus de production ; la disponibilité d'un puissant potentiel matériel et financier ; grande indépendance de l'équité. Le statut international d'une entreprise est déterminé par les critères suivants : le nombre d'États dans lesquels les STN opèrent ; la part des ventes en dehors des pays d'existence ; pourcentage des investissements étrangers ; le nombre de salariés employés à l'étranger ; volume total des avoirs extérieurs.

Il conviendrait de mettre l'accent sur les principaux facteurs qui contribuent à la transformation d'une entreprise en une société internationale. Les économies d'échelle sont l'un des facteurs les plus importants contribuant à l'entrée sur le marché mondial d'entreprises qui augmentent leur production. Un exemple frappant est celui des activités de la STN Coca-Cola, qui, en raison de l'ampleur de la production, des ventes et d'une stratégie de marketing efficace, ont été couronnées de succès.

Le deuxième facteur est l'intégration verticale, qui est provoquée par l'unification de tous les maillons de la production et de la circulation des produits industriels et agricoles en un seul processus technologique. L'intégration verticale est directement liée à l'acquisition d'entreprises de fournisseurs ou d'entreprises de consommation.

La concurrence à l'échelle du marché mondial est le troisième facteur contribuant à la transformation d'une société mère en une multinationale. Les entreprises qui opèrent et se développent dans l'environnement concurrentiel des pays hautement développés s'adaptent le

mieux à cette situation. Une autre condition qui contribue à l'activité effective des STN dans l'économie mondiale est une réaction en chaîne. Ainsi, l'entreprise s'efforce d'entraîner avec elle sur le marché international les industries connexes qui fournissent les produits nécessaires.

Un exemple frappant est celui des sociétés d'ingénierie, de leasing, de conseil et de communication (“Транснаціональні корпорації”, 2016).

Les sociétés transnationales ont subi des changements évolutifs depuis leur formation. De toute évidence, il serait opportun d'indiquer les principaux stades de développement des STN dans le cadre de leurs activités commerciales et de production et de leur expansion internationale. La première étape couvre la période de la seconde moitié du XIXe siècle, jusqu'à la première moitié du XXe siècle. À ce stade, les activités étrangères n'ont pas eu d'impact déterminant sur le fonctionnement des STN dans leur ensemble. Ce n'est que plus tard, à la fin du 19e siècle, que les grandes entreprises spécialisées dans l'industrie ont commencé à investir dans les matières premières à l'étranger.

En conséquence, dans les pays qui ont commencé à accepter des investissements, des divisions de vente et de distribution de l'entreprise ont été créées. Cela a été précédé par plusieurs raisons. Tout d'abord, la création de ses propres entreprises de distribution et de vente à l'étranger nécessitait moins d'investissements. De plus, les entreprises n'utilisaient que leurs propres installations et technologies de production pour s'assurer que l'influence de nouvelles installations n'avait pas de conséquences négatives sur la production. À ce stade, les entreprises qui travaillaient dans l'industrie alimentaire et fabriquaient des produits avec des marques complètes en bénéficiaient des avantages maximaux. Le nombre total de monopoles puissants au début du XXe siècle. Était environ 300.

La deuxième étape a commencé dans la première moitié du XXe siècle à la fin des années 80 du XXe siècle. Cette période est caractérisée par une augmentation de l'indépendance des monopoles, ainsi que par une augmentation de leurs sphères d'influence sur l'économie mondiale. Ainsi, le secteur de l'activité internationale ne se concentre pas sur les exportations, mais sur la production à l'extérieur du pays. Néanmoins, l'intégration de la production et des opérations de vente à l'étranger s'intensifie et les relations entre les divisions se développent. Le développement des processus d'intégration et la différenciation de la demande dans les différents pays du monde ont conduit à la réorientation des succursales de STN vers la production de ces produits, qui seront sensiblement différents des produits fabriqués par la société mère (Рогач & Шнирков, 2013, p. 15).

En conséquence, dans le cadre des relations intra-entreprises, le développement scientifique et la recherche commencent à être effectués, le soutien matériel est amélioré et le processus de

production, de distribution et de commercialisation est amélioré. Il convient de noter que la troisième étape est caractérisée par la formation de sociétés transnationales dans les pays en développement, parmi lesquels le Brésil, Taïwan, Singapour et le Sud. Corée et d'autres. Les entreprises les plus développées de ces pays sont engagées dans l'exportation de capitaux afin d'élargir les sphères d'activité, d'utiliser les réalisations scientifiques et technologiques et la main-d'œuvre des pays d'accueil. Il est d'usage de distinguer les quatre principales générations de STN selon le critère de l'activité économique internationale (Лимонова & Архіпова, 2014, pp. 93-101).

La première génération est caractérisée par l'émergence d'entreprises « marchandes », dont les activités étaient directement liées à l'accès et au développement de sources de matières premières bon marché dans les anciennes colonies. En termes de mécanismes de fonctionnement et de structure organisationnelle, il s'agissait de cartels, de syndicats et de trusts. Fondamentalement, les sociétés transnationales de deuxième génération étaient des trusts engagés dans la production d'équipements militaires. Les activités de ces entreprises ont commencé dans la période de l'entre-deux-guerres, de sorte que dans la période d'après-guerre, seules les plus puissantes d'entre elles ont conservé leur position dans l'économie mondiale.

Les activités des STN de la troisième génération se sont considérablement améliorées grâce à l'utilisation des acquis de la révolution scientifique et technologique. Cela est sans aucun doute dû au développement des transports, des moyens de communication et à l'amélioration du cycle de production.

4. Conclusion

Les gouvernements de nombreux pays ont commencé à créer des conditions favorables à l'investissement étranger. Les STN de la troisième génération ont réussi à combiner des éléments de la production nationale et étrangère, ont mené des recherches scientifiques et ont également contribué à la formation de la production mondiale dans un espace unique d'information et de marché avec le mouvement international du capital et de la main-d'œuvre.

La quatrième génération se caractérise par l'émergence de STN ayant une vision planétaire des marchés et fonctionnant dans des conditions de concurrence mondiale. Un exemple frappant est la réduction de l'écart technologique entre les États-Unis et 9 autres pays développés, qui a contribué à l'entrée d'entreprises d'Europe et d'Asie sur les marchés mondiaux.

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“SOFT POWER” AS A TOOL FOR FORMATION OF A POSITIVE IMAGE OF UKRAINE’S POLICY

K. Y. Fedun,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Fedun K. Y., Litovchenko Y. M. “Soft power” as a tool for formation of a positive image of Ukraine’s policy. The article analyzes fundamentals of the “soft power” concept as a tool for forming the state's image policy and its key components. The study outlines negative consequences of neglecting this tool and the importance of using “soft power” to prevent and resolve these conflicts. Taking into account the experience of countries that have also suffered from various types of military conflicts, the study proposes specific ways to enhance Ukraine's influence in the upcoming years.

Keywords: effective tool, “hard power”, international relations, national branding, national interests, positive image of Ukraine, “soft power”.

Федун К. Ю., Літовченко Я. М. “М’яка сила” як інструменту формування іміджевої політики України. У статті досліджено основи концепції “м’якої сили” як інструменту формування іміджевої політики держави та її ключові компоненти. Підкреслено негативні наслідки нехтування цим інструментом та аргументовано важливість використання “м’якої сили” для запобігання цим конфліктам і розв’язання їх. Окрему увагу приділено значенню “м’якої сили” як ефективного та необхідного інструменту для держав, що стала учасницею збройного конфлікту та подано конкретні способи посилення впливу України найближчими роками.

Ключові слова: ефективний інструмент, “жорстка сила”, “м’яка сила”, міжнародні відносини, національний брендинг, національні інтереси, позитивний імідж України.

1. Introduction

The aim of this article is to examine how «soft power» is exploited in shaping a state's image policy, using Ukraine as an example. The object of the article is the state's “soft power” as a means of achieving foreign policy objectives. The subject of the article is the activity of both state and non-state actors, both foreign and Ukrainian, aimed at enhancing the state's positive international image. This involves activities such as crafting an appealing national image, branding geographical regions, fostering active collaboration between civil society and the government, and establishing a stable political and economic environment –comprising a broad spectrum of “soft power” strategies. The identified mechanism outlining how Ukraine employs “soft power” to strengthen the state's authority

and reputation, attract foreign investments, as well as national branding of Ukraine, is expected to fortify Ukraine's positive image on the global stage.

2. Soft power of diplomatic authority: analysis of nation brand building

The term “soft power” was proposed and introduced into academic discourse in the 1990s by the American political scientist Joseph Nye in his book “Bound to Lead”. According to Nye, a country's «soft power» primarily is based mainly on three resources: its culture (the elements that are attractive to others), the political values upon which the state is built, and its foreign policy when it is legitimate and has moral authority (“What is soft power”, n.d.). According to his view, “soft power” influences, attracts, and persuades others to believe in and recognize the values, lifestyle, and social system through spiritual and moral demands. In his book “Soft Power: The Means to Success in World Politics”, Nye lists a wide range of diverse examples of «soft power»: the number of foreign immigrants, Nobel Prize laureates, foreign students, tourists, average life expectancy in a country, asylum applications, sales of books and music abroad, expenditure on public diplomacy, popular sports, and more (Cristo, 2005, pp. 99-100).

The entire concept of “soft power”, the power of attraction, is based on the assumption that there is a connection between attractiveness and the ability to influence others in international relations. This attractiveness truly has the ability to create advantages for others.

Constructing an appealing image of Ukraine requires serious actions by both state and non-state actors in the realm of international relations. This, in turn, would help the country become a brand, leading to an increase in economic standing and wielding influence in international relations. One crucial element of image policy is a high-quality normative and legal framework that encompasses a series of documents describing the conceptual basis of the state's activities in the sphere of national branding. Signing such crucial strategic documents at the highest level will facilitate the effective implementation of national branding. Moreover, there's a need to bolster the communication capacity of the executive authorities to strengthen Ukraine's international authority and enhance its image on the global stage (Okhrimenko, 2015, pp. 133-134).

Therefore, “soft power” is considered as “flexible power”, a way to influence global public opinion through the depth and attractiveness of national culture, the ability to persuade in its correctness, and winning the sympathy of various segments of the public in foreign countries. Whereas “hard power” is the sum of a state's resources and its ability to influence other states through military force, economic sanctions and threats.

3. The foreign policy strategy of Ukraine: implementation of soft power within the country and on the international stage

Since gaining state independence in 1991, the issue of Ukraine's international representation and its image abroad has been pertinent and has required sufficient attention from the government.

To implement an effective image policy for Ukraine, it is important to adopt, at the state level, a comprehensive set of measures to promote Ukraine's image. This includes internal political acts that directly determine the activities of executive authorities and non-governmental structures in the sphere of national branding.

The first significant narrowly focused document, as identified, was the State Program for Ensuring a Positive International Image adopted in 2003. The State Targeted Program for Shaping a Positive Image in 2009 introduced certain refinements and outlined the main directions of work. The approval of the Concept of Popularization of Ukraine in the World and Promotion of Ukraine's Interests in the World Information Space in 2016 strengthened the state policy in the field of branding. A year later, the Action Plan for Implementing the Concept of Popularizing Ukraine in the World and Advancing Ukraine's Interests in the Global Information Space was adopted.

In July 2021, the National Security and Defense Council approved the Strategy of Ukraine's Foreign Policy, and a month later, the document was put into action. Experts consider this as the first comprehensive document that holistically reflects Ukraine's action plan on the international stage. Its primary goal is to establish Ukraine in the world as a strong and authoritative European country capable of ensuring favorable external conditions for sustainable development and realizing the country's potential, economy, and its people. Specifically noted is the implementation of shaping a positive international image of Ukraine through the use of "soft power" via public diplomacy tools.

Among the primary objectives of public diplomacy, there is a focus on maintaining a continuous dialogue with the public of other states within the context of Ukraine's national interests. This involves actively and through various channels disseminating truthful and balanced information about Ukraine, its domestic and foreign policies, proactive participation and initiatives in global and regional processes, and the development of tourism and educational potential for positive informational support. Particular emphasis is placed on the development of expert diplomacy, which involves conducting diverse and regular meetings among representatives of academic circles, analytical centers, specialized research institutions, media outlets, and more. The Strategy highlights the Ukrainian Institute as the institution that will contribute to improving the understanding and perception of Ukraine abroad and the development of its cultural relations with other states (Yakymenko, 2021, pp. 190-193).

Summarizing, a crucial element of the policy in the field of state branding is a high-quality normative and legal framework that includes a series of documents describing the conceptual basis of the state's activities in the sphere of national branding. The initial documents related to Ukraine's international image, such as the State Program for Ensuring a Positive International Image and the State Targeted Program for Shaping a Positive Image, had a more declarative nature than practical application. The Strategy of Public Diplomacy of Ukraine, adopted in March 2021, is considered the first successful document that clearly outlines the framework for implementing policies in the field of public diplomacy. Additionally, the later adopted Strategy of Foreign Policy is regarded as the first document that holistically and comprehensively reflects Ukraine's overall action plan on the international stage.

4. Post-war implementation of soft power tools: perspectives in the coming years

Russia's full-scale invasion of Ukraine in late February 2022 disrupted all plans for developing and enhancing the use of "soft power" to improve foreign relations. Soft power is a potent and effective tool for advancing a country's international image and, consequently, contributes to increasing its investment attractiveness, which is now crucial for implementing Ukraine's post-war recovery plan.

Considering the aforementioned, we deem it necessary and appropriate to continue utilizing "soft power" as a tool for shaping Ukraine's image policy. Additionally, we propose expanding the toolkit of "soft power" through the following steps:

To implement a systematic and comprehensive approach encompassing all communication channels – television, radio, internet resources, blogs, and collaborating with media personalities. Utilize these channels to broadcast existing achievements in constructing a positive image, disseminate information on the promotion of a positive image.

Activate public diplomacy as an effective tool to influence the perception of Ukraine's image. This will enable the promotion of government policies and facilitate their communication to the wider population.

Include socio-cultural symbols of Ukraine in export trademarks. This can and should involve using significant historical events in Ukraine's cultural and political life.

Utilize current political myths to foster the nation's interest in political events and Ukrainian history. These myths envelop the country's image and reinforce it.

Popularize science and culture by conducting image projects through renowned scientific and cultural figures, offering grants and creative contests aimed at enhancing Ukraine's image.

It's essential to develop and conduct image campaigns tied to national holidays and events.

Support the development of tourism and sports in Ukraine. Broadcasting sporting achievements and participating in global-scale sporting events will positively reinforce Ukraine's image ("National Council for the Recovery of Ukraine from the War", 2022, pp. 23-24).

Therefore, for the post-war recovery and economic growth of Ukraine, the implementation of "soft power" is crucial, as it will contribute to attracting foreign investments. Promoting Ukraine as a technological brand will bring success to the country since there are already numerous innovative solutions implemented in Ukraine that serve as examples for European states. Additionally, today's Russian aggression is not limited solely to military invasion; the threat lies in its hybrid nature, particularly on the information front, spreading disinformation, and attempting to destroy our culture, language, and more. Hence, it's essential to advance cultural diplomacy and move towards dialogues between cultures that do not merely talk about themselves but engage in discussions on common themes. This forms the basis of cultural relations.

5. Conclusions

In summary, based on all of the above, it can be affirmed that "soft power" in modern conditions is an effective tool for shaping a positive image of Ukraine, promoting its attractiveness in the world, and building a strong reputation on the international stage.

Through a quality policy in the field of national branding, it is important to adopt official documents and strategies that describe the conceptual principles of the state's activities in the sphere of national branding. These documents should encompass specific measures or programs aimed at promoting the country's positive international image. They should also outline the list of key state and non-state actors in the realm of "soft power" ("What is soft power", n.d.).

During the brutal full-scale war, Ukrainians are establishing channels of communication for Ukraine's brand worldwide, disseminating truthful information about the war, and contributing to the spread of the image of a modern, strong, and heroic state. At this stage, it is also crucial to speak the language of Ukrainian culture, our heritage, and art, as well as our values, through the instruments of "soft power". Ukrainian culture is infused with entirely new meanings. Expanding its borders is an opportunity to draw attention from other countries to both our history and current events.

The promotion of Ukraine as a technological brand will be successful for the country since there are already many innovative solutions implemented in Ukraine that serve as an example for European countries. Today, Russia is not only conducting military aggression but also seeking to destroy our identity, culture, and language. We consider it important to promote cultural diplomacy, engage in a dialogue of cultures where countries communicate on common topics, and actively

participate in cultural relations (“National Council for the Recovery of Ukraine from the War”, 2022, pp. 18-19).

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THE ROLE OF CRYPTOCURRENCIES IN THE FUTURE OF THE EUROPEAN UNION'S FINANCIAL SYSTEM

D. V. Fominov,

M. V. Karpusenko (language supervisor)

V. N. Karazin National University, Kharkiv

Fominov D. V., Karpusenko M. V. The role of cryptocurrencies in the future of the european union's financial system. The article examines the role of cryptocurrencies in the future of the EU financial system. It analyzes regulatory aspects and important decisions aimed at ensuring the stability and security of the financial sector. The article also considers possible scenarios for the development of cryptocurrencies in the context of European integration processes and their interaction with other elements of the global financial system. This paper aims to understand the potential impact of cryptocurrencies on the EU's financial stability and economic development in the future.

Key words: cryptocurrencies, economic development, EU, financial system

Фомінов Д. В., Карпусенко М. В. Роль криптовалют у майбутньому фінансової системи Європейського Союзу. Стаття розглядає роль криптовалют у майбутньому фінансової системи ЄС. Аналізуються регуляторні аспекти та важливі рішення, спрямовані на забезпечення стабільності та безпеки фінансового сектору. Стаття також розглядає можливі сценарії розвитку криптовалют у контексті європейських інтеграційних процесів та їхню взаємодію з іншими елементами глобальної фінансової системи. Ця робота спрямована на розуміння потенційного впливу криптовалют на фінансову стабільність та економічний розвиток ЄС в перспективі.

Ключові слова: Європейський союз, криптовалюти, фінансова система, економічний розвиток.

1. Introduction

Problem statement: The development of cryptocurrencies and their impact on the financial system in the modern world is extremely important for the European Union. The disruption of traditional concepts of money and the growing popularity of digital currencies necessitate a thorough study of their role in the future EU financial system.

Relevance and material of the study: Given the rapid development of blockchain technologies and the high volatility of cryptocurrencies, it is important to find out how these phenomena will affect the stability and security of the EU financial sector. A study of the latest

trends in the industry, as well as an analysis of the risks and benefits associated with cryptocurrencies, will help clarify the prospects for their introduction in the European context.

A brief analysis of recent research: To date, there is already considerable research on the impact of cryptocurrencies on the financial system, but many issues remain unresolved. The analysis of recent research allows us to identify these issues and identify knowledge gaps that need to be filled.

The purpose of the study: The purpose of this article is to systematize and analyze the role of cryptocurrencies in the future of the EU financial system, identify key factors of influence, and justify possible ways to address the challenges they pose to European financial institutions.

The object of the study is the financial system of the European Union,

The subject of the study is the role of cryptocurrencies in this system.

The relevance of the study is due to the need to adapt the financial system to modern technological and economic challenges. The prospects of the analysis are to determine the possibilities of optimizing the financial landscape of the European Union by integrating cryptocurrency technologies.

2. History of the cryptocurrency market in the EU

The cryptocurrency market in the European Union emerged in 2009 when Bitcoin was created. Bitcoin was the first decentralized digital currency that was not controlled by any government or banking institution. This sparked a lot of interest in Europe where people were looking for alternative currencies to protect themselves from inflation and financial instability.

In 2010, the first cryptocurrency exchanges were established in the European Union. This allowed people to easily buy and sell cryptocurrencies and trade them. During this period, the number of cryptocurrency users in Europe began to grow rapidly.

In 2017, the first major surge in cryptocurrency prices occurred. Bitcoin reached its historical price of \$20,000. This led to even greater interest in cryptocurrencies in Europe.

In 2018, cryptocurrency prices fell. This was caused by a number of factors, including regulatory measures by the Chinese government and concerns about the risks associated with cryptocurrencies.

In 2020, cryptocurrency prices started to rise again. This was caused by the COVID-19 pandemic, which led to economic instability and increased demand for alternative currencies.

2021 saw the second major surge in cryptocurrency prices. Bitcoin reached its all-time high of \$68,000. This led to even greater acceptance of cryptocurrencies in Europe.

Today, the cryptocurrency market in the European Union continues to grow. There are more than 20 million cryptocurrency users in Europe, and this number continues to grow (“Chainalysis”, n.d.).

New regulation of the crypto asset market in the EU

On 16 May 2023, the European Union (EU) has adopted the long-awaited Regulation (EU) 2023/1114 on Markets in Crypto-Assets (“MiCAR” or “Act”), which establishes an overall framework for markets in crypto-assets within the Union.

MiCAR is the most advanced crypto asset legislation in the world today. It establishes comprehensive prudential and behavioral requirements for issuers and providers of cryptocurrencies, as well as cryptocurrency-related service providers. It also provides supervisors with broad regulatory powers to ensure financial stability in relation to internal fluctuations in the crypto asset market.

MiCAR was adopted by the European Commission in September 2020 as part of a package of measures aimed at increasing competitiveness and innovation in Europe's financial sector, providing consumers and businesses with a choice of financial services and modern payment solutions, and ensuring consumer protection and financial stability.

It is an integral part of the EU's digital finance policy and legislative package. The legislation aims to ensure a high level of protection for retail holders and the integrity of the crypto asset market, while supporting innovation and fair competition. As such, it is expected to facilitate access to banking services for cryptoasset-related service providers to expand their business across borders and ensure smooth operations (“The New EU Markets”, n.d.).

In terms of cryptoasset terminology, MiCAR is a significant legislative achievement that puts the EU at the forefront of global developments; its strength is that it applies directly to all Member States and regulates the issuance of cryptoassets, including asset-related tokens (ART) and electronic money tokens (EMT), as well as the provision of services using cryptoassets on a harmonized basis.

A key aspect of MiCAR is the requirement for issuers of asset-related tokens, e-money tokens and cryptoasset service providers to manage their own assets separately from those of their clients. The absence of such a requirement was one of the main reasons for the failures that followed the FTX collapse. The scope of MiCAR does not apply to cryptoassets that are already regulated as financial instruments or other instruments under current EU law, such as bank deposits (“Regulating crypto finance”, n.d.).

The future of cryptocurrencies in the European Union

The future of cryptocurrencies in the European Union (EU) is a complex and constantly evolving issue. The good news is that the EU is finally setting some basic rules for the crypto market. The bad news is that their implementation is taking a long time and is likely to take even longer. In recent years, there has been a growing sense of urgency for a comprehensive legal and regulatory framework for cryptocurrencies. This is partly due to the growing popularity of cryptocurrencies, and partly due to concerns about the possibility of cryptocurrencies being used for illegal activities.

Cryptocurrencies have the potential to play a significant role in the future financial system of the European Union. They can provide a number of benefits, including:

- Speed and low cost of cross-border payments. Cryptocurrencies can be used to transfer funds between any two people in the world in minutes and for low fees. This can be especially useful for small and medium-sized businesses that make international payments. For example, according to a study by the European Central Bank, the average fee for an international transfer of funds in euros is 11.4%. This figure is much lower for cryptocurrencies. For example, the fee for transferring funds using bitcoin is about 0.5% (“Research & Publications. European Central Bank”, n.d.).

- Greater transparency and accountability of the financial system. Cryptocurrencies are stored in a distributed ledger that is publicly accessible and transparent. This can help reduce fraud and corruption in the financial system. Moreover, the Markets in Financial Instruments Directive (MiCA), which was recently adopted by the European Parliament, sets certain rules for cryptocurrencies, such as transparency and consumer protection requirements (“Markets in Crypto-Assets Regulation”, n.d.).

- New opportunities for innovation. Cryptocurrencies allow for the creation of new financial products and services that would not be possible in the traditional financial system. For example, stablecoins can be used to create more sustainable and affordable payments, and decentralized finance (DeFi) can be used to provide access to financial services to people who have not previously had access to them. For example, in 2023, the Ukrainian company UkrPay launched a cryptocurrency payment platform. The platform allows payments in hryvnias, euros, and US dollars using bitcoin, Ethereum, and other cryptocurrencies (“Ukrpay.net/ua”, n.d.).

However, cryptocurrencies also have certain risks that need to be considered, including:

- Vulnerability to speculation and volatility. The price of cryptocurrencies can fluctuate sharply, which can lead to losses for investors. According to CoinMarketCap, the price of bitcoin

has fluctuated from \$3,200 to \$68,000 over the past five years (“Ціни, Графіки та Ринкова Капіталізація Криптовалют”, n.d.).

- Unregulated. Cryptocurrencies are still in their infancy and their regulation in the EU is not yet finalized. This may lead to deficiencies in consumer and investor protection.

- Environmental impact. Cryptocurrency mining requires significant energy consumption, which can have a negative impact on the environment. For example, according to the Cambridge Center for Alternative Finance, in 2022, cryptocurrency mining consumed 150 terawatt-hours of electricity. This is more than Finland consumes (“SumDU Repository”, n.d.).

All in all, cryptocurrencies have the potential to play a significant role in the future financial system of the European Union. However, in order to realize this potential, measures need to be taken to address the risks associated with cryptocurrencies.

3. Conclusions

The cryptocurrency market in the European Union is developing rapidly. According to the latest data, the number of cryptocurrency users in the EU exceeds 30 million. This indicates that cryptocurrencies have significant potential for the development of the EU financial system.

The new EU Crypto Asset Market Regulation, which came into force in July 2023, should facilitate the development of the EU cryptocurrency market in a transparent and safe environment for investors. The Regulation stipulates that all crypto assets traded in the EU must be registered in the EU and their issuers must meet certain requirements.

The future of cryptocurrencies in the European Union depends on several factors, including the effectiveness of cryptocurrency market regulation, the development of blockchain technologies, and the attitude of government authorities towards cryptocurrencies.

Possible development scenarios

Based on an analysis of the current situation and possible trends, several scenarios for the development of cryptocurrencies in the European Union can be identified:

- Scenario 1: Cryptocurrencies gradually become part of the EU financial system, but do not play a dominant role.

- Scenario 2: Cryptocurrencies become the main means of payment and storage of value in the EU.

- Scenario 3: Cryptocurrencies are banned or severely restricted in the EU.

Scenario 1 is the most likely scenario. Regulation of the cryptocurrency market in the EU is aimed at making it more transparent and safe for investors. This will facilitate the development of cryptocurrencies, but will not lead to their full integration into the EU financial system.

Cryptocurrencies are likely to remain an alternative means of payment and storage of value that will be used alongside traditional currencies.

Scenario 2 is less likely, but not impossible. Blockchain technologies have significant potential to transform the financial system. If this potential is realized, cryptocurrencies could become the main means of payment and storage of value in the EU.

Scenario 3 is unlikely. Cryptocurrencies have significant support among the EU population. A ban or significant restriction on cryptocurrencies would cause significant public discontent and lead to political instability.

The role of cryptocurrencies in the future of the European Union's financial system has not yet been determined. However, there is every reason to believe that cryptocurrencies will play a significant role in the development of the EU financial system in the coming years.

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THE ENGLISH LANGUAGE IN THE BRITISH-UKRAINIAN MILITARY-POLITICAL COOPERATION

O. O. Frolova,

I. V. Zmiiova, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Frolova O. O., Zmiiova I. V. The English language in the British-Ukrainian military-political cooperation. The article analyzes the role of the English language in British-Ukrainian military-political cooperation after full scale invasion. Great Britain sees learning of the English language as an important part of military-political cooperation with Ukraine and develops language training courses, educational and training missions for Ukrainian military personnel. Ukraine sees English as a key for effective negotiations with allies. The author makes a conclusion that intensifying these directions of cooperation will improve British-Ukrainian bilateral relations.

Keywords: English language, full-scale invasion, Great Britain, military-political cooperation, Ukraine

Фролова О. О., Зміїова І. В. Англійська мова у британсько-українському воєнно-політичному співробітництві. У статті аналізується роль англійської мови у британсько-українських воєнно-політичних відносинах після повномасштабного вторгнення. Велика Британія розглядає навчання англійської мови як важливу частину військово-політичного співробітництва з Україною та розвиває курси мовної підготовки, навчальні та тренувальні місії для українських військовослужбовців. Україна вважає англійську мову ключем до ефективних переговорів із союзниками. Автор робить висновок, що активізація цих напрямів співпраці покращить британсько-українські двосторонні відносини.

Ключові слова: англійська мова, Велика Британія, воєнно-політичне співробітництво, повномасштабне вторгнення, Україна

1. Introduction

Separated by thousands of kilometers, mentalities and views on a united Europe, Ukraine and Great Britain are currently truly close allies. In 2014 the political elite of Great Britain was one of the first to finally realize that the future development of democratic Europe in its broad format depends on the preservation of Ukraine's statehood as an important and integral element and subject of international relations. Since the beginning of the full-scale invasion of Ukraine Great Britain has been its most promising ally, actively supporting Ukraine not only in humanitarian or cultural ties, but also financially and politically. The English language affects British-Ukrainian bilateral relations as it's the language of negotiations and current Ukrainian

diplomacy, the main aspect of which is military-political. This determines the relevance of the chosen topic.

The object of the article is the British-Ukrainian military-political cooperation and the subject is the role of the English language in this cooperation. The purpose of this article is to determine the role the English language plays in cooperation of Great Britain and Ukraine in military and political spheres.

The purpose of the study defines its tasks:

- to discover the main aspects of British-Ukrainian military-political cooperation;
- to analyze the role of the English language in British-Ukrainian military-political cooperation;
- to determine the perspectives of British-Ukrainian bilateral relations.

2. The main aspects of British-Ukrainian military-political cooperation

Military cooperation between Great Britain and Ukraine until 2014 took place mainly within the framework of nuclear disarmament and multilateral NATO projects, including the Partnership for Peace program. Cooperation on a bilateral basis has intensified after the annexation of Crimea and the Russian invasion of eastern Ukraine. The Orbital operation became the main driver of cooperation after 2014. It started even earlier than similar US initiatives in February 2015 as a short-term non-lethal training of the Armed Forces of Ukraine with the involvement of 75 British instructors, but soon the number of instructors was increased to 100, and the training program was expanded to include lethal, however, with an emphasis on defensive skills (“Operation ORBITAL”, 2020). The Russian invasion significantly adjusted the direction of further cooperation. In January 2022 due to the formation of a Russian strike group on the border and intelligence reports about invasion plans, Great Britain sent the first lethal aid. These supplies became one of the greatest successes of Ukrainian-British military cooperation (“Британсько-українське...”, 2023).

Already after the liberation of Kyiv region Britain expanded the range of military aid, including heavy weapons, mainly to strengthen the defense potential of Ukraine. Then the successes of the Armed Forces in the Kharkiv region and Kherson were perceived by the British political community as an opportunity to facilitate the Ukrainian counteroffensive. London promised to expel Russian troops from the occupied territories and announced its intention to strengthen the offensive capabilities of the Armed Forces by supplying Ukraine with tanks, infantry fighting vehicles, drones, heavy artillery and ammunition, including long-range Storm Shadow missiles (“Британсько-українське...”, 2023).

Based on the experience of “Orbital” London allocated more than 1,000 of instructors to train Ukrainian fighters. Similarly, Great Britain is actively helping Ukraine in the development of aviation capabilities. It provides instructors for basic training on Western jet fighters, which serve as a foundation for further training of pilots on F-16 fighter jets (“Eight Ukrainian pilots”, 2023).

In addition to military cooperation London plays an important political role in the coordination of other partners of Ukraine. Thus, Great Britain became one of the initiators of the creation of the International Donor Coordination Center at the Headquarters of the US European Command, which receives requests from the Ukrainian government, identifies potential donors and coordinates the process of transportation and support of combat systems, as well as the preparation of Ukrainian forces for their use. British government also launched the International Fund for Ukraine. By supporting Ukraine, Great Britain realizes a range of important political tasks: deterring the Russian threat, supporting the stability of the European continent, protecting the desired form of world order and promoting its interests in the Indo-Pacific region (“Joint Statement”, 2023).

3. The role of the English language in British-Ukrainian military-political cooperation

The English language course for Ukrainian veterans and ex-servicemen as part of the NATO Retraining Program for ex-servicemen was launched in 1999 by the British Council in Ukraine and NATO Liaison Office, and its purpose was to promote the social adaptation and employment of personnel soldiers after the end of their military career. The groups studied English for four months and were also taught to write CVs in English for their further employment (“NATO Resettlement Programme”, n.d.).

The "Orbital" educational and training mission was launched in 2020. British advisers provided advisory assistance in various areas, including professional and language training of Ukrainian servicemen in training centers in Great Britain (“Operation ORBITAL”, 2020).

When the full-scale invasion started the English language played its role in British-Ukrainian relations mostly in two ways, for civilians and for military. Since that moment the English language became a necessity for conducting exercises which is one of the most important stages of Great Britain's support for the Armed Forces of Ukraine in their fight against Russian aggression. It turned out that the main problem of Ukrainian military training abroad is the lack of competent translators or lack of common English knowledge among military personnel. A significant part of militaries can't speak English fluently and translators who are there to help them often have problems with knowing the necessary military vocabulary (“Lost in translation”, 2023).

The English language is important in training abroad including the long-awaited issue of F-16 training for Ukrainian pilots, as most of them do not yet have a sufficient level of the English language, which is a necessary requirement, since all the equipment and instructions of the fighter are in English. It's required that the pilots along with some personnel undergoing aircraft maintenance training will be able to begin training for F-16 flights only after completing language training course ("PM considers", 2022).

Nowadays active steps from British side might have made Ukrainian Government rethink the role of English for Ukrainian citizens and reconsider government's attitude to its implementation. The Ukrainian government plans to fund the English language courses for its citizens via the existing eSupport program, which would offer all Ukrainians a chance to enhance their language skills free of charge. It's said that English will become obligatory throughout the entire educational system from preschools to universities, affecting everyone from pupils to researchers. The government will support educators' professional development and their efforts to improve their English language skills. Moreover, English-language films and TV shows are planned to be shown in their original language, while information and announcements related to transportation will be made available in English, alongside Ukrainian. Another project named The Future Perfect is officially aimed at making English the language of international communication in Ukraine, opening up new opportunities for every Ukrainian from professional to personal development. It's supposed to help them compete in the global market and receive higher salary ("Future Perfect", 2023).

Ukrainian President Volodymyr Zelensky is very proactive and supportive to the issue of establishing English as one of several international languages of communication in Ukraine. The main task now is to pass legislation regulating the use of English in the country and enforce a mandatory level of proficiency for specific official positions. Volodymyr Zelensky himself understands that the English language is a key for effective negotiations with allies, including the UK. Volodymyr Zelensky has significantly improved his English, he's able to negotiate for example with British prime ministers without an interpreter or give speeches in English. The highpoint of his diplomatic usage of the English language was his historic address to members of the Commons and the Lords at Westminster Hall in the UK in February 2023. An emotional appeal to the UK to supply Ukraine with fighter jets forced British government to reconsider the issue handing over UK jets. The speech delivered with the help of interpreters wouldn't have made a proper effect so the conclusion can be made that English language has an influence on British-Ukrainian bilateral relations, especially on military-political cooperation ("Volodymyr Zelensky", 2023).

4. Conclusions

The British-Ukrainian military-political cooperation has evolved significantly since Ukraine's independence, then after Russian aggression in 2014 and after the full-scale invasion in 2022. Great Britain is now one of the most decisive allies of Ukraine and supplier of multiple weapons. London sees learning of the English language as an important part of military-political cooperation with Ukraine and develops language training courses, educational and training missions for Ukrainian military personnel as well as programs for ex-servicemen for their further employment. Kyiv agrees on its importance and sees English as a key for effective negotiations with allies through political communication without interpreters, speeches delivered in English etc. These directions of cooperation cover various areas and if they are continued to be developed the influence of English language will grow and British-Ukrainian bilateral relations will improve.

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GREECE'S PLACE IN THE WORLD TRADE: CURRENT STATE AND DEVELOPMENT PROSPECTS

O. S. Gurina,

O. V. Karpenko (language supervisor)

V. N. Karazin National University, Kharkiv

Gurina O. S., Karpenko O. V. Greece's place in the world trade: current state and development prospects. The article examines current state of Greece's trade. Theoretical foundations of the study of the essence of international trade of the countries of the world has been investigated. Greece's role in the realm of international trade is analyzed. Dynamics of international trade of Greece is reviewed.

Keywords: exports, Greece, imports, international trade, trade theories.

Гурина О. С., Карпенко О. В. Місце Греції у світовій торгівлі: сучасний стан та перспективи розвитку. У статті розглядається сучасний стан торгівлі Греції. Досліджено теоретичні основи дослідження сутності міжнародної торгівлі країн світу. Проаналізовано роль Греції у сфері міжнародної торгівлі. Розглянуто динаміку міжнародної торгівлі Греції.

Ключові слова: Греція, експорт, імпорт, міжнародна торгівля, теорії торгівлі.

1. Introduction

In recent years Greece has undergone significant economic transformations, reshaping its position within the global trade arena. Amidst evolving market dynamics and technological advancements, understanding Greece's current status and future prospects in international trade becomes paramount. This article delves into the intricacies of Greece's trade landscape, shedding light on its development and competitiveness. The object of the study is the commercial activity of Greece on the world market, the subject is its position and dynamics of trade in goods and services. The purpose of our research is to analyze this position, study the dynamics, as well as determine possible prospects for development. The relevance of the article lies in the need to understand the role of Greece in the global economy and opportunities for its further development. The perspectives of the analysis include the assessment of potential trends in international trade and the identification of factors that may influence them in the future.

2. Theoretical foundations of the study of the essence of international trade of the countries of the world

To better understand how modern global trade has evolved, it is important to understand how countries traded with one another historically. The main historical theories are

called classical and are from the perspective of a country, or country-based. By the mid-twentieth century, the theories began to shift to explain trade from a firm, rather than a country, perspective. These theories are referred to as modern and are firm-based or company-based. Both of these categories, classical and modern, consist of several international theories.

Table 1

The main types of trade theories

Classical or Country-Based Trade Theories	Modern or Firm-Based Trade Theories
Mercantilism	Country Similarity Theory
Absolute Advantage	Product Life Cycle Theory
Comparative Advantage	Global Strategic Rivalry Theory
Heckscher-Ohlin Theory (Factor Proportions Theory)	Porter's National Competitive Advantage Theory

Source: Composed by the author, using materials
from: What Is International Trade Theory?, n.d.

2.1. Classical or Country-Based Trade Theories

- **Mercantilism.** This theory stated that a country's wealth was determined by the amount of its gold and silver holdings. In its simplest sense, if people in other countries buy more from you (exports) than they sell to you (imports), then they have to pay you the difference in gold and silver.
- **Absolute Advantage.** Absolute advantage is when a producer can provide a good or service in greater quantity for the same cost, or the same quantity at a lower cost, than its competitors.
- **Comparative Advantage.** Comparative advantage occurs when a country cannot produce a product more efficiently than the other country; however, it can produce that product better and more efficiently than it does other goods.
- **Heckscher-Ohlin Theory (Factor Proportions Theory).** This theory is based on a country's production factors - land, labor, and capital, which provide the funds for investment in plants and equipment. For example, China and India are home to cheap, large pools of labor. Hence these countries have become the optimal locations for labor-intensive industries like textiles and garments.

2.2. Modern or Firm-Based Trade Theories

Unlike the country-based theories, firm-based theories incorporate other product and service factors, including brand and customer loyalty, technology, and quality, into the understanding of trade flows.

- **Country Similarity Theory.** Steffan Linder's country similarity theory posits that countries with similar levels of development tend to trade more with each other due to shared consumer preferences. It suggests that firms initially target domestic markets and then expand to similar foreign markets where their products are likely to succeed, particularly in industries where brand reputation plays a significant role.
- **Product Life Cycle Theory.** This theory states that a product life cycle has three distinct stages: (1) new product, (2) maturing product, and (3) standardized product. For example, the personal computer (PC) went through its product cycle. The PC was a new product in the 1970s and developed into a mature product during the 1980s and 1990s. Today, the PC is in the standardized product stage, and the majority of manufacturing and production process is done in low-cost countries in Asia and Mexico.
- **Global Strategic Rivalry Theory.** This theory focuses on multinational corporations and their efforts to gain a competitive advantage against other global firms in their industry.
- **Porter's National Competitive Advantage Theory.** This theory focused on explaining why some nations are more competitive in certain industries. To explain his theory, Porter identified four determinants that he linked together. The four determinants are (1) local market resources and capabilities, (2) local market demand conditions, (3) local suppliers and complementary industries, and (4) local firm characteristics.

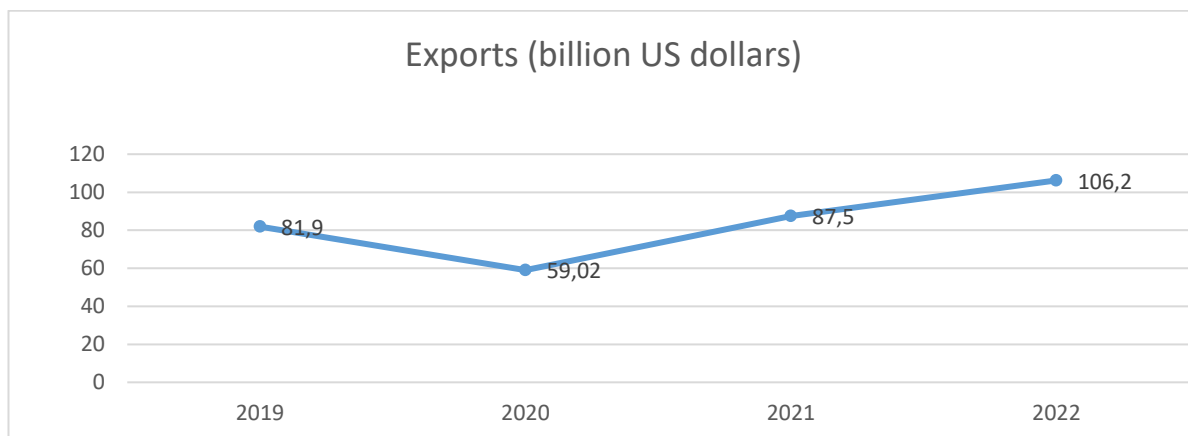
3. Greece's place in world trade in goods and services

Speaking about the place of Greece in world trade in goods and services it is possible to mention the following significant types of products.

Greece's top exports include: nuclear reactors, boilers, machines, equipment and mechanical devices; their parts; pharmaceutical products; aluminum and its products; electric machines and equipment; mineral fuels.

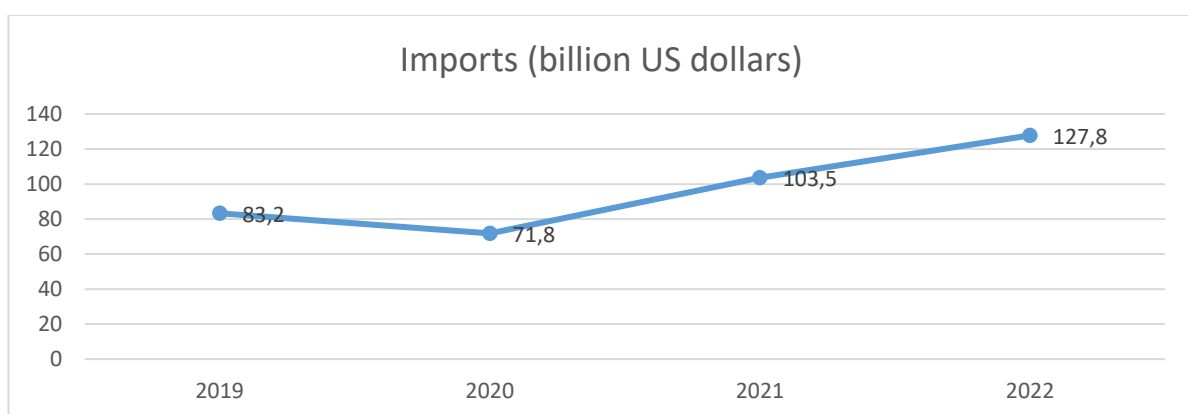
Greece's top imports include: nuclear reactors, boilers, machines, equipment and mechanical devices; their parts; plastics, polymer materials and products from them; electric machines and equipment; mineral fuels; means of land transport, except railway or tram rolling stock, their parts and equipment.

Greece's major trade partners include European countries such as Italy, Bulgaria, Germany, Cyprus, and the Netherlands (the EU accounting for 42.8% of Greek imports in 2022). The United States is also an important trading partner, with U.S. exports to Greece totaling \$2.38 billion in 2022, while Greek exports to the U.S. totaled \$2.28 billion. The Middle East and North Africa (MENA) region holds an average of 8% of Greek export goods, followed by the United States with 5% and East Asia with 4%. Figures 1 and 2 show how Greece's exports and imports changed from 2019 to 2022.



Source: Composed by the author, using materials from: Greek exports, n.d.

Fig. 1. Exports of Greece for 2019-2022 years in billion US dollars



Source: Composed by the author, using materials from: Greek exports and imports, n.d.

Fig. 2. Imports of Greece for 2019-2022 years in billion US dollars

The fluctuation in both exports and imports indicates the country's vulnerability to external factors such as global economic conditions and geopolitical events.

As we can see Greece's trade balance in 2022 was negative, with imports exceeding exports, resulting in a 50.7% increase in the trade deficit. However, this was mostly offset by Greek exports of services, such as shipping, tourism, and financial services.

Greece experienced fluctuations in both exports and imports from 2019 to 2022. Despite initial challenges, there was a notable recovery in exports by 2022. However, the simultaneous increase in imports raises concerns about import dependency and potential economic imbalances.

4. Dynamics of international trade of Greece

As Greek Exporters Association President Simeon Diamantidis noted the latest data underscored: “The strong dynamics of the export sector, with our country recording one of the highest percentage growth rates in exports in Europe, and reaching for the first time approximately €55 billion in merchandise exports, surpassing a ratio of 25% of GDP” (Greek exports and imports, n.d.)

Equally important are signs that Greek exports are climbing up the value chain, while also gaining widening acceptance in overseas markets. A recent study by National Bank of Greece showed that Greek exports of high-tech products – such as machinery and pharmaceuticals – grew at double digit rates last year, and that a majority of Greek export categories were expanding their market share against European rivals.

More than half of Greek exports were to other European Union member-states in 2022 – accounting for 55.1% of total Greek exports overall – demonstrating the bloc’s continued importance as a destination for Greek products. But increasingly, Greek exports are also expanding in other regions, notably the Middle East and North America.

5. Conclusions

In conclusion, Greece’s position in world trade reflects both its strengths and vulnerabilities. Despite facing challenges such as fluctuating trade balances and external economic pressures, the country has shown resilience and dynamism in its export sector. With a diverse range of export products and a growing presence in international markets, Greece has demonstrated the ability to adapt and compete on a global scale. The continued expansion of Greek exports, particularly in high-tech industries, highlights the country’s evolving role in the global economy. Moving forward, strategic efforts to further diversify export markets and enhance competitiveness will be essential for sustaining Greece’s trade momentum and fostering long-term economic growth.

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LEARN LANGUAGES, EXPLORE THE WORLD: THE ROLE OF FOREIGN LANGUAGES IN MODERN TRAVELS

Ye. R. Haidarzhy,

Ye. H. Makarska (language supervisor)

V. N. Karazin National University, Kharkiv

Haidarzhy Ye. R., Makarska Ye. H. Learn languages, explore the world: the role of foreign languages in modern travels. The article discusses the role of foreign languages in the modern world and travels. Learning foreign languages is relevant as it is a key to success, the development of various aspects of personality, and cultural enrichment. It is worth noting that the presented text highlights important aspects of the impact of foreign languages on various life spheres. As a result, the conclusion is drawn that language proficiency not only improves personal qualities, facilitates travel and interaction with other tourists but also helps in resolving various situations in the international environment, making it relevant in the current stage of societal development.

Keywords: culture, foreign languages, intercultural communication, multilingualism, tourism.

Гайдаржи Є. Р., Макарська Є. Г. Вивчайте мови, відкривайте світ: роль іноземних мов у сучасних подорожах. У статті йде мова про роль іноземних мов у сучасному світі та подорожах. Вивчення іноземних мов актуальне, оскільки є ключем до успіху, розвитку різноманітних аспектів особистості та культурного збагачення. Варто зауважити, що у поданому тексті висвітлено важливі аспекти впливу іноземних мов на різні сфери життя. У результаті, робимо висновок, що знання мов не лише поліпшує особисті якості, полегшує подорожі, взаємодію з іншими туристами, але й допомагає у вирішенні різних ситуацій у міжнародному середовищі та є актуальним на сучасному етапі розвитку суспільства.

Ключові слова: багатомовність, іноземні мови, культура, міжкультурна комунікація, туризм.

1. Introduction

The object of the article is the role of foreign languages in the world. The subject of the article is the importance and influence of foreign languages on various aspects of modern life, including tourism. The purpose of the research is to reveal the importance of learning foreign languages in the modern world, to analyze their role in promoting international communication, development and expansion of cultural understanding. To achieve this, it is critically important to analyze the factors that shape the problem of learning foreign languages and to consider the possibilities of their solution.

2. General aspects of Foreign Languages

2.1. The Role of Foreign Languages in the World

Language is the primary means of communication between cultures and the understanding of one culture by another. The concept of intercultural communication mostly arises when individuals from different cultures meet, interact, and collaborate. Intercultural communication is an extremely important aspect of the modern world, where diverse cultures interact with the global community (Козирева, 2018). This process significantly influences both the socio-cultural and the socio-economic aspects of people's lives.



Fig. 1. Intercultural communication

Foreign languages play a crucial role in international economic relations. Multilingualism contributes to the development of international business connections. Companies that can effectively interact with partners and clients from different cultures have a competitive advantage.

Additionally, foreign languages play a vital role in the field of tourism. Tourists who are proficient in multiple languages easily engage with local businesses and participate in tours and events. This creates a positive impact on the country's economic development and enhances the quality of tourism services.

2.2. Why do you need to learn languages?

Learning foreign languages is the key to success in the modern world. Communication in foreign languages and processing a large amount of information are becoming increasingly important. People's interest in learning languages and exploring the unknown is exceptionally high. A person who is multilingual is a well-rounded individual, possessing better abilities to learn new things, being more open, and more confident in communication with others (Савчук, 2016).

Research has shown that studying a foreign language can improve memory, concentration, problem-solving skills, and much more. There is a well-known saying: «He who owns information (in this case, languages) owns the world» (Nathan Rothschild).

Proficiency in foreign languages opens up new career opportunities. In a globalized world, being fluent in a foreign language can give you a significant advantage in the job market.

It is not news that learning foreign languages is currently necessary due to the situation in our country. Since the onset of the full-scale invasion, a considerable number of Ukrainians have sought refuge in other countries and faced the challenge of a language barrier. Adults have realized that it is much easier for children to learn a foreign language (Савчак, 2016). Children who find themselves in another country at a young age can communicate freely on a daily basis within a month of being in a language environment. For adults, it takes much more time. In this case, learning a foreign language allows you to learn about the culture of its speakers, helping you adapt to new conditions and become more tolerant (Silvia, 2012).

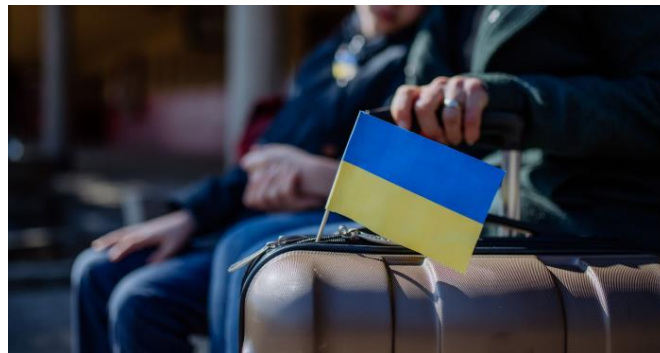


Fig. 2. Ukrainian immigrants

Additionally, knowledge of a foreign language is crucial for travel. Without knowing English or any other language, a person will be unable to communicate. Communication plays a significant role in tourism, especially in an international context. When you can speak the language of the country you are visiting, you can have a richer experience. Travelers encounter new people, traditions, and culture, expanding their perspective and enhancing their level of cultural development.

2.3. Knowledge of foreign languages is important during travel.

The more languages you learn, the more you enjoy traveling. You won't have to worry about unforeseen circumstances if you know the language and can communicate easily. Language proficiency simplifies various situations while traveling, such as ordering food in a restaurant, buying tickets, or seeking help in emergency situations. Proficiency in English can also be useful when interacting with other tourists or in tourist locations where English is the language of communication. This facilitates the exchange of information, obtaining advice, and finding common ground in an international environment (Берднік, 2020).

The ability to understand and interact with the local population can enhance the safety of the tourist, help solve problems, and avoid conflicts. Knowledge of English can save you even in

countries where it is not spoken, as people worldwide may know at least a few English phrases. It has become a kind of international language of communication (Савчук, 2016). Even in countries where it is not official, most people have a basic level of English or the ability to understand some phrases or expressions. In cases of emergencies or problems, such as getting lost, needing medical assistance, or facing an extraordinary situation, knowledge of English can prove to be very useful. You can seek help from locals, rescuers, or others, and there is a high probability that they will understand or respond to you in English.

English is widely used by people around the world. Knowledge of English is an important criterion for obtaining a visa in many countries, including the USA, UK, Canada, and Australia. It is well-known that many countries require interviews or communication during visa applications. If the applicant can speak English, it simplifies the process of dealing with the consular service and answering their questions. If the purpose of the visa is to visit an English-speaking country, consular services may consider knowledge of English important, as it contributes to easier understanding and navigation in a new environment.



Fig. 3. Visa application form

3. Conclusions

The article discusses the role of foreign languages in modern global travel, where global connections and international interactions are becoming increasingly essential. The proverbial phrase «learn languages, discover the world» takes on special significance. Foreign languages become not only a means of communication but also a key to cultural diversity and understanding of the surrounding world.

Furthermore, proficiency in foreign languages opens up new opportunities in business and tourism. Traveling becomes not only a means of relaxation but also a chance for self-development and enriching one's life. Language learning adds a spectrum of colors to journeys, offering unique experiences and the opportunity to deepen connections with the world around us.

Thus, the study of foreign languages not only expands communicative possibilities but also becomes a step toward discovering new horizons for those who have the courage to embark on this exciting path. Journeys enriched with linguistic diversity bring us closer to understanding the world and open endless possibilities for innovation and improvement.

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FINANCIAL MECHANISMS FOR THE IMPLEMENTATION OF THE DIGITAL ECONOMY IN THE EU AND UKRAINE

B. V. Havryshchuk,

T. I. Skrypnyk, Senior Lecturer (language supervisor)

V. N. Karazin National University, Kharkiv

Havryshchuk B. V., Skrypnyk T. I. Financial mechanisms for the implementation of the digital economy in the EU and Ukraine. The development of innovative financial technologies is one of the main directions of economic development in many countries of the world, including Ukraine and the EU. The digital economy provides for increased productivity, efficiency, and competitiveness of the economy through the use of the latest technologies and innovative approaches. However, the successful implementation of the digital economy requires significant financial resources and a favorable investment climate. In this regard, there is a need for the development and implementation of effective financial mechanisms.

Key words: digital, economy, financial, investment, mechanism, technology.

Гавришук Б. В., Скрипник Т. І. Фінансові механізми впровадження цифрової економіки в ЄС та Україні. Розвиток інноваційних фінансових технологій є одним з головних напрямків економічного розвитку в багатьох країнах світу, в тому числі в Україні і ЄС. Цифрова економіка забезпечує підвищення продуктивності, ефективності та конкурентоспроможності економіки за рахунок використання новітніх технологій та інноваційних підходів. Однак, успішне впровадження цифрової економіки потребує значних фінансових ресурсів та сприятливого інвестиційного клімату. У зв'язку з цим, виникає необхідність у розробці та впровадженні ефективних фінансових механізмів.

Ключові слова: економіка, інвестиція, механізм, технологія, фінансова, цифрова.

1. Introduction

The digital economy is an important part of the global economy, since technologies and information tools allow enterprises to work more efficiently and reduce costs. The implementation of financial mechanisms in the digital economy of the EU aims at supporting the development of digital technologies and creating new opportunities for business and innovation. It can be noted that the EU countries are developing their digital economy, making great successes every year. Some of them are developing faster than others. Aims. There is a research and verification of the existing innovative financial technologies in the countries of the EU and Ukraine, which are applied for the implementation of the digitalization and digitization of the economy in the countries under consideration. Tasks. Analysis of the concept of “innovative financial technologies” and

their characteristics in the context of countries of the EU and Ukraine. Study of innovative technologies and financial mechanisms used to stimulate the development of the digital economy in countries of the EU and Ukraine. Analysis of the results of the application of these financial innovations in countries of the EU and Ukraine. Identification of the main problems and obstacles that may arise in the implementation of the digital economy in countries. Development of recommendations on the use of financial mechanisms and innovative technologies for the successful implementation of the digital economy in countries. Objects. Innovative financial technologies are emerging in the context of the digital transformation of the global financial system.

2. How the digital economy affects the development of Ukraine and the EU

The digital economy explains the new economy, the new enterprise, and the new technologies, and how they are connected to each other and how they promote each other. If you and your organization understand these relationships - the role of new technology in creating a new enterprise for the new economy, then you can be successful.

In addition, the implementation of financial mechanisms helps to raise the level of investment attractiveness of the region and promotes its integration into the global economy. All of this has its effect. Some of them are developing at a faster pace than others. (Table 1).

Table 1. The annual aggregated digital economy and society index (DESI) for European Union member states from 2017 to 2022 (1-100). Top 10

State	2017	2018	2019	2020	2021	2022
Finland	47.85	50.37	54.14	58.43	63.16	69.6
Denmark	46.48	48.69	52.05	55.97	65.25	69.33
Netherlands	45.59	48.06	50.52	54.68	62.36	67.37
Sweden	45.71	48.74	51.96	55.75	60.49	65.22
Ireland	41.34	44.1	46.7	50.81	57.11	62.74
Malta	41.69	43.85	47.45	51.52	54.46	60.88
Spain	40.52	43.37	47.04	49.72	54.81	60.77
Luxemburg	43.83	45.82	47.73	51.2	55.04	58.85
Estonia	41.34	43.98	46.57	49.05	53.15	56.51
Austria	36.37	38.43	41.22	43.62	50.52	54.68

Source: ("Statista", n.d.)

As can be seen from the table, Finland has the highest DESI score in 2022 (69.6). From 2017 to 2022, the DESI score increased in most EU member states, indicating a growing development

of digital technologies. In most countries, there has been an increase in DESI over the past five years, indicating that many countries have made significant efforts to develop their digital technologies.

Most innovation is introduced by small and medium-sized enterprises (SMEs). The digitization of SMEs is a key goal of EU policy, and the competitiveness of European companies in high-tech and digital sectors is seen as a necessary condition for ensuring the international competitiveness of the EU in the 21st century. Through policies such as the Single Digital Market and investments under the NextGenerationEU Recovery Package, the EU hopes to promote the digitization of European companies and stimulate the growth of new high-tech sectors. They develop it at a rapid pace, creating new funds for financing. Therefore, there are many more available programs and each of them must be analyzed separately and in detail. (“NextGenerationEU”, n.d.)

Table 2. EU: digitalization level 2022, by country. Top 10

State	Connection	Human capital	Integration of digital technologies	Digital government services
Finland	15.1	17.8	14.8	21.8
Denmark	19.3	14.8	14.5	20.8
Netherlands	17.5	15.8	13	21
Sweden	15.1	15.5	14.1	20.6
Ireland	15.4	15.7	10.8	20.9
Malta	13.3	14.1	12	21.5
Spain	17.4	12.8	9.6	20.9
Luxemburg	14.8	14.4	8.7	20.8
Estonia	11.1	13.5	9.1	22.8
Austria	14.1	12.7	10	18

Source: (“Statista”, n.d.)

According to another “Table 2” and data, in 2022, Finland received the highest score in Europe in the Digital Economy and Society Index (DESI), ranking first in the human capital category thanks to the high digital skills of its citizens. Denmark ranked first in the area of communication. Estonia ranked first in the area of digital public services. According to the data from this table, we also analyzed that the highest scores for all four indicators were received by Finland, which indicates a high level of development of digital technologies and civic awareness

in this country. In addition to Finland, Denmark, the Netherlands, and Sweden also have high scores in all four categories.

The implementation of financial mechanisms in Ukraine is an important step in ensuring sustainable economic growth and development of the country. One of the key results of the implementation of financial mechanisms is the provision of access to financial resources for businesses and investors, which contributes to stimulating economic growth and development of various sectors of the economy. Ukraine ranks in the middle of the world digital competitiveness ranking.

It is important to note that the ranking is determined by many indexes, such as science, technology, and future readiness.

The government is also developing a legislative framework for the development of the digital economy, including a law on electronic document management, a law on cybersecurity, a law on the protection of personal data, and others. The volume of IT services exports is growing. In 2020, the volume of IT services exports exceeded \$5 billion, which is a significant achievement for the country.

Table 3. Rating of digital competitiveness of Ukraine and its closest competitors in 2021

State	Rating
Romain	50
Brazil	51
Bulgaria	52
Indonesia	53
Ukraine	54
Croatia	55
Mexico	56

Source: (“IMD Business”, n.d.)

Despite the positive development of the digital economy in Ukraine, there are certain challenges that need to be addressed. These include high levels of corruption, a lack of qualified IT professionals, and the lack of high-speed internet in some regions of the country.

3. State policy of Ukraine and the EU regarding the development of the digital economy

The EU’s digital economy policy is one of the most active and progressive in the world. One of the most well-known EU initiatives is the adoption of the “Single Digital Market Strategy” in 2015. The main goal of this strategy is to ensure the free movement of data and goods in the field of digital technologies within the EU, as well as to support innovation and the development of

digital infrastructure. Another important area of the EU's digital economy policy is the protection of personal data of EU citizens. In 2018, the General Data Protection Regulation (GDPR) was adopted, which aims to protect the rights and freedoms of individuals from the unlawful processing of their personal data (“Дія”, n.d.; “Загальний регламент”, n.d.; “Регламент Європейського”, n.d.).

Ukraine, like most countries in the world, feels the need to develop a digital economy. One of the main directions of Ukraine's state policy is to support the development of innovative technologies and digital solutions. One of the main strategies for the development of the digital economy in Ukraine is the “Dia” program, which contains a number of measures to support the development of the innovative and digital sector in Ukraine. Within the framework of this program, the state focuses on supporting small and medium-sized enterprises (SMEs) and startups that work in the field of digital technologies, in particular by providing financial and consulting support (“Цифрова стратегія ЄС”, n.d.).

4. Conclusions

The digital economy contributes to the retraining of the population and the improvement of productivity and innovation in the economy. The EU has significant successes in this area, so most EU countries occupy leading positions. Speaking about Ukraine, we concluded that Ukraine, so far, cannot claim high positions in the world, but Ukraine is already interacting with the EU, which provides a new flow of investments in the digital economy. Therefore, the development of new technologies leads to the creation of a new type of economy that is based on innovations, ideas, technologies, and information, rather than traditional physical factors of production. It can be concluded that support for the development of the digital economy is one of the main strategic goals of the development of modern countries. To achieve this goal, it is necessary to develop an effective policy for financing digital economic projects, support innovative enterprises, and create favorable conditions or ecosystems for the development of this sector.

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PROTECTIONISM AND ITS IMPACT ON NATIONAL PRODUCTION AND WELL-BEING ON THE EXAMPLE OF VENEZUELA

O. Y. Hevko,

I. M. Lavrinenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Hevko O. Y., Lavrinenko I. M. Protectionism and its impact on national production and well-being on the example of Venezuela. The article delves into the intricate relationship between protectionism, national production, and well-being using Venezuela as a case study. Protectionism, a pivotal element in the economic policies of various nations, especially those in developmental phases, is explored in the context of its implementation in Venezuela over several decades. The study is motivated by the contemporary relevance of understanding the repercussions of protectionist measures, particularly against the backdrop of Venezuela's ongoing economic crisis.

Venezuela's historical reliance on protectionism aimed to shield domestic production and reduce dependence on imports. However, the article unveils a complex scenario where, amidst the implementation of protectionist policies, the country is grappling with a multifaceted economic crisis. The exploration of this crisis becomes the focal point of the study, seeking to identify the causal links between protectionism and the challenges faced by Venezuela's economy.

The economic crisis in Venezuela is meticulously examined, with attention to the nuanced ways protectionist policies have contributed to the challenges. This crisis, marked by a decline in production and economic hardship, prompts a critical analysis of the efficacy of protectionism in achieving its intended goals. The study further assesses the implications for other nations contemplating similar protectionist measures, emphasising the potential pitfalls and negative consequences that may arise.

Beyond the economic realm, the article expands its purview to scrutinise the broader impact on the well-being of Venezuelans. Shortages of essential goods, including food and medicine, are traced back to the reduced availability of imported items due to protectionist policies. The resulting high levels of poverty, inflation, and unemployment are dissected to provide a comprehensive understanding of how protectionism can affect the daily lives of citizens.

In the broader international context, the article recognizes the implications of protectionism on global trade dynamics and diplomatic relations. It underscores how a nation's economic policies, as exemplified by Venezuela, can shape not only its domestic landscape but also influence its standing on the world stage. The study thus offers insights valuable not only to economists and policymakers but also to those interested in the intricate interplay between protectionism, national well-being, and international relations.

Keywords: protectionism, protectionist measures, trade, well-being.

Гевко О. Я., Лавріненко І. М. Протекціонізм та його вплив на національне виробництво та добробут на прикладі Венесуели. У статті досліджується складний зв'язок між протекціонізмом, національним виробництвом і добробутом на прикладі Венесуели. Протекціонізм, ключовий елемент економічної політики різних країн, особливо тих, що перебувають на етапі розвитку, досліджується в контексті його впровадження у Венесуелі протягом кількох десятиліть. Дослідження мотивовано сучасною актуальністю розуміння наслідків протекціоністських заходів, особливо на тлі триваючої економічної кризи у Венесуелі.

Історична залежність Венесуели від протекціонізму мала на меті захистити внутрішнє виробництво та зменшити залежність від імпорту. Однак стаття розкриває складний сценарій, коли в умовах реалізації протекціоністської політики країна бореться з багатогранною економічною кризою. Дослідження цієї кризи стає центром дослідження, яке має на меті виявити причинно-наслідкові зв'язки між протекціонізмом і проблемами, з якими стикається економіка Венесуели.

Економічна криза у Венесуелі ретельно досліджується, звертаючи увагу на нюанси, як протекціоністська політика сприяла виникненню викликів. Ця криза, відзначена спадом виробництва та економічними труднощами, спонукає до критичного аналізу ефективності протекціонізму в досягненні поставлених цілей. Дослідження також оцінює наслідки для інших країн, які розглядають подібні протекціоністські заходи, наголошуючи на потенційних пастках і негативних наслідках, які можуть виникнути.

Крім економічної сфери, стаття розширює свою сферу, щоб детально розглянути ширший вплив на добробут венесуельців. Дефіцит товарів першої необхідності, включно з продовольством і ліками, сходить до зменшення доступності імпортованих товарів через протекціоністську політику. Отримані в результаті високі рівні бідності, інфляції та безробіття аналізуються, щоб забезпечити повне розуміння того, як протекціонізм може вплинути на повсякденне життя громадян.

У ширшому міжнародному контексті стаття визнає наслідки протекціонізму для динаміки світової торгівлі та дипломатичних відносин. Це підкреслює, як економічна політика нації, прикладом якої є Венесуела, може формувати не лише її внутрішній ландшафт, але й впливати на її позицію на світовій арені. Таким чином, дослідження пропонує цінну інформацію не лише для економістів і політиків, але й для тих, хто цікавиться складним взаємозв'язком між протекціонізмом, національним добробутом і міжнародними відносинами.

Ключові слова: добробут, протекціонізм, протекціоністські заходи, торгівля.

1. Introduction

The object of the article is to comprehensively research the impact of protectionism on Venezuela's production and well-being. Given its significant role in the economic policies of many developing countries, including Venezuela, protectionism has been in place for decades to safeguard domestic production and reduce import dependence. However, amid Venezuela's current economic crisis, linked in part to protectionist measures, studying this topic is crucial for understanding the crisis's causes and identifying potential solutions. The findings also have broader implications for countries contemplating protectionist policies, offering insights to mitigate potential negative consequences and promote sustainable economic development.

The aim is to study and analyze trade protection measures in Venezuela, exploring causes and consequences of protectionist policies. It seeks to assess the pros and cons, consider ways out of the economic crisis, and provide an in-depth analysis of protectionism's impact on Venezuela's production, trade policy, and welfare. The tasks include defining protectionism, highlighting its methods, examining global trends in trade barriers, investigating Venezuela's use of restrictions, analyzing the economic and social impact, and summarizing the significance of protectionism in Venezuela on the global stage.

Economists Roberto Rigobon, Francisco Rodríguez, Enrique Montbraun and Maurizio Clovisser also contributed to the study of the topic (Hausmann & Rigobon, 2011; "Хто довів Венесуелу до перевороту", 2019). They have studied and identified various aspects of the impact of tariffs and trade barriers on Latin American economies, including Venezuela and the effectiveness of protectionist policies in developed countries, as well as their impact on economic growth and trade relations with partner countries.

2. Experience in using tariff and non-tariff restrictions in Venezuela

Protectionism, vital for shielding domestic markets and supporting local producers, plays a significant role in Venezuela—a country boasting a robust industry and diverse economy, ranking among the largest in the Latin American and Caribbean region, as per the World Trade Organization (WTO). However, Venezuela grapples with challenges like high inflation, budget deficits, and currency instability (Hausmann & Rigobon, 2011; "Хто довів Венесуелу до перевороту", 2019).

The impact of protectionism on Venezuela's economy varies based on implemented measures. A key motive for applying protectionist measures is reducing import dependence to foster a sustainable and self-sufficient economy. Notably, Venezuela employs import restrictions as one such protective measure (Technical Annex B of World Tariff Profiles, 2006; Venezuela AHS Total Tariff Lines by

region, 2003). Below is Figure 2.1, which shows how Venezuela's weighted average import tariff application has changed from 2003 to 2013.

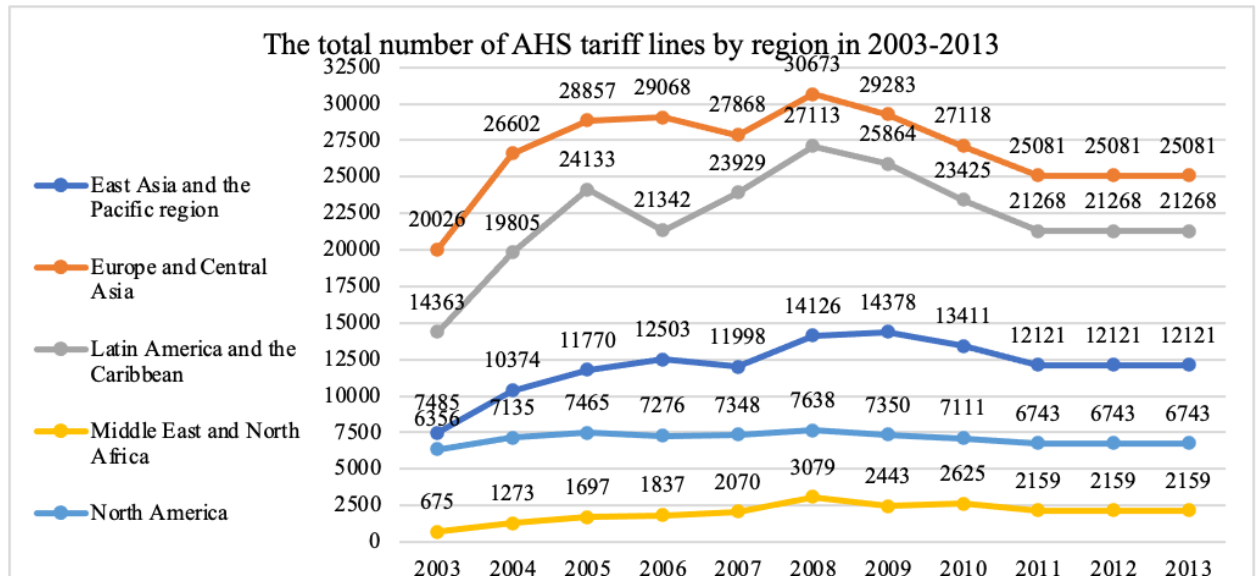


Fig. 2.1. Dynamics of application of AHS tariff lines of Latin American governments relative to other regions in 2003-2013 (Venezuela AHS Total Tariff Lines by region, 2003)

In 2017, the Venezuelan government introduced controls and restrictions on the import of goods such as food, medicine and others. This was done in order to support domestic production and reduce dependence on imports

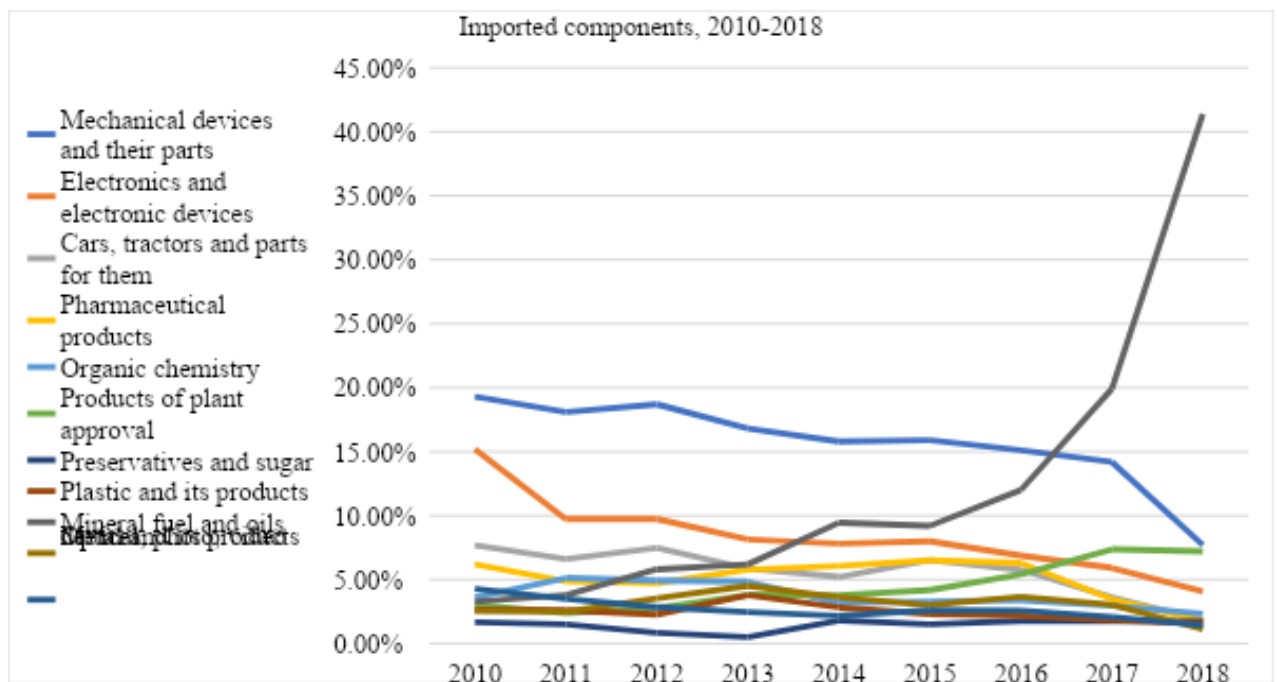


Fig. 2.2. Changes in the import of various components of trade in goods by Venezuela in 2010-2018, % (Kargman S. T., 2021; WORLD DATA ATLAS. KNOEMA, 2022).

The figure also shows an increase in the purchase of mineral fuels, although as we know this country is well supplied with oil deposits in general. Oil traditionally accounts for more than 85% of Venezuela's exports. Other exports include acyclic alcohols (2.2%), reduced iron (1%), gold (1.5%), crustaceans (0.9%) and spirits (0.4%). The country mainly imports refined oil (16.8%), rice (4.3%), corn (3.5%), wheat (2%), medicine (2%). The volume of goods imports decreased by approximately 5.3% in 2018.

3. Economic and social consequences of protectionism on the state of Venezuela

In 2021, Venezuela's foreign trade constituted 67.2% of GDP. Over the past 11 years, the Gross Domestic Product deteriorated by \$259 billion, with a noticeable decline in GDP per capita, particularly in 2015 and 2018. In 2019, the average daily income in Venezuela was just US \$0.72. A staggering 97% of Venezuelans are uncertain about their next meal. Consequently, humanitarian aid has been extended to alleviate poverty in the country.

Table 2.2

Comparative collection of the main economic indicators from 2010 to 2021

Year	GDP, billion US dollars	GDP per day, thousand US dollars	Unemployment rate	Export volume, billion US dollars	Import volume, billion US dollars	Number of population, million
2010	318,28	11,158	7,11	63	38,5	28,72
2011	316,48	10,934	6,9	83,8	51,4	29,096
2012	372,75	12,693	6,6	96,7	62,6	29,47
2013	258,99	8,695	7,54	98	48,4	29,838
2014	214,87	7,113	6,87	63,7	38	30,193
2015	125,45	4,097	6,08	34,11	27,7	30,529
2016	112,91	3,676	5,32	26,9	15,2	30,741
2017	155,88	3,807	5,05	28,67	10,2	30,563
2018	102,08	3,532	5,02	31,4	11,3	29,825
2019	74,42	2,675	5,1	15,1	6,09	28,971
2020	44,95	1,608	6,63	4,29	6,27	28,49
2021	59,51	2,157	6,41	3,2	7,05	28,199

Source: "Зовнішньоекономічна діяльність підприємства", 2012;

"The World Bank. Foreign direct investment, net inflows", 2021.; "Key Statistics and Trends in Trade Policy", 2020.

Protectionism's impact on population welfare varies with specific measures. Actions to boost domestic production and curb imports may raise consumer prices and restrict access to goods and

services. Conversely, measures protecting against cheap imports can preserve jobs but may disrupt production stability. In Venezuela, protectionism has reduced public access to goods and services, notably due to increased prices for domestic products. Table 2.3 illustrates inflationary changes in Venezuela.

Table 2.4

Development of the inflation situation in Venezuela in 2010-2020, %

Year	Venezuela	EU	USA	World
2020	2,959.80 %	0.50 %	1.23 %	1.92 %
2019	9,585.50 %	1.63 %	1.81 %	2.19 %
2018	130,060.20 %	1.74 %	2.44 %	2.44 %
2017	274.40 %	1.43 %	2.13 %	2.19 %
2016	254.95 %	0.18 %	1.26 %	1.55 %
2015	121.74 %	-0.06 %	0.12 %	1.43 %
2014	62.17 %	0.20 %	1.62 %	2.35 %
2013	40.64 %	1.22 %	1.46 %	2.62 %
2012	21.07 %	2.66 %	2.07 %	3.73 %
2011	26.09 %	3.29 %	3.16 %	4.82 %
2010	28.19 %	1.53 %	1.64 %	3.35 %

Source: (World data. Inflation rates in Venezuela, Performance over the last 40 years compared with the USA, 2019).

Since 2013, inflation in Venezuela has surged, reaching excessive levels in 2018. In contrast to the global norm of a maximum 0.5% increase, measures to boost domestic production and shield against cheap imports can create jobs and maintain economic stability. The hyperinflation has devalued the Venezuelan bolivar, prompting the government to launch Petro, a cryptocurrency backed by the nation's oil and mineral reserves.

4. Features and prospects of Venezuela's protectionist intentions in global economic cooperation

Protectionism in Venezuela yields both positive and negative outcomes. On the positive side, safeguarding local production fosters the growth of domestic enterprises, enhances employment, and increases overall production. This, in turn, reduces reliance on imports without negatively impacting local producers. On the flip side, protectionist measures can lead to a decline in the competitiveness of Venezuelan companies, resulting in decreased export volumes and lower product quality. The shift in competitiveness is reflected in Table 2.4, with data demonstrating the

country's relative standing compared to others. This decline in competitiveness was notably observed from 2010 to 2017 on a seven-point scale and from 2017 onwards on a 100-point scale.

Table 2.4

The level of competitiveness of Venezuela in 2010-2020

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Scope	3,48	3,51	3,46	3,35	3,32	3,3	3,27	45,09	43,17	41,83	40,3	22

Source: (United Nations Commodity Trade Statistics Database (UNCTAD): International classification of non-tariff measures, 2012)

Venezuela faces economic challenges, including instability, infrastructure issues, and reliance on oil exports, limiting its competitive advantages. Figure 2.5 depicts the declining investment climate, with direct investments decreasing from 2010 to 2021.

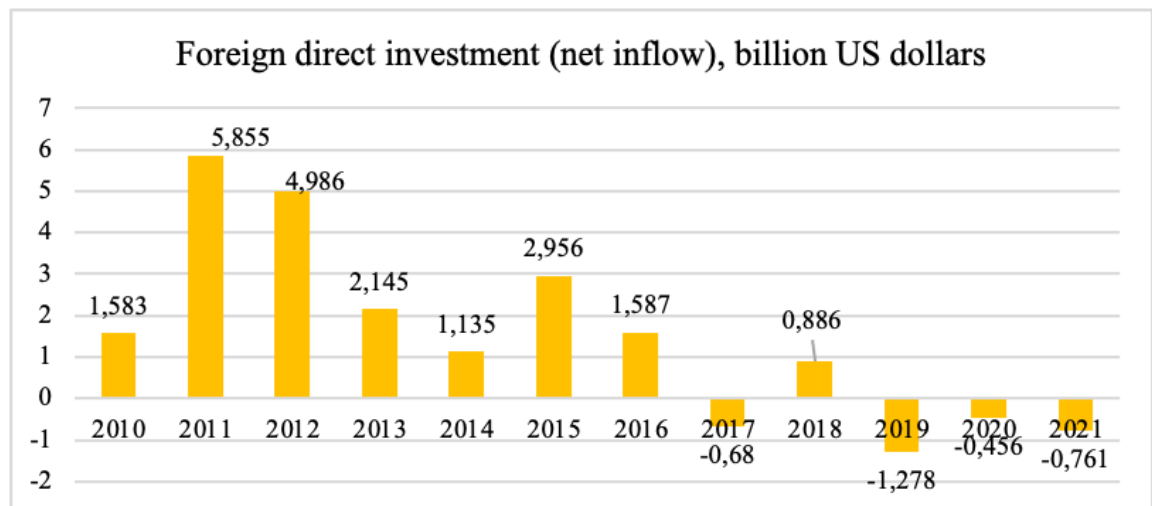


Fig. 2.5. Changes in investment volumes of Venezuelan enterprises in 2010-2021, billion dollars. USA (WORLD COMPETITIVENESS CENTER. Competitiveness Ranking, 2022).

Since 2015, economic conditions in Venezuela have become less favorable for business, with increased protectionist measures limiting foreign investments and hindering the development of new enterprises and jobs. The government employs various protectionist measures, including tariffs on imports, restrictions on foreign investments, subsidies to domestic companies, quotas on imported goods, and limitations on foreign participation in public procurement. However, these measures lead to higher prices for imported goods, hyperinflation, and decreased consumer solvency. Striking a balance between protectionist measures and a free market is crucial for ensuring the stable development of the country's economy.

5. Conclusions

The study summarizes key theoretical foundations, confirming that protectionism involves state intervention to protect national production through customs tariffs and non-tariff methods. Specific export and import restrictions are categorized into selective, sectoral, collective, and hidden types. Evolution over a century reveals protectionism's historical association with "import substitution" and subsequent shifts towards free trade agreements. Developing countries use mini-barriers during crises. In today's context, protectionism is viewed as "reasonable" with neo-protectionism and "green" protectionism gaining relevance. The study compares different perspectives on foreign trade approaches, emphasizing the ongoing dynamic nature of protectionist measures in global politics.

The study examined tariff measures introduced on various goods in Venezuela. From 2003 to 2013, Europe, Central Asia, Latin America, and the Caribbean saw significant import substitution. In the following eight years, demand for mechanical devices, plastics, pharmaceuticals, machines, tractors, and parts declined by 1.5 times on average, while mineral fuel and vegetable products increased by nearly 79 and 4.2 percent, respectively. By 2020, the economic crisis had propelled the national debt to a record \$327.72 billion. Analysing Venezuela's foreign trade from 2010 to 2021, the study revealed a trade balance below zero since 2020, indicating economic instability. Correlation analysis demonstrated the country's GDP dependence on imports during the same period. Modern protectionist trends in Venezuela, including local production protection, cheap goods import, production reduction due to price increases, and focus on mineral substance exports, were highlighted. The economy's competitiveness remained below average, emphasizing the potential negative consequences of import substitution and liberalization actions since 2017 on the country's social condition.

Venezuela's trade heavily impacts production and quality of life, particularly due to its reliance on oil exports. High oil prices boost income, fostering growth, while low prices result in economic decline. Recent years saw disruptions from political turmoil, US sanctions, and economic mismanagement, reducing oil production and imports. This scarcity led to shortages of essentials, exacerbating poverty, inflation, and unemployment. Beyond economic repercussions, trade influences diplomatic ties and stability. However, political tensions, as seen in Venezuela's strained relations with the US, contribute to the ongoing economic crisis, showcasing the broader social and political implications of trade disruptions.

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SWEDEN TAKING THE LEAD IN ENVIRONMENTAL POLICY

V. V. Hnatenko, V. V. Zalozna,

A. B. Kalyuzhna, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Hnatenko V. V., Zalozna V. V., Kalyuzhna A. B. Sweden taking the lead in environmental policy. This article analyses Sweden's environmental policy, including the establishment of the environmental policy framework, gives the overview of current environmental policy situation, and the plans, efforts, and initiatives Sweden has for its future environmental policies in both its foreign and domestic policy fields. The article provides an overview of how the European nation of Sweden carries out its environmental policy and the initiatives it promotes in the international arena. The policy of the country as an example for other nations aiming to achieve a more environmentally friendly future is highlighted.

Keywords: carbon dioxide, climate change, ecological objectives, emissions, environmental policy, Swedish government.

Гнатенко В. В., Залозна В. В., Калюжна А. Б. Лідерство Швеції в екологічній політиці. У цій статті проаналізовано екологічну політику Швеції, включаючи встановлення засад екологічної політики. Надано огляд поточної ситуації з екологічною політикою, а також плани, зусилля та ініціативи Швеції щодо її майбутньої екологічної політики як у зовнішній, так і у внутрішній політиці. У статті розглянуто, як європейська держава Швеція здійснює свою екологічну політику та її ініціативи, які вона просуває на міжнародній арені. Висвітлено приклад політики цієї країни для інших країн, які прагнуть досягти більш екологічно чистого майбутнього.

Ключові слова: викиди, вуглекислий газ, екологічна політика, екологічні цілі, зміна клімату, уряд Швеції.

1. Introduction

Environmental policy, according to the Swedish government, is the process of building a society that respects people, animals, and the environment while being devoid of harmful pollutants and emissions ("Environment and climate", n.d.). The object of the article is Sweden's environmental policy. The subject is peculiarities of the current environmental situation and prospects for the development of environmental policy in Sweden. The purpose of the study is to analyse how Sweden implements its environmental policy and what makes it so efficient to give the country global leadership in this field. The relevance of the article is explained by the fact that the world environment is in a critical state and requires changes in the shortest possible time. In

this case, Sweden is not only an initiator of environmental policy but also a good example of environmental regulations implementation.

2. The historical prerequisites of the current environmental policy in Sweden

Air and water pollution were the primary objectives of early ecological initiatives in Sweden, which has a long history of environmental policy. Sweden is known as the first country to pass an environmental protection act in 1967 as well as to host the first UN conference on the global environment in 1972 (“Sweden and sustainability”, n.d.). On June 4, 1992 Sweden signed the UN Framework Convention on Climate Change and committed, along with 36 other industrialised countries, to reducing greenhouse gas emissions as well as ratified the Kyoto Protocol in 1997 (“Evaluation”, n.d.). Sweden set ambitious targets for reducing greenhouse gas emissions in the period following the ratification, with a focus on increasing the use of sources of renewable energy in particular. Firstly, Sweden agreed to decrease their greenhouse gas emissions by a particular percentage from 1990 levels under the Kyoto Protocol as a developed country. Secondly, Sweden significantly enhanced the focus on sustainable practices and renewable energy sources according to the Kyoto Protocol. As a result, there were increased investments in areas such as hydropower, solar power, and wind energy, which contributed to reducing the energy sector's carbon intensity. Thirdly, in an effort to decrease emissions, Sweden adopted a number of national programs and regulations. In particular, Sweden, which puts a high priority on environmental sustainability, accepted the protocol in general and used it as a foundation for its own internal climate policies and initiatives (“Sweden’s long-term strategy”, n.d.).

3. Swedish environmental policy in the present

3.1. Internal focus of Swedish environmental policy

Sweden is addressing environmental concerns at the national, regional, and municipal levels in an effort to leave the next generation with a society where significant environmental difficulties have been tackled. The country has defined sixteen objectives for the integrity of the Swedish environment through its internal environmental policy. Sweden's desired level of environmental quality is outlined in the environmental quality objectives. They contain everything from healthy forest and farming systems to pure air, lakes devoid of eutrophication, acidification, and biodiversity protection (“The environmental objectives”, n.d.).

Sweden’s internal policies have a significant influence on its environmental policy. Its objective is to ensure that all companies and institutions in Sweden conform to severe environmental laws. The Swedish Environmental Protection Agency is in charge of carrying out

and organizing the country's environmental initiatives. Together with many others, the group works to safeguard biodiversity, decrease the effects of global warming, and promote a resource-conscious society ("The Swedish Environmental Protection Agency", n.d.). The different aspects of national environmental policy are laws, projects, and initiatives. In Sweden, policy is the primary tool used to convert the goals of environmental policy into implementable strategies. Established in 1998, the Environmental Code is a framework for law that includes broad environmental protection regulations ("Legal document", n.d.). Promoting sustainable development is the aim of the Environmental Code, which will guarantee a healthy and secure environment for both the current and future generations. According to the Code, in order to guarantee long-term good management with respect to the ecological, social, cultural, and economic elements, the usage of water, soil, and the natural environment must be preserved. It further declares that biodiversity must be preserved and that toxins and other harmful consequences must be prevented from endangering human well-being and the natural world ("The Swedish Environmental Code", n.d.).

3.2. Sweden's role in environmental policy on the international stage

Sweden plays a very prominent and significant role in solving environmental issues worldwide, influencing the global community and pushing other EU members to adopt entirely green policies. What's more, Sweden is a role model for other nations aiming to achieve a more environmentally friendly future. Swedes are the greatest at taking care of the environment and preserving it. They use a lot of renewable energy, have set a goal of having zero net emissions by 2045, and have put in place several laws to increase the energy efficiency of industry, transportation, and buildings ("Sweden Plans", 2017). Furthermore, by making significant investments in the creation of new technology for tackling climate change, Sweden is a leader in the world in achieving environmental goals to avert global warming.

The Swedish government declared in 2023 that it is making efforts to guarantee Sweden's proactive and leading role in international action on climate change. Sweden could promote efforts to tackle climate change in countries that are developing, aid in achieving a decrease of worldwide carbon dioxide emissions, encourage investors to invest in environmental initiatives, and efficiently accomplish the aims of its climate policy by global partnerships as outlined in Article 6 of the Paris Agreement ("Paris Agreement", n.d.). The Swedish Energy Agency is in charge of carrying out the Swedish International Climate Initiatives Program. The program's main objective since 2018 has been establishing strategies and increasing capacity for Article 6 collaboration, which will start during this phase. Therefore, until 2032, the government is expanding the Program's authority from SEK (Swedish kronas) 450 million to SEK 1.5 billion ("Government

boosting opportunities”, n.d.). With the assistance of newly passed or reformed laws in the fields of energy, transportation, and climate and environment, member nations of the EU will be able to achieve carbon neutrality by 2050 (“EU Fit for 55”, n.d.).

Sweden uses various platforms to promote the adoption of innovative ecological solutions and aids in increasing the general understanding of environmental challenges. On January 1, 2023, Sweden held the presidency of the Council of the European Union for six months until June 30, 2023. Sweden took over the leadership at a time when the European Union is facing unprecedented challenges. Priorities for Sweden focus on a more secure, environmentally friendly, and more independent Europe (“Sweden's Presidency”, n.d.). Under the Swedish Presidency, the Council and the European Parliament came to initial agreements on efficiency in energy use and renewable energy sources, further development of infrastructure for charging, environmentally friendly fuels for air and maritime transport, and infrastructure for charging growth.

The main accomplishment, both for the EU and Sweden: the world's most ambitious climate package, ‘Fit for 55’, is a list of recommendations for new initiatives and law updates intended to ensure that EU policies align with the climate targets, intends to cut greenhouse gas emissions by 55% by the year 2030. With regard to the EU's climate objectives, the package of proposals aims to provide a persuasive and equitable framework that: ensures a just and socially fair transition; upholds the EU's leadership position in the global fight against climate change by maintaining and strengthening the innovation and competitiveness of EU industry while ensuring a level playing field vis-à-vis third country economic actors (“Fit for 55”, n.d.). In addition, Sweden implemented legislation such as the Effort Sharing Regulation (ESR), the Regulation on the inclusion of greenhouse gas emissions and eliminations from land use, land-use change, and forestry (LULUCF), the Social Climate Fund, the wider emissions trading system (ETS) that will include new industries and reinforce the present EU emissions trade system, and regulations to decrease emissions of carbon dioxide (CO₂) to zero for both new individual automobiles and vans starting in 2035 (“EU climate package”, n.d.).

Sweden's activities in the international arena have a concrete implementation. From November 30 to December 12, 2023, the Swedish government was present at the UN Climate Change Conference (COP28) in Dubai. Before COP28, Sweden made the decision to provide more financing to the UN and two global climate funds to aid in climate adaption in underdeveloped nations. Sweden will provide further funds to the UN's Early Warnings for All initiative through Sida (Swedish International Development Cooperation Agency), amounting to SEK 60 million. The intention is to aid in the development of early warning systems for catastrophic weather occurrences and events related to climate change. Sweden is contributing an additional 100 million

Swedish kronas (SEK) to the Adaptation Fund in 2023, for a total of 230 million Swedish kronas. The fund primarily targets underdeveloped nations that are most susceptible to the effects of climate change. Additionally, Sweden is funding the Least Developed Countries Fund with an additional SEK 100 million this year, for a total contribution of SEK 230 million. Support for agricultural, food security, wellness, access to water, and environmentally friendly solutions are all included in the fund (“Historic agreement at COP28”, n.d.).

4. Sweden’s national environmental policy objectives

The framework contains several climate goals for Sweden:

- By 2030, Sweden's energy use is to be 50 percent more efficient than in 2005 (“Sweden’s draft”, n.d.).
- By 2030, emissions from domestic transport will be reduced by at least 70 per cent compared with 2010 (“Sweden's climate policy framework”, n.d.).
- By 2045, Sweden is to have zero net emissions of greenhouse gases into the atmosphere. This means that greenhouse gas emissions from activities in Sweden should be at least 85 percent lower than in 1990. The remaining 15 percent can be achieved through supplementary measures (“Sweden's climate policy framework”, n.d.).

These objectives also align with Sweden's desire to demonstrate global climate leadership.

Among the analyzed key factors established by the Swedish government (“Report 2023”, n.d.), the authors consider the following factors to be the most significant:

- Enhance the environment in order to attract investments that contribute to the accomplishment of the climate goals;
- Establish a comprehensive education and skill-upgrading strategy for the climatic change;
- Act effectively, proactively and strong action in the EU.

For decades to come, every kilogram of carbon dioxide released will have an unfavorable impact on the climate. Therefore, the Swedish authorities are confident that there are climatological, environmental, economic and social risks in postponing emission reduction measures. Though the measures taken must be expedient and take into account various risks. Sweden's climate goals can be attained if several instruments work together, they are as follows:

- Policy instruments must be as cost-effective as possible (for example, price on carbon, a price on emissions);

- Sweden has supplemented carbon pricing with other policy instruments for targeted interventions and to tackle related problems on the market such as a lack of knowledge and insufficient technological development;
- Since the early 1990s pricing of emissions has formed the basis of Swedish climate policy governance. The carbon tax with exemptions for biofuels and the EU Emissions Trading System have been cornerstones of this strategy (“Sweden’s long-term strategy”, n.d.).

4.1. The future plans of the Swedish government regarding environmental policy

Swedish government believe that there are four significant changes in the current environmental state that should be taken into consideration before changing policies:

- From manufacturing to consumption: Nowadays, consumption and the components of consumer goods are the main sources of concern. If the final emission concerns are to be resolved, it is necessary that hazardous materials be avoided during the production phase as well. It is a matter of influencing producers and consumers to select environmentally friendly options;
- From local to general problems: It often happens that local environmental problems can develop into global problems;
- The evolution of environmental protection policies: Environmental policy in its modern shape is slightly more than twenty years old;
- From point to non-point source pollution: due to this evolution, using controls and licensing to deal with emissions is no longer as effective. There are too many sources, and it is too complicated to identify it all and adopt centralized decision-making (Kriström & Wibe, 1997, pp. 42–44).

5. Conclusions

To sum up, the historical evolution of Sweden's environmental policy, marked by the ratification of the Kyoto Protocol and a focus on renewable energy sources, demonstrates the country's dedication to reducing greenhouse gas emissions and fostering sustainable practices. Sweden is not only striving to meet its national environmental policy objectives, such as achieving zero net emissions by 2045, but also actively engaging in global partnerships to address climate change on a broader scale. The future plans of the Swedish government highlight the need for economic controls and Sweden's commitment to economic instruments, like carbon pricing, demonstrates its determination to tackle emissions effectively. The Swedish government is committed to continuing to implement strong environmental policies and is working to promote sustainable development both domestically and internationally. The country's leadership in

environmental policies and its proactive role in global initiatives position it as a noteworthy example in the fight against climate change.

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PSYCHOLOGICAL TOURISM: THE IMPACT OF TRAVEL ON MENTAL HEALTH

A. R. Hnoieviy,

V. V. Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Hnoieviy A. R., Ilchenko V. V. Psychological tourism: the impact of travel on mental health.

The article explores the profound interplay between travel and psychology, delving into how travel influences mental health and personal growth. It discusses how travel experiences can act as catalysts for self-discovery, fostering resilience, adaptability, and cultural understanding.

Keywords: cultural understanding, mental health, personal growth, psychological tourism, psychology, travel experiences, travel.

Гноєвий А. Р., Ільченко В. В. Психологічний туризм: вплив подорожей на психічне здоров'я. Стаття досліджує глибокий взаємозв'язок між подорожами та психологією, заглиблюючись у те, як подорожі впливають на психічне здоров'я та особистісний розвиток. У ньому обговорюється, як може виступати каталізатором для самопізнання, сприяння стійкості, здатності до адаптації та культурного розуміння.

Ключові слова: культурного розуміння, психічне здоров'я, особистісний розвиток, психологічний туризм, психологія, досвід подорожей, подорожі.

1. Introduction

The subject of the study involves exploring the psychological dimensions of travel. The object of the study is the intricate relationship between travel experiences and its impact on the individual's mental health, emotional well-being, cognitive processes, and overall psychological resilience. The aim of the study is to clarify the transformative potential of travel on the individual's mental health and personal growth, shedding light on the mechanisms through which travel experiences contribute to enhanced psychological well-being and resilience. The relevance of the study is explained by the increasing recognition of the importance of mental health and personal development in contemporary society. Understanding how travel influences psychological processes can inform interventions aimed at promoting well-being and resilience among individuals. Clayton S., Galinsky A., Kurtz J, Gielan M., Nussbaum P., Bloom J., Filep S., Ginossar T., Jia L., and Chen C. are among the researchers investigating the intersection of travel, psychology, mental health, and personal development. Ukrainian researchers exploring the nexus between travel, psychology, mental health, and personal development include Morze N., Zholud O., Vakula T., Zaremba I., and Shved S. The purpose of this study is a comprehensive exploration of the psychological dimensions intertwined with travel experiences. Firstly, the study aims to

dissect the intricate psychological dynamics inherent in travel encounters and delineate their profound influence on the individual's mental health. Secondly, it seeks to investigate how travel serves as a catalyst for personal development, fostering heightened self-awareness, cultural sensitivity, and emotional intelligence among individuals. Thirdly, the study endeavours to elucidate the therapeutic potential of travel by examining its capacity to alleviate stress, anxiety, and depression, thereby promoting overall well-being. Lastly, it aims to derive actionable insights and recommendations for leveraging the psychological benefits of travel to enhance resilience and psychological flourishing in the individual's life. It is anticipated that the results of this research will contribute to the development of scientific knowledge in the field of tourism studies and provide a foundation for further scientific exploration in this direction.

2. Aspects of travel psychology

Traveling may seem like just a vacation or a way to get to know new places, but its impact on the individual's mental well-being is deeper than it might seem at first glance. Being in new environments, meeting different cultures and interacting with different people have a powerful effect on our emotional and mental state. First, travel helps reduce stress and improve mood. When we travel, we go outside our usual environment, which allows us to take a break from daily routines and problems. New impressions, bright colours, interesting smells – all this stimulates our sensory systems and causes positive emotions. Secondly, travel promotes the development of tolerance and openness to other cultures. Meetings with representatives of different ethnic groups, communicating with them, studying their traditions and customs help people expand their worldview, understand and accept the diversity of everything that surrounds us. Thirdly, travel promotes personal growth and self-discovery (Горобец, 2019).

In general, traveling is not only a way to relax, but also a powerful tool for our personal development and mental well-being. It helps us rethink our lives, find new values and goals, and enrich our inner life with unforgettable impressions and experiences. Travel, as an integral part of the human experience, plays a key role in the formation of the person and their identity. It provides a unique opportunity to meet different cultures, traditions and ways of life (Dai, Wang, & Kirillova, 2021, pp. 334-350).

3. Psychology as part of medical tourism

Incorporating medical tourism into the discussion of travel, psychology, mental health, and personal development widens the scope of exploration. Medical tourism, the practice of traveling to another country for medical treatment, adds a unique dimension to the study of how travel

influences psychological well-being and personal growth. The objectives of the study thus extend to encompass the psychological aspects of medical tourism. Specifically, the study aims to examine the psychological factors motivating individuals to engage in medical tourism, including the pursuit of improved health outcomes, access to specialized treatments, and cultural immersion. By integrating medical tourism into the broader discourse on travel and psychology, the study aims to provide insights into the multifaceted ways in which travel experiences shape individuals' mental health and personal development trajectories (Якименко, 2012, сс. 223-227).

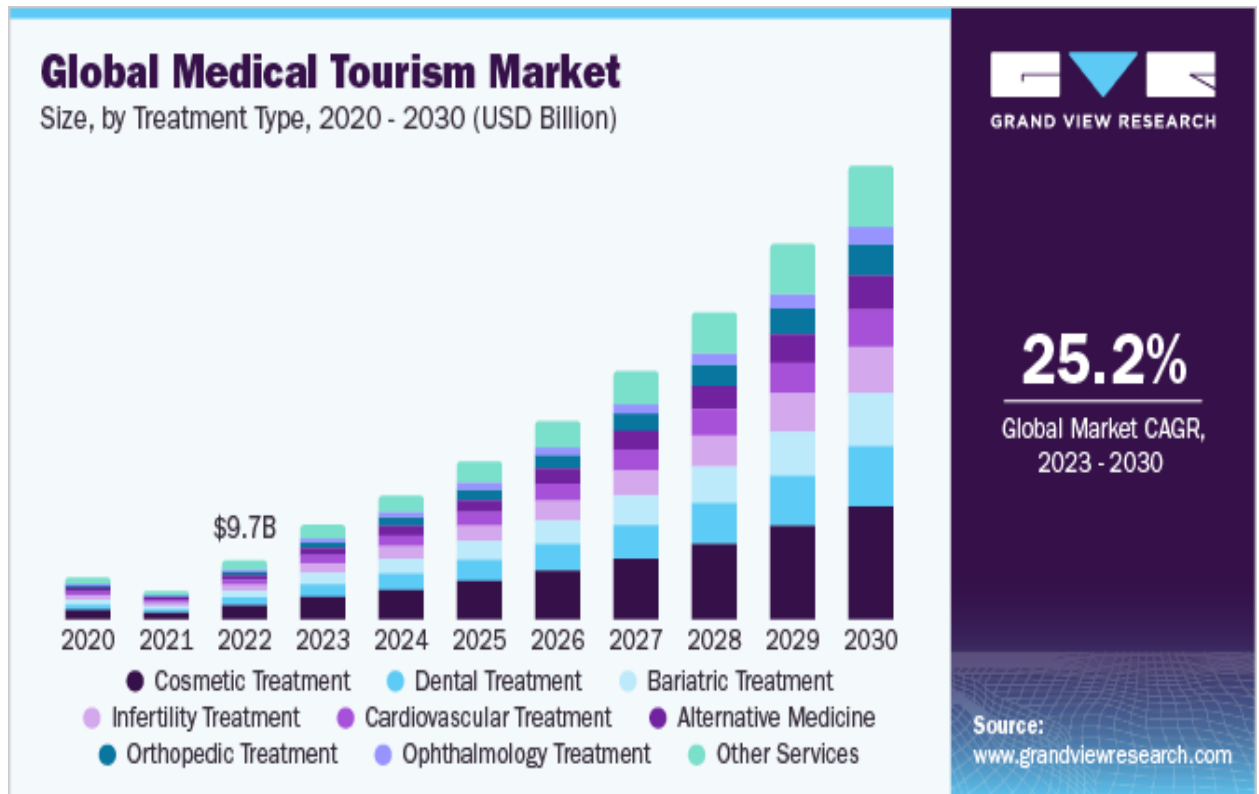


Fig. 1. Medical tourism market size, by country, 2016-2027, USD Billion

Source: Grand View Research, 2024

The winners in this field are India, Turkey, Thailand, Israel and Spain. And what about Ukraine? It would seem that a favourable geographical location, optimal price-quality ratio and favourable legislation are conditions that should contribute to the development of medical tourism in the state. Yes, indeed, many foreigners choose Ukraine, particularly because of low prices and high quality of medical services. However, at the international level, there is not enough information about our clinics, medical centres and Ukraine in general. In 2019, almost 65,000 medical tourists visited our country for treatment. During the same period, neighbouring Poland was visited by about 180,000 medical tourists. All data are approximate due to the lack of a single

statistic that would show real numbers and would make it possible to estimate the number of foreign patients in Ukraine (Сисоєнко, Цимбалюк & Тозон, 2016).

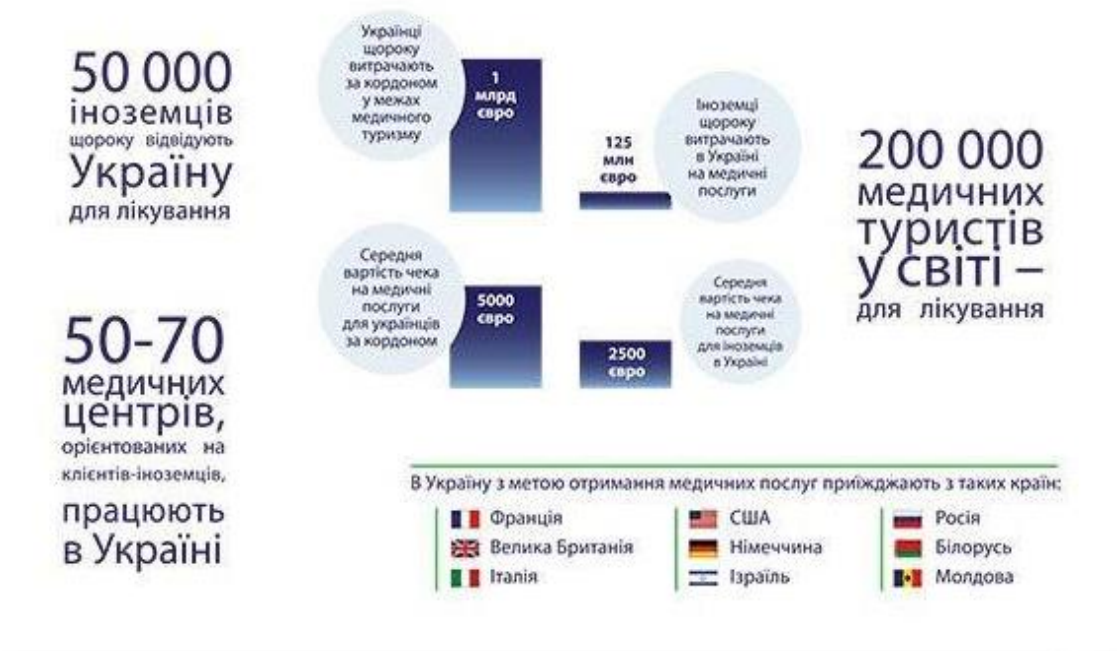


Fig. 2. Structure of medical tourism

Source: Medical tourism in Ukraine: problems and prospects, 2023

4. Problems of psychological tourism

Psychological tourism, while offering numerous benefits for the individual's mental health and personal development, also presents several challenges that warrant consideration.

Accessibility and Equity. Accessibility to psychological tourism services poses a significant challenge, particularly for marginalized and underserved populations. Economic barriers, limited infrastructure, and geographic remoteness can hinder the individual's ability to access mental health support while traveling. Moreover, disparities in healthcare quality and availability between tourist destinations and local communities may exacerbate existing inequalities in access to mental health services.

Dependency and Exploitation. Psychological tourism can inadvertently perpetuate dependency relationships and exploitative dynamics between travellers and host communities. In some cases, the influx of tourists seeking mental health services may create dependencies on external aid and undermine local autonomy and self-reliance (Гритчук, 2019, С. 2-3).

Stigma and Discrimination. Stigma surrounding mental health remains a pervasive challenge within the context of psychological tourism. Negative stereotypes and misconceptions about mental illness may deter individuals from seeking help or disclosing their psychological concerns

while traveling. Moreover, travellers may encounter discrimination or prejudice based on their mental health status, leading to social isolation and exacerbating feelings of shame and self-stigma.

Cultural Shock and Adjustment. One prominent issue in psychological tourism involves cultural shock and adjustment difficulties. Traveling to unfamiliar environments with different cultural norms, languages, and social practices can be overwhelming for individuals, leading to feelings of disorientation, anxiety, and isolation.

Ethical and Professional Standards. Another challenge pertains to maintaining ethical and professional standards within the psychological tourism industry. The provision of mental health services across diverse cultural and regulatory contexts requires adherence to rigorous ethical guidelines and professional standards. However, the lack of uniform regulations and oversight mechanisms in some destinations may expose travellers to substandard or unethical practices.

Addressing these challenges necessitates collaboration among stakeholders, including mental health professionals, policymakers, tourism operators, and local communities. Initiatives aimed at enhancing cultural sensitivity and cross-cultural communication skills among mental health practitioners can help mitigate the adverse effects of cultural shock and foster inclusive and culturally competent psychological tourism practices (Wen et al., 2023, p. 1-2).

5. Conclusions

In conclusion, psychological tourism holds significant promise as a transformative tool for promoting mental health and well-being on a global scale. However, several challenges must be addressed to realize its full potential and ensure ethical and sustainable practices. To address the challenges of cultural shock and adjustment, initiatives aimed at promoting cultural sensitivity and cross-cultural communication skills among mental health practitioners are essential. Training programs and cultural immersion experiences can help professionals better understand and navigate diverse cultural contexts, enhancing the effectiveness and inclusivity of psychological tourism services. Ethical and professional standards must be upheld within the psychological tourism industry to safeguard travellers' well-being and preserve the integrity of mental health services. Improving accessibility and equity in psychological tourism requires targeted interventions to address economic disparities and geographic barriers to access. It is expedient to support a new direction of tourism activity on the part of the state, namely the formation of legislative and regulatory regulation: to supplement the Law of Ukraine "On Tourism" with such type of tourism as psychological tourism. Finally, addressing stigma and discrimination surrounding mental health is crucial for creating inclusive and supportive environments within the psychological tourism sector. In moving forward, the development of psychological tourism

should be guided by principles of social justice, equity, and human rights. By prioritizing ethical practice, cultural sensitivity, and community empowerment, psychological tourism has the potential to promote mental health and well-being for all, enriching the lives of individuals and communities around the world.

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THE PROCESS OF INDUSTRIALIZATION AND MODERNIZATION IN THAILAND: CONTENTS AND FEATURES

T. K. T. Hoang,

A. Y. Ponikaryova, PhD (language supervisor)

V. N. Karazin Kharkiv National University, Kharkiv

Hoang T. K. T., Ponikaryova A. Y. The process of industrialization and modernization in Thailand: contents and features. The article focuses on the content and characteristics of industrialization and modernization in modern Thailand. In each historical period, based on the socio-economic situation, industrialization has specific and appropriate content and stages. The current development of agriculture in Thailand cannot but recall the government's long-term strategic vision. Over the past four decades, Thailand has made significant progress in social and economic development, moving from a low-income country to an upper-middle-income country in less than a generation.

Key words: industrialization, modernization, contents, features, Thailand.

Хоанг Т. К. Ч., Понікарьова А. Ю. Процес індустріалізації та модернізації в Таїланді: зміст та особливості. У статті зосереджено увагу на змісті та особливостях індустріалізації та модернізації в сучасному Таїланді. У кожен історичний період, залежно від соціально-економічної ситуації, індустріалізація має специфічний і відповідний зміст та етапи. Сучасний розвиток сільського господарства в Таїланді не може не нагадувати про довгострокове стратегічне бачення уряду. За останні чотири десятиліття Таїланд досяг значного прогресу в соціальному та економічному розвитку, перетворившись з країни з низьким рівнем доходу на країну з доходом вище середнього менш ніж за одне покоління.

Ключові слова: індустріалізація, модернізація, зміст, особливості, Таїланд.

1. Introduction

Thailand fits the Asian model of newly industrialised countries (NICs), which has the following special features: high growth rates of GDP and GDP per capita, accompanied by a reduction in social inequality; high savings and foreign investment rates, backed by a high degree of incentives; export orientation and openness of the economy; and macroeconomic stability. Over the past decades, Thailand, like other NICs, has been able to establish trade relations and take a leading position in international markets.

Thailand has undergone a major industrial and social transformation amidst rapid economic growth and development for more than half a century. It is now the second largest economy with the 4th highest GDP per capita income among the member countries of the Association of

Southeast Asian Nations (ASEAN). It has successfully transitioned from agriculture to export production, integrating key industries. It has also been quite successful in attracting foreign direct investment, especially in export-oriented sectors of the economy (“Thailand”, 2015, p 5).

2. Achievements

Agriculture was the main driving force of the economy until the 1960s. The high growth rates recorded during the following decades were driven by the success of other economic sectors, and the efficiency of agriculture and its role in the industrialisation process was not significant. However, farmers' quick response to market incentives and their ability to continuously renew production provided the raw materials needed to build a strong national agro-industrial sector, meeting growing and diversified demand and maintaining Thailand among the leading exporters of agro-industrial products in Asia (Kermel-Torrès, 2004, p.83).

Thailand's rapid industrialisation was based on the ability to allocate land for industry and provide high-quality facilities and services at industrial sites. Among these facilities, industrial estates developed after 1972 played a key role in Thailand's industrialisation, along with the main transport and communication infrastructure, and contributed to the country's growth by attracting a large share of FDI and TNCs (Aveline-Dubach, 2010, p.174).

With a relatively well-developed infrastructure, free enterprise economy and investment policy, Thailand is highly dependent on international trade. Exports account for about two-thirds of GDP and include electronics, agricultural products, automobiles and parts, and food processing. Industry and services account for about 90% of Thailand's GDP. The agricultural sector, consisting mainly of small farms, contributes only 10% of GDP but accounts for about a third of the workforce. Thailand has attracted approximately 3-4.5 million migrant workers, mostly from neighbouring countries (“The World Bank”, n.d.).

Over the past few decades, poverty has been significantly reduced. In 2013, the Thai government introduced a nationwide minimum wage policy of 300 baht per day and introduced new tax reforms aimed at reducing rates for middle-income people.

3. Industrial growth

Industrialisation since the 1960s has led to major changes in the economic structure and society of Thailand, which previously had all the characteristics of an agricultural country. Government policies have promoted industrialisation through import substitution and private investment (domestic and foreign) and provided incentives for entrepreneurial industrial activity. The contribution of industry to GDP increased and cooperation between bankers and local

industrialists created the economic basis for the expansion that took place over the next two decades. In the early 1980s, when the country was in full recession, the industrial strategy shifted to exports, while maintaining an import substitution strategy. The share of industrial output grew steadily, although rather unevenly across provinces, thereby displacing the share of the agricultural sector in GDP. The consequences of the 1997 crisis and economic downturn had rather uneven effects depending on the sector (Kermel-Torrès, 2004, p. 12).

The share of foreign trade in the country's economy, which grew from 50% of gross domestic product in the 1980s and 1990s to 70% in 1990-1996, indicates the degree of Thailand's integration into globalisation, which is greater than in other countries in the region. All this was due to the country's dynamic industrialisation and integration into Asian intra-company exchanges (Kermel-Torrès, 2004, p.13).

Thailand experienced rapid growth before the Asian financial crisis in 1997-1998. The country's economy, compared to other second-wave NICs, was able to recover quite quickly. Despite slower economic development in recent decades, per capita income has continued to increase due to a rapid demographic transition. Thailand joined the group of middle-income countries in the early 2010s. Economic development led to rapid urbanisation with the emergence of industrial centres (“OECD Investment”, 2021, p. 52).

4. Remaining Problems

However, the growth prospects of the export-led model that has recently provided such a large part of Thailand's economic growth seem to have diminished significantly due to stagnant productivity. Average growth in total factor productivity (TFP) stagnated from 3.6% per annum in the early 2000s to just 1.3% during 2009-2017. Private investment has declined from over 40% in 1997 to 16.9% of GDP in 2019, while foreign direct investment flows and participation in global value chains show signs of stagnation (“OECD Investment”, 2021, p. 52).

Thailand's economy is recovering from the 2014 coup, which led to a slowdown in growth in recent years. The Thai economy is characterised by low inflation, low unemployment, and moderate levels of public and external debt. Tourism and government spending, mainly on infrastructure development and short-term stimulus measures, have helped to improve the economy. Over the longer term, however, the level of agricultural debt, political uncertainty and the ageing population pose risks to the country's economic growth.

In addition, the COVID-19 pandemic has hit the economy, exacerbating structural problems. In 2020, the economy is estimated to have contracted by 6.1%. This is sharper than the decline that

occurred during the 2008 global financial crisis (0.3% in 2008) and second only to the 7.2% drop in 1998, the sharpest single-year decline in the economy in 25 years (“The World Bank”, n.d.).

Increased natural disaster frequency is also a threat to sustainable economic growth, as it comes at the expense of the environment and inclusion. Greenhouse gas emissions have risen markedly during the recent period of rapid growth, as have inequalities between the country's regions and businesses. Thailand is a major polluter of marine plastic on land, in river systems and along the coast. Through the national Thailand's Draft Action Plan on Marine Plastic Debris 2023-2027 and the Bio-Circular Green Economy (BCG model), Thailand has set out to identify mechanisms for separating plastic waste between the public and private sectors and to strengthen the circularity of plastic waste (“World Bank”, 2022, pp. 3-4).

5. Conclusion

In this way, Thailand has transformed its economy from agriculture to export production, integrating its main manufacturing industries into the regional value chain. Thailand has joined a number of countries with high middle income, growth and poverty reduction. The country's GDP has experienced significant growth during a period of political stability in the country, business-friendly environment, large domestic market open to foreign investment. After the Asian financial crisis, economic growth slowed down.

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ECONOMIC FEATURES OF LOGISTICS SYSTEMS OF GREAT BRITAIN

K. A. Horbatenko,

V. R. Khashchenkov,

I. M. Lavrinenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Khashchenkov V. R., Horbatenko K. A., Lavrinenko I. M. Economic features of logistics systems of Great Britain. The article is about the economic features of logistics systems and role of logistics in the country's economy. As one of the world's most developed nations, Great Britain's high economic activity significantly influences the development of its logistics systems. The research identifies the logistics systems in Great Britain as the object of study, integral to the nation's economic infrastructure, with a specific emphasis on understanding their functioning and influence. Additionally, the study emphasizes the importance of examining the current level and dynamics of logistical indicators to comprehend and to predict the country's competitiveness on the global stage.

Keywords: customs, development, Great Britain, logistics systems, LPI, trade and transport infrastructure.

Хашченков В. Р., Горбатенко К. А., Лавріненко І. М. Економічні особливості логістичних систем Великої Британії. Стаття про економічні особливості логістичних систем та роль логістики в економіці країни. Висока економічна активність Великої Британії, як однієї з найрозвиненіших країн світу, значно впливає на розвиток її логістичних систем. Дослідження визначає логістичні системи у Великій Британії як об'єкт дослідження, невід'ємну частину економічної інфраструктури нації, з особливим акцентом на розумінні їх функціонування та впливу. Крім того, дослідження підкреслює важливість вивчення поточного рівня та динаміки логістичних показників для розуміння та прогнозування конкурентоспроможності країни на світовій арені.

Ключові слова: Великобританія, логістичні системи, митниця, розвиток, торгово-транспортна інфраструктура, LPI.

1. Introduction

Logistics is one of the key sectors of the economy of any country. It ensures effective and uninterrupted movement of goods, which is necessary for the normal functioning of production, trade and other spheres of economic activity. Great Britain is one of the most developed countries in the world with high economic activity. This factor directly affects the development of the logistics systems of the country. Therefore, the study of the economic features of logistics systems

in Great Britain is a relevant topic, as it allows a better understanding of how logistics affects the economic development of the country.

Thus, the purpose of this study is a detailed analysis and study of the economic features of logistics systems in Great Britain. The object of the study is the logistics systems of Great Britain as a component of the country's economic infrastructure. The subject of the study is the economic aspects of the functioning and influence of logistics systems on the economy of Great Britain.

2. Current level and dynamics of logistical indicators of Great Britain

Analysis of the current level and dynamics of logistics indicators of Great Britain is necessary for understanding and forecasting its competitiveness on the world stage. From the competence and quality of logistics services to the quality of trade and transport infrastructure, from the efficiency of the customs clearance process to the ability to track cargo - all these aspects affect the country's ability to ensure fast and efficient movement of goods.

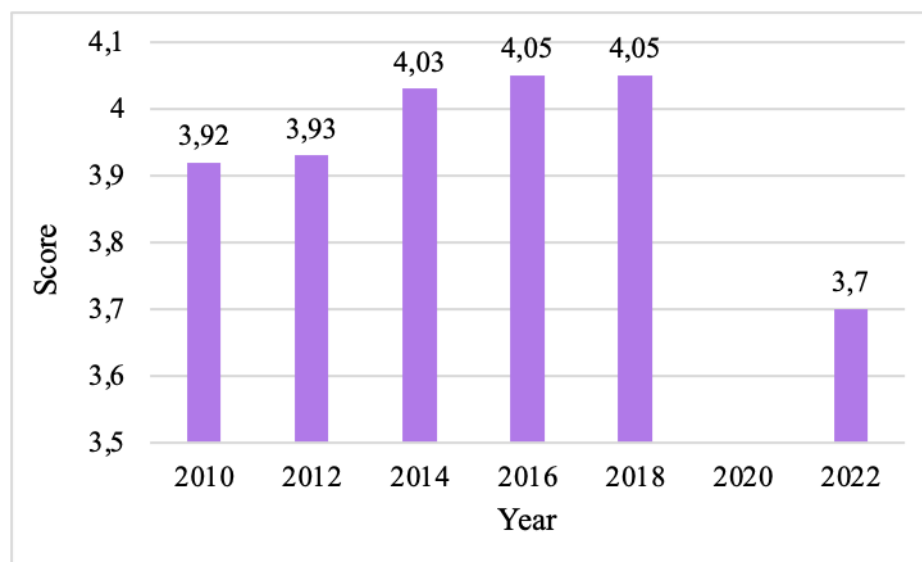


Fig.1. Competence and quality of logistics services from 2010-2022

Source: compiled by the authors according to their calculations, using materials from: "Logistics performance index: Competence and quality of logistics services", n.d.

Analyzing the data of the graph "Competence and quality of logistics services of Great Britain", it is possible to observe a steady increase in scores during the period from 2010 to 2018, which indicates a gradual improvement of logistics services in the country. It is noted that in the period between 2014 and 2018, the score remained at a high level - 4.05. However, in 2022 there was a selective change and the score dropped significantly to 3.7.

The decrease in the assessment of competence and quality of UK logistics services in 2022 may be due to the following factors: The withdrawal of Great Britain from the European Union. Exit from the EU led to additional customs procedures and bureaucratic barriers, which negatively affected the efficiency of logistics processes; Pandemic of COVID-19. The COVID-19 pandemic has disrupted logistics supply chains, which has also negatively affected the quality of logistics services. Growing competition from other countries. Other countries such as China, India and Singapore are actively developing their logistics systems, putting additional pressure on UK logistics companies.

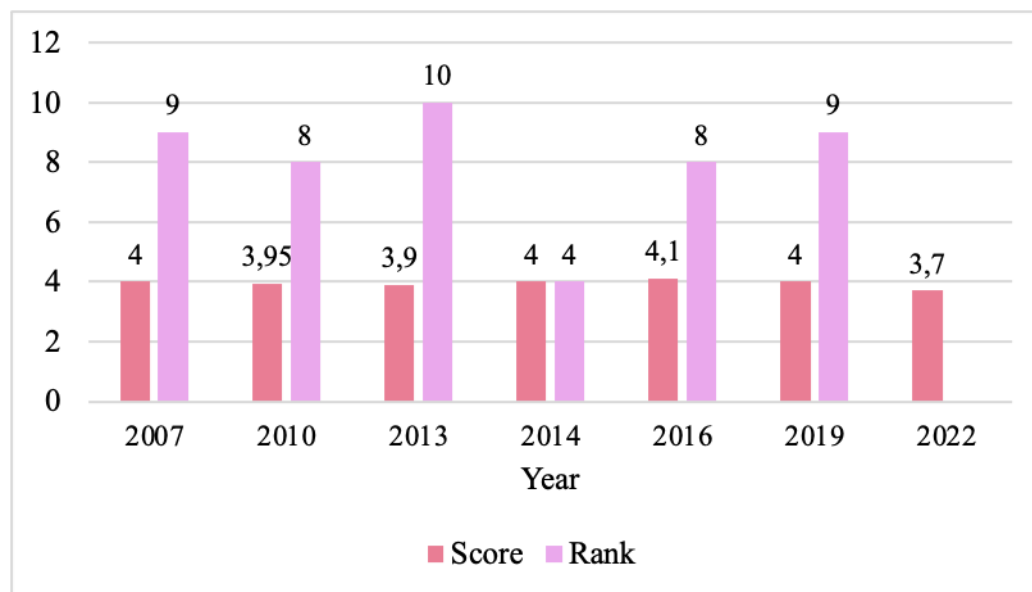


Fig.2. LPI of Great Britain from 2007-2022

Source: compiled by the authors according to their calculations, using materials from: “Logistics Performance Index”, n.d.; “United Kingdom Logistics Performance Index”, n.d.

The start of the review in 2007 shows a relatively high level of the LPI index at 4, which is above average. This testifies to the generally high efficiency of logistics systems in Great Britain at that time. From 2007 to 2013, the LPI index decreased, although these changes were quite small. This may indicate some difficulties or challenges in the logistics sector during this period, such as infrastructural problems or procedural shortcomings. However, there was a significant improvement in 2014, with the index rising to 4. This may indicate successful measures or reforms aimed at improvement of logistics processes. From 2014 to 2019, the index stabilized again at around 4, indicating the continued high level of efficiency of logistics systems in the UK. However, in 2022 there is a relative decrease in the index to 3.7. This may indicate possible problems or challenges that the country faced during this period, such as changes in trade or geopolitical conditions.

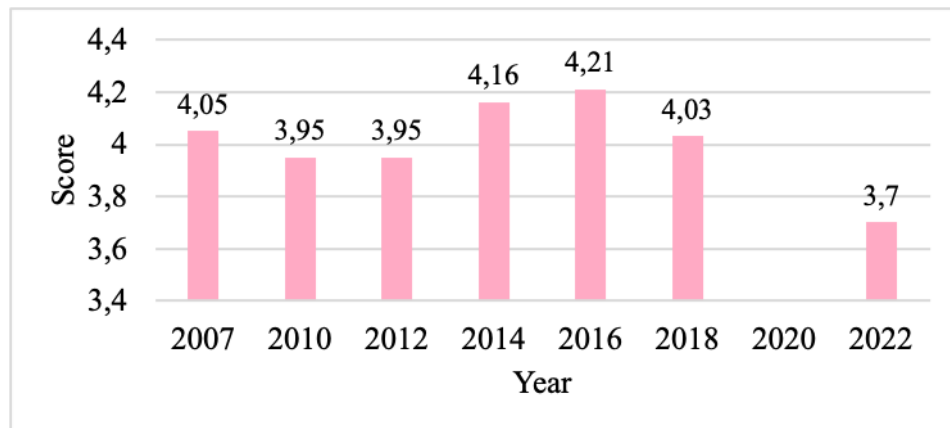


Fig.3. Quality of trade and transport-related infrastructure 2007-2022

Source: compiled by the authors according to their calculations, using materials from: “Logistics performance index: Quality of trade and transport-related infrastructure”, n.d.

According to the figure 3, in 2007 the quality of the UK's trade and transport infrastructure was rated at 4.05 points. This means that the country's infrastructure was of high quality and competitive. In subsequent years, the quality of the UK's trade and transport infrastructure gradually increased, reaching a high of 4.21 in 2016, indicating that the country's infrastructure was among the best in the world. In 2018 and 2020, the quality of the UK's trade and transport infrastructure dropped to 4.03 points. This may be related to the exit of Great Britain from the European Union. Exit from the EU led to additional customs procedures and bureaucratic barriers, which negatively affected the efficiency of logistics processes.

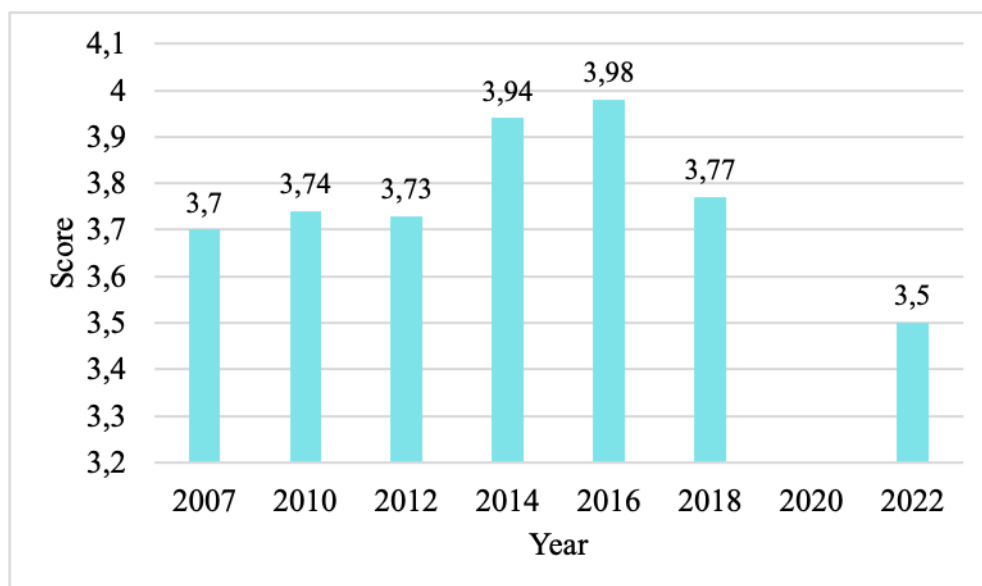


Fig.4. Efficiency of customs clearance process 2007-2022

Source: compiled by the authors according to their calculations, using materials from: “Logistics performance index: Efficiency of customs clearance process”, n.d.

According to the chart, in 2007 the efficiency of the UK customs clearance process was estimated at 3.7 points. This means that the customs clearance process was inefficient and lengthy. In subsequent years, the efficiency of the UK customs clearance process has gradually increased, reaching a maximum of 3.98 points in 2016, indicating a more efficient and speedy customs clearance. Ensuring the speed and efficiency of customs clearance is key to maintaining international trade. The decrease in the score in 2018 and 2022 may be related to Brexit and the COVID-19 pandemic.

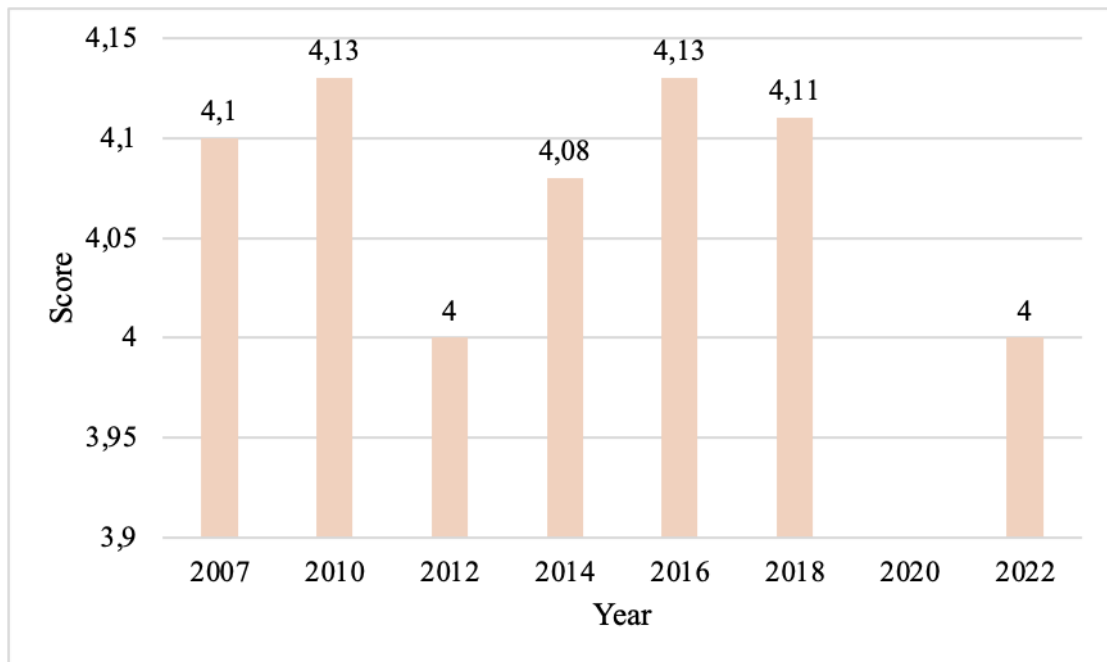


Fig.5. Ability to track and trace consignments

Source: compiled by the authors according to their calculations, using materials from: “Logistics performance index: Ability to track and trace consignments”, n.d.

The Freight Track and Traceability graph shows a steady positive trend from 2007 to 2022. Scores ranged from 4 to 4.13 with an overall increase to 4 in 2022. This shows that the tracking and control of goods in the UK is quite effective and stable. It is important to consider that the introduction of modern technologies and tracking systems can have a positive effect on logistics and trade processes. Persistence of high scores in 2010, 2016 and 2022 may indicate continuity and reliability of cargo tracking systems.

3. Prospects and trends logistics systems of Great Britain

The increase in the number of vehicles and the volume of transport is an important problem in Great Britain. It is estimated that if it is not resolved by 2025, the losses due to the loss of time

by passengers will amount to an additional 22 billion pounds (“Транспорт у Великій Британії”, n.d.).

Great Britain has a high level of development of the logistics industry in Europe. The most widespread is the contract logistics market due to the high demand of e-commerce. As a result, logistics companies are expanding their territories and the list of logistics services. With the European Union as one of its main trading partners in the food and drink sector, a no-deal UK faces extraordinary challenges in meeting the demand of its population. To attract other exporters, the country lowered tariffs on agricultural products from outside the European Union. Among the country's importers of meat, beef, fish and beverages, the main share is taken by the European Union (Дільна, 2023).

4. Conclusion

According to the current level and dynamics of logistics indicators of Great Britain, it can be concluded about the stable efficiency of its logistics systems for many years, which is supported by high standards of infrastructure and services. However, there are certain fluctuations that may indicate the influence of external factors and internal transformations. Regarding the outlook and trends for UK logistics systems, it is important to continue to improve infrastructure and processes to ensure competitiveness in a changing global economic environment.

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RESEARCH OF PROSPECTS FOR TOURISM DEVELOPMENT IN UKRAINE IN THE POST-WAR PERIOD

Y. D. Hortenko,

A. B. Kalyuzhna, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Hortenko Y. D., Kalyuzhna A. B. Research of prospects for tourism development in Ukraine in the post-war period. This article assesses the damage caused to the tourism industry of Ukraine as a result of the war. The prospective directions of cultural tourism development in the postwar period are analyzed. The factors that have influenced and will continue to influence the development of tourism in Ukraine are identified. The experience of other countries affected by military operations is described, and expert assessments are taken into account. Specific steps are proposed on how everyone can contribute to the support of Ukrainian tourism. The article also provides recommendations on the state policy aimed at supporting the development of tourism in the country. The article is relevant for tourism professionals, government agencies, representatives of international organizations, etc.

Keywords: experience, post-war period, promising areas, state policy, tourism, Ukraine, war.

Гортенко Ю. Д., Калюжна А. Б. Дослідження перспектив розвитку туризму в Україні у повоєнний період. У цій статті проведена оцінка збитків, завданих туристичній галузі України внаслідок війни. Проаналізовані перспективні напрями розвитку культурного туризму у післявоєнний період. Визначені фактори, що вплинули та надалі впливатимуть на розвиток туризму в Україні. Описаний досвід інших країн, що постраждали від військових дій, враховані експертні оцінки. Запропоновані конкретні кроки, як кожен може долучитися до підтримки українського туризму. Також надані рекомендації щодо державної політики, спрямованої на підтримку розвитку туризму в країні. Стаття актуальна для спеціалістів туристичної галузі, державних органів, представників міжнародних організацій тощо.

Ключові слова: війна, державна політика, досвід, перспективні напрями, післявоєнний період, туризм, Україна.

1. Introduction

The object of the article is tourism and resort industry in Ukraine. The subject of the article is the prospects of tourism development in Ukraine after the end of the war. The article aims to

raise awareness of the impact of the war on tourism in Ukraine, encourage support for Ukraine's tourism industry, and demonstrate the potential for tourism to recover and prosper in Ukraine.

Tourism and resorts are an important sector of the world economy, which is a factor of economic development, providing new jobs, preserving cultural heritage and ecology. Ukraine has all the prerequisites for tourism development, but it requires an effective state policy. The main objectives of the state policy in the field of tourism and resorts should be to make tourism one of the country's development priorities, create effective economic and legal mechanisms for the development of the tourism business, attract investments in the development of tourism infrastructure, and create a positive tourist image of Ukraine.

The study of the prospects for tourism development in Ukraine in the post-war period is important for the recovery of the industry. The relevance of the topic is explained by the fact that in modern conditions, the tourism business of Ukraine is suffering huge losses. Due to the Russian occupation of the central, eastern, and southern regions of the country, tourism activity has come to a complete standstill.

2. The devastating impact of war

Before the full-scale war in 2022, tourism in Ukraine was a dynamic industry with a variety of destinations:

- Medical and health tourism based on natural resources: mineral waters, mud, salt mines, climate.
- Event tourism related to attending cultural, artistic, sports and religious events.
- Cultural and educational tourism, including museums, nature reserves, theaters, exhibitions, and festivals.
- Religious tourism.
- Rural tourism, which is associated with recreation in a rural environment with its distinctive way of life, ethno-cultural flavor, and rituals.
- Sports tourism.
- Gastronomic tourism.
- Extreme tourism, including mountain tourism, etc. (Havrylyshyna, 2020).

The war in Ukraine is causing significant damage to cultural heritage and the tourism industry. Since the beginning of the invasion, more than 1,800 cultural sites have been damaged or destroyed, including 348 religious buildings, 705 houses of culture/palaces of culture, 82 museums, and 157 hotels/restaurants (“Звіт про прямі збитки”, 2023).

Indirect losses in culture, tourism and sports amounted to USD 10.8 billion (“Звіт про прямі збитки”, 2023). This is due to a decrease in the number of tourists, migration of representatives of professional communities, and the destruction of cultural and tourist areas.

Cultural heritage sites in Donetsk, Luhansk, Kharkiv, Chernihiv, and Kyiv regions suffered the most damage. These sites are an important element of the national identity and cultural wealth of the country. Their restoration will require significant efforts and resources (“Проект Плану відновлення”, 2022).

Domestically, the war has led to insecurity for tourists in many regions of the country, lack of awareness of tourist attractions in many regions, and the absence of an automated system for collecting tourism statistics.

Abroad, the war has led to higher prices for travel services, a decrease in demand for travel services to countries bordering Ukraine, and a loss of significant revenues.

The Ukrainian tourism industry has also undergone changes in the following aspects:

- Tourist routes should include maps of bomb shelters or other protective structures: basements with two or more emergency exits and window openings; underground passages or parking lots; subway stations; modular shelter stops.
- Routes around important government and military installations should be minimized.
- You should refrain from traveling to the de-occupied territories.
- Respond to air raid warnings and immediately find all shelters near your vacation spot.
- Check curfew times in different regions of the country.
- Impossibility to conduct beach and walking tours due to military operations (“Як подорожувати Україною”, 2023).

Despite all these difficulties, the tourist tax in Ukraine in the first four months of 2022 increased by 65% compared to the same period in 2021 (“ДАРТ”, n.d.).

This is due to the mass migration of the Ukrainian population to the western regions of the country, which are relatively safe. At the same time, in the regions where hostilities are ongoing or those that have been occupied, tourism has practically stopped.

3. Adaptation to new realities

Restoring Ukraine's tourism industry is an important task, as it will create jobs, improve the country's economy and promote its international integration.

Among the main areas of tourism development in Ukraine in the post-war period, two groups can be distinguished:

1) tourism that was developing before the war: cultural tourism, namely the development of historical monuments, ecological tourism, including the development of protected areas, sports tourism, i.e. holding international sports events, business tourism, including conferences and business events;

2) tourism that will become relevant after the war: military tourism, namely, memory tourism, which will be aimed at studying and commemorating the events of the war, recovery tourism, which will be aimed at supporting the country's recovery process after the war, sustainable development tourism, which will be aimed at developing environmentally friendly technologies, supporting local communities and preserving nature.

4. Post-war opportunities and strategies

Museums, churches, historical monuments – all of these have been targeted by enemy shelling. Throughout Ukraine, there are initiative groups and volunteers who have taken up the task of restoring the cultural heritage of the Ukrainian people.

Among the saviors of Ukrainian culture are the following:

- "Restoration of Ukraine" is a team that has been fighting for the preservation of historical monuments since 2014. Thanks to their work, more than 100 objects damaged by the war have been given a chance for a second life (UNDP, 2023).

- "The Yellow Bus" is a project that brings joy to children affected by the war. Excursions to museums and interesting educational programs help them feel happy again and believe in the future ("Жовтий автобус", 2019).

These are just a few examples of the selfless work of volunteers.

How to get involved?

- Become a volunteer: Join the initiative groups and volunteer organizations that are working to rebuild Ukraine.

- Support financially: Make charitable contributions to support their activities.

- Spread the word: Share the work of volunteers on social media.

- Visit the restored places: Visit restored tourist sites and museums to support Ukrainian culture.

- Support Ukrainian theaters, museums and festivals.

There are many countries around the world that have restored tourism after armed conflicts, genocides, and wars. For example, the 1994 genocide in Rwanda caused significant damage to the

country's economy, including the tourism industry, but the country recovered thanks to its natural beauty, government efforts to develop tourism infrastructure, cooperation with international organizations, and ensuring the safety of tourists (Alluri, 2009, pp. 16–19). Israel is a country that has experienced and is still experiencing many armed conflicts throughout its history. Tourism development is hampered by the constant confrontation between the country's Jewish and Arab populations and terrorist activities. Nevertheless, Israel is also a popular tourist destination thanks to a well-designed government policy, the introduction of innovative types of tourism and the modernization of the domestic market (Фастовець, 2022).

5. Conclusions

War always has a negative impact on the tourism sector, but the objects that remain after such events can serve to develop tourism. This is because people want to visit countries that have experienced war to learn about their history and culture.

The main tasks of Ukraine in the field of tourism after the war will be to develop a strategy for the development of tourism activities, develop new tourism products, and support tourism enterprises. Ukraine can take advantage of the experience of other countries that survived wars and successfully restore the tourism industry.

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UKRAINE AND THE INTERNATIONAL MONETARY FUND: FEATURES OF COOPERATION

I.V Hridina,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Hridina I. V., Litovchenko Y. M. Ukraine and the International Monetary Fund: features of cooperation. The article analyzes the main stages of Ukraine's cooperation with the International Monetary Fund, and also reveals the main advantages and disadvantages of the parties' cooperation. The paper analyzes main vectors of crediting and their impact on the economic and financial state of the state in one or another period of time. The work characterizes eight stages of cooperation showing that each has its own peculiarities and reasons in lending. The article highlights that the largest specific weight of IMF loans for the entire period of its cooperation with Ukraine was aimed at replenishing the reserves of the National Bank. It pays attention to the impact of IMF lending on the economy of Ukraine. The work outlines dynamics of borrowing and repayment of debts by Ukraine. The article considers current state of development of relations between Ukraine and the IMF, as well as recommendations for improving cooperation in order to improve the state's activities in the sphere of economy and finance.

Keywords: extended fund facility, financial condition, IMF, loan program, Stand-By arrangement, the IMF loans, tranche.

Грідина І. В., Літовченко Я. М. Україна і співпраця з Міжнародним валютним фондом. У статті наведено аналіз основних етапів співпраці України з Міжнародним валютним фондом, а також виявлено основні переваги та недоліки співробітництва сторін. Проаналізовано основні вектори кредитування та їхній вплив на економічний та фінансовий стан держави у той чи інший період часу. Охарактеризовано вісім етапів співпраці, кожен з яких має свої особливості та причини у кредитуванні. Виділено, що найбільша питома вага кредитів МВФ за весь час його співпраці з Україною була спрямована на поповнення резервів Національного банку. Приділено увагу впливу кредитування МВФ на економіку України. Проаналізовано динаміку запозичень та погашення боргів Україною. Розглянуто сучасний стан розвитку відносин України та МВФ, а також запропоновано рекомендації для покращення співпраці задля покращення діяльності держави у сфері економіки та фінансів.

Ключові слова: кредити МВФ, кредитна програма, МВФ, програма розширеного фінансування, транш, фінансовий стан.

1. Introduction

Our state has been cooperating with this organization since 1994. During this time, several lending programs for different amounts of tranches were carried out, and, of course, one cannot ignore their impact on the country's financial situation. The article contains a list of all major lending programs, as well as their impact on the economic and financial situation of the state.

The purpose of the article is to outline the basic principles and principles of Ukraine's cooperation with the International Monetary Fund, to highlight the main problems that arise in the process of cooperation between the two parties, to determine the main advantages and disadvantages of providing loans for Ukraine, and to determine the impact of IMF loans on the general economic and financial the state of our country. The subject of the study is the evolving dynamics of Ukraine's partnership with the International Monetary Fund (IMF), and the object is the main problems in this field.

2. History of Ukraine's cooperation with the IMF

During all the years of cooperation with Ukraine, the International Monetary Fund has become a reliable partner of our country, which has always provided financial assistance in difficult economic times for our country, thereby ensuring the stability of the national currency and the financial situation in the country in general. The history of Ukraine's cooperation with the IMF can be divided into 8 main stages, each of which was characterized by certain features and conditions.

The first stage (1994–1995): Ukraine initiated cooperation with the system loan transformation program in the amount of 0.763 billion dollars. The main goal of this program was to support Ukraine's balance of payments. And the result of this program was an increase in exports, to some extent overcoming inflation. However, the economic situation in the country still remained unstable, which led to the continuation and deepening of cooperation with the Fund (“Official site of the National Bank”, n.d.).

The second stage (1995–1998) is a three-year Stand-by program, under which Ukraine received loans from the IMF in the total amount of 1.935 billion dollars. The main purpose of these loans was to support and stabilize the exchange rate of the national currency, as well as to finance the balance of payments deficit. Thus, Ukraine did not receive a fairly significant amount of credit that was supposed to arrive (“Official site of the Ministry of Finance”, n.d.).

The third stage of cooperation (1998–2002) took place under the Extended Fund Facility (EFF) program. According to this program, a loan in the amount of 2.6 billion dollars was provided. But according to the results of the program, Ukraine received 1.59 billion dollars. At

the beginning of 2001, Ukraine observed an improvement in the main macroeconomic indicators, such as GDP growth, a decrease in the inflation rate, which was also due to the introduction of a new national currency, the hryvnia (Dmytrov, 2020).

The fourth stage (2002-2008) provided for cooperation on a non-credit basis within the framework of the annual "Preventive Stand-by" program. This program would allow Ukraine to receive a reserved loan from the IMF in the amount of 0.61 billion dollars, which was equal to 30% of Ukraine's quota. In the period from 2005 to 2008, cooperation between Ukraine and the IMF was concentrated in the field of technical assistance (Lopushniak, Lobodina, & Lyvdar, 2016, pp. 79-84).

The fifth stage (2008–2014) coincided with the unfolding of the global crisis in financial markets. The government of our country submitted an application for a new Stand-by cooperation program. Within this program, Ukraine received three tranches in the amount of 10.6 billion dollars. And according to the updated agreement, our state received two tranches, the first in the amount of 1.89 billion dollars and the second in the amount of 1.5 billion dollars, of the funds provided under this program, about 2 billion dollars were aimed at supporting the State Budget. However, further tranches, which were supposed to be provided in accordance with this program, did not arrive due to the failure of the Government of Ukraine to fulfill the terms of cooperation with the IMF ("Україна виплатила МВФ", n.d.).

The sixth stage (2014–2017) was due to the coming to power of a new Government in Ukraine, which began to fulfill the previous conditions of cooperation. Thus, it was decided to start a new Stand-by program. However, the situation in the country was rather unstable due to the acute economic and political crisis in the state. In this regard, already on March 11, 2015, the IMF approved the replacement of the Stand-by program with the new four-year EFF Enhanced Financing Facility program. All four tranches under this program were aimed at replenishing the reserves of the National Bank ("Україна виплатила МВФ", n.d.).

The seventh stage (2018): In October 2018, a new 14-month Stand-by program was agreed upon. The agreement was concluded in close cooperation with the EU and the World Bank. This program was primarily aimed at reducing inflation and reforming the tax administration, financial and energy sectors.

The eighth stage (2019). After a telephone conversation between the President of Ukraine and the Managing Director of the IMF on December 7, 2019, a new three-year lending program with a total volume of \$5.5 billion was launched.

3. Impact of IMF lending on the economy of Ukraine

First of all, it is worth noting that loans from the Fund have many positive consequences for our country, but I believe that the most important thing is that cooperation with the IMF for Ukraine serves primarily as a kind of "safety cushion" or, in other words, a reliable partner to which you can turn for help in case of problems in the financial sphere. All years of cooperation have proven that the IMF is ready to continue to support us, conclude agreements on new programs, and provide new tranches if necessary. This is a great achievement that we need to cherish and continue to carry into the future. However, one cannot ignore the shortcomings and problems that Ukraine faces in the process of cooperation with the Fund (Gvozdej, 2022, pp. 55-57). This is primarily due to the conditions set by the IMF when signing a new program and providing a new tranche. The fact is that these conditions do not always coincide with positive changes for Ukraine, or those laid down in the strategy of its development. Thus, it is necessary to constantly negotiate with the management of the Fund, find compromises and not allow them to be implemented in life those conditions that will be disadvantageous to us, such as the implementation of certain types of reforms, or the adoption of certain laws that will be disadvantageous for Ukraine, but for one reason or another are required to be implemented by the Fund ("Official site of the Ministry of Finance ", n.d.).

4. Conclusions

Today, as in all previous years of the existence of our state, cooperation with the IMF is an integral part of the policy that the Government must pursue in order to strengthen this cooperation and benefit from it. However, the expediency and usefulness of attracting loans from the IMF depends on their intended use. The country can attract loans from the Fund for modernization or creation of new technologies, business development, improvement of socio-economic conditions. Accordingly, such lending is extremely profitable due to low interest rates on loans. The resources received from the IMF should not be used to "plug holes" in the budget, but should have a long-term and balanced nature, in particular, be directed to reforms in specific sectors and the implementation of specific projects. Of course, when granting loans to our state, the Fund must have guarantees of their return, in other words, it must have confidence in our solvency in the future. Probably, that is why the IMF leadership is making high demands on the Ukrainian authorities to carry out reforms that will strengthen the economy, stimulate an increase in budget revenues, and an increase in all macroeconomic indicators.

The primary tasks now are to carry out a program of economic transformations that will develop the economy, stimulate business development, and increase the revenue part of the budget.

Thus, in the future, our state's cooperation with the IMF will be based not on covering the budget deficit, but on attracting additional funds for investing them in the economy, developing new technologies.

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SWEDISH-UKRAINIAN RELATIONS: SECURITY AND DEVELOPMENT DIMENSIONS

I. I. Iliushchenko,

N. O. Marchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Iliushchenko I. I., Marchenko N. O. Swedish-Ukrainian relations: Security and development dimensions. The article considers the relations between Ukraine and Sweden at the present stage and the prospects of this union for the development of Ukrainian statehood. These relations are one of the key ones for Ukraine on its way to full political independence. The study of these relations can be useful from the point of view of forecasting future events, making important state decisions in order to change the political order in Ukraine. It is worth noting that this alliance has benefits for Sweden, which is qualitatively changing its strategy in the geopolitical plane. As a result, it is concluded that relations between the states have fruitful consequences in all possible planes, which affects the quality of security in the world.

Keywords: events, political, relations, Sweden, Ukraine.

Ілющенко І. І., Марченко Н. О. Шведсько-українські відносини: виміри безпеки та розвитку. У статті розглядаються відносини між Україною та Швецією на сучасному етапі та перспективи цього союзу для розвитку української державності. Ці відносини є одними з ключових для України на шляху становлення повної політичної незалежності. Вивчення цих відносин може бути корисним з погляду прогнозування майбутніх подій, ухвалення важливих державних рішень з метою зміни політичного ладу в Україні. Варто зазначити, що цей союз має вигоду для Швеції, яка якісно змінює свою стратегію в геополітичній площині. У результаті, робляться висновки, що відносини між державами дають плідні наслідки в усіх можливих вимірах, що впливає на якість безпеки у світі.

Ключові слова: події, політичні, відносини, Швеція, Україна.

1. Introduction

The article touches upon the complex issue of the security aspect for Ukraine and Sweden at the present stage. The object of the study is Swedish-Ukrainian political and military relations. The countries have a long and common history of relations, which should have a qualitative impact not only on the current situation of Ukraine, but also on the future of the state. The subject of the study will be the relations between Ukraine and Sweden in the context of the current geopolitical situation. The purpose of the article is to examine the current stage of development of relations and the influence of the states on each other in order to predict further developments. It is important to

analyze the main facts in the relationship, to analyze the thoughts and words of modern diplomats from both countries in order to make a qualitative forecast for the current

2. The background of relations

Relations between Ukraine and Sweden are quite fruitful and have been going on for centuries. In particular, it should be noted that they date back to the time of Ivan Mazepa, and even during the difficult period of formation in the late 1910s, bilateral cooperation did not stop. And since 1918, a Ukrainian diplomatic mission has been operating in Stockholm, which is a clear indication of active relations (“Офіційний сайт Посольства України в Королівстві Швеція”, n.d.).

The collapse of the Soviet Union helped to strengthen ties between the two countries. On 19 December 1991, the Kingdom of Sweden recognised Ukraine as an independent state. Among the Nordic countries that recognised Ukraine's sovereignty, Sweden was the first to do so. This, in turn, demonstrates the special attitude of the Swedes towards Ukraine. Common history, values, and a similar mentality of peoples form a solid basis for further effective cooperation (“Офіційний сайт Українського інституту національної пам’яті”, n.d.).

Since 2014, Sweden has been actively assisting Ukraine in a variety of issues, ranging from political to financial. In 2022-2023, the Swedish government provided assistance totalling about €2 billion, including €570 million in military aid. Sweden clearly sees Ukraine's potential for victory and strongly supports its approach.

The Swedes actively support European and democratic values, which cannot be combined with war – these are democratic transformations and development processes. That is why, for example, the Swedish government has been helping Ukraine in the process of decentralisation of local authorities not only financially, but also by sharing its own experience. The current Ambassador of Sweden to Ukraine, Tobias Thyberg, in his speech on priorities for relations between the two countries, specifically stressed that this issue has been one of the top priorities for many years (Льїн, 2022).

For many years, Swedish security policy was based on the principles of neutrality towards any military alliances. The Swedish "neutrality" existed more as a political cliché, but in reality it was "non-alignment in order not to intervene in a war". However, in the event of a real threat, this "neutrality" was ignored, in particular, Sweden became a member of NATO in 2022, which was preceded by many years of cooperation with the Alliance with consideration of possible integration (Дирда, 2015, p. 53).

3. Current stage of relations

A parliamentary group for interparliamentary relations with Sweden was established in the Verkhovna Rada of Ukraine. It is an effective tool for direct communication and strengthening cooperation, as well as contributing to enhanced political interaction. In addition, there is a parliamentary friendship group with Ukraine in the Riksdag, which even describes the relations between the two countries by its own name (“Сподіваємося на розширення співпраці”, n.d.).

The political and ideological aspect can be traced in Sweden's actions – the Kingdom actively defends Ukraine's interests in the international arena, namely in the issue of the country's territorial integrity and security. In its official statements, the Ministry of Foreign Affairs of Ukraine has repeatedly noted Sweden's significant role in the fight against the aggressor, which is manifested in the form of economic, military, financial and humanitarian assistance.

This opinion is supported by an article by former Swedish Ambassador to Ukraine Martin Hagström, where he explained why his country tried but failed to defend Ukraine's interests in the Nord Stream 2 issue in 2018. As well as Tobias Thyberg's statement that Sweden has no "fatigue with Ukraine" and is ready to help to the end, providing all possible assistance. All this shows that for Sweden, comprehensive assistance to Ukraine is a defence of democratic values in the international arena (Льїн, 2022).

It is important to pay attention to a rather interesting aspect, namely the difference in the approaches of Ukraine and Sweden to security policy making. While Ukraine is actively promoting its position on joining NATO, constantly seeking support in different countries, and actively declaring it on international platforms, Sweden gradually came to the decision to join NATO and made this decision at a critical moment, as it saw it not only as a prospect for its own security, but also as a prospect for security in the whole of Europe and Ukraine (Фахурдінова, 2022).

For many, Sweden's shift away from neutrality came as a surprise, but since 2008, the Swedish political elite has been increasingly concerned about its own security and the security of the entire North Baltic region. Russia's repeated violations of international law, the collapse of the European security regime, the lack of resolve of arms control regimes and the growing tensions between the United States and Europe contributed to the overall change in the security environment in the region (Завада & Пальок, 2022, pp. 47-49).

Ambassador Extraordinary and Plenipotentiary of Ukraine to Sweden Andrii Plakhotniuk said: “Sweden has been neutral for over 200 years. But now, due to the brutal violation of international law and the norms of peaceful coexistence of states, historic decisions have been made to support Ukraine so that the modern world exists within the framework of international law, not within the framework of the “right of the strong”. That is, we are saying that Sweden is ready to change its

policy on a very serious and powerful scale in response to the challenges of the times” (Юрченко, 2022).

At the same time, Ukraine should also be active in relation to Sweden – negotiating, proving its point of view, looking for partners among the current government. At the same time, experts emphasise that the Swedes are currently pursuing a similar foreign policy vector – joining NATO. This can have a qualitative impact on partnerships, which should be taken advantage of by the Ukrainian government (Горбик, 2022).

The Swedish Parliament's Defence Committee released a report on the country's security policy in June 2023. The full title of the document: “Serious times. Defence Committee Security Policy, Report 2023”. This document addresses concerns about Russia's aggression against Sweden and lists all possible types of attacks against the country. This led the committee to focus on Sweden's membership in NATO, harmonisation in the EU, and cooperation between the Nordic region and the Baltic Sea countries (Юрченко, 2022).

4. Further expectancies for both sides

Today, economic relations between the two countries require more effective mechanisms to facilitate further fruitful cooperation. The Ukrainian government is trying to actively attract Swedish investment through joint ventures and the opening of permanent representative offices of leading Swedish companies in Ukraine. Nevertheless, until 24 February 2022, Swedish investors were still afraid to invest in the Ukrainian economy. This is due to the high level of corruption, as the country was ranked 122nd out of 180 countries surveyed in 2021, and 99th out of 163 in 2006. Other negative factors include instability in the tax and judicial systems. All this creates a rejection of investing (Гайдай & Літра, 2017, pp. 22-23).

It is expected that the anti-corruption reforms that are being actively implemented in Ukraine will help solve this problem, but it should be understood that this is a rather long and complex process. In addition, the dynamics of Swedish investments before and after 2014 has a noticeable difference, which is due to a number of significant political and economic events in the country (Гайдай & Літра, 2017, p. 36-37).

A number of scholars believe that the Swedish economic model is attractive for the Ukrainian economy. And by strengthening Swedish-Ukrainian relations, Ukraine should be able to adopt this experience. At the same time, there are also critical views in this regard, which point out that this model is not relevant, as there are differences in the structures of states, legal frameworks, geographical features, etc. Therefore, they do not associate the Swedish model with the specifics of relations between countries (Кудряченко, Кривонос, & Солошенко, 2019, p. 48-49).

Overall, Sweden's decision to change its security policy and support for Ukraine reflects a new pragmatism in foreign policy and recognition of the importance of geopolitical stability and democracy in the region. Sweden is an important ally and partner for Ukraine in a challenging geopolitical environment, given that Ukraine, in a sense, was the impetus for change.

In the context of changes in Swedish politics, the Ukrainian-Swedish partnership can make a significant contribution to maintaining international security and stability, especially in the context of growing geopolitical turbulence. Ukraine-Sweden relations are an important element of the current geopolitical paradigm, and their interaction is characterised as strategic and mutually beneficial.

5. Conclusions

Thus, relations between Ukraine and Sweden are quite strong and occupy a special place in the international arena. They are characterised by a strong commitment to common causes and hopes for further long-term cooperation, despite the distant location of each other. They also aim to strengthen political and economic stability around the world, including on the European continent (Льїн, 2022). To achieve the current state of relations, both countries had to make significant concessions. However, this result was reflected in the economic, political, cultural and military spheres.

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EFFICIENCY OF LOGISTICS PROCESSES IN THE CONTEXT OF THE REQUIREMENTS AND STANDARDS OF THE WORLD TRADE ORGANIZATION (WTO)

A. A. Ivanova,

T. O. Astapova PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Ivanova A. A., Astapova T. O. The efficiency of logistics processes in the context of the requirements and standards of the World Trade Organization (WTO). This article examines the impact of logistics processes on international trade, especially considering the requirements and standards of the World Trade Organization (WTO). This article considers important aspects of the optimization of logistics chains to achieve high efficiency following international standards. Key aspects such as shortening delivery times, optimizing costs, and maintaining standards are highlighted as factors for successful international trade. The research results will be useful for companies involved in international logistics, contributing to increased competitiveness and compliance with the WTO standards.

Keywords: efficiency, international trade, logistics processes, requirements, standards, the World Trade Organization (the WTO).

Іванова А. А., Астапова Т. О. Ефективність логістичних процесів в контексті вимог та стандартів Світової торговельної організації. У статті досліджується вплив логістичних процесів на міжнародну торгівлю, зокрема враховуючи вимоги та стандарти, визначені Світовою організацією торгівлі (СОТ). У статті розглядаються ключові аспекти оптимізації логістичних ланцюгів, спрямовані на досягнення високої ефективності у відповідності до міжнародних норм. Висвітлюються важливі аспекти, такі як зменшення часу доставки, оптимізація витрат та відповідність стандартам як чинникам успішної міжнародної торгівлі. Результати дослідження можуть бути корисні для підприємств, що здійснюють міжнародну логістику, сприяючи підвищенню конкурентоспроможності та відповідності стандартам СОТ.

Ключові слова: вимоги, ефективність, логістичні процеси, міжнародна торгівля, Світова організація торгівлі (СОТ), стандарти.

1. Introduction

In today's climate of globalization and constant changes in the world economic environment, efficiency in logistics processes is critical for companies to succeed in international trade. However, specified logistics processes must comply with the World Trade Organization (WTO) requirements and standards, which poses many challenges and ambiguities for companies. One of the central issues is the need to develop and implement logistics strategies that ensure optimal

efficiency while considering the high standards of the WTO (Barysiene & Batarliene, 2015). Extensive research is required to meet these requirements in the form of shortening delivery times, optimizing customs procedures, and ensuring quality services. Therefore, there is a need to extend research to the analysis of technological innovations that allow companies to effectively implement organizational requirements and standards and ensure competitiveness (“Logistics services critical for trade and economic development,” n.d.).

Relevance of the research: The importance of this research lies in the context of the growing global trade and increased competition, which necessitates a constant improvement in logistics procedures. Adhering to the demands and regulations set by the World Trade Organization (WTO) is vital for the successful functioning of businesses in the global market.

Analysis of recent research: The question of the effectiveness of logistics processes has found its broad theoretical coverage in many scientific works by scientists, among whom it is worth noting C. Wierderer, Qureshi, H. Asif, J. Grabara, M. Dabylova, G. Alibekova, D. Cole, J. Langley, D. Waters, D. Stock. However, in recent years, the efficiency of logistics processes in the context of the requirements and standards of the World Trade Organization (WTO) has become the subject of intensive research and requires additions. **Object:** Logistics processes in international trade. **Subject:** Efficiency of logistics processes, in the context of requirements and standards defined by the World Trade Organization (WTO). **Aim:** The assessment and examination of the effectiveness of logistics procedures in global commerce, with an emphasis on adhering to the WTO regulations and criteria.

Tasks: The research entails examining how logistics processes affect the delivery time of goods, transportation costs, overall service quality, and other important factors. Additionally, it is crucial to analyse adaptation strategies and innovative approaches that aim to optimize logistics chains in line with WTO standards. The findings of this study can provide insights into enhancing the competitiveness of businesses in the global market.

2. The impact of the World Trade Organization on logistics processes

The coordinated logistics supply chain envelops each step engaged with the creation and circulation of merchandise. The enhancement of operations chains is a pivotal component in upgrading the seriousness of organizations in the worldwide market (“Trade Logistics in the Global Economy,” n.d.).

The World Trade Organisation (WTO) is a global intergovernmental association laid out to advance the improvement of free and fair global exchange. Formally settled on January 1, 1995, the WTO is a relative of the General Agreement on Tariffs and Trade (GATT), which existed beginning around 1948. WTO straightforwardly affects strategies and processes through its

arrangements, arrangements, and drives. The primary parts of the association between WTO and planned operations include (Mentzer et al, 2019):

1. Trade Facilitation Agreement (TFA): The critical WTO arrangement, centres around rearranging and smoothing out customs techniques and further developing crossline exchange proficiency.
2. Harmonization of Standards: the WTO encourages the harmonization of international standards related to trade and logistics.
3. Decrease of Non-Tax Boundaries: The WTO pursues diminishing non-tax hindrances to exchange, like complex administrative prerequisites and awkward authoritative cycles.
4. Straightforwardness and Data Trade: The WTO accentuates straightforwardness in exchange-related strategies.
5. Dispute Resolution Mechanism: The WTO gives a stage to settling exchange debates between part nations.
6. Capacity Building Initiatives: The WTO participates in limit-building drives to help agricultural nations upgrade the foundation and capacities of their coordinated operations.
7. Web-based business Drives: With the developing significance of online business in global exchange, the WTO investigates drives to address computerized exchange issues.

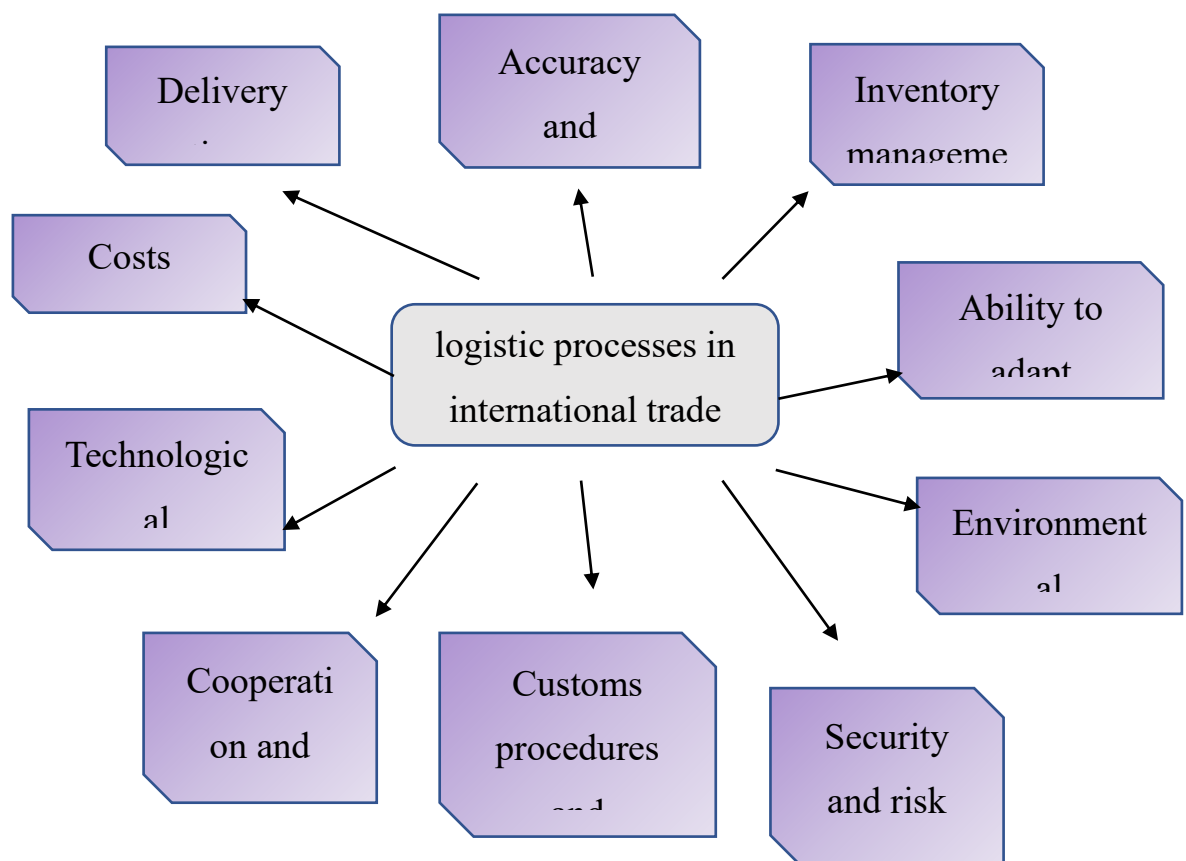


Fig. 1 Efficiency of logistics processes in the international trade

[International Scientific Journal about Logistics, 2020]

The efficiency of logistics processes is influenced by various factors that impact the functioning of the logistics chain (Fig. 1). By investing in the optimization of their logistics operations, enterprises can effectively navigate the intricate nature of the global market, ensuring economic efficiency, stability, and adaptability in the face of emerging challenges. Logistics companies, exporters, and importers could enhance their logistics chains and streamline international trade operations by utilizing the standards and recommendations provided by the World Trade Organization (WTO).

3. Prospects for optimization of logistics chains with The World Trade Organization requirements

Variation methodologies and developments in the field of streamlining coordinated operations chains assume a key part in settling the difficulties and answering the prerequisites of the World Exchange Association (the WTO). Beneath we think about a few parts of variation methodologies and developments in this unique circumstance ("The World Trade Organization," n.d.):

1. Technological Innovations:

- Mix of IoT frameworks and sensors: Gives constant following of product development, which further develops stock administration and reaction to changes sought after.
- Utilizing examination and computerized reasoning: Investigates information to estimate interest, streamline courses, oversee stock, and lessen costs.

2. Cooperation and Supply Chain:

- Electronic stages and electronic information trade: Gives correspondence between all members in the production network and assists with improving on correspondence.
- Blockchain for trust and security: Guarantees information dependability and discernibility of merchandise, assisting with decreasing dangers.

3. Streamlining of Transport Cycles:

- Directing utilizing geolocation: Amplifies the effectiveness of courses and decreases transport costs.
- Following and control frameworks: Permit to track and control the condition and development of vehicles ("The World Trade Organization and Sustainability Standards," n.d.).

4. Customs and Exchange Cycles:

- Electronic traditions freedom frameworks: Lessen managerial and time costs for customs.
- Robotization of statement processes: Lessens the gamble of mistakes and paces up customs freedom.

5. Risk The board Systems:

- Business examination for risk estimating: Expecting various situations assists with distinguishing potential dangers for the operations chain.
- Computer-based intelligence controlled observing frameworks: Recognize abnormalities and perils continuously (Xie et al, 2011).

This large number of transformation systems and developments are pointed toward answering the necessities of the WTO, guaranteeing consistency with principles, and working on the seriousness of undertakings on the worldwide market (Wierderer, 2019, pp. 185-187).

4. Conclusions

The article assessed the viability of coordinated factors processes in global exchange with an accentuation on their consistency with the prerequisites and norms laid out by the World Trade Organisation. The consequences of the examination permit us to comprehend that the enhancement of coordinated factor chains is decisively significant for ventures working in the worldwide market. Decrease of conveyance time, advancement of expenses and consistency with the WTO principles ended up being important components to guarantee intensity. The results act as a significant post for companies trying to further develop their worldwide operations technique and guarantee effective support in global exchange.

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PRIORITY DIRECTIONS, GOALS AND BENCHMARKS OF CHINA'S ARCTIC POLICY

M. V. Izotov,

L. I. Izotova (language supervisor),

V. N. Karazin National University, Kharkiv, Ukraine

Izotov M. V., Izotova L. I. Priority directions, goals and benchmarks of China's Arctic policy.

It is analysed the priority directions, goals and benchmarks of the Arctic policy of the People's Republic of China in the article. China's cooperation with the Arctic and near-Arctic states as a means of achieving strategic goals is described here. The main provisions of the White Paper of the Arctic Policy of the People's Republic of China, which is the legal basis for China's actions in the Arctic, an instrument for solving geopolitical problems and preventing the emergence of new ones, are outlined, and the economic and military importance of the Arctic region for Communist China as a growing powerful state are raised.

Keywords: Arctic policy, international relations, People's Republic of China, Russian Federation, The White Paper.

Ізотов М. В., Ізотова Л. І. Пріоритетні напрями, цілі та орієнтири арктичної політики КНР. У статті проаналізовано пріоритетні напрями, цілі та орієнтири арктичної політики Китайської Народної Республіки. Охарактеризована співпраця КНР з арктичними та приарктичними державами як засіб досягнення стратегічних цілей. Викладено основні положення Білої книги Арктичної політики КНР, яка є нормативно-правовим фундаментом дій КНР в Арктиці, інструментом вирішення геополітичних проблем та запобігання виникненню нових, а також порушено питання економічної та військової важливості Арктичного регіону для Комуністичного Китаю, як для зростаючої могутньої держави.

Ключові слова: Арктична політика, “Біла книга”, Китайська Народна Республіка, міжнародні відносини, Російська Федерація.

1. Introduction

Problem statement. Due to climate change, the Arctic region has gained geopolitical importance in recent decades and has great potential to become a place of new confrontation between world leaders. Mineral deposits and the importance of trade routes have prompted not only the Arctic countries, but also those that have no direct territorial connection to the region. Among them is the People's Republic of China, which has been strengthening its economic and political power at a rapid pace over the past 40 years. In 2018, Beijing announced its Arctic policy, which defines the priorities, goals, and benchmarks of Chinese activities in the region. However,

despite China's ambitious plans, its Arctic policy is still in the early stages of development. Although the Celestial Empire has insufficient experience in the Arctic, its growing presence in the region is already causing concern among the leading "Arctic players".

Relevance. The study of PRC's Arctic policy, its directions, guidelines and goals is important because the People's Republic of China is striving for the status of a new world power, and China's development on the global stage cannot be imagined without taking into account its interests in the Arctic. Thus, the study of the topic will help to understand China's actions and plans in the Arctic, and its guidelines will reveal the scale of the Celestial Empire's Arctic ambitions, as well as their impact on the geopolitical and economic situation in the region.

Research objective is to identify China's priorities, goals and benchmarks for the Arctic region.

The object of the study is China's foreign policy towards the Arctic region, the subject is the essence and content of China's Arctic policy.

The following tasks are set to achieve the purpose:

1. To study the importance of the Arctic region for PRC.
2. To analyze China's current orientations in the Arctic.
3. To identify priority areas and goals of China's Arctic policy.

In this article we use such scientific methods as analysis, synthesis, comparison and content analysis.

2. The importance of the Arctic region for China

PRC sees the Arctic as an important place for national security, and its interests in the region can be divided into three aspects: resource development, environmental change, and military competition. It is estimated that the Arctic region has 9% of the world's coal reserves and significant resources of oil, gas, copper, cobalt, nickel, gold, silver and rare elements. China is the largest producer of oil and gas, and its domestic oil reserves are insufficient, so it needs to import. Arctic resources may become a source of energy for China's global economic growth (Li Zhengfu, 2016, pp. 75-81).

Chinese researchers believe that "...competition for Arctic resources could lead to conflicts and affect China's energy security" (Kai Sun & Hao Wu, 2016, pp. 74-75). The warming of the Arctic could have a negative impact on pipelines, in particular the China-Russia Eastern Gas Pipeline, which is of great importance to China. Ecological changes in the Arctic are harmful to the environment and cause temperature fluctuations in the PRC that threaten the environment and national security of the PRC, especially agriculture and livestock.

According to research by Chinese scientists, Arctic climate change has already had a negative impact on agriculture and livestock production in China, causing instability in production and increasing the risk of droughts and high temperatures. The melting of the Arctic ice cap is increasing sea levels, which threatens to flood populated and economically developed areas along the east coast, which are important for China's social development and national security (Kai Sun & Hao Wu, 2016, pp. 74-75).

3. Military Importance of the Arctic Region for China

Military competition for resources and national security is intensifying in the Arctic, leading to a disregard for international rules and moral norms. Countries, including NATO members and the Russian Federation, are conducting military preparations and strengthening their military capabilities in the region.



Fig. 1. Major military exercises by NATO and Russia and their operational military bases in the Arctic and near-Arctic region over the past 3 years.

Source: Reuters, 2022

Although the People's Republic of China does not border the Arctic, there are indirect aspects of its security. The United States and China compete in the Arctic region, which is important for the nuclear strategic balance. The Arctic is the shortest route for ICBMs and bombers between Eurasia and North America. Radar in Alaska historically covered the Soviet Far East and East Asia. The United States has suggested that China may use its submarine-based nuclear deterrent in the Arctic Ocean. The US Department of Defense 2019 report on the People's Republic of China raises the issue of dual

use of civilian research for hard security purposes (Pursiainen, Alden & Bertelsen, 2021).

In turn, Beijing's civilian exploration of the Arctic is expressed in support of geostrategic ambitions related to air travel, shipping, and resource extraction. The Celestial Empire is seeking to expand its space science capabilities, in particular with global coverage and expanded use of the Beidou satellite system, which can be dual-use. In order to fulfil its scientific research goals, the People's Republic of China built the Xue Long (Snow Dragon) icebreaker, launched in 1999 in Mykolaiv, and the first nuclear-powered polar icebreaker, Xue Long 2 (Snow Dragon 2), built under the Sino-Finnish project. In 2017, Snow Dragon 2 crossed the Central Arctic zone for the first time (Grieger, 2018).



Fig. 2. China's polar icebreakers Xue Long (left) and Xue Long 2 (right)

Source: Polar Research Institute of China, n.d.

As a result, China now has an icebreaking fleet that exceeds the US and Canadian fleets in terms of tonnage. In addition, China is actively expanding its polar aviation fleet, equipped with aircraft capable of conducting rescue and search operations in harsh conditions (Гарькавиченко, 2017, pp. 158-159).

Such actions of China in the Arctic raise certain concerns among other states, in particular Russia, the United States and Canada, which are concerned about maintaining the security and stability of the region in the face of growing competition and disagreements between states. China's official discourse on the Arctic, as outlined in the White Paper, focuses on scientific research, climate change, environmental protection, Arctic communications, and international meetings, making it difficult to understand China's strategy and increasing concerns about dual-use missions and facilities (Parsons, 2022, pp. 11-14).

4. The White Paper of China's Arctic Policy

In 2018, Beijing released its first White Paper on the Arctic, which was a milestone in the

development of China's Arctic policy. The publication of the White Paper confirmed China's existing Arctic policy (Kong Soon Lim, 2018).

According to the document, China intends to protect the Arctic environment, develop Arctic technologies and promote the development of the region. It will be involved in planning and complying with international law for the sustainable development of the Arctic. The PRC will participate in Arctic affairs with respect, cooperation and sustainability, and maintain peace and stability in the region. Beijing's policy and position are outlined in the fourth section of the Document, which deals with China's cooperation with Arctic countries. Communist China values strategic partnership and economic relations with Arctic states, as well as the development of multipolar peace and cooperation on the world stage. To strengthen relations with the Arctic states, China proposes to deepen dialogue, increase trade and economic ties, and expand cultural exchange. The Celestial Empire also seeks to participate in Arctic international forums and ensure its interests in the region in accordance with laws and international agreements.

The White Paper sets out five key areas of China's Arctic policy, including: support for scientific research in the Arctic; protection of the environment and natural resources; rational use of rich Arctic resources through cooperation; improvement and supplementation of the existing Arctic governance regime, with China's active participation at the global and regional levels; and a direction aimed at promoting peace and stability in the Arctic ("China's Arctic Policy", 2018).

In general, the White Paper of China's Arctic Policy reflects the importance of the Arctic region for China and shows the commitment of the Chinese authorities to ensure peaceful development and stability in the region. "The White Paper clearly illustrates this: China considers itself an entity that has the right and duty to participate in the management of the Arctic, but does not claim Arctic sovereignty. The Celestial Empire prefers multilateral mechanisms for Arctic governance and adheres to the existing legal framework relating to the Arctic (Grieger, 2018, pp. 4-6).

5. Directions of China's Cooperation with Countries in the Arctic Region

The key direction of China's Arctic policy is cooperation with the Russian Federation. Russia and China are becoming increasingly close partners in the Arctic, where Russia is actively expanding infrastructure and military facilities to develop resources and transport routes. However, due to sanctions and budget constraints, Russia is increasingly dependent on Chinese investment and technology. Key projects are the development of the Northern Sea Route and Yamal LNG, which Russia has already implemented with the help of Beijing's funding. China's interest in economic opportunities in the Russian Arctic was identified in April 2017 during the Arctic

Dialogue Area forum, where Vice Premier Wang Yang led a delegation. In the same year, Xi Jinping and Vladimir Putin signed a "Joint Statement on the Further Development and Strengthening of Strategic Partnership". China seeks to implement its Arctic policy through cooperation with Russia to compensate for geostrategic shortcomings. The two leaders reaffirmed their commitment to ensuring peace, stability and security in the Arctic, developing regional ties and jointly addressing challenges and threats in the region to ensure sustainable development (Conley, 2018, pp. 6-7).

It should be noted that with the beginning of Russia's full-scale military actions against Ukraine (2022), rising tensions have led to a split between Russia and other countries in the Arctic. Russia has focused on its own Arctic affairs and is cooperating with China. Beijing is responding positively to Russia's intentions and is expanding cooperation with Russia in the Arctic, which helps the People's Republic of China strengthen its energy independence. The confrontation between Russia and other countries provides China with more opportunities to cooperate with Russia in the Arctic, but any success of Sino-Russian cooperation will depend on the difficult situation in the region (Chen, 2023).

In addition to cooperation with Russia, China's priority is to actively invest in the Arctic countries. Chinese renewable energy investments in Finland are part of China's efforts to diversify its energy portfolio. In addition, trade between the two countries is growing, and a high-speed telecommunications cable project (China Telecom Corp project) connecting Europe and Asia across the Arctic Ocean is under negotiation. Diplomatic relations between the two countries are also intensifying. By expanding bilateral relations with Finland, China is increasing its involvement in Arctic economic issues, which strengthens China's interests and influence in the region. In November, Finland became the first Nordic country to join the Chinese initiative "One Belt, One Road" by launching a direct freight railway connection between the Finnish city of Kouvolaa and Xi'an, China.

In parallel, China is increasing its economic influence on the strategically located islands of Iceland and Greenland. Although the governments of these countries welcome the investment, local residents are concerned about the possible negative impact on the environment and on the workforce. The China National Offshore Oil Company (CNOOC) had a stake in a venture operating two potential oil and gas blocks offshore Iceland, but withdrew from the project in January 2023. The Chinese have plans to develop activities in the Arctic and expand their investments to the rest of Northern Europe (Conley, 2018, pp. 7-9).

Communist China is using its economic power to improve diplomatic relations with Arctic countries, including Canada. China's investments in Canada are aimed at developing resources,

including oil and gas, as well as opening new Arctic shipping routes, including the Northwest Passage. The Northwest Passage is a fast way to deliver resources to fast-growing Asian markets and a means of testing Chinese icebreaking technology. China's investment in Port Churchill, Canada's first deepwater Arctic port, was an ideal investment for China, which is seeking to strengthen economic relations and obtain a strategic deepwater port in the Arctic.

China's Arctic strategy promotes international cooperation and development in the region, allaying fears of an unmanageable race to develop resources. Beijing's strategy is based on respect, cooperation and win-win scenarios, recognizes China's rights in the Arctic and seeks the greater international good. Investing in resource development may make Arctic countries dependent on Chinese infrastructure, but China will continue to expand its presence in the region as the main stakeholder (Conley, 2018, pp. 10-11).

6. Conclusions

Will Celestial Empire be able to realise itself in the Arctic region? The answer to this question can only be given by China's intentions towards the Arctic. When the first White Paper on the Arctic was published in 2018, China finally crossed the line of mere "interest", and since then, China has become a full-fledged contender for Arctic governance. Thus, Beijing is increasingly interested in the Arctic and is trying to actively take its place among the Arctic states. And although Communist China is limited in its ambitions, as it has no direct territorial access to the Arctic, it does not stop: it concludes bilateral agreements with Arctic countries, invests in them and creates favourable conditions for the realisation of its interests.

The importance of the Arctic region for China is undeniable: the country's national security depends on military and environmental processes in this region. So far, Beijing has declared a purely scientific interest, but the development of the icebreaker fleet and the strengthening of economic influence on the Arctic countries indicate one thing: the red dragon is awakening and China intends to become a force to be reckoned with in the Arctic.

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THE ROLE OF REVERSE LOGISTICS IN E-COMMERCE

Kalmykova O. O.,

Astapova T. O. (language supervisor)

V. N. Karazin National University, Kharkiv

Kalmykova O. O., Astapova T. O. The role of reverse logistics in e-commerce. The article explores the role of reverse logistics in the context of e-commerce. It defines the concept of “e-commerce” and considers why it has become very popular now, the features and policy of returns and the need for a separate logistics channel for this. Particular attention was paid to reverse logistics, namely its features in e-commerce, and its main role and functions are defined. Fulfilment centres are considered as a solution for reverse logistics.

Keywords: e-commerce, fulfilment centres, logistics channel, returns, reverse logistics.

Калмикова О. О., Астапова Т. О. Роль реверсивної логістики в електронній комерції.

Стаття розглядає роль реверсивної логістики в контексті електронної комерції. Дається визначення поняття “електронна комерція” та розглядається чому вона стала дуже популярна зараз, особливості та політика повернень та необхідність окремого каналу логістики для цього. Особливу увагу в роботі було приділено реверсивній логістиці, а саме її особливостям в електронній комерції та визначається її основна роль та функції. Розглядаються фулфілмент центри як рішення обслуговування реверсивної логістики.

Ключові слова: електронна комерція, канал логістики, повернення, реверсивна логістика, фулфілмент центри.

1. Introduction

In the e-commerce sector, the rate of goods returns is usually much higher than in traditional trading. This is due to the fact that online shoppers have more opportunities to compare products and prices, and can easily return goods that do not suit them. Consumers are increasingly aware of the importance of sustainable development; they want companies to take care of the environment and use resources efficiently.

The relevance of the study lies in the fact that reverse logistics will allow companies to optimise the process of returning goods and reduce the amount of waste generated as a result of returning goods. The purpose of the study is to analyse the role of reverse logistics in e-commerce and develop recommendations for its effective management. To achieve this purpose, the following tasks need to be solved:— to analyse the definition of reverse logistics and its role in e-commerce;

- to describe the main types of returns in e-commerce;
- to consider the main factors influencing the efficiency of reverse logistics in e-commerce;
- to develop recommendations for the effective management of reverse logistics in e-commerce.

The object of the study is reverse logistics in e-commerce. The subject of the study is the role of reverse logistics in e-commerce, as well as the main factors influencing the efficiency of its management.

Initially, the development of e-commerce was driven by the growth of Internet access and the emergence of the first online stores. In the 90s of the last centuries, the first online stores appeared, where users could buy goods and make payments using bank cards. In her work, O. Chervona (2020) defines e-commerce as a field of economic and commercial interactions that arise between business participants using information technologies and networks (pp. 65-66).

The popularity of e-commerce is due to the rapid development of the Internet, which has become accessible to most people in the world. Advances in technology, such as mobile communications, electronic payments and artificial intelligence, have made e-commerce more convenient and accessible. Modern consumers increasingly value the convenience and flexibility offered by e-commerce. Still, there is an issue of returns in e-commerce and the differences in logistics that serve this process.

Over the past few decades, the importance of logistics in terms of business impact has only increased, primarily due to growing competition, ever-increasing consumer needs and higher requirements for goods and services. A. Sokhetska (2020) notes that the return of goods is one of the four types of logistics management. This is the return of unwanted or unused goods from the end customer requesting a refund (p. 10).

I. Nikolaichuk (2019) argues that in the context of growing online trade, one of the most serious problems of online shops is the massive return of goods. According to experts, the return rate in Ukraine reaches 30-40%, while in Europe it reaches 70%. Online shoppers are more likely to return goods because they are not sure what they will receive. In the Ukrainian market, the return rate varies significantly depending on the category of goods and the availability of promotions (p. 174).

The peculiarities of returns in e-commerce differ from returns in traditional trade, due to the fact that in e-commerce, customers are unable to see and touch the goods before purchasing. Therefore, they are more likely to return goods that do not suit them. Companies set rules for the return of goods purchased from an online store, called a “return policy”. This policy should

be clear and understandable to customers so that they know what to do if they are not satisfied with their purchases.

Due to the fact that the level of returns in e-commerce is higher than in traditional commerce and their complexity can be higher, there is a need for a separate logistics channel for returns. An efficient logistics channel for returns will help companies provide fast and easy returns for customers. Optimisation of logistics processes related to returns will lead to a reduction in the cost of this process. Examples of how companies can use separate logistics channels for returns include courier services, in-house vehicles, automated systems for handling returns, etc.

Reverse logistics is a key aspect of returns management that requires special attention and effective strategies to optimise costs and ensure customer satisfaction.

It is worth noting, that there are two main types of logistics: forward logistics, when products/services move from the producer to the consumer, and reverse logistics, when products move from the consumer back to the producer (Chiranjib Biswas & Walid Abdul-Kader, 2018, p. 1017).

Reverse logistics is the movement of goods in the opposite direction in the supply chain, which includes the process of collecting, analysing and further processing returned goods that have been purchased and delivered to customers (Fig. 1). Reverse logistics covers not only the operations of accepting returned goods, but also the management of the entire process, including collection, storage, defect analysis, repair or repackaging of goods, and then their re-distribution in the supply chain for further sale. Although the reverse logistics process may seem complex, it is crucial for businesses that sell physical goods (“Top 4 Ways to Reduce Your Reverse Logistics Costs”, 2022).



Source: “Top 4 Ways to Reduce Your Reverse Logistics Costs”, 2022.

Fig. 1. Reverse logistics supply chain

In the context of e-commerce, reverse logistics plays a particularly important role, as it affects the quality of customer service, cost optimisation, and business development.

Efficient reverse logistics in e-commerce is a powerful tool for customer retention. Loyal rather than one-time customers are of much greater value to online sellers. That's why a hassle-free return policy is one of the ways to make a customer loyal to a company and encourage them to make future purchases (Dzyubina, 2019, p. 35). Reverse logistics plays an important role in e-commerce as it helps companies reduce return costs, improve customer service and reduce their environmental impact.

The features of reverse logistics in e-commerce differ from reverse logistics in traditional trade, as buyers cannot evaluate the goods before purchasing them. The main functions of reverse logistics in e-commerce include:

- organisation and execution of the goods collection process;
- transporting goods from the place of return to their destination;
- assessment of the condition of goods returned by customers;
- repair or recycling of goods;
- refunds for goods to customers.

The primary role of reverse logistics in e-commerce is to ensure that returned goods are managed efficiently to reduce handling costs and maximise opportunities for resale. Thus, it helps to maintain customer loyalty and positive brand perception, and improves the financial performance of the company.

It is worth paying attention to fulfilment centres as an ideal solution for optimal service of this process. Fulfilment centres are logistics and inventory management centres that provide order processing, storage and delivery services. They are an ideal solution for servicing reverse e-commerce logistics as they have advantages in location, infrastructure, labour organisation, technology, etc. Fulfilment centres are usually located in convenient locations, equipped with modern logistics infrastructure, have a well-established labour organisation and use modern technologies (“Різниця між фулфілмент-центром і складом”, 2022). Examples of how fulfilment centres can be used to service reverse e-commerce logistics:

- for collecting goods that have been returned by customers using courier services or automated systems;
- for sorting goods, which will help companies quickly assess the condition of goods and determine whether they can be resold;
- for the repair or disposal of goods that cannot be resold.

The choice of a specific approach to using fulfilment centres for reverse logistics depends on the specific needs of the company. Companies should take into account factors such as return rates, sales geography and budget.

2. Conclusions

Thus, reverse logistics is an important aspect of e-commerce. It helps to maintain customer loyalty, reduce the cost of returning goods, and improve financial performance. This process is becoming increasingly important in today's e-business, as consumers expect a responsible approach to managing returned goods. Assessing the condition of returned goods, repairing or recycling them, and re-distributing them to the supply chain are important components of reverse logistics.

E-commerce companies need to consider the role of reverse logistics in their business and develop effective strategies for its management.

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DYNAMICS AND CURRENT STATE OF US INTERNATIONAL TRADE IN GOODS AND SERVICES

K. O. Kantemyr,

K. O. Makarchuk (supervisor)

O. V. Karpenko (language supervisor)

V. N. Karazin National University, Kharkiv

Kantemyr K. O., Makarchuk K.O., Karpenko O.V. Dynamics and current state of US international trade in goods and services. The article examines the current aspects of economic interaction between the United States of America and other countries in the field of trade. The main trends in the development of US export and import operations, including changes in trade volumes in recent years, are highlighted. In particular, attention is drawn to the dynamics of the foreign trade balance, factors influencing the export and import situation, as well as key industries that determine the structure of trade.

Keywords: exports, imports, industry structure, trade balance, trading partner, USA, world trade.

Кантемир К. О., Макаrchук К. О., Карпенко О. В. Динаміка та сучасний стан міжнародної торгівлі США товарами та послугами. У статті досліджуються актуальні аспекти економічної взаємодії Сполучених Штатів Америки з іншими країнами у сфері торгівлі. Висвітлено основні тенденції у розвитку експортних та імпорتنих операцій США, включаючи зміни в обсягах торгівлі за останні роки. Зокрема, увага звертається на динаміку зовнішньоторговельного балансу, фактори, що впливають на кон'юнктуру експорту та імпорту, а також ключові галузі, які визначають структуру торгівлі.

Ключові слова: галузева структура, експорт, імпорт, сальдо торгового балансу, світова торгівля, США, торговельний партнер.

1. Introduction

The modern economic system is characterised by globalisation processes and the competition of economically developed countries for global leadership. The United States is one of the largest countries in the world in terms of territory and population. Compared to other developed countries, the US has a high level of productive forces and economic development. Its leadership is based on its advantages in market scale, market structures, scientific and technological potential, and global ties with other countries in terms of trade, investment, and banking capital. In this regard, the study of the dynamics of US international trade in goods and services constitutes the actual value of this work.

The place and role of the United States in world trade has been the subject of a significant number of scientific papers. In the context of political and economic globalisation, the role of the United States is considered by J. Aikenbury, Z. Brzezinski, S. Huntington, H. Kissinger, R. Haas, and F. Fukuyama. The issue of the country's economic leadership is addressed by the works of domestic scholars I. Baranetskyi, I. Oshchypko, I. Podolska, O. Shnypko.

The purpose of the study is to determine the current state of the US international trade in goods and services. The object of the study is the process of development of international trade of countries. The subject is the current state of development of the US international trade in goods and services.

2. Dynamics and structure of US exports

The United States is, without exaggeration, the world's leading trading nation – from the end of the 20th century until 2012, when China overtook the United States in terms of exports of goods, the country was considered the world leader. As a major industrial power, the United States has a highly developed export industry. Figure 1 shows the dynamics of US exports in 2010-2022.

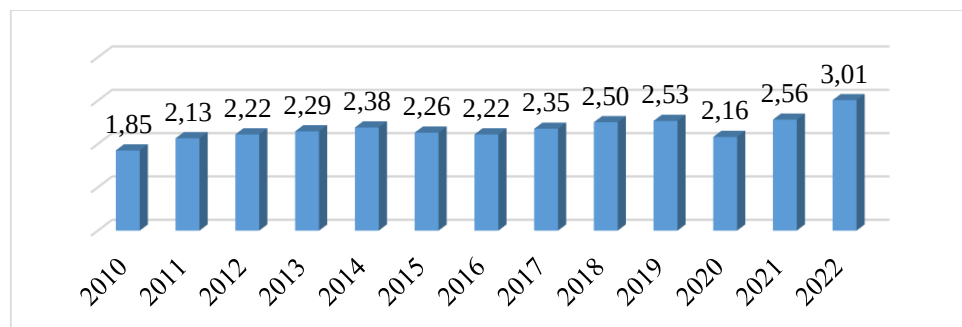


Fig.1. Dynamics of US exports in 2010-2022, \$ billion.

Source: Composed by the author, using materials from: Total value of international exports of goods and services in the United States from 2000 to 2022. STATISTA

Analysing the chart, we can see that US exports have been increasing year on year with small fluctuations. The increase in exports occurred in 2011 from \$1.85 billion to \$2.13 billion, and then there was an increase to \$2.2 billion in 2012. In 2020, amid the COVID-19 pandemic, US exports dropped to \$2.16 billion, but later recovered to reach \$2.56 billion in 2021. Overall, the chart shows a steady increase in US exports since 2010.

US exports are expected to continue to grow in the future. Over the past few years, the United States has been actively signing and ratifying new trade agreements with countries such as Canada, Mexico, and South Korea, which may help boost US exports. In addition, the US administration is focusing on export promotion and foreign market entry, which may also boost

US exports (Майборода, 2019).

The United States is one of the world's leading countries in terms of merchandise exports. The structure of its exports reflects a fairly diverse and broad-based economy, which contributes to the country's stable development. American companies are known for producing high-quality goods, which allows them to hold a strong position in the global market. The top three product categories exported by the United States in 2022 were petroleum and petroleum products, followed by natural gas and other hydrocarbons, and then passenger vehicles and other motor vehicles ("Total value of international exports", n.d.).

Overall, the majority of the product groups in the chart belong to the fuel sector, heavy industry and high-tech. Resources, raw materials and finished products related to the automotive and oil and gas industries, as well as technical devices and equipment, are high on the list of US exports. This may indicate the significant impact of these industries on the US economy, as well as the high competitiveness of US companies in these areas. It is also worth noting that the structure of US exports is quite diverse, which may be a positive aspect in terms of risk diversification and dependence on certain industries. The US competitiveness in international markets is one of the key reasons for the sustainability of its exports. The country offers high-quality and competitive products that meet consumer demand. This allows the US to maintain its position in global markets and ensure the sustainability of its export operations (Брензович & Єлієшвілі, 2019).

2.1. Dynamics and structure of US imports

The United States is the main importer, which most experts explain primarily by the capacity of the domestic consumer market and high-income levels, and thus high effective demand, including for imported products. Fig. 2 shows the dynamics of US imports in 2010-2022.

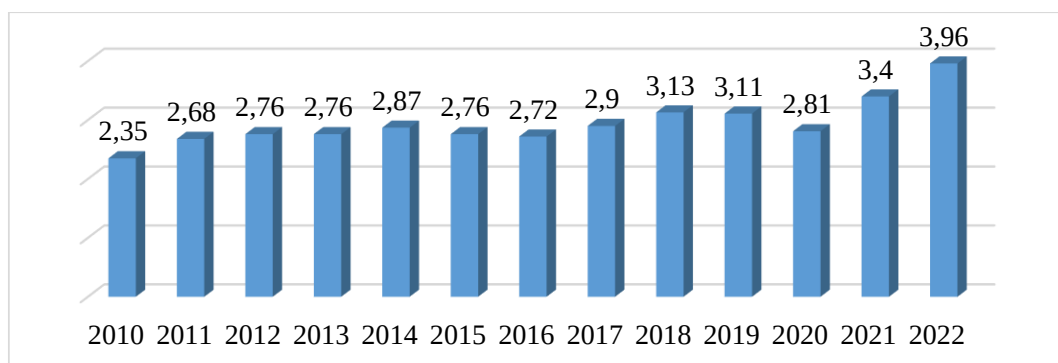


Fig.2. Dynamics of US imports in 2010-2022, \$ billion.

Source: Composed by the author, using materials from: Total value of international imports of goods and services in the United States from 2000 to 2022. STATISTA

According to the chart, the volume of US imports has fluctuated over the past 12 years. The highest import volume was recorded in 2018, when it amounted to \$3.13 billion. However, in 2020, there was a sharp decline in imports due to the impact of the COVID-19 pandemic and the introduction of restrictions on the movement of goods. However, already in 2022, the volume of US imports amounted to \$3.96 billion, which is the highest figure for the entire observation period. In general, we can see that the volume of US imports has increased significantly, which may indicate the dependence of the US economy on external suppliers of goods and services. At the same time, this trend may be caused by the desire to reduce production costs, which increases the competitiveness of enterprises in foreign markets. The chart suggests that the volume of US imports will continue to grow in the future. This may be due to the signing of new trade agreements with other countries and an increase in US consumer demand for foreign goods. The US dependence on imports is also reflected in its high reliance on foreign suppliers for the production of certain goods and components.

The largest volume of US imports is made up of nuclear reactors, boilers, equipment, mechanical devices and parts thereof, and electrical machinery, equipment and parts thereof. These goods reflect the high level of industrialisation and dependence of the United States on high-tech equipment and energy resources. The second largest imported commodity is land vehicles and their parts and accessories, which indicates that the US transport infrastructure is also heavily dependent on imports. Imports of mineral fuels, oil, and their distillation products account for a fairly high share in the US import structure. In general, the structure of US imports is quite diverse and includes various categories of goods, which reflects the country's wide range of needs. It can also be of high importance for the economic stability and national security of the United States ("Total value of international imports", n.d.).

Comparing the dynamics of exports and imports of US goods and services, we can see that the US has a negative trade balance. This situation has been going on for more than 40 years and actually characterises the peculiarities of the country's national economy. The reasons for the deficit are primarily related to public finances and the specifics of consumption in the US economy. In particular, a stable dollar exchange rate makes exports more expensive; and rising government spending and increased consumer spending in the economy, driven by rising household incomes, lead to an increase in imports. In other words, the growth of the trade deficit necessarily accompanies the positive dynamics of the US economy ("USA", n.d.).

2.2. Geographical structure of US foreign trade

The United States has a large number of export and import partners. Trade cooperation is important for the US economy and the partners with whom it trades, as it helps to increase domestic

demand, reduce production costs, and strengthen economic cooperation between countries. In addition, trade partnerships force countries to reduce customs barriers, which increases global trade and contributes to the development of the global economy. Finally, trade partnerships provide an external market for products and services, which reduces the dependence of countries on domestic demand (Майборода, 2019).

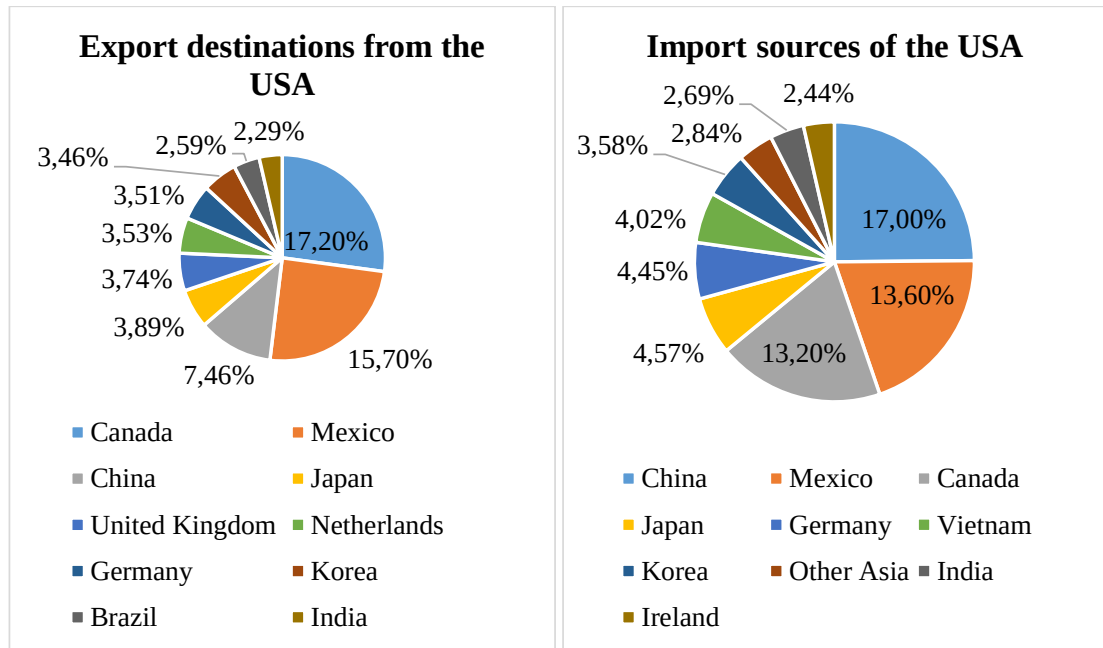


Fig. 3. Share of trading partners in total US exports and imports in 2022.

Source: Composed by the author, using materials from: USA | Imports and Exports | World | ALL COMMODITIES | Value (US\$) and Value Growth, YoY (%) | 2010-2021 // TrendEconomy

Canada and Mexico are the largest trading partners of the United States. Canada and Mexico account for the bulk of US exports and imports, with about 27% of all goods imported to the US and more than 30% of all goods exported from the US. China is the first largest importer to the United States, and ranks third in the structure of US exports. This indicates a high dependence of the United States on Chinese goods and services, and a lower dependence of China on American goods and services, respectively. In the event of trade wars and tighter sanctions between these countries, both the US and China may face trade balance problems. Japan, Germany, and the United Kingdom are significant trading partners of the United States, but their share of total trade is not as large as that of Canada, Mexico, and China. South Korea, the Netherlands, Brazil, and India are less important trade partners of the United States, but their shares are gradually increasing. It is also worth noting the increase in the share of imports from Vietnam, which indicates a change in the geography of production of goods that is taking place in the world.

China mainly exports electrical equipment. This includes computers and optical and medical equipment. The country is also a major exporter of low-cost clothing, fabrics and textiles. Most of China's exports are products made for US companies. These companies pay for the supply of raw materials to China. There, low-paid workers turn the materials into the final product ("USA", n.d).

Almost 75% of Canada's exports go to the US, thanks to the North American Free Trade Agreement. Mexico exports even more goods to the US (almost 80%). Mexico's main exports are industrial goods. Fuel-efficient and reliable cars, such as Toyota and Honda, account for the largest share of Japan's exports. It also supplies equipment, medical instruments, aircraft, and a large number of spare parts. Germany's largest exports to the United States are high-end cars, such as BMW, Porsche and Mercedes-Benz. The country also exports pharmaceuticals, machinery and equipment (Брензович & Єлієшвілі, 2019).

3. Conclusions

To sum up, the US, while consuming more imported goods than any other economy in the world, remains a leading supplier of goods and services to global markets. A study of the dynamics and current position of the United States in world trade has revealed that the United States is one of the world's leading economies. An analysis of the dynamics of US exports and imports showed that US imports slightly exceed exports, and US exports of goods and services are among the largest in the world. The significant trade deficit in goods is due to the high level of development of the national economy and high living standards, the stability of the national currency and its high value compared to the currencies of Asian countries. The sectoral structure of US exports and imports is quite diverse. Thus, they are dominated by highly technical goods related to the automotive, oil, electronic and pharmaceutical industries. Based on the analysis of the dynamics of US exports and imports, it can be argued that the United States is able to effectively adapt to changes in the market and respond to the challenges of the global economy. This leads to the conclusion that the United States remains a leading country in the global economy and has the potential for further development in trade and investment.

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DIGITAL DIPLOMACY AS AN ASPECT OF FOREIGN POLICY OF COUNTRIES

D. B. Karchova,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Karchova D. B., Litovchenko Y. M. Digital diplomacy as an aspect of foreign policy of countries. The article reveals the essence of such an element of state foreign policy as electronic diplomacy. The work outlines the history of occurrence of the phenomenon, names and definitions, as well as the main goals and directions of using digital diplomacy. Various modes of understanding the phenomenon of e-diplomacy have been explored on the basis of the system approach, using the method of critical analysis. The main directions and tasks that web-diplomacy is fulfilling are outlined.

Keywords: definition, digital diplomacy, diplomacy, Internet.

Карчова Д. Б., Літовченко Я. М. Електронна дипломатія, як елемент зовнішньополітичної діяльності держав. Дане дослідження містить інформацію про такий елемент зовнішньополітичної діяльності держав, як електронна дипломатія. Надано стислу інформацію про історію виникнення явища, варіанти назв та дефініцій, з ним пов'язаних, а також основні цілі та напрями використання цифрової дипломатії. На основі системного підходу, з використанням методу критичного аналізу досліджено різні способи розуміння феномену е-дипломатії, окреслено основні напрями та головні завдання, що виконує web-diplomacy.

Ключові слова: дефініція, дипломатія, електронна дипломатія, інтернет.

1. Introduction

The purpose of this paper is to examine the concept of digital diplomacy, its key uses, and its impact on international relations. The object of this research is the use of digital diplomacy by countries, including their motivations, strategies, and target audiences. The aim of the study is to identify various tools and platforms used in digital diplomacy, such as social media, websites, and online communication channels. The research materials draw on academic literature, government documents and news articles to provide a comprehensive understanding of e-diplomacy.

A person of the twenty-first century lives in an information society, where one of the main suppliers of intellectual resources is the global Internet. The Internet can be used to obtain information about any event, country, person, or anything. Moreover, with the help of the Internet and all its components, anyone can create and disseminate their own information, both true and

fake, which has a chance to turn into an information bomb under certain conditions. If used skillfully and calculatedly, the network can help bring it to the general public. The Internet is used by most countries in the world, by representatives of all segments of the population, from the poorest to the business and political elites. The latter has long since begun to use modern ICTs in their own interests, in favor of their states and corporations, both in the domestic and foreign policy arenas.

The United States of America was the first to use the global network on a massive scale to increase its influence and solve other diplomatic problems. It was there that the first personal computers appeared, and the Internet was born, so it is not surprising that it was in this country that ICTs were first turned into a public diplomacy tool. This happened in 1996, when the first online magazine, the Washington Files, was launched.

The relevance of this study stems from the popularity of the use of a relatively new foreign policy tool - digital diplomacy - by the world's leading countries. However, Ukrainian diplomats have so far paid insufficient attention to the electronic factor. This is evidenced by underdeveloped state information portals, websites of government agencies, etc. Information on them is mostly in Ukrainian, with only basic information in other languages (most often English and Russian). As for the news feeds on the official pages publications are translated selectively and irregularly. This trend can be traced, for example, by looking at the official websites of the President of Ukraine ("President of Ukraine", n.d.), the Ministry of Foreign Affairs ("Ministry of Foreign Affairs", n.d.), etc.

Given the urgency and demand for the implementation of ICTs in the sphere of diplomatic relations, the issue of e-diplomacy is being actively studied by the scientific community. Among the contemporary scholars in Ukraine, the issue of digital diplomacy has been considered in the works of such researchers as Y. Turchyn, N. Hruschynska, D. Haidai, B. Humeniuk, L. Litra, Y. Kononenko, Y. Falke, and O. Sahaidak.

Among foreign researchers, F. Hanson, G. Herbner, J. Grunig, and L. Pai are engaged in the issue of digital diplomacy. Western scholars take a more thorough approach to the issue of e-diplomacy. They are not only working on defining the phenomenon but also studying the specific features, ways, and purposes of its use, analyzing models and policies of countries around the world regarding the use of the Internet and ICTs for foreign policy goals and interests. They also take a broader view of NetDiplomacy's objectives, in particular, linking them to the spread and support of democratic values, establishing partnerships, gathering information about supporters and enemies, and confronting authoritarian regimes.

2. E-Diplomacy in foreign policy of countries

Defining a new scientific phenomenon is not an easy task, requiring the work of dozens of specialists and a long period of time. Today, diplomacy, which includes elements of online activity using electronic devices, is called by several names: digital diplomacy, electronic diplomacy, e-diplomacy, social media diplomacy, Twitter diplomacy or Web 2.0 diplomacy.

There are other formulations, but the above are the most common. Among them, the phrase "electronic diplomacy" is most often used. This is due to the work of F. Hanson, a fellow of the Australian Lowy Institute, which he wrote during his stay at the Brookings Institution in the United States. The study consisted of two papers: "The Revolution and the State Department: The Spread of E-Diplomacy" (2012) and "Freshly Baked and Shipped: E-Diplomacy and the State Department" (2012), which were published six months apart.

His main goal was to systematize the programmatic work in the field of e-diplomacy, which had been carried out by the US State Department for several years. Hanson defined e-diplomacy as the ability to use the Internet and other information and communication technologies to achieve and lobby for foreign policy goals and interests of the state. Moreover, he identified 8 priority areas of e-diplomacy: knowledge management, public diplomacy, information management, consular support, emergency response, Internet freedom, external resources, and political planning. The publications have sparked a renewed interest in e-diplomacy among scholars around the world (Litra & Kononenko, 2013). From the documents of the US Government, it can be understood that the top management defines e-diplomacy as the use of social networks in diplomatic practice to ensure the interaction of American diplomats with foreign Internet users ("Dipnote", n.d.).

Another scholar, L. Permyakov, uses the term "digital diplomacy" with a similar definition. However, the researcher notes that one of the main characteristics of states living in the information space is forced openness. If this space is not filled with objective information, it will be filled by other participants in world relations, which may negatively affect the implementation of foreign policy objectives (Gaidai, 2013). Another scholar who conducts research in the field of e-diplomacy, N. Tsvetkova, uses the term "Web 2.0 public diplomacy" and notes that its main methods are posting "radio and television programs on the Internet, distributing open access literature about the United States in digital format, monitoring the blog space, creating personalized pages of members of the US Government on social networks, and sending information via mobile phones (Cull, 2013). There are many more examples of how different scholars interpret the same terms. Nevertheless, under different names and in different formulations, researchers define the essence of digital diplomacy in a similar way.

Summarizing the most important of all these definitions, we can say that digital diplomacy in general is the use of information and communication technologies to achieve foreign policy goals, including the protection of the interests, sovereignty, and integrity of the state, the formation and maintenance of its image as a modern, reliable partner country.

The definition also identifies the main goals of such diplomacy, namely:

- Achievement of foreign policy objectives and goals;
- Protecting the interests of the state in the international arena;
- Conducting propaganda and anti-propaganda;
- Exerting influence or pressure on other actors;
- Discrediting opponents;
- Strengthening relations with supporters;
- Forming and maintaining a positive image;
- Raising awareness of the world community about the state;
- Other goals.

E-diplomacy is only gaining momentum. Increasingly, the Internet is being used as a means of communication between diplomatic missions, a place to collect information, conduct propaganda, stimulate change, seek support for certain issues, put pressure on other governments, etc.

The main actors of digital diplomacy are government agencies, including the Presidential Administration, various ministries, including the Ministry of Foreign Affairs, the Government, and individual political figures. The actors also include non-governmental agencies and organizations involved in international affairs. In addition, negative actors such as terrorist groups, extremist movements, etc. also use the network for their own purposes.

As for the objects of e-diplomacy, they are foreign governments and other authorities, individual political forces or figures, intergovernmental and non-governmental international organizations, and most importantly, the foreign community, both in general and in individual states.

E-diplomacy is a multifaceted tool that can be used effectively in several ways:

- 1) Transferring classic public diplomacy events to an online audience;
- 2) Creating new tools for diplomatic missions, and governmental and non-governmental organizations to communicate with target audiences;
- 3) Establishment of international contacts using several algorithms: "state-citizens", "citizens-state", "state-state", "citizens-citizens";

4) Collecting and processing large amounts of information from Internet resources of different countries, which can be used to achieve political goals and objectives, strategic planning, etc;

5) Establishing contacts between the state and citizens abroad, establishing stable communication with diasporas in different countries;

6) Simplification of consular activities, in particular, online submission of documents for obtaining a visa, etc;

7) Communication between embassies and with embassies of other countries (Glassman, 2008).

Moreover, this list is becoming more and more extensive every day. Network diplomacy is realized through such resources as blogs and micro-blogs, social networks, departmental and non-departmental portals and websites, online radio and television, e-mail, and other public and widespread media platforms.

3. Conclusions

Digital diplomacy is a new and ambiguous phenomenon in the global political arena. On the one hand, it provides states with new opportunities and tools to participate in international relations, but on the other hand, it imposes a number of special requirements on its users. The available research on this issue shows that there is a feedback loop between the world's population and states, driven by the realities of the information society. This feedback, complemented by a number of media factors, dictates the conditions for how information should be presented on the official pages of diplomatic missions. Thanks to social networks and online resources, modern diplomacy is becoming deeply public and less discreet. Thus, digital or e-diplomacy is a technological tool for the state to realize its goals and interests in foreign policy, improve and maintain its image, and shape its face to the world.

E-diplomacy opens up new opportunities for the development and implementation of soft power, as well as for developing strategies to prevent or resolve political, social, or economic crises, based on the excitement and reactions of society to certain news fakes.

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INTERACTION OF EUROPEAN NON-GOVERNMENTAL ORGANIZATIONS WITH LOCAL GOVERNMENTS IN UKRAINE IN THE CONTEXT OF THE RUSSIAN- UKRAINIAN WAR

T. Katamadze,

O.Yu. Sergeeva (language supervisor)

V. N. Karazin National University, Kharkiv

Катамадзе Н. Т., Сергеева О. Ю. Взаємодія європейських неурядових організацій з органами місцевого самоврядування в Україні в умовах російсько-української війни.

Стаття розглядає досвід взаємодії європейських неурядових організацій із місцевим самоврядуванням в Україні, що став особливо актуальним під час збройної агресії РФ. Під час дослідження було проаналізовано вплив російсько-української війни на структуру та функції органів місцевого самоврядування в Україні. В статті було порушено проблему важливості та актуальності зазначеної взаємодії задля подолання кризових умов в під час конфлікту. Стаття висвітлює значущість співпраці та діалогу для сталості та розвитку України та надає приклади успішних проєктів та ініціатив, що надають активну гуманітарну допомогу, реконструкцію постраждалої інфраструктури та підтримку громадського управління.

Ключові слова: взаємодія, громадське управління, громадські організації, гуманітарна допомога, європейські неурядові організації, органи державної влади, органи місцевого самоврядування, реконструкція, російсько-українська війна, партнерські програми.

Katamadze N. T., Sergeyeva O.Yu. Interaction of European non-governmental organizations with local governments in Ukraine in the context of the Russian-Ukrainian war. The article examines the experience of European non-governmental organizations' interaction with local self-government in Ukraine, which has become especially relevant during the Russian armed aggression. The article raises the issue of the importance and relevance of this interaction for overcoming the crisis conditions during the conflict. The article highlights the importance of cooperation and dialogue for the sustainability and development of Ukraine and provides examples of successful projects and initiatives that provide active humanitarian assistance, reconstruction of the affected infrastructure and support for public administration.

Keywords: European non-governmental organizations, humanitarian aid, local governments, NGO, partnership programs, public administration, public organizations, reconstruction, Russian-Ukrainian war, state authorities.

Formulation of the problem. Since Russia launched its full-scale aggression against Ukraine in February 2022 Europe has deepened its cooperation with Ukraine, building on three decades of

work. The Russian-Ukrainian war, initiated in 2014, has not only posed threats to security and territorial instability but has also presented significant challenges to local governance in Ukraine. In this context, it is crucial to examine the role and interaction of European non-governmental organizations (NGOs) with local self-government in addressing the consequences of the conflict.

While research in this area has expanded in recent years, questions remain regarding effective collaboration strategies and their impact on the resilience and development of local communities. This article aims to address this gap by analysing the dynamics of interaction between European NGOs and local self-government in the context of the conflict. It seeks to provide specific insights for further research and the development of crisis management strategies.

Key aspects of the analysis encompass humanitarian aid, reconstruction efforts, support for civic governance, and partnership programs. Examining these facets will not only identify effective strategies but also illuminate limitations and opportunities for enhancing collaboration in this complex context.

The aim of the research is to determine the impact of this interaction on the development of local self-government in Ukraine and to address current issues related to the military conflict.

To achieve this goal, the paper identifies a number of interrelated tasks, the main of which are:

1. determination of the experience of interaction between European non-governmental organisations and local governments in the context of the conflict;
2. analysis of specific projects and initiatives of European non-governmental organisations in the regions affected by the war;

The subject of the study: interaction between European non-governmental organizations and local governments in Ukraine in the context of the Russian-Ukrainian war.

The object of research: processes and results of interaction between European non-governmental organisations and local governments in Ukraine aimed at regulating and supporting the development of local self-government in the context of the conflict.

Research methods. The research primarily uses the method of literature review, which allows for analysing research and publications on this topic, a systematic review method, and empirical research.

The main tool that ensures effective cooperation between the local council and the state administration is the coordination of actions as a result of planning joint activities for a week, month, quarter, half a year and a year. Another effective factor that allows for timely coordination of the work of both branches of local government is the joint holding of the praesidiums of the local council and the board of the state administration (Усаченко, 2012). A prominent place in the development of the district is occupied by holding single days of information and weekly seminar meetings of the

executive staff of local councils and state administrations together with the heads of village, town and city councils.

Civil society institutions include civic organizations and movements, trade and creative unions, employers' organizations, professional associations, non-governmental educational and healthcare institutions, charitable and religious organizations, non-governmental media, non-business associations and institutions, political parties and organizations of entrepreneurs and industrialists not affiliated with the government, and other forms of citizens' associations (Усаченко, 2012). They are often referred to as non-governmental organizations, non-profit organizations, non-commercial organizations, and public associations.

Humanitarian assistance provided by European non-governmental organizations to Ukraine is a significant aspect of international cooperation and support.

The various aspects of humanitarian assistance provided by NGOs include medical care, educational initiatives, humanitarian assistance in crises, as well as projects in the areas of water supply, housing and social support. European NGOs provide humanitarian aid to Ukraine in various forms, such as medical supplies, food, water, housing, clothing and other essential items (План гуманітарного реагування, 2023). Typically, these NGOs work in cooperation with Ukrainian NGOs and local authorities to ensure that aid reaches those in need efficiently and rapidly. According to the UN, in 2023, \$3.9 billion was allocated for humanitarian aid to Ukraine. These funds were used to help more than 17.6 million people in need, including internally displaced persons and refugees (Krieg in der Ukraine, 2024).

European NGOs that provide humanitarian aid to Ukraine include organizations such as the International Committee of the Red Cross, the International Organization for Migration, the European Commission, the European Free Trade Association, and the European Food Federation (Human rights in Ukraine, 2024).

Humanitarian assistance provided by European non-governmental organizations to Ukraine supports the development of civil society, contributes to strengthening the country's social potential and is a key tool for ensuring sustainable development in the face of current challenges and difficulties.

European NGOs provide various types of assistance to Ukraine, including humanitarian aid, legal assistance, human rights monitoring, and support for the development of civic initiatives. For example, the British non-governmental organization Amnesty International (Human rights in Ukraine, 2024), which, together with the Kyiv city authorities, records illegal actions against Ukrainians, monitors human rights and provides assistance in the fight against corruption.

One example of a European NGO aimed at providing humanitarian assistance to Ukrainians through cooperation with local authorities is Ukraine in Europe, a non-governmental organization operating under French and European law, headquartered in Schiltigheim, Alsace, France (NGO “Ukraine is Europe”, 2024). The organization actively cooperates with the city authorities of Lviv and Dnipro. Their mission is to help the population of Ukraine affected by the war. Their work involves sending humanitarian convoys and ambulances to conflict zones, providing vital goods and support. They also help Ukrainian refugees in the European Union with transportation, accommodation, administrative procedures and school registration to facilitate their integration (NGO “Ukraine is Europe”, 2024).

Currently, 700 humanitarian organizations are operating in Ukraine, including international agencies, local NGOs and charitable foundations. More than half of them focus on providing food aid and necessities and livelihoods, the ministry said (Krieg in der Ukraine, 2024).

According to the report “Enabling the local response: Emerging humanitarian priorities in Ukraine March-May 2022”, which summarises the results of a rapid review conducted by Humanitarian Outcomes, a UK-based NGO in May 2022, “in the first six weeks after the invasion, virtually all humanitarian assistance in Ukraine was organized and delivered by local actors, including around 150 existing national NGOs, church groups and around 1,700 newly established local aid groups” (Дослідження ініціатив у сфері повоєнного відновлення, 2023).

The majority of SMEs and CSOs report that they face difficulties in obtaining financial support from international organizations for rapid response due to rigid and slow contracting procedures (План гуманітарного реагування, 2023). One respondent described their organization's failure to support community groups in Kharkiv that were working with hospitals to deliver medicines and help vulnerable people stranded due to lack of travel. However, their efforts were severely hampered as they were unable to engage UN agencies or international NGOs to provide the necessary support, and the procedures offered proved to be lengthy, lasting three months (Дослідження ініціатив у сфері повоєнного відновлення, 2023).

Despite the ongoing hostilities in Ukraine, the country's recovery process has already begun. Reconstruction projects and initiatives are being implemented in at least 27 areas, with civil society organizations working alongside other actors in the vast majority of them (Дослідження ініціатив у сфері повоєнного відновлення, 2023).

First of all, among the advantages of NGOs compared to official state structures is the possibility of access to the crime scene. In addition, they are able to establish dialogue and trust with witnesses and victims of crimes more effectively than the state.

While investigations by state agencies may be hampered by certain procedural obligations and resources, NGOs feel much freer in this regard. They are not constrained by procedural limits and are already using digital evidence through access to advanced technology or satellite imagery, collaborating with other NGOs around the world, and striving to meet international investigative standards. In addition, they encourage the state to bring national investigation standards closer to existing international ones. It is also worth noting the advantage of non-governmental organizations in terms of expert opinions. Such organizations have multidisciplinary specialists who regularly attend conferences, write research papers and keep up with the modern world. Non-governmental organizations are often faster and more efficient in using innovative methods (Krieg in der Ukraine, 2024).

Today, one of the most prominent examples of NGO involvement in Ukraine's reconstruction is the German Platform for Ukraine's Reconstruction, a proposal by the Federal Government for non-governmental organizations in Germany that would like to participate in Ukraine's reconstruction (Kommunen als Schlüsselakteure des Wiederaufbaus, 2023).

The platform aims to strengthen Germany's contribution to Ukraine's reconstruction. It aims to ensure greater transparency, efficiency and effectiveness of reconstruction initiatives by facilitating networking and exchange of experience between companies, municipalities, civil society and academic organizations, and by providing information on consulting, cooperation and funding opportunities on the website. The platform serves exclusively for the thematic and professional exchange of views on Ukraine's recovery. The allocation of funds and the question of which initiatives will receive financial support is decided completely independently of the platform within the framework of existing funding structures. In addition, the platform does not serve to pool or coordinate offers of assistance and donations for direct emergency relief, as appropriate structures already exist for this purpose (Kommunen als Schlüsselakteure des Wiederaufbaus, 2023).

Conclusion

Several important conclusions can be drawn from the analysis of the interaction between European NGOs and local governments in Ukraine in the context of the Russian-Ukrainian war.

First, humanitarian aid and reconstruction activities carried out by European NGOs play a key role in restoring infrastructure and improving living conditions in the affected areas. These activities contribute not only to physical recovery but also to the psychological recovery of local communities, providing hope and support.

Second, support for community governance becomes critical in restoring stability and development. Programs aimed at strengthening civic participation and management skills help to build effective and responsible governance structures at the local level.

Third, partnership programs have a significant impact on the development of local communities. Through cooperation with local authorities and the public, European NGOs contribute to the creation of sustainable and effective initiatives that meet the needs of a particular region.

Overall, the engagement of European NGOs with local governments in conflict-affected Ukraine has great potential to contribute to sustainable development and recovery. However, it is important to continue researching and improving engagement strategies to maximize opportunities and overcome challenges faced by communities in times of crisis.

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HUMANITARIAN, MILITARY AND FINANCIAL ASSISTANCE TO UKRAINE FROM THE USA SINCE 2022

M. S. Katasonova,

A. Y. Ponikaryova, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Katasonova M. S., Ponikaryova A.Y . Humanitarian, military and financial assistance to Ukraine from the USA since 2022. The article provides a thorough examination of the multifaceted support extended by the United States to Ukraine in the form of humanitarian aid, military assistance, and financial backing. As geopolitical tensions have intensified, particularly in Eastern Europe, the USA's role in bolstering Ukraine's resilience and sovereignty becomes increasingly significant. By presenting a comprehensive analysis of the tripartite support—humanitarian, military, and financial—this article offers a nuanced understanding of the dynamic relationship between the USA and Ukraine. The implications of this assistance on the geopolitical landscape, as well as its broader implications for international relations, are explored in depth, providing a valuable resource for those seeking insights into the intricacies of global diplomatic efforts and crisis response.

Keywords: diplomacy, financial support, humanitarian assistance, military aid, regional balance of power.

Катасонова М. С., Понікарьова А. Ю. Гуманітарна, військова та фінансова підтримка України від США з 2022 року. У статті ретельно досліджено багатогранну підтримку, яку Сполучені Штати Америки надають Україні у формі гуманітарної допомоги, військової допомоги та фінансової підтримки. В умовах посилення геополітичної напруженості, особливо у Східній Європі, роль США у зміцненні стійкості та суверенітету України стає все більш значущою. Ця стаття, що містить комплексний аналіз тристоронньої підтримки - гуманітарної, військової та фінансової, - пропонує детальне розуміння динамічних відносин між США та Україною. Вплив цієї допомоги на геополітичний ландшафт, а також її ширші наслідки для міжнародних відносин досліджуються глибоко, забезпечуючи цінний ресурс для тих, хто шукає розуміння хитросплетінь глобальних дипломатичних зусиль і реагування на кризові ситуації.

Ключові слова: військова допомога, гуманітарна допомога, дипломатія, регіональний баланс сил, фінансова підтримка

1. Introduction

In the context of Russia's full-scale aggression against our country, from February 24, 2022, to August 2023, Washington provided Ukraine with military, financial, and humanitarian aid totaling \$66.2 billion (Mellen & Galocha, n.d.). Of this amount, \$43.1 billion was spent on military aid. Between the beginning of the war and November 20, 2022, the United States provided \$9.9 billion in humanitarian aid to Ukraine, which exceeds the total amount of such aid from other countries and organizations. According to an analysis of data from the Ukraine Support Tracker project, the amount of aid from the United States exceeds the aid from all other countries combined (Pechenyuk, n.d.).

2. Main material

The largest donor to Ukraine today is the United States, a country that has documented its readiness to provide €70.7 billion in aid, including €42.8 billion in military aid. It is significant that the United States accounted for 43% of the total aid provided by Western democracies to Ukraine (Bohdan, n.d.).

However, as the war drags on, support for funding for Ukraine among the US population is fluctuating. A Pew Research Center poll in June 2023 showed that 44% of Republicans believe that the United States provides too much aid to Ukraine. However, Speaker of the House of Representatives Mike Johnson considers the issue of assistance to Ukraine a priority in the work of the US Congress. Subsequently, the Pentagon called on Congress to approve President Joe Biden's request for additional funding, including assistance to Ukraine and Israel, as soon as possible. The distribution of the burden and types of support for Ukraine among different donors indicates that the formula developed at the beginning of the war is still working: the US provides Ukraine with initial financial assistance and strengthens its military and defense capabilities, while the EU forms an aid package for recovery and post-war reconstruction and helps Ukraine move towards European integration (Pryshepa, n.d.).

Among the three types of support in the structure of the US aid package, military support dominates (over 60%). Figure 1 shows the importance of different donors in the formation of military, financial, and humanitarian aid to Ukraine ("The White House", n.d.). As we can see, in the international dimension, the leaders in providing military and economic assistance to Ukraine with a significant gap from others are the United States (70.7 billion euros), the United Kingdom and Germany (10.7 billion euros each), followed by Japan, Canada, Poland, the Netherlands and Norway (Svoboda, 2022).



Fig 1. Financial, humanitarian and military assistance to Ukraine from allied countries in billions of euros (as of February 18, 2023).

An important factor in the protracted nature of the war and the unjustified loss of human life is the lack of Western military assistance to Ukraine. Experts at the Kiel Institute cite the following data: during World War II, the United States transferred 27,751 tanks and 4,356 pieces of cannon artillery to the United Kingdom. The number of the same weapons from the United States to the Soviet Union was 7,172 and 96. For comparison: In 2022, all the allies pledged to provide Ukraine with 471 tanks and 379 howitzers, despite the fact that Ukraine did not receive any support in the form of combat aircraft (Adragna, n.d.).

If we move from natural units of measurement to monetary ones, the Kiel Institute experts have calculated that from February 24, 2022, to June 1, 2023. The United States spent 0.18% of its annual GDP on military aid to Ukraine. This amount was several times less than the annual US spending on assistance to allies in other wars (Bohdan, n.d.).

The United States spent annually on military aid:

- 2.8% of GDP during the Korean War of 1950-1953
- 1% of GDP during the Vietnam War in 1965-1975
- 0.7% of GDP during the war in Iraq in 2003-2010;
- 0.25% of GDP during the war in Afghanistan in 2001-2010.

Many military analysts confirm the fact that Ukraine does not have enough weapons, from shells to combat aircraft, to drive Russian troops out of their fortified positions. A serious deterrent is also the lack of air superiority in the Ukrainian Armed Forces; in modern wars, no Western army would launch an offensive against the enemy's fortified lines without such an advantage (Bohdan, n.d.).

The situation with financial support for Ukraine by its allies is somewhat better than with military support. By mid-2023, foreign creditors and donors had financed more than 50% of the

state budget expenditures for the first half of the year. However, significant problems for Ukraine's financial stability are caused by the prevalence of the credit component of external financing over the grant component (Pechenyuk, n.d.).

As of June 1, 2023, the share of grants in the structure of total financial assistance to Ukraine amounted to 42% (mainly due to a large grant contribution from the United States). According to the IMF's forecast, the share of grants in external official financing in 2023-2026 will average 20% (Pryshepa, n.d.).

In addition, Joe Biden's request to the US Congress for additional funding to help Ukraine in the next fiscal year provides for the allocation of \$11.8 billion, but with a decrease in the monthly amount of aid from 1.1 billion to 825 million. This is stated in a letter sent from the White House to the interim speaker of the US House of Representatives, Patrick McHenry («Objective analysis», n.d.).

3. Conclusions

Consequently, we can conclude that despite the fact that the United States was one of the first to provide aid packages and is the leader in terms of the amount of aid provided among other countries, this is not enough for Ukraine to finally turn the tide of the war in its favor. In the short and medium term, Ukraine faces an urgent task of strengthening the grant component of financial support from its partners. Grant financing, unlike credit financing, does not generate debt sustainability problems and does not deplete limited domestic resources for debt purposes.

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MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD MARKET OF PETROLEUM PRODUCTS

I. V. Khartsii,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Khartsii I. V., Litovchenko Y. M. Modern trends in the development of the world market of petroleum products. This article describes the trends in the global oil and oil products market, specifying the leading countries in oil production and consumption, and analyzing the volume of world trade and prices for oil products. The paper outlines the economic consequences of Russia's invasion of Ukraine and analyzes the structure of the primary energy market. The work reveals impact of the main determinants of the oil market, such as demand, supply and price level.

Key words: demand, global economy, modern trends, oil market, petroleum products.

Харцій І. В., Літовченко Я. М. Сучасні тенденції розвитку світового ринку нафтопродуктів. Стаття розглядає тенденції розвитку світового ринку нафти та нафтопродуктів, визначаючи країни-лідери у видобутку та споживанні нафти досліджуючи обсяги світової торгівлі та ціни на нафтопродукти. Розглянуто економічні наслідки російського вторгнення в Україну. Аналізується структура ринку первинних енергоресурсів та формування ринку нафтопродуктів. Стаття оцінює вплив основних детермінант нафтового ринку, таких як попит, пропозиція та рівень цін.

Ключові слова: нафтопродукти, попит, ринок нафти, світова економіка, сучасні тенденції.

1. Introduction

The object of the work is the modern world oil market. The subject is the key characteristics and trends of the world oil market. The purpose is to determine the key characteristics of the modern world oil market and assess its development trends. The topicality is that oil is a crucial energy resource of modern civilization and a determining factor in the development of the global economy as a commodity. It has the highest level of competitiveness in the world commodity markets, and oil prices are a determining factor in the development of the global economy. Trends and conditions in the global oil market directly affect the global economy, determine the pace of its development, promote economic growth or cause recession, and largely determine the course of economic development of each individual country. Moreover, this market has turned into a kind of political arena, the dominance of which allows modern oil market to influence the foreign policy of many countries. Taking into account globalization transformations, rapid increase in oil

consumption, depletion of reserves and volatility of oil prices, the study becomes important for understanding current challenges and prospects of this market (Koryт-Ференс, 2022, pp. 32-34).

The problems of formation and development of the global oil market have been studied for a long time by both Western and domestic scholars, including: V.S. Biletskyi, H.I. Gayko, V.M. Orlovskyi, M. Woodford, L. Galchynsky, E. Golybard, O. Zorin, O. Kohut and others (Biletskyi & Gayko & Orlovskyi, 2019).

2. Oil demand forecast for year 2024

Taking into account this classification of petroleum products, it can be claimed that petroleum serves as one of the most important raw materials for the production of high-performance fuels and various chemical materials (in particular, for the production of synthetic alcohols, rubbers and rubber-like materials, synthetic resins, medicines, greases, lubricants, synthetic detergents, fertilizers, insecticides, food, textile and pharmaceutical products, etc.) (Білецький., Гайко & Орловський, 2019, p. 11).

Thus, the market for petroleum products (otherwise known as the oil market or oil market) plays a key role in ensuring the socio-economic development of each country and social progress in the world as a whole. The main components of any type of market, including the petroleum market, are supply, demand and price. The International Energy Agency has again raised its forecast of global oil demand growth for 2024, although its forecast remains lower than OPEC's expectations. In recent years, the IEA and the Organization of the Petroleum Exporting Countries (OPEC) have clashed over issues such as future oil demand. The IEA expects oil demand to peak by 2030 as the world shifts to cleaner fuels, but OPEC rejected this view in its paper. The IEA, which advises industrialized countries, predicted that the global consumption will grow by 1.24 million barrels per day in 2024. This is the third consecutive upward revision of the forecast in the last few months, but it was lower than OPEC's forecast of 2.25 million barrels per day.

As the conflict in the Middle East raises concerns about supply, the IEA said that in the absence of significant disruptions in flows, the market looks reasonably well supplied in 2024, and a surplus could arise if OPEC and its allies wind down production cuts as planned in the second quarter.

The IEA's latest revision of demand growth upward by 180 thousand barrels per day compared to the previous forecast is due to improved global economic growth and lower oil prices in the fourth quarter, as well as the expansion of China's petrochemical sector (Павлиш, 2024).

3. The importance of oil in global energy

Today, the countries with the largest oil reserves are Venezuela and Saudi Arabia - more than 34% of the world's geologically proven oil reserves belong to these two countries, which together cover an area equal to one-third of the United States with a population of 63 million - 5 times smaller than the United States. The next largest countries in terms of reserves are Canada, Iran, Iraq, Russia, Kuwait, the UAE, and the United States, which hold more than 80% of the world's oil reserves (Білецька & Яцків, 2021, pp. 33-44).

According to the analysis by the International Energy Agency, in 2020, 29% of the world's energy supply came from oil. Despite the growing use of renewable energy sources, oil remains a necessary component of stability and efficiency in various sectors of the economy. In 2022, two countries stood out as particularly large oil consumers: the United States and the People's Republic of China. The United States was impressive in terms of oil consumption - 19 million barrels per day. This is due to the huge volume of motor vehicles, industrial sector, and other industries that use oil and oil products. The United States was followed by China, its main economic and political competitor. Last year, China consumed 14 million barrels of oil per day. The country's rapid development has led to an increase in demand for energy, particularly oil. The consumption of other countries is much lower compared to the US and China. The remaining eight largest consumers, including European countries, together consume only two-thirds of the volumes used by the United States and China.

If we compare oil consumption in 2012 and 2022, we can notice interesting trends. Oil consumption in the United States grew by only 9%, which indicates smart energy planning and attention to resource efficiency. On the other hand, China and India showed a significant increase in oil consumption - by 42% and 41%, correspondingly. This is due to their rapid economic development and increasing mobility. Remarkably, four of the five countries in the BRICS group are also among the largest oil consumers. Brazil, Russia, India, and China are among the top-8, and three of them have seen significant consumption growth over the past decade ("Organization," n.d.).

4. Development of the global oil and oil products market in the context of Russia's military aggression against Ukraine

Russia's invasion of Ukraine in 2022 caused the price of oil to soar to over \$110 per barrel. Oil is the third largest export product in the world in terms of revenue, so it could not help but be affected by the war. It took almost a year of active fighting in Ukraine for European countries to limit Russian exports of oil products as much as possible. At first, crude oil was subject to

sanctions, but on February 5, it was the turn of petroleum products. This is one of the main sources of revenue for the Russian budget to finance the war against Ukrainians. The embargo will not eliminate all revenues from oil products for the aggressor country, but it will significantly reduce them. This trend will remain in place in the future. The EU Council adopted a decision to ban imports of Russian oil and oil products in June 2022, but it did not come into force immediately. The oil and fuel sanctions, which were postponed for six months, didn't come into effect until December 5, 2023.

The top ten oil-producing countries in the world are the United States, Saudi Arabia, Russia, Canada, China, Iraq, Iran, the United Arab Emirates (UAE), Brazil, and Kuwait. The United States is the largest oil producer in the world with 17.9 million barrels per day, followed by Saudi Arabia with 10.8 million barrels per day. Russia is the third largest oil producer with 10.7 million barrels per day, and Canada is fourth with 5.4 million barrels per day.

Before the war started, Russia had been accounting for about 40% of the EU's imports of petroleum products. It is also forbidden to import diesel, gasoline, aviation gas (jet fuel), fuel oil and other oil products by sea. The ban does not yet apply to all EU countries.

The ceiling allows Russians to freely sell their petroleum products to third countries, provided that the price does not exceed a set limit of \$100. Aviation gasoline and diesel fuel cost \$45 per barrel. For example, in international transactions, a barrel of diesel fuel supplied to the EU before the ban cost 100-120 euros or 107-129 dollars. Sanctions against Russians could be tougher, market participants believe. However, they say that the easing is forced: the allies fear a sharp rise in prices due to large losses in Russian exports. So, Russia will continue to receive oil and gas revenues, but in the long run they will fall (Савченко & Біла, 2023, p. 24-26).

On May 1, 2023, the price of Brent crude oil was \$79.31 against \$75.31, \$75.66 for WTI oil and \$80.03 per barrel of OPEC basket. European Brent, US WTI and the OPEC basket are the three most important benchmarks that traders use as a guide for oil and gasoline prices. In March 2022, as a result of the Russian-Ukrainian war, oil prices soared to highs not seen since 2008. The decline observed since August reflects market uncertainty due to the looming global recession.

The International Energy Agency estimates that by 2030, Russia will lose about \$1 trillion due to the embargo. The share of export revenues, as well as Russia's share of the global energy market, will fall from 20% to 13%. The time that European market players had to prepare for the embargo was not in vain. Traders reoriented supplies and stockpiled, including by buying Russian oil products at a large discount. As a result, wholesale prices for gasoline fell by UAH 1.25 per liter in January, and diesel fuel by UAH 1 per liter ("Organization," n.d.).

During the first 100 days of the invasion, gas imports from Russia to the EU fell by 23%. Imports rose to their highest level in 2022 in the first two weeks, but then fell by 30% compared to May 2021. Russian gas imports to Germany fell by 31%, and to Poland and Lithuania by 70%. Nevertheless, Gazprom's revenues from high prices are still twice as high as a year ago. Cessation of natural gas supplies to Poland, Bulgaria, and Finland. Austria and Bulgaria imported more than in previous years, while the Czech Republic and Denmark resumed imports. On the eve of the invasion, Gazprom deliberately limited gas sales. As a result, imports of Russian gas fell below their lowest level in 2015-2020. After the invasion, imports rose sharply to last year's level as gas buyers sought to secure supplies and high gas prices made it economically attractive. After the initial spike, imports have fallen steadily, mostly replaced by natural gas (Савченко & Біла, 2023, pp. 27-29).

5. Conclusion

The oil and gas market plays a key role in ensuring the social and economic development of each country and social progress in the world. The following countries have the largest oil and gas reserves: Venezuela, Saudi Arabia, Canada, Iran, and Russia. The largest exporters of oil and gas are: USA, Saudi Arabia, Russia. The largest importers are the European Union and China (Білецький, Гайко & Орловський, 2019, pp. 24-26).

The war in Ukraine has caused a major disruption to the petroleum products market. This is a real shock in addition to pandemic-related supply chain disruptions and a stronger than expected recovery in demand. Sanctions against Russia are not a sprint, but a marathon. In the short term, their effect may sometimes be considered insignificant, but in the medium and long term, they will have destructive consequences for the aggressor country's economy. In the future, countries will try to figure out how they can overcome their dependencies on Russian energy resources, simultaneously minimizing the consequences for their economies (Савченко & Біла, 2023, p. 29).

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THE IMPACT OF ECO-FRIENDLY TECHNOLOGIES ON THE HOSPITALITY SECTOR

K. V. Khodot,

N. M. Startseva, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Khodot K. V., Startseva N. M. The impact of eco-friendly technologies on the hospitality sector.

The article deals with the problem of adopting eco-friendly technologies by the hospitality sector to address customer and employee concerns about health and the environment. A strategic role of sustainable products in creating an eco-friendly environment is underlined. It is stressed that hospitality market segments are changing, technology awareness is increasing, and the main emphasis is put on the three R – reduce, reuse, and recycle. Eco-friendly initiatives of the hospitality industry which are supported by environmentally conscious guests are put forward. Among the urgent needs underlined in the article are reduction of greenhouse gas emissions, energy efficiency, water conservation, and use of recycled or biodegradable materials by hotels. The article stresses that technology positively influence customer satisfaction, staff is trained in waste collection and recycling.

Keywords: customer satisfaction, eco-friendly technologies, energy efficiency, environment, hospitality sector, initiatives, recycling, technology.

Ходот К. В., Старцева Н. М. Вплив екологічно чистих технологій на сферу гостинності.

Стаття присвячена проблемі впровадження екологічно чистих технологій галузю гостинності для вирішення питань клієнтів та співробітників щодо здоров'я та навколишнього середовища. Підкреслюється стратегічна роль сталевих продуктів у створенні екологічно чистого середовища. Зазначається, що сегменти ринку гостинності змінюються, зростає свідомість про технології, і основний акцент робиться на трьох “R” – зменшення, використання повторно та переробка. В статті пропонуються екологічно чисті ініціативи готельної галузі, які підтримуються навколишньо свідомими гостями. Серед термінових потреб, висвітлених у статті, – зменшення викидів парникових газів, енергоефективність, збереження води та використання переробленого чи біорозкладного матеріалу в готелях. В статті наголошується, що технології позитивно впливають на задоволення клієнтів, персонал навчений збору та переробці відходів.

Ключові слова: вторинна переробка, галузь гостинності, екологічно чисті технології, енергоефективність, задоволення клієнта, ініціативи, навколишнє середовище, технологія.

1. Introduction

The hospitality industry has recently taken significant steps to adopt sustainability and eco-friendly practices which state the object of this research. Many hotels are integrating eco-friendly

technologies into their operations, emphasizing paper reduction, energy savings, and water conservation, implementing green practices in lighting and the use of recycled or biodegradable materials. Hotels are actively working towards reducing greenhouse gas emissions and enhancing energy efficiency, particularly with the introduction of LED lighting. This research aims to explore customer behavior and satisfaction in response to the industry's green technological approach. The tasks of the present study are:

- to examine the benefits of eco-friendly environment practices adopted by the hospitality industry;
- to study the perception and attitude of customers and their loyalty towards the ecofriendly hotels;
- to analyze employee's satisfaction in terms of an ecofriendly environment.

The hospitality sector's substantial consumption of fuel, energy, water, and non-renewable resources underscores the urgent need for eco-friendly practices. In the tourism industry, responsible operation and natural resource utilization are crucial. A significant number of hotels have adopted environmentally friendly practices, promoting sustainability for customers, employees, and the environment. Sustainable products play a strategic role in creating an eco-friendly environment, socially and economically.

The hospitality industry has strategically embraced green management to bolster hotel reputation and cater to changing customer preferences for eco-friendly environments. Green technologies, aimed at conserving natural resources, have evolved into a lucrative industry attracting significant investment. Beyond financial benefits, the adoption of green tech contributes to a cleaner and safer environment, making it a thriving sector within hospitality. Many establishments have integrated green technologies to attract a broader customer base. 'Green' considerations in hospitality span various approaches, reflecting a spectrum of eco-friendly initiatives (Elkington, 1994, pp. 90-100). Motivations for green practices in the industry encompass legitimacy, competitiveness, and social responsibility (Bansal & Roth., 2000, pp. 717-736). The terms eco-friendly and sustainable are used interchangeably in this study.

2. Hospitality sector development

2.1. Green Initiatives

In the highly competitive hospitality sector, successful management requires a deep understanding of customer preferences and strategic responses to retain their loyalty. Therefore the hospitality industry continuously adapts to meet evolving consumer expectations (Awang, Yusof, & Afthanorhan, 2018, pp. 21-27).

The tourism industry is urged to align with government policies and regulations, influencing public sentiment towards environmental responsibility. Eco-friendly hotels, embracing the principles of reducing, reusing, and recycling, aim to align their initiatives with customer satisfaction and loyalty. The implementation of the three Rs not only optimizes resource utilization but also economically benefits customers. The pinnacle of success for hotels lies in establishing a sustainable environment, earning recognition and positive feedback. Studies emphasize that guest loyalty is influenced by positive attitudes and committed relationships with eco-friendly hotels (Kotler & Armstrong, 1996). Initiatives like payment incentives foster positive perceptions, encouraging repeat business. Green practices in hotels encompass eco-friendly resource management, energy conservation, and waste management. To increase preference for eco-friendly hotels, improved services are crucial.

Hotels eliminating single-use plastics or reducing them to an absolute minimum is an innovative practice globally. 7.5% of all hotels have eliminated single-use plastics (or reduced them to an absolute minimum). This prevalence rate jumps by three times to 22.6% for full service hotels but falls to 1.3% for limited service hotels. The prevalence of this practice varies largely across property types. Convention hotels top all property types in this practice, with one in three hotels having eliminated single-use plastics. Resorts come in second with a prevalence rate of one in five. Other property types have prevalence rates below 5% for this practice. Nearly one in five urban hotels has eliminated single-use plastics, while hotels belonging to other location types have prevalence rates below 5% for this practice. One in four luxury hotels has eliminated single-use plastics, while around one in ten upper upscale and upscale hotels have done the same. Upper midscale, midscale and economy hotels all have prevalence rates below 5% for this practice.

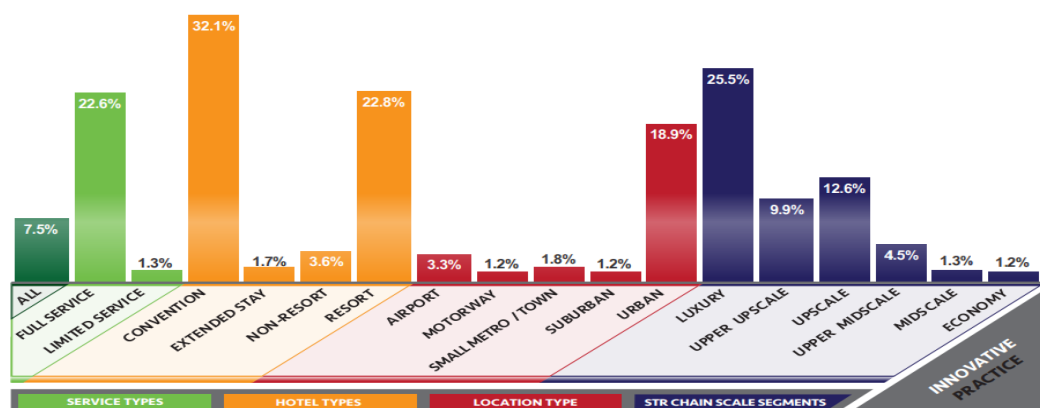


Figure 1. Statistics of hotels which have eliminated single-use plastics

Source: Green lodging trends report, 2022

Hotels using LED in 90% or more of their interior lighting (excluding specialized bulbs for historic lighting fixtures such as antique chandeliers) is an emerging practice globally. Almost half of all hotels use energy-efficient LED lighting for at least 90% of interior lighting needs. This is an established practice at full service hotels (68.4%) and an emerging practice at limited service hotels (41.3%). Across the property types, extended stays have the highest prevalence of this practice (80.8%), while non-resorts have the lowest prevalence (44.1%). Across the location types, this is an established practice for urban, suburban and airport hotels, but an emerging practice for motorway hotels (41.3%), and an innovative practice for small metro and town hotels (22.9%). The higher STR chain scale segments were associated with higher uptake of this practice. Luxury hotels, with a prevalence rate near 80%, are ten times as likely as economy hotels to implement this practice.

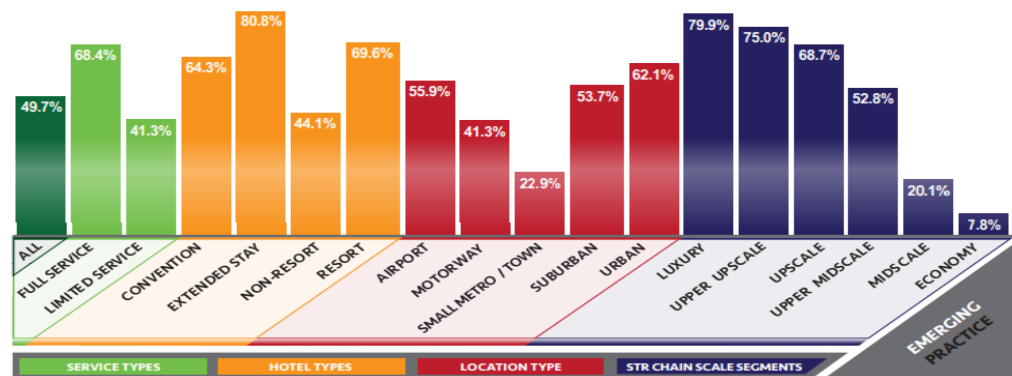


Figure 2. Statistics of hotels using LED lamps in 90% or more of their interior lighting Source: Green lodging trends report, 2022

2.2. Customer and employee satisfaction in eco-friendly practices

Customer satisfaction in the hospitality industry is closely tied to the frequency of their visits, fostering repeat business. Service experience contributes to customer loyalty and satisfaction, and measuring satisfaction helps the industry improve its offerings and facilities. Satisfied customers are more likely to make additional purchases, customer loyalty is established through long-term associations based on preferences and satisfactory service levels, evident when customers willingly return to an establishment. Research indicates that environmentally conscious customers prefer staying in eco-friendly hotels, showcasing loyalty to establishments with green initiatives (Laroche, Bergeron, & Barbaro-Forleo, 2001, pp. 503-520). Hotels with such designs attract more guests, with around 67% of American customers willing to pay extra for green accommodations (Chwen, 2011, pp. 345-355).

Implementing green initiatives is a commitment to social responsibility and satisfaction. Employee contributions, especially in suggesting green practices, are crucial for the successful

growth of establishments (Pichel, 2008, pp. 141-196). The eco-concern shown by hotel employees significantly influences tourists' awareness of green practices in the hospitality sector. Positive employee attitudes towards recycling projects positively impress tourists, employee-initiated green initiatives create a positive impact on both tourists and the establishment. Interestingly, employee behavior towards green initiatives varies between the workplace and home settings. Hotel employees inclined towards environmental preservation willingly implement green initiatives at their properties.

2.3. Trend of ecology

Adopting green sustainability practices becomes crucial for hotels to contribute to environmental conservation. Sustainability not only benefits hotels but also positively impacts their employees and guests, ensuring a prolonged environmental well-being. Embracing the concept of the 3 Rs - reduce, reuse, and recycle - for implementing green initiatives not only helps preserve the environment and satisfy hotel guests and employees but also attracts more business. A significant portion of guests, approximately 75%, are willing to pay more and prefer staying in hotels with green initiatives. This trend enables eco-friendly hotels to generate higher revenue, with key indicators like Average Daily Rate (ADR), Private Driving Room Rate (PDRR), and Average Room Rate (ARR) showcasing robust business performance.

3. Conclusions

Preserving our environment for long-term sustainability is a crucial endeavor. The impact of environmental conservation in the hospitality industry significantly resonates with tourists. Notably, eco-friendly hotels have been observed to generate substantial revenue. There are numerous green initiatives undertaken by hotels, providing satisfaction for both guests and employees.

Individual customers and employees percept positively environmentally friendly technologies, eco-friendly management in the hospitality industry, green initiatives within the sector. Staff members tend to stay with a company for an extended period when the organization adopts green management practices. This loyalty contributes to the success of the establishment and foster prolonged service within eco-friendly hotels.

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TOURIST TERRITORY BRAND: CONCEPT, SIGNIFICANCE, STAGES OF FORMATION

K. Khrystiuk,

N.O. Marchenko, (language supervisor)

V.N. Karazin National University, Kharkiv

Khrystiuk K. Y., Marchenko N. O. Tourist territory brand: concept, significance, stages of formation. The article analyzes contemporary place branding, which holds significant importance when comparing geographical locations. Territories compete with each other, striving to affirm their importance and select economic models that allow them to maintain more resilient positions. Consequently, many countries and cities actively engage in promoting their territories and crafting a unique brand that defines the tourist attractiveness of a specific region. This trend signifies the transformation of tourism into one of the key sectors of the global economy, often determining regional prosperity, economic, and political stability. Due to the increasing competition in attracting tourists, countries resort to implementing new methods and approaches to marketing, including the branding of tourist territories, highlighting the relevance of the chosen topic.

Keywords: brand, territory branding, marketing, destination.

Христюк К. Я., Марченко Н. О. Туристичний бренд: поняття, значення, етапи створення. В статті аналізується сучасний брендинг території, який виявляє велике значення при порівнянні географічних локацій, території змагаються між собою, намагаючись підтвердити свою важливість та обрати такі економічні моделі, які дозволять їм утримувати більш стійкі позиції. Відтак, багато країн і міст активно займаються просуванням власних територій і формуванням унікального бренду, який визначає туристичну привабливість конкретного регіону. Ця тенденція свідчить про перетворення туризму в один із ключових секторів світової економіки, часто визначаючи регіональний добробут, економічну та політичну стабільність. У зв'язку зі зростаючою конкуренцією у привабленні туристів країни вдаються до впровадження нових методів і підходів до маркетингу, включаючи брендинг туристичних територій, що підкреслює актуальність обраної теми.

Ключові слова: бренд, бренд території, маркетинг, місце призначення.

1. Introduction

The object of study is the process of creation, analysis of the destination brand. The subject is theoretical and practical aspects of formation and development of the destination brand.

The purpose of the study is to examine and analyze the tourist territory brand. To achieve this, it is crucial to analyze the essence of the "destination brand" concept and its significance, provide stages of brand formation.

2. Territory brand concept

Territory branding refers to the process of creating a distinctive identity and image for a geographical location, such as a country, region or city. The aim is to promote the unique values, culture, attractions and strengths of the location to various target audiences. An effective brand conveys an emotional connection, provides a competitive advantage, and fosters loyalty among tourists, investors and talent. When designing the brand concept, marketers conduct research to identify the location's core competencies, competitive positioning, and target segments. The branding strategy defines the vision, goals, key messages, personality and positioning that will form the foundation of the brand identity. Successful territory branding helps establish a reputation, add value to local exports and talent, attract tourism and investment, and build pride among residents. With growing global competition, an intentional and cohesive brand strategy is essential for locations seeking to boost their profiles, reputation and prosperity.

The territory brand does not arise spontaneously, but is the result of conscious efforts in its design and promotion. Creating a territory brand requires managing this process, having a team of specialists, resources, clear goals and objectives, an action plan, monitoring effectiveness, etc. That is, we can say that this is a complex process of territory brand management.

Destination branding is driven by three main factors, which represent the fundamentals of a destination brand: reputation, identity and perception:

1. Reputation is the sum of the beliefs or opinions about the destination, it needs to be built, protected, maintained and changed, if needed, over time.
2. Identity has to be driven by authenticity, unique selling points of the destination, consistency and strong personality.
3. Perception is mostly made of immaterial experiences, even though material experiences matter as well, and it is subjective, in the mind of consumers.

For destination marketing, the focal point is crafting an engaging brand narrative that deeply resonates with your target market. This is imperative for securing competitive edge in an already crowded arena. As the travel space undergoes unrelenting change, along with ever-shifting traveler conduct, heightening sustainability impacts, and life in hyper-linked world, a robust brand empowers destinations to withstand the test of time while retaining competitiveness through innovative, dynamic and nimble tactics (“Сучасна практика брендування території”, n.d.).

3. Significance of territory branding

An impactful territory brand can provide tremendous value and competitiveness for locations in the modern global marketplace. For countries, regions and cities, having a strong brand serves several key functions. It promotes awareness and shapes positive perceptions that attract tourists, talent and investment. Branding enables locations to differentiate from competitors, highlight their strengths, and signal quality to outsiders. An authentic brand platform fosters internal pride and unity among local citizens and organizations. Branding facilitates the ability to “punch above one’s weight” on the global stage regardless of size and power. Additionally, branding adds value to exports by imbuing products and services with the location's reputation and culture. This allows premium pricing and appeal abroad. Overall, strategic territory branding is essential for locations to build international prominence, increase foreign revenues, and ultimately, support sustainable economic prosperity.

As stated by Tom Buncle, the former Chief Executive of Visit Scotland and the present Managing Director of an international tourism consultancy: Destination branding entails pinpointing the most appealing and competitive assets of a destination through the lens of prospective visitors, constructing a narrative from these that distinguishes the destination above its rivals, and consistently conveying this story across all marketing communications. In other words, a destination brand cannot simply be devised. Tourism boards and destination marketing groups must identify their destination's premier qualities to evoke certain emotions, values, culture, and overall mindset that people sense when visiting a venue (“Особливості формування брендингу території”, n.d.).

4. Key stages of territory brand formation

Developing a successful territorial brand is a multifaceted process that involves extensive research, strategy development, creative execution, and ongoing measurement and refinement. It begins with gathering insights about existing perceptions, unmet needs, competitive forces, and brand assets through surveys, focus groups, and data analysis. These inputs inform the brand strategy definition centered around identity, positioning, personality and messaging. With the strategy approved, brand identity elements are created including the name, logo, visual identity, and usage guidelines. Extensive efforts are then undertaken to launch the brand through marketing campaigns, PR, stakeholder alignment, and events to generate awareness and adoption. In the implementation stage, brand consistency must be encouraged across government bodies, tourism entities, export agencies and more. Progress is tracked via metrics on tourism flows, investment leads, talent relocation, exports and online engagement. Based on results, the brand is refined over time to ensure relevance. Sustaining a territory brand requires maintained investment and coordination through political and economic changes to realize the full benefits (“Аналіз та рекомендації стратегії брендингу”, n.d.).

5. A successful territory branding example

The tropical paradise of Hawaii provides a powerful case study in leveraging strategic branding to stimulate economic growth. Starting in the early 2000s, Hawaii focused on promoting itself as an aspirational island destination emphasizing pristine nature, indigenous culture, adventure, romance and the “spirit of aloha” – Hawaiian hospitality. This was encapsulated in the brand slogan “Hawaii Calls You”. Aligned branding efforts across tourism agencies and various Hawaiian islands reinforced the positioning. The 21st century rebranding catalyzed substantial gains in tourism and foreign investment. Within 15 years, annual visitors jumped over 50% contributing to a robust tourism industry now accounting for a fifth of Hawaii’s economy. The strategic emphasis on Hawaii’s mystique and paradise aura fueled demand from high-spending travelers worldwide. The success demonstrates how a shared brand vision which authentically captures a location’s essence and allure can dramatically boost prosperity when executed with discipline across public and private entities (“Офіційний сайт Гаваїв”, n.d.).

6. Conclusions

Today, branding is considered one of the key areas contributing to the differentiation of a product from its competitors. This process is aimed at creating, attracting, and retaining the target audience, making it a powerful tool in the competitive struggle for popularity and consumer loyalty. Branding represents a complex set of marketing activities focused on defining, shaping, and sequentially deploying a system of rational, functional, and emotional attributes of a company, product, or service. These attributes are consolidated under a unified brand directed towards the target market.

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MODERN CONCEPTS OF INTERCULTURAL INTERACTION IN THE CONTEXT OF GLOBALIZATION AND MODERN INTERNATIONAL RELATIONS

V. V. Kochanov,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Kochanov V. V., Litovchenko Y. M. Modern concepts of intercultural interaction in the context of globalization and modern international relations. The article examines the current trends in changing the political vector of intercultural interaction in the context of globalization in modern international relations. The study is based on interdisciplinary approach that allows us to analyze the phenomena and processes of social life from different perspectives. To achieve this goal, methods such as generalization, analysis and synthesis are used to clarify the content of concepts; historical analogies of the formation and development of basic concepts. The article analyzes the transformation of the political vector of intercultural interaction in the discourse of globalization processes in modern international relations.

Key words: globalization, intercultural interaction, international relations, political vector, transformation.

Кочанов В. В., Літовченко Я. М. Сучасні концепти міжкультурної взаємодії в контексті глобалізації та сучасних міжнародних відносин. У статті розглянуто сучасні тенденції зміни політичного вектора міжкультурної взаємодії в умовах глобалізації у сучасних міжнародних відносинах. Дослідження базується на міждисциплінарному підході, який дозволяє аналізувати явища та процеси суспільного життя з різних сторін. Для досягнення цієї мети застосовуються такі методи, як узагальнення, аналіз і синтез для уточнення змісту понять; історичні аналогії формування та розвитку основних концепцій; Метою статті є аналіз трансформації політичного вектора міжкультурної взаємодії в дискурсі глобалізаційних процесів сучасних міжнародних відносин.

Ключові слова: глобалізація, міжкультурна взаємодія, міжнародні відносини, політичний вектор, трансформація.

1. Introduction

The object of the article is to explore the contemporary concepts of intercultural interaction in the context of globalization and modern international relations, with a focus on the evolving political vector. The subject is the changing dynamics and trends shaping intercultural relations, particularly within the discourse of globalization. The purpose of this article is to analyze an

interdisciplinary approach, utilizing methods such as generalization, analysis, and synthesis, used to unravel the transformation of the political vector in intercultural interaction. By examining historical analogies and core concepts, the aim is to provide valuable insights into the nuanced landscape of global cultural dynamics and their implications for modern international relations. The issue of intercultural interaction has become relevant since the beginning of the 21st century. Globalization plays an important role in this process, making this interaction key for global communities. Increased intensity of communication between peoples and cultures has made the study of this issue even more important today. Conflicts between different ethnicities and religious groups have sparked increased interest in intercultural interaction. The scientific community is increasingly considering ethnic issues as part of the challenges of globalization and migration. These processes occur not only at the global level, but also within individual countries and regions, which requires the development of new strategies for managing these challenges through public policy.

2. Analysis of the latest research

In particular, the analysis of recent research and publications in the field of intercultural interaction demonstrates the wide interest of scholars from various scientific fields in this issue. Well-known sociologists, political scientists and cultural studies scholars study and consider aspects of globalization and its impact on intercultural relations.

B. Barry (Barry, 2001) and P. Berger (Berger, 1997, pp. 23-29) shared their views on the concept of multiculturalism and globalization which made a great contribution to further research. In turn, American sociologist R. Robertson in his work "Globalization: Time Space and Homogeneity-Heterogeneity» expresses the concept of "globality" and considers the issue of globalization (Бондарук 2002, pp. 23-29). Z. Bauman in his works also draws attention to the impact of globalization on society and the formation of a new social elite (Бауман, 2008; Bauman, 2013). Scholars who study the phenomenon of globalized culture, such as M. Castells and W. Beck (Beck, 2007; Castells, 1996), also agree with these ideas and express their views on changes in modern society.

The national scientific literature also pays attention to multicultural concepts. For example, N. Vysotska (Висоцька, 2009), S. Bondaruk (Бондарук, 2002, pp. 24-26), O. Batishcheva (Батіщева, 2007), V. Malimon (Малімон, 2011), S. Drozhzhyna (Дрожжина, 2009), T. Kulikova (Кулікова, 2006), and other scholars study various aspects of multiculturalism and its impact on contemporary Ukrainian society, paying attention to its social, methodological, cultural, and political aspects (Бауман, 2008).

2.1. Identifying previously unresolved parts of the overall problem

Research by Ukrainian and foreign scholars is a significant contribution to understanding certain factors of intercultural interaction. However, today there is still a problem of theoretical and practical analysis of intercultural interaction as a dialogic model in a globalized world. Also, the term “intercultural interaction» is related to such concepts as intercultural communication and intercultural dialogue, and needs to be more precisely defined.

2.2. Formulating the objectives of the article

The above contributes to defining the purpose of the article, namely, to analyze the transformation of the political vector of intercultural interaction in the discourse of globalization processes in modern international relations.

General scientific approaches and methods, such as systemic and structural analysis, are used to study the problem of intercultural interaction.

This allowed us to consider intercultural interaction as a complex social system that contains several subsystems that constantly interact with the environment. The comparative analysis of the main theories of intercultural interaction based on the comparative method is also used. The use of general scientific methods, such as generalization, analysis, and synopsis, helps to clarify the content of the concept of “intercultural interaction” The study of the formation and development of the concept of “intercultural interaction» and its concepts is based on the principle of historicism. The analysis of intercultural interaction is carried out using the synergistic method, which allows us to consider intercultural interaction as a nonlinear system that develops in a nonlinear space. The structural-functional and institutional methods allow us to reveal the content of political and economic changes in society caused by intercultural interaction. The anthropological and socio-axiological approaches allow us to analyze the socio-anthropological, socio-economic and socio-cultural aspects of intercultural interaction in the context of globalization (Байман, 2008).

2.3. Summary of the main research material

The phenomenon of “intercultural interaction” emerged a century ago, but the focus of scholarship has been more on intercultural communication, without considering the full range of interactions between cultures. The term “intercultural interaction” covers a broader spectrum, including economic, social, and political interactions between cultures. In the modern world, this understanding of interaction is interpreted as the coordination and implementation of joint activities of individuals, groups, and collectives.

The concept of “interaction of cultures” became important thanks to the works of G. Traeger and E. Hall, who emphasized the importance of this process between representatives of different

cultural groups. This complex phenomenon is based on communication and contact between people, influencing the development of relationships and enriching cultures with knowledge and values (Bauman, 2013).

X. Sadri and M. Flamia (Sandri & Flamia, 2011) note the difference between intercultural and multicultural interaction. The first concept refers to interaction between states, while the second describes communication between different cultures within a state. These concepts require further research to understand their role and principles of interaction in the modern world (Бауман, 2008).

Contemporary intercultural interaction is a complex and changing process. It doesn't only contribute to global integration but also creates new cultural and social realities. Globalization, an important component of international relations, actively contributes to this process by quickly and efficiently transferring ideas and information between cultures. Globalization is a complex process that encompasses various spheres of modern society. The term emerged in the 1960s and has become the subject of research in various scientific fields. Globalization is global integration, international relations, trade, technology, and the interaction of cultures. Its impact covers the economy, society, politics and culture.

3. Conclusions

International relations are becoming increasingly complex due to the interaction between different countries, peoples and cultures. Globalization plays a key role by integrating countries into the world economy and promoting interdependence between different groups and regions. Each nation is influenced by a broad social and cultural context. The political aspect of intercultural interaction, which manifests itself in cultural exchanges between state institutions, social groups, and nations, contributes to better mutual understanding.

Globalization in international relations has both positive and negative aspects. It brings people closer together and facilitates the creation of global communication networks, but it also fuels nationalism, extremism, and conflict. For effective intercultural interaction and the development of multicultural identity, a multicultural form of communication based on dialogue and mutual understanding is proposed.

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THE ROLE OF INTERNATIONAL NON-GOVERNMENTAL ORGANIZATIONS IN GLOBAL POLITICS

A. O. Kodynets,

O. O. Meleshchenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Kodynets A. O., Meleshchenko O. O. The role of international non-governmental organizations in global politics. This article examines international non-governmental organizations (INGOs) and their role in global politics. It delves into terminology and provides a classification of INGOs. Furthermore, it explores functions of INGOs, the features of INGO institutionalization and their interaction with international governmental organizations (IGOs). It also elucidates the impact of EU INGOs on global politics and their overall influence on the global geopolitical landscape with the focus of their role in resolving economic, social, and human rights issues.

Keywords: geopolitical landscape, global politics, institutionalization, international non-governmental organizations (INGOs), international governmental organizations (IGOs).

Кодинець А. О., Мелешченко О. О. Роль міжнародних неурядових організацій у світовій політиці. У статті розглядаються міжнародні неурядові організації (МНУО) та їхня роль у світовій політиці. Розглянуто термінологію та наведено класифікацію МНУО. Крім того, досліджуються функції МНУО, особливості інституціоналізації МНУО та їхня взаємодія з міжнародними урядовими організаціями (МУО). Також висвітлюється вплив європейських МНУО на світову політику та їхній загальний вплив на глобальний геополітичний ландшафт з акцентом на їхню роль у вирішенні економічних, соціальних та правозахисних питань..

Ключові слова: геополітичний ландшафт, інституалізація, міжнародні неурядові організації (МНУО), міжнародні урядові організації (МУО), світова політика.

1. Introduction

Nowadays as the modern world faces various global issues such as climate change, ecological crises, poverty, pandemics, migration, and hunger, international non-governmental organizations play an increasingly important role in international relations. With active globalization processes, challenges one country faces have an impact on others, and sometimes it's only possible to address these problems by facilitating collaboration between countries. This is what makes the activities of international non-governmental organizations of utmost importance in the modern geopolitical landscape.

The object of this article is international non-governmental organizations while the subject of the research is their role in global politics.

This article aims to analyze the current role of international non-governmental organizations in global politics and their influence on the global geopolitical landscape. To fulfill this aim, the following objectives have been defined:

- to study the concept of a non-governmental organization (NGO) and an international non-governmental organization (INGO);
- to classify international non-governmental organizations and explore their functions;
- to elucidate the influence of EU INGOs on the global political landscape and international relations;

All these issues are addressed in the following section.

2. International non-governmental organizations: their classification, functions, and role in global politics

The term “non-governmental organization” (NGO) entered the lexicon of political science with the ratification of the Charter of the United Nations which introduced a new system for the interaction of global society (Xap, 2019a, p. 95). Following the terminology adopted in the UN Resolution “Arrangements for Consultation with Non-Governmental Organizations” No. 1296 (XIV) of 23 May 1968, it is specified that an international non-governmental organization (INGO) is an international organization not established based on an intergovernmental agreement and not pursuing the goal of profit (“UN Documents”, 1968).

International non-governmental organizations are associations of individuals operating on the initiative of citizens. They are not to be subject to pressure from the governments of any country and do not aim to make a profit. These organizations have many important tasks, the most crucial of which are the protection of human rights and assistance to those in need (Сибіра, 2013, p. 127).

The basis for the classification of international non-governmental organizations is their activity direction. Based on these criteria, INGOs can be classified as follows:

- self-oriented associations;
- protective associations, specifically pressure groups;
- associations seeking self-determination at the legal level;
- associations engaged in self-help;
- non-professional organizations;
- associations oriented towards the interests of others;

- volunteer associations;
- associations for legal protection;
- public associations;
- political associations (Клименко, 2017, p. 106).

The main function of international non-governmental organizations (INGOs) in the field of international politics is to shape international public opinion. To achieve their goals INGOs exert pressure on intergovernmental organizations and countries (Розумюк, 2015, p. 19).

Furthermore, INGOs distinguish themselves from governmental organizations by providing primary assistance to individuals who have suffered from human rights violations. This assistance can be humanitarian, psychological, or protective. In terms of their functioning, international non-governmental organizations contribute to the democratization of society, establishing new structures that shape democracy in various countries (Хар, 2019a, p. 96–98).

INGOs help to resolve international conflicts, and their active participation in international relations contributes to the development of positive dynamics worldwide. Currently, public opinion is a crucial factor influencing the development of intergovernmental policies, resulting in the popularization of international non-governmental organizations as instruments of influence for governmental entities. INGOs can influence both local and global dimensions, advance public opinion, impact governmental institutions, ensure compliance with all norms of international agreements, analyze and assess global issues, and establish a system of global cooperation (Хар, 2019a, p. 96–98).

The number of INGOs and their degree of influence on political life continues to grow, as does the breadth of their connections both with states and international governmental organizations. The broader the spectrum of actions undertaken by INGOs, the more functions these organizations take in global politics. This depends on the purpose, scope, size, and specific activities of a non-governmental organization, as well as its support from the population, financing, and location (Хар, 2019a, p. 98).

In the EU countries, there is a large number of diverse non-governmental organizations engaged in various fields, including the protection of human rights, environmental issues, civil society development, assistance to refugees, and much more (Хар, 2019a). Among the most well-known non-governmental organizations created in different European Union countries, the following can be highlighted: Greenpeace (Netherlands), Médecins Sans Frontières (France), Amnesty International (United Kingdom), Caritas (Germany), Oxfam International (United Kingdom), WWF (Sweden), European Environmental Bureau (Belgium) Transparency International (Germany), European Women's Lobby (Belgium).

The institutionalization of international non-governmental organizations has evolved over many years, starting with the establishment of the first non-governmental organizations. Each stage of institutionalization is characterized by a significant increase in the number of non-governmental institutions. The institutionalization of international non-governmental organizations is a complex process that involves various stages. The stages of institutionalization for international non-governmental organizations include the creation of networks, expanding connections, establishing financing, and developing internal structure (Ільницька, 2013, p. 123).

Through collaboration with governmental organizations, INGOs align their priorities. For instance, they can contribute innovative solutions to the operations of governmental organizations or actively cooperate with UNDP and UNICEF. This collaboration can take various forms and principles, but overall, aims to ensure the efficiency and success of the work of both parties (Xap, 2019b, p. 63).

The level of interest in collaborating with international non-governmental organizations (INGOs) depends on the popularity, authority, and image of the non-governmental organization. Consultative status for an INGO implies the opportunity to involve representatives of the INGO in the meetings of various organizations, to modify and influence the process of making political decisions, and to explore ways to address international issues (Xap, 2019b, p. 63). Thus, obtaining consultative status for INGOs allows them to make an even more significant impact on global politics.

3. Conclusions

International non-governmental organizations (INGOs) play a crucial role in fostering global collaboration to tackle issues such as climate change, poverty, and human rights violations. INGOs are classified according to their activity direction as self-oriented associations, protective associations, specifically pressure groups, associations seeking self-determination at the legal level, associations engaged in self-help, non-professional organizations, associations oriented towards the interests of others, volunteer associations, associations for legal protection, and public associations. Their diverse functions, ranging from humanitarian aid to democratization efforts, contribute significantly to shaping the global political landscape. The close interaction between INGOs and the member-states of the European Union allows them to respond efficiently to such global challenges as pandemics and climate change. The evolution of INGOs and their institutionalization over the years reflects the increasing importance of these organizations in global affairs.

The *prospects* for further research might include assessing the effectiveness of INGOs in achieving sustainable development goals (SDGs) and fostering socio-economic development in the European Union which could involve evaluating the impact of their initiatives and projects on local communities, economies, and the overall well-being of the population.

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OFFICIAL LANGUAGES OF INTERNATIONAL ORGANIZATIONS

O.S. Kodzhebash,

O. I. Radchenko, (Language supervisor)

V. N. Karazin National University, Kharkiv

Kodzhebash O. S., Radchenko O. I. Official languages of international organizations. The article focuses on the languages which serve as crucial tools in international relations and act as bridges that connect diverse cultures, nations, and individuals. Effective communication through various languages fosters understanding, negotiation, and collaboration, plays a pivotal role in diplomatic efforts and global cooperation. The article researches and analyses the role of foreign languages in the most influential international organizations. It provides valuable information for future international affairs specialists as it describes the features of linguistic policies in different regions of the world.

Key words: foreign languages, international organizations, international relations.

Коджебаш О. С., Радченко О. І. Офіційні мови міжнародних організацій. Мови служать ключовими інструментами в міжнародних відносинах, діючи як мости, що з'єднують різні культури, нації та окремих людей. Ефективне спілкування різними мовами сприяє розумінню, переговорам і співпраці, відіграючи ключову роль у дипломатичних зусиллях і глобальній співпраці. У статті досліджується та аналізується роль іноземних мов у найвпливовіших міжнародних організаціях. Він надає цінну інформацію для майбутніх працівників у сфері міжнародних відносин, оскільки описує особливості мовної політики в різних регіонах світу.

Ключові слова: іноземні мови, міжнародні відносини, міжнародні організації.

1. Introduction

The increasing significance of languages in international relations can be traced to the accelerating forces of globalization and interconnectedness. As global processes unfold, the need for effective communication has surged, making linguistic diversity a cornerstone of diplomatic engagements, trade agreements, and cross-cultural understanding. Such tendencies encourage more and more people to take on learning different languages besides their mother tongue. A few questions, however, remain: what languages are the most popular and needed, or how does the trend of globalization affect the linguistic policies of subjects of international relations?

Considering these issues, the following research objectives can be defined. Firstly, the rising popularity of foreign languages among young people should be detected and outlined. This will provide the research with a methodical meaning and bring up this problem as an actual one.

The second aim is to study the world's most influential international organizations' linguistic policies and clarify the main similarities and differences as well as their causes. The following issues should help with researching the regional and cultural peculiarities of the topic. Last but not least, we aim to formulate particular descriptions of different foreign languages in the international relations field. The article gives useful theoretical information about the subject as well as provides practical tips.

As previously stated, the role of foreign languages in the international relations has been actively studied for a very long time but it became even more important in the middle of the last century. The works by James. L. Schoor, Peter Enderwick, Denise Gray and others are contributed to exploring the functions of foreign languages in international business and affairs. Their findings help to get a deeper understanding of the current situation in the world.

2. The role of foreign languages in modern Europe

A great increase in the demand of specialists knowing one or more foreign languages has been noted since the last century. It can be justified by a swift globalization that occurred after the WWII. Particularly European states have embarked on building a strong connection between each other which resulted in formation of the United Nations in 1945 and the European Union in 1948. Such trends could be traced not only in Europe but in almost every part of the planet. The world has realized that bigger goals can be achieved only in cooperation (Kudryavtsev & Ouedraogo, 2003, p.49).

Therefore, an interest and demand for learning languages has been increasing sharply. The sufficient foreign language proficiency level, e.g. English, has been required at more and more jobs. Foreign languages became an essential part of a school curriculum in most European schools. These processes started nearly a century ago and still exist, and continue to develop nowadays. The evidence of this can be seen in Figure 1 that illustrates the statistic data provided by the Eurostat and shows the proportion of pupils in the EU learning one or more foreign languages.

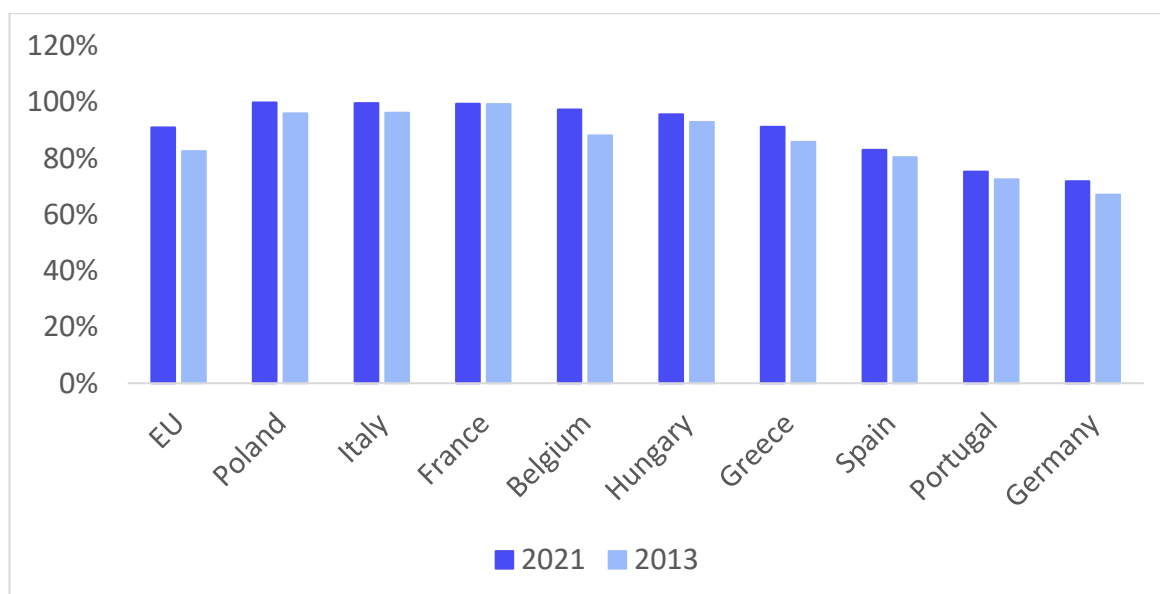


Fig. 1. Proportion of pupils in the EU learning one or more foreign languages [“Eurostat”, 2023]

The gradual increase in the percentage of pupils learning a foreign language in the European Union from 2013 to 2021 signifies a noteworthy shift in attitudes, highlighting the heightened relevance of language skills in contemporary international relations. This trend reflects a broader acknowledgment of the instrumental role foreign languages play in facilitating cross-cultural understanding and fostering effective communication on the global stage (Kjær & Adamo, 2011, p. 242).

3. Linguistic policies of international organizations

An international organization is a structured entity comprising sovereign states or other entities, formed to foster cooperation, coordination, and collaboration on a global scale. These organizations address various issues, and often have a defined set of objectives, rules, and governing structures (“Linguistic policy of the UN”, n.d.).

There are a number of goals international organizations set for themselves, e.g., environmental activism, diplomacy, trade, healthcare, human rights, etc. To cover as many specific cases as possible, there will be given the analysis of four international organizations from different parts of the world and with different activity purposes.

The UN includes 193 member states and the multilingualism serves as a foundation for fostering effective communication and engagement among the organization's linguistically and culturally diverse Member States. The use of six official languages ensures inclusivity and equal participation in UN proceedings, both within meeting rooms and across its extensive halls. This commitment to linguistic diversity not only promotes tolerance but also enhances the

organization's overall effectiveness, leading to better outcomes and increased involvement from all Member States. By providing translation services, language accessibility, and a platform for diverse linguistic expressions, the UN exemplifies a global commitment to understanding and cooperation on an international scale (Kigen, 2018, p. 105).

NATO's internal linguistic policy centers on the use of English and French as its official languages for the International Staff (IS). The directive outlines language levels with a focus on working proficiency in the first official language and varying requirements for the second language based on post specifications. Emphasizing ongoing language improvement, the policy integrates language proficiency into performance reviews and personnel decisions, reflecting a commitment to linguistic excellence among IS members. The directive further establishes follow-up mechanisms, including probationary period assessments and mandatory retests, to ensure continual linguistic development. This policy underscores NATO's dedication to fostering effective communication and linguistic competence within its organizational framework ("NATO Final Communiqué", 2000).

The European Union values its cultural and linguistic richness with 24 official languages, reflecting a commitment to the multilingualism. Legislation and crucial documents are translated into each official language, ensuring accessibility and inclusivity in EU affairs. While the English language remains widely spoken and studied, its native speakers have decreased following the UK's withdrawal. The German and French languages hold prominence in linguistic diversity, with 56% of EU citizens proficient in a language beyond their mother tongue. Moreover, the EU actively promotes language learning, and the European Day of Languages (September 26) encourages linguistic diversity and heritage protection across Europe ("Linguistic policy of the EU", n.d.).

The linguistic policy debate within the Association of Southeast Asian Nations (ASEAN) revolves around the proposal to designate an 'official language' alongside English, which currently serves as the working language. Malaysian Prime Minister Ismail Sabri Yaakob suggests Bahasa Melayu (Malay), citing its prevalence in ASEAN countries. However, this proposition has sparked disagreement, with Indonesian officials expressing reservations and emphasizing the importance of mutual respect and recognition of national identities. The author argues that ASEAN's priority should enhance connectivity and understanding among its diverse member states rather than impose a specific language as an official or second language, stressing the organization's foundational principles of sovereignty, respect, and cultural diversity ("About ASEAN", n.d.).

As it can be seen, foreign languages indeed play a key role in performances of different international organizations all around the world. However, there are different approaches to the

linguistic policies implementations among them. The results of this review show the implementation of foreign languages for the activities of global organizations and can be essential research for people willing to work in this field.

4. Conclusions

In conclusion, delving into the structure of international organizations not only unveils crucial insights into their operations but also offers a nuanced understanding of the regions they represent. Take the European Union (EU), for instance, with its meticulous approach to linguistic diversity reflected in 24 official languages and an annual celebration, the European Day of Languages. This stands in stark contrast to the Association of Southeast Asian Nations (ASEAN), which prioritizes a functional activity over linguistic uniformity.

The monitoring task of aspiring professionals in international organizations is to consider the linguistic landscape, as it mirrors the broader linguistic trends in the respective regions. For instance, the prevalence of English, French, and other languages within these organizations indicates them as most commonly used in the regions they represent. This insight is invaluable for those seeking to navigate the complicated dynamics of international relations.

The exploration of official languages within international organizations underscores the intricate balance between linguistic considerations and the pursuit of organizational objectives. The diversity in linguistic policies reflects the unique identities, priorities, and traditions of each organization and the regions they represent.

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DEGLOBALISATION AND PROTECTIONISM: FUTURE OF THE GLOBAL ECONOMY

A. A. Kolesnyk,

I. V. Davydenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Kolesnyk A. A., Davydenko I. V. Deglobalisation and protectionism: future of the global economy. The research analyses one of the current problems of the global economy: the problem of decreasing globalisation, increasing deglobalisation, and concomitant protectionism policy. The author defines the main terms of the study: globalisation, deglobalisation and protectionism. The article analyses the connection between deglobalisation and the economic crisis; provides an analysis of statistical material on protectionist and liberalising measures within the trade and a trade openness index.

Keyword: deglobalisation, economic crisis, globalisation, liberalising, protectionism.

Колесник А. А., Давиденко І. В. Деглобалізація та протекціонізм: майбутнє світової економіки. Дослідження присвячене аналізу однієї з актуальних проблем світової економіки: проблеми зниження рівня глобалізації, посилення деглобалізації та пов'язаної з цим політики протекціонізму. Автор визначає основні терміни дослідження: глобалізація, деглобалізація та протекціонізм. Проаналізовано зв'язок між деглобалізацією та економічною кризою, наведено аналіз статистичних матеріалів щодо протекціоністських та лібералізаційних заходів у сфері торгівлі та індекс відкритості торгівлі.

Ключові слова: глобалізація, деглобалізація, економічна криза, лібералізація, протекціонізм.

1. Introduction

The topicality of this theme is defined by the actuality of globalisation troubles in the face of rising deglobalisation and subsequent protectionism measures. This problem is real for our country because Ukraine mostly depends on the export of agricultural goods in order to gain profits from international trade. But with deglobalisation, this method of gaining financial resources for our survival will be questioned. That means that there is a need to analyse the trend of deglobalisation and give an opinion on its future. The object of this article is global economy. The subject of the article is process of globalisation and aspects of protectionism. The main materials of this article are statistical data ("Global Dynamics", n.d.), publications and articles from well-known economic institutions ("Deglobalisation", n.d.), ("Protectionism is failing",

n.d.), (“What is deglobalization?”, n.d.), (“What is globalization?”, n.d.) and materials from free-encyclopaedias and well-known mass-media sources (“A recession is still likely”, n.d.), (“Globalisation”, n.d.), (“Protectionism”, n.d.). The main purpose of this article is to research modern economic trends of deglobalisation and protectionism and answer the main question of the article: are we really entering the new deglobalisation and protectionism era?

2. Defining the terms

To define what deglobalisation stands for, let’s firstly give definition to the globalisation and also to protectionism. Globalisation is the word used to describe the growing interdependence of the world’s economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information (Globalisation, n.d.). Countries have built economic partnerships to facilitate these movements over many centuries. But the term gained popularity after the Cold War in the early 1990s, as these cooperative arrangements shaped modern everyday life (“What Is Globalization?”, n.d.).

This process can be used to describe lots of notions and ongoing processes, but we want to mainly focus on the economic aspect of globalisation, which involves goods, services, data, technology, and the economic resources of capital. The expansion of global markets liberalises the economic activities of the exchange of goods and funds. The removal of cross-border trade barriers has made the formation of global markets more feasible.

It is important to notice that globalisation is not a new trend; rather, it has its own cycles, at the top of which the world was by the end of the first decade of the 21st century. That was caused by the technological revolutions of our history, which include the invention of America, the telegraph, the radio, the phone, and last but not least, the internet. This loaf of new inventions was able to provide new possibilities for global trade and supply chains, which led to the creation of transnational corporations, which is also a new, in historical terms.

Deglobalisation is a movement towards a less connected world, characterized by powerful nation states, local solutions, and border controls rather than global institutions, treaties, and free movement. This definition implies cutting integrational processes between different actors in the global arena and demineralization of the economy, which means placing cross-border trade barriers and increasing protectionism measures (“What is deglobalization?”, n.d.). This definition describes an economic part of the deglobalisation term and also includes another, closely related term, protectionism.

As we could see, protectionism is quite a close term to deglobalisation, which can be considered an antonym of globalisation. Protectionism is the term for government restrictions

on international trade aimed at blocking foreign products and driving companies and consumers to purchase domestically produced goods and services. The government may enact taxes on imports (called tariffs), limits on the quantity of imports (called quotas), subsidies to domestic industries, or other regulations. Tariffs are paid by domestic importers, not foreign governments or exporters (“What is globalization?”, n.d.). This policy was used at various historical times by the world's most developed countries, including the United Kingdom, the United States, Germany, France, and others.

Basing on the definitions of deglobalisation and protectionism, the author finds out that there are two ways to define trends of deglobalisation: the first way is to evaluate amounts of intervention in global trade, which are the signs of protectionism and one of the key elements of deglobalisation (“What is deglobalization?”, n.d.); (“What is globalization?”, n.d.). The second way is to look at special indices that were made by researchers on this topic. In this work, special attention will be given to “Trade Openness Index,” calculated for the main global countries (“Deglobalisation”, n. d.).

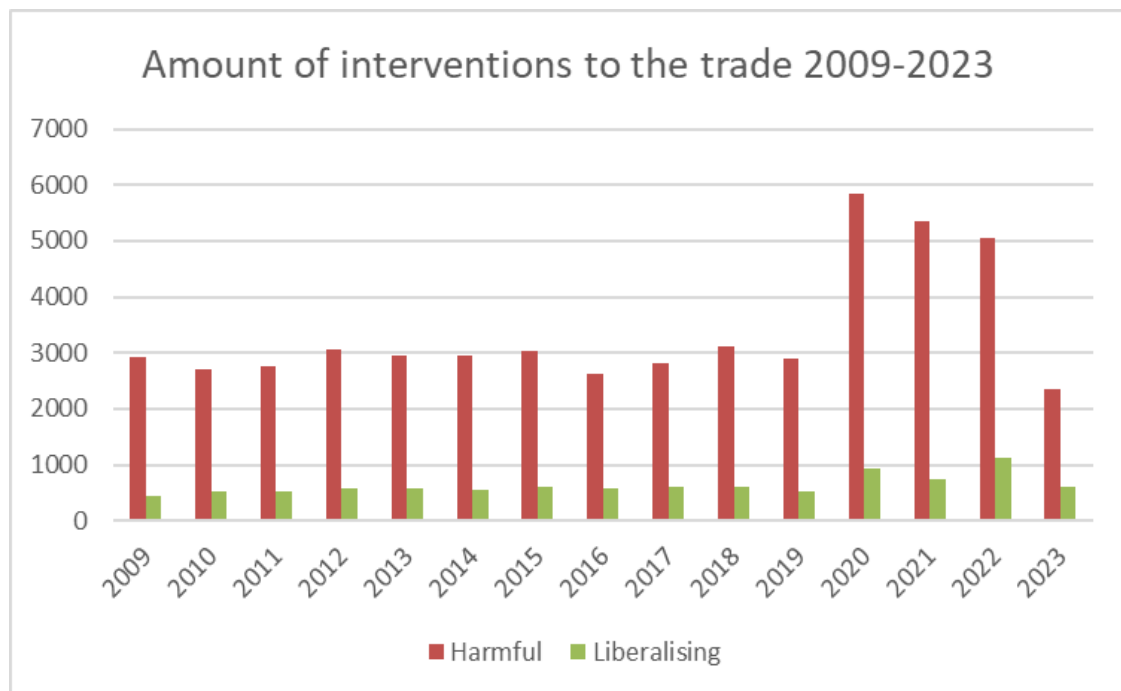


Figure 1. Amount of interventions to the trade 2009-2023 (“Global Dynamics”, n.d.)

The bar graph shows us the number of harmful and liberalising interventions in trade between 2009 and 2023. It's certain to see that the number of harmful measures was always higher than the liberalising one's multiple times, and peaks of this amount were during the start of the pandemic in late 2019 and 2020. But in 2023, the amount decreased rather dramatically and was

not even as high as in pre-pandemic years, which is strange considering lots of new protectionism measures used by western powers after the start of the russian barbaric invasion of Ukraine.

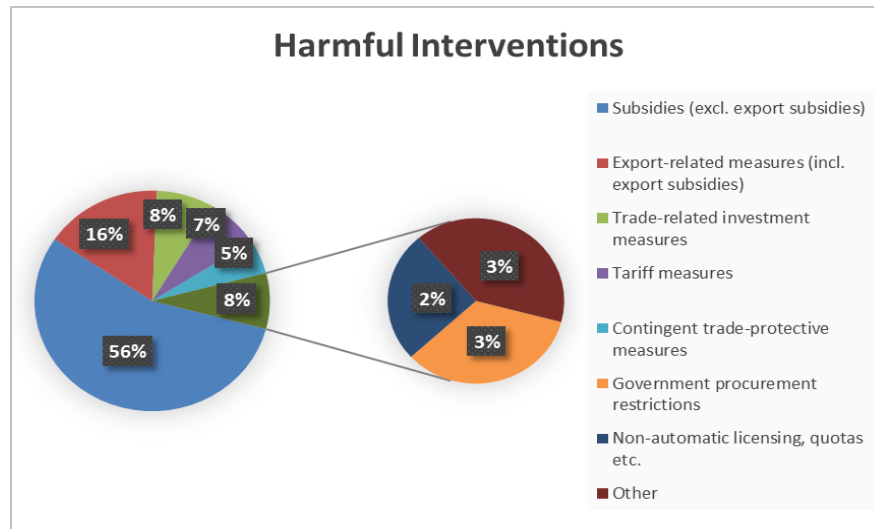


Figure 2. Harmful Interventions (“Global Dynamics”, n.d.)

These double pie charts show the percentages of harmful interventions since 2009. It’s clearly seen that the subsidies cut in main pie chart are the largest, at 56%. The other reasons are not so important because, alone, they are not even a third of all measurements.

This graph is a bright illustration of the consequences of harmful interventions in trade and trade wars.

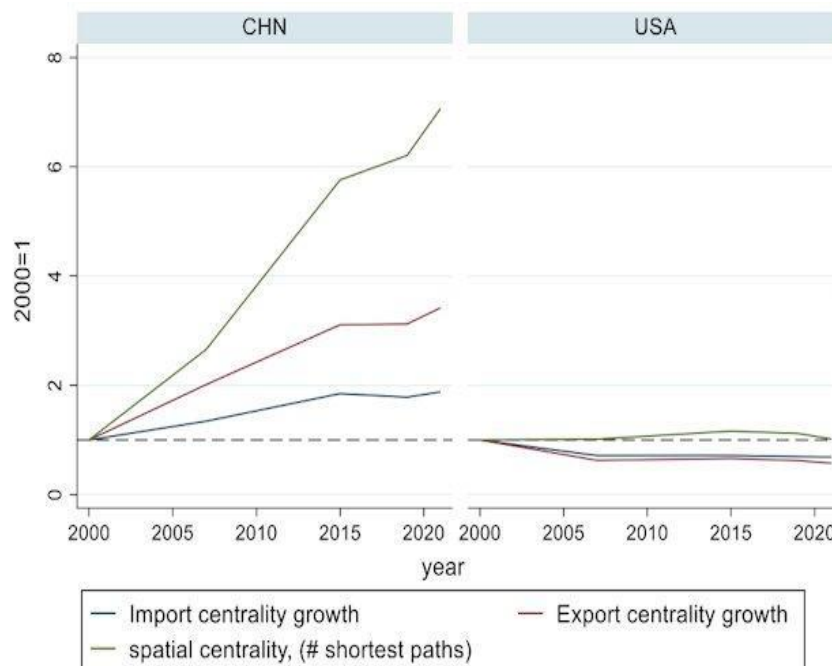


Figure 3. The Growing Centrality of China in Global Trade (“Protectionism is failing”, n.d.)

These charts compare the importance of China and the US to global trade over the past 20 years. For China, import centrality, export centrality, and spatial centrality have increased. The increase in China's spatial centrality is closely tied to Asia's development into an engine of global trade. As we can see, after the start of the implementation of protectionism measures by both countries in the context of the trade war between them, we can clearly see that the US didn't earn any benefits from it, but vice versa – they've been losing growth in import and export centrality – and that the trade war didn't help them gain growth but helped their main competitors, China. That is a prime example of what would happen if you tried to win the trade war by implementing protectionist measures.

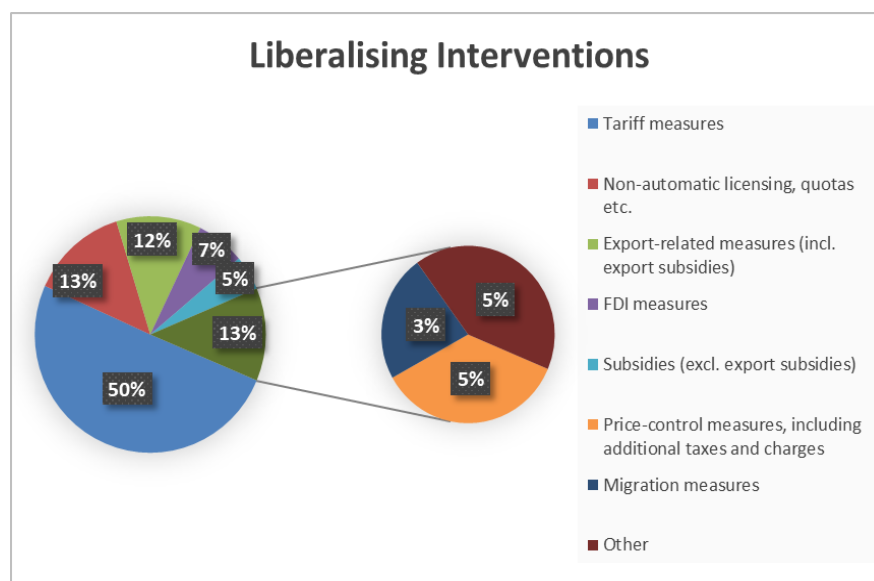


Figure 4. Liberalising interventions (“Global Dynamics”, n.d.)

These pie charts tell us about the percentages of liberalising interventions since 2009. There is no doubt that the main liberalising measures are tariff measures.

Figure 2 and Figure 3 were provided here to explain and concretize the main measures that countries are taking to protect or liberalise trade. But what countries are doing it the most?

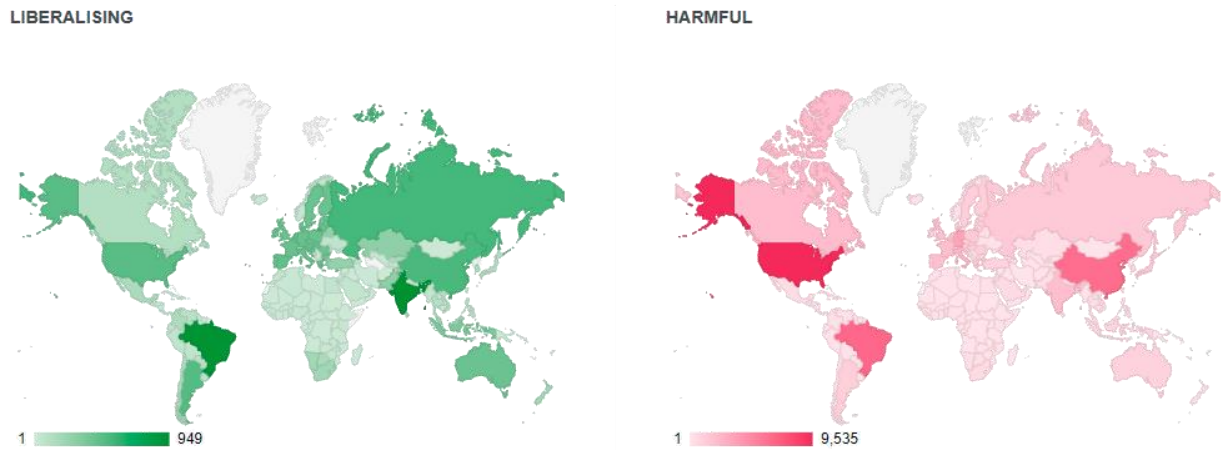


Figure 5. Source: Global Dynamics Website (“Global Dynamics”, n.d.)

Figure 5 could help answer our question. The left part of it, provides us with information about what countries are taking more liberalising measures, and vice versa about the right part. It should be remembered that the number of liberalising measures is significantly lower than the number of harmful ones. The most liberalising countries are India, Brazil, and China, which are part of the BRICS organisations, which are fighting for a “fair and equal world”. Also, the leaders of liberalising measures are the USA, Russia, Argentina, and the majority of EU countries. The right part tells us that the most harmful measures are taken by the US, China, and Brazil, which might look strange. But it’s becoming clearer after we remember that the number of protectionist measures is dramatically higher, and that these countries are large players at world trade market, which could lead us to the conclusion that this is the normal state of deals for countries with a large amount of trade, which are the previously named states. And also, it’s natural for countries with great impact on world trade to implement both harmful and liberalising measures: you do harm to your competitors and liberalise trade with your partners. And as we can see, the more country talks about freedom of trade, the more it wants to make harm to the global trade (look at the Brazil and India, countries-members of BRICS – the main “fighter” for trade liberalisation and “just conditions” for everyone). So now it’s clear to see that the US, China, and Brazil are the main protectionists around the globe.

And the last, but not least, the “Trade Openness Index” graph.

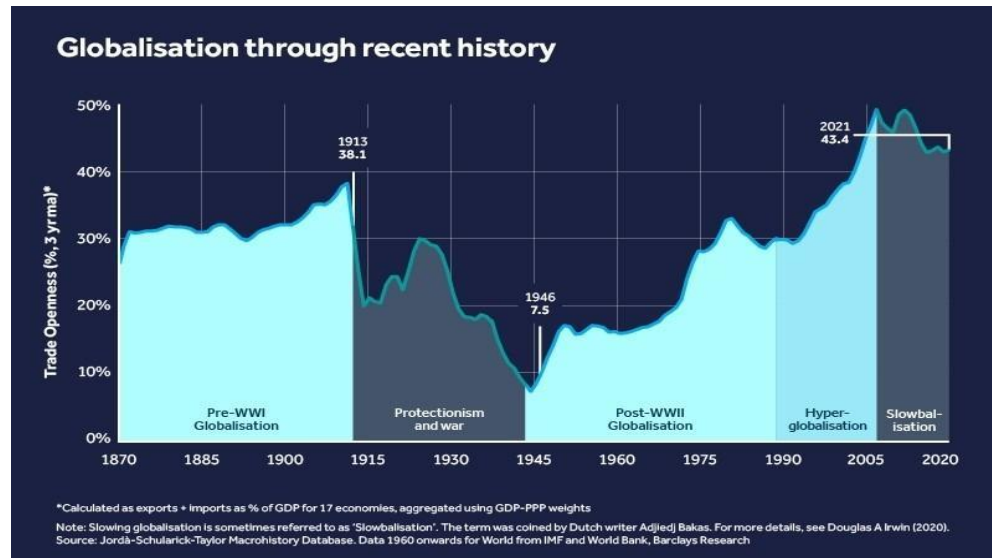


Figure 6. Globalisation through recent history (“Deglobalisation”, n.d.)

Don't be surprised by the “slowbalisation” (“Deglobalisation”, n.d.) term that appears in this graph. It was first used by Dutch writer Adjiedj Bakas and appears to mean slowing down of the globalisation process.

It could be seen that the globalisation rate is almost as high as in pre-World War I times. Then, when war had started, globalisation went down, followed by post-war recovery, which ended in the Global Depression, and the final kick in the face of globalisation — the start of World War 2. But wars always end, and then recovery begins. The more time goes by, the more the world becomes globalised. And all thought that globalisation would never stop, but nothing lasts forever, and as we can see, after the global economic crisis of 2008, the globalisation rate went down, had a slight recovery, but decreased furthermore after the coronacrisis.

So, as we can see, it is clear that globalisation is tightly connected with economic and political crises. World wars, financial crises of the 1970s and 2008, and coronacrisis were harmful for globalisation and always called a deglobalisation wave. And looking at this graph and nowadays conditions, it's clear that so-called slowbalisation will not end soon because of new and new wars appearing, financial instability, and threats of global recession all over the world (“A recession is still likely”, n. d.) (recession is also related to the theme and topicality of this article and is a crucial problem nowadays).

4. Conclusions

After an analysis of all graphs and charts, my prediction of further globalisation and protectionism trends could be given. Answering the “Are we really entering the new

deglobalisation and protectionism era?”, the answer is definitely yes: we think that deglobalisation and, following it, protectionism will continue to grow, and with the trend of new wars starting all over the world, it will increase and increase. This means that our country should find new ways of gaining financial resources, and this theme is still waiting for its researchers. “The only function of economic forecasting is to make astrology look respectable” (a quote by J.K. Galbraith).

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THE INFORMATIONAL AND ANALYTICAL COMPONENT OF NATO'S POLICY AS ONE OF THE KEY ACTORS IN INTERNATIONAL RELATIONS

N. Y. Kolomyts,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Kolomyts N. Y., Litovchenko Y. M. The informational and analytical component of NATO's policy as one of the key actors in international relations. The article provides a general overview of NATO as one of the most influential participants in international relations. The work presents theoretical knowledge on international information relations, information-analytical activities, analysis of the foreign policy of the North Atlantic Alliance (NATO), the role of NATO in the Russian-Ukrainian war, and the importance of developing the Ukraine-NATO interaction vector. NATO is an alliance committed to the principle of collective defense as the basis for preserving peace and ensuring future security. The Alliance's ability to fulfill its tasks depends on a high degree of coordination and planning both at the political and defense levels.

Keywords: information-analytical activity, member nations, the North Atlantic Alliance or NATO, Ukraine.

Коломиц Н. Ю., Літовченко Я. М. Інформаційно-аналітична характеристика НАТО як одного з найвпливовіших учасників міжнародних відносин. У статті наведено загальну характеристику НАТО як одного з найвпливовіших учасників міжнародних відносин. Наведені теоретичні знання з міжнародних інформаційних відносин, інформаційно-аналітичної діяльності, аналізу зовнішньої політики північноатлантичного альянсу НАТО, ролі НАТО у російсько-українській війні та важливість розвитку вектору взаємодії Україна-НАТО як одного з провідних напрямків міжнародної діяльності Альянсу. НАТО - це союз, відданий принципові колективної оборони як основи для збереження миру та забезпечення майбутньої безпеки. Спроможність Альянсу виконувати свої завдання залежить від високого ступеня координації та планування як на політичному рівні, так і в галузі оборони.

Ключові слова: інформаційно-аналітична діяльність, північноатлантичний альянс НАТО, союзники, Україна.

1. Introduction

The object of the work is the North Atlantic Alliance or NATO. The subject is the information-analytical activity and communication policy of the Alliance. The purpose is to analyze and critically evaluate the role of NATO's informational-analytical component as a key actor in international relations. The relevance is in illuminating a key but understudied

aspect of NATO's power in the contemporary information-driven world, offering potential insights for navigating security challenges. After the Second World War, Europe lay in ruins, and the number of homeless and beggars was overwhelming. The highest American leadership realized that in conditions of total poverty, the governments of European countries would inevitably lean towards socialist ideologies and fall under the influence of the USSR. Therefore, providing assistance to Western European countries became a priority for the United States. On the one hand, reviving European economies would create a market for US exports, and on the other hand, it would prevent the rise of communists to power in these countries, keeping them in the American sphere of influence. To achieve this, the Marshall Plan was adopted – a series of economic aid measures from the USA to Western European countries.

The main military initiative was taken on April 4, 1949, when 12 countries signed the North Atlantic Treaty, forming NATO. These countries included the United States, Canada, Iceland, the United Kingdom, France, Belgium, the Netherlands, Luxembourg, Norway, Denmark, Italy, and Portugal.

2. General characteristics of NATO's international activities

The primary objective of NATO is the consolidation of efforts among its member states for the purpose of collective defense and the maintenance of peace and security. The commitments to mutual assistance, encompassing the deployment of armed force, are delineated by the provisions of the Treaty. An armed assault upon one or more member nations situated in Europe or North America is construed as an assault on the entirety of the alliance. In such instances, actions are undertaken in accordance with the right to individual or collective self-defense as per Article 51 of the United Nations Charter. It is underscored that the rights and obligations of participants in the North Atlantic Treaty do not derogate from their rights and responsibilities under the UN Charter, nor do they supersede the principal responsibility of the United Nations for the maintenance of global peace and security (Cimbala & Radin, 2020, p. 358).

NATO articulates fundamental objectives that contribute to the fortification of the security of its constituents, notably encompassing collective defense, crisis management, and cooperative security. Collective defense entails reciprocal assistance to NATO members in the face of bona fide military threats, whereby an assault on any alliance member is construed as an assault on the collective entity, and consequently, on all its members. Crisis management, within the NATO framework, involves the mobilization of military-political resources to respond to a spectrum of crisis situations spanning the pre-conflict, conflict, and post-conflict

phases. Regarding the third imperative denominated as cooperative security, the emphasis lies in the cultivation of a network of NATO partnerships globally, posited as a paramount mechanism for ensuring security in the Euro-Atlantic domain, given the perpetual evolution of the international security milieu (Abele, 2019, p. 11).

A discrete facet of NATO's operational purview resides in the Ukrainian context. Following the comprehensive incursion into Ukraine by the Russian Federation on February 24, 2022, and the subsequent instigation of hostilities on Ukrainian soil, NATO vehemently censured Russia's aggressive conduct. NATO and its affiliates instituted measures against Russia, comprising stringent sanctions targeting the political echelon and oligarchic stratum of the Russian Federation. Both the alliance holistically and individual member states persist in furnishing support to Ukraine, thereby safeguarding its elemental entitlement to self-defense. NATO serves as a coordinating entity for Ukraine's solicitations for aid and facilitates the provision of non-lethal and humanitarian assistance by member nations (Dunn, 2018, p. 280).

3. Analysis of NATO's information-analytical activities

NATO holds significant importance for the development of the information society. The government of each NATO member state is responsible for elucidating to its citizens the national defense and security policies and the country's role within NATO. Different approaches to informing the public about NATO's policies and goals exist in each member country, as their determination falls within the purview of national governments and budget allocations. All governments of NATO member countries acknowledge the democratic right of citizens to receive information about the activities of international structures supporting national security. They also recognize the importance of ensuring understanding and public support for government security policies (Cimbala, & Radin, 2020, p. 362).

The key to NATO's successful operation lies in the broad support of the world's nations. Therefore, communication efforts play an exceptionally vital role for NATO. Without informational support, the fundamental goals of NATO cannot be achieved. Peacekeeping activities will not succeed if people do not comprehend the purpose of peacekeepers and the essence of their actions. Informational support becomes an increasingly important aspect of enhancing the efficiency of peacekeeping operations. NATO allocates a considerable portion of its budget to the development of this field. In 2021, NATO increased the budget for communication measures by 4 million euros compared to 2020, constituting approximately 14.5% of the overall budget for public diplomacy. Expenditures on information activities

include placing information on the NATO website, publishing printed materials, conducting press conferences, television and radio broadcasts, organizing events on-site, and more (Dunn, 2018, p. 290).

NATO utilizes all available means of information dissemination in its communication activities, employing various methods. Among the primary forms of informational activity, such as radio broadcasting, television, printed materials, and the internet, additional traditional formats are incorporated. These include visitor tours, briefing programs for schools and colleges, exhibitions at central institutions, seminars, concerts, and ceremonial events on special occasions (Kljajić, 2022, p. 15).

4. NATO Communication Policy

Under contemporary conditions, communicative diplomacy has become a crucial structural component of the foreign policy strategy of the North Atlantic Treaty Organization (NATO). Informational-communicative activities and strategic communications constitute integral and effective mechanisms for implementing NATO's policies. They ensure the objective positioning of the organization in the international relations system, shape its political image, achieve set objectives in the field of foreign policy, and enhance global public awareness and understanding of NATO's policies. Well-coordinated strategic communications and information-communicative technologies within NATO are instrumental in influencing and garnering support for the Alliance in military, civilian, and hybrid operations in the 21st century (Abele, 2019, p. 4).

NATO serves as an exemplar of a security-focused international organization that leverages contemporary strategic communications to inform the public, objectively position itself, create an image, shape public opinion, and secure support for its decisions and actions from member states and other international entities. The informational-communicative policy and strategic communications of NATO serve as effective tools for attaining the bloc's foreign policy objectives. The modern model of NATO's strategic communications entails the coordinated use of communication technologies to support the organization's policies, facilitate successful operations, and achieve its goals (Cimbala & Radin, 2020, p. 349).

The functional characteristic of NATO's communication model involves the organization actively participating in the global information space, utilizing modern media, social networks, public diplomacy, and soft power politics. The expansion of vectors in informational-communicative activities and the intensification of strategic communications within NATO have led to initiatives such as "Partnership for Peace," "Alliance

Transformation," and "Enhancing European Strategic Security." NATO's policies regarding the expansion of the alliance into Eastern Europe have generated new tasks in the realm of informational policy and the implementation of strategic communications for the organization (Dunn, 2018, p. 360).

The aim of NATO's strategic communications in Eastern European states is to positivize the Alliance, debunk negative stereotypes, shape an objective political image for NATO, and garner support from various segments of the public (Kljajić, 2022, p. 13).

5. Conclusions

As a result of the analysis of NATO's information-analytical policy component, key aspects emerge that underscore the importance and influence of this organization in international relations. The information-analytical component of NATO is a necessary tool for achieving the organization's goals in the context of ensuring a peaceful and secure world. NATO plays a pivotal role on the global stage, utilizing informational resources for the effective formulation of strategic decisions and addressing challenges that arise on the world scene.

Based on analysis, NATO's information-analytical policy allows the organization to promptly respond to global threats, develop forecasts, and adapt its strategies according to changes in the international environment. This not only ensures the security of alliance members but also contributes to global stability and peace. NATO, recognized as a leader among international actors, is distinguished not only by military strength but also by its ability to respond timely and adequately to informational challenges.

The information-analytical component of the organization plays a critical role in shaping NATO's image on the world stage and promoting international cooperation to achieve global stability and security.

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IMPACT OF CHINA'S BELT AND ROAD INITIATIVE (BRI) ON EUROPE.

T. S. Koliada,

O. Yu. Sergeyeva, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Koliada T. S., Sergeyeva O. Yu. Impact of China's Belt and Road Initiative (BRI) on Europe.

China's Belt and Road Initiative (BRI) is an ambitious global infrastructure development project that covers 152 countries of the world. Europe is one of the key regions that participate in this initiative, as it has important geopolitical and economic significance for China. However, the cooperation between Europe and China within the BRI is not smooth, as it faces many challenges and threats, such as mismatch of standards, competition for influence, human rights violations and environmental risks. In this article, we analyze the opportunities and challenges that the BRI brings for Europe, as well as how Europe responds to this initiative at different levels: national, regional and international. We also offer some recommendations on how Europe can improve its strategy towards the BRI, to maximize its benefits and minimize its risks.

Keywords: Belt and Road Initiative, challenges, China, cooperation, Europe, infrastructure.

Коляда Т. С., Сергєєва О. Ю. Вплив китайської ініціативи “Один пояс, один шлях” (ОПОШ) на Європу. Ініціатива “Один пояс, один шлях” (ОПОШ) Китаю є амбітним глобальним проектом розвитку інфраструктури, який охоплює 152 країни світу. Європа є одним з ключових регіонів, які беруть участь у цій ініціативі, оскільки вона має важливе геополітичне та економічне значення для Китаю. Однак, співпраця між Європою та Китаєм у рамках ОПОШ не є безпроблемною, оскільки вона стикається з рядом викликів та загроз, таких як невідповідність стандартів, конкуренція за вплив, порушення прав людини та екологічні ризики. У цій статті ми аналізуємо, які можливості та виклики несе ОПОШ для Європи, а також як Європа реагує на цю ініціативу на різних рівнях: національному, регіональному та міжнародному. Ми також пропонуємо деякі рекомендації, як Європа може покращити свою стратегію щодо ОПОШ, щоб максимізувати свої переваги та мінімізувати свої ризики.

Ключові слова: виклики, Європа, ініціатива «Один пояс, один шлях», інфраструктура, Китай, співпраця.

1. Introduction

The Belt and Road Initiative (BRI) stands as China's extensive endeavor to bolster infrastructure and foster connections across Asia, Europe, and Africa. Initiated in 2013 by President Xi Jinping, this initiative involves over 140 nations that have entered into collaborative

agreements with China. However, the BRI transcends mere economic objectives; it serves as a strategic instrument for China to extend its influence and further its interests globally, unsettling the established international order grounded on commonly shared rules and values, particularly among European nations.

The study's significance lies in Europe being a primary target area for the BRI. China has injected substantial investments into various European countries, notably in Southern and Eastern Europe, to advance ports, railways, roads, energy networks, and other infrastructural projects. While these investments may foster economic growth and regional cohesion, they also harbor potential risks to political stability, security, environmental sustainability, and human rights. Hence, it becomes imperative to assess the BRI's impact on Europe, delineate its challenges and opportunities, and scrutinize Europe's response to this initiative. The research material encompasses official documents, statistical data, academic literature, and media coverage pertaining to the BRI and its ramifications for Europe.

Several academic works delve into different aspects of the Belt and Road Initiative (BRI) and its interactions with Europe. For instance, “The Belt and Road Initiative: Forcing Europe to Reckon with China” (Hillman & Tippet, 2021) scrutinizes how the BRI undermines European cohesion and potentially fractures the transatlantic alliance. “Belt and Road Initiative (BRI) | Progress, Impact, China, & Facts” (Tsuji, 2023) provides a comprehensive overview of the BRI, encompassing its origins, objectives, projects, and obstacles. “China and the Belt and Road Initiative” (Hafner, 2020) offers fresh insights into China-led BRI ventures and their ongoing influence on European economic strategies.

However, these studies exhibit limitations as they fail to cover all dimensions of the BRI and its repercussions on Europe comprehensively. Moreover, they lack specific recommendations regarding Europe's optimal response to the BRI. Consequently, unresolved queries persist, such as elucidating China's primary motives and interests behind the BRI, evaluating its impacts on European economic progress, societal stability, environmental integrity, and human rights, and identifying the principal challenges and opportunities for Europe within the BRI framework.

The paper aims to examine the impact of the Belt and Road Initiative on Europe from different perspectives and to suggest possible ways of cooperation and interaction between China and Europe.

Tasks:

- to describe the basic principles and projects of the BRI, its goals and mechanisms;
- to analyse the economic advantages and disadvantages of the BRI for Europe, its impact on trade, investment, infrastructure and regional integration;

- to study Europe's BRI strategy at the national level, compare the approaches of different European countries, identify their interests and problems;
- to assess the prospects of the analysis and develop recommendations for improving European policy on BRI.

The object of the paper is the BRI as a global initiative of China.

The subject of the paper is the impact of the BRI on Europe, its challenges and opportunities, as well as Europe's response to this initiative.

2. The Belt and Road Initiative as a Factor of Change in Euro-Chinese Relations

2.1. Basic principles and projects of the BRI

China's Belt and Road Initiative (BRI) is an expansive global infrastructure undertaking spanning 152 nations. This initiative aims to establish a worldwide network of infrastructure linking China to over 150 countries across Eurasia, Africa, Latin America, and Oceania. Chinese President Xi Jinping has articulated the BRI's objective as fostering a "community of shared future for mankind" and advancing "peace, development, cooperation, and mutual benefit."

Comprising two primary elements, the BRI includes the Land Silk Road (SREB) and the Maritime Silk Road (MSR). The SREB encompasses a network of railways, highways, and energy passages connecting China to Central Asia, Russia, Europe, and the Middle East. Meanwhile, the MSR comprises a network of seaports, terminals, and trade routes linking China to Southeast Asia, South Asia, Africa, and Oceania.

The fundamental tenets of the BRI are joint consultation, joint construction, and joint benefits. This implies China's endeavour to engage partner nations in the planning, financing, and execution of BRI projects, as well as to distribute risks and rewards equitably. China contends that the BRI aligns with the UN Sustainable Development Goals, fostering peace, cooperation, and mutually advantageous development.

Some of the most notable projects under the Belt and Road Initiative (BRI) include:

The China-Pakistan Economic Corridor (CPEC), entails the development of roads, railways, power facilities, and ports linking China to Pakistan via the Himalayas. CPEC aims to enhance economic growth and security for both nations while offering China an alternate maritime route to the Indian Ocean.

The China-Myanmar Corridor (CMC), involves constructing of roads, railways, and gas/oil pipelines connecting China and Myanmar. This project seeks to boost trade and investment between the two countries while providing China with an alternative maritime passage to the Indian Ocean.

The China-Central Asia Gas Pipeline (CAGP), is designed to transport natural gas from Turkmenistan, Uzbekistan, and Kazakhstan to China through a 1,800 km pipeline. The CAGP aims to enhance China's energy security, and diversification, and foster economic cooperation and development in Central Asia.

As for funding and investment trends within the BRI, Chinese investment in construction has been on the decline since 2019, dropping from around 45% of BRI engagement to 23% by 2021. Many construction contracts are now financed through loans from Chinese financial institutions and/or contractors, often backed by guarantees from the host country's government institutions.

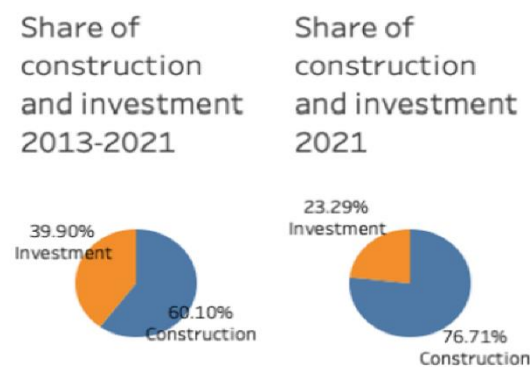


Figure 2: Share of construction and investment engagement in the BRI (Wang, 2022).

Indeed, the Belt and Road Initiative (BRI) emerges as a pivotal strategic maneuver by China, geared towards bolstering its global sway and prominence via infrastructural and commercial expansion across Eurasia, Africa, and Oceania. This initiative significantly shapes the geopolitical and geo-economic landscape worldwide, profoundly influencing relations between China and other nations.

2.2. Economic advantages and disadvantages of the BRI for Europe

In this segment, we'll explore the impact of the Belt and Road Initiative (BRI) on Europe's economy, covering aspects like trade, investment, infrastructure, competition, and innovation. Utilizing information from our proprietary search engine and various external references, we'll analyze the economic prospects and challenges posed by the BRI for Europe.

Trade.

The Belt and Road Initiative (BRI) facilitates trade not only between Europe and China but also among Europe and other participant nations. As per the European Commission, the BRI fosters trade connections among Europe, China, and involved nations. China stands as the EU's second-largest trading partner, with a trade volume of €586 billion in 2020. The EU-China Comprehensive

Investment Agreement (CAI), inked in December 2020, targets enhancing market access, ensuring fair competition, and addressing environmental and social issues (Ruta, 2018).

Nevertheless, challenges persist. The EU confronts an escalating trade deficit with China, amounting to €181 billion in 2020. Key issues encompass the enforcement of intellectual property rights, restricted entry into the Chinese market, state backing for Chinese enterprises, unfair competitive practices, and disparities in standards. Europe's reliance on the Chinese market engenders geopolitical and strategic risks, particularly concerning sectors vital for national security, energy, technology, and infrastructure (Choudhury, 2021, p.69).

There's been a notable shift in engagement towards African and Arab nations, as well as increased construction activities in South America. Chinese involvement in the BRI hasn't been uniform across all regions. While Asian countries continue to receive the largest portion of Chinese BRI investments (approximately 35% in 2021), African and Middle Eastern nations have seen a significant uptick in Chinese engagement, rising from 8% in 2020 to around 38% of BRI involvement in 2021. Investments in European BRI countries saw an 84% decline compared to the initial six months of 2020. Particularly, Arab and Middle Eastern countries saw a surge in investment by about 360% and construction engagement by 116% compared to 2020. Moreover, South America witnessed a substantial increase, with construction engagement soaring by 643% (refer to Fig. 5).

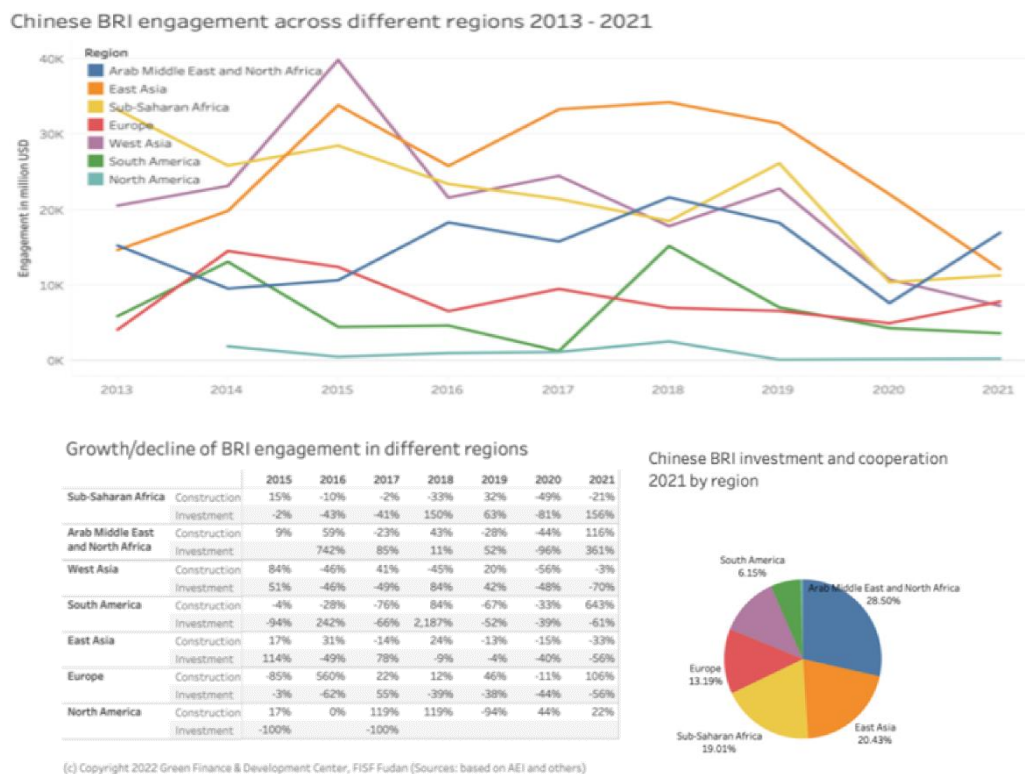


Figure 5: Chinese engagement in different BRI regions (Wang, 2022).

Investment. The Belt and Road Initiative (BRI) facilitates investment collaboration between Europe and China. China stands as the EU's fourth-largest investor, while the EU holds the position

of second-largest investor in China. In 2019, China injected €19.2 billion into the EU, whereas EU investment in China amounted to €8.3 billion. The Comprehensive Agreement on Investment (CAI) inked in 2020 aims to bolster Foreign Direct Investment (FDI) conditions by prioritizing transparency, non-discrimination, equal opportunity, and stability. Additionally, it encompasses cooperation across various sectors including corporate governance, public procurement, transportation, healthcare, and e-commerce.

Nonetheless, investment cooperation between Europe and China comes with its share of challenges and drawbacks. There exists an imbalance in FDI flows, with Chinese investors enjoying broader access to EU sectors compared to European counterparts in China. Key concerns revolve around issues such as the enforcement of intellectual property rights, inadequate investor protection, state assistance favoring Chinese enterprises, unfair competitive practices, and discrepancies in standards. Moreover, geopolitical and strategic risks loom due to China's potential influence on European sovereignty, particularly concerning national security, energy, technology, and infrastructure.

In conclusion, a thorough analysis has been conducted regarding the pros and cons of the BRI for Europe across economic, political, and socio-cultural dimensions, along with the accompanying risks and challenges inherent in the Europe-China cooperation within the BRI framework. The BRI transcends mere economic implications, encompassing political and cultural aspects necessitating comprehensive evaluation. Its impact on Europe, both positive and negative, underscores the importance of active and critical engagement by Europe to leverage its advantages while mitigating disadvantages.

2.3. Europe's BRI strategy at the national level

This section delves into Europe's response to the Belt and Road Initiative (BRI) across national, regional, and international levels, examining the strategies, initiatives, and considerations of European countries regarding their engagement with China.

Greece: Joined the BRI in 2018, viewing it as instrumental in accelerating economic recovery. A notable project involves China's COSCO acquiring a majority stake in the Port of Piraeus, a pivotal transit point in the Mediterranean. Greece actively participates in the 17+1 cooperation mechanism, fostering ties with Central and Eastern European nations.

Italy: Emerged as the first G7 nation to sign a BRI memorandum in 2019. Italy's engagement aims to enhance competitiveness, broaden export markets, and attract infrastructure investments. Projects include the development of ports in Genoa and Trieste, collaborative efforts in science and technology, and joint initiatives in fashion and design.

Hungary: Displays enthusiastic support for the BRI and spearheads the 17+1 cooperation mechanism. Hungary perceives the BRI as an avenue for bolstering economic and political relations, accessing alternative financing, diversifying trade partners, and expanding regional influence. A notable endeavor includes the construction of a railway connecting Budapest and Belgrade, forming part of the high-speed rail corridor linking China and Europe.

In summary, this examination highlights the varied perspectives of European nations towards the BRI and their endeavors to capitalize on the opportunities it presents. Europe's stance on the BRI is multifaceted, striving to strike a balance between cooperation and competition with China, weighing economic benefits against political risks, and reconciling national interests with common European values. The BRI transcends being merely a Chinese initiative, serving as a platform for collaborative projects and dialogue among diverse stakeholders with distinct expectations and needs.

3. Conclusions

This article offers an extensive examination of the effects of China's One Belt, One Road (BRI) initiative on Europe, exploring various viewpoints. It highlights the BRI as a far-reaching global infrastructure project spanning 152 nations, including Europe, holding significant geopolitical and economic significance for China.

The collaboration between Europe and China under the BRI framework encounters numerous obstacles and risks, such as differing standards, competition for influence, human rights violations, and environmental hazards. It delves into the opportunities and challenges Europe faces in embracing the BRI, along with its responses at national, regional, and international levels. Not just an economic endeavour, the BRI serves as a strategic instrument for China to extend its influence and advance its interests globally, potentially disrupting the prevailing international order based on shared rules and values in Europe.

The conclusions stress the importance of thorough examination and analysis of Europe-China interaction within the OSCE framework, ensuring a balance between economic progress and safeguarding political, social, and environmental norms. Theoretical significance lies in the comprehensive exploration of economic, political, and socio-cultural dimensions. Future research could explore individual European countries' and regions' roles in the BRI context by scrutinizing their strategies and impacts on domestic and international politics. Understanding the interplay between economic, political, and cultural factors within the PSE framework is also vital.

In essence, this study enriches the understanding of the challenges and opportunities Europe confronts amid the BRI and underscores the necessity for prudent and strategic engagement with China in implementing this initiative.

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INFORMATION WARFARE AS PART OF A HYBRID WAR

A.Y. Korolova,

L. I. Izotova(language supervisor)

V. N. Karazin National University, Kharkiv, Ukraine

Korolova A. Y., Izotova L. I. Information warfare as part of a hybrid war. The article analyzes the concept of hybrid war, which includes a combination of various methods of struggle, such as military operations, cyber attacks, disinformation and psychological influences. Considering specific examples of hybrid conflicts, the authors reveal the essence of this phenomenon and its impact on modern international relations. The author examines the response of the international community to these challenges. Emphasis is placed on the need to develop new strategies and international norms for combating hybrid and information warfare. In particular, the authors explore the possibilities of cyber protection, increasing the information literacy of society and international cooperation.

Keywords: cyber attacks, cyber defense, disinformation, fake news, hybrid warfare, information literacy, international cooperation, international security, information warfare, modern conflicts, psychological pressure, social networks,.

Корольова А. Є., Ізотова Л. І. Інформаційна війна як частина гібридної війни. У статті аналізується поняття гібридної війни, яка включає поєднання різних методів боротьби, таких як військові операції, кібератаки, дезінформація та психологічний вплив. Розглядаючи конкретні приклади гібридних конфліктів, автори розкривають сутність цього явища та його вплив на сучасні міжнародні відносини. Автор досліджує реакцію міжнародної спільноти на ці виклики. Акцентовано увагу на необхідності розробки нових стратегій та міжнародних норм боротьби з гібридною та інформаційною війною. Зокрема, автори досліджують можливості кіберзахисту, підвищення інформаційної грамотності суспільства та міжнародної співпраці.

Ключові слова: гібридна війна, дезінформація, інформаційна війна, інформаційна грамотність, кібератаки, кіберзахист, міжнародна безпека, міжнародна співпраця, соціальні мережі, сучасні конфлікти, психологічний тиск, фейкові новини.

1. Introduction

Problem statement. On February 24, 2022, Russia began an invasion of Ukraine. From dramatic consequences for international environmental and food security to disruptions in supply chains, this invasion has a significant impact on the entire world. As the conflict progresses, one of

its consequences that is becoming increasingly apparent is the changing role of information technology and its impact on the conflict.

Relevance. In today's global context, the topic of hybrid and information warfare is becoming extremely relevant and requires our urgent attention. The growth of technologies, features of mass information consumption, as well as geopolitical and social changes are forming a new landscape of threats, where traditional concepts of military conflicts no longer cover all aspects of danger. Hybrid warfare, which combines various forms of influence, including cyber attacks, disinformation and psychological pressure, is becoming a new stage in the evolution of conflicts. This strategy allows adversaries to use different tools without the direct use of traditional armed forces, making their activities less predictable and important to national security.

Research objective is to determine the features of information warfare as part of hybrid warfare, to identify the information components of Russian aggression and the means of information resistance of Ukraine.

The object of the study is the information struggle at the international level.

The following tasks are set to achieve the purpose:

1. To consider hybrid warfare as a combination of types and methods of warfare.
2. To analyze information warfare as part of hybrid warfare.
3. To investigate the anatomy of Russian information aggression.

The research used general scientific methods of cognition, such as: formal-legal method, comparative, structural-functional method, formal-logical method.

2. State of information infrastructure security

Currently, society is experiencing the stage of penetration of intelligent information technologies into various spheres of activity (Grabar & Hrybko, 2022, pp. 47), which creates new, previously unknown threats. Therefore, the modern world largely depends on the state of security of the information infrastructure. Not only government structures of states, but also criminal and terrorist organizations have gained the opportunity to use the global network to achieve their goals. The penetration of information technologies into all spheres of human life and society has made it possible to consider information weapons as weapons of first strike (Punishment for spreading anti-Ukrainian propaganda, 2023). The COVID-19 pandemic has accelerated the process of digital transformation. But the key challenge is how to manage and harness the burst of digital data for global good. It is estimated that global internet traffic in 2022 will exceed all internet traffic by 2016. Information has become a key strategic asset and how it is handled will greatly influence the world's ability to meet the Sustainable Development Goals. Information is multidimensional, and

its use has implications not only for trade and economic development, but also for human rights, peace and security (“United Nations. Digital Economy Report”, 2021).

An important direction of the influence of globalization on the military-political sphere of the world community and on international security is the peculiarity of modern military conflicts. In local armed conflicts, there is a significant transformation of means of struggle. Therefore, modern wars are fought in the information space with the help of specific information types of weapons. Information can be both a means of protection and an attack, and everything will depend only on whose resource is more powerful (Shevchuk, 2014 pp. 47).

Now, without exception, all conflicts, as an important component, have a confrontation in the information space. It becomes one of the most important areas of opposition between the parties and often turns into an information war. In its essence, the latter is a form of purposeful, forceful informational influence on the course of socio-political development of the country with a corresponding goal (Kozma, 2021). Cyber war is a war in the field of software of information channels, it is the use of software codes with the purpose of causing damage, intercepting control, introducing technical malfunctions, destroying physical objects (primarily information communication). The goals of cyber warfare can be (Zelenin, 2015, pp. 38): creation of civil and economic chaos; destruction and interception of data; blocking the opponent's access to information sources.

3. Information war in the modern world

Information warfare is generally a rather vague concept that has been used in a variety of contexts. Much of the discussion about information warfare has focused primarily on the means of information warfare (issues of organizations and resources), while the scope and meaning of information warfare have remained largely undefined. Therefore, a clear and understandable definition of information warfare is necessary.

Information warfare in the broadest sense is a struggle that includes a communicative process, a struggle that begins with the manifestation of human communication and conflicts. Over the past few decades, the rapid growth of information and communication technologies and their increasingly widespread distribution in society have caused a revolution in the communication process, and with it the meaning and consequences of information warfare. The communication and information processes of modern society currently consist of four most important, extremely interconnected infrastructures: (1) energy system, (2) communication infrastructure, (3) financial infrastructure, and (4) transportation infrastructure. Electrical engineering and, accordingly, the electrical network is the basis of the entire system. Without electricity, nothing works.

Communication infrastructure requires energy and provides the ability to exchange information for news, business transactions, research, etc.

Information warfare, as defined by the US Defense Information Systems Agency (DISA), is actions aimed at achieving an information advantage in support of national military strategies by influencing the enemy's information and information systems while simultaneously using and protecting one's own information and information systems.



Fig.1 The Defense Information Systems Agency (DISA), known as the Defense Communications Agency (DCA) until 1991, is a United States Department of Defense combat support agency composed of military, federal civilians, and contractors. DISA provides information technology and communications support to the President, Vice President, Secretary of Defense, the military services, the combatant commands, and any individual or system contributing to the defense of the United States.

The federal government's definition of information warfare can be divided into three main categories: offensive, defensive, and exploitative.

1. Offensive — distortion, destruction or use of the enemy's information or influence on the possibility of its recovery.
2. Defense — protection of oneself and allies from similar actions.
3. Exploitation – timely use of available information to improve the decision/action cycle and disrupt/complicate the adversary's cycle.

In addition, the military views information warfare as electronic warfare, surveillance systems, pinpoint strikes (for example, if there is a bombing of communications switching systems, this can also be considered information warfare), and advanced battle field management (for example, the use of information and information systems to provision of information on which military decisions are based in the conduct of war).

The rapid development of networks has turned every automated system into a potential target for intrusion. The fact that information technologies are increasingly penetrating people's lives determines that not all participants in the information war are its soldiers and anyone who knows how to use computers can become a "fighter" in the network. Analytical centers consisting of non-governmental experts can participate in decision-making; rapid mobilization will be aimed not only at young people; industries related to information will be mobilized and entered the war first.

Cyberspace and the related field of new technologies are an important field for information warfare. Conducting cyber warfare may consist of cyber attacks, destruction of information systems of the adversary, but they may also include so-called social cyber attacks, creating in people's minds a certain image of the world that corresponds to the goals of the information war waged against a given country.

The information war continues on the Internet. The Internet improves and expands the possibilities of obtaining data, protecting information and destroying it, and also makes it easy to reach both the citizens of a particular country and the entire international community. Due to the speed of communication, wide reach and low cost of information campaigns, social media plays a crucial role. Social networking sites are also a valuable source of information about target groups to whom (dis)information activities should be directed. Information warfare on the Internet uses, among other things:

- Troll factories - organizations that employ people who post comments on the Internet according to the purpose of the customer, using fake profiles in social networks.

- Bots are programs that automatically send messages, for example, in response to the appearance of a keyword.

- Fake news – messages aimed at misleading mass media users. And mass media not only report on military conflicts, but also become targets of attacks related, for example, to disinformation through the spread of fake news. Journalists must be extremely careful in verifying information related to international relations, as the messages they receive may be part of a disinformation campaign. Another problem is often related to the hacking of sites whose profile opposes the activities of a state waging information warfare.

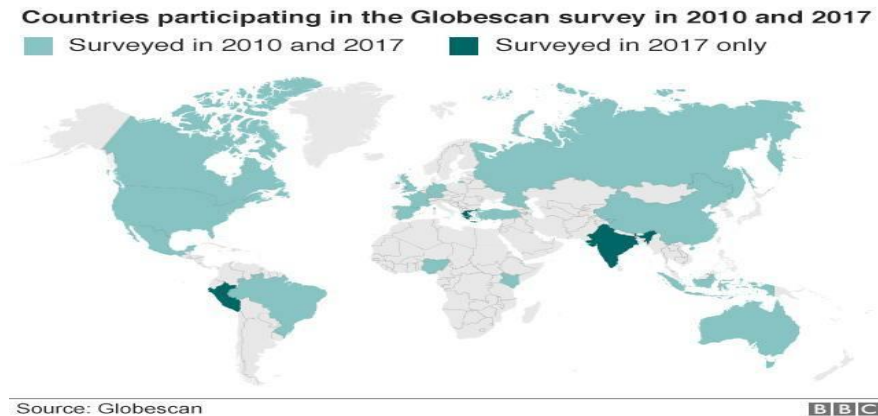


Fig. 2 There is growing concern among global net users about fake news online, according to a BBC World Service poll.

Thus, media users become victims of the information war, which is conducted both with the help of the so-called traditional media and the Internet. Signs of propaganda and misinformation are present in numerous media messages, both in traditional media and social media. Media users are increasingly aware that they are the objects of (dis)information activities aimed at influencing their perception of reality.

Therefore, mistrust of information that appears in official circulation is growing, Internet users are turning to alternative sources of information, including private mass media. An important element of individual resistance to propaganda and disinformation is to avoid an "information bubble" ("camera echo", a situation of limited access to information other than that provided by algorithms based on the user's previous activity) by diversifying information sources and obtaining information other than that , which is offered by the algorithms governing social media.

4. The impact of misinformation on international relations

Fake news is usually created to convince the media user that a certain message is true, and thus subtly mislead. A special type of such news is clickbait, that is, false but contradictory information. Clickbaits are created in a tabloid style, that is, they have prominent headlines related to celebrities or events that cause emotions (the reader is misled, for example, with information about the alleged death of a famous person). Clickbait is intended to encourage users to click on the link and thus go to the site, thus increasing the reach. The goals of clickbait distribution are primarily financial, although they can also include attacking political opponents or supporting certain ideas.

The two groups of organizations most involved in the fight against fake news are media corporations and non-governmental organizations. Companies such as Facebook have been held responsible for the widespread problem of misinformation, citing both Facebook's reach and the rules of its services ("Punishment for spreading anti-Ukrainian propaganda", 2023). Due to harsh criticism, changes were made to the rules of operation of the most popular social network in the world, related, for example, to limiting the ability to make a profit for those subjects who, motivated by the financial side, use social networks as a tool for disinformation ("What is fake news?", 2021).

5. Conclusions

The purpose of the information war is to weaken the moral and material forces of the opponent or competitor and to strengthen our own. It provides measures of propagandistic influence on human consciousness in the ideological and emotional spheres. At the same time, the destruction caused by information wars in social psychology and the psychology of individuals is quite commensurate in scale and significance, and sometimes exceeds the consequences of armed wars.

Information warfare views information as a separate object or as a potential weapon and profitable target. Information war can be considered as a qualitatively new type of combat, active countermeasures in the information space. Information warfare is an attack on the information function, regardless of the means used (Shevchuk, 2014 pp. 47).

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LOGISTICS IN E-COMMERCE: NAVIGATING CHALLENGES AND SEIZING OPPORTUNITIES

M. O. Kosa,

I. M. Lavrinenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Kosa M. O., Lavrinenko I. M. Logistics in e-commerce: navigating challenges and seizing opportunities. The article analyzes the issues of navigating problems and taking advantage of opportunities. The exponential growth of online retail has propelled logistics to the forefront, making it a critical factor in the success of e-commerce businesses. This study aims to comprehensively examine the challenges faced by the logistics sector in e-commerce and identify potential opportunities for improvement. The continued evolution of e-commerce logistics is not only crucial for the success of individual businesses but is also pivotal in shaping the future of online retail on a global scale.

Keywords: e-commerce, last-mile delivery, logistics, supply chain, sustainability

Коса М. О., Лавріненко І. М. Логістика в електронній комерції: подолання викликів і використання можливостей. У статті проаналізовано питання подолання проблем та використання можливостей. Експоненціальне зростання онлайн-торгівлі вивело логістику на перший план, зробивши її критично важливим фактором успіху підприємств електронної комерції. Це дослідження має на меті всебічно проаналізувати виклики, з якими стикається логістичний сектор в електронній комерції, та визначити потенційні можливості для вдосконалення. Подальший розвиток логістики електронної комерції не тільки має вирішальне значення для успіху окремих підприємств, але й відіграє ключову роль у формуванні майбутнього онлайн-ритейлу в глобальному масштабі.

Ключові слова: доставка "останньої милі", електронна комерція, ланцюжок поставок, логістика, сталість

1. Introduction

This article delves into the intricate world of logistics within the realm of e-commerce. With the exponential growth of online retail, the need for efficient logistics has become paramount. The study aims to comprehensively examine the challenges faced by the logistics sector in the context of e-commerce and identify potential opportunities for improvement (Elezaj, 2023).

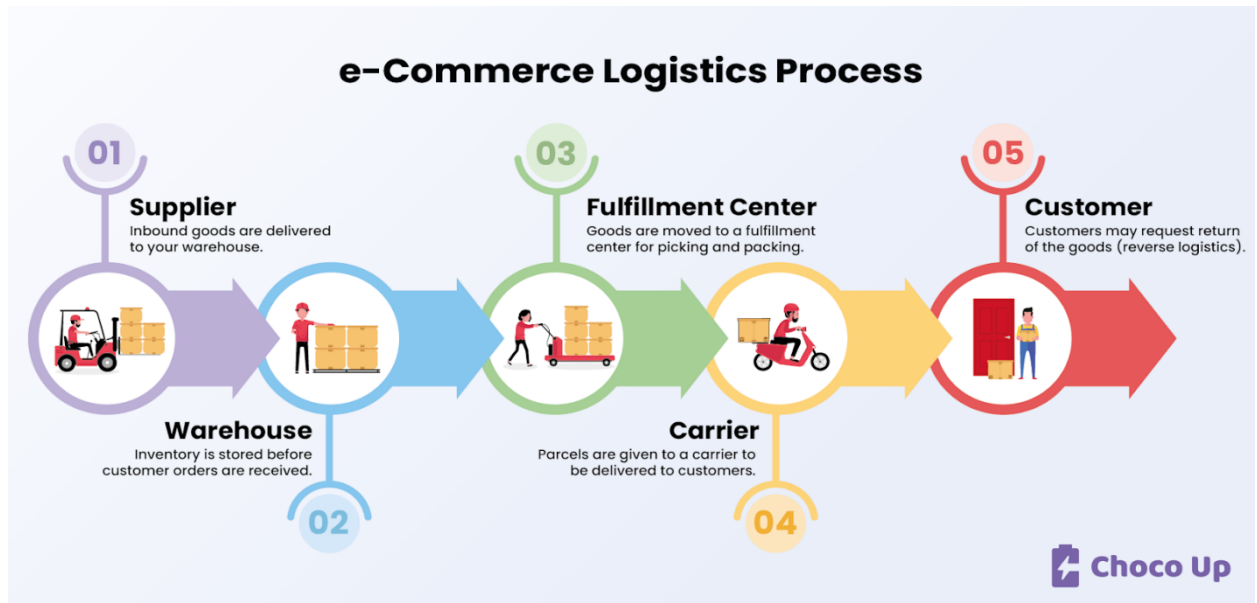


Fig. 1. E-commerce logistics chain

The exponential growth of online retail is more than just a trend; it marks a paradigm shift in the way goods and services are bought and sold. The convenience of browsing, selecting, and purchasing items from the comfort of one's home or mobile device has become a cornerstone of consumer behavior. From global retail giants to niche boutiques, businesses have harnessed the power of e-commerce to extend their reach and cater to a diverse and global consumer base (Mount, 2024).

This seismic shift, while providing unparalleled convenience to consumers, places a considerable strain on the logistical infrastructure that underpins the entire e-commerce ecosystem. The need for rapid, reliable, and cost-effective delivery has elevated logistics from a mere operational function to a strategic imperative that directly influences customer satisfaction, brand loyalty, and the bottom line of businesses.

2. Current State of the Industry

E-commerce has revolutionized the retail landscape, providing consumers with unprecedented access to goods and services. However, the success of e-commerce is intricately tied to the efficiency of logistics operations. From order fulfillment and inventory management to last-mile delivery, the logistics chain plays a pivotal role in shaping the customer experience.

The current state of the industry reveals a complex web of logistical challenges, including the demand for rapid delivery, the management of large and diverse inventories, and the optimization of transportation routes. The rise of global e-commerce adds an additional layer of complexity, requiring seamless international logistics coordination.

3. Navigating the Complexities

As the backbone of the e-commerce revolution, logistics faces a multitude of challenges that demand innovative solutions. The orchestration of supply chain processes, real-time inventory visibility, and the optimization of delivery routes are critical considerations in an environment where customers expect nothing short of perfection in the fulfillment of their orders. The last-mile delivery challenge, in particular, stands as a testament to the evolving expectations of consumers, who now demand not only speed but also sustainable and personalized delivery options (“The current state”, n.d.).

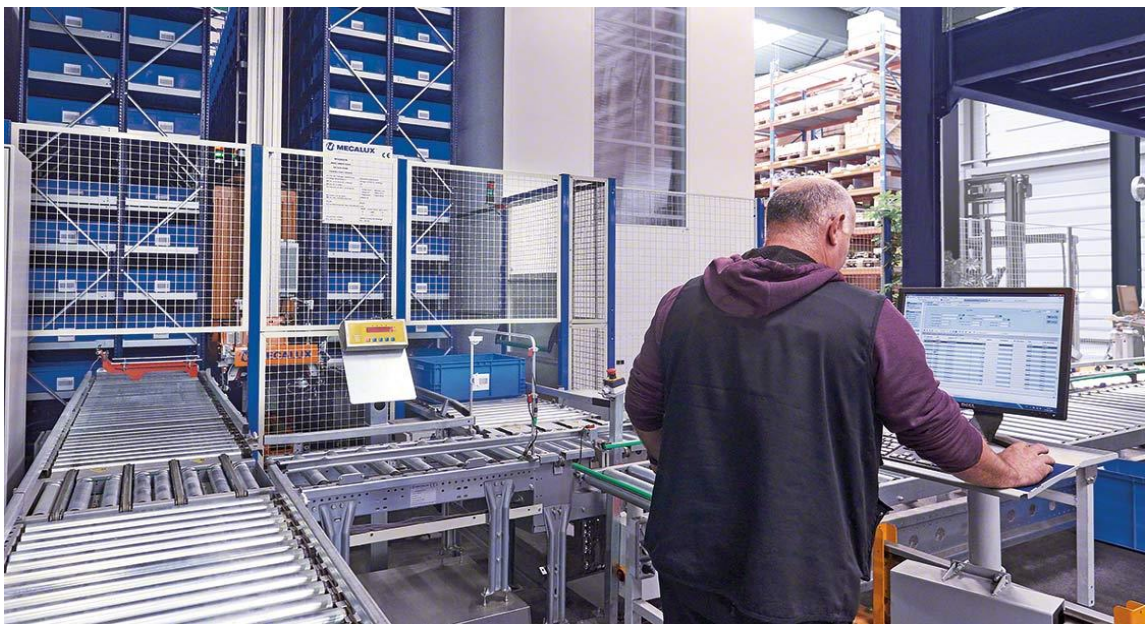


Fig. 2. The automated mini-load system

The global nature of e-commerce introduces additional layers of complexity, including international shipping, customs regulations, and the harmonization of logistics processes across borders. Moreover, the environmental impact of logistics operations, from carbon emissions to packaging waste, necessitates a conscientious approach to sustainability within the industry.

4. Challenges in E-commerce Logistics

E-commerce logistics faces several challenges, notably the need for real-time inventory visibility, the optimization of order fulfillment processes, and the management of returns. The last-mile delivery challenge, characterized by the need for timely and cost-effective delivery to the end consumer, remains a focal point. Additionally, the environmental impact of logistics operations is gaining attention, prompting the industry to explore sustainable and eco-friendly solutions (Bowes, 2021).



Fig. 3. Multi-channel Selling Management

Moreover, the growth of global e-commerce introduces complexities related to international shipping, customs, and cross-border logistics. Environmental concerns, such as the carbon footprint associated with transportation and packaging waste, add another layer of challenges that the industry must address.

5. Opportunities for Improvement

Despite challenges, opportunities for improvement abound in the e-commerce logistics landscape. Advancements in technology, including the use of data analytics, artificial intelligence, and blockchain, offer the potential for enhanced visibility and efficiency in supply chain operations. Collaboration between stakeholders, including e-commerce platforms, logistics providers, and regulatory bodies, can streamline processes and improve overall system reliability (Deshmukh, 2023).

The integration of sustainable practices, such as green logistics and eco-friendly packaging, presents an opportunity for companies to align with environmentally conscious consumer preferences. Furthermore, innovation in autonomous delivery methods and robotics holds promise for addressing last-mile delivery challenges.

6. Conclusions

E-commerce logistics is the backbone of the e-commerce revolution, playing a pivotal role in ensuring the timely and efficient delivery of goods to customers. However, this complex and dynamic

landscape is fraught with challenges, including high customer expectations, complex supply chains, the last-mile delivery challenge, and the environmental impact of logistics operations.

To navigate these challenges and seize the opportunities presented by e-commerce logistics, providers must embrace innovation and sustainability. Emerging technologies, such as artificial intelligence (AI), robotics, and blockchain, offer the potential to revolutionize the way logistics operations are managed. By leveraging these technologies, providers can optimize inventory levels, predict demand, automate tasks, and improve transparency and traceability throughout the supply chain.

In addition to adopting innovative technologies, e-commerce logistics providers must also prioritize sustainability. This includes reducing carbon emissions, minimizing packaging waste, and using sustainable transportation methods. By embracing sustainable practices, providers can align with the growing demand for eco-friendly products and services, reduce their environmental impact, and build a more sustainable future for the logistics industry.

The e-commerce logistics landscape is constantly evolving, but by embracing innovation and sustainability, providers can position themselves to thrive and play a key role in shaping the future of retail.

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EUROPEAN MONETARY SYSTEM

Y. I. Kosinskyi,

O. V. Karpenko (language supervisor)

V. N. Karazin National University, Kharkiv

Kosinskyi Y. I., Karpenko O. V. European monetary system. The article discusses the main aspects and principles of the European monetary system, which includes the euro and the European Central Bank. The text describes in detail the history of the creation of the euro, the main steps towards a common currency and important aspects of its impact on the economies of the Eurozone member states. Attention is also drawn to monetary policy mechanisms and instruments used to ensure the stability of the euro in the context of European integration. The article also examines important aspects of monetary policy, the impact of the European monetary system on the global financial market and the prospects for the development of the euro in the future.

Keywords: euro, European Central Bank, euro development, Eurozone.

Косінський Я. І., Карпенко О. В. Європейська валютна система. У статті розглядаються основні аспекти та принципи функціонування європейської валютної системи, що включає в себе євро та Європейський центральний банк. У тексті детально розглядаються історія створення євро, основні кроки на шляху до спільної валюти та важливі аспекти її впливу на економіку країн-учасниць Єврозони. Також звертається увага на механізми монетарної політики та інструменти, які використовуються для забезпечення стабільності євро в контексті європейської інтеграції. У статті також розглядається важливі аспекти валютної політики, вплив європейської валютної системи на світовий фінансовий ринок та перспективи розвитку євро в майбутньому.

Ключові слова: євро, Єврозона, Європейський центральний банк, розвиток євро.

1. Introduction

The European Monetary System is one of the most important and complex components of the economic integration of the European Union. The introduction of the European common currency in 1999 was an important step towards European integration and stability. However, new challenges and issues related to the European monetary system are emerging today and require further research and analysis. This is especially true for the relative instability of individual member states' economies, changes in the euro exchange rate and confidence in the European currency.

The European Monetary System is one of the main elements of the European Union and plays an important role in the economic life of Europe and the world. Therefore, this topic is

studied at a fairly high level in studies, reports, articles and publications. However, constant changes in the global economy and politics make it necessary to continuously monitor and analyze the situation in the European monetary system.

Much academic research has been done on the European monetary system. However, some aspects could be considered in more detail, such as the impact of the system on member countries' economies. In the context of future developments in the European Union, the *object* of the study is to analyze the impact of other global monetary systems on the European monetary system and its future.

The subject of the study is the structure and functioning of the European monetary system, its history, its impact on the European and world economies, aspects and prospects for development.

In this regard, the study of the prospects and state of the European monetary system is of current value to this paper.

2. European monetary system

2.1. History of European monetary system

The search for a new form of monetary union led to a new agreement on the establishment of a European monetary system, which came into force in March 1979. The decision to create a European monetary system was made in 1978 at a meeting between German Chancellor Helmut Schmidt and French President Valéry Giscard d'Estaing. The creation of the EMU aims to achieve monetary stability within the system in the context of the transition to the Jamaican monetary system and the independence of the known dollar (Giavazzi & Giovannini, 1991).

The basic principles of the European Monetary System were:

- The creation of the Exchange Rate Mechanism;
- Creation of the European Currency Unit (ECU). The ECU was an international unit of account determined on the basis of a basket of currencies of the EEC member states;
- Establishment of the European Monetary Cooperation Fund, created at the expense of contributions of member countries. The Fund's resources were intended to provide temporary financial support to finance the deficit of the balance of payments and to make settlements on currency interventions, which were carried out by central banks to maintain exchange rates within the established limits.

Initially, 8 states participated in the EMU: Germany, France, the Netherlands, Belgium, Denmark, Ireland, Luxembourg and Italy (the latter left the system in 1992 and returned in 1996).

Later, as the EMU expanded, Spain (in 1989), the United Kingdom (in 1990), Portugal (in 1992), Austria (in 1995), Finland (in 1996), and Greece (in 1998) joined the EMU.

The key element of the system was the European Currency Unit (ECU), which established exchange rate relations between the currencies of the EEC member countries and became the basis for settlements between central banks and accounting units. The value of the ECU was determined using the currency basket method, which included the currencies of all 12 CEE countries at the time.

The European currency was also the most important part of the EMS. The ECU was only a unit of payment and had no material form (banknotes, coins), serving as a basket of currencies of the member countries. The amount of member currency included in the ECU basket depends primarily on the amount of the member currency:

- the share of a Member State's GDP in the total GDP of the Community;
- the share of exports and imports of the Member State in the internal trade of the Community's internal trade;
- the value of a given currency as a denominator of capital market instruments and money markets (number of transactions in a given currency in both markets);

The weight of a currency in a basket is the ratio of the value of that currency in the ECU basket to the value of the ECU in that currency. The value of an ECU denominated in one of the basket currencies is equal to the sum of that currency's sum in the ECU basket plus the sum of any other component currency of the ECU exchanged for that currency.

Functions of the ECU:

- a measure of value in the exchange rate mechanism;
- basis for determining the deviation of exchange rates from the from the central rate;
- means of payment for settlements within the framework of interventions in the foreign exchange market interventions;
- means of payment for settlements between the Community authorities and financial institutions of the Community;
- unit in which the Community budget is drawn up and all settlements within the Community.

2.2. Usage of the euro in the global market

The use of the euro as a global reserve currency will remain broadly stable and at historically low levels in 2022, according to the European Central Bank's (ECB) annual report ("The official website of the ECB", n.d.).

According to the ECB, the share of the single European currency in various aspects of international monetary relations was close to an all-time low of around 19% last year, but the euro is still the second most used currency in the world after the United States dollar.

The euro is used as a national currency outside the European Union, and this use is divided into two types:

- With an agreement: Some non-EU countries have adopted the euro as their own currency. Formal entry into the Eurozone requires agreement, including the right to issue its own currency. Such agreements have been signed with the Vatican, Monaco, San Marino and Andorra. Officially, the Vatican and San Marino had their own currencies pegged to the Italian lira (Vatican and San Marino lira), while Monaco used the Monegasque franc at a 1:1 ratio to the French franc. After Italy and France joined the European Union and adopted the euro, these countries entered into an agreement with the European Union that allows them to use and mint a limited number of euro coins with national symbols on the side.

- Without an agreement: Montenegro and Kosovo use the euro. Since its introduction, the German mark has been previously used and received Western support through duty stamps. They switched to the euro by changing the symbol, but disagreed with the European Central Bank and preferred to rely solely on the euro. Kosovo still uses the Serbian dinar. The use of the euro in these regions will help stabilize their economies, which is why Joaquin Almunia, European Commissioner for Economic Affairs and Finance, and Jean-Claude, President of the European Central Bank, welcome the use of the euro by small states (“The international role of the euro”, n.d.).



Fig.1. Currency structure of official foreign exchange reserves in percentage terms

Source: Composed by the author, using materials from: “Currency structure of official foreign exchange reserves in percentage terms”, n.d.

2.3. Prospects for the development of the euro

The main conditions for the growth of the euro's relevance at the international level are:

- a large country or currency area;
- deep and liquid financial markets;
- nominal stability, both internal (low inflation);
- external (stable or at least 'not depreciating' exchange rate);
- financial stability and a safe regulatory environment;
- some attributes of non-economic power (military force, unified voice in international forums) (Weber, Baldwin, & Obstfeld, 1991).

Despite the advantages offered by a single currency, there is room for the use of several international currencies. The euro area meets the initial requirements. Despite its low GDP, the euro area had a larger population and greater trading power than the United States in 2020. However, the euro area's contribution to world GDP may decline in the future.

Deep and liquid financial markets appear to be unfavorable to the euro for two reasons. First, compared to the United States, the financial model of the euro area is much more dependent on banks, which aim to limit the size of financial markets. Unlike the United States, 'federal' debt in the euro area remains at historically low levels. This means that there is no budgetary support from the monetary union. In addition to these two shortcomings, the diversity of regulatory and tax systems in member states further fragments the financial markets of the euro area. It is also arguably that day-to-day liquidity management, which aims to stabilize short-term interbank rates, is more conducive to currency internationalization than eurozone monetary policy, which is based on traditional refinancing operations using fixed or minimum refinancing rates speed. Due to the current crisis in the Eurozone, the Euro has certainly lost some of its appeal as a global currency.

3. Conclusions

The introduction of the European Monetary System highlights the importance and complexity of cooperation between countries to ensure the stability of financial markets and the economy as a whole. Moreover, the success of such cooperation depends on the ability of countries to implement the necessary reforms and take important decisions.

The functions and instruments of the European Monetary System aim to ensure the stability and healthy development of European financial markets. The most important institution in this system is the European Central Bank, which controls monetary policy and sets interest rates. At the same time, the ECB must perform its duties with a high degree of responsibility and professionalism.

As a currency, the euro was the result of a joint effort by the member states of the European Union who recognized the need for a common monetary policy. This is an important event in the world of finance, as the euro is the second most used currency in the world. However, some Member States that have not adopted the euro may lag behind in development and competitiveness.

The use of the euro in global markets demonstrates stability and reliability, making it attractive to many countries. The Euro plays an important role in foreign trade and financial transactions, especially in the exchange of oil and gas resources. At the same time, the use of the euro in global markets is associated with risks, including exchange rate fluctuations and geopolitical instability.

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INTERNATIONAL FRANCHISING: THE ESSENCE AND FACTORS OF DEVELOPMENT

Y. O. Kosyk,

O. V. Karpenko (language supervisor)

V. N. Karazin National University, Kharkiv

Kosyk Y. O., Karpenko O. V. International franchising: the essence and factors of development. The article examines the key aspects of the international franchising system, which is defined by the transfer of the franchise owner's right to conduct business to another entrepreneur under certain agreements. The article highlights the main factors affecting the successful development of international franchising, such as cultural characteristics, legal norms, economic conditions and strategies for adapting to the local market. The author emphasizes the need for careful study of potential markets and adequate adaptation of the business model to local conditions to achieve successful international franchising business.

Key words: business rights transfer, economic factors in franchising, global market entry strategies, international franchising system.

Косик Я. О., Карпенко О. В. Міжнародний франчайзинг: суть і фактори розвитку. У статті розглянуто ключові аспекти міжнародної системи франчайзингу, що визначається передачею права на ведення бізнесу власника франшизи іншому підприємцю за визначеними угодами. В статті висвітлюються основні фактори, що впливають на успішний розвиток міжнародного франчайзингу, такі як культурні особливості, правові норми, економічні умови та стратегії адаптації до місцевого ринку. Робиться акцент на необхідності ретельного вивчення потенційних ринків та адекватної адаптації бізнес-моделі до місцевих умов для досягнення успішного ведення міжнародного франчайзингового бізнесу.

Ключові слова: економічні чинники франчайзингу, міжнародна система франчайзингу, передача прав на ведення бізнесу, стратегії виходу на глобальний ринок.

1. Introduction

In today's economy, international franchising is extremely important. International franchising is one of the most common forms of business and plays an important role in the global economy. This type of business allows franchisors to expand their company without investing a lot of money or human resources. At the same time, it is a way for franchisees to enter a proven business model and benefit from the support of a franchisor and a well-known brand. The study of the nature and factors of international franchising development is vital for scholars and practitioners. From a practitioner's perspective, understanding the elements that influence the

success of international franchising can help in making wise decisions about business expansion and identifying potential areas for improvement. From an academic point of view, research on this topic can contribute to the development of franchising theory and practical recommendations. In addition, the COVID-19 pandemic has greatly affected the global economy and forced many companies to rethink their strategies and actions. Thus, the study of international franchising has become even more important in today's world, as companies are looking for new and innovative ways to expand and remain competitive in a rapidly changing environment. In this regard, the study of the nature and factors of international franchising development is of current value to this paper.

Based on the study of the theoretical foundations of franchising, its history and current problems, as well as the prospects for its development at the present stage, the purpose of this study is to define the essence of franchising as a special form of cooperation and business. The development of this goal has led to the need to solve the following scientific tasks: 1. To make sure that the concept of 'franchising' is essential and to identify the factors that contributed to its emergence; 2. To get acquainted with the history of franchising development; 3. To consider various types of franchising and their role; 4. To assess the effectiveness of franchisees in world.

The object of the research is to analyse franchising activities and their properties at the international level. The subject of the study is the basic principles of franchise cooperation.

2. International franchising: the essence and factors of development

2.1. The essence and prerequisites of the franchising system

Franchising has emerged in many historical, economic, social, psychological and legal contexts. For this reason, the concept of franchising and its basic elements are often perceived differently across borders, which in turn creates an obstacle to international cooperation between franchisors and franchisees. J. Hadfield, an American franchising expert, argues that how an author evaluates them, whether as a franchisor or a franchisee, largely determines how well the researcher understands franchising. In a franchise agreement, the franchisor is the party that grants the franchise and the franchisee is the party that receives the franchise ("International franchising", n.d.).

Generally speaking, franchising is a type of agreement that is formalized by a franchise contract. It goes beyond a simple license and includes a temporary transfer of the right to use an intellectual property object.

The interpretation of this concept in the EU and the definition provided by the International Franchise Association are the next two things to be discussed. In exchange for a direct or indirect

financial benefit, one business, the franchisor, grants another business, the franchisee, the right to use the franchise to market specific goods and services. This is known as a franchise agreement. This definition of franchise refers to a collection of industrial and intellectual property rights in the form of trademarks, trade names, trade symbols, utility models, designs, copyrights, know-how or patents to be used in connection with the sale of goods or the provision of services to end customers (“France: Identifying the franchise agreement”, n.d.).

The International Franchise Association provides the following definition of a franchise: a franchise is a legal arrangement between a franchisor and a franchisee whereby the franchisor offers or assumes a continuing interest in the franchisee’s operations in areas such as know-how and training, while the franchisee conducts its own operations under a brand, format and/or procedure owned and controlled by the franchisor and has made or will make future payments to the franchisor (“The history of the emergence” n.d.).

From the above definitions, it is obvious that franchising is used both broadly and specifically. In the broad sense, it is a way of marketing products, services and technologies in the market, a type of specific business, a method of doing business.

2.2. Historical development of franchising

The franchise system originated in the United States in the late 19th and early 20th centuries. The first franchisor is Isaac Merritt Singer, the founder of the world-famous company specializing in the production and maintenance of sewing equipment.

When organizing the world’s first official franchise system, Singer offered mass production of sewing machines, which allowed it to maintain competitive prices, but at the same time did not have a well-established service system. The customization allowed the company to organize maintenance and repair of machines throughout the United States.

In 1851 Singer and his partner Edward Clark organized the Sewing Machine Association. Trading companies that are members of this association have the right to sell products under the Zinger brand.

Thus, the company gained an undeniable advantage over the other three largest sewing machine manufacturers and was able to significantly increase its company’s profits (“The history of the emergence”, n.d.).

Another company that followed Zinger’s example and decided to develop as a franchise network was General Motors, which offered its existing partners dealerships (distribution of goods by purchasing them from the main manufacturer and reselling them), as the company could not

sell its cars on its own due to a lack of funds. Following the example of General Motors, Ford began to develop a dealer system.

Modern franchising owes its origins to the United States. In 1952 Ray Kroc, a milkshake machine dealer, visited a San Bernardino eatery owned by the McDonald brothers and, impressed by the taste of their fries and hamburgers, bought the right to open restaurants with the same name and menu in the United States. Three years later, Kroc himself began actively selling franchises to open restaurants throughout the United States, and in 1961, he bought all rights to the McDonald's trademark.

2.3. Forms of franchising and their essence

There are various methods of classifying franchises. The choice of franchising is influenced by a number of factors, including the type of economic activity, the stability and position of the franchisor in the market of goods and services, and the specifics of the franchisee's local market.

Table 1

The main types of franchising in the world

Commodity franchising	The franchisee receives the right to sell goods manufactured by the franchisor or under its trademark.
Production franchising	The franchisee receives the right to manufacture and sell products under the franchisor's brand name, technology and raw materials.
Service franchising	The franchisee is granted the right to provide a certain type of service under the franchisor's trademark, which provides the partner with equipment, advertising and marketing technology.
Business format franchising	The franchisee receives not only the right to sell goods and a sales methodology, but also the concept of running an entire business

Source: compiled by the author using materials from: Franchising in the tourism business, n.d.

Depending on the number of enterprises owned by one franchisee, the following types of franchising are distinguished: single-element, multi-element and combination.

Single-element franchising means that the franchisee is granted the right to open only one franchise enterprise at a specified address. In this case, the parties to the franchise relationship conclude a type of franchise agreement, such as a single-unit franchise operation agreement.

Under multi-element franchising, the franchisee is entitled to open more than one franchise enterprise in a certain territory (their number and location are determined by the terms of the relevant agreement). This right is called a ‘territorial franchise’.

In a combined franchise, several franchises (franchises offered by different franchisors) are operated from one location. The assets of one entity are not wholly owned by each individual franchisee at the same time. As noted earlier, combined franchising involves the signing of contracts at two different levels: contracts between franchisors (first-tier contracts) and contracts between franchisors and franchisees (second-tier contracts). The agreement reached between franchisors is a contract under which each franchisor agrees to: coordinate its activities in the further sale, promotion and advertising of its franchise with other franchisors; offer assistance to other franchisors in the context of coordinating the sale, promotion and advertising of their franchises; participate in financing the costs of creating joint advertising of various franchises; lease, pay for and maintain premises for its franchises (”Franchising: concept, types, forms”, n.d.).

2.4. Evaluation of the efficiency of franchise services in the world

The franchise system is a constantly evolving commercial and social model around the world. Its economic and social impacts include job creation, economic modernization, entrepreneurship development, and mitigation of social problems. The United States of America is a pioneer in the consolidation and spread of modern franchises.

The potential growth of the franchise model and its impact on income, employment and social goals is most noticeable in emerging markets. There are three main global trends that have influenced the growth of the franchise model in these countries: 1) the collapse of communism in Eastern Europe, 2) increased prospects for stability in areas that were previously very often at war, such as South Africa and the Middle East, and 3) the reduction of protective trade barriers in countries such as China, India and Brazil.

For a detailed study of the foreign experience of using franchising, it is first of all worth investigating the dynamics of the industry development. (Table 2).

Table 2

Dynamics of the global franchising market development 2018-2022

Indicator	2018	2019	2020	2021	2022
Franchising organizations/companies	760476	773603	753770	780188	792014
Employment	8274532	8503601	7532305	8192600	8449162

Revenue (USD billion)	767,1	794,2	677,2	787,7	826,6
GDP (USD billion)	452,1	473,4	446,3	477,2	501

Source: compiled by the author using materials from: Franchise Business Economic Outlook for 2022, n.d.

In general, the number of franchise companies has grown significantly over the past 5 years, which is quite good for countries. The more companies there are, the greater their spread, even to places where they did not exist before, as well as more money and more competition.

3. Conclusions

Franchising as a form of economic interaction between large and small businesses has been gaining popularity since the 1920s. Under a franchise agreement, the franchisor grants a license or transfers the rights to use its trademark, brand, marketing, operating systems, and know-how.

In 2022 franchises in every sector and in every region continued to grow, outpacing pre-pandemic growth rates, as the franchise business model protects entrepreneurs from inflationary pressures through the economies of scale that brands can create with suppliers.

Every year more and more entrepreneurs are turning their attention to franchise projects and choosing franchising as a tool to start/scale their business.

Today franchising is recognized worldwide as the most progressive form of doing business. The benefits of franchising are beneficial for entrepreneurs starting their own business, as they significantly reduce the risk of failure and loss of funds.

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THE GAMBLING INDUSTRY AS A FACTOR OF TOURISM DEVELOPMENT

I.D. Kovalenko,

N. M. Startseva, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Kovalenko I. D., Startseva N. M. The gambling industry as a factor of tourism development.

The article is devoted to the study of the development of the gambling business in the world, as well as the current state and problems of the development of the gambling business in Ukraine. The special forms of gaming tourism are put forward and its role for the economic growth of a region or community is specified. The peculiarities of the gambling industry as a factor in the development of gaming tourism are highlighted. The emergence of new types of tourist trips - gambling tours or junket tours are underlined. The main methods of gambling business research are given. Prospects for the development of gaming tourism in Ukraine have been revealed.

Key words: economic growth, gambling industry, gaming tourism, junket tour, problems, prospects, Ukraine.

Коваленко І. Д., Старцева Н. М. Гральна індустрія як чинник розвитку туризму. Стаття присвячена дослідженню розвитку грального бізнесу у світі, а також сучасному стану та проблемам розвитку грального бізнесу в Україні. Виділено особливі форми грального туризму та визначено його роль для економічного зростання регіону чи громади. Висвітлено особливості гральної індустрії як чинника розвитку ігрового туризму. Підкреслено появу нових видів туристичних подорожей - гемблінг-турів або джанкет-турів. Наведено основні методи дослідження грального бізнесу. Виявлено перспективи розвитку ігрового туризму в Україні.

Ключові слова: гральна індустрія, джанкет-тур, зростання, ігровий туризм, перспективи, проблеми, Україна

1. Introduction

The global gambling industry plays an important role in the development of tourism, allowing countries and individual regions to attract tourists, stimulate economic growth and create jobs. With the growing popularity of gambling in a number of countries, there is a need to study the interaction between the gambling industry and tourism, making it the purpose of the current study. The gambling business has a significant economic impact on tourism. The task of the article is to show the factors that can help the Ukrainian tourism market generate funds for the budget, develop and encourage tourists to visit the country if the gambling industry gains strength. First of all, gambling venues can attract a large number of tourists who come for gambling holidays. This

can help to increase tourist demand for a country or region, increase the number of visitors and tourism revenues. In addition, gambling creates jobs in the hotel, restaurant, transport and other related industries, contributing to economic growth and urban development.

Gaming tourism, which states the object of the research, is a type of tourism in which participating tourists, also called players, manage resources, data, etc. through game symbols in order to achieve a goal, i.e. to win. The main focus of gaming tourism is on activities for entertainment and sometimes educational purposes.

Among many other special forms of tourism, gaming tourism or gambling tourism includes casinos, hotel complexes with specially designated gambling facilities.

This form of tourism has been studied by many researchers (Шандор, 2013) who, to varying degrees, conclude that gaming tourism is a vital factor for the economic growth of a region or community.

2. Gaming tourism development

The gambling industry has spread across the globe with the blessing of many governments, which use gambling revenues for fiscal purposes, thus creating a certain economic dependence on casinos.

Gambling, which until recently was considered a deviant form of behaviour, a sin, a disease or an illegal activity, has now become a tool planning that can offer solutions to economic and social problems.

In addition, a harmonious passion for gambling is associated with positive outcomes such as reduced stress, excitement, challenge, escape, and the opportunity to earn money (Nickerson, 1992).

For example, take Terence Refan's study (Rephann, Dalton, Stair & Isserman, 1997) which focuses on sixty-six districts in the US with struggling economies that have found a way to develop large casinos, turning these areas that did not have highly profitable land uses into tourist magnets. Even in these cases, other problems are created, but they are objectively less important compared to the financial benefits that the region and the local community receive. There are territories that attract thousands of tourists only because of the presence of casinos and have no other tourist resource that could be used.

In addition, regions with high unemployment rates have a positive attitude towards the acceptance of gaming tourism at the international level. On the other hand, for (Nickerson, 1995) gambling is not a form of urban regeneration.

Since the early 1990s, gambling tourism has been viewed in the United States as an

innovative strategy for developing tourism “easily and quickly”. In any case, this model of tourism is widely used in the United States, where it is one of the most profitable business activities for the development of territories that did not have specific characteristics for creating new tourist resources from scratch. It is important to note that the US central government perceived the legalisation of gambling as a panacea for the economic problems faced by the local economies of some states.

The emergence of tourist trips to visit casinos or so-called “gambling tours” is associated with the emergence of casino marketing programmes.

A junket tour is a cultural and entertainment programme that includes mandatory visits to gambling establishments, or more precisely, tours to countries where gambling is officially legal. It is also an extravagant trip or celebration, in particular one enjoyed by a government official at public expense.

The word “junket” is translated from English as a celebration, a feast, a party. The peculiarity of these tours is that they are paid for by the casino, but tourists must play for a minimum time (from 2 to 5 hours) and place bets for a specific minimum amount specified in the contract. There is no limit for bets, the main thing is that tourists have free time and money to play.

Junket tours were invented specifically for those gamblers who want to play in real casinos and not waste time on unnecessary activities such as buying tickets, booking and searching for a hotel, etc. All these processes are taken care of by the tour operator. The services provided to junket tour participants include flights, transfers, meals, accommodation, casino visits, and other additional services that vary depending on the tour (Eadington, 1995)

Among the countries where trips to casinos are allowed by the jurisdictions can be distinguished North and South America, the Caribbean and Asian countries, while trips to European casinos are less common. It is worth noting that the target audience of junket tours is citizens of countries where gambling business is prohibited or restricted (Marshall & Baker, 2002)

In 2021, the Ukrainian Gambling Council (UGC) conducted a social research of the gambling market. This study was conducted to understand how Ukrainians feel about the gambling business. The re-opened gambling market in Ukraine is currently a rather specific phenomenon, as the market has been in shadow for quite some time, which is why Ukrainians have a unclear view of the sector. Most Ukrainians associate the gambling market with stereotypes, as a number of illegal companies operated in Ukraine “in shadow” during the ban and undermined public confidence in the sector.

3. Conclusions

Gambling that is embedded in the culture of Ukrainians can be quite beneficial being used by government agencies, legal companies and the public to better understand the process of gambling legalisation in the country. The development of the gambling industry in Ukraine can become one of the key factors in the post-war development of tourist attractiveness in our country, as the right strategy, legalisation and strict control of the gambling market by the state can bring huge funds to the state budget, which will be used to rebuild the destroyed economy.

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THE NEW WORLD ORDER FORMATION WITH BRICS PARTICIPATION AND PROSPECTS FOR UKRAINE

K. V. Kovtun,

I. V. Zmiiova (language supervisor)

V. N. Karazin National University, Kharkiv, Ukraine

Kovtun K. V., Zmiiova I. V. New world order formation with BRICS participation and prospects for Ukraine. The article reveals the meaning of the term "world order" and briefly lists the realities of interdependence of countries, taking into account the confrontation between the West and the East, which is relevant today. The article also illustrates this phenomenon with the example of the BRICS geopolitical group, describing its key intentions and positions on the world situation and its attitude to the war in Ukraine. In addition, the main events that will be actively pursued in 2024 are considered. The author examines the main proposals for a peaceful settlement by the BRICS in the Russian-Ukrainian war, which include the creation of a peace plan, withdrawal of troops or even the surrender of their positions and territories.

Keywords: BRICS, geopolitics, international relations, multipolarity, Russian-Ukrainian war, Ukraine, world order.

Ковтун К. В., Зміїова І. В. Формування нового світового порядку за участю БРІКС та перспективи для України. У статті розкривається значення терміну «світовий порядок» та стисло перераховуються реалії взаємозалежності країн, враховуючи протистояння Заходу та Сходу, що є актуальним у наш час. Також, цей феномен відображається на прикладі геополітичної групи БРІКС, описуються її ключові наміри та позиції стосовно ситуації в світі та ставлення до війни в Україні. Крім того, розглядаються основні події, що будуть активно проводитися у 2024 році. Розглядаються основні пропозиції мирного врегулювання з боку БРІКС у російсько-українській війні, де пропонується створення мирного плану, виведення військ чи навіть здача своїх позицій та територій.

Ключові слова: багатополярність, БРІКС, геополітика, міжнародні відносини, російсько-українська війна, світовий порядок, Україна.

1. Introduction

The analysis of the current geopolitical situation gives every reason to conclude that the world is facing the future dominated by competition and rivalry between great powers. The United States prioritizes the "America First" policy, China is a rising power, and Russia is challenging American positions in the world, especially in Eastern Europe and the Middle East.

The issues of strategic choices, the formation of a new world order (both political and economic), and the search for rational and productive forms of cooperation are among the most discussed and debated. The key problematic areas today are the prospects of convergence of the positions of the United States and China on the war in Ukraine and the assistance of world leaders to Ukraine's entry into new global economic relations. These issues require special attention and analysis and stipulate the relevance of the study.

The object of study is the new world order, the subject is the means which help the BRICS union strengthen and the place of Ukraine in this process.

The aim of the research is to determine the main geopolitical trends and new changes of the world order.

The following tasks are set to achieve the purpose:

1. to reveal the essence of the "world order" and consider the modern factors of states interdependence;
2. to analyze the activities of the BRICS union as a new and strengthened opponent of the West;
3. to consider probable ways of development for Ukraine, taking into account world views.

2. World order: essence and characteristics

World order means the distribution of power and authority that provides the framework for the conduct of diplomacy and world politics on a global scale, or the desired distribution of power and authority associated with the realization of values such as peace, economic growth and equity, human rights, and environmental quality and sustainability (Онипченко, 2023, pp. 33-35).

On the one hand, no one denies the need to update the world order (at least the economic one) and outline the prospects for the global economy. On the other hand, developing countries are mostly focused on potential personal benefits in the structure of the "new order", which makes it difficult to find solutions through compromise (or coordinated steps). At the same time, they tend to rely on the positive experience of large developing countries, especially China, ignoring the fact that China's path to economic success is unique and its further economic expansion is quite controversial (as is the suspicious attitude towards China's activities in Europe).

The new world order is multilateral in nature. It includes global, continental, regional, geopolitical, civilizational, cultural, national and other aspects. The new international order is being shaped by many trends (Поліщук, 2022, p.31).

The "new world order" must take into account the modern realities of interdependence that determine the future peaceful coexistence of nations: the balance between the freedom of action

of national actors and international law (principles and rules of conduct); the balance between legitimacy and force; the balance between the “regional order” and the “international order”. To overcome the chaos on a global scale, it is important to realise (Міщенко, 2020):

1. threats from the destruction of the old order and the absence of a new one directly or indirectly put pressure on absolutely all international actors;

2. conflicts, crises, instability or unrest directly affect all participants in regional politics, and subsequently involve global players in escalating or resolving the problem situation, which proves the interdependence of the world;

3. globalisation generates, on the one hand, a comprehensive interdependence of states, sometimes levelling their role by international governmental and non-governmental organisations that have received a part of the sovereignty of these countries, and, on the other hand, has strengthened regionalization and the tendency towards isolationism;

4. major global players must overcome their arrogant dominance over smaller and weaker participants in international relations, and the United States must significantly revise its dominance strategy, as it is unable to ensure either the power balance or compliance with the rules already established by the Westphalian system on its own;

5. in addition to national actors, the modern system of international relations also includes other actors (intergovernmental organizations, TNCs, media, individuals, terrorist organisations, religious movements, drug cartels, etc.), which often play a much more serious role in the development of rules than some states, which is why their place, importance and role should be taken into account;

6. the formation of a “new world order” is possible with the mutual consent of the actors to the development of generally accepted rules of interaction and behaviour, which will receive real guarantees and a set of sanctions consciously recognised by all players for their violation (Міщенко, 2020).

3. The emergence of a new world order: the role of brics and the outlook for 2024

On a global level, the BRICS members (Brazil, Russia, India, China and South Africa) form a growing trade association that also has numerous associated countries in various trade agreements with this five and want to become part of the same association.

According to the ASPI (Australian Strategic Policy Institute), China leads in 37 of the 44 critical and emerging technologies examined in the report, including artificial intelligence, robotics, biotechnology and advanced manufacturing. In addition, China dominates research for

defence, security and space. This confirms its hegemonic position in the economic sphere, and the priority is to extract the political implications of the new global situation (Salavert, 2023).

NATO armies are no longer able to impose their military superiority over the Asian bloc, whose axis is made of the Russian Federation, the People's Republic of China and the Islamic Republic of Iran. Despite the fact that the military process will continue for a long time, Russia's defence of its international position has been particularly admirable, which even Western propaganda has not been able to hide from important sectors of world public opinion. This inability of NATO to impose its terms on the Russian Federation, which is backed by the Asian bloc, has come as a relief to the rest of the world.

The project that China is offering to the world is a multipolarity that replaces the unipolar hegemony of the still dominant liberal imperialism – created by finance capital with NATO as its armed wing – whose centre is to be located in the United States, as the heir to the old European imperialism that collapsed after the Second World War (Salavert, 2023).

This multilateralism has already taken shape in numerous economic agreements, both international and regional. Financial imperialism can no longer impose itself on an Asian bloc that follows in the footsteps of the Chinese state in the economic sphere, with important economic allies grouped in the Shanghai Cooperation Treaty, consisting of China, India, Kazakhstan, Kyrgyzstan, Russia, Pakistan, Tajikistan and Uzbekistan.

Five countries joined the BRICS interstate economic union on 1 January 2024: Egypt, Iran, Saudi Arabia, the UAE and Ethiopia. The members have almost 45% of the world's oil reserves. Most members officially maintain a neutral stance in Russia's war with Ukraine and do not support Western attempts to isolate Moscow in the international arena. Since January, Moscow has held the presidency of the organisation (Жарикова, 2024).

2024 will also be interesting on a political level, as it is the year with the most elections in history. Voting will take place in 76 countries, representing more than half of the world's population, including such major powers as the United States, India and the European Union. Some of these choices of theirs are highly uncertain or may affect the global picture.

4. Ukraine: its participation and prospects in the process of establishing the world order

In 2023, BRICS members made several proposals for a peaceful settlement of the war in Ukraine. For example, on 24 February 2023, China proposed its peacekeeping project. Unfortunately, the document focuses on peace talks, which should be accompanied by a reduction in pressure on Russia. At the same time, the draft does not contain a clear position on the

withdrawal of Russian troops and the provision of security guarantees to Ukraine (Пархітько, 2023).

On 7 April 2023, Brazilian President Lula da Silva decided to try his hand at peacekeeping. The leader of the South American country noted that Ukraine should cede part of its territory for the sake of peace. He also called on Western countries to stop supplying weapons to Ukraine, as this leads to further escalation. According to the Brazilian president, both sides are to blame for the war, and he is ready to help achieve peace through negotiations.

On 16 June 2023, African leaders, including South African President Cyril Ramaphosa, visited Kyiv. The version of the peace plan proposed by African leaders was an improved version of the one they had introduced a month earlier. The improved version still provides for the withdrawal of Russian troops from Ukraine and tactical nuclear weapons from Belarus in exchange for easing sanctions against Russia, but it does not include security guarantees (Пархітько, 2023).

In mid-July 2023, India announced that it was working with France to develop a new peace plan.

What all the BRICS members' proposals for a peaceful settlement of the war with Russia have in common is that they are not interested in defending Ukraine's interests. Such a position is quite expected, since Russia is a member of the association. Thus, if the BRICS countries mediate in future peace talks, Ukraine can expect to be neutral at most (Пархітько, 2023).

5. Conclusions

Summarizing the above, it should be said that the dimension of relations between the United States and China has gone from competitive to almost hostile. Countries that will take advantage of the gap created by the transition to a new world order will be the rising stars of the 21st century.

In this context of changes in the global order, the term "BRICS" is attracting more and more attention. The influence of the BRICS countries in the world is growing significantly and requires constant research and analysis. If the BRICS countries develop deeper cooperation and potentially integrate, the growth rates of their national economies will accelerate. For Ukraine, the BRICS may become just one of the platforms for discussing global issues, but not a guarantee of security or support.

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THE DEVELOPMENT OF FILM TOURISM IN UKRAINE

A. S. Kozmenko,

N. M. Startseva (language supervisor)

V. N. Karazin National University, Kharkiv

Kozmenko A. S., Startseva N. M. The development of film tourism in Ukraine. The article analyzes the phenomenon of film tourism and the current state of its development at the national level. The problems and prospects for the growth of film tourism in Ukraine are identified. Many of Ukraine's attractions are part of the history of cinema. Despite the already existing interesting cinematic works, rich historical and cultural heritage and hospitality infrastructure resources, the country is only taking the first steps towards the development of film tourism. The study of the prospects and opportunities for film tourism in Ukraine will help to formulate recommendations and strategies for the development of this segment of the tourism industry, which is important for attracting tourists, increasing the local economy and preserving cultural heritage.

Keywords: attractions, cinema, film tourism, heritage, economy, prospects, Ukraine

Козьменко А. С., Старцева Н. М. Розвиток кінотуризму в Україні. У статті аналізується таке явище, як кінотуризм та сучасний стан його розвитку на національному рівні. Визначено проблеми та перспективи зростання кінотуризму в Україні. Багато визначних пам'яток в Україні увійшли в історію кіно. Незважаючи на вже наявні цікаві кінематографічні роботи, багату історико-культурну спадщину та інфраструктурні ресурси гостинності, країна тільки робить перші кроки до розвитку кінотуризму. Дослідження перспектив та можливостей кінотуризму в Україні допоможе сформулювати рекомендації та стратегії розвитку цього сегменту туристичної індустрії, який є важливим для залучення туристів, зростання місцевої економіки та збереження культурної спадщини.

Ключові слова: визначні місця, економіка, кіно, кінотуризм, перспективи, спадщина, Україна

1. Introduction

The object of research is the phenomenon of film tourism and its place in the general tourism industry. The subject of the study is the peculiarities of the current state of film tourism and the prospects for its further development in Ukraine. The identification and description of which constitute the purpose of the work. The tasks of the research are to define the concept of film tourism, to analyze the current state of film tourism development at the national level, to identify problems and prospects for the development of film tourism in Ukraine. The works of V. V. Achkasova (Mashkina) (Ачкасова, 2019, с.164-172) "Film tourism as an innovative

direction of tourism development in Ukraine” are devoted to film tourism in Ukraine. Film tourism is one of the specialized types of cultural and educational tourism. Scientists of the School of International Economic Relations and Travel Business of V. N. Karazin Kharkiv National University, namely A. Y. Parfinenko, I. S. Posokhov, I. I. Volkova, S. O. Yurchenko, P. O. Podlepina, also deal with the topic of cultural and educational tourism.

2. The development of film-induced tourism in Ukraine

Film tourism is a visit to places related to the production of popular movies that are shown on television, video or cinema screens. Cinema tourism includes attending film festivals, award ceremonies, film or television awards; visiting a place depicted in a film or a place related to a film, watching a film being filmed; film-related attractions; excursions to the area depicted in a film or to a film or television studio; the desire to meet film and television celebrities or visit their homes; watching a film being filmed (Алексюк, 2019, p.121-123).

In the foreign literature, there exist numerous terms such as film tourism, film induced tourism, movie induced tourism, media induced tourism, screen tourism, cinematographic tourism, cinema tourism. In Ukraine, this type of tourism is called film tourism (кінотуризм) (Машкіна, 2018, с.263-269). Currently, the geography of film tourism in Ukraine is not very wide. Of course, until recently, one of the most popular destinations for film tourists was Crimea, where more than 400 films were shot (Ачкасова, 2019, p.164-172).

The series “The Serf” has been particularly successful and has been highly rated in Poland. The events take the viewer back to the XIX century. The filming locations are architectural treasures: Kyiv-Pechersk Lavra and Mogilevtsev Palace, the National Museum of Folk Architecture and Life in Pirogovo, the National Historical and Cultural Reserve Kachanivka, and the Vyshnevetsky Palace (Ternopil region). Local and foreign tourists visit the filming locations of The Serf to feel the movie's atmosphere.

In May 2021, the Ukrainian-Slovak historical series “Slavs” premiered. Today, the filming locations are very popular and can be visited during excursions along the tourist route of the Zhytomyr region.

“The Rising Hawk” is a Ukrainian-American film released in 2019. It has been compared to “The Game of Thrones”.

“Shadows of Forgotten Ancestors” (1965) is a Ukrainian love story of Romeo and Juliet, an immersion into the world of Hutsul rituals and customs. Today, the house where Parajanov lived is a museum. Kryvorivnia is known worldwide for “Shadows of Forgotten Ancestors”.

“The Legend of the Pianist” (1998) is also worth mentioning. For our country, “The Last Mercenary” was the first Netflix project to feature significant Ukrainian elements (Фільм із Ван Дамом, n.d.).

Film tourism also includes visits to film studios. The Dovzhenko National Film Studio, Kyivnaukfilm, Ukrtefilm, FILM.UA, Odesa Film Studio are located in Ukraine.

Most Ukrainian film festivals are held in Kyiv, Odesa, Lviv, and Kharkiv.

Before the war, tour operators in our country offered excursions or tours to locations where movies were filmed or to the places that were described in the film (Зеленко, 2022, с.80-91). Andreoli-Tour offered a tour “By the Paths of the Musketeers” related to the movie “D'Artagnan and the Three Musketeers”, Karpaty Travel – a tour “Vacation in the Carpathians. Kolochava” (based on the movie “Synevyr”), “Ukraine Incognita” – an industrial tour “Journey to another planet” (based on the movie “Red”), “TamTour” and “EuroStandard” – an excursion “Treasures of the Northern Capital” (based on the movie “Viy”), and the travel company “Chernobyl Tou” – excursions to the Chernobyl zone (based on the TV series “Chernobyl”) (Гурова, 2019, p.51-54).

Currently, the war is a big problem for the development of film tourism in Ukraine. On February 24, 2022, Russia launched an invasion of Ukraine. In a country that has been developing as a film center for the past few years, almost all television production has stopped as the constant threat of shelling has made it impossible to shoot films in the country. Nevertheless, since the beginning of a full-scale invasion, filmmakers have been making films about Russia's aggression against Ukraine, trying to tell about and show the world the war crimes committed by this terrorist state.

It is worth noting such films as “20 Days in Mariupol” (M. Chernova), “Life on the Edge” (P. Peleshko and Y. Ivanyshyna), “Iron Butterflies” (R. Lyubiy), “Mariupolis 2” (M. Kvedaravicius), “House of Splinters” (S. Wilmont), “Mariupol. The Lost Hope” (the result of the work of the Association of Ukrainian Producers), “Mirnyi 21” (A. Seitablayeva) and many others (Фільми про війну в Україні, n.d.; Хвилюючі фільми про війну, n.d.). The international community has also rallied around Ukraine since the invasion, with The Hollywood Reporter confirming that companies such as Netflix and the BBC are pre-buying or investing in co-producing Ukrainian content.

The tax incentives offered by Ukraine for film projects in 2020 were designed to make the country a more attractive place to shoot films and compete with others.

The Law “On State Support of Cinematography in Ukraine”, which was adopted in 2017, increased the possibilities of state funding to support cinematography (Українське

кіномистецтво крізь роки, n.d.). In addition, in October 2019, President of Ukraine Volodymyr Zelenskyy signed a Law on supporting foreign filmmakers.

The problems include the fact that many film tourism sites in our country are invisible to tourists due to neglect, lack of information about their location, and lack of active promotion in Ukraine and abroad (“Ukrainian cinema”, n.d.).

Despite the fact that the number of entertainment events decreased at the beginning of the COVID-19 pandemic and ticket prices increased, cinemas remained the cheapest option for recreation (Гурова, 2019, p. 51-54).

Regarding the prospects for the development of film tourism, it is worth noting that Ukraine is abundant in interesting natural sites and has rich historical and cultural heritage, which is of great interest to filmmakers. In general, film festivals are characteristic of Ukraine and can be its specialty, because the country has a great variety of cultures and contrasting landscapes. Unusual places can be used, especially the Carpathians, where creativity and tourist opportunities can be successfully combined. Holding a film festival is economically beneficial for the country, as it often involves a large number of companies that can make a profit.

3. Conclusions

Film tourism is one of the specialized types of cultural and educational tourism. Ukraine is just taking the first steps towards developing film tourism. The war in Ukraine has brought major changes to the film industry. On the one hand, almost all television production has stopped because there is a constant threat of shelling, which makes it impossible to shoot films in the country. Currently, Ukraine has become a no-go zone for tourists. The lack of a technological base in the industry is also a problem. Many film tourism sites in Ukraine are invisible to tourists due to their neglect, lack of advertising and information about their location. On the other hand, our country has a rich historical and cultural heritage and extraordinary natural beauty. Before the war started, a law was signed to support filmmakers. Thanks to this, modern films and TV series began to be produced in Ukraine. Netflix and the BBC are buying or investing in the co-production of Ukrainian content. After the beginning of a full-scale invasion, many films appeared about the war, Russian crimes, and the lives of civilians. “The Days of Ukrainian cinema” began to be held in different countries, and charity film marathons were organized. Over the years, Ukraine has served as the backdrop for great films and television shows, and there is hope that this will continue when peace returns to the country.

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10. Ukrainian cinema: 5 movies and TV shows shot in Kyiv including Chernobyl - has the war affected filming? URL: <https://bit.ly/3H6UI0F>

SOME ASPECTS OF MODERN GENDER POLICY IN EUROPEAN COUNTRIES

K. A. Kramarenko,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Kramarenko K. A., Litovchenko Y. M. Some aspects of gender equality in European countries. The article examines the main aspects of gender equality in the European Union since the last decades of the twentieth century. The article highlights the European Commission's strategic approach to integrating gender priorities into policy as a means of improving gender equality. It analyses the legislative framework for gender equality in the EU, including directives and agreements. The paper determines the European Union as a global leader in the implementation of gender parity.

Keywords: Europe, European Union, gender, gender equality, gender parity.

Крамаренко К. А., Літовченко Я. М. Деякі аспекти гендерної рівності в країнах Європейського Союзу. У статті розглянуто основні аспекти гендерної рівності в країнах Європейського Союзу, починаючи з останніх десятиліть ХХ століття. Висвітлюється стратегічний підхід Європейської Комісії до інтеграції гендерних пріоритетів в політику, як засіб покращення гендерної рівності. Проводиться аналіз законодавчого забезпечення гендерної рівності в країнах ЄС, включаючи директиви та угоди. Визначено, що Європейський Союз виступає світовим флагманом у впровадженні гендерної паритетності.

Ключові слова: гендерна рівність, гендер, гендерна паритетність, Європа, Європейський Союз.

1. Introduction

The object of the article is the realization of gender equality in the European Union, in particular in the context of political participation, legal regulation and development strategies. The subject is the legislative framework, principles of gender equality, problems of gender stereotypes and their impact on society. The purpose of the article is to analyze the progress in the implementation of gender policy in the European Union and to identify the key factors that influence this process. The significance of the article arises from the fact that gender equality remains a key aspect of modern society. The European Union serves as an example for other regions in implementing strategies and policies to ensure equal opportunities for men and women. Further analysis of this topic could include a study of the effectiveness of the European Union's

gender policy and the identification of factors that facilitate or hinder the process of achieving gender equality.

2. Presentation of the main material

The gender issue has remained relevant in European countries since the last 70s and 80s (and in some regions since the beginning of the twentieth century), and during the two decades of the twenty-first century, it has developed significantly in this region. In fact, Europe has become a global leader in the introduction of gender parity in society, where relevant legislation has been implemented and equality between the sexes has been realized in many areas of society.

The issue of gender equality is considered in many aspects, but the fundamental concept of this issue is the equality of rights of men and women to fulfill their aspirations as individuals in society and the opportunity to participate in social processes on an equal footing and to have equal rights.

Gender equality is a legal status that guarantees any person, regardless of gender, the possibility of equal exercise of these rights, desires, plans, ideas, actions, gender-independent labour results, professional, social and political activities, etc. The notion of gender equality should include not only the issues stated, but also a legal model that will ensure guaranteed achievement of the goal of full parity in all spheres of life in the future (Грицай, 2018).

Despite the choice of means to overcome gender inequality in our society, the very existence of gender inequality is currently undeniable, including international expert assessment. Balanced representation of women in all branches of government is necessary for a number of reasons. First, the state must comply with its own and international laws. In addition, there is an economic factor - countries with the best situation with women's representation in government institutions top the rankings of the richest and most developed countries (Norway, Sweden, Finland, Latvia, Estonia, Denmark) (Ярош, 2009).

The main trends in the formation, development, implementation and enforcement of equality for men and women are traced on the example of a specific European model of a gender-parity society.

The following factors are common to European countries that have demonstrated the best results in achieving gender equality: institutional structure, legal framework, concentration of the largest number of gender research centres in the countries, high proportion of women in governance and political structures. These countries include a large share of highly developed countries of Western (Christian) civilisation with one of the highest rates of gender equality at all levels. Highly developed Mediterranean countries differ somewhat from this group, which generally have a high level of gender parity, but have a lower level of women's representation in

management and government structures and the influence of stereotypes about the role of women in society. It is advisable to distinguish the countries that were in the former socialist camp and are characterised by a lower level of gender awareness, which is manifested in a small share of women's representation in management structures and positions, somewhat lower economic opportunities, as well as the activities of a relatively small number of gender non-governmental organisations, and the presence of gender stereotypes (Ядловська, 2018).

The persistent low representation of women in the government in the 1980s and 1990s and violence against women demonstrated that there was a structural gender inequality. In order to improve the situation, the European Commission considered it necessary to integrate the principle of gender equality into strategies that have a direct and indirect impact on the lives of women and men. Women's concerns, needs and aspirations, just like men's, should be taken into account in the process of policy development and implementation. In this regard, in 1996, the European Commission adopted the approach of integrating gender priorities into policy (gender mainstreaming) (“Гендерна політика Європейського Союзу в Україні”, 2018).

Gender policy at this stage in society is the most important principle in European countries. However, changes in equality in politics are not happening so fast. The level of women's involvement in politics and holding high positions in the European Union (EU) is the best compared to other countries. The leading country among European states is Spain, while the worst situation is observed in those countries that recently joined the EU, namely Hungary. However, the EU gender policy is an example of declaring gender culture for European national states (Хавлін, 2008).

European countries use different approaches to achieve gender equality - regulation of legislation, introduction of the position of an ombudsman for equal rights and opportunities for women and men, creation of relevant authorities to ensure gender equality.

In Norway, Sweden, Lithuania, Germany, and Slovenia, one of the approaches to achieving gender equality has long been used in practice. In particular, the position of an ombudsman for equal rights and opportunities has been introduced to provide legal oversight of the observance and implementation of gender laws. To combat gender inequality, the EU countries have established relevant bodies in their parliaments. For example, the National Assembly of Slovenia has a Commission on Status for Women, Estonia has an Association of Women Parliamentarians from different political parties that coordinates gender issues, Belgium has an Advisory Committee on Equal Opportunities in the upper house of the Federal Parliament, and France has parliamentary delegations on women's rights and equal opportunities for women and men in both houses of parliament (Оніщенко, 2012).

In general, legal support for gender equality in the EU is regulated by a number of provisions, agreements and directives on employment opportunities, equal pay, pregnant women's rights, maternity leave, social security, occupational safety, aspects of proving discrimination, and self-employment. EU countries have to implement the Directives into national legislation along with the principle of minimum harmonisation. This means that the directives should be seen as a minimum requirement, but EU countries can set higher standards. There are about 40 directives on gender equality (“Гендерна рівність і розвиток”, 2016).

The EU aims to completely eliminate inequality between men and women, so the European Commission has presented a new gender equality strategy. European countries are the most influential leaders in the fight against gender inequality. The legislation of European countries aims to develop gender equality in all spheres of human activity, not only in politics.

3. Conclusions

Modern gender policy in European countries is the most developed in the world, especially in comparison with Muslim countries, which are characterised by following traditions, a significant influence of the religious factor and, in general, a predominantly patriarchal attitude in relationships. One of the most important signs of the fight against gender inequality remains relevant: the equal involvement of both men and women in politics. Although the EU countries are known for having a high level of gender policy, they still have work to do and things to change. At the same time, the achievements of the European community in the field of equal rights and women's rights deserve attention and implementation of experience in the social and political life of any country in the world.

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THE IMPORTANCE OF FOREIGN LANGUAGES AND CROSS-CULTURAL COMMUNICATION IN THE DEVELOPMENT OF INTERNATIONAL TOURISM

K. I. Krutko,

V. V. Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Krutko K. I., Ilchenko V. V. The importance of foreign languages and cross-cultural communication in the development of international tourism. The article analyzes the importance of foreign languages in the development of international tourism. The level of international tourism development is determined, the functions of international tourism and the role of foreign languages in the fulfillment of these functions are considered. The importance of learning foreign languages by specialists of the tourism industry of Ukraine is examined.

Keywords: cross-cultural communication, foreign languages, functions of tourism, international tourism, tourism industry.

Крутько К. І., Ільченко В. В. Значення іноземних мов та міжкультурної комунікації у розвитку міжнародного туризму. У статті аналізується значення іноземних мов у розвитку міжнародного туризму: зокрема, визначається стан розвитку туризму на міжнародному рівні, розглядаються функції міжнародного туризму та роль іноземних мов у забезпеченні виконання даних функцій. Окремо розглядається важливість вивчення іноземних мов працівниками галузі туризму в Україні.

Ключові слова: іноземні мови, міжнародний туризм, міжкультурна комунікація, туристична індустрія, функції туризму.

1. Introduction

Nowadays, tourism has become a global phenomenon that unites people all over the world, connects numerous areas of economy and makes a significant contribution to the income of the global economy. For example, in 2019, before the COVID-19 pandemic, international tourism industry accounted for about 10% of global GDP. As of today, tourism is rapidly recovering to 2021 levels. According to the World Tourism Organization (UNWTO), international tourism is on track to recover nearly 90% of pre-COVID-19 levels by the end of 2023 year. The rapidly growing global industry requires a large number of specialists with a certain education, whose competence will provide an opportunity for further improvement of the tourism industry. It is important to study the specific components of language and cross-cultural competences, to determine the specialized skills that these specialists should have. All these factors determine the *relevance* of this study.

This topic has not been covered enough by Ukrainian scientists and needs further study. A great contribution to the development of this topic was made by such scientists as O.I. Kobzar, T. Kohut, K.V. Petrova, V.V. Dzhyndzhoian, S.E. Sardak.

The object of this study is international tourism. The subject of the research is the role of foreign languages and cross-culture communication in the development of tourism. The purpose of the article is to study the current state of development of international tourism and highlight the influence of language skills and intercultural competence of tourism specialists on the development of international tourism.

The tasks of the research are determined by its purpose: to determine the level of development of international tourism; to consider the functions of international tourism and the role of foreign languages in completion of these functions; to consider the importance of learning foreign languages by tourism specialists in Ukraine.

2. The importance of foreign languages and cross-cultural communication in the development of international tourism

2.1. The current state of international tourism

Nowadays, international tourism is a promising industry that is intensively and rapidly developing. According to the latest UNWTO data, an estimated 975 million international tourists traveled between January and September 2023 ("145 key tourism statistics", n.d.). In particular, Europe nationally and culturally diverse region and the world's biggest destination welcomed 550 million inbound tourists over the period which accounts for 56% of the global total.

For specialists in the tourism industry, knowledge of foreign languages as a mean of communication with representatives of other nationalities is especially important. Tourism unites millions of people from different countries around the world. Therefore, knowledge of foreign languages and features of intercultural communication is very important for travel agents and hospitality industry specialists.

2.2. The functions of international tourism

The necessity for knowledge of foreign languages is reflected in the functions of international tourism, which was described in detail by Kobzar (Кобзар, 2014).

The most important of them is the function of socialization. Traveling is an integral part of studying socio-cultural environments and gaining social experience. For a modern person, tourism is an important component of life, their individual perception and knowledge of the world, considerable socially significant experience. Knowledge of foreign languages is essential for specialists in the field of international tourism and hospitality as providers of socialization.

Knowing the client's language, they provide tourist with the opportunity to adapt to the socio-cultural environment during a tourist trip.

The advertising function of tourism consists in creating a tourist product based on the traditional advertising methods. During the trip, the tourist expects to receive complete and reliable information about tourist attractions, which is provided by the organizers of the tour in the form of advertising services. The tourist's satisfaction with the trip is measured by its compliance with the services declared in the advertising catalog. Therefore, the correct presentation of the offered services in a language understandable to the client is of crucial importance.

The cognitive function of tourism is also important. As a type of activity and a way of recreation, tourism contains the potential of learning about other cultures, broadening one's horizons, and spiritually enriching a person. However, the traveler will be able to fully activate cognitive processes only if the specialists serving him speak their language. The cognitive function of tourism is also reflected in the fact that during the trip the same phenomenon is reinterpreted by the traveler in different ways. In order for this reinterpretation not to become subjective, the tourist should receive versatile information in a language they understand.

A significant function of modern tourism is the communicative one. Tourism is a way of transmitting information and promoting communication. A number of researchers tend to consider tourism primarily as an act of intercultural communication. Representatives of another culture act as a source of information and initiate communicative connections during the trip on various levels. Specialists in the field of international tourism and hospitality, knowing the language of the tourist, become the first and most important link to another culture. In addition, they are responsible for the preservation and transmission of traditions and culture by means of social communication.

The next function of tourism is the satisfaction of the tourist's needs. It is impossible to implement this function without knowing foreign languages, since the satisfaction of the tourist's needs is possible only if there is mutual understanding between tourist and the provider of tourism services.

Thus, the priority of foreign languages is established for the implementation of tourism functions.

2.3. The development of tourism in Ukraine

Exploring the role of knowledge of foreign languages for the development of the tourist industry of Ukraine, it is appropriate to analyze the demand for Ukraine as a destination on the international tourist market. The tourism industry of Ukraine is a promising labor market that needs specialists willing to work for other people. According to the UNWTO statistics for the pre-

COVID-19 period, the number of foreigners who visited Ukraine in 2019 was 13.7 million; in previous years, this indicator was even higher (Fig. 1). Also, during the peak of the COVID-19 pandemic, inbound tourist flows did not disappear and gradually grew until the beginning of a full-scale invasion.

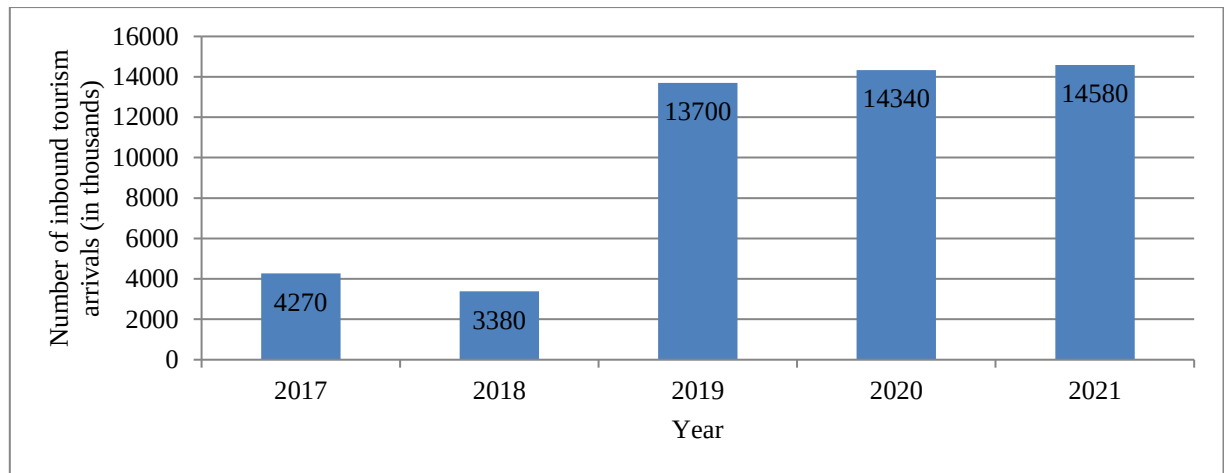


Fig. 1. Annual number of inbound tourism arrivals to Ukraine in thousands
 (“International tourism to end 2023 close to 90% of pre-pandemic levels”, n.d.)

Ukraine has great opportunities for development of inbound tourism due to its rich cultural, natural, historical and spiritual heritage. The most significant incentives for foreigners to visit Ukraine are picturesque and attractive landscapes and architecture, cultural and historical monuments, delicious Ukrainian cuisine and unique traditions, especially traditions of hospitality, various festivals, musical and sports events. Considering mentioned conditions, it can be concluded that Ukraine has prerequisites for strengthening its role in the international tourism market. However, the national tourism industry needs skilled tourism professionals to realize these prospects.

Employees of the tourism industry must be able to resolve conflicts, be tolerant, respect other cultures, languages and religions, and be fluent in foreign languages. The highest requirements should apply to marketers and managers, advertising and public relations specialists, tour guides, interpreters, entertainers (Kobzar, 2014, p. 242). Many qualities of the tourism product depend on their language and intercultural competence.

A great responsibility in the field of intercultural communication rests on the staff of the incoming travel agents who must ensure a comfortable stay of tourists in Ukraine or another destination country. The impression of foreign tourists about our country, people, lifestyle and well-being depends on their professional competence, which includes language and intercultural competence, and personal qualities.

Tour guides and interpreters are key figures in the process of foreign tourists getting to know the country, its culture, history, and everyday life (Петрова, Джинджоян, & Сардак, 2017, р. 74). They are intermediaries in the transmission of information to tourists. The tourist's impression of the destination and the content of the tour depend on them.

The field of hospitality involves meeting and serving foreign guests throughout their stay in the country so knowledge of foreign languages is a must for specialists in this field. Moreover, foreign languages allow restaurateurs and hoteliers to participate in international projects, expos and forums, create prospects for the popularization of Ukrainian customs, traditions, and national cuisine (Когут, 2020, р. 13).

3. Conclusions

The tourism industry is constantly developing and requires continuous improvement of the skills of employees in this field. Since international tourism unites people all over the world, its development requires specialists with a high level of knowledge of foreign languages and intercultural communication skills. Tourists' impression of the trip, the possibility of establishing new business contacts and concluding agreements with partners, gaining and exchanging experience, improving the industry and popularizing the country as a tourist destination depend on representatives of various professions in the tourism industry. Moreover, the importance of learning foreign languages by specialists in the tourism industry is reflected in numerous functions of international tourism.

For Ukraine, in particular, international tourism is a highly promising area of economy, so it is appropriate to talk about the priority of learning foreign languages by Ukrainian tourism and hospitality specialists.

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THE ROLE OF CHINA IN THE MENA REGION AND CONFRONTATION WITH THE USA

O. V. Kryvoruchko,

I. V. Zmiiova (language supervisor)

V.N. Karazin National University, Kharkiv, Ukraine

Kryvoruchko O. V., Zmiiova I. V. The role of China in the MENA region and confrontation with the USA. The article considers the presence of China in the Middle East as a strategic necessity in the context of confrontation with the United States of America. The strategic priorities of China and the main directions of its political presence have been identified, aimed at balancing the threats and opportunities in such a turbulent region. The study figures out that the upcoming Chinese presence in the Middle East in the near future is determined by the global strategy of China, where both internal and external factors affect the position and the role of Beijing on the regional and international levels in such a powerful and changing world.

Key words: China, confrontation, Middle East, North Africa, political pragmatism, rivalry, strategy, USA.

Криворучко О. В., Зміїова І. В. Роль Китаю в регіоні МЕНА та протистояння з США. У статті розглядається присутність Китаю на Близькому Сході як стратегічно обґрунтована необхідність у контексті протистояння Сполученим Штатам Америки. Визначено стратегічні пріоритети Китаю та основні напрямки його політичної присутності, націлені на балансування загроз та можливостей у такому турбулентному регіоні. У дослідженні робиться висновок про те, що майбутнє китайської присутності на Близькому Сході детерміновано глобальною стратегією Китаю, де внутрішньокитайський, і зовнішні чинники, істотно впливають на позиції та роль Пекіна на регіональному та міжнародному рівнях у такому швидко і несподівано змінюваному світі.

Ключові слова: Близький Схід, Китай, Північна Африка, політичний прагматизм, протистояння, стратегія, суперництво, США.

1. Introduction

The complexity of the interaction of interests between China and the United States in the Middle East and North Africa (MENA) region has attracted the attention of many actors in the international arena. Understanding China's motivations, strategy and influence on regional stability is crucial for policymakers, analysts and stakeholders involved in shaping international relations and ensuring security and economic prosperity in the current global geopolitical landscape. These facts determine the relevance of the study.

The object of the study is China's activities in the MENA region, and the subject is the challenges and opportunities it faces in the context of the decline of US influence in the region.

The purpose of the study is to analyse the geopolitical dynamics of China's growing involvement and identify the factors that determine China's strategic interests in the region.

In order to achieve this goal, the following tasks need to be solved:

1. to study China's activities in the Middle East and North Africa;
2. to identify the factors of China's presence in the Middle East as a strategic necessity in its confrontation with the United States;
3. to analyse the China-US confrontation in the MENA region.

2. The beginning of China's activities in the Middle East

China is a kind of "newcomer" in the MENA (Middle East and North Africa) region. Due to the geographical factor, its importance for Beijing was not high for a long time, but the situation began to change in the early 2000s. Thanks to the rapid economic development marked by the entry into the World Trade Organization in 2001, the growth rate of energy consumption in China increased sharply, the importance of this region for China's energy security has also increased. The destabilization of the countries of the Middle East and North Africa caused by events such as the global war on terrorism declared by the United States as a result of the September 11 terrorist attack, the American invasion of Iraq and Afghanistan, and the events of the "Arab Spring" have put China's interests at risk (Sidlo, 2020, pp. 7-9).

The most significant change in the region after the end of the Cold War was the collapse of the previously built security architecture. According to a number of experts, even before the Arab uprisings of 2011, the American attitude towards the presence in the Middle East changed significantly, and Washington ceased to be a guarantor of regional security and stability. As US "soft power" in the Middle East has declined, the region has become particularly vulnerable to new competition from great powers, and Beijing is poised to take advantage of the growing vacuum left by the United States.

Strategically, the MENA region has become even more important to Beijing than Washington; it is here that China can cooperate and/or compete with other major powers, and it is here that Beijing's strategic priorities and capabilities are marked. Chinese experts consider the Middle East a complex political reality, where many great empires have collapsed throughout history and where, under certain conditions, China's policy and strategy may fail. Accordingly, the challenge facing China today is what role it can play in such a volatile region ("China's Interests", n.d.).

3. Chinese presence in the Middle East as a strategic necessity in the confrontation with the USA

China's growing interest in the Middle East has become a kind of Chinese response to the encirclement strategy pursued by the United States in East Asia. One of the most influential Chinese international scholars, Wang Jisi, first spoke about the "March Westward" strategy in an article published on October 17, 2012 in the Chinese version of the Global Times for Wang's "March Westward" that is a special focus on Eurasia, has become a "strategic necessity" as a result of the Obama administration's "pivot to Asia" in the period of "rebalancing". This could potentially turn Sino-American interaction in East Asia into a "game of zero sum". If China "moves westward", the "potential for US-Chinese cooperation" in various fields will increase, and "the risk of military confrontation between them will be minimized" ("Marching Westwards", n.d.).

From a geopolitical point of view, Chinese the Belt and Road Initiative is a strategic countermeasure to B. Obama's "pivot to East Asia" strategy from 2012, which Beijing interpreted as an attempt by the United States to contain China. "March Westward" is considered a strategic imperative. There is a trend of growing importance of the Middle East region for China and the need to strengthen Beijing's position here in light of the growing American presence in East Asia. Accordingly, China's behavior in the Middle East is not only related to the situation in East Asia, but is also influenced by it. Apparently, China is ready to further strengthen its economic and diplomatic influence in the region, but it is interested in maintaining "equal relations" with the United States (Davidson, 2014, pp. 72-88.).

Chinese pragmatism is clearly manifested in the position on the Iraqi problem. China strongly opposed the US intervention in Iraq in 2003, but later supported the presence of US troops in Iraq as a stabilizing force. Although China opposes external interference in the region, it has not developed its own strategy to prevent it and tacitly participates in Washington's promotion of regional stability, extracting its own benefit from it. This, of course, shows the pragmatism of Beijing, which is actually free of difficulties and problems associated with ensuring its own military presence and which has financial opportunities within the framework of the Belt and Road Initiative to develop infrastructure in the countries of the region, investing in construction of ports, roads, 5G network. In this regard, US officials are warning the Persian Gulf countries against purchasing Chinese technologies for their 5G equipment. In addition, China's success in developing and operating several port infrastructure facilities in the Middle East, such as Khalifa Port (Abu Dhabi, UAE), Duqm (Oman), Jizan (Saudi Arabia), Ain Sukhna (Suez, Egypt), Haifa (Israel) were also not ignored by Washington (Fulton, 2021).

4. The discussion about the Chinese-American confrontation in the MENA region

Some U.S. policymakers and experts have expressed concern that an escalation between China and the United States could affect the latter's ability to maintain reliable volumes of international trade, and that Beijing could use its control of these and other ports to impede trade access to other countries, including number in the USA. Concerns were also expressed about the possible dual use of some ports for civilian and military purposes. Speaking before the US House of Representatives in February 2018, General Joseph Votel, chairman of the Central Command, expressed concern about China's strategy to strengthen its global military position through access to infrastructure between Gwadar and Djibouti. In this light, Washington has recently put pressure on the UAE to stop construction work being carried out by the Chinese on a military facility in the commercial port of Khalifa. Actions of this kind can indeed have far-reaching consequences for the stability of the Middle East and North Africa region ("Statement", n.d.).

On the other hand, concern over the threat to national interests also comes from Beijing. Chinese merchant ships, including oil tankers bound for Chinese ports, must pass through waters where the US and India have significant naval presence, with all the implications that entails. In addition, the energy factor plays an important role in the American strategy to contain China. It is no coincidence that the first Chinese naval base outside the country was opened in Djibouti, close to world transport routes and the Suez Canal. China has also used its contacts with countries in the region hostile to the US to limit American influence and policies of global hegemony.

China views Iran as a partner that not only provides land access to energy sources in the region, but is also the only country in the Persian Gulf that is not bound by security relations with Washington. Beijing maintains minimum oil supplies, despite US sanctions, as a "lifeline" for Tehran, thereby demonstrating its reluctance to submit to American dictates. At the same time, China is very careful not to cross the "red line" and not cause too much irritation in Washington because of Iran. Beijing carefully weighs the political aspects of its presence in the Middle East in terms of its relationship with the United States of America. At the same time, while Washington is still committed to zero-sum military alliances, Beijing's partnerships with the countries of the region serve to undermine and displace American influence and demonstrate an alternative concept of bilateral relations (Fulton, 2019).

According to Michael Singh from the Washington Institute, the overlapping interests of the US and China in the Middle East can lead not only to conflict, but also to bilateral cooperation. Neither side is interested in carrying the burden of ensuring regional security alone or in turning the region into an arena of conflict between major powers. And if Washington and Beijing approach a zero-sum strategic rivalry, then the common interests of the United States and China

in the Middle East can become a factor in weakening bilateral tension in Asia, rather than its continuation. China has no intention and is not ready to assume the role of the main guarantor of security in the region, which is played by Washington. In security matters, Beijing is focused most on its neighbors and does not seek to replace the United States in the Middle East or elsewhere, except in East Asia. However, given its economic and demographic potential, China is likely to become a real threat to US influence in the region in the coming years (Singh, 2018).

5. Conclusion

In terms of ensuring security, stability of the economy and political system, as well as the protection of China's territory and waters within its maritime borders, China continues to pay priority attention to its neighbouring countries. At the same time, in the Middle East, China is looking for ways to compete without becoming a rival to the United States. Despite this, it is clear that China will play a more important role in Middle Eastern affairs in the coming decades.

While China remains reluctant to get deeply involved in the region and wants to maintain its position as a neutral economic power, it must respond to the current situation as its influence and interests grow. Both internal and external factors should be taken into account, as they have a significant impact on Beijing's position and role at the regional and international levels in such a rapidly and unexpectedly changing world.

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CURRENT CREDIT SITUATION IN UKRAINE

D. Y. Kucher,

A. B. Kalyuzhna, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Kucher D. Y., Kalyuzhna A. B. Current credit situation in Ukraine. The article discusses the impact of the war on the Ukrainian credit market, including the surge in demand for credit, the growth of external debt, and the potential solutions for Ukraine to overcome these challenges. The statistical data demonstrating the current credit situation in Ukraine are provided. The article identifies possible risks for the credit market as well as proposes measures to improve the credit situation in Ukraine, such as financial sector reforms and financial literacy promotion.

Keywords: credit market, debt restructuring, external debt, financial literacy, war in Ukraine.

Кучер Д. Ю., Калюжна А.Б. Поточна кредитна ситуація в Україні. У статті обговорюється вплив війни на український кредитний ринок, зокрема ажіотажний попит на кредити, зростання зовнішнього боргу, а також можливі шляхи подолання цих викликів для України. Наведено статистичні дані, що демонструють поточну кредитну ситуацію в Україні. У статті визначено можливі ризики для кредитного ринку, а також пропонуються заходи для покращення кредитної ситуації в Україні, такі як реформування фінансового сектору та підвищення фінансової грамотності населення.

Ключові слова: війна в Україні, зовнішній борг, кредитний ринок, реструктуризація боргу, фінансова грамотність.

1. Introduction

The object of the article is credit situation in Ukraine. The subject is the impact of the war on the Ukrainian credit market. The aim of the article is to analyse and present an in-depth assessment of the current credit landscape in Ukraine, exploring its challenges, impact on the economy and society, and proposing potential solutions for improvement.

In general, currency and financial organizations play a crucial role not only in the system of international economic relations but also in the economic and political life of individual countries. Reading and analysing current news in Ukraine, everyone encounters articles mentioning the provision of loans to our country. This leads to logical questions: What is the impact of war on the credit market? What is the external debt of our state? How much will we have to repay? How to improve the credit situation in Ukraine? Answers to these questions will be provided in the article.

To make the information in the article clear, we provide the basic terminology on the subject below.

Credit is a contract agreement in which a borrower receives a sum of money or something of value and repays the lender at a later date, generally with interest (“International monetary fund”, n.d.).

External debt is the portion of a country’s debt that is borrowed from foreign lenders, including commercial banks, governments, or international financial institutions. These loans, including interest, must usually be paid in the currency in which the loan was made. To earn the needed currency, the borrowing country may sell and export goods to the lending country (“External Debt Statistics”, 2003).

2. Statistical overview of the credit situation in Ukraine

According to the National Bank of Ukraine (“Національний банк України”, 2022), as of the end of 2022, the volume of loans provided by banks in Ukraine amounted to UAH 727 billion, which is 0.1% more than the same period the previous year. This increase was driven by both the growing demand for loans and the increased lending activity by banks.

Loans in Ukraine are classified into two main types based on the type of borrower: Consumer Loans (Consumer Loans, Mortgage Loans, Auto Loans, Education Loans and Other Purpose Loans) – loans provided to individuals. Corporate Loans (Short-term loans, Medium-term loans, Long-term loans, Investment loans, Refinancing loans and Other Purpose Loans) – loans provided to legal entities.

Loans can also be classified by the type of collateral:

Secured Loans – loans granted against the borrower's pledged assets.

Unsecured Loans – loans granted without requiring collateral. Secured loans are considered safer for the creditor than unsecured loans, as in case of borrower default, the creditor can liquidate the collateral to recover the outstanding debt.

Banks are the primary creditors in Ukraine. By the end of 2022, banks provided loans in Ukraine exceeding 3 trillion hryvnias (“The National Bank of Ukraine”, n.d.). This amount surpasses Ukraine's gross domestic product for the same period.

Other creditors in the Ukrainian credit market include:

Non-banking financial institutions: Factoring companies, Microfinance institutions (MFIs), Credit unions. Factoring companies provide loans to businesses for ongoing operations, MFIs offer small-sum short-term loans to individuals, and credit unions provide loans to their members on

more accessible terms than banks. While these institutions provide loans, their market share is smaller compared to banks.

State: State-owned banks, State funds. State-owned banks and funds also provide loans, but their primary function is to finance state programs.

International organizations: International Monetary Fund (IMF), European Bank for Reconstruction and Development (EBRD), World Bank. International organizations provide loans to Ukraine to support the economy during times of conflict.

2. The impact of war on the credit market

The war in Ukraine has had a significant impact on the credit market. On the one hand, it has led to an increase in demand for credit as individuals and businesses seek to adapt to new conditions. On the other hand, the war has also posed a series of challenges for borrowers and creditors.

The war in Ukraine has resulted in a surge in demand for credit from both the general population and businesses. This can be attributed to several factors, such as rising costs, decline in income and need for investment (Guénette et al., 2022). Let's take a look at these factors in detail.

- **Rising Costs:** The war has led to an escalation in prices for food, energy, and other goods and services. This has increased expenses for both the population and businesses, prompting them to seek additional financing.
- **Decline in Incomes:** The war has also resulted in a reduction in incomes for both the general population and businesses. This is associated with job losses, decreased labour productivity, and other factors. The decrease in incomes has further fuelled the demand for credit.
- **Need for Investments:** The war has generated an increased need for investments, driven by the necessity to rebuild destroyed property and infrastructure, as well as the creation of new job opportunities. The demand for investments has, in turn, contributed to the growing demand for credit.

3. External debt of Ukraine

The alongside changes in the domestic credit situation, Ukraine's external debt has undergone transformation because of the full-scale invasion. As of the 31th of July, 2023, Ukraine's state and state-guaranteed debt amounted to UAH 4,860.59 billion or \$132.92 billion

equivalent, marking a 56.6% increase compared to the same date in 2022 (“Міністерство фінансів”, n.d.).

The distribution of Ukraine's external debt is as follows:

International Financial Organizations (58.8%), Creditor Countries (25.2%), Commercial Banks (16.0%).

The war in Ukraine has led to the growth of the country's external debt, attributed to factors such as:

- **Increased Military Expenditures:** Ukraine is allocating significant funds to finance military actions, with these expenditures being covered through external borrowings.
- **Decline in Export Volumes:** The war has resulted in a reduction in Ukraine's export volumes, leading to diminished foreign currency inflows, complicating the servicing of external debt.
- **Rise in Interest Rates:** The war has caused an increase in global interest rates, raising Ukraine's costs for servicing its external debt.

It is anticipated that Ukraine's external debt will continue to rise in the coming years due to the following factors:

- **Post-War Reconstruction Needs** as significant funds will be required for the reconstruction of damaged property and infrastructure, likely financed through external borrowings;
- **Persistent Export Volume Reduction** as the war may lead to a prolonged reduction in Ukraine's export volumes, further complicating external debt servicing.

4. How to improve the credit situation in Ukraine?

Ukraine has three potential solutions regarding its state debt: debt restructuring, declaration of default, or stretching budgetary constraints (“European Commission”, 2023; “Strategy”, n.d.). All three methods aim to alleviate the overall burden of debt on the country. Ukraine has the potential to overcome the challenges associated with external debt by consolidating efforts and creating favourable conditions for economic growth.

To improve the credit situation in Ukraine, it is necessary to implement a set of measures that can be divided into two main groups: Financial Sector Reforms and Financial Literacy Promotion (“Strategy”, n.d.). The list of these potential steps is given below.

- **Financial Sector Deregulation:** Allowing banks and other financial institutions to compete more effectively, leading to lower interest rates and increased credit accessibility.

- **Implementation of Effective Credit Scoring Systems:** Enabling banks and financial institutions to better assess the risks associated with lending, resulting in reduced credit risks.

- **Introduction of Transparent and Fair Bankruptcy Rules:** Protecting creditors from borrower insolvency and promoting efficient use of financial resources.

Additional measures within financial sector reforms may include:

- **Reducing minimum capital requirements for banks** to facilitate new market entrants and enhance competition.

- **Establishing a unified regulatory body** for all financial institutions to simplify business operations and foster development.

- **Implementing clear rules for access to credit resources** for individuals and businesses to enhance fairness in lending.

- **Development and Implementation of Financial Literacy Programs:** Allowing citizens to better understand the principles of the financial system and make more informed decisions regarding financial products and services.

- **Promotion of Financial Literacy through Media and Communication Channels:** Increasing public awareness about financial matters.

Specific measures within the two groups can vary based on specific conditions in Ukraine. As part of enhancing financial literacy, actions can include:

- **Developing financial literacy programs** for different age groups and citizen categories.
- **Establishing online platforms** for financial literacy accessible to all citizens.
- **Introducing mandatory financial literacy courses** for high school students and university students.

The implementation of these measures will contribute to improving the credit situation in Ukraine, making credit more accessible and secure for both borrowers and lenders.

5. Conclusions

The war in Ukraine has led to significant changes in the credit market. On the one hand, it has resulted in an increased demand for credit as individuals and businesses seek to adapt to the new conditions. On the other hand, the war has presented a series of challenges for both borrowers and creditors. To improve the credit situation in Ukraine in the long term, a comprehensive set of measures is necessary, including financial sector reforms aimed at enhancing competition in the credit market, improving the assessment of borrowers' creditworthiness, and protecting creditors' rights. Additionally, increasing financial literacy is

essential to help citizens better understand the principles of the credit system and make more informed decisions regarding borrowing. Success in resolving this issue can only be achieved through the involvement of all sectors of the national economy.

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EU-US PARTNERSHIP IN FOREIGN TRADE IN THE XXI CENTURY

M. O. Kulichenko,

O. V. Karpenko (language supervisor)

V. N. Karazin National University, Kharkiv

Kulichenko M. O., Karpenko O. V. US-EU partnership in foreign trade in the XXI century.

The article analyzes the key aspects of the development of the US-EU partnership in foreign trade. The main points of cooperation between the two major economic blocs are studied, focusing on trade agreements. The paper analyzes the dynamics of international trade indicators in recent years and identifies the key trade partners of the EU and the US.

Keywords: economic cooperation, EU, foreign trade, tariff barriers, trade agreements, trade wars, USA.

Куліченко М. О., Карпенко О. В. Партнерство США та ЄС у сфері зовнішньої торгівлі в XXI столітті. У статті проаналізовано ключові аспекти розвитку партнерства США та ЄС у сфері зовнішньої торгівлі. Досліджено основні моменти співробітництва двох великих економічних блоків, зосереджуючись на торговельних угодах. В роботі здійснено аналіз динаміки показників зовнішньої торгівлі за останні роки та виокремлено ключових торговельних партнерів ЄС та США.

Ключові слова: економічне співробітництво, ЄС, зовнішня торгівля, США, тарифні бар'єри, торговельні угоди, торгові війни.

1. Introduction

Since the Second World War, relations between the United States and the EU have gradually moved into the phase of the largest trade and investment partners in the 21st century, and this has a significant impact on both national economies and the global economy. However, according to Burns (2019), “during Trump’s presidency, US-EU relations deteriorated due to Trump’s harsh criticism of the North Atlantic Treaty Organization (NATO) and personal criticism of European leaders”. One of the consequences was the freezing of negotiations on the Transatlantic Trade and Investment Partnership (TTIP). However, with the arrival of President Biden, the parties have an opportunity to resume cooperation in the future. In view of the above, the actual value of the chosen topic is to identify the problems and prospects of foreign trade relations between the US and the EU, in order to determine the impact of US - EU trade relations on the development of world trade.

Various aspects of the problem of theoretical studies of foreign trade relations between countries are highlighted in numerous works by domestic and foreign experts. Thus, against the

background of the transformation of US foreign policy during D. Trump's administration and beyond, experts began to focus on the study of differences in the foreign policy orientations of transatlantic partners due to the change in the US focus and the transformation of the geopolitical environment. "In the last two years, with the victory of J. Biden, EU - US trade tensions will continue to persist, despite the agreement and desire to revive transatlantic foreign trade cooperation" (Blockmans, 2021, pp. 5-6). A significant number of studies also focus on the identification of trade wars between the United States and the European Union, for example, Harpaz (2021) notes that "this war in the 21st century has no risks".

The object of the article is the analysis of the partnership between the USA and the EU in the field of foreign trade in the 21st century. The subject of the article is the features, advantages and problems of this partnership, as well as the prospects for its development. The aim of the article is to identify the main trends and challenges that the USA and the EU face in their trade relations, as well as recommendations for improving cooperation between them.

2. From Cooperation to Competition: The Evolution of US-EU Trade Ties

Foreign trade relations between the United States and Europe have been developing since the beginning of the 20th century, but at that time the idea of European integration was rather abstract. The first preconditions for the creation of the Atlantic Partnership were established in 1990 with the adoption of the Transatlantic Declaration on European Community-United States Relations, which stated the willingness of the parties to consult on the most urgent and important issues.

In 1998 the parties signed the Transatlantic Economic Partnership Agreement, expressing their intention to reduce customs and tariff barriers to mutual trade. In 2013 the EU Council formulated the principles of cooperation with the United States under the Transatlantic Trade and Investment Partnership (TTIP). At that time the Working Party on Employment and Economic Growth prepared a report in which transatlantic trade and investment were characterized as the 'backbone' of the world economy. In the EU supporters of the agreement were convinced that the expansion and deepening of foreign economic relations would allow Europe to solve a number of internal problems and cope with the long-term consequences of the 2008 - 2009 crisis.

The TTIP provided for the removal of all barriers to mutual trade and maximum market access; as well as the removal of tariff barriers. Special attention was paid to sanitary and phytosanitary standards. The first round of negotiations took place in 2013, and the last, the 15th round, was held in the fall of 2016. When Donald Trump became president, further

implementation of TTIP was removed from the agenda, with the argument that the bilateral format provides for more effective promotion of national interests abroad. As a result, the United States actively supported Brexit. The economic potential of the US and the EU has become almost equal, and thus the EU can no longer be perceived as the most serious economic rival of the US, which has led to confrontation between the two actors (“Disputes by Member”, 2021).

In recent years, US foreign economic policy has been characterized by trade protectionism, or the protection of domestic industries from foreign competition in domestic or export markets. In the past the US and the EU focused on protecting agricultural products (e.g., the “banana war”) (Schwartz, 2018). In the last two years the parties are still protecting their industries (airplane, automobile, steel, aluminum producers). Modern protectionism is also characterized by the struggle for new problem areas that reflect the transformation of world trade in the 21st century. Thus, in recent years, there have been certain changes in the structure of world trade, as trade in services is expanding faster than trade in goods, regional value chains (and even domestic value chains) are replacing global value chains, and digital technologies, innovation, and e-commerce are spreading rapidly and becoming increasingly important. For example, in the Boeing-Airbus trade war, the historical connection between Boeing and the US government, Airbus and the French and British governments was evident. In recent years the US government has also defended the US IT industry, using Facebook, Google, Amazon, and eBay in the trade struggle with some EU countries over the introduction of a tax on digital services (Birnbbaum, 2019).

3. A Balancing Act Between Cooperation and Competition

At the end of the second decade of the 21st century, new trade and economic conflicts began to emerge in the world and old ones escalated: by 2022, the main one was Trump’s “economic war” with the EU and the US. The Democrats’ coming to power in the United States in early 2021, led by Joe Biden, had a positive impact on US-EU cooperation, as evidenced by Joe Biden’s statements in which he confirmed his commitment to revitalizing relations between Washington and Brussels. According to him, “... a strong European Union is in the interests of the United States ... we are talking about the world’s largest trade and investment partnership” (Harpaz, 2021).

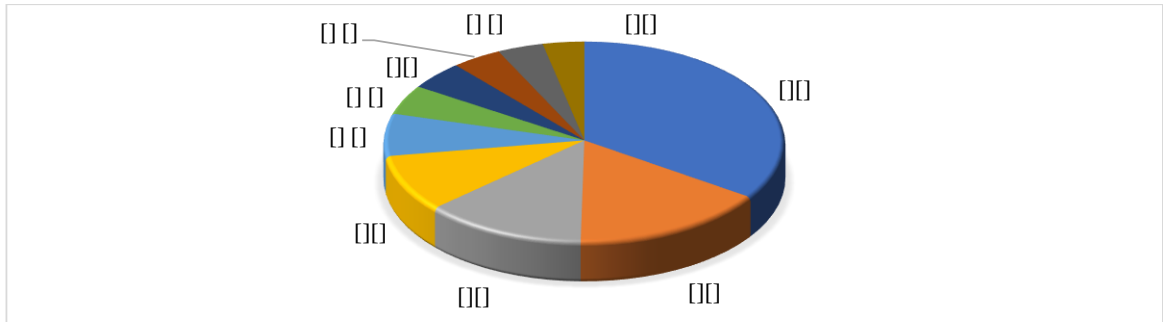


Fig. 1. European Union's exports 2022 by country.

Source: compiled by the author based on materials (TrendEconomy, 2022)

Figure 1 shows the geographical structure of exports of goods from the EU in 2022. It should be noted that the US remains the largest importer of European goods, accounting for 21% of EU exports. Figure 2 shows the geographical structure of imports of goods from the EU in 2022. The EU exports most of its goods from China, while the United States ranks second, accounting for 12.3% of EU imports.

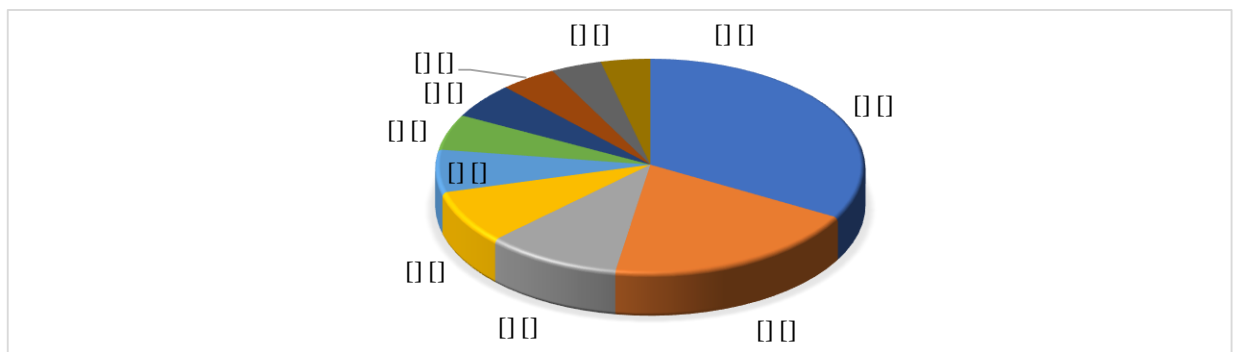


Fig. 2. European Union's imports 2022 by country.

Source: compiled by the author based on materials (TrendEconomy, 2022)

And the main countries to which the United States exported its goods in 2022 were Canada (17.2%), Mexico (15.7%), and China (7.46%), while the largest importers of American goods from the EU were the Netherlands (3.53%) and Germany (3.51%). As for the geographical structure of US imports in 2022, the United States imported the most goods from China (17%), Mexico (13.6%), and Canada (13.2%), while among the EU countries, the largest partners were Germany (4.45%) and Ireland (2.44%).

As can be seen in Table 1, the trade imbalance has been steadily increasing by more than \$10 billion annually. The only exception was 2020 (the final stage of Trump's trade wars), although the ratio of imports and exports between the US and the EU was fairly stable, fluctuating within a few percent. The EU and the US trade almost all types of goods, from fuel, raw materials, agricultural products to finished goods such as cars and airplanes.

Table 1

Dynamics of exports and imports of goods and services between the US and the EU

Compiled by the author according to his own calculations based on (WTO, 2022)

Year	Imports from the USA to the EU	Exports to the EU from the USA	Trade balance	Imports/exports ratio, %	Annual growth of trade imbalance, %
2017	203,5	324,1	120,7	62,8	6,3
2018	214,7	351,1	136,4	61,2	13,0
2019	235,2	384,6	149,4	61,2	9,5
2020	203,0	352,2	150,2	57,6	0,5
2021	232,0	399,4	167,4	58,1	11,5

Eurostat data on trade between the EU and the US in Figure 3 also shows a significant level of trade imbalance. During the analyzed period, exports from the EU to the US exceeded imports by more than a third, and there is a tendency to increase the gap between these indicators of international trade.

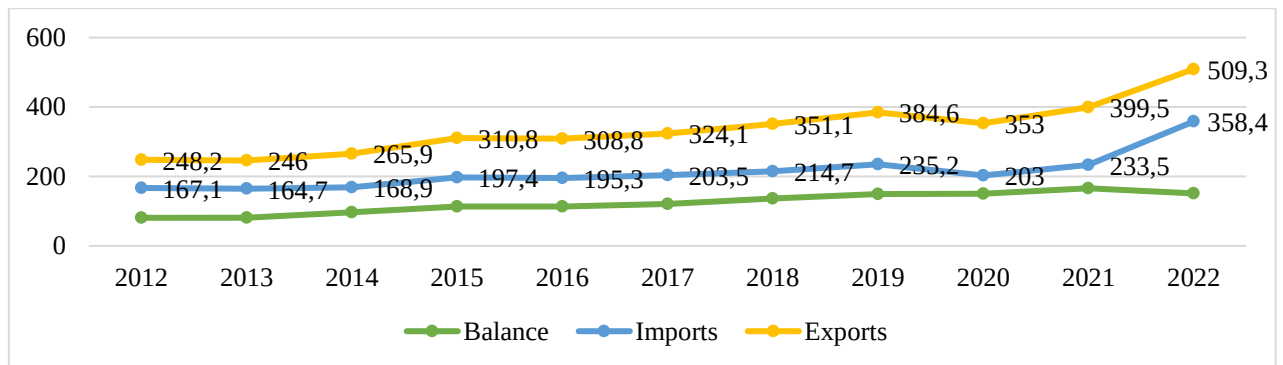


Fig. 3. EU trade in goods with the US, 2012-2022, € billion.

Source: compiled by the author based on materials (Eurostat, 2022)

This situation of trade deficit was discussed by a wide range of experts. For example, US President Trump criticized the EU's trade policy and the imbalance in car trade (the EU tariff is 10% for cars and 2.5% for the US, and 22% and 25% for trucks, respectively). In the EU, on the other hand, there have been statements that trade relations are mutually beneficial and fair: for example, some EU car companies have set up production facilities in the United States, which supports exports and creates additional jobs ("Trade and Economic Issues", 2021).

Most experts are of the opinion that the trade situation between the EU and the US is driven by other macroeconomic factors rather than trade policy. The Trump administration's emphasis on non-market trade mechanisms, such as tariffs, has caused the most controversy: in 2018 the US started to apply tariff rates of 25% and 10% on certain types of aluminum and steel imports under its domestic law on the protection of the US market (exceptions were granted by the US to some countries other than the EU). Although the US justified its tariffs on the grounds of national security, the EU believed that they were inconsistent with WTO rules on measures to protect domestic industries from ever-growing imports. The EU took into account the fact that in 2018 the United States imported only 20% of its steel and less than 10% of its aluminum in 2018, the EU imposed retaliatory tariffs of 10-25% on American goods (yachts, steel motorcycles) (Hepher et al., 2019).

Brexit has created some uncertainty in economic relations between the US and Europe. However, even without the UK, the EU remains the largest trading partner of the United States. At the same time, many American companies have a significant presence in the UK and still use it as a platform to sell their products in the EU.

In general, the conflict between the US and the EU was one of several rather strange games played by the Trump administration in an attempt to implement its new policy of American isolationism. However, with the advent of the Biden administration, the conflict between the US and the EU has subsided.

4. Conclusions

To summarize, in recent years, trade and economic relations between the US and the EU have been affected by a number of issues related to the protectionist policies of former US President Trump, along with mutual interest in expanding and deepening cooperation. However, despite this, the United States and the EU are each other's largest trade and investment partners and some of the biggest players in the global economy, as evidenced by the analysis in this study. Their ties are so deep that trade between them is measured in hundreds of billions of dollars, but some barriers remain today. Over the past few years, all parties have sought to further liberalize trade and investment relations, strengthen regulatory cooperation, and work together to address various economic issues within international organizations such as the World Trade Organization (WTO).

It should also be noted that the change of the US president in 2021 had a positive impact on the resumption of US - European trade cooperation, and in the future may return to the agenda the issue of negotiating a Transatlantic Free Trade Area between the US and the EU. The Biden

administration will likely continue to propose new partnership mechanisms in a world full of economic, climate, and health challenges, more diffuse power, rapid technological change, greater instability, and increased global competition. But the development of a common approach will largely depend on the ability of partner economies to overcome existing differences in trade and technology policies.

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IMPACT OF CRISIS PHENOMENA ON THE DEVELOPMENT OF INTERNATIONAL TOURISM

A. D Kurbatova,

N. O. Marchenko PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Kurbatova A. D., Marchenko N. O. Impact of crisis phenomena on the development of international tourism. The article highlights the crisis aspects of the impact on international tourism, including technological, environmental, geopolitical, economic and pandemic crises. In turn, the author described the geopolitical factors affecting international tourist flows. Global tourism flows in Ukraine have been analyzed, in particular its dynamics and regional structure between 2000-2014 in the context of Russia's military aggression, and a worsening of Russia-Ukraine international relations.

Key words: crisis, international tourism, tourist flows.

Курбатова А. Д., Марченко Н. О. Вплив кризових явищ на розвиток міжнародного туризму. У статті висвітлено кризові аспекти впливу на міжнародний туризм, зокрема технологічні, екологічні, геополітичні, економічні та пандемічні кризи. У свою чергу були охарактеризовані геополітичні чинники, що впливають на міжнародні туристичні потоки. Здійснено аналіз міжнародних туристичних потоків в Україні, зокрема їх динаміку та просторову структуру протягом 2000-2014 рр. в контексті умов військово-політичної агресії з боку Росії та загострення українсько-російських міждержавних відносин.

Ключові слова: криза, міжнародний туризм, туристичні потоки.

1. Introduction

The object of the article is comprehensive rethinking of the impact on the development of international tourism. The subject is factors affecting the development of international tourism. The purpose of the research is to study the trends in the development of international tourism and the influencing factors. To achieve this, it is necessary to identify and investigate the main factors influencing international tourism.

2. The importance of the crisis for international tourism

Various crisis phenomena of one country have consequences for the economy of other countries. A crisis is an event that has an impact on a phenomenon that causes changes of various significance, which carry certain consequences. The World Tourism Organization defines five types of crises affecting the tourism sector at the national, regional or local levels: technological, environmental, economic, geopolitical, pandemic (Кириченко, 2022, p. 2).

2.1. A technological crisis

A technological crisis can be in the form of IT system failures caused by technical malfunctions or incorrect human operation. An example of such events is Germany, when in 1998 a train derailed and crashed into a bridge, resulting in the death of a large number of people. A similar situation arose in Spain in 2013 and Paris in 2015.

2.2. Environmental crisis

Environmental crisis includes geological events such as hurricanes, cyclones, earthquakes, tsunamis. This type includes crises caused by actions of our planet that cannot be predicted. However, there are phenomena that only scientists can investigate, such as climate change and events caused by human activity.

2.3. Geopolitical crises

Geopolitical factors which are able to cause geopolitical crises are as follows.

Terrorist attacks. After all, tourism is a tool of influence on attracting publicity for events. Such events can be violence, religious extremism, which regularly occur in the following tourist countries: Israel. Egypt, India, Turkey. Thanks to the publicity of the citizens of the countries that provide the attention of the world mass media, terrorist acts gain publicity in other countries as well.

Political coups. Tourism is inevitably affected by political upheavals, because political instability is characterized by a reduction in the tourist flow. Thus, the events of the "Arab Spring" disrupted the positive dynamics of the tourist flow of Egypt, Tunisia and Morocco. But. Egypt suffered the biggest costs due to a 31.5% reduction in flow (Парфіненко, 2015, p. 13).

Military conflicts. The most significant international conflicts are: the First World War, the Second World War, the Indo-Pakistani conflict, the Arabo-Israeli conflict.

Ukraine has been de facto at war with the Russian Federation since 2014. During 2000-2013, the volume of inbound tourist flow to Ukraine grew steadily. However, the beginning of fundamental changes took place in 2014.

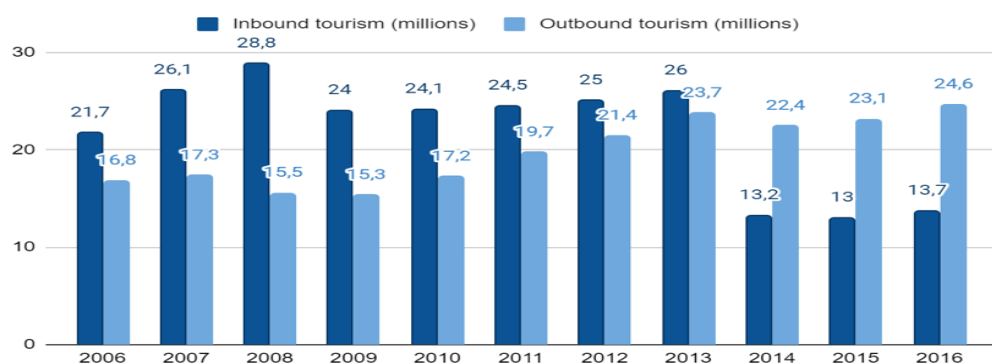


Fig. 2.3 Tourist flows of Ukraine in 2006-2016

During the period 2009-2013, the number of international tourist flows gradually increased, while in 2014, as a result of the annexation of Crimea and the beginning of hostilities in eastern Ukraine, the number of visitors decreased by 49%. The annexation of Crimea caused the loss of almost 30% of the country's recreational and tourist potential. According to the state statistics of Ukraine, from 2016 to 2019, an improvement in the dynamics of international tourist flows was observed.

The military and political conflict in the East of Ukraine is not so pronounced, but it still affected the decrease in the number of travelers from EU countries, including from neighboring countries: Romania (–33%), Poland (–10%) and Slovakia (– 1.9%). A decrease in the number of foreign visitors is observed from other EU countries – Austria (–43.8), Bulgaria (–34.6), Great Britain (–45.6%), Italy (–39%), Spain (–41.8%), Germany (–48.2%), France (–38.2%), the Czech Republic (–33.3%) and others. countries. (Парфіненко, 2015, pp. 15-19)

2.4 Economic crises

The economic crisis of 2008-2009 had the greatest impact.

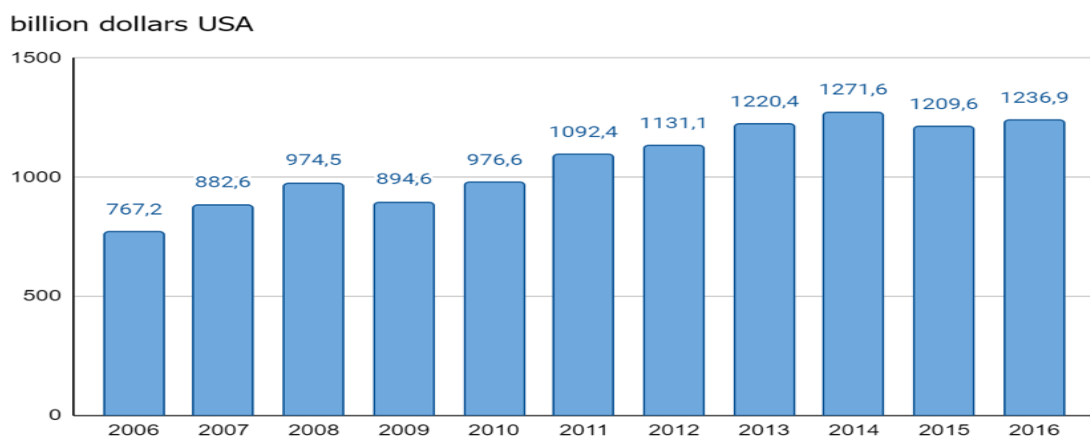


Fig. 2.4 Dynamics of revenues from international tourism for 2006-2016.

According to the statistics above, the facts confirm that since 2014 there has been a significant reduction in the number of international tourist flows, due to the significant tension in the political situation in the country as a result of the annexation of Crimea, as well as active military operations in the east and southeast of the country.

This situation led to a decrease in the number of tourists and monetary income from tourism. European and North American markets were the most affected. From the point of view of the segments, activity towards business trips decreased the most due to the drop in business activity.

2.5 Pandemic crises

The largest global pandemic broke out in 2020, which still exists today. The World Tourism and Travel Council estimates that the pandemic led to a 72% drop in international tourist arrivals in the first half of 2020. In addition to the fact that the tourism industry stopped, tourists could not return to their countries of residence for a long time and lived in hotels.

3. Conclusions

After the results of the research, it is clear that international tourism is a branch of the economy that is directly influenced by a number of factors. These factors influence tourism development in a positive or negative way. Tourism demand depends on natural disasters, economic and pandemic crises, terrorism, crime, military conflicts and political instability. These phenomena have a negative impact on the global tourism industry, which countries have learnt to cope with and tourism continues to grow.

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CORPORATE SOCIAL RESPONSIBILITY IN THE IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT GOALS

V. A. Kuzmenko,

O. V. Karpenko (language supervisor)

V. N. Karazin National University, Kharkiv

Kuzmenko V. A., Karpenko O. V. Corporate social responsibility in the implementation of sustainable development goals. The theoretical foundations of CSR and global goals are studied in the article. The main principles of CSR are defined. Its role in reaching sustainable development goals is also considered. It has been substantiated that sustainable development goals are a priority in building a model of CSR of an organization. The involvement of CSR in business must become a necessary component of all companies.

Keywords: corporate social responsibility, global goals, priorities of corporate social responsibility, sustainable development, sustainable development goals.

Кузьменко В. А., Карпенко О. В. Корпоративна соціальна відповідальність у реалізації цілей сталого розвитку. У статті досліджується теоретичні основи корпоративної соціальної відповідальності та глобальних цілей. Розглянуто роль корпоративної соціальної відповідальності у досягненні цілей сталого розвитку. Обґрунтовано, що цілі сталого розвитку виступають пріоритетом при розробці моделі корпоративної соціальної відповідальності підприємства. Залучення корпоративної соціальної відповідальності в управління компанією має стати обов'язковою складовою всіх компаній.

Ключові слова: глобальні цілі, корпоративна соціальна відповідальність, пріоритети корпоративної соціальної відповідальності, сталий розвиток, цілі сталого розвитку.

1. Introduction

In the conditions of globalisation and increasing competition the concept of corporate social responsibility (CSR) is becoming very significant and relevant. Socially-oriented management of a corporation is an integral part of its success.

Previously CSR was mostly compulsory. Then entrepreneurs realised the link between social responsibility and economic success. In other words, making a company socially responsible is not so much necessary as profitable. The development of CSR improves image, positively affects the company's reputation as well as creates competitive advantages.

The key target of the Sustainable Development Goals was to make the planet a better place for community to live. That aim involves all countries in the world as well as companies and citizens. The UN determined that it would be most effective to achieve sustainable development

globally rather than individually in different countries. So, there is a need to build on the concepts of CSR at the corporation and provide for its engagement in solving urgent global problems which creates the actual value of this work.

The theory, issues and activities of business, development of corporate social responsibility in the context of the concept of sustainable development goals were considered in their studies by such foreign and Ukrainian researchers as S. Sethi, A. Carroll, D. Wood, M. Van Marrewijk, R. Stoyer, B. Burkinsky, I. Bystriakov, O. Babkina.

The purpose of the article is to explore the basic concepts and determine the features of the process of CSR formation in the context of reaching of sustainable development goals of company. The object of the research is CSR at an enterprise. The subject of the study is sustainable development goals as they are a priority in the realisation of CSR.

2. Implementation of corporate social responsibility

Each company has its own perception on the basic functions and components of social responsibility, therefore, in view of these differences, there are many approaches and it is difficult to define the concept of CSR.

A number of definitions of CSR exist. This concept is multifaceted and quite complex. CSR is a kind of voluntary action of a company aimed at ensuring its development in the economic environmental and social spheres. In order to be effective, CSR should be implemented comprehensively in line with international standards and sustainable development goals.

It was only in 2010 that a common opinion on corporate social responsibility was reached and the ISO 26000 standard was adopted, which states that corporate social responsibility is responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behavior that contributes to sustainable development, including health and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behavior; and is integrated throughout the organization and practiced in its relationships. ("International Organization for Standardization", n.d.).

Corporate social responsibility is being developed in three main indicators (or directions): economic, social and environmental. For example, the economic component of responsibility relates to the economic activity of the corporate; the social component is the solution of social problems in the course of the company's activity, and the environmental component is the impact of the company's activity on the environment. The subjects of CSR are organisations and workers (both owners of the business and managers and other staff). There are as many as 6 levels of CSR

regulation: personal, microeconomic, mesoeconomic, macroeconomic, international as well as global. There are two forms of CSR organization: voluntary reactive and voluntary proactive. CSR is created and developed under the influence of a number of factors in both the internal and external environment of the company and is therefore closely linked to them.

The creation and evolution of a CSR model at an organisation is based on principles. Such principles define the priorities that must be followed in solving crucial problems. Some of the major principles are compliance with international law, respect for fundamental human rights and ethical behaviour. Other key principles involve recognising and respecting opinions and interests of partners as well as being responsible to contractors. Particular attention in the formation of CSR is given to compliance with global sustainability goals.

When developing a CSR model for an organization, the desire to create an organic society and protect the environment must be an extremely significant aspect. The focus on global goals, namely sustainable development goals that are aimed at overcoming the main problems of the modern world, should be especially essential for CSR (Гарбар, Мазур, & Мостенська, 2020).

3. UN Sustainable Development Goals

Research has shown that in the present-day society focusing on sustainable development goals is essential for business success. SDGs also known as global goals provide the major directions for the countries. SDGs ensure a balance of the following three aspects: economic, social and environmental. SDGs are a global initiative for businesses to strive towards safeguarding the planet, reducing poverty, securing world peace and improving quality of life for all people. It is important to note that the SDGs include new areas such as climate change, economic inequality, sustainable consumption, peace and justice. Overall, these goals are connected, the issues of climate change affect the way we manage natural resources and efforts to enhance quality of life, health and equality will help to overcome poverty (Боголюбов, et al., 2018).

The Sustainable Development Goals are founded on promoting respect for people's rights and the comprehensive growth of society. The SDGs create new measures of governance in the economic, social and environmental sectors. These measures focus on creating and maintaining relationships grounded on trust, solidarity and security.

The UN has adopted 17 Sustainable Development Goals: 1. End poverty in all its forms everywhere. 2. End hunger, achieve food security and improved nutrition. 3. Ensure healthy lives and promote well-being. 4. Ensure equitable quality education and promote lifelong learning opportunities for all. 5. Achieve gender equality and empower all women and girls. 6. Ensure availability and sustainable management of water and sanitation. 7. Ensure access to affordable,

reliable, sustainable and modern energy. 8. Promote sustained economic growth, full and productive employment and decent work. 9. Build resilient infrastructure, promote sustainable industrialization and foster innovation. 10. Reduce inequality within and among countries. 11. Make cities and human settlements safe and sustainable. 12. Ensure sustainable consumption and production patterns. 13. Take urgent action to combat climate change and its impacts. 14. Conserve and sustainably use the oceans, seas and marine resources. 15. Protect, restore and promote sustainable use of terrestrial ecosystems. 16. Promote peaceful societies for sustainable development. 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development. ("The 17 goals", n.d.).

4. Corporate social responsibility in the context of sustainable development goals

Since business cannot develop effectively in a context of poverty, inequality and environmental challenges it is interested in ensuring that the SDGs are achieved. Corporate social responsibility strategies should focus not only on reducing or avoiding negative impacts but also on achieving economic environmental and social impacts that can serve as a basis for improving competitiveness.

In the first place, corporate social responsibility helps leading corporations to demonstrate how their corporation is interested in and realises the SDGs. This can be done in two ways, both by minimising negative influence and maximising positive impacts on society and the planet. SDGs cover a very wide range of topics that are quite important for the corporation such as health, education and the environment. And it is through CSR that companies can combine their goals with global goals and priorities. ("Посібник для досягнення", n.d.).

Modern companies play a crucial role in the achievement of the SDGs. Their activities and technologies are essential for overcoming poverty, quality education, ensuring healthcare and improving the environment. Businesses that concentrate on the SDGs will enjoy concrete benefits such as new innovations market share or pricing.

5. Conclusions

Corporate social responsibility suggests that company's government engages not only economic but also social and environmental aims that are appropriate to the corporation. CSR signifies a responsible attitude towards its customers workers and partners' products. It also means supporting the company's social position i.e. harmonious co-existence with society and assistance in solving necessary social problems.

The company's activities in challenging surroundings the variability of the outside surroundings, limited resources and the increase of human potential affect the company's economic potential and social development. Therefore, sustainable development is a concept of managing a company in such conditions. In turn following the SDGs is essential for the efficient work of corporation. And the introduction of CSR help to reach the SDGs, as well as ensure the company's competitiveness and enhance its image due to the responsible attitude towards workers, customers and partners.

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INTERNET MEME AS A PHENOMENAL COMPONENT OF MODERN MEDIA DISCOURSE: COMMUNICATION CONTENT DURING WARTIME

K. A. Kuzmenko,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Kuzmenko K. A., Litovchenko Y. M. Internet meme as a phenomenal component of modern media discourse: communication content during wartime. The article presents the impact of the russian-Ukrainian war on the communication content spread and formed both in Ukraine and internationally. The work highlights that memes serve various roles, acting as sources of information, psychological support, and tools for practical engagement, especially in supporting the Ukrainian Armed Forces. The study emphasizes the strategic use of memes, recognizes the impact of political memes on shaping political information consumption and their connection to increased political expression and addressing the emotional aspects of conflict-related issues.

Keywords: information consumption, media, memes, political content, practical engagement, Russian-Ukrainian war.

Кузьменко К. А., Літовченко Я. М. Інтернет мем як феноменальний компонент сучасного медіа дискурсу: комунікаційного контент у час війни. Стаття розглядає вплив російсько-української війни на поширення та формування комунікаційного контенту як в Україні, так і на міжнародному рівні. Виділяється, що меми виконують різноманітні ролі, діючи як джерела інформації, психологічної підтримки та інструменти для практичного залучення, особливо в підтримці Збройних сил України. Дослідження акцентує увагу на стратегічному використанні мемів, визнає вплив політичних мемів на формування політичного споживання інформації та їхнє зв'язку зі збільшенням політичного висловлення та вирішення емоційних аспектів питань, пов'язаних із конфліктом.

Ключові слова: медіа, меми, політичний контент, практична участь, російсько-українська війна, споживання інформації.

1. Introduction

The object of the article is the memes of the international community and Ukraine. The subject is the impact of the ongoing russian-Ukrainian war on the memes creation and their functionality in Ukraine and beyond. In times of war, the media are important for informing, fighting fakes, and supporting the spirit of the people. The purpose of the study is to examine the topics, functions and circulation of memes in the media during the russian-Ukrainian war. The

tasks include identifying the topics of memes in the media, revealing their functions, and analyzing their spread during the war in 2022.

2. Meme as a special unit of communication

Meme - a cultural feature or a type of behavior that is passed from one generation to another, without the influence of genes ("Meme", n.d.).

Memes are an object of study for many Ukrainian and international researchers. The media are now actively using humor as an integral part of the media space. Editorial offices create their own comic images for their materials or use popular memes and humorous elements borrowed from the Internet. The informational value of a specific meme plays a crucial role in determining the likelihood of its replication. The primary function of a meme is to imbue a message with emotion, thereby significantly enhancing its retention and diffusion. The emotional resonance is pivotal in highlighting and emphasizing the message's content, contributing to its memorability and widespread dissemination. This method of conveying information serves to unite the community, particularly during Ukraine's historical wartime, aiding in overcoming fear and confusion, countering russian propaganda and disinformation, and depicting a formidable enemy as insignificant and pitiful. Moreover, memes function as pages in the history of the great war, representing unique events or phenomena behind each one (Теглівець, 2022; Спалек, 2023).

These are the types of Internet memes: text-based (containing only a verbal component); image memes (pictures); media memes (comic plots initially posted on user profiles, which can then be shared with others); contextualized memes (an image or graphic accompanied by text – an illustration or explanation of the meme's content); gifs (animated pictures capturing a specific emotional response); meta-memes – memes whose function is to refer the Network user to another meme (Мудра, 2023).

Memes spread by mass media throughout the war can be categorized into various thematic streams: the pro-russian military, everyday Ukrainians displaying heroic resistance, animal heroes and bio laboratories, politicians, officials, and state leaders, those perceived as traitors, irrational pro-russian propaganda efforts, the daily struggles and triumphs of Ukrainians during the war, volunteer movements, missile strikes and air raid alarms, Ukrainian heroes, etc. The genesis of a specific meme is grounded in actual phenomena of social life, enhancing and elucidating its significance. This communicative unit is distinguished by its emotive coloring, frequently employing non-literary language, intricate wordplay, and semantic nuances. Given that the predominant user demographic on social media comprises

the youth, memes inherently serve as reflections of youth subculture. On occasion, memes are likened to slang, owing to their pervasive, "viral" dissemination and heightened emotional expressiveness (Теглівець, 2022).

3. Political events in memes

The efficacy of political Internet memes, which determine the mode of assessment regarding political leaders and parties, is linked to functional characteristics such as facilitating the swift identification of information flow, incorporating recognizable images into diverse contexts, and the vigorous circulation between the digital realm and the physical space. Political memes have emerged as a prevalent means for individuals to encounter political content and articulate their political perspectives on the internet (Спалек, 2023). The sharing of political memes serves as a mode of political expression utilized by a diverse range of individuals in the United States, encompassing political moderates, the politically engaged, and those less interested in politics. Memes provide insights into individuals' engagement patterns and their connections to significant political outcomes, laying a crucial groundwork for subsequent studies on the impact of political memes. The study of political memes helps to reveal new aspects of political culture and their impact on modern society, so let's first look at some examples and then move on to those directly related to the full-scale invasion:

1. French President Emmanuel Macron discussing a pension reform went viral. In the interview, he emphasized the importance and urgency of raising the retirement age. "This reform isn't a luxury, it's not a pleasure, it's a necessity," he said amid protests across Paris. People on TikTok are sharing their own perspectives on this viral snippet: ("TikTok. Vive La France", n.d.).

2. Oleksiy "2-3 weeks" Arestovych is not merely an ex-adviser to the President's Office; rather, he has become a figure of satire in memes and jests that lampoon individuals characterized by boastfulness and an ostensible mastery of diverse skills and knowledge, yet exhibit a reluctance to substantiate these claims through practical demonstration. Since the beginning of the full-scale invasion by Russia, it has gained considerable popularity on the Internet through frequent addresses and live broadcasts featuring Russian politician and lawyer Mark Feygin. The meme shows what his rhetoric started to look like after he left the PO.

3. Dobkin's closest friend, who has a "not-so-dull face" and is "a mathematics enthusiast", also known as Kharkiv former mayor, had several specific expressions that have become well-known and entered into popular usage. The meme originated from the incident during the removal of Lenin monument in Okhtyrka became the topic on the 'Shuster-Life'

program, inciting a spirited debate between Ihor Miroshnichenko, a prominent figure within the 'Svoboda' movement, and Hennadiy Kernes, the former Mayor of Kharkiv (2013). He extends an invitation to the city of Kharkiv, emphasizing Freedom Square where the monument to Lenin was situated. Identified as the Mayor of Kharkiv, Kernes issued a strong warning against any attempt to damage the monument. The threat is explicit: the mayor declares an intention to personally break two arms and two legs if such actions are undertaken by the recipient (Мудра, 2023).

4. The russian cultural environment was an integral part of Ukrainian culture, since russian content was broadcasted on Ukrainian territory. The portrayal of the russian soldier and the glorification of russian weaponry contrasted with the images of 'hohly' (a derogatory term for Ukrainians), deemed foolish villagers, with their distinctive attire, in place of authentic Ukrainian culture. This dynamic was prevalent even in Ukrainian shows. In the essay entitled “On the Historical Unity of russians and Ukrainians,” 2021 putin emphasizes the idea that russians and Ukrainians are "one people" while attributing the strained relations between russia and Ukraine to external conspiracies and anti-russian schemes, he questions the legitimacy of Ukraine's borders, asserting that a significant portion of contemporary Ukraine historically belongs to russia that way justifying russia's imperial policy towards Ukraine and advocating for a reconsideration of its borders. “Modern russia remains an empire in essence. Before annexing new territories, the Kremlin seeks to annex history and assimilate its neighbors by denying their existence as separate national identities”, – Volodymyr Yermolenko, Chief Editor, UkraineWorld.org (“Putin’s new Ukraine”, n.d.). This sarcastic performance, which has given rise to memes, emerged as a reflection of the somber present. Imperial-russian dictionary (“TikTok. Переклад слів з імперського”, n.d.).

5. Lukashenko's negotiations with Prigozhin were a solution to an internal russian issue. Lukashenko finds himself at the center of international attention. People are talking about him even more than after his agreement to deploy nuclear weapons in Belarus. He turned out to be the mediator who managed to negotiate everything and timely put an end to the confrontation. Putin has publicly referred to Prigozhin as a traitor on multiple occasions, and the incident with his plane only proved the dictator's inclination to eliminate 'inconvenient' individuals for the regime by any means necessary (“ TikTok. #лукашенко ”, n.d.).

6. “In Kharkiv, there are parks, in Kharkiv, there are benches!” – meme became viral, starting with Kharkiv standup-comedian Dmytro Tyutyun, wha has been doing humor for over 5 years. He turned out to be one of the first in Poltava to start organizing stand-up concerts and collecting money to support the Armed Forces of Ukraine. Ensuring the safety of

the audience in case of a sudden 'air raid' signal is a crucial condition for all cultural events today, so all of them are located in basement premises. During performance, Dmytro is sharing his experience of moving to Kyiv, mentioning the war, including political figures and the features of cities' infrastructure (Тютюн, 2023).

4. War memes museum

“From the very beginning of the full-scale russian invasion of Ukraine, our people have found the strength to joke. For each of us, humor has become a vital mechanism of psychological relief and a powerful weapon against the enemy, exposing his lies and weakness. The War Memes Museum will show the world all the creativity, unusual, unique reactions, and views of Ukrainians to the difficult challenges and events taking place in the country. It will show how humor can help to keep one’s spirits up even in the darkest moments,” said Vasyl Samokhvalov, Media Center Ukraine co-founder (“War Memes Museum”, n.d.).

Each meme explains what was happening at the time to give context and help people understand the humor and creativity of Ukrainians regarding the topic.



Figure 1 War memes museum website that collects the prominent memes of the war

Examples of russo-Ukrainian war memes posted and explained through War memes museum:



Figure 2



Figure 3



Figure 4

- The Crimean Bridge is now accustomed to routine air raid alerts, reflecting the increased intensity of Ukrainian offensives in the region. (Pic. 2)

- Yevgeny Prigozhin, along with his Wagner mercenaries, initiated a "march for justice" aimed at removing corrupt russian military commanders. A meme humorously portrays a fictional conversation between Prigozhin and Kyrylo Budanov, the Chief of Defense Intelligence of Ukraine

Budanov: "I'll give you a signal when to start"

Prigozhin: "What signal?"

Budanov: "You'll know"

Prigozhin: "How?"

We see Budanov with his latest new haircut and surprised Prigozhin (Pic. 3)

- The meme satirically highlights the UN's delayed reaction to the destruction of the Kakhovka Hydroelectric Power Plant by russian Forces, contrasting it with their swift acknowledgment of russian Language Day in a tweet. Crafted by the Ukrainian Memes Forces, the meme underscores the perceived irony and priorities in the UN's communication (Pic. 4)

Other memes sources include many telegram channels, social media users, journalists themselves and Ukrainians and foreign community actively involved in monitoring the situation, etc ("War memes museum", n.d.).



Figure 5



Figure 6

- The russian word “khlopok”, meaning both “cotton” and a “clap”, has replaced the term “explosion” in russian media to downplay public anxiety (Pic. 5).

The meme was born when the sinking of the russian flagship Moskva was attributed to a poorly extinguished cigarette causing a “clap” The meme, with elements related to cotton (clap) and smoking, gained popularity, mocking russian military bases and the army. Ukraine's Ministry of Defense uses the meme to humorously discourage smoking and subtly assert its authority over Crimea (Мудра, 2023; Теглівець, 2022).

- It became a viral meme called “Chmonya”, which mocked the clumsy appearance of the russian military (Pic. 6). It has achieved significant popularity, notably on TikTok, where Chmonia-related videos accumulate millions of views. “Chmonia” has become the focal point of numerous photoshop contests, amplifying its widespread presence across digital platforms. The prototype was soldier Andrei Ryazantsev, who was captured in the spring of 2022 (Корольова & Грималюк, 2023).

5. Conclusions

Within the media landscape, it is essential to comprehend the role of emerging forms of political content tailored for the digital era in shaping audiences' political information consumption. Political memes represent one such novel type of political content. The encounter with political memes correlates with heightened political expression, engagement, and heightened emotions directed at political adversaries. This implies the need for constant exploration of political memes to evaluate the environment, the impact they provide and society's sentiments and attitudes towards the situation in their country and in the world.

In the context of conflict, memes undertake multifaceted roles: they act as conduits of information, providers of psychological support, and catalysts for practical engagement.

Informational memes disseminate news, psychological memes aid in emotional resilience, and practical memes mobilize audiences towards specific actions, such as supporting the Ukrainian Armed Forces through humorous imagery. Moreover, memes function as potent instruments in the realm of information warfare, strategically countering russian propaganda. At their essence, memes harness humor to both temper the emotional weight of issues and wholly dispel anxiety.

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INTEGRATION PROCESS OF UKRAINE INTO THE EUROPEAN UNION

A.M. Levchuk,

A.U. Ponikaryova, PhD (language supervisor)

V.N. Karazin National University, Kharkiv

Levchuk A. M., Ponikaryova A. U. Integration process of Ukraine into the European Union. The article analyzes the key aspects of the process of Ukraine's integration into the European Union. The article highlights the key stages of the negotiation process, including conditions and a transition period. The features of the structure of the EU legislation and the need for their implementation are also considered. The experience of other countries, such as Bulgaria and Romania, which have joined, is highlighted, and a similar path is revealed for Ukraine and Moldova. The article emphasizes that the negotiation process is a combination of progress assessment and reform planning, and support for integration remains high among the Ukrainian population, even during the war.

Keywords: EU legislation, European integration, negotiation process, transition period, support for integration in wartime

Левчук А. М., Понікарьова А. Ю. Процес інтеграції України до Європейського Союзу. У статті проводиться аналіз ключових аспектів процесу інтеграції України до Європейського Союзу. Стаття виділяє ключові етапи переговорного процесу, включаючи умови та перехідний період. Також розглядаються особливості структури законодавства ЄС та необхідність їх виконання. Висвітлено досвід інших країн, як Болгарії та Румунії, що приєднались, та розкривається аналогічний шлях для України та Молдови. Стаття наголошує, що процес переговорів - це поєднання оцінки прогресу та планування реформ, а підтримка інтеграції залишається високою серед українського населення, навіть у воєнний період.

Ключові слова: європейська інтеграція, законодавство ЄС, переговорний процес, перехідний період, підтримка інтеграції в умовах війни

1. Introduction

After many years of Ukraine's progress on the path of European integration and receiving candidate status in June 2022, the country reached a new historical milestone. On December 14, 2023, the European Council decided to open accession negotiations with Ukraine.

2. Ukraine and the EU

Integration into the EU is known for its complexity. After the decision to open accession negotiations, several important steps remained to be taken. A summary of what they are likely to be:

- if any additional conditions are announced, Ukraine will also have to fulfill them in accordance with the decision of the European Council;
- the negotiation framework will be adopted. This sets the boundaries for negotiation so both parties have a clear understanding of expectations;
- the European Commission should also conduct a comprehensive analysis of the compliance of Ukrainian legislation with the EU *acquis*, the so-called "screening";
- the negotiation framework will pave the way for Ukraine to start accession negotiations regarding the first so-called "negotiation cluster" - "Fundamentals", which relate to justice, fundamental rights, public procurement and some others.

Should note that the EU legislation (*acquis*) is divided into 35 chapters grouped into 6 cluster categories such as Fundamentals, Internal Market, Competitiveness and Inclusive Growth, Green Agenda and Sustainable Connectivity, Resources, Agriculture and Cohesion and External relations. Compliance with these clusters (and, accordingly, with EU laws) is the bread and butter of both negotiations and membership itself (Танковська, 2006). Simply put, a candidate country brings its laws and regulations into line with EU rules. This is then discussed and analyzed by both parties.

Ukraine can also expect to receive a "transition period" regarding some integration conditions: some changes to Ukrainian legislation may be allowed at a later time (including after full membership in the EU). A similar step was taken with regard to the accession negotiations between Bulgaria and Romania in 2007. This possibility will, of course, be the subject of discussion and political decisions during the negotiations between Ukraine and the EU.

It is important to note that the term "negotiation" or "negotiation" does not fully explain what this stage is. In fact, the process is a combination of two main elements:

- EU representatives review the candidate's progress in integration reforms. Legislation and institutions are analyzed to understand how well they meet EU standards;
- both parties interpret, discuss and plan further implementation of such reforms where necessary. This is what gives the scene its name.

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- both parties interpret, discuss and plan further implementation of such reforms where necessary. This is what gives the scene its name.

A decent number are rated as “moderately prepared” for 3 out of 5: economic and monetary policy, food security, scientific development, and free movement of goods. Among the most problematic legal sections, which the EU refers to the “initial stage of preparation”, are the policy of development of agriculture and rural areas of Ukraine, social and labor policy, freedom of movement of people and some others.

Ukraine has also fulfilled more than 90% of additional recommendations announced by the European Commission, said Commission President Ursula von der Leyen. According to experts on European integration, Ukraine even exceeded the recommendations in some categories (Karlyuk & Koschiyenko, 2019). It is worth noting that the assessment of the candidate's progress is a measure of political discretion on the part of the EU. A potential member can also argue and explain their progress. This means that the negotiation process is somewhat flexible.

3. Experience of other countries in EU membership negotiations

No two paths to EU membership are the same. First, each candidate country has its own strengths and challenges. Secondly, the EU is not a static organization. The European Union has already started discussions about its reforms and changes, based on its internal dynamics. Political positions and membership requirements have changed over the years.

Many experts note that Ukraine is at the same level of reforms that the candidates for joining the EU showed in 2004 (Cyprus, the Czech Republic, Estonia, Hungary, etc.). At that time, their progress was considered sufficient for full membership. However, the European political reality has radically changed over these 19 years. If these countries were negotiating membership in 2023,

it is almost impossible to say whether they would have accepted more quickly or more slowly (“Accession of Ukraine to the EU”, 2023).

In addition, each candidate country approaches formal negotiations differently. Poland, for example, involved more than 3,000 experts in the negotiation process. This ensured a very strong position for Poland in these discussions. The negotiating teams of many other countries were much more modest (Шовкопляс, 2023).

Bulgaria, Romania and Croatia were the last countries to join the EU in 2007 and 2013 respectively. Each of them had a different experience. For example, Croatia had to deal with the legacy of armed conflicts in the Balkans. One of the conditions for its entry was cooperation with the UN in the pursuit of war criminals in the former Yugoslavia. Croatia also faced significant difficulties with environmental legislation, which at the time was considered completely incompatible with EU law.

Bulgaria and Romania, which the Union considered a "package deal", joined despite difficulties in judicial reforms and the fight against organized crime. Brussels welcomed them as new members but said progress in the two areas would be closely monitored even after full accession. These EU members took up to six years to get through the negotiation phase, but as can be easily seen, each had unique political and historical circumstances.

Serbia is a candidate for EU accession and has been negotiating for accession for almost ten years. One of the separate conditions it faces is an additional chapter in the talks called “Relations with Kosovo”. This is another geopolitical challenge characteristic of the modern history of the Balkans. This bilateral issue must be resolved for Serbia to join the Union, EU diplomats say.

The latest conclusions of the European Council state that Serbia has made progress in its reforms, but still needs further changes related to the judiciary, fundamental rights and freedom of expression. In addition, after Russia's full-scale invasion of Ukraine, the EU expressed regret over Serbia not joining the sanctions against Russia and Belarus. The lack of efforts to combat foreign disinformation campaigns also remains a problem, according to Brussels.

A move similar to the accessions of Bulgaria and Romania currently sees Ukraine and Moldova as having a “joint agreement” to join the EU, and the decision has been made for both to open accession negotiations. It is believed that both countries face similar regional challenges and that it may be easier to accommodate several “related” countries in one move. However, the negotiation processes for Moldova and Ukraine remain separate.

Recent EU reports on Moldova's reforms both praise its progress in some areas and outline remaining difficulties in others. Some areas, such as the common, foreign and defense policies, are rated as “moderate” or "good" by the European Commission.

Electoral and other democratic reforms were also positively assessed by the Commission. Other sectors, such as economic conditions, minority rights and the labor market, still face challenges.

Similar to Ukraine, Moldova's EU membership negotiations and prospects are highly dependent on the overall situation in Europe, EU political decisions and, obviously, a full-scale Russian invasion of Ukraine. It is worth noting that Moldova faces Russia's own threats, namely: Russian interference in the country's internal affairs, as well as Russian occupation forces in the Moldovan region of Transnistria.

Some may see Moldova's vulnerability to Russia as an obstacle, but equally its accession to the EU can be seen as a supportive step against Russia's hybrid war.

4. Conclusions

It would be fair to say that despite the war and brutal Russian aggression, Ukraine is experiencing one of the most remarkable periods of pro-European efforts. Even under conditions of constant shelling from Russia and fierce fighting on the front line, Ukraine doubled its anti-corruption campaign thanks to dozens of high-profile investigations. He also strengthened the National Anti-Corruption Bureau to 1,000 staff.

Daily work on reforms is carried out in many Ukrainian institutions, including the parliament. There is an active dialogue with the EU to improve and enhance these efforts. Progress was noted and praised in both European Commission reports analyzing Ukraine's progress towards EU standards.

European integration retains the strong support of the vast majority of the population of Ukraine. A fully European future remains a deep conviction of Ukrainians. This is one of the main reasons why the country did not abandon reforms even during wartime. From the 2004 Orange Revolution to the 2014 Revolution of Dignity and the ongoing war, Ukrainians have sacrificed much in the name of freedom, democracy and basic human rights.

Membership in the EU is not a purely political or economic decision for Ukraine, but a goal that underlies modern Ukrainian values. Values for which the Ukrainian people stood, fought, bled for at least 20 years. Values that Ukrainian soldiers continue to defend in the trenches against Russian armored vehicles and bombings.

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SOUTHEAST ASIA AS A PRIORITY DIRECTION OF UKRAINIAN FOREIGN POLICY

A. O. Litke,

I. Yu. Huslenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Litke A. O., Huslenko I. Yu. Southeast Asia as a priority direction of Ukrainian foreign policy. This article analyzes the current state of cooperation between Ukraine and Southeast Asian countries, with an emphasis on the foreign policy activities of the governments. Southeast Asia is identified as a key priority of Ukraine's foreign policy in Asia that provides positive geopolitical opportunities in economic and trade relations under conditions of global challenges such as climate change and security. The importance of cultural and educational exchanges for deepening the partnership is also highlighted. In general, the paper emphasizes the strategic importance of developing relations with Southeast Asia in the context of global change.

Keywords: cooperation, foreign policy, geopolitical opportunities, Southeast Asia, Ukraine

Літке А. О., Гусленко І. Ю. Південно-Східна Азія як пріоритетний напрям розвитку української міжнародної політики. У статті аналізується сучасний стан співпраці між Україною та країнами Південно-Східної Азії з акцентом на зовнішньополітичній діяльності урядів. Південно-Східна Азія визначена як ключовий пріоритет зовнішньої політики України в Азії, що забезпечує позитивні геополітичні можливості в економічних і торгових відносинах в умовах глобальних викликів, таких як зміна клімату та безпека. Також підкреслено важливість культурних та освітніх обмінів для поглиблення партнерства. Загалом у роботі підкреслюється стратегічне значення розвитку відносин з Південно-Східною Азією в контексті глобальних змін.

Ключові слова: геополітичні можливості, зовнішня політика, Південно-Східна Азія, співробітництво, Україна

1. Introduction

The object of the study is Ukrainian foreign policy, and the subject is developing relations of Ukraine with the countries of Southeast Asia. The actual value of the chosen topic lies in the fact that since the time of gaining its independence, for more than thirty years, Ukrainian foreign policy paid little attention to Southeast Asia, where Ukraine has many opportunities. The countries of that region remained beyond the scope of Ukrainian foreign policy and export interests. But attention to this region is gradually gaining momentum. Thus, the purpose of the article is to

analyze the current state of cooperation between Ukraine and the countries of Southeast Asia, and the activities of the governments in this direction. In accordance with this, the tasks of the work are to analyze the efforts made in establishing and strengthening relations between Ukraine and the Southeast Asian countries; and to identify the spheres of mutually beneficial cooperation.

2. Promoting relations with the countries of Southeast Asia

In 2020, at its parliamentary level Ukraine proved its interest in strengthening further cooperation with Southeast Asian countries. In particular, the Verkhovna Rada of Ukraine when the VRU was seeking observer status in the ASEAN Inter-Parliamentary Assembly. Letters from the Speaker of the Ukrainian Parliament D. Razumkov with the relevant position were handed over to the Secretary General of the ASEAN Parliamentary Assembly Nguyen Tuong Van. This was also discussed by the Vice Speaker of the Verkhovna Rada O. Kondratyuk during a meeting with the Deputy Chairman of the Council of People's Representatives of the Republic of Indonesia A. Syamsuddin. It is worth noting that during the webinar "Ukraine-Malaysia: New Markets, New Opportunities", Deputy Foreign Minister D. Senik stated that Southeast Asia was identified as a key priority of Ukraine's foreign policy in Asia (Ukrainian prism: Foreign Policy 2020, 2021, p.176).

The updated National Security Strategy of September 14, 2020 mentions the region as one where the consequences of competition between the United States and China will be felt. In the context of foreign policy, the document refers to Ukraine's mutually beneficial economic cooperation with Asian countries. In the Export Strategy of Ukraine for 2017-2021, Indonesia, Thailand, and the Philippines were mentioned as countries where Ukrainian producers have significant export potential ("At the ASEAN summit", n.d.).

Ukraine's Foreign Minister Dmytro Kuleba noted that strong bilateral relations and cooperation with Southeast Asian countries would bring great benefits to the Ukrainian economy, from export growth to job creation. One need only look at the foreign trade statistics of Malaysia, Indonesia, Singapore, Vietnam, and the Philippines to realize how much "virgin soil" lies beneath our feet. Ukraine's embassies in Indonesia, Malaysia, Thailand, Singapore, and Vietnam provide a solid foundation for deepening our relations with these countries in the areas of trade, investment, and tourism. In 2019, the number of tourists from Southeast Asia to Ukraine increased (Ерман, n.d.).

Despite the fact that Ukraine's path to integration into the European Union remains unchanged, Southeast Asia can become an alternative direction for foreign policy.

It is worth noting that there are currently no significant new opportunities in trade and economic cooperation in the European or American markets, so Ukraine needs to enter new markets.

3. Promising spheres for cooperation

Many researchers and experts believe that the most promising relations are with such Southeast Asian countries as Indonesia, Thailand, Malaysia, Singapore, and Vietnam.

Relations with the Republic of Indonesia were quite active in 2020. Indonesia is an ASEAN country that is a member of the G20, with bilateral trade with Ukraine exceeding USD 1 billion. The country is one of the buyers of Ukrainian armored vehicles and has a defense cooperation agreement with Kyiv. The agricultural sector is also one of the main areas of cooperation. Ukraine supplies armored vehicles and wheat to Indonesia, while it exports rubber, electric cars, coffee, and cocoa.

Given Thailand's fairly high level of nominal GDP and its overall socioeconomic situation, this country remains Ukraine's key partner in the Southeast Asian region for the long term. In 2019, Ukraine became the main grain exporter to the country. Thus, Thai investors are showing great interest in investing in the agricultural sector of the Ukrainian economy. Cooperation in the aerospace and machine-building sectors is also promising.

Malaysia, despite its great distance from Ukraine, remains an attractive and promising trade and economic partner for Ukraine. Both the Ukrainian and Malaysian parties have expressed mutual interest in implementing joint projects in education, tourism, energy, and agriculture to expand bilateral economic, trade, and investment cooperation. Malaysia is very attractive not only to Ukrainian agricultural exporters, but also to the most technologically advanced industrial enterprises as a market and investor (“Україна і країни Східної, Південно-Східної та Південної Азії: підсумки 2020 року та перспективи розвитку”, n.d., p. 40).

Singapore has long been taken in Ukraine as an example of economic and technological development. This country is one of the few countries with which Ukraine has a positive trade balance. It is worth noting that Singaporean businesses have invested in the creation of Ukrainian fuel terminals.

The priority of the Ministry of Foreign Affairs of Ukraine is to attract Singaporean investments in energy and logistics. Scientific and technical cooperation has significant prospects, as Singapore is a leading ASEAN research center interested in international cooperation, and Ukraine seeks to create technology parks and attract innovations.

It is important to note that economic cooperation with Vietnam is characterized with the a very significant trade deficit, that is imports from Vietnam exceed our exports by four times.

Therefore, it is necessary to promote Ukrainian products to Vietnam, as demand for agricultural products is growing there. A promising area of cooperation is the implementation of joint investment projects, technology exchange, cooperation in agricultural engineering, the energy sector, and construction ("Ukraine's Road to Asia", 2020).

An important practical result of the Asian Strategy developed by the Ministry of Foreign Affairs of Ukraine is that Dmytro Kuleba made the first foreign visit of a minister to Cambodia in the history of Ukraine, and also signed the Instrument of Accession to the Treaty of Friendship and Cooperation in Southeast Asia on November 10, 2022 on behalf of Ukraine at the ASEAN Summit ("At the ASEAN summit", n.d.). This can be considered a very powerful political signal of support. Ukraine will be the first Central European country to join the ASEAN founding document. Accession will provide Ukraine with concrete benefits from political, military, and economic cooperation in trade and exports.

4. Conclusions

Despite the COVID-19 pandemic and the war, political and business contacts between Ukraine and Southeast Asian countries are currently on the rise. Now is the right time to enhance the activity in building relations with these countries, which Ukraine will prioritize in its foreign policy. Intensification of cooperation with the countries of Asian region is primarily important in terms of trade, as the countries of Southeast Asia are identified as very promising markets for Ukraine.

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THE ROLE OF ENGLISH IN THE TOURISM BUSINESS

Y. V. Lukyanov,

V. V. Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Lukyanov Y. V., Ilchenko V. V. The role of English in the tourism business. The article analyses the importance of English in the development of the tourism business. The tourism industry is constantly evolving, expanding its borders and contributing to the intensification of international contacts. Therefore, knowledge of foreign languages is becoming a necessity for establishing communication links with the target audience in the process of developing the tourism business.

Keywords: communication links, foreign languages, international contacts, target audience, tourism business, tourism industry.

Лук'янов Є. В., Ільченко В. В. Роль англійської мови в туристичному бізнесі. В статті проаналізовано значення англійської мови в розвитку туристичного бізнесу. Туристична галузь непинно розвивається, розширюючи надалі свої кордони та сприяючи інтенсифікації міжнародних контактів. Тож володіння іноземними мовами стає необхідністю для встановлення комунікативних зв'язків із цільовою аудиторією в процесі розвитку туристичного бізнесу.

Ключові слова: іноземні мови, комунікативні зв'язки, міжнародні контакти, туристична галузь, туристичний бізнес, цільова аудиторія.

1. Introduction

The object of the article is the English language. The subject is English-language education and its importance in the development of the tourism industry. The purpose of the research is to analyse the use of the English language and the theoretical justification of its importance in the tourism business. Tourism, including international tourism, is one of the most important sectors of economy. Business meetings, the work of tour guides and hospitality workers require sufficient knowledge of a foreign language and the culture, history, customs and language etiquette accepted in a destination. The increasing role of the English language in the development of tourism business and professional competence tourism specialists determines the actual value of the study.

The tasks of the article are to determine the reasons necessitating English-language education; peculiarities of professional study and use of English; the role of English in the development of tourism business and professional competence of tourism professionals. To solve the above tasks, the analysis of printed publications and Internet resources on the topic was carried out.

2. The role of English in the development of the tourism business

2.1. Theoretical foundations

The role of foreign languages, intercultural communication and the conditions for the formation of foreign language professional communicative competence of tourism industry specialists have been studied by Ukrainian scientists L.V. Knodel, L.V. Sakun, I.V. Skryl, N.V. Kobzar, V.T. Lozovetska and others. They argue that there is interdependence between foreign language proficiency and intercultural communication: fluency in a foreign language is not only a means of communication; it allows tourism industry professionals to perform their professional duties in the professional, labour, social and cultural spheres of communication (Кобзар, 2011, с. 48).

In the context of globalisation, the international market of tourism services is developing rapidly, turning into a powerful industry, the characteristic feature of which is that a significant part of services, with minimal local costs, plays an increasingly significant role in the world economy (Савчук, 2014, с.114). The development of the tourism industry provides currency receipts, increases the number of jobs, expands trade and international cooperation, and promotes the development of related sectors of the economy. As a result of the integration of states into the European and world community, the need for intercultural communication and the formation of foreign language communication competence has risen.

In the modern world, the most unifying language for representatives of many countries is English, which has received the status of a global lingua franca and has become an integral part of every existing industry (Кудрик, 2015, с. 72). It is used by more than 1 billion people worldwide, occupies 80% of the business language space, and almost 57% of Internet websites are written in English; it is designated as the official and working language of the United Nations. It is the official language of international business and trade, the Internet and technology, science and art. English is considered the main language of tourism.

The success of tourism companies depends on the establishment of friendly, mutually beneficial business partnerships, including international ones. Therefore, at present, a foreign language is considered as an integral humanitarian component of training specialists and a mandatory element of continuous professional education (Савчук, 2014, с. 110). The basic level of foreign language proficiency ensures the solution of communicative tasks sufficient for professional communication and business negotiations with partners and understanding of the content of business letters, advertisements, announcements, etc. Communicating with people (the desire and ability to do so) unites tourism professionals. The duties of waiters and travel agents, hostesses and guides are responsible for constant communication with the client.

It is not surprising that English is gaining significant popularity in the hotel and tourism industry, where the priority when choosing of job candidates is a sufficient level of foreign language skills.

In order to ensure effective work, tourism professionals need to develop business communication skills, the basis of which is business English. The specificity of a business language lies in certain stylistic features that are inherent only to it, namely: a neutral tone of presentation of the content only in the direct sense; accuracy and clarity combined with conciseness, brevity and consistency of presentation of facts; documentation, availability of details; uniform figures of speech, high standardisation of expression; strict regulation of the text (Долинський, 2021, сс. 33-34).

2.2. Dynamics of international tourism in Ukraine – motivation for professional English-language education in the tourism industry

The concepts of 'foreign languages' and 'tourism' are closely related, influence each other's development and are impossible without each other. International tourism implies direct contact between local and foreign cultures, and the reproduction of cultural discourse through tourism has become a key characteristic of the modern era. Communication is no longer considered an ultimate goal, but is seen as a tool for participating in socially important activities in everyday and professional settings. The goal is to develop multilingual competence to work in a multilingual environment, where English plays the role of an intermediary in this process (Luka Ineta, 2016, p.138).

Knowledge of English is an essential attribute of professional competence for tourism industry personnel. Professional English-language education of tourism managers ensures the development of skills and abilities to carry out various types of English-language oral and written contacts with foreign partners and tourists, as well as to process and draw up various types of English-language professional agreements and tourism documentation. A sufficient level of foreign language proficiency of employees in the hospitality sector, in particular in the hotel, restaurant and tourism business, makes a good impression on foreign guests and business partners and has a positive impact on productivity. The professionalism of hospitality staff is an indicator of an organisation's competitiveness.

International tourism in Ukraine has been developing at an accelerated pace over the past decades, shaping the country's positive image, contributing to the development of European integration processes and increasing currency earnings. In the context of expanding international relations, English has become a necessary factor for tourism professionals to be

ready for work and feel confident in the tourism market and a means of communication with representatives of other cultures.

The pace of Ukraine's integration into the international tourism space is clearly presented in Table 1 and Table 2, which show the dynamics of inbound and outbound tourism and foreigners' stay in temporary accommodation facilities in the period from 2014 to 2019.

Table 1

The number of tourists served by tour operators and travel agents, by types of tourism

Years	Number of tourists served by tour operators and travel agents, total	Including					
		incoming (foreign) tourists	% of the total number of tourists served by tour operators and travel agents	outbound tourists	% of the total number of tourists served by tour operators and travel agents	domestic tourists	% of the total number of tourists served by tour operators and travel agents
2014	2425089	17070	0,70	2085273	86,0	322746	13,3
2015	2019576	15159	0,75	1647390	81,6	357027	17,7
2016	2549606	35071	1,38	2060974	80,8	453561	17,8
2017	2806426	39605	1,41	2289854	81,6	476967	17,0
2018	4557447	75945	1,67	4024703	88,3	456799	10,0
2019	6132097	86840	1,42	5524866	90,1	520391	8,5

Source: compiled by the author based on the State Statistics Service of Ukraine, 2020

Table 2

Accommodation facilities (including natural person-entrepreneur)

Years	Number of accommodation facilities, units	Number of guests, thsd.		
		total	of which foreigners	% of foreign visitors
2014	4572	5423,9	551,5	10,2
2015	4341	5779,9	665,8	11,5
2016	4256	6544,8	863,7	13,2
2017	4115	6661,2	824,5	12,4
2018	4719	7006,2	917,9	13,1
2019	5335	6960,9	959,4	13,8

Source: compiled by the author based on the State Statistics Service of Ukraine, 2020

The above data from 2 tables shows that the number of foreign tourists served by tour operators and travel agents in Ukraine increased 5-fold in the reporting period, while the flow of outbound tourists increased 2.6-fold. The percentage of foreign visitors to general accommodation facilities averages over 13%. The increase in tourist flows of inbound foreigners and travelling of Ukrainians outside the country necessitates the need for hospitality professionals to know a foreign language to create psychological comfort in the process of communication, establish business contacts, improve problem-solving and decision-making skills.

And excellent knowledge of their Ukrainian culture combined with professional foreign language communication skills will open up prospects for creating new tourism products and contribute to the development of domestic and inbound tourism.

3. Conclusion

Nowadays tourism is the most promising and one of the leading sectors of the world economy, so foreign language proficiency is one of the main elements of training specialists in the field of tourism services. Tourism is a process of intercultural communication, so English is one of the tools for a tourism industry manager not only to act and make decisions, but also to create a favourable business atmosphere, understand the culture and mentality of representatives of other nations. Therefore, it is worth mentioning that English is one of the most important factors in the development of international tourism. Awareness of the peculiarities of communication processes, mastery of techniques and strategies of communication in a foreign language should become the main criteria for the professional competence of tourism professionals.

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THE ROLE OF DIGITAL DIPLOMACY IN THE MODERN FOREIGN POLICY OF THE STATE

Y. M. Lutskovska,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Lutskovska Y. M., Litovchenko Y. M. The role of digital diplomacy in the modern foreign policy of the state. The article analyses the concept and history of digital diplomacy, variants of names and definitions related to this phenomenon; its goals and main directions; the established features inherent in digital diplomacy; examples of typical means of its implementation. The paper identifies problems that arise in the implementation of digital diplomacy, their causes and consequences. It also describes Twitter diplomacy, and considers specific features of the use of social media in the field of international relations. The article focuses on the main innovations in the diplomatic service that have emerged as a result of scientific and technological progress and the development of information and communication technologies.

Keywords: diplomacy, digital diplomacy, Internet, social media, Twitter.

Луцьковська Є. М., Літовченко Я. М. Роль цифрової дипломатії у сучасній міжнародній політиці країни. У статті проаналізовано поняття і історія виникнення цифрової дипломатії, варіанти назв та дефініцій, пов'язаних з цим явищем; цілі та її основні напрями; встановлені ознаки притаманні цифровій дипломатії; наведені приклади типових засобів її реалізації. Автори виявили проблеми, які виникають при здійсненні цифрової дипломатії, їх причини та наслідки, дали характеристику Твіттер-дипломатії, розглянули специфічні риси використання соціальних мереж у сфері міжнародних відносин. В статті зосереджена увага на основних новелах дипломатичної служби, які виникли в результаті науково-технічного прогресу і розвитку інформаційно-комунікаційних технологій.

Ключові слова: дипломатія, цифрова дипломатія, Інтернет, соціальні мережі, Твіттер.

1. Introduction

The aim of the paper is to analyse the concept and history of digital diplomacy, to identify its features and features of digital diplomacy. The object of this research is to understand the impact and significance of digital diplomacy on the formulation, execution, and outcomes of a state's foreign policy. The subject of this research is dynamics of digital diplomacy in the context of a state's modern foreign policy.

The modern world in the era of global technologies is constantly changing, formed by the merger of technology and human activity. The use of the latest technologies, social networks, media and gadgets makes it possible to solve diplomatic tasks and achieve the main goals in the foreign policy of states in a new way. The main goal of digital diplomacy is to improve communication between states, promoting foreign policy interests, and exchanging of information.

2. Digital diplomacy: meaning for diplomatic landscape

Diplomatic services of the world's leading countries use the Internet to communicate with citizens of their host countries, conduct surveys, and provide necessary information. Political elites are adept at use information and communication technologies in their own interests within their own countries and on the international affairs. Even in foreign ministries, the basics of media literacy and social media are being studied (Turchyn, 2015).

The theory of digital diplomacy as a component of political culture began to emerge in the late twentieth century. It was at this time that the world community realised the importance of implementing new effective methods of diplomacy that would go beyond official political institutions.

Digital diplomacy in a wide meaning is the use of the Internet and information and communication technologies to solve diplomatic problems.

Having analysed the essence of digital diplomacy, we can identify areas where it can become an effective resource: first, in the field of information management, and second, such diplomacy allows analysing a huge amount of information for use in political forecasts and strategic planning (Bulega & Charskykh, 2020).

3. Social networks as an important channel for political communication

The main tool for digital diplomacy is social media diplomacy. Their potential lies in the fact that is that account holders are simultaneously suppliers, consumers and disseminators of information. Facebook diplomacy and Twitter diplomacy create a favourable political environment for promoting national interests, researching public opinion and solving social problems by working with target groups (Turchyn, 2014).

Among social networks, Twitter is an important channel for political communication. For example, journalist Eva Garder believes that among all the social networks in the world, Twitter is the most widespread in Europe and the United States. She argues that Twitter is developing a new method of managing foreign policy relations between countries. Matthias Lufkens, studying

diplomacy on social media, proposed to introduce the term “Twitter diplomacy” to describe its use by heads of state, heads of international governmental organisations and diplomats to bring positions on international issues closer together (Litra & Kononenko, 2013).

Implementing your own policy in the environment of Twitter, foreign ministries, consulates, diplomatic missions, foreign ministers and especially heads of state can expand their communication and learn more about the opinions and sentiments of civil society. Thus, the borders in communication with the public, both in their own country and abroad, are actually becoming blurred (Ovtsera, 2019).

4. Digital diplomacy and the possibilities it provides

While Twitter diplomacy is intended to enhance traditional diplomacy to better achieve its goals, it can sometimes have negative consequences. For example, Donald Trump has had a significant impact on the popularity of Twitter, but his impulsive tweets have caused an escalation of the real conflict between the US and China (Ovtsera, 2019).

Another unfavourable factor in the use of social networks is the publication of posts without controlling their content, which, firstly, leads to misinformation and breach of information security.

The use of digital technologies in many cases can be very useful for the global community. In the field of consular activities, digital technologies are used to process and preparation of visa documentation and contacts with citizens abroad. The main advantage of using information technology is the prompt resolution of issues and problems, in particular in case of emergencies (Turchyn, 2014).

The pandemic caused by the coronavirus infection has made the use of digital diplomacy today. For the first time in history, information and telecommunication technologies have become a key means of organising meetings and negotiations of state and political figures.

5. Conclusions

With the help of social media, political and diplomatic elites have been able to communicate directly with the population and unite political actors. It is necessary to use the potential of digital diplomacy, taking into account the potential of the information sector for the economy, security and public administration.

A weakness of digital diplomacy is the threat of information leakage, which requires certain means of ensuring its protection. At the same time, this type of communication type of

communication opens up new opportunities for real-time information exchange, which maximises the speed of foreign policy activities.

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PROBLEMS AND PROSPECTS OF UKRAINE'S PARTICIPATION IN THE EUROPEAN GREEN DEAL

O. O. Lyalka,

O. O. Meleshchenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Lyalka O. O., Meleshchenko O. O. Problems and prospects of Ukraine's participation in the European Green Deal. This article analyses the possibilities of Ukraine's participation in the European Green Deal. The authors identify the main directions of this European Union initiative and analyze the compliance of Ukrainian public policy in the sphere of environmental protection with its requirements. Moreover, the article highlights the problems and prospects of greening the Ukrainian economy in the context of European integration. As a result, the authors conclude that despite the problems in the field of environmental protection in the context of war, Ukraine can move to sustainable development through the "green" recovery.

Keywords: environmental protection, European Green Deal, European Union, public policy, Ukraine.

Лялька О. О., Мелешченко О. О. Проблеми та перспективи участі України в Європейському зеленому курсі. Статтю присвячено аналізу перспективи участі України в Європейському зеленому курсі. Визначено основні напрями цієї ініціативи Європейського Союзу та проаналізовано відповідність державної політики України у сфері захисту навколишнього середовища її вимогам. Більше того, окреслено проблеми та перспективи екологізації української економіки в контексті євроінтеграції. В результаті, зроблено висновок, що незважаючи на проблеми у сфері захисту навколишнього середовища в умовах війни, Україна саме зараз має шанс перейти до концепції сталого розвитку шляхом "зеленого" відновлення.

Ключові слова: державна політика, Європейський Зелений Курс, Європейський Союз, захист навколишнього середовища, Україна.

1. Introduction

Since the outbreak of the brutal russian war against Ukraine, this country has faced significant environmental and ecological problems. Moreover, in the context of its European integration, there is a pressing need to align Ukrainian environmental legislation and national strategies with EU standards, which can be done by Ukraine's participation in the European Green Deal. Thus, pinpointing the challenges Ukraine faces on the path of European integration

in the field of environment is an issue of utmost importance for the further development of Ukraine.

The object of this study is Ukraine's prospective participation in the European Green Deal (EGD) while its subject is the problems and prospects associated with it. This research aims to analyze the problems and prospects of Ukraine's participation in the European Green Deal in the context of European integration and the greening of the Ukrainian national economy.

To fulfill this aim, the following objectives have been specified:

- to highlight the main goals of the EGD;
- to compare the Ukrainian strategy with the European one in the field of environmental protection;
- to explore the problems and prospects associated with the implementation of the EGD in Ukraine.

All these issues are addressed in the following sections.

2. The European Green Deal's main goals

On 11 December 2019, the European Green Deal was officially ratified by the European Parliament. It is a strategic action plan aimed at transforming the European Union's economy towards sustainability and competitiveness. The European Green Deal sets out measures to achieve zero greenhouse emissions in Europe by 2050 and to stimulate economic growth, as well as to improve the health and well-being of EU citizens. It focuses mainly on the transformation of environmental and climate challenges into new opportunities for EU development in all areas (“Представництво України при Європейському Союзі”, 2021).

According to the information published by the European Commission, the EGD's main areas of focus include:

- supplying clean and secure energy; strengthening the EU's climate ambitions;
- resource and energy-efficient construction and renovation;
- engaging industry for a clean and circular economy;
- transition to sustainable and smart mobility;
- reducing environmental pollution;
- preserving ecosystems and biodiversity;
- rapid transition to a sustainable agricultural policy;
- building a healthy and ecological food system (the Farm to Fork Strategy) (“The European Commission”, 2019).

By fulfilling these objectives of the European Green Deal, the EU aims to become a global leader in emission reduction efforts, preserve its natural resources and ecosystems, and improve the public health and quality of life of EU citizens by curbing pollution. If successful, it could provide a model for other regions to follow this initiative.

3. Prerequisites for Ukraine's participation in the European Green Deal

In 2020, Ukraine's economic and business circles began internal discussions on the possible implications of ratifying the European Green Deal by Ukraine. Given the wide range of areas covered by the EGD, it is expected to have a significant impact on trade and economic cooperation between Ukraine and the EU. On the one hand, the EGD creates certain challenges for Ukrainian businesses in the context of the need to adopt more sustainable business practices. On the other hand, it opens up new opportunities for green economic modernization and the development of sustainable ties between Ukraine and the EU.

Since then Ukraine has taken a few steps to harmonize its national legislation in the relevant areas with the EU legislation. It should be noted that although this process has been slow and hasn't covered all the necessary areas, many provisions in Ukrainian legislation have already met the European environmental standards (see Table 1 showing Ukrainian policies and legislative acts that comply with the main EGD provisions).

Table 1

Ukrainian policies and legislative acts which comply with the main provisions of the EGD

№	Main provisions of the EGD	Ukrainian policies and legislative acts which comply with the main EGD provisions	Aims of Ukrainian policies
1.	Providing affordable, clean, and safe energy	The concept of Ukraine's "green" energy transition by 2050	To achieve a 70% share of electricity generated from renewable sources in 30 years
		On the fundamental principles (strategy) of the state environmental policy of Ukraine for the period up to 2030	To take systemic measures aimed at improving energy efficiency, decarbonizing the energy sector, and developing renewable energy sources

2.	Strengthening the EU's climate ambitions for 2030 and 2050	The state policy in the field of climate change for the period up to 2030	To achieve climate neutrality by 2060 (10 years later than the European target)
		Legislative act "On Ratification of the Paris Agreement"	To curb the global average temperature increase and promote low-carbon manufacturing
3.	Zero pollution ambition for a toxic-free environment	On the fundamental principles (strategy) of the state environmental policy of Ukraine for the period up to 2030	To take systemic measures aimed at the establishment and effective functioning of the national system of biological safety and defense
		Nationally determined contribution of Ukraine to the Paris Agreement	To reduce greenhouse gas emissions by up to 35% its 1990 level by 2030
4.	Conservation and restoration of ecosystems and biodiversity	On the fundamental principles (strategy) of the state environmental policy of Ukraine for the period up to 2030	To reduce the human impact on biodiversity
5.	Mobilizing industry for a clean and circular economy	On the fundamental principles (strategy) of the state environmental policy of Ukraine for the period up to 2030	To meet the EU standards for environmental management systems at enterprises

Source: composed by the authors based on the materials ("Міндовкілля", 2020; "Законодавство України", 2016; 2019; 2021).

As shown in Table 1, Ukraine is actively joining the EGD, although its environmental performance is still below the global average. For example, in terms of per capita emissions of harmful substances, Ukraine with about 5 tons per year significantly exceeds the global average of 4.5 tons and the indicators of developed European countries (e.g. Germany – 2 tons per year). The share of waste disposal and recycling in Ukraine is 2–3 times lower than in the EU (90%+) and the US (35%). Ukraine demonstrates a fairly good rate of reduction in greenhouse gas emissions compared to its 1990 level (-65%). However, absolute CO₂ emissions per capita are still

higher than the European average (“Міндовкілля”, 2021; “UNEP”, 2023). Overall, this data indicates that Ukraine has made significant progress in improving environmental sustainability but still has room for improvement across multiple metrics to reach European and global benchmarks.

4. Problems and prospects associated with Ukraine’s participation in the EGD

While Ukraine is actively working towards aligning its policies with the European Green Deal, its environmental performance still lags behind European standards. Due to Ukraine's underdevelopment in the field of environmental protection and sustainability, this country faces many challenges in participating in the EGD.

The main problems that stand in the way of Ukraine's participation in the European Green Deal include:

- inefficient system of public administration in the field of environmental protection;
- significant moral and physical depreciation of fixed assets in all sectors of the economy;
- industries’ failure to comply with environmental legislation;
- low level of environmental awareness in society;
- insufficient funding for environmental protection measures (“Законодавство України,” 2019).

Ukraine's participation in the European Green Deal is possible through updating the annexes to the Association Agreement between Ukraine, on the one hand, and the European Union, the European Atomic Energy Community, and their Member States, on the other hand, and through bringing Ukraine closer to EU policies in the areas of energy, environment, industry, and trade. The adoption of this course in Ukraine should be comprehensive and cross-sectoral, i.e. environmental protection and climate change issues should be taken into account by the primary, secondary, and tertiary industries (“Міндовкілля”, 2020).

In wartime, Ukraine’s participation in the European Green Deal should be a strategic plan since its society is undergoing a fundamental transformation to an environmentally conscious one. Despite all difficulties for the time being, Ukraine has an excellent opportunity to move towards sustainable development through green recovery while increasing its competitiveness in global markets. Therefore, Ukraine is to align its legislation with European standards, as this is a critical condition for Ukraine's European integration.

5. Conclusions

The European Green Deal is a strategic initiative aimed at transforming the EU economy towards a more sustainable one and can serve as a great model for Ukraine to follow. Although Ukraine is actively aligning its environmental policy with the EGD, its environmental performance is still below the global average. The main barriers to Ukraine's participation in the European Green Deal are an inefficient environmental governance system, outdated and deteriorating infrastructure across sectors, failure of industry actors to comply with environmental legislation, low public awareness of environmental issues, and insufficient government funding for environmental protection. To participate in the EGD Ukraine should take a number of measures to align its policies with EU standards in energy, environment, industry, trade, and other sectors through a comprehensive, cross-sectoral approach incorporating environmental protection and climate change.

The prospects for further research might include further analysis of infrastructure investment needs and the study of the best EU practices to help Ukraine update its infrastructure.

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FEATURES OF THE DEVELOPMENT OF UKRAINE'S TRANSPORT INFRASTRUCTURE IN THE CONTEXT OF ITS EUROPEAN INTEGRATION

M. A. Lytvynshko,

L. I. Izotova (language supervisor)

V. N. Karazin National University, Kharkiv

Lytvynshko M. A., Izotova L. I. Features of the development of Ukraine's transport infrastructure in the context of its European integration. It is analyzed the current trends in the development of Ukraine's transport system in the context of European integration processes, in particular, the dynamics of Ukraine's foreign trade in goods with the EU as an integration association over the past 11 years and provides a trend analysis for forecasting the performance of exports and imports of goods for 4 years the article. Besides, it is identified the main trading partners of Ukraine and the role of different modes of transport for providing exports of Ukrainian goods in the context of a full-scale invasion of Ukraine. The author highlights the priority aspects of the development of Ukraine's integration into the European transport system and strengthening the resilience of the transport and logistics infrastructure in the context of the prolonged military confrontation with Russian aggression.

Keywords: European export of goods, foreign trade, integration, trading partners, transport infrastructure.

Литвишко М. А., Ізотова Л. І. Особливості розвитку транспортної інфраструктури України в контексті її євроінтеграції. У статті проаналізовано сучасні тенденції розвитку транспортної системи України в умовах євроінтеграційних процесів, зокрема, динаміку зовнішньої торгівлі товарами України з ЄС як інтеграційного об'єднання за останні 11 років та зроблено тренд-аналіз для прогнозування показників експорту та імпорту товарами на 4 роки. Крім того, виокремлено головних торговельних партнерів України та роль різних видів транспорту для забезпечення експорту українських товарів в умовах повномасштабного вторгнення в Україну. У статті наведено пріоритетні напрямки розвитку інтеграції України до європейської транспортної системи та посилення стійкості транспортно-логістичної інфраструктури в умовах тривалого воєнного протистояння російській агресії.

Ключові слова: експорт товарів, євроінтеграція, зовнішня торгівля, торговельні партнери, транспортна інфраструктура.

1. Introduction

The object of the article is to research of the transport infrastructure of Ukraine. The subject is to determine the role of transport infrastructure in ensuring Ukraine's integration into the EU.

The purpose of the study is to analyze current trends in the development of Ukraine's transport system in the context of European integration processes and to identify promising areas for modernizing transport infrastructure. Relevance of the study. The development of Ukraine's infrastructure, in particular the transport sector, is key to restoring its economic potential and further progress towards the EU. Cooperation in the framework of the Association Agreement between Ukraine and the EU has contributed to the steady restructuring of Ukraine's infrastructure, the development of an efficient transport system with expanding interconnections with other sectors, such as trade, security, digitalization, etc.

2. Analysis of current trends in the development of Ukraine's transport infrastructure in the context of European integration processes

Nowadays, the restructuring of logistics in times of war is based on the Action Plan for EU-Ukraine Solidarity Lanes of May 12, 2022. It aims to increase the capacity of existing transport corridors, identify new logistics supply chains for Ukraine, and search for new partners in the EU and third countries. The plan has already made it possible to import humanitarian aid through European logistics and export a significant share of Ukrainian grain, as well as increase the volume of other export and import operations, so Solidarity Lanes have become a short-term solution to alleviate the logistical, economic and humanitarian crisis.

Mutual trade with the European Union has become an essential foreign economic factor in the resilience of Ukraine's open economy under conditions of prolonged Russian aggression and significant human and material losses. The EU has gradually become Ukraine's main trading partner with the share of trade in goods and services amounting to 53,6% of Ukraine's total trade in 2022 ("Географічна структура", n.d.).

Regarding trade in goods, Ukraine is the EU's 20th largest export partner (with a share of 1,2% of total EU exports of goods) and 22nd largest import partner (with a share of 0,9% of total EU imports of goods). Ukraine's exports to the EU amounted to 27,6 billion euros in 2022, an increase of more than 15% over the previous year, thanks to the Solidarity Lanes that help Ukraine export its products by road, rail, and inland waterways after Russia's invasion of Ukraine and blockade of its seaports ("EU trade relations", n.d.). According to the forecasting, the volume of exports of goods from Ukraine to the EU in 2012-2026 has a positive growth trend, increasing by an average of 1,23 billion euros annually. The probability of the forecast is 70%, which is confirmed by the medium approximation coefficient. During the study period, exports of goods to the EU doubled, and it is expected to reach 32,6 billion euros in 2026 (Figure 1).

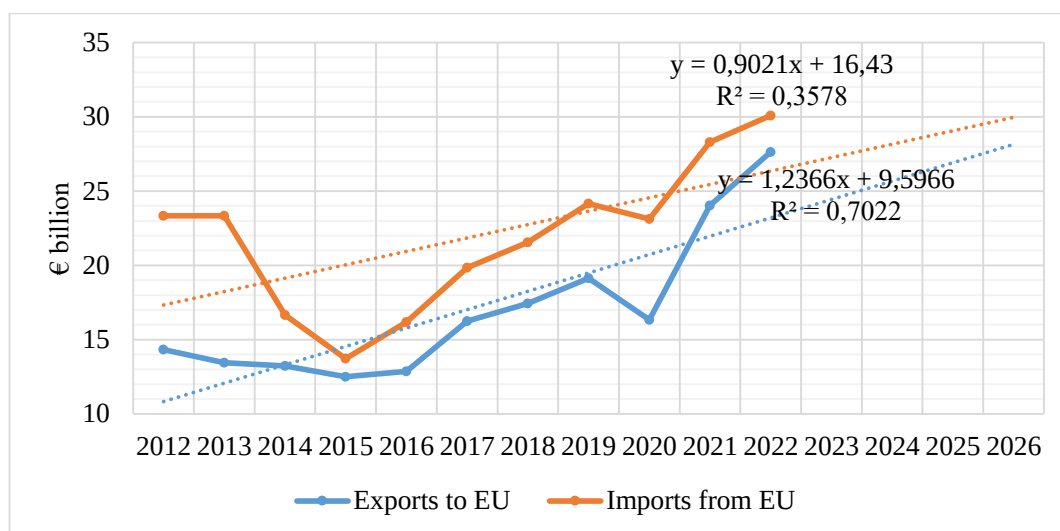


Fig. 1. The dynamics of Ukraine's trade in goods with EU, 2012-2022, in billions of euro

Source: "Eurostat", n.d.

The main commodities of Ukrainian exports to the EU are cereals (16,8%); fats and oils (11%); oilseeds and fruits (10,4%); ferrous metals (10%); ores, slags (8,5%); electric machines (8,3%); wood and wood products (5,8%); and energy materials (3,3%). In 2022, Ukraine overtook the United States to become the third largest supplier of agri-food products to the EU ("Бюлетень стану", n.d.).

Imports of goods to Ukraine from the EU in 2022 amounted to 30,1 billion euros, an increase of 6,5% compared to 2021. According to the forecasting, Ukraine's imports of goods from the EU in 2012-2026 show a positive growth trend, averaging 0,9 billion euros annually. The probability of the forecast is rather low at 35%, which is confirmed by the approximation coefficient, thus, more precise calculations are required to confirm whether Ukraine will be able to reduce its import dependence on the EU countries or whether it will continue to deepen, leading to an increase in the trade deficit. During the analyzed period, the volume of imports of goods increased by 1,5 times (Figure 1). The main imported commodities to Ukraine from the EU are energy materials (24%); land transport vehicles (10,8%); nuclear reactors, boilers, machinery (7,1%); electric machines (5,6%); plastics, polymeric materials (5%); pharmaceutical products (4,8%); and various chemical products (2,4%) ("Бюлетень стану", n.d.).

The growth of Ukraine's trade with the EU can be explained by:

- measures aimed at supporting the Ukrainian economy in general and exports in particular.

These include tax liberalization, deregulation, manufacturer support, and export insurance through ECA instruments.

- measures taken by partners unilaterally or jointly by Ukraine and partners. These include the accession of Ukrainian goods to European markets (temporary trade liberalization for a year, economic “visa-free regime”), the EU’s Solidarity Lanes initiative, customs visa-free regime, transport visa-free regime, etc.

At the same time, the blockade of Ukraine’s Black Sea ports and the occupation of its ports in the Sea of Azov resulted in a significant decline in Ukrainian exports to most of its largest former trading partners, including China (-69%). However, this pushed Ukraine to seek alternative markets, leading to an increase in exports to all of its neighbors: exports to Romania increased by 150%, to Slovakia by 51%, to Hungary by 40%, and to Poland by 27%. As for imports, the situation is similar to exports, which is explained by the fact that Ukraine mainly imports goods with a high degree of processing that are easier to transport by road. As a result, in 2022 Poland overtook China to become Ukraine’s largest trading partner (Figure 2).

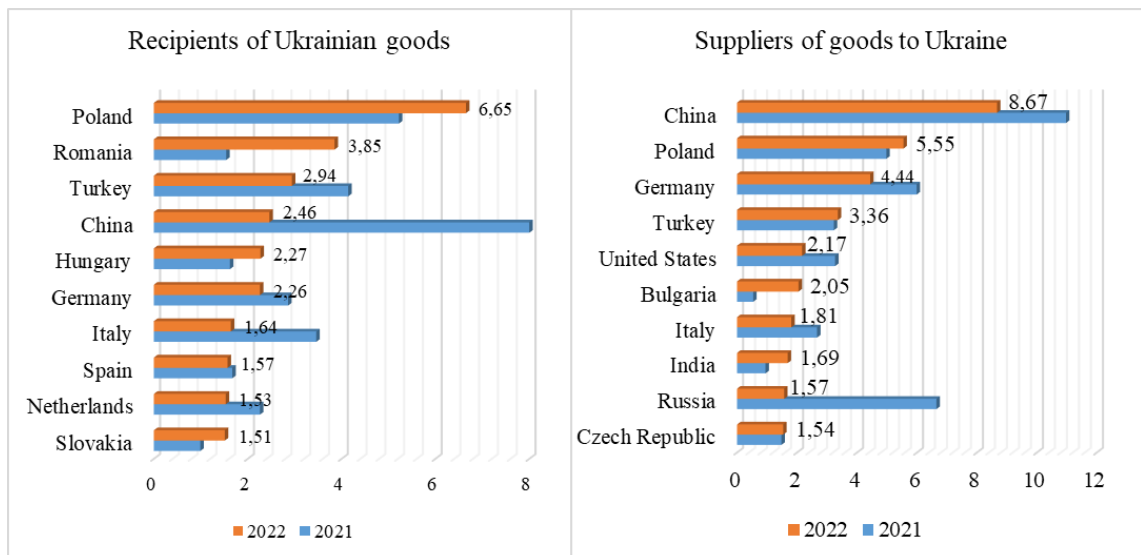


Fig. 2. Top trade in goods partners of Ukraine, 2021-2022, in billions of dollars

Source: “Географічна структура”, n.d.

Before Russia’s invasion of Ukraine, maritime transport was the main export route for Ukrainian goods in terms of both value and volume. While in January 2022, 80% of all exports were transported by sea, in April this share fell to 13%. Rail transport took the top position. Following the signing of the Grain Initiative with the UN and Turkey in August to establish a maritime corridor in the Black Sea for Ukrainian grain exports, maritime transportation was restored, but in December 2022 the volume of cargo transported by sea was 60% less than in January (Figure 3).

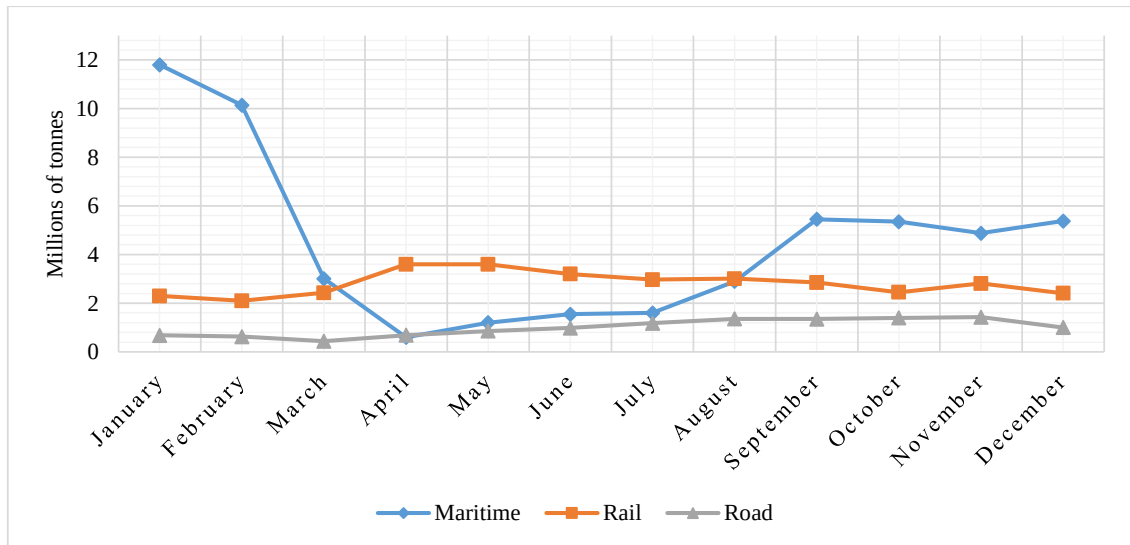


Fig. 3. Ukraine's monthly exports of goods by mode of transport in 2022,
in millions of tonnes

Source: "Як війна змінює", n.d.

Since the outbreak of the full-scale war, road and rail transport have become an alternative option for export plans, and Ukraine's land border crossings with the EU have become the main routes for Ukrainian exports.

Cooperation between Ukraine and the EU in transport is regulated by the Association Agreement between Ukraine and the European Union, the European Atomic Energy Community and their Member States and aims to promote the development of stable transport systems, efficient and safe transportation, as well as intermodality and interoperability of transport systems. Examples of approximation to the internal market regime with the EU in the transport sector are the Common Aviation Area Agreement signed in 2021 and the Agreement on the Carriage of Freight by Road signed in 2022, which eliminates the need for Ukrainian carriers to obtain permits and simplifies the recognition of driving licenses ("Україна на шляху до ЄС", n.d.).

The priority areas for the development of Ukraine's integration into the European transport system and strengthening the resilience of the transport and logistics infrastructure in the context of the ongoing military confrontation with Russian aggression are as follows:

- 1) Development of alternative routes of the main transport corridors in case of their shutdown, with special attention paid to finding bottlenecks;
- 2) Electrification of the main railway corridors, introduction of high-speed passenger and freight transportation;
- 3) Building multimodal terminals in the west and south of the country for easy transition between different modes of transportation;

- 4) Restoring the capacity of Ukraine's seaports, investing in their demining, deepening, clearing, repairing and modernizing port infrastructure;
- 5) Increasing the capacity of Ukrainian river ports;
- 6) Increasing the capacity of the transportation network in the direction of European countries;
- 7) Construction of railways with European gauge (1435 mm) to the largest cities of Ukraine;
- 8) Application of EU standards in the reconstruction and modernization of infrastructure (in particular, safety standards covering, among other things, environmental safety, which includes greenhouse gas emissions, air quality, noise, water pollution, traffic congestion and loss of biodiversity) ("Інтеграція України", n.d.).

3. Conclusions

To summarize, the development of the transport sector is one of the priorities for both the recovery of the national economy in general and Ukraine's further progress on the European path. This involves the realization of two interrelated tasks. Firstly, the accumulation of internal and external resources to restore the damaged/destroyed transport infrastructure based on modern European and global technologies and practices. Secondly, the simultaneous integration of the Ukrainian transport system into the European one. In particular, the Association Agreement provides for ensuring the compatibility of the transport systems of Ukraine and the EU through the implementation of EU directives and technical regulations, elimination of administrative and technical barriers, modernization of technical equipment, infrastructure integration across all modes of transport, expansion of cooperation with European transport agencies, etc. This will require the adoption of key laws on the liberalization of transport markets, which will significantly expand Ukraine's transit capabilities and enhance the efficiency of related sectors of the economy.

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IMPACT OF INTERNATIONAL TRADE ON INTERNATIONAL RELATIONS

A. V. Makhno,

A. B. Kalyuzhna (language supervisor)

V. N. Karazin National University, Kharkiv

Makhno A. V., Kalyuzhna A. B. Impact of international trade on international relations.

The article describes and summarizes the theory of the peace-making influence of international trade on international relations. The theory of economic interdependence is considered. The liberal view on the theory of economic interdependence is analyzed. As an example, the role of bilateral trade in the American-Chinese relations and its pacifying effect on political tension between these countries is explored. The areas of improvement and detailing of the concept of the influence of trade on international politics are determined.

Keywords: American-Chinese relations, economic interdependence, international trade, liberalism.

Махно А. В., Калюжна А. Б. Вплив міжнародної торгівлі на міжнародні відносини. У статті описується та узагальнюється теорія миротворчого впливу міжнародної торгівлі на міжнародні відносини. Розглянуто теорію економічної взаємозалежності. Проаналізовано ліберальний погляд на теорію економічної взаємозалежності. Як приклад досліджено роль двосторонньої торгівлі у американо-китайських взаємовідносинах та її заспокійливий вплив на політичну напругу між цими країнами. Визначено напрямки покращення та деталізації концепції впливу торгівлі на міжнародну політику.

Ключові слова: американо-китайські відносини, економічна взаємозалежність, лібералізм, міжнародна торгівля.

1. Introduction

Problem statement. Ever since the first countries started to interact and international relations were born, people have been thinking about the means to maintain peace and cooperation between different entities on the international stage. The problem of wars and disputes between states has always been pivotal in political science. A long time ago the idea that international trade can lead to better mutual understanding was born. Charles Montesquieu, who was a famous politician, philosopher, historian and liberal of the 18th century, claimed that “the natural effect of commerce is to lead to peace” (as cited in “Economic Interdependence”, 2004, p. 3). The same theory is discussed by scholars nowadays. Therefore, it is important to analyse all the arguments for and against the concept of the pacifying effect of interstate trade in order to understand modern perception of the matter.

Relevance. Nowadays the world faces the unfolding of many regional conflicts which shock the global society with their bloodiness and cruelty. News about the escalation of the Israel-Palestine armed dispute has drawn the attention of politicians and activists from all over the globe as well as the Nagorno-Karabakh conflict that threatened global peace in 2023. It is also worth mentioning that the possibility of a war between the two biggest economies of the world, the USA and China, is often discussed. But above all of this, Ukraine has been fighting a devastating full-scale war with Russia for almost two years already. All these horrifying things have been happening in the era of globalization and strong interconnectedness when peace seemed to be inevitable. Taking into consideration all this tension on the international stage there is no doubt that we should look more deeply into the concept of international commerce as a possible way to establish peace.

The research objective is to examine the liberal view on international trade and economic interdependence, to analyse the role of international commerce in relations between the USA and China, to identify how the theory of the pacifying effect of international trade can be improved.

The object of the study is the correlation between international trade and international relations. The subject of the study is trade and interstate disputes between the USA and China.

The following tasks are set to achieve the purpose:

1. To look over the modern idea of international trade.
2. To describe the theory of economic interdependence.
3. To represent the liberal view on economic interdependence.
4. To analyse the role of international trade in China-United States relations.
5. To identify critics and other perspectives on the impact of trade on international relations.

The study of the impact of international trade on international relations is addressed in the works of such scientists as K. Barbieri (1996), D. C. Copeland (1996), H. Dorussen (2006), E. D. Mansfield and B. M. Pollins (2004), J. R. Oneal and B. M. Russett (2001) and other leading scholars. Despite the significant achievements of scientists, there are issues that require detailed analysis.

In this article, we use such scientific methods as analysis, synthesis, comparison and content analysis.

2. What is international trade nowadays

First of all, it is necessary to understand what international trade is in the modern world.

International trade is the purchase and sale of goods and services by companies in different countries (Heakal, n.d.). International trade is a leading method of economic interaction between international entities and it is an example of economic linkage between countries. The question is: does that linkage really ease the political tension on the international stage? To answer this question it is worth looking deeper into the theory of Economic Interdependence.

3. The theory of economic interdependence

In the field of international relations, “economic interdependence” can be defined in two ways: First, “a group of countries is considered interdependent if economic conditions in one country are contingent on those found in the other”. Second, “countries are considered interdependent if it would be costly for them to rupture or forego their relationship” (“Economic Interdependence”, 2004, p. 11). There are many different ways how countries merge their economies but the main forms of economic interdependence are:

- Monetary independence. It can be briefly described as a connection between currency rates in different countries.
- Capital interdependence. It involves the flow of capital across borders, encompassing various forms of financial assets, investments, and capital markets.
- Trade interdependence. It is measured by the volume of trade between the states. It is the main form of economic interdependence which plays a major role in determining the development and flow of inter-state relations (Tanious, 2019).

4. Liberal view on the economic interdependence

Considering the notion of economic interdependence, the Liberal theory in international relations contends that the probability of war diminishes as economic interdependence rises. This happens because the benefits of engaging in trade become more appealing than opting for aggression. Interdependent states would rather trade than invade (Copeland, 1996). Liberals believe that economic relations between nations lead to peace, with liberals pointing to three important points (Kastner, 2006):

- The costs of waging a war against a state’s economic partner are very high because if you are fighting with your trade partner, you will eventually experience a negative effect on your own economy.
- Economic ties change states’ preferences. When economic ties between two states become stronger, economic interests become more important than other national interests such as military buildup.

– Strong economic ties make non-military threats such as economic sanctions credible. That is why in case of a conflict states will turn to economic sanctions rather than military force.

5. US-China relations as an example in favour of the theory

When there is a need to examine the impact of international trade on the likelihood of a war, the relations between USA and China are often taken as an example. Since these two countries represent the biggest economies of the world and are each other's most important trade partners, the politicians of both nations take into consideration economic factors when they make any moves on the international stage. Steven Pinker, who is a modern American-Canadian scientist, once said: "Though the relationship between America and China is far from warm, we are unlikely to declare war on them or vice versa. Morality aside, they make too much of our stuff and we owe them too much money" (as cited in "Violence Vanquished", n.d.).

One of the most profound studies about the influence of bilateral trade on US-China relations was presented in a book called 'Triangulating Peace' (Oneal & Russett), first published in 2001. In this study, two American scientists, Bruce Russett and John R. Oneal, analyzed disputes between China and the USA over Taiwan and other reasons taking into consideration that active trade between these states started in 1979 when the two states reestablished diplomatic relations (in January 1979), signed a bilateral trade agreement (July 1979) and provided mutual MFN treatment beginning in 1980. The researchers scrutinized two temporal epochs. The initial phase spanned from the conclusion of World War II until the late 1970s, during which the nations in question exhibited a diminished level of reciprocal trade. The subsequent temporal interval, extending from the late 1970s to 2001, witnessed a substantial augmentation in trade between the United States and China. Oneal and Russett tested three independent variables (2001) against the dependent variable conflict. They found that independently all these factors reduce conflict (Oneal & Russett, 2001). What is more, it was determined that since the US and China started to trade more in the 70s the potential for conflict decreased by 27 per cent compared to when the states had almost no trade. Calculating the impact of all three variables, Oneal and Russett believe that the potential for conflict has been reduced by 58 per cent for the dyad (Oneal & Russett, 2001).

It is worth mentioning that not only have the political relations between the United States and China ameliorated, but also in the perception of the average American citizen, China is currently regarded more as a partner than as an adversary. According to a survey conducted by the Chicago Council on Global Affairs in 2014, a minority of Americans perceive China as a

significant threat, in stark contrast to the majority opinion in the mid-1990s (“Foreign Policy in the Age”, 2014).

6. Critics and other perspectives on the impact of trade on international relations

However, there are scholars who do not agree with the fact that international trade decreases the chances of war. Such a point of view is backed up by some solid arguments:

- Firstly, there are many historical examples of trade between warring states carrying on during wartime, including strategic goods that directly affect the ability of the enemy to carry out the war. Even during WW2, there were numerous examples of American firms continuing to trade strategic goods with Nazi Germany (Einstein, 2017).

- Another argument could be the historical context of colonialism and imperialism which demonstrates how military force has been employed alongside trade strategies to establish and perpetuate unequal economic relations. Consequently, the growth of trade may not necessarily foster peace, but rather lead to heightened interstate conflicts as powerful nations vie for dominance in markets and resources within less affluent countries (Barbieri, 1996).

Another way to look at the issue of international trade is to acknowledge its pacifying effect while highlighting some important variables which must be considered.

The first variable is asymmetry of trade and relative levels of economic dependence. When there is asymmetry in the trade, the state which gains more profit from the trade is more encouraged to maintain peace, while the state which gains less profit from the trade may choose force as more rational choice (realistic approach) (Einstein, 2017).

The second variable – what is being traded. A study by Dorussen (2006) suggests that the pacifying effect of trade is less evident if the trade consists of raw materials and agriculture but stronger if the trade consists of manufactured goods.

The third variable – trade expectations. When expectations for trade are positive, leaders expect to realize the benefits of trade into the future and therefore have less reason for war now; trade will indeed "constrain." If, however, leaders are pessimistic about future trade, then the negative expected value of peace may make war the rational strategic choice (trade expectations theory) (Copeland, 1996).

7. Conclusions

International trade as a major indicator of economic interdependence between states undoubtedly has an impact on international relations. However, there are different views on how much trade contributes to peace and whether it contributes at all. While liberals see trade as a

natural way to global peaceful coordination, realists warn that international trade cannot only fail to secure peace but also enhance disputes between states. To sum up, trade does seem to reduce the likelihood of conflict but should not be seen as the only one deterministic factor as other variables also have a large effect. For trade in order to enhance peace, it must meet the following requirements: be equally beneficial to both parties; include manufactured goods rather than raw materials; promise efficiency in long-term perspective.

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INTERNATIONAL LEGAL REGULATION OF MARINE ENVIRONMENT PROTECTION

K. O. Malysenko,

M. V. Karpusenko (language supervisor)

V.N. Karazin National University, Kharkiv

Malysenko K. O., Karpusenko M. V. International legal regulation of marine environment protection. The article studies the legal regulation governing the protection of the marine environment. The primary objective is to examine international conventions and agreements ratified by states, delineating their obligations in the context of marine environment protection. The study highlights the norms and standards articulated in these agreements, emphasizing their role in assisting states in effectively safeguarding the marine environment.

Key words: convention, legal regulation, marine environment, maritime protection.

Малишенко К. О., Карпусенко М. В. Міжнародно-правове регулювання захисту морського середовища. Стаття присвячена дослідженню правового регулювання захисту морського середовища. Основною метою дослідження є розгляд міжнародних конвенцій та угод, ратифікованих державами, які окреслюють їхні зобов'язання в контексті захисту морського середовища. Дослідження висвітлює норми та стандарти, сформульовані в цих угодах, підкреслюючи їхню роль у допомозі державам ефективно захищати морське середовище.

Ключові слова: захист морського середовища, конвенція, морське середовище, правове регулювання.

1. Introduction

Today, the development of industry, transportation, energy, and agricultural industrialization has led to environmental challenges, including global warming, air pollution, soil degradation, and issues concerning water resources. The quality of water is a crucial factor that determines its usability across various human activities. Industrial enterprises, agriculture, and other sectors release emissions into water bodies daily, diminishing the availability of high-quality water. This can have adverse effects on the future lives and health of people. Therefore, there is a need to establish effective mechanisms for international legal regulation to protect the marine environment, which highlights the relevance of this research.

The purpose of the study is to analyze the existing international legal mechanisms of marine environment protection.

The object of the study is the legal regulation for the protection of the marine environment.

The subject of the study is international conventions and agreements that are ratified by states, which dictate their obligations in the realm of marine environment protection. The study highlights the norms and standards outlined in these agreements that aid states in safeguarding the marine environment.

2. International recognition of marine pollutants and legal measures for sea protection

According to the natural characteristics, the concept of water includes all types of water that are part of the natural links of the water cycle, namely surface, groundwater, inland sea waters and the territorial sea (Дідик, 2007). Due to globalization, it has become possible to access and use the resources of the oceans and seas, and this has become a driving force behind the development of the law of the sea. During repeated international conferences, such as the Hague Conference and the UN Conference, the first steps were taken towards codifying the generally recognized principles and rules of international law. At the very first UN Conference on the Law of the Sea, four conventions were adopted:

- On the High Seas;
- On the Continental Shelf;
- On the Territorial Sea and Contiguous Zone;
- On Fishing and Conservation of Living Resources of the High Seas.

In April 1982, a UN conference adopted the United Nations Convention on the Law of the Sea, which is the first comprehensive document in history to underpin the current general and environmental international legal order in the oceans. The Convention, which is called the Charter of the Seas, entered into force in November 1994 and was subsequently ratified by Ukraine on June 03, 1999 (Мягченко, 2010).

Paragraph 4 of Article 1 of the 1982 UN Convention on the Law of the Sea defines the concept of marine pollution as “the introduction by man, directly or indirectly, of substances or energy into the marine environment, including estuaries, which results or is likely to result in such deleterious effects as harm to living resources and marine life, hazards to human health, hindrance to marine activities, including fishing and other legitimate uses of the sea, impairment of quality for use of sea water and reduction of amenities” (“Конвенція Організації Об’єднаних Націй з морського права”, n.d.).

Harmful substances polluting the oceans are divided into:

- substances of natural origin (contained in the soils that make up the banks of rivers and seas, and in the depths of the Earth's crust)

- produced as a result of human activity (these include wastes of organic or inorganic origin contained in wastewater from industrial enterprises of large cities and water transport).

The principal provision in this regard is contained in Article 192, which requires all states to protect and preserve the marine environment. In particular, it is stipulated that states must take the necessary measures to ensure that activities carried out under their jurisdiction or control do not cause damage to other states and their marine environment and that pollution does not spread beyond the areas where the respective states exercise their sovereign rights (Малишко, 2001).

Ways of entering the oceans can also be natural (erosion of the seashores, volcanic activity on the ocean floor, river runoff, precipitation) and caused by human activity (wastewater systems, devices for extracting minerals from the seabed, etc.). The energy that pollutes the marine environment, mainly thermal energy, is contained in the cooling waters of thermal and nuclear power plants, both onshore and offshore (Балобанов & Допілка, 2017).

A study of the North Sea showed that about 65% of the pollutants found there were brought by rivers. Another 25% of the pollutants came from the atmosphere (including 7000 tons of lead from car exhaust), 10% from direct discharges (mainly wastewater), and the rest from stormwater and waste discharges from ships.

Pollution of the marine environment can be accidental (as a result of an accident or unforeseen circumstances) or chronic (due to long-term pollution of the water area by wastewater, albeit with a low level of harmful substances, but in large quantities). The latter is especially dangerous in the case of pollutant intake in excess of the self-purifying capacity of the water body, usually in water areas with low water exchange (Балобанов & Допілка, 2017).

As a result of summarizing studies conducted by various countries under the guidance of the International Maritime Organization, it was decided that the main types of pollutants entering the marine environment include oil and oil products, radioactive substances, toxic liquid substances, sewage and garbage.

The international legal framework recognizes that environmental protection measures should apply to all sources of marine pollution and all areas of the world's oceans.

Their purpose is to reduce as much as possible:

- emissions of toxic, harmful or poisonous substances from land-based sources, from or through the atmosphere, through disposal;
- marine pollution from ships;
- pollution from installations or structures used for exploration and development of natural resources of the seabed and its subsoil.

A number of the Convention's provisions are aimed at protecting and preserving rare and sensitive ecosystems, as well as the natural environment of certain species of fish and other marine organisms, whose stocks are at risk of significant decline (Гетьман, 2013).

In order to protect the marine environment from pollution and contamination, states cooperate at the global or national levels directly or through competent international organizations that develop international norms, standards, and recommendations in the relevant field. If a state becomes aware that the marine environment is in danger or has already suffered damage as a result of pollution, it must immediately notify other interested states, which are obliged to jointly develop contingency plans for incidents causing marine pollution and facilitate their implementation. States are also obliged to fulfill international obligations to protect the marine environment. In particular, they must provide compensation for damage caused by environmental pollution by individuals or legal entities under their jurisdiction (“Директива”, 2000).

The United Nations Convention on the Law of the Sea does not cancel the effect of other international legal acts on relevant issues. In the field of combating oil pollution of the marine environment, one of the first was the International Convention for the Prevention of Oil Pollution of the Sea (1954). Later it was supplemented by:

- International Convention on Intervention on the High Seas in the Case of Accidents Causing Oil Pollution (1969);
- International Convention for the Prevention of Pollution from Ships (1973);
- International Convention on Oil Pollution Preparedness and Response (1990) and some others.

These conventions set limits on the discharge of oil and oil products into the marine environment. States parties are obliged to:

- to properly equip ships with treatment plants and keep special logs of operations with oil and oil products;
- to take such measures on the high seas as may be necessary to prevent, reduce or eliminate the danger of pollution or the threat of pollution of the sea by oil as a result of a marine accident or actions related to such an accident that seriously and actually threatens their preservation or related interests, which will cause harmful consequences on a large scale (Малишко, 2001).

A system of oil discharge control is also envisaged. The Mediterranean, Black, Baltic, and Red Seas, where there is intensive ship traffic and the threat of major environmental disruptions, have been declared special areas requiring enhanced protection (Дейнега & Шестопалка, 2013).

The Convention on the Prevention of Marine Pollution by Dumping of Wastes and Other Matter (1972) is also important. The Parties agreed to individually and collectively contribute to the fight against all sources of marine pollution and take measures to prevent marine pollution by dumping of wastes and other materials that may be hazardous to human health, harmful to living resources of the sea, or damage to recreational areas. The Convention completely prohibits the discharge into the sea from ships, aircraft, platforms and other artificial structures of the most hazardous wastes and other materials in accordance with the established list. These include, in particular, waste and materials with high levels of radiation. Other wastes or materials require a prior special or general permit. The conditions for the disposal of ships, aircraft, platforms and other artificial structures both on the high seas and within the territorial sea of individual states are also established (“Конвенція Організації Об’єднаних Націй з морського права”, n.d.).

After the adoption of the International Convention on the Law of the Sea, the following agreements were concluded:

- The Bonn Agreement on Cooperation in the Control of Oil Pollution in the North Sea and Other Harmful Substances (1983);
- Cartagena Convention for the Protection and Development of the Marine Environment of the Caribbean Sea Region (1983);
- Convention for the Protection, Rational Use and Development of the Marine and Coastal Environment in the East African Region (Nairobi, 1985);
- Nouméa Convention for the Conservation of Natural Resources and the Environment of the South Pacific Region (1986);
- The Helsinki Convention for the Protection of the Marine Environment of the Baltic Sea Region (new edition, 1992), etc.

The main international documents in the field of maritime law are aimed at: ensuring the preservation and protection of the marine environment from pollution and, as a result, ensuring the quality of water resources and improving their condition.

3. Conclusions

Therefore, safeguarding the marine environment from pollution and contamination necessitates global or national cooperation among states. This collaboration can take place directly or through competent international organizations responsible for developing norms, standards, and recommendations in the relevant field. When a state becomes aware of potential danger or actual damage to the marine environment due to pollution, it is obligated to promptly inform other concerned states. These states must then collaborate to formulate contingency plans for managing

incidents of marine pollution and ensure their effective implementation. States are also bound by international obligations to protect the marine environment, and they have ratified various international conventions with the goal of preserving and safeguarding the oceans from pollution.

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THE CONCEPT OF SPORTS TOURISM IN UKRAINE AND ABROAD

E. S. Manina,

V.V Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Manina E. S., Ilchenko V. V. The concept of sports tourism in Ukraine and abroad. The article examines the theoretical foundations of sports tourism, problems and prospects of its development. Sports tourism is developing rapidly in the modern world and is becoming increasingly important for the economies of countries. The classification of sports tourism is also considered. Special attention is paid to the benefits of sports tourism for countries and tourists. The article briefly reveals the essence of sports tourism and analyzes the current state of this type of tourism.

Keywords: classification, concept, economies, sports tourism, tourism.

Маніна Є.С., Ільченко В. В. Концепція спортивного туризму в Україні та закордоном. У статті розглядаються теоретичні основи спортивного туризму, проблеми та перспективи його розвитку. Спортивний туризм стрімко розвивається в сучасному світі і набуває все більшого значення для економіки країн. Також розглянуто класифікацію спортивного туризму. Особливу увагу приділено перевагам спортивного туризму для країн і туристів. У статті коротко розкрито сутність спортивного туризму та проаналізовано сучасний стан цього виду туризму.

Ключові слова: економіка, класифікація, концепція, спортивний туризм, туризм.

1. Introduction

The subject of the article is the sports tourism industry, and the object is the development of sports tourism, problems and prospects. The purpose of the study is definition and evaluation of sports tourism, identification of problems and prospects for further development of this industry. To achieve this, the following tasks were set: to consider the basic concepts of the sports tourism industry; to determine the place of sports tourism in the classification of tourism; to characterize the main types of sports tourism; to consider the legal framework for the development of sports tourism in Ukraine; to analyze the foreign experience of sports tourism.

The relevance of the article is due to the fact that understanding the theoretical foundations of sports tourism allows us to understand the stages of its formation as well as the methods of its development and involvement in the country's economy. Sports tourism is being popularized all over the world and is fast becoming one of the top tourism destinations in different countries. The development of this type of tourism directly depends on nature. For example, the picturesque mountain ranges of the Carpathians, an incredible number of rivers, lakes and reservoirs allow us

to create more and more tourist routes of various levels of difficulty for any tourist type. The number of such routes allows for more travel and less damage to nature. The article examines the main theoretical aspects of sports tourism, classification and demand for different types of sports tourism, determines the regulatory framework of sports tourism and the most favorable ways for development.

2. General concepts of sports tourism

Sports tourism is a widespread industry around the world. Sports tourism can include a lot of entertainment and travel. For example, going to the World or European football championships is the same sports tourism as, for example, hiking in the mountains. This term dates back to 776 BC, when the first Olympic Games were held. It can be said that these games were the first mention of sports tourism and have a more approximate meaning to the modern one. In order to understand all aspects of the concept of “sports tourism” in more detail, it is necessary to analyze and compare the definitions of this concept by different authors.

Table 1

Definition of sports tourism	
Author	Definition
М. П. Мальська, В. В. Худо і В. І. Цибух	Sports tourism is the movement of people in their leisure time to engage in sports, which has the following varieties: hiking, mountain, water (rafting, kayaking, canoeing), skiing, cycling, automobile, and others.
Т. Г. Сокол	Sports tourism is tourism that combines travel to participate in sporting events as a spectator and fan, as well as for direct participation in sports.
Standeven J., de Knop P.	Sports tourism is a type of tourism that covers all forms of active or passive participation in casual or organized sports activities for non-commercial or commercial reasons, which is included in a trip outside the place of residence or work.
Higham J.	Sports tourism is tourism related to sports activities, where sport is recognized as a significant tourist activity or primary or secondary purpose of travel.

Source: compiled by the authors, using materials from: Мальська М., Худо В., Цибух В.

Основи туристичного бізнесу. Київ, 2004. 272 с. and Сокол Т. Основи туристичної діяльності.

Київ, 2006. 264 с.

It can be noted that each definition states that this type of tourism is related to sports, but each of the scientists and researchers has a different attitude to the place of “sport” in sports tourism. The concept of “sports tourism” is most clearly revealed in the definition by J. Standeven and P. de Knop (1999).

3. Classification and international experience

Tourism classification is an important step in generating demand and eliminating problems in the development of sports tourism. Currently, there are many different methods of classifying tourism. This is because the concept of “tourism” is ambiguous. According to the Law of Ukraine “On Tourism”, tourism is classified according to its organizational form and type.

Tourism is classified according to the age of visitors, such as children, youth, families, the elderly, and the disabled. In this case, these groups go on a trip for different purposes. For example, children’s tourism focuses on culture, education, and recreation. Young people are more likely to travel to attend sports or cultural events. Religious, cultural, educational and sporting events are the main elements of family tourism (Fig. 1.)

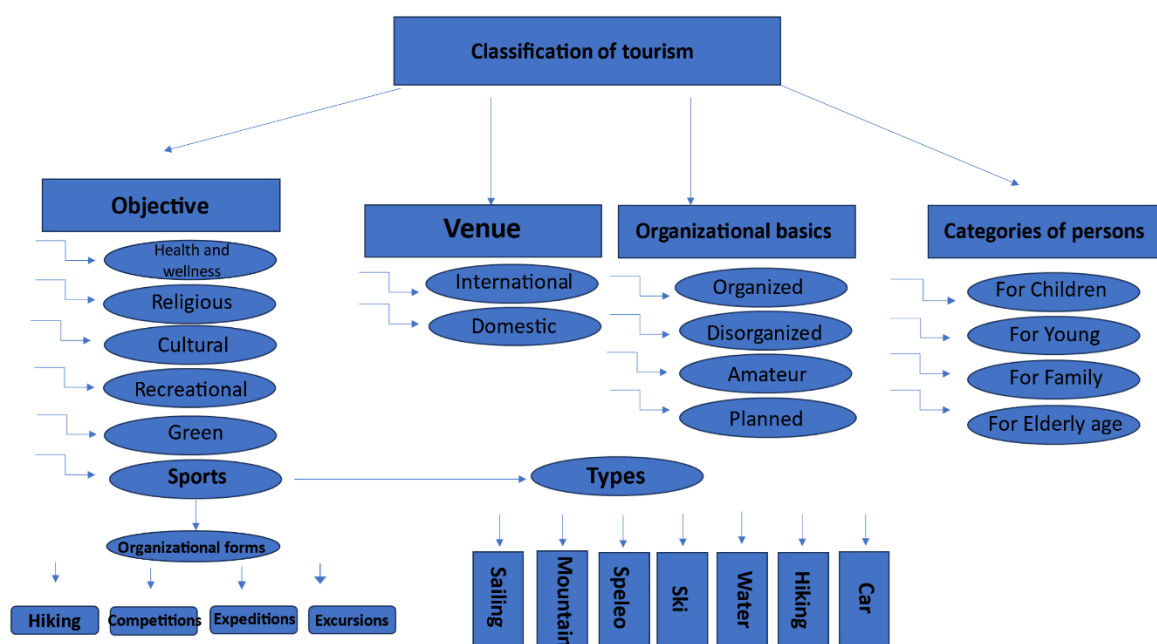


Fig. 1. Classification of tourism

Source: compiled by the authors based on “Закон України «Про туризм»”.

Taking into account the foreign experience, we can give examples of the development of some of the types of sports tourism mentioned earlier. Often, to increase the demand for sports tourism, they are mixed with other types, such as festival and event tourism. For example, sailing

festivals include competitions or races on boats, which are types of water, sailing and extreme tourism. On the other hand, participation in events is the main form of festival tourism for guests, visitors and spectators of festivals. In this case, festivals and sailing tourism are perfectly combined.

According to recent research, by 2024, the number of tourists attending events may exceed the number of tourists attending excursions and account for more than 41 percent of total demand for diverse tours. One of the most famous such events is Kieler Woche, which takes place in the northern part of Germany, or the SAIL Amsterdam sailing festival.

In addition, the development of sports tourism should take into account not only the mixing of different types of tourism, but also the construction of infrastructure in cities for sports tourism. For example, in Ireland in 2007, the Irish Cycling Tourism Development Strategy was adopted. As part of this strategy, a plan was created to develop cycling tourism infrastructure. The main focus was on creating attractive and safe cycling routes, high-quality bicycle rental and repair facilities, and creating conditions for safe use of ferries, airplanes, and trains by cyclists.

Another good example of sports tourism development is the Carpathian Mountains, which are a center of mountain and ski tourism. This destination is in great demand among both Ukrainians and foreign tourists.

Also, countries that organize such events should keep in mind the legislative part of organizing sports tourism. Each country has its own laws and regulations for organizing such events. Considering the case of Ukraine, the regulatory framework includes: The Constitution of Ukraine, the Civil Code of Ukraine, the Commercial Code of Ukraine, the Law of Ukraine "On Enterprises in Ukraine" of 27.03.1991 No. 887, the Law of Ukraine "On Business Associations" of 19.09.1991 No. 1576, the Law of Ukraine "On the Legal Status of Foreigners" of 04.02.1994 No. 3929-XII, the Law of Ukraine "On Tourism" of 15.09.1995 No. 324/95-BP, Law of Ukraine "On licensing of certain types of economic activity" of 01.06.2000 No. 1775-IP, Resolution of the Cabinet of Ministers of Ukraine "On the Rules of entry of foreigners to Ukraine, their departure from Ukraine and transit through its territory" of 29.12.1995 No. 1074, Resolution of the Cabinet of Ministers of Ukraine "On the Program of tourism development" of 28.06.1997 No. 702, Resolution of the Cabinet of Ministers of Ukraine "On Approval of the List of Licensing Authorities" of 14.11.2000 No. 1698, Resolution of the Cabinet of Ministers of Ukraine "On the Validity Period of Licenses for Certain Types of Economic Activity, Amounts and Procedure for Payment of Fees for its Issuance" of 29.11.2000 No. 1755, Program for Protection of Tourism. No. 1755, Program for ensuring the protection and safety of tourists /

Approved by the Resolution of the Board of the State Committee of Ukraine for Tourism of 08.10.1996 No. 96/5, Rules for mandatory certification of food services / Approved by the Order of the State Standard of Ukraine of 27.01.1999 No. 37, Rules for mandatory certification of hotel services / Approved by the Order of the State Standard of Ukraine of 27.01.1999 No. 37 (Пуцентейло, 2007, pp. 49-50).

The regulatory framework for sports tourism also includes documents and resolutions on competitions, classification of hikes, etc.

4. Conclusions

The article analyzes the theoretical foundations of the organization of sports tourism, examples and rules of development, as well as the laws necessary for the approval of such an organization. Sports tourism is a type of tourism that is gaining popularity every day. First of all, sports tourism has been in demand until now, but the problem was that there was no state statistics on such types of tourism. The classification of tourism and the right choice of activities are also important. The types of sports tourism include: hiking, water, skiing, cycling, extreme, skiing, car, motorcycle, sailing, and caving. Thus, the main stages in the formation of sports activities are their classification, organization, and entry into state registers for further use in statistics.

There are promising *analysis perspectives* on sports tourism. The demand for this type of tourism is growing every day, as tourists have begun to look for new ways to explore the world, so the number of booked sports tours has outnumbered, for example, sightseeing tours. Innovative solutions for organizing infrastructure for sports tourism contribute to the development of this industry. Special programs are being created to finance innovative ideas to make sports tourism more attractive to the country.

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POSTWAR RELATIONS BETWEEN JAPAN AND THE UNITED STATES AFTER THE WORLD WAR II: DEVELOPMENT AND IMPACT ON REGIONAL STABILITY

O. A. Manko,

N. O. Marchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Marchenko N. O., Manko O. A. Postwar relations between Japan and the United States after the World War II: development and impact on regional stability. The article is devoted to the analysis the relationship between Japan and the United States of America, focusing on the development and mutual influence of these countries in the postwar period. Particular attention is paid to important events, variables and changes in the relationship, as well as their impact on stability in the region. The U.S.-Japan strategic alliance and common interests have changed the dynamics of geopolitics and regional security, and have contributed to the recovery of the Japanese economy.

Keywords: Japan, post-war relations, regional stability, strategic partnership, the United States of America.

Марченко Н. О., Манько О. А. Поствоєнні відносини між Японією та США після Другої світової війни: розвиток і вплив на регіональну стабільність. Стаття присвячена аналізу відносини між Японією та Сполученими Штатами Америки зосереджуючись на розвитку та взаємовпливі цих країн у післявоєнний період. Особлива увага приділяється важливим подіям, змінним факторам і змінам у відносинах, а також їх впливу на стабільність у регіоні. Американсько-японський стратегічний альянс і спільні інтереси змінили динаміку геополітики і регіональної безпеки, а також сприяли відновленню японської економіки.

Ключові слова: поствоєнні відносини, регіональна стабільність, Сполучені Штати Америки, стратегічне партнерство, Японія.

1. Introduction.

The object of this study revolves around the post-World War II relationship between Japan and the United States. The subject of the study is to delve into the development and impact of postwar Japan-U.S. relations, with a particular emphasis on their influence on regional stability. The purpose of the study is to explore key aspects such as the remarkable transformation of the Japan-U.S. relationship from adversaries to allies, the economic prowess demonstrated by Japan in the postwar period, and the evolving dynamics of the U.S.-Japan alliance in the 21st century. To

achieve this, there is a need for a comprehensive analysis of relations between Japan and the United States to predict its consequences.

2. From enemies to allies: the unlikely transformation of a relationship

The story of the US-Japan relationship begins with tensions, fueled by competing economic interests in Asia and Japan's expansionist ambitions. The attack on Pearl Harbor in 1941 plunged the two nations into the brutal Pacific War, a conflict marked by immense human cost and deep scars on both sides.

Following Japan's defeat, the US occupation sought to demilitarize, democratize, and rebuild the nation. Led by General Douglas MacArthur, the occupation instituted constitutional reforms, dismantled the Zaibatsu industrial conglomerates, and fostered economic recovery.

American pragmatism, recognizing the potential of a stable Japan, played a crucial role in this transformation.

The rise of the Cold War shifted the geopolitical landscape. The need to contain communism in Asia made a Japan-US alliance strategically paramount. Japan's remarkable economic resurgence, driven by factors like skilled labor, technological advancements, and US-backed trade policies, furthered the partnership (Shingo, 2016, pp. 103–112).

The 1951 San Francisco Treaty formally ended the occupation and established the US-Japan Security Treaty, a cornerstone of regional security. Despite this close alliance, challenges remain. Trade disputes, friction over US military bases in Japan, and regional security concerns, particularly regarding China's rise, complicate the relationship.

Trade frictions, concerns about US military bases, and anxieties regarding China's rise highlight the need for constant dialogue and adjustments.

3. Economic powerhouse: Japan's post-war miracle and its intertwined history with the US

Japan's post-war economic miracle, a period of rapid growth from the 1950s to the 1980s, remains a fascinating case study in economic development. This growth, however, was not solely an internal phenomenon. It was deeply intertwined with American support and trade policies, creating a unique historical and economic partnership.

Factors fueling the miracle:

1. US occupation reforms: following WWII, the US occupation implemented sweeping economic reforms aimed at democratizing and rebuilding Japan. These policies included land redistribution, dismantling of Zaibatsu (powerful industrial conglomerates), and encouraging

the formation of labor unions. This situation the groundwork for a more competitive and efficient market economy.

2. Technology transfer: the US actively transferred technology and know-how to Japan, particularly in areas like shipbuilding, steel production, and electronics. This access to advanced technologies propelled Japanese industries forward, allowing them to compete in global markets.

3. Market access: the US provided Japan with preferential access to its large and wealthy consumer market. This guaranteed outlet for Japanese goods further incentivized production and export-oriented strategies (Ota, 2021, p.118)

The combination of domestic reforms, technology transfer, and market access led to the rapid development of key Japanese industries like automobiles, electronics, and shipbuilding. These industries became major drivers of the Japanese economy and established Japan as a global export powerhouse.

Japan adopted a strong export-oriented strategy, enhanced by its competitive industries and access to the US market. This strategy generated significant economic growth but also led to trade imbalances and friction with its trading partners.

While the US remains a significant trading partner, the trade balance between the two countries has become a point of contention. The US has a large trade deficit with Japan, which has led to calls for increased market access and reduced trade barriers.

The two countries are fierce competitors in key sectors like automobiles, technology, and finance. This competition can be beneficial in terms of innovation and efficiency, but it can also lead to trade tensions and protectionist policies.

The rise of China as a major economic power has added a new dimension to the US-Japan relationship. Both countries are concerned about China's growing influence in the region and are working to strengthen their economic and security ties.

4. Security in the pacific: the US-Japan alliance in the 21st century

The US-Japan alliance, which has been a pillar of stability in the Asia-Pacific region for many years, must now contend with a dynamic and quickly changing security environment. This landscape is distinguished by a few essential components:

- The rise of China: China's economic and military expansion has become a primary concern for both the US and Japan. Territorial disputes in the East and South China Seas, China's assertive behavior towards Taiwan, and its growing military capabilities are sources of tension and potential conflict.

- North Korea's nuclear program: the continued development of North Korea's nuclear and ballistic missile programs poses a direct threat to Japan and South Korea. The unpredictable nature of the regime and its willingness to test ballistic missiles over Japan further complicate the situation.
- Territorial disputes: numerous territorial disputes across the region, including Senkaku/Diaoyu Islands, Dokdo/Liancourt Rocks, and the Spratly Islands, create potential flashpoints for conflict and fuel nationalist sentiments (Khan, Arsh, & Safdar, 2021, pp. 109-120). The US-Japan alliance's ability to change with the security environment will determine how long it lasts. The alliance can continue to play a crucial role in maintaining security and prosperity in the Asia-Pacific area by tackling issues like burden-sharing, cyber threats, and regional flashpoints. At the same time, it can take advantage of chances for increased collaboration, expanded scope, and regional leadership.

5. Conclusions

In conclusion, the US-Japan relationship has undergone a remarkable transformation, characterized by complicated geopolitical developments, economic interdependence, and shared security concerns, from rivals during World War II to strategic allies in the 21st century. Initially stemming from historical conflicts like the Pacific War and the US occupation of Japan, the tensions eventually evolved into a powerful alliance based on shared interests and practical cooperation.

The Japanese economic miracle, or post-war economic recovery in Japan, brought attention to the important role that the United States had played. Through market access, technology transfer, and occupation reforms, the U.S. aided Japan's economic expansion. Japan became a major economic force in the world thanks to this alliance, despite sporadic difficulties like trade imbalances. Regarding security, the partnership between the United States and Japan has served as a stabilizing influence in the Asia-Pacific area, tackling issues such as the ascent of China, North Korea's nuclear program, and territorial conflicts. It is imperative that the alliance adjusts to modern challenges including burden-sharing, cyber threats, and regional conflicts if it is to remain long-lasting and effective.

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AI AND JOB DISPLACEMENT: ECONOMIC PROSPECTS FOR AN AUTOMATED FUTURE

O. A. Menshova,

M. V. Karpusenko (language supervisor)

V. N. Karazin National University, Kharkiv

Menshova O. A., Karpusenko M. V. AI and job displacement: Economic prospects for an automated future. This article explores the transformative impact of Artificial Intelligence (AI) on global labor markets and economic prospects. It discusses the rapid advancements in AI technologies, the potential for job displacement, and the economic implications. The article highlights the dual nature of AI's influence, presenting both optimistic productivity forecasts and concerns about unemployment at scale. It emphasizes the need for responsible policies, reskilling initiatives, and social support to navigate the challenges posed by AI. The conclusion stresses the importance of ethical development and thoughtful governance to ensure an inclusive AI-powered economy.

Keywords: AI, automation, economic impact, job displacement, machine learning, policy, reskilling, societal implications.

Меньшова О. А., Карпусенко М. В. Штучний інтелект та загрози для робочих місць: Економічні перспективи в автоматизованому майбутньому. Стаття досліджує трансформаційний вплив Штучного інтелекту (ШІ) на глобальні ринки праці та економічні перспективи. Розглядаються швидкі досягнення у технологіях ШІ, потенційна загроза втрати робочих місць і економічні наслідки. Стаття висвітлює дуальний характер впливу ШІ, презентуючи як оптимістичні прогнози щодо продуктивності, так і обурення щодо масштабного безробіття. Автори підкреслюють необхідність відповідальної політики, програм перекваліфікації та соціальної підтримки для подолання викликів, що ставляться перед ШІ. У висновках підкреслюється важливість етичного розвитку та обдуманого управління для забезпечення інклюзивної економіки на основі ШІ.

Ключові слова: автоматизація, втрата робочих місць, економічний вплив, машинне навчання, перекваліфікація, політика, суспільні наслідки, ШІ.

1. Introduction

Artificial Intelligence (AI) stands out as one of the most transformative technologies of the 21st century. According to extensive research by the World Economic Forum ("World Economic Forum", 2020, 2022), the International Monetary Fund ("International Monetary Fund", 2024) and other leading institutions (Schwab, 2017), AI promises to revolutionize nearly every industry over

the next decade and radically reshape global labor markets. The remarkably swift pace of innovations in machine learning, neural networks, computer vision and natural language processing has set off intense debates on the future of human employment and livelihoods in the looming age of intelligent automation (Davenport & Kirby, 2015; Wilson & Daugherty, 2018).

While rapid advances like the release of chatbot ChatGPT seem magical, eliminating repetitive information work for millions at unprecedented speed, they also raise complex ethical and social questions. Will emerging technologies create more economic opportunities and jobs than they displace over time? Can policies, retraining programs and social safety nets keep pace with technological disruption across economies? How to balance productivity gains enabled by AI with concerns around equity and inclusion? The choices global societies make today in governing and directing AI progress will determine how smoothly its cascading effects permeate for citizens going forward.

2. The Current State of AI: Hype, Hope and Headaches

The state of AI technology has seen explosive growth recently thanks to leaps in computing power, the availability of large annotated datasets for training models, and progress in machine learning algorithms. Chatbot ChatGPT became an overnight sensation in late 2022, showcasing new benchmarks in conversational ability, creativity and task flexibility (“Conversations with Claude”, 2024) that captured business interest and funding worldwide.

Behind high-profile experimental showpieces lies tremendous acceleration of investment in artificial intelligence over the past decade - global AI startup funding hit \$93.5 billion in 2021 alone (Muro M., Maxim R., & Whiton, 2021). Both corporations and governments are racing to capitalize on the promise of generative AI models and scale their benefits across operations. Frontier applications like autonomous vehicles, precision medicine, automated content generation, and hyper-personalized recommendations seem limited only by computing constraints as companies jostle for competitive advantage (“Bank of America Report”, 2022).

Bullish estimates point to staggering near-term productivity potential if artificial intelligence continues rapid deployment at scale. Gartner research predicts that by 2030, 60% of global companies across sectors could be using some form of AI within their systems and processes, resulting in total economic impact exceeding \$15.7 trillion per year (Columbus, 2020). Separate economic models by PwC point to AI contributing over \$15 trillion additionally to global GDP by 2030 (Purdy & Daugherty, 2017).

However, there are significant caveats alongside the hype. One pressing concern around advanced AI applications is that cutting-edge talent still remains scarce relative to demand, with

under 1 million qualified practitioners worldwide but over 20 million needed by 2030 (“World Economic Forum”, 2023). Developing, maintaining and updating sophisticated machine learning systems requires highly specialized engineering skills alongside softer creative abilities not easily replicable by machines themselves (Davenport & Kirby, 2015). Addressing the shortage of talent to equitably build and deploy AI is a key challenge for global policymakers in the coming decade.

3. The Downsides: Job Automation and Economic Prejudice

However, juxtaposed against the sunny productivity forecasts lies the cold reality of technological unemployment at scale. Emerging generative AI tools display the ability to rapidly synthesize high-quality textual content (OpenAI Blog “ChatGPT: Optimizing language models for dialogue”), analyze complex datasets (“McKinsey Report”, 2023), optimize business workflows (Harvard Business Review, 2022) and even generate novel images, video and audio from scratch (“Scientific American”, 2022) – potentially automating entire categories of human effort rather than solely augmenting them (Kaplan & Haenlein, 2020).

Over 50 percent of global companies intend to adopt some form of AI by 2024, disrupting jobs far quicker than displaced workers can develop new skills (“McKinsey & Company”, n.d.). Alarmist projections state that over 300 million jobs around the world stand to change radically or face partial-to-full automation from advancing AI capabilities by 2030 (“World Economic Forum”, 2023). Such forecasts warrant attention - jobs most susceptible face over 50 percent likelihood of being severely impacted. While select technical roles like software developers and AI engineers surge in demand (LinkedIn Emerging Jobs Report), scores of repetitive entry-level jobs involving data processing, financial analysis, content creation and customer support face decline in the long term (“Forrester Research Report”, 2022).

Beyond employment, algorithmic prejudice poses another concern if generative AI is deployed injudiciously across industries and the public sector. Social biases around race, gender, culture and ethnicity implicit in the training data or design choices of machine learning models could propagate unfair and discriminatory outcomes at scale (Agrawal, Gans, & Goldfarb, 2018). In the absence of thoughtful controls, AI risks exacerbating historical prejudice and widens existing gulfs in economic access and opportunity (“Executive Office of the President”, 2016).

4. Global Economic Prospects

Despite widespread concerns on technological unemployment, artificial intelligence continues catalyzing business growth mostly unforeseen at scale a mere decade earlier. Increased enterprise technology spending is already filtering through as modest net positive macroeconomic

impact, creating opportunities not yet fully quantified. Recent economic indicators from some of the world's leading economies bear promising signals of emerging possibilities.

In the United States for instance, PwC analysis suggests that AI's total contribution to GDP may reach \$15.7 trillion by 2030, implying over a full percentage point added to annual GDP growth. McKinsey research reveals AI could potentially double economic growth rates across industries within limited transition time if adoption barriers can be addressed. Separate empirical studies on workplace augmentation show AI boosting U.S. productivity by nearly 30 to 50 percentage points in key sectors like healthcare, agriculture, consumer goods, financial services and entertainment once fully deployed.

India, largely viewed as an emerging software engineering and AI talent hub fueling global progress, forecasts that prudent domestic uptake of AI could render nearly \$1 trillion added to its economy by 2035. The European Union projects a €20 trillion cumulative economic impact for the bloc through robust AI adoption by 2030, with human-machine collaboration and intelligent automation expected to eliminate routine tasks and boost research and creativity. Across global markets, enterprise surveys reveal that over 75 percent companies now view AI primarily as enabling new functional capabilities, revenue streams and business models rather than merely reducing costs in siloed processes.

5. Preparing for the Future: Reskilling and Social Support

While long-range market forecasts appear overwhelmingly positive, they crucially depend on workers having access to new opportunities. This necessitates urgent public-private investment in reskilling, retraining and portable social safety net programs before citizens can capitalize on AI-driven growth. Frontier use cases around computer vision, natural language processing, decision intelligence and robotic process automation continue disrupting jobs far quicker than labor pools can reskill.

Targeted reskilling initiatives must focus on augmenting uniquely human skills like situational judgement, cultural understanding, abstraction, creativity and complex communications rather than competed directly against machines. Governments and corporations need coordinated investment to expand access to computational skills training for workers displaced from traditional roles.

Educational institutes also warrant closer integration with industry through micro-certifications and vocational programs to nurture job-ready talent at scale across domains like data engineering, UI/UX design, business analytics and product management. Workforce training funds

can subsidize transitional income support and new skilling costs for professionals vulnerable to technological unemployment over the next decade.

For developing countries lacking resources for large transitional programs, policy experts propose exploring temporary basic income schemes and portable benefits decoupled from formal long-term employment to support informal gig workers. Wealthier countries like Germany, France, Canada and New Zealand have national AI task forces dedicated to upholding labor protections, monitoring job automation impacts and inclusive AI design. Global coordination between governments, enterprises and educational groups becomes vital to match the velocity of AI progress through the turbulence of transformation.

6. Key Takeaways

In conclusion, while not every dystopian outcome predicted in AI's rise may eventually emerge, prudent policy and responsible development remain vital to an equitable economic transition. Monitoring distributional impacts on jobs and skills, incentivizing human-centric enterprise adoption, supporting worker retraining on significant scale and coordinating multilateral governance will prove crucial as AI reshapes industries.

If cultivated responsibly and ethically alongside people, artificial intelligence holds phenomenal capacity to uplift global productivity, efficiency and living standards immeasurably beyond anything in history. But the exact contours of its augmentation versus automation tradeoff are still unclear. Policymakers cannot ignore short and mid-term employment displacement risks in favor of long range or speculative forecasts. Thoughtful public stewardship alongside corporate accountability will shape if AI equitably empowers the many rather than potentially privileging the few beyond precedent. Technological progress often seems inexorable but its direction and outcomes respond profoundly to social choices. Deliberate policy and innovation priorities now can nurture an inclusive AI-powered economy that elevates all of humanity.

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THEORETICAL FOUNDATIONS OF BUSINESS PLANNING FOR TOURISM ENTERPRISES

K. Y. Mikulina,

V.V Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Mikulina K. Y., Ilchenko V. V. Theoretical foundations of business planning for tourism enterprises. The article analyzes the theoretical foundations of business planning for tourism enterprises. Starting a new business is a complex process that requires careful preparation and detailed preliminary planning. A business plan is one of the most common tools that helps an entrepreneur to effectively organize work and attract investments. This article describes the essence of the entrepreneurial idea, methods and means of its implementation. This article analyzes and summarizes information about business plans and identifies the most universal approach to their creation.

Keywords: business planning, entrepreneur, entrepreneurial idea, implementation, tourism enterprise.

Мікуліна К. Ю., Ільченко В. В. Теоретичні основи бізнес-планування туристичних підприємств. У статті надається аналіз теоретичних основ бізнес-планування для туристичних підприємств. Заснування нового підприємства є складним процесом і він вимагає ретельної підготовки та детального попереднього проектування. Одним з найбільш розповсюджених інструментів, що допомагає підприємцю ефективно організувати роботу та привабити інвесторів є бізнес-план. Цей документ описує основну суть підприємницької ідеї, методи та засоби її втілення. В цій статті проаналізовано та узагальнено інформацію про бізнес-план та виокремлено найбільш універсальний підхід до його створення.

Ключові слова: бізнес-планування, підприємець, підприємницька ідея, реалізація, туристичне підприємство.

1. Introduction

The object of the article is business planning, and the subject is the content and structure of a business plan in tourism, features of the business planning methodology and its main stages. The purpose of the study is to deepen and consolidate theoretical knowledge on business planning in the tourism industry, systematize and analyze theoretical material on this topic for further practical application. To achieve this, the following tasks were set: to collect and systematize the works of Ukrainian scholars on marketing in the tourism sector, business planning and creation of a new tourism enterprise; to define the basic concepts related to business planning, content and structure of the business plan; to analyze the methodology of creating a business plan and identify the main stages of this process.

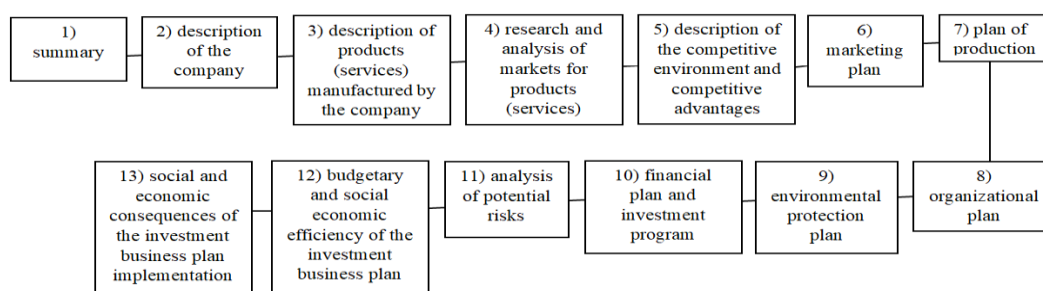
The relevance of the article is due to the fact that understanding the theoretical foundations of business planning in the context of tourism enterprises is extremely important. The article examines the main theoretical aspects of business planning and identifies the most appropriate model for the tourism business, which will help enterprises to allocate resources efficiently, reduce risks and adapt to changing market requirements, ensuring investment attraction.

2. General concepts, content and structure of a business plan in tourism

In today's tourism industry, it is important for travel companies to have both short-term and long-term planning strategies in place to ensure success. Short-term planning focuses on the current year or a couple of years, while strategic planning looks further ahead to ensure sustained success over a longer period of time. Strategic planning involves analyzing market trends and industry prospects in various tourist regions to develop long-term development strategies.

A business plan is a detailed document that outlines the main essence of an entrepreneurial idea, along with the methods and means of implementing it. It includes an analysis of the market, production, organizational, and financial aspects of the business, as well as a strategy for managing it. The business plan predicts the expected results and helps assess the project's prospects and possible risks before it is launched. Business plans are typically long-term solutions, often spanning 5, 10, or more years, and providing a scientifically sound assessment of the enterprise's activities in the market segment. It is recommended to create a business plan for a period of 3-5 years or even up to 10 years, with different levels of detail for each year. Finally, a business plan is a dynamic document that should be regularly updated (Козловський, 2006, pp. 11-12).

In order to ensure an unambiguous approach to business planning, the following structure of business plans has been proposed, which includes 13 main sections (Fig. 1).

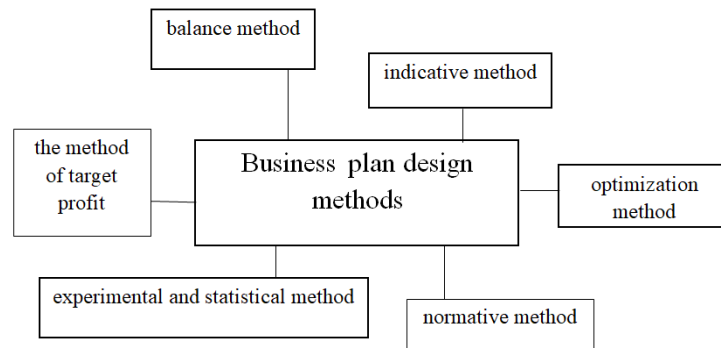


Source: composed by the authors, using materials from: Волошина, С.В. Бізнес-планування: курс лекцій для студентів ступеня «бакалавр». Кривий Ріг, 2017. 71с.

Fig. 1. Classic business plan structure

3. Methods and main stages of business planning

There are methods that include a variety of approaches to developing a business plan, providing a wide range of opportunities for analyzing and planning the company's activities (Fig. 2).



Source: composed by the authors, using materials from: Васильців Т. Г. Бізнес-планування.

Київ, 2013. 207 с.

Fig. 2. Business plan design methods

1. Optimization method is based on making calculations based on different scenarios and choosing the most optimal course of action.

2. The method of target profit focuses on determining the desired level of profit for the enterprise as a basis for planning.

3. Indicative method calculates the critical limitations of the volume of activities at which the feasibility, breakeven, minimum profitability and efficiency of resource use are achieved.

4. Balance method is focused on reconciling the desired results of the company's activities with the appropriate resource provision.

5. Normative method is based on the establishment of scientifically based standards for the relevant indicators, which provides a detailed and accurate plan, but requires significant justification and resources.

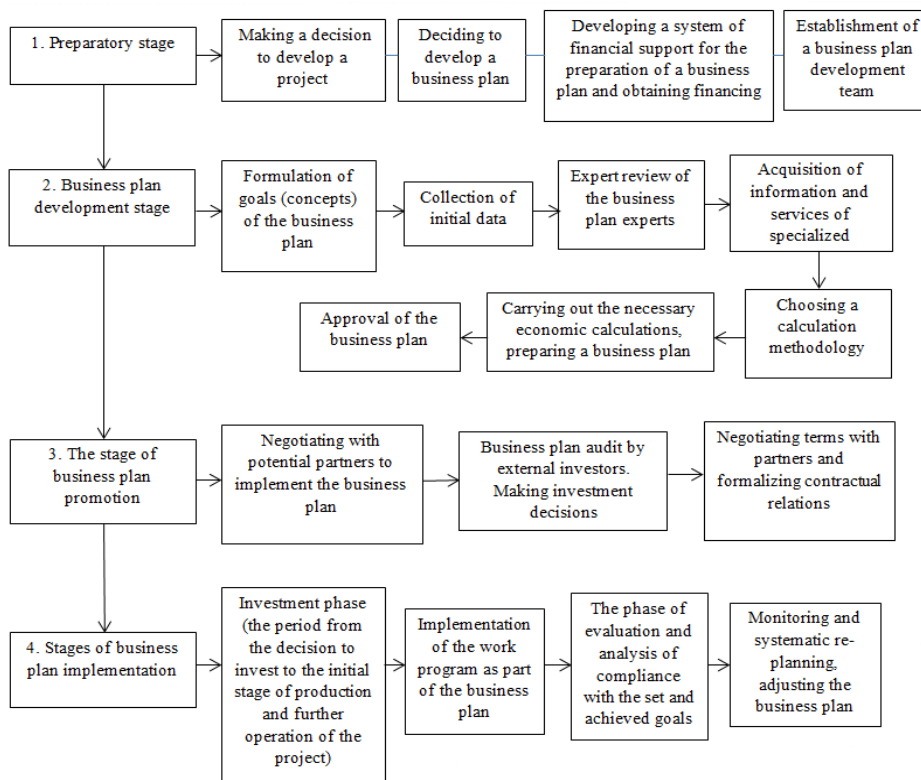
6. Experimental and statistical method is used when other methods are difficult or impossible to apply for planning, using research and statistical data (Васильців, 2013, сс.13-14).

Each of these methods has its own advantages and limitations, and the choice of a particular method depends on the specific conditions and needs of the enterprise. A combination of these methods can provide a more complete and informed planning process.

There are two approaches to preparing a business plan. One is when the business plan is prepared by a hired group, and the project initiators participate in it by preparing the initial data; the other is when the project initiators develop the business plan themselves and receive methodological recommendations from specialists. However, project initiators are usually experts

in production issues, but have little understanding of the intricacies of financial support for the project and product sales. Practical activity confirms the reality of this situation.

The following main stages of the business planning process can be distinguished: preparatory stage; the business plan development stage; the stage of promotion of the business plan to the intellectual property market; the stage of business plan implementation (Fig. 3).



Source: composed by the authors, using materials from: Должанський І.З., Загорна Т.О.

Бізнес-план: технологія розробки. Київ, 2009. 384 с.

Fig. 3. The main stages of creating and implementing a business plan for a tourism company

The first stage of any business planning is preparatory. Finding and evaluating a business idea are critical steps in developing a business plan. Evaluating an idea involves analyzing its feasibility, potential benefits, and possible challenges. This includes market research, competitiveness, target audience needs, and financial feasibility.

The second stage is the actual development of the business plan, which includes: formulating its goals, collecting the necessary initial data, expert review of the business plan by an expert group, choosing a calculation methodology, performing the necessary economic calculations, preparing a business plan, and, as a result, approving the finished business plan.

The third stage is the promotion of the business plan. Organizing and conducting a business plan presentation is a key stage of interaction with potential investors and partners. This can be a

decisive moment in cooperation and implementation of a business project. The presentation helps to understand the essence of the business plan, draws attention to the key aspects and opportunities of the project.

The business plan implementation stage is a critical period when plans are put into practice. This is a key moment, as any deviations from the original plans can seriously undermine the entire project. Bringing a business from the planning stage to the actual production phase requires a wide range of tasks both inside and outside the company (Должанський & Загорна, 2009, сс. 32-38).

The main stages of business plan implementation do not always lend themselves to a step-by-step analysis, when one stage invariably follows another. A large number of overlaps and simultaneous planning of various activities are inevitable.

4. Conclusions

The article analyzes the theoretical foundations of business planning for tourism enterprises and identifies the most appropriate methods for creating a business plan, its structure and stages of implementation. Setting up a new travel agency is a complex process that requires careful preliminary preparation. One of its key stages is the creation of a business plan, which allows solving various tasks, in particular: substantiating the economic feasibility of implementing the company's development strategy; determining the expected financial results of the company's activities, primarily sales and profit; selecting sources of financing for the chosen strategy, i.e. ways to concentrate financial resources; recruiting employees capable of implementing this plan.

There are promising *analysis perspectives*, as there are many different strategies for starting a tourism business, and drawing up a business plan is a classic approach that is changing and improving over time to adapt to new business conditions. Therefore, while the basic model remains largely unchanged, new elements can be added, making business planning one of the best methods for starting a new venture.

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LEFTIST DIPLOMACY: SHAPING US FOREIGN POLICY IN THE 21ST CENTURY

D.V. Milova,

O.Y. Sergeyeva, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Milova D. V., Sergeyeva O. Y. Leftist Diplomacy: Shaping US Foreign Policy in the 21st Century. This article explores the evolution of left-wing diplomacy, examining key strategies such as advocating for a global order grounded in democracy, human rights, and free enterprise. It delves into how leftist politics addresses contemporary challenges, including pandemics, climate change, and social inequality, utilising alternative approaches like diplomacy and peacebuilding. Highlighting instances like the Paris Agreement and improved relations with Cuba, the article emphasises the commitment to defending human rights, social justice, and global cooperation. The analysis concludes that U.S. left-wing diplomacy is marked by a resolute dedication to international collaboration and a diplomatic focus on resolving global issues.

Key words: diplomacy, global cooperation, human rights, leftist politics, social justice.

Мілова Д. В., Сергєєва О. Ю. Ліва дипломатія: Формування зовнішньої політики США у 21 столітті. У даній статті досліджується розвиток лівої дипломатії у США, розглядаються ключові стратегії, такі як відстоювання глобального порядку, заснованого на демократії, правах людини та вільному підприємстві. У ній аналізується, як ліві політики реагують на сучасні виклики, включаючи пандемії, зміну клімату та соціальну нерівність, використовуючи альтернативні підходи, такі як дипломатія. Висвітлюючи такі приклади, як Паризька угода та покращення відносин з Кубою, стаття підкреслює прихильність до захисту прав людини, соціальної справедливості та глобального співробітництва. Аналіз дозволяє зробити висновок, що ліва дипломатія США відзначається рішучою відданістю міжнародній співпраці та дипломатичним фокусом на вирішенні глобальних проблем.

Ключові слова: дипломатія, глобальне співробітництво, права людини, лівацька політика, соціальна справедливість.

1. Introduction

The object of the article is leftist diplomacy and its influence on the formation of the foreign policy of the United States of America in the 21st century. The subject of the article is an analysis of the strategies and methods used by left-wing political forces to determine and influence US foreign policy. The purpose is to analyze the development of left-wing diplomacy, considering its key strategies, such as promoting an international order based on democracy, human rights, and free enterprise. The study aims to understand how left-wing politics addresses real-world

problems, including pandemics, climate change, and social inequality, through alternative approaches like diplomacy, development, and peacebuilding. The article illustrates manifestations of leftist diplomacy in the 21st century, citing examples like the Paris Agreement and normalization of relations with Cuba, and underscores the commitment to defending human rights, social justice, and global cooperation. The analysis concludes that U.S. leftist diplomacy is characterized by a dedication to international cooperation and a diplomatic focus on solving global problems.

2. Definition of leftist diplomacy and its role in the context of diplomacy

If we characterize diplomacy as a phenomenon in general, we can state that diplomacy is a complex system of international relations, including treaty relations, negotiations and other forms of communication between countries. Its goal is to achieve favourable results in various areas such as politics, economics and culture.

In the context of diplomacy, leftist diplomacy represents an approach focused on the principles of social justice, human rights and environmental sustainability. It emphasizes the development of the global community, taking into account the needs and interests of smaller and vulnerable countries. The main characteristics of leftist diplomacy include active support for human rights, the search for solutions to global problems, and confrontation with social inequality. It is characterized by democratic decision-making and aims to strengthen international cooperation for the common good (Фліскак, 2013).

3. Peculiarities of the US left-wing policy: principles of left-wing internationalism

The leftist foreign policy of the United States combines many aspects. The very definition of leftist policy cannot be called stable, but rather changeable. In general, there are several provisions that most clearly characterise American leftist policy, in particular:

- Left-wing foreign policy recognizes that values such as welfare, solidarity, and social justice are universal and should be applied not only in domestic but also in international relations.
- Commitment to peoples abroad stems from the belief that leftist values are the basis for creating a more egalitarian and just world on a global scale.
- Leftist foreign policy recognizes that the liberal international order has its shortcomings, but it supports its preservation as the best alternative in the context of rising authoritarianism and corporatism. They see the introduction of reforms in international institutions and the rise of democracy as a way to improve the existing order.

- Leftist foreign policy expresses solidarity with movements opposed to repressive or authoritarian regimes in various countries, including support for revolutionary efforts of national liberation and unification, as well as assistance in building democratic institutions.
- The leftist foreign policy of the United States campaigns against military expansion and seeks to reduce military spending. It sees the need to transform national security structures, reduce the influence of the military-industrial complex, and emphasize the country's peaceful role in resolving international conflicts (Ettinger, 2020).

4. Left-wing diplomacy in the development of US foreign policy in the 21st century

Left-wing policy in the United States in the 21st century, in particular, the withdrawal of the country from Afghanistan, is determined by the rejection of full-scale invasions and criticism of the military strategy aimed at ensuring profits for the arms industry. The left-wing establishment expresses doubts about the relevance of the war to its stated goals, arguing that it does not address real security problems and global challenges.

Politicians, keeping pace with reality, recognize the cost and inefficiency of full-scale military operations, but many of them refrain from rejecting alternative forms of warfare. Left-wing politics emphasizes that arms sales or large-scale sanctions can backfire, leading to human rights violations and exacerbating global conflicts.

Attitudes toward U.S. foreign policy from a leftist perspective are defined by criticism of the status quo, which, according to the left, favours elites and corporations with only limited benefits for ordinary citizens. Left-wing internationalism determines that foreign policy should address real-world problems, such as pandemics, climate change, and social inequality, and calls for alternative approaches focused on diplomacy, development, and peacebuilding (Pramila Jayapal, 2022).

Instead of choosing between American nationalism and globalism, leftist advocates recognize that both of these truths should guide the course of American foreign policy. The primary goal should be to secure and strengthen the country's freedom, security, and prosperity. Left-wing politics believes that the best way to achieve these goals in the new era of global politics is to promote an international order based on democracy, human rights, and free enterprise. Creating an order in which more people are free and prosperous is not only an act of charity but is deeply in America's interest. To accomplish this goal, leftist politics identifies four main strategies. First, the foundations of American power must be secured and strengthened, including the country's economic foundations and military capabilities. Second, American policy should work to expand and adapt existing international institutions and agreements. Third, it should support the implementation of existing international agreements and strengthen the capacity of monitoring and enforcement institutions.

Finally, U.S. policy should lead the way in creating effective international institutions to address new challenges, particularly those arising from the negative aspects of globalization (Daalder & Lindsay, 2003).

In line with these strategies, leftist politics emphasizes the need for leadership and engagement, noting that American foreign policy should not be unilateralist or multilateralist alone, but combined, taking into account specific tasks and goals. Leftist politicians point out that modern challenges require flexibility and understanding, not the doctrine of exclusivity or general community.

In the twenty-first century, leftist diplomacy in the United States manifests itself in various forms, demonstrating a commitment to progressive values and global cooperation. One prominent example is the Obama administration's commitment to multilateral approaches to international problems, with an emphasis on diplomacy and cooperation rather than unilateral action. This approach has been manifested in initiatives such as the Paris Agreement on climate change and the normalization of relations with Cuba, which demonstrates a shift toward a more inclusive and cooperative foreign policy agenda.

Besides, the diplomatic efforts of the left in the twenty-first century were visible in defending human rights and social justice on the world stage. Leftist administrations have sought to work with international organizations and civil society to address issues such as gender equality, LGBTQ+ rights, and racial justice. Such initiatives reflect a desire to advance the progressive agenda beyond national borders and contribute to a more just and inclusive world order.

Undoubtedly, in the twenty-first century, US leftist diplomacy is characterized by a commitment to international cooperation and a focus on solving global problems through diplomatic means. The Iran nuclear deal, officially known as the Joint Comprehensive Plan of Action (JCPOA), concluded during the Obama administration, is another example of this approach. The agreement is aimed at curbing Iran's nuclear program through diplomacy and multilateral negotiations involving the United States, the European Union, and other world powers. In addition, U.S. involvement in international efforts to combat infectious diseases, such as the response to the Ebola outbreak in West Africa during the Obama administration and global cooperation in the fight against the COVID-19 pandemic under subsequent administrations, demonstrates a leftist diplomatic commitment to global health and cooperation.

5. Conclusions

In the 21st century, left-wing U.S. diplomacy emphasizes rejecting full-scale invasions, criticizing military strategies favouring the arms industry, and prioritizing alternative approaches like diplomacy, development, and peacebuilding. The left advocates for a foreign policy addressing

real-world issues, such as pandemics and social inequality, promoting an international order based on democracy, human rights, and free enterprise.

Leftist administrations prioritize global cooperation, demonstrated through multilateral initiatives like the Paris Agreement and efforts to address human rights, gender equality, and racial justice. This approach extends to diplomatic solutions for global challenges, exemplified by the Iran nuclear deal and active participation in combating infectious diseases. Overall, left-wing diplomacy aims for a more just, inclusive, and cooperative global environment.

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THE GROWING POPULARITY OF ECOLOGICAL INVESTING: TRENDS AND PROSPECTS”

Yu.I. Minaieva,

L.I. Izotova (language supervisor)

V.N. Karazin National University, Kharkiv

Minaieva Yu. I., Izotova L. I. The growing popularity of ecological investing: trends and prospects. The growing popularity of environmental investments are examined in the article. Trends are studied and the main perspectives in this field are considered in detail. The current state of environmental investments is analyzed. The article outlines current key trends and assesses potential growth. The article emphasizes the importance of combating climate change and promoting sustainable development, as well as the growing interest in green practices and investments.

Keywords: ecology, climate change, green innovations, innovations, perspectives, trends.

Мінаєва Ю. І., Ізотова Л. І. Зростаюча популярність екологічного інвестування: тренди та перспективи. У статті досліджується зростаюча популярність екологічних інвестицій. Вивчаються тренди та детально розглядаються головні перспективи в цій галузі. Аналізується поточний стан екологічних інвестицій. У статті наводяться сучасні ключові тенденції та оцінюється потенційний ріст. Стаття акцентує увагу на важливості боротьби зі зміною клімату та сприянні сталому розвитку, а також на зростаючому інтересі до зелених практик та інвестицій.

Ключові слова: екологія, зміна клімату, зелені інновації, інновації, перспективи, тренди.

1. Introduction

The relevance of this topic lies in the increasing urgency to address climate change and promote sustainable development. As the world faces environmental challenges, there is a growing recognition of the need to shift towards greener practices and investments. This has resulted in a surge of interest in ecological investing, making it an important subject to explore.

The purpose of this work is to examine the growing popularity of ecological investing, focusing on the trends and prospects in this field. By analyzing the current state of ecological investing and projecting future developments, this research aims to provide insights into the opportunities and challenges associated with this form of investment.

To achieve the set goal, it was necessary to solve a number of tasks:

1. Analyzing the current state of ecological investing: This involved studying existing data, reports, and case studies to understand the current landscape of ecological investing globally.

2. Identifying key trends: By scrutinizing market trends, policy changes, and investor preferences, it was important to discern the factors contributing to the growing popularity of ecological investing.

3. Assessing prospects and potential growth: This task involved forecasting the future trajectory of ecological investing, considering factors such as market dynamics, technological advancements, and regulatory frameworks.

The object of research in this article is the growing popularity of ecological investing. By focusing on this aspect, the research aims to shed light on the trends and prospects associated with this form of investment and provide valuable insights for both investors and policymakers.

2. Trends and prospects of ecological investment

“Green” innovation in the broadest sense is a process that covers the development of new technologies, energy conservation, pollution prevention, waste recycling, environmental efficiency and ecological product design.

The spread of green innovation around the world can be explained by two important interrelated factors. This is an increase in energy demand and environmental pollution. Increasing energy demand, especially with population growth and urbanization, is driving energy production. On the other hand, environmental pollution, which has become a global problem, requires obtaining this energy from renewable sources.

The current state of green investing presents a dynamic and evolving landscape, shaped by a range of factors including market trends, regulatory developments, technological advancements, and investor preferences. A comprehensive analysis of existing data, reports, and case studies provides valuable insights into the global landscape of green investing:

1. Market Size and Growth:

The global green investing market has experienced significant growth in recent years, driven by increasing investor interest in environmental sustainability and renewable energy. According to various reports and data sources, the market for green bonds, renewable energy funds, sustainable investment products, and impact-focused initiatives has expanded, reflecting the growing prominence of green investing within the broader financial landscape (“Environmental Finance”, n.d.).

2. Regional Variances:

The landscape of green investing exhibits regional variations, with different regions demonstrating varying levels of maturity and activity in sustainable finance. While Europe has been a leader in sustainable finance and green investment, other regions, including North America, Asia,

and Latin America, are also witnessing a rise in green investing activity, propelled by regulatory developments, market demand, and technological innovation.

3. Sectoral Focus:

Green investing encompasses a broad spectrum of sectors and industries, including renewable energy, energy efficiency, sustainable infrastructure, green technology, water conservation, waste management, and more. Case studies and data analysis reveal that investments are being directed towards projects and companies that demonstrate environmental sustainability, resource efficiency, and positive climate impact across diverse sectors and value chains.

4. ESG Integration:

Environmental, social, and governance (ESG) considerations play a crucial role in green investing, with investors increasingly seeking to integrate ESG criteria into their decision-making processes. This trend is reflected in case studies and reports highlighting the integration of ESG metrics, impact assessments, and sustainability factors in investment analysis and portfolio construction across asset classes.

5. Innovation and Technological Advancements:

Technological innovation and advancements in clean energy, energy storage, sustainable transportation, and environmental technologies are driving opportunities for green investing. Data and case studies illustrate the deployment of capital towards innovative solutions that address environmental challenges and contribute to the transition towards a low-carbon economy.

6. Greenwashing and Integrity Challenges:

While green investing is growing, concerns about greenwashing and integrity challenges persist.

Reports and case studies highlight the importance of robust due diligence, impact verification, and adherence to sustainability standards to ensure the authenticity and integrity of green investment offerings and avoid reputational risks (“Global Impact Investing Network”, n.d.).

As the landscape of green investing continues to evolve, it is essential to consider the emerging trends, market dynamics, regulatory developments, and technological innovations that are shaping the future trajectory of sustainable finance. The analysis of current data, reports and case studies provides valuable insights into the opportunities, challenges, and best practices associated with green investing, informing strategic decision-making for investors, financial institutions, policymakers, and other stakeholders committed to advancing environmental sustainability and responsible finance.

Ecological investing, also known as sustainable or green investing, is a growing trend driven by various factors such as environmental awareness, policy changes, technological advancements, and changing investor preferences. This approach to investing aims to generate financial returns while also

promoting environmentally friendly and sustainable practices. Here are some key trends contributing to the rise of ecological investing:

1. Market Demand and Investor Preferences:

- There is a growing demand for investments that align with environmental and social values. Investors are increasingly seeking opportunities that offer both financial returns and positive societal impact.

- Investors are becoming more conscious of the environmental and social impact of their investments, prompting them to seek out companies and funds that prioritize sustainability and responsible business practices.

2. Policy Changes and Government Initiatives:

- Global efforts to combat climate change and environmental degradation have led to the implementation of policies and regulations that encourage sustainable practices and renewable energy development.

- Some governments are offering incentives and subsidies for businesses and projects that are focused on sustainability, driving investment into these areas.

3. Technological Advancements in Clean Energy and Sustainable Technologies:

- Advances in technologies such as renewable energy, energy efficiency, and sustainable agriculture have presented new investment opportunities with the potential for both financial returns and positive ecological impact.

- The decreasing costs and improving efficiency of renewable energy sources like solar and wind power have made them increasingly attractive investment options.

4. Corporate Environmental and Social Responsibility:

- Many companies are adopting environmentally and socially responsible practices as part of their corporate strategies. Investors are increasingly considering a company's environmental, social, and governance (ESG) performance in their investment decisions.

- Companies with strong ESG profiles are seen as being better positioned to manage long-term risks and opportunities, making them attractive to investors focused on sustainable investing ("Intergovernmental Panel on Climate Change", n.d.).

5. Integration of Environmental, Social, and Governance (ESG) Factors:

- Institutional investors and asset managers are integrating ESG factors into their investment decision-making processes. This integration reflects a growing recognition of the relevance of these factors to long-term financial performance.

- ESG integration is becoming increasingly important in investment analysis and portfolio construction, leading to the development of specialized ESG investment products and strategies.

6. Growing Awareness of Climate Risks and Environmental Challenges:

- Heightened awareness of climate change and its potential impact on the global economy has led investors to consider the long-term risks and opportunities associated with environmental challenges.

- Investors are increasingly factoring climate-related risks, such as physical risks from extreme weather events and transition risks from policy and technological changes, into their investment assessments.

7. Impact Investing and Sustainable Development Goals:

- Impact investing, which seeks to generate positive social and environmental impact alongside financial returns, has gained traction as investors look to contribute to the achievement of the UN Sustainable Development Goals.

- There is a growing focus on investments that address specific environmental challenges, such as clean energy access, water conservation, and biodiversity conservation, in line with the global SDGs.

8. Rise of ESG and Sustainable Investment Metrics:

- The development of standardized ESG metrics and sustainability ratings has facilitated the evaluation of companies and investment opportunities based on their environmental and social performance.

- Investors are increasingly using ESG ratings and sustainability metrics to assess the sustainability performance of companies and investment funds, driving demand for transparent and reliable ESG data (“Principles for Responsible Investment”, n.d.).

These trends collectively indicate a shift towards a more sustainable and responsible approach to investing, with a focus on environmental stewardship and societal well-being. As the demand for ecological investing continues to grow, investors and financial institutions are likely to further embrace sustainable investment strategies and integrate ESG considerations into their decision-making processes. This evolution will not only drive capital towards environmentally beneficial initiatives but also contribute to the broader transition towards a more sustainable global economy.

The future trajectory of ecological investing is marked by promising prospects for growth, driven by a combination of market dynamics, technological advancements, and regulatory frameworks. Several factors contribute to the positive outlook for ecological investment:

1. Increasing Market Demand:

The growing awareness of environmental and social issues among investors is expected to drive continued demand for ecological investment opportunities. As more individuals and

institutions seek to align their investments with their values, the market for sustainable and green investments is likely to expand.

2. Technological Advancements:

Ongoing advancements in clean energy technologies, sustainable agriculture, recycling innovations, and other eco-friendly solutions present compelling investment opportunities. As these technologies mature and become more cost-effective, they are expected to attract investment capital and drive growth in the ecological investing space.

3. Regulatory Support:

Governments around the world are enacting policies and regulations to promote sustainability and address climate change. This regulatory support for renewable energy, carbon reduction initiatives, and sustainable business practices is likely to create a conducive environment for ecological investments to thrive.

4. Integration of ESG Factors:

The integration of environmental, social, and governance (ESG) factors into investment decision-making is expected to become even more prevalent. As investors increasingly recognize the materiality of ESG considerations to financial performance, the demand for investments that prioritize ESG criteria is likely to grow.

5. Expansion of Impact Investing:

The trend towards impact investing, which seeks to generate measurable positive social and environmental impact alongside financial returns, is likely to continue expanding. This will create opportunities for investments focused on addressing pressing ecological challenges, such as climate change, resource conservation, and sustainable development.

6. Enhanced Reporting and Transparency:

Improvements in ESG data availability, reporting standards, and sustainability disclosures are expected to enhance transparency in the ecological investing space. This will enable investors to make more informed decisions and allocate capital to companies and projects with strong environmental and social performance (“United Nations Environment Programme”, n.d.).

7. Green Finance Initiatives:

The development of green finance initiatives, including green bonds, sustainable investment funds, and impact-focused financial products, is likely to drive capital flows towards ecological investment opportunities. Investors seeking to participate in the transition to a low-carbon economy will find avenues for deployment of capital in these initiatives.

8. Climate Change Mitigation and Adaptation:

The imperative to mitigate and adapt to climate change is expected to catalyze investment in renewable energy infrastructure, energy efficiency projects, climate-resilient infrastructure, and other solutions aimed at reducing greenhouse gas emissions and addressing climate-related risks.

9. Corporate Sustainability Strategies:

Companies are increasingly recognizing the importance of integrating sustainability into their core business strategies. As businesses strive to enhance their ESG performance and adapt to evolving societal expectations, they will create opportunities for investors focused on ecological and socially responsible investments.

10. Public Awareness and Advocacy:

Continued public awareness campaigns and advocacy for environmental protection and sustainability are likely to influence consumer behavior and investor preferences, further driving demand for ecological investment options (“World Bank Group”, n.d.).

While the prospects for ecological investing are promising, several challenges and considerations should also be taken into account, such as the need for consistent regulatory frameworks, the potential for greenwashing, the impact of geopolitical developments on energy transition, and the evolving nature of ESG metrics and reporting.

Overall, the trajectory of ecological investing points towards sustained growth and diversification, with opportunities emerging across various sectors, geographies, and asset classes. As ecological investing becomes more deeply embedded in mainstream investment practices, the alignment of financial interests with environmental and social impact is expected to accelerate, driving positive change and contributing to the transition towards a more sustainable and resilient global economy.

3. Conclusion

Environmental investing is becoming increasingly popular and has significant potential for development. Analyzing the current state and predicting future trends, the article reveals the opportunities and challenges associated with this form of investment. Attention is drawn to the importance of combating climate change and promoting sustainable development, as well as the growing interest in green practices and investments.

The research revealed that green investing has experienced significant growth in recent years. It has become a mainstream investment strategy, attracting both individual and institutional investors. The data indicated a rise in the number of green investment funds, as well as an increase in assets under management in the green sector.

Overall, the analysis of existing data, reports, and case studies indicated that green investing is gaining momentum globally. It is perceived as a key driver for achieving environmental sustainability and addressing climate change.

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THE ISSUE OF THE RUSSIAN-UKRAINIAN WAR IN AMERICAN POLITICS.

V. Miroshnychenko,

L. I. Izotova (language supervisor)

V. N. Karazin National University, Kharkiv

Miroshnychenko I. V., Izotova L. I. The issue of the Russian-Ukrainian war in American politics. The author focuses on the current political events in the US in the context of the Russian-Ukrainian war. It is studied the policies of the Democratic and Republican Parties in regards to aid to Ukraine, as well as the stances of different factions in the Republican Party on the Russian-Ukrainian war in the article. It is also analyzed the public opinion in the US on the Russian-Ukrainian war and explains the gradual decline in American support for military aid to Ukraine and the discrepancy in statistical trends of Democrat and Republican supporters. With these results in mind, the author examines the current major events in the American political space and their influence on the further course of the Russian-Ukrainian war.

Keywords: military aid, policy, propaganda, public opinion, Russian-Ukrainian war.

Мірошніченко І. В., Ізотова Л. І. Проблема російсько-української війни в політиці США. Ця стаття присвячена поточним політичним подіям у США в контексті російсько-української війни. В ній досліджується політика демократичної та республіканської партій стосовно допомоги Україні, а також позиції різних фракцій республіканської партії щодо російсько-української війни. В статті також аналізується громадська думка в США щодо російсько-української війни та пояснюється поступове зниження американської підтримки військової допомоги Україні та розбіжність у статистичних тенденціях прихильників демократів і республіканців. З огляду на ці результати розглядаються поточні основні події в американському політичному просторі та їх вплив на подальший хід російсько-української війни.

Ключові слова: військова допомога, громадська думка, політика, пропаганда, російсько-українська війна.

1. Introduction

As a global superpower and a country whose army is considered the most powerful in the world, the US is the most capable ally Ukraine can turn to for support in war against Russia. As the biggest contributor in military aid towards Ukraine, any shift in American politics may have a major impact on the way the Russian-Ukrainian war will continue to unfold. However, the American political climate continues to show itself as unstable and full of controversy. The American policy on Ukraine and the Russian-Ukrainian war is one of the major points of

contention between the Democratic and the Republican parties. This has been made the most apparent at the end of the year 2022, when the Republican majority in the House started blocking American aid towards Ukraine.

The object of the article is the current political space of the US. The subject of the article is the issue of the Russian-Ukrainian war in the current political space of the US. The purpose of this article is to study the parties' policies and the current events in the American political space and their influence on American support to Ukraine.

The following tasks are set to achieve this purpose:

1. To determine the policies of political parties of the US in regards to Ukraine during the war.
2. To explain the current trends in the American political space in regards to Ukraine.
3. To analyze the impact of the current political space in the US on the Russian-Ukrainian war.

2. The policies of the Democratic Party in regards to aid to Ukraine

Since the start of the full-scale invasion in 2022, the Democratic Party has openly supported Ukraine. Under the Democratic majority in the House, the Senate approved a high number of aid packages towards Ukraine, placing the US in the lead among Ukraine's allies. The Democratic Party fully supports continued and expanded military aid towards Ukraine, and believes that it is in the interests of the US "for Ukraine to win... to lean in and give what they need". In 2023, Democrat members of the Senate actively pushed for provision of ATACMS missiles and F-16 fighter jets to Ukraine ("These Democrats ", n.d.). Currently, the Democratic Party is looking for solutions in lifting the block on aid to Ukraine imposed by the Republican Party.

3. The policies of the Republican Party and its factions in regards to aid to Ukraine

The Republican Party of the US includes multiple informal groups showing varying degrees of support towards Ukraine. Pro-Ukrainian groups include: Reagan conservatives, who support a tough foreign policy and full support towards America's allies; neoconservatives, who advocate promotion of democracy and interventionism in international affairs; and moderate Republicans, which resemble classical liberals of 1950-1970s ("Why is US ", n.d.). While these factions support military aid towards Ukraine in general, their approval to Democrat-led initiatives may still depend on internal US politics.

The most anti-Ukrainian faction is the Trumpists, or MAGA Republicans. It is a small, but vocal group of politicians supporting the previous US president Donald Trump. MAGA promotes isolationism and argues that supporting Ukraine isn't in America's interests. Donald Trump has

previously discussed withdrawing from NATO on his second term, and is quoted as refusing to assist European allies in case of war (“Trump told EU”, n.d.).

Additionally, Donald Trump and MAGA Republicans are accused of having close ties with the Russian government. Throughout his presidential campaign in 2016, Donald Trump not only refused to criticize Vladimir Putin, but was friendly in his remarks. Trump, members of his 2016 election campaign and other associates are known to have had frequent contact with senior Russian intelligence officials during his presidential campaign in 2016. In May 2017, Trump was reported to have revealed highly classified information to the Russian ambassador Sergey Kislyak and foreign minister Sergei Lavrov. Trump and a number of his associates are also known to have business ties to Russia (Swalwell, n.d.).

MAGA Republicans are also responsible for actively spreading anti-Ukrainian and pro-Russian propaganda in the US. Donald Trump and other MAGA Republicans have publically praised Putin and the 2022 invasion of Ukraine, refusing to acknowledge Ukraine as an ally and Russia as a threat (5). Members of the faction, as well far-right media figures are continuously amplifying the Russian narrative in the US, including such talking points, as “American biological weapons labs in Ukraine”, “neo-Nazis in the Ukrainian government”, “oppression of the population by the Ukrainian government”, “Ukraine’s bombing of the Donbas”, “NATO expansion being a threat to Russian statehood” and other claims by the Russian government and Russian state propagandists, as well as various conspiracy theories (“How Russia and right-wing Americans ”, n.d.; “Meet the pro-Putin Republicans ”, n.d.; “Russia disinformation ”, n.d.). They use disinformation to increase distrust towards the current American government, Ukraine and other European allies of the US, while depicting Putin and Russia as “defenders of traditional values” and the real victims of the war. Statements by MAGA Republicans and media figures associated with them are frequently praised on Russian state television (“Russia disinformation ”, n.d.).

4. Public opinion in the US on military aid to Ukraine

The American public opinion on military aid towards Ukraine is becoming increasingly divided. Polls organized by the Pew Research Centre throughout the war have shown a gradual decrease in support towards Ukraine, particularly among Republicans. The most recent survey, conducted in November and December of 2023, shows different trends in public opinion changes between Democrat and Republican supporters. On the Democrat side, the opinion that the US is providing too much support has increased insubstantially – from 14 to 16%, while the percentage of people who believe the US aid is insufficient has increased from 19 to 24%. At the same time, the number of Democrats who think that the US support should remain as it is has decreased by

5% - from 44 to 39%. These results show a net increase in support towards a higher level of support.

Meanwhile, polling of Republican supporters has shown an overall decrease in support towards aid to Ukraine. The number of responders who saw the American support as excessive has grown from 44 to 48%, while the number of Republicans who saw it as insufficient has dropped by 1% - from 13 to 14%. These results show a growing sentiment that America shouldn't support Ukraine at the level it was at the time of survey ("About half of Republicans", n.d.).

Overall, the average public opinion on support to Ukraine throughout the war is gradually decreasing, which is an alarming, albeit predictable, trend in long-term period.

Since Russia's invasion, Republicans have grown increasingly skeptical of U.S. aid level to Ukraine

% who say that when it comes to Russia's invasion of Ukraine, the U.S. is providing ____ support to Ukraine

Too much About right Not enough

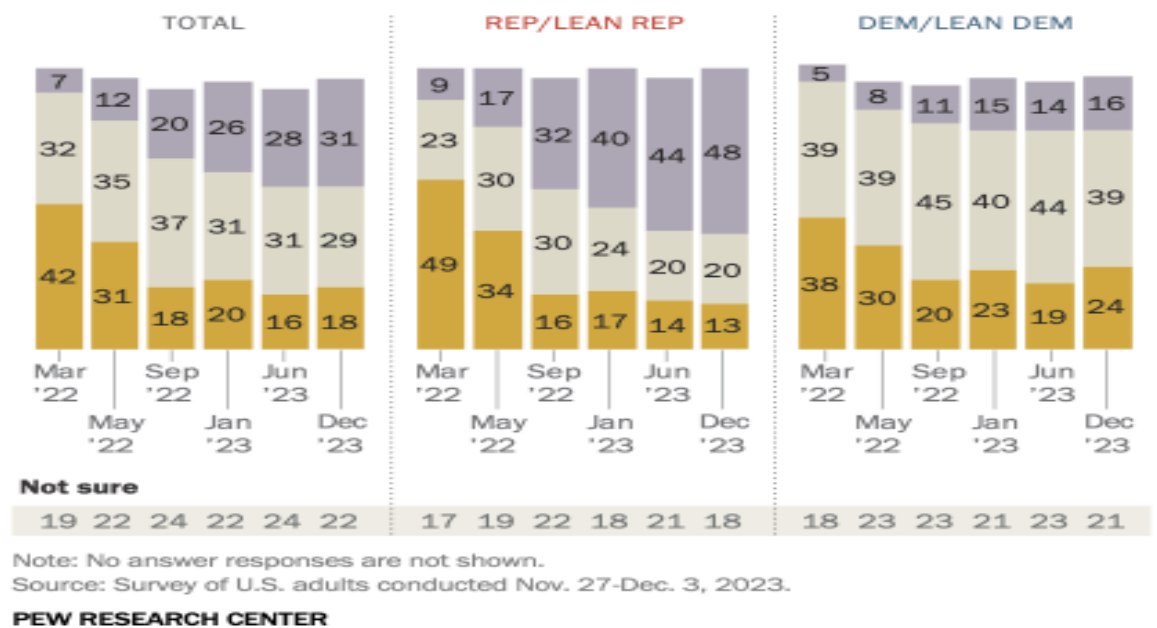


Fig.1 Public opinion on the current level of support in the US by Pew Research Center

A poll by Gallup shows a similar worrying trend. 41% of Americans overall say the U.S. is doing too much, which has risen from 24% in August of 2022 and 29% in June 2023. Thirty-three percent, down from 43% in June, say the U.S. is doing the right amount, while 25% believe the U.S. isn't doing enough ("American Views", n.d.).

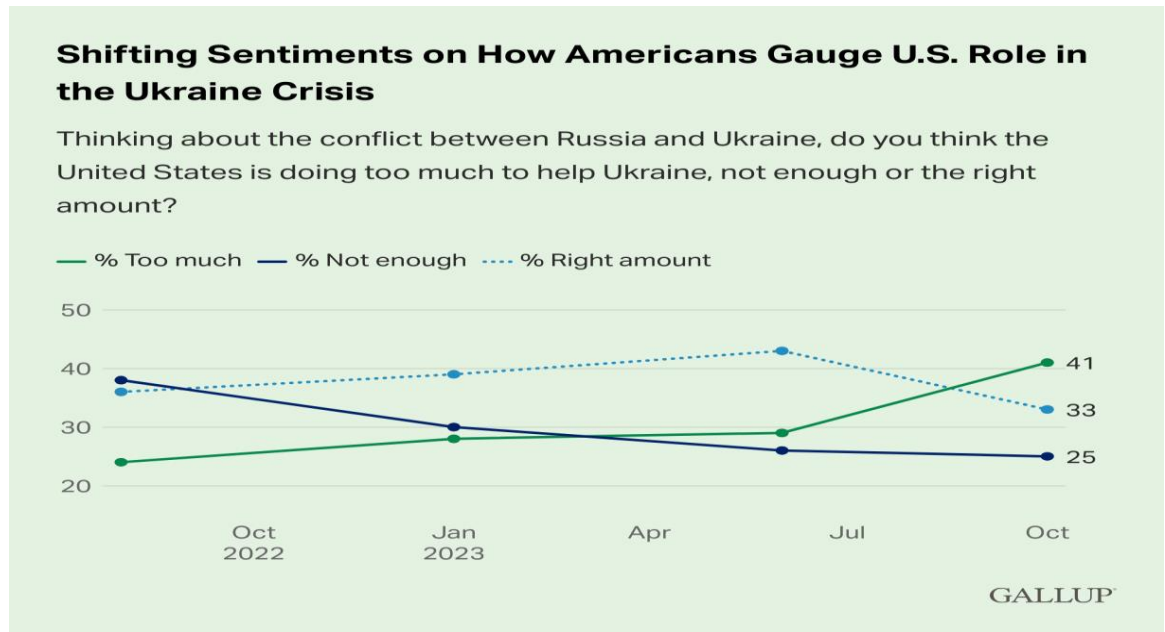


Fig. 2 Public opinion on the current level of support by Gallup

According to another poll, a majority of Americans (54%) still believe the U.S. should support Ukraine in reclaiming its territory, even if this resulted in a prolonged conflict. However, this number is seeing a gradual decline over time, while the number of Americans supporting a quicker end to the war at the cost of Ukrainian territory is gradually increasing, having reached 43% at the time of October of 2023. It isn't unlikely that, in spring of 2024, a majority will support a quicker end to the war ("American Views", n.d.).

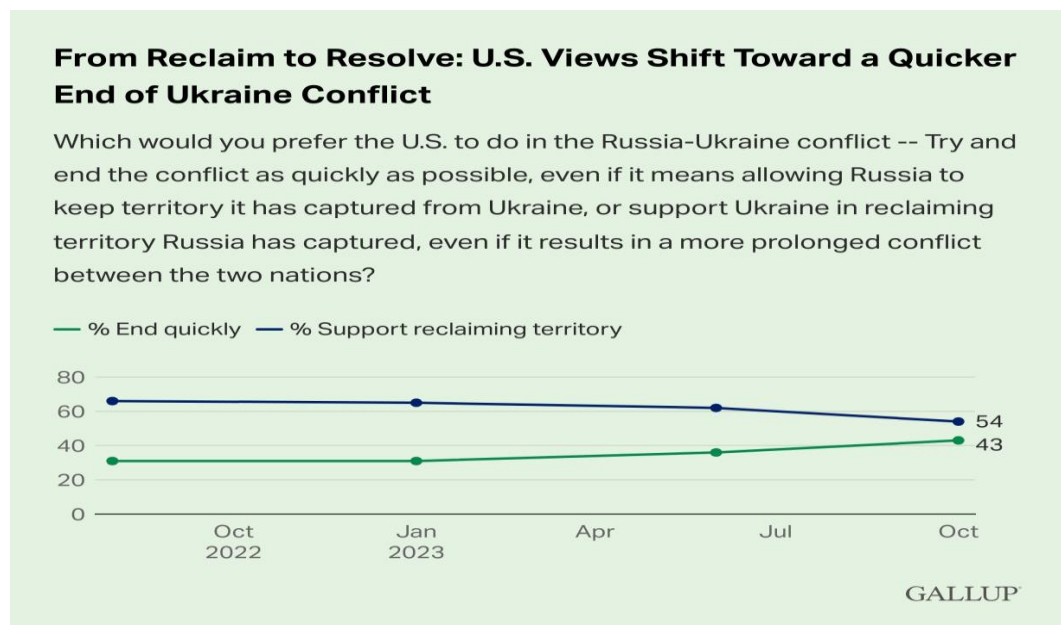


Fig.3 Public support towards ending the Russian-Ukrainian war quickly vs. support towards reclaiming territory by Gallup

Another graph by Gallup shows that the shift in support is due to Republican and independent respondents, who display a growing predisposition to ending the conflict as quickly as possible, while Democrats display a stable level of support for a longer war (“American Views”, n.d.).

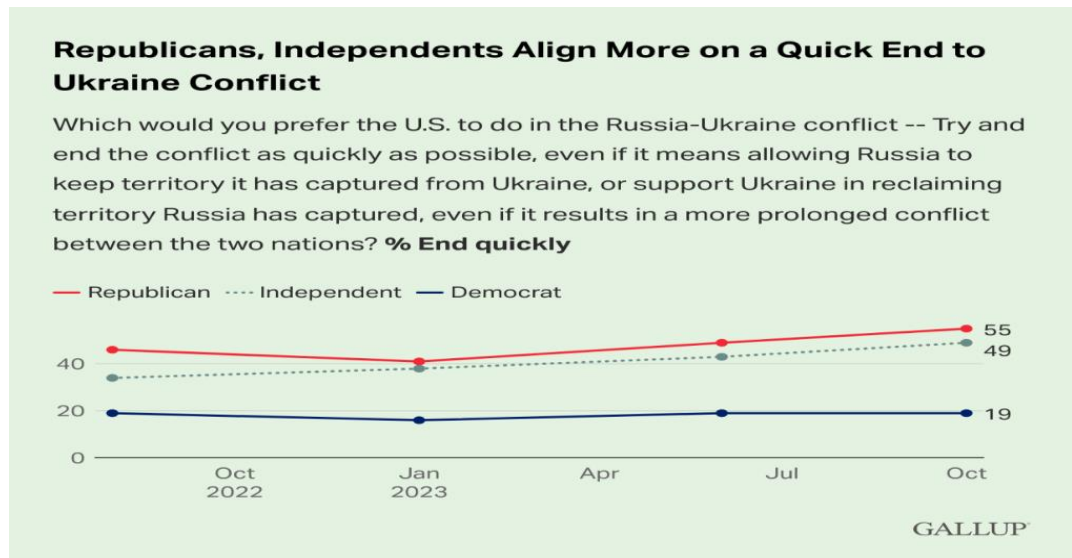


Fig. 4 Partisan support towards ending the Russian-Ukrainian war quickly vs. support towards reclaiming territory by Gallup

Polling by the Pew Research Centre shows that, throughout 2023, the view on Russia as a major threat to American interests changed only modestly. Democrats are more likely than Republicans to say Russia’s invasion is a major threat (40% vs. 27%). But people in both parties are less likely to say this now than in the early days of the war in March 2022, when half of Americans saw the invasion as a major threat (“About half of Republicans”, n.d.).

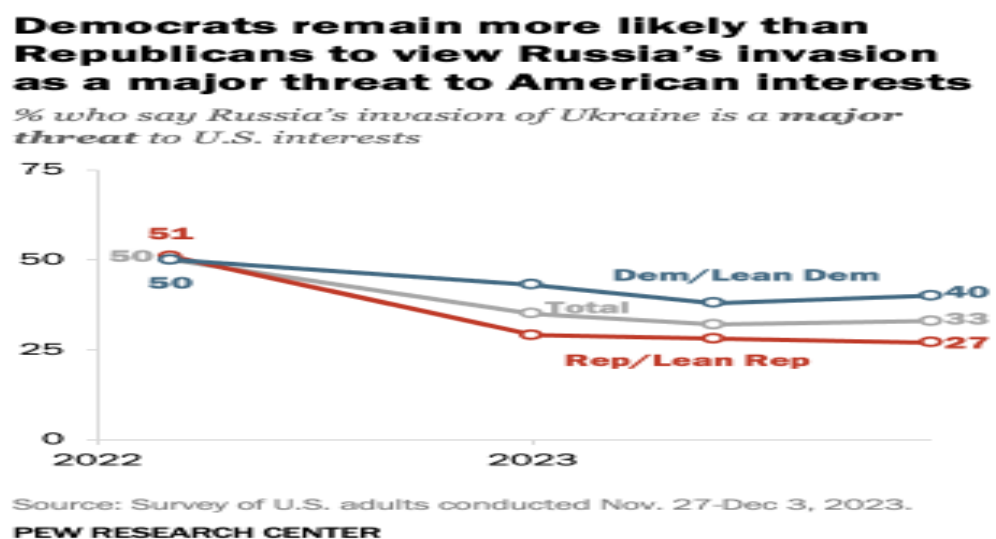


Fig. 5 Partisan opinion on the invasion as a major threat by Pew Research Centre

In general, these polls display a decreasing popularity of American aid towards Ukraine across both parties. However, the Republican support is falling much quicker than the Democratic support. This can be explained by a number of factors: firstly, Republican voters are much more likely to be exposed and to believe pro-Russian propaganda due to its oversaturation in the Republican circles and its focus on targeting discontent with the current administration, which is statistically much more pronounced among Republicans; secondly, Donald Trump's influence in the Republican party, which allows him to ideologically suppress the traditional neoconservative Republicans; thirdly, the disappointment in interventionism due to the last major military endeavors of the US, such as the Afghan and Iraq wars ("A Republican 'civil war' on Ukraine", n.d.).

5. The impact of current political events in the US on aid towards Ukraine

The current political events in the US are highly problematic for Ukraine. The growing Republican discontent due to America's involvement in the Russian-Ukrainian war wasn't as much of an issue under the Democratic majority in the House of the Representatives. However, after the Republican Party got a majority in the House, it became possible for its pro-Russian members to block further decisions on military aid to Ukraine ("US border policy", n.d.). Other than blocking aid for ideological or political grounds, Republicans also see the Ukraine funding issue as a way for achieve their policy goals. Pro-Ukrainian Republican policymakers in the Senate are seeking to combine aid to Ukraine with their propositions for tougher border security, immigration and asylum measures at the US-Mexico border. In addition, Trump and MAGA Republicans are putting pressure on other Republicans in order to keep a deal between the parties from being reached, since it would be considered an achievement for Biden which could boost his popularity among voters ("Why are some Republicans", n.d.). The inability of the American government to approve a funding plan for Ukraine makes it impossible to approve further support to Ukraine, which Ukraine heavily relies on in repelling the Russian invasion, leading to severe ammunition shortages on the frontline.

Another complicating issue for Ukraine is the upcoming presidential elections, where Donald Trump appears to be the leading nominee from the Republican Party. Trump's numerous statements in support of Russia as well as his Russian ties spark fears that halting aid to Ukraine would be a major part of his government's policy, making his presidency a very dangerous prospect for Ukraine.

6. Conclusions

The Russian-Ukrainian war has become a major and divisive issue in American politics, further complicating the political space in the US. It is the cause for division between the American parties as well as within the Republican Party itself. The current trends in public opinion and the latest events in American politics, namely the establishment of the Republican majority in the House of Representatives and the upcoming presidential elections, enable the pro-Russian MAGA faction to more effectively spread anti-Ukrainian propaganda, as well as create difficult roadblocks in decisions regarding military aid to Ukraine. These roadblocks are especially dangerous for Ukraine's interests, as they effectively cut off further American military aid until the issue is solved by the American government.

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UKRAINIAN INNOVATION IN THE CONTEXT OF WAR

M.O. Mitiev,

A. Y. Ponikaryova, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Mitiev M. O., Ponikaryova A. Y. Ukrainian innovation in the context of war. This article examines the importance of innovation for Ukraine's economy and security, especially in the context of the ongoing military conflict with Russia. It argues that innovation is crucial for increasing productivity, efficiency, and competitiveness. However, wartime conditions also present certain challenges and opportunities for innovation. The article notes that expenditures on research and development often decline during conflicts, yet there is also increased demand for military equipment and technologies. Attracting foreign investment into the defence industry has risen recently. Overall funding for research projects has increased moderately as well. According to innovation rankings, Ukraine scores relatively well on human capital but lower on areas like institutions and infrastructure. Further cooperation and experience exchange with other countries can upgrade Ukraine's defence and cyber capabilities. Ultimately, strong collaboration between science, business, and government policy is essential to fully utilize Ukraine's intellectual potential, rebuild after the war, and progress to a more advanced, competitive economy.

Keywords: economy, efficiency, innovation, national priorities, productivity, research and development, war.

Мітієв М. О., Понікарьова А. Ю. Українські інновації в умовах війни. У статті розглядається важливість інновацій для економіки та безпеки України, особливо в контексті триваючого військового конфлікту з Росією. У ній стверджується, що інновації мають вирішальне значення для підвищення продуктивності, ефективності та конкурентоспроможності. У статті зазначається, що витрати на дослідження і розробки часто зменшуються під час конфліктів, але водночас зростає попит на військову техніку і технології. Залучення іноземних інвестицій в оборонну промисловість останнім часом зросло. Загальне фінансування дослідницьких проектів також помірно зросло. Згідно з рейтингами інновацій, Україна має відносно високі показники людського капіталу, але нижчі в таких сферах, як інституції та інфраструктура. Подальша співпраця та обмін досвідом з іншими країнами може підвищити оборонні та кібернетичні спроможності України. Зрештою, тісна співпраця між наукою, бізнесом та державною політикою має важливе значення для повного використання інтелектуального потенціалу України, відновлення після війни та переходу до більш розвиненої, конкурентоспроможної економіки.

Ключові слова: війна, дослідження і розробки, економіка, ефективність, інновації, національні пріоритети, продуктивність.

1. Introduction

The object of the article is innovation and innovation policy in Ukraine. The subject is the importance of innovation for Ukraine's economy and security during the military conflict with Russia. The aim of the article is to analyse the challenges, opportunities, and needed policies for innovation in Ukraine, especially relating to areas like defence and cybersecurity that are critical for the country's adaptation and competitiveness during wartime.

Innovation is an important stimulus for the development of any country, but in the context of Ukraine, especially in the context of war, it is even more important. To better understand the essence and importance of innovation in these extraordinary circumstances, we will look at its definition and impact on the Ukrainian economy.

According to O.V. Vasiliev and N.M. Bogdan, “innovation activity” is the process of introducing innovations that involve improving products, services, technologies or production methods in order to increase productivity, competitiveness and create new opportunities for development (Богдан & Васильєв, 2010). This process may include research and development, technological revolution, and improved management practices.

2. Challenges and Opportunities for Innovation During Wartime

The importance of innovation for Ukraine's economy is obvious. It contributes to increased productivity, stimulates the growth of companies' efficiency and ensures their competitiveness in the global market. The conditions of military situation, although undesirable, may require strategic changes. That is why innovation in Ukraine, even in the face of military threats, remains a key element for sustainable economic development. In these circumstances, it is important to explore and consider ways to improve the efficiency of innovation processes that contribute to the country's development even in difficult geopolitical circumstances.

Challenges and opportunities for innovation in the context of war are important for the development of innovation. Reducing budget expenditures on science and development is becoming a serious challenge. According to the National Statistics Service of Ukraine, spendings on science and research are often cut during periods of military conflict. For instance, in 2014, expenditures on scientific and technological development decreased by 11%, which had a negative impact on innovation activity during this period (“Державна служба”, n.d.).

The country's demand for military equipment and security motivates innovation. According to the Ministry of Defence of Ukraine, procurement of military equipment in 2022 increased by 24% compared to 2020, creating opportunities for new military technologies and increased defence efficiency (“Міністерство оборони”, n.d.).

Attracting foreign investment in the military-technical complex is also an essential component. The volume of foreign investment in Ukrainian defence enterprises increased by 15% in 2021, which contributes to the development of new technologies and the improvement of the potential of Ukraine's military complex (“Державна служба”, n.d.).

3. Assessing Ukraine's Innovation Landscape

The conditions of wartime require the development of innovations for national security and economic growth. Increasing investment in research and development and new technologies is a key task. The amount of financing for research projects increased by 8% in 2021, indicating an increased interest in innovation and Ukraine's scientific potential in the context of military conflict (“Міністерство закордонних справ”, n.d.).

According to the Global Innovation Index 2021, Ukraine ranked 49th among 132 economies and improved its performance in the innovation sector compared to previous years. In the overall ranking of European countries, Ukraine was ranked 32nd among 39 countries. Although Ukraine retained its high-quality human capital, the lowest scores were recorded in the areas of institutions (91st) and infrastructure (94th).

Looking at the global map of start-ups, Ukraine has lost some of its positions. It is important to note that the national start-up ecosystem continues to be one of the leading in the region, ranking 50th in the world (down 16 positions compared to 2021) and 12th in Eastern Europe (down 6 positions compared to 2021) (“Global Innovation Index”, n.d.).

4. Promising Innovation Areas and Needed Policies

According to experts of the Ukrainian Cluster Alliance, the war has led to a serious degradation of domestic innovation systems. This degradation is associated with the shutdown of more than 40% of small and medium-sized enterprises due to military events. Currently, business development in Ukraine is at the stage of survival and does not prioritise innovation. It is important to note that Russia's military aggression has drawn the attention of the European Union and the international community to Ukraine, which has contributed to the support of Ukraine in various areas, including the innovation sector (Юрчак, 2022).

At present, a grant of €20 million has been provided especially for 200 Ukrainian start-ups and innovative SMEs (small and medium enterprises). Considering the current situation, the most promising areas for the development of domestic innovations are defence, healthcare, construction, IT, inclusive development and education. For the successful development of innovations in Ukraine, it is necessary to create national research institutes that would provide in-depth knowledge and prepare adequate solutions in line with national priorities (Юрчак, 2022).

Successful innovations during the period of military conflict demonstrate the importance of this strategy for national security. In 2022, Ukrainian enterprises developed new weapons and military equipment systems, including drones, missile systems and military vehicles, which demonstrates Ukraine's ability to adapt to the challenges of war through innovation.

5. Role of International Cooperation

The integration of digital technologies increases the effectiveness of defence by providing improved coordination and communication between military units and enhancing cyber security. These innovations contribute to defence preparedness and the protection of information resources from cyber threats.

Cooperation with foreign partners in the field of defence and cyber security is also of great importance. According to the Ministry of Foreign Affairs of Ukraine, the volume of cooperation with foreign partners increased by 12% in 2021. This cooperation allows for the exchange of experience and resources, which contributes to the improvement of Ukraine's defence capabilities and cybersecurity under the conditions of war (“Міністерство закордонних справ”, n.d.).

6. Conclusion

Innovative activities are of particular importance in the context of military conflict and ensure Ukraine's national security. Innovations allow Ukraine to adapt to the challenges of military aggression, develop new technologies and produce the necessary military and cyber products for effective defence. Only strong interaction between science and business, with the appropriate support of the state within the framework of a reasonable research and innovation policy, can lead Ukraine to a qualitatively new level of development in the post-war period and unlock its full intellectual potential. The international community is ready to provide support, but we will have to rebuild our country and chart out our future path. Areas such as military technology, cyber security and digital innovation have the potential to make an important contribution to addressing Ukraine's challenges in the context of the conflict and help the country to remain modern and competitive on the international stage.

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MULTICULTURAL COMMUNICATION IN THE FOREIGN POLICY OF THE “BIG THREE” NATIONS

Ye. V. Movchan,

I. V. Zmiiova (language supervisor)

V. N. Karazin National University, Kharkiv, Ukraine

Movchan Ye. V., Zmiiova I. V. Multicultural communication in the foreign policy of the “Big Three” nations. The article examines the significance of foreign languages against the backdrop of the dynamics of multicultural communication within the foreign policy activities of three prominent European nations: France, Germany, and Great Britain, collectively referred to as the “Big Three”. In the context of an increasingly interconnected global landscape, these countries play a crucial role in shaping international relations and political discourse.

Keywords: “Big Three”, European Union, foreign language, foreign policy, international relations, multicultural communication.

Мовчан Є. В., Змійова І. В. Багатокультурна комунікація у зовнішньополітичній діяльності країн «Великої Трійки». У статті аналізується значення іноземних мов на тлі динаміки мультикультурної комунікації в рамках зовнішньополітичної діяльності трьох видатних європейських держав: Франції, Німеччини та Великої Британії, які мають спільну назву «Велика трійка». В контексті все більш взаємопов'язаного глобального ландшафту ці країни відіграють ключову роль у формуванні міжнародних відносин і політичного дискурсу.

Ключові слова: багатокультурна комунікація, «Велика Трійка», Європейський Союз, зовнішня політика, іноземна мова, міжнародні відносини.

1. Introduction

In the realm of international relations, the multicultural communication strategies employed by major nations significantly influence diplomatic engagements, global cooperation, and soft power projection. Foreign policy is a crucial aspect of a country's international presence, shaping its relations with the rest of the world.

To determine the key problems of multicultural communication and the key role of foreign languages in this process is extremely important for the formation of foreign policy efforts of France, Germany and Great Britain and stipulates the relevance of this work.

The object of the research is the aspects of multicultural communication in the foreign policy efforts of the “Big Three” countries, and the subject is the ways of interaction of foreign languages with the cultural features of these countries in the context of foreign policy.

The following tasks are set to achieve the purpose:

1. to reveal the theoretical essence of the comprehensive analysis of linguistic diversity;
2. to analyze the significance of multicultural communication in the foreign policy activities;
3. to study the foreign policy activities of France, Germany and Great Britain in the context of multicultural communication;
4. to determine the role of the French, German and English languages in ensuring successful multicultural communication.

2. Multicultural communication in the foreign policy of the “Big Three” nations

2.1. The importance of multicultural communication for foreign policy

Multicultural communication is the study and practice of effective communication across diverse cultural backgrounds, aiming to foster understanding, cooperation, and successful interaction in various social and professional contexts (Nye, 2004, pp. 8-14).

The concept of multicultural communication refers to the process of exchanging information, ideas, and cultural values between representatives of different cultures and nations.

Aspects of multicultural communication:

Language: Language is one of the most critical aspects of multicultural communication. The ability to communicate in foreign languages or use language translation services is vital for effective cross-cultural interactions.

Cultural Sensitivity: Understanding and respecting cultural differences and norms is crucial in multicultural communication. Being culturally sensitive involves recognizing and appreciating the values, traditions.

Nonverbal Communication: A significant part of communication happens through nonverbal cues such as gestures, facial expressions, eye contact, and body language. Understanding these nonverbal signals in various cultural contexts is essential for effective communication (François, 2019, p.103).

The efficiency of multicultural communication in foreign policy is important for:

supporting international relations: multicultural communication helps to improve relations between different countries and peoples, promoting mutual understanding and reducing conflicts;

diplomatic success: The ability to communicate with representatives of other cultures is important for diplomats and foreign policy agents. Effective multicultural communication helps to reach consensus and sign international agreements;

protection of national interests: Understanding the cultural specifics and linguistic nuances of other countries allows to better protect national interests and pursue appropriate foreign policy;

the joint solution of global problems such as climate change, poverty, conflicts, infectious diseases, etc. (François, 2019, pp. 96-98).

2.2. European Union and “Big Three”

The European Union is a political and economic union of 27 European countries that are located primarily in Europe. The EU was established with the goal of promoting peace, stability, and economic cooperation after the devastation of World War II. Over the years, it has evolved into a complex and highly integrated supranational organization (Lehne & Stefan, 2018).

The European Union is seen as a block in which all member states interact and make decisions on foreign policy unanimously. At the same time, the EU member states with the largest resources take the lead, three of which belong to a separate category of the “Big Three” – France, Germany and Great Britain. Discussion of the role of France, Germany and Great Britain in multicultural cooperation is important at the current stage of the development of diplomatic relations (Lehne & Stefan, 2018).

French is one of the main international languages and the official language of many international organizations such as the UN, EU, UNESCO, etc. Accordingly, one of the leading areas of French diplomacy is Francophonie – the promotion of the French language (Авраменко, с. 109).

The President of the Republic, Emmanuel Macron, has announced that the spread of the French language and Francophonie is a key priority for France. Francophonie seeks to promote the French language, which is already the fifth most spoken language in the world and the number of its speakers is increasing, making it one of the most important languages in the world. The ranking of the most common languages in the world is shown in Fig. 1:

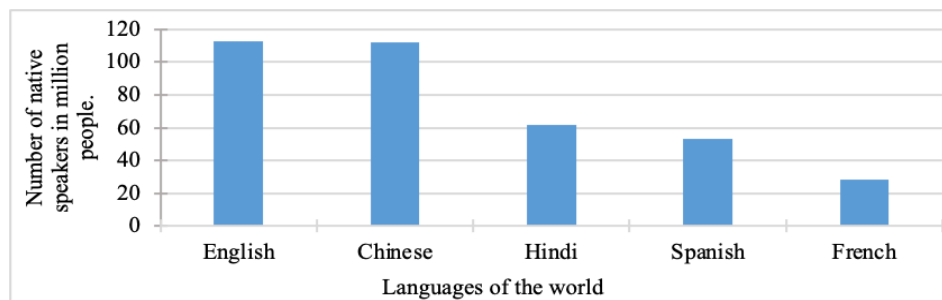


Fig 1. Rating of the most common languages in the world (“France plan: France 2030”, n.d.)

Germany’s multicultural interaction in the field of foreign policy activities is manifested in helping refugees during armed conflicts. Germany directly contributes to helping refugees from Ukraine. As of 2022, according to Forbes, Germany ranks 2nd in the number of Ukrainian refugees accepted, more than 1 million people, see Fig. 2:

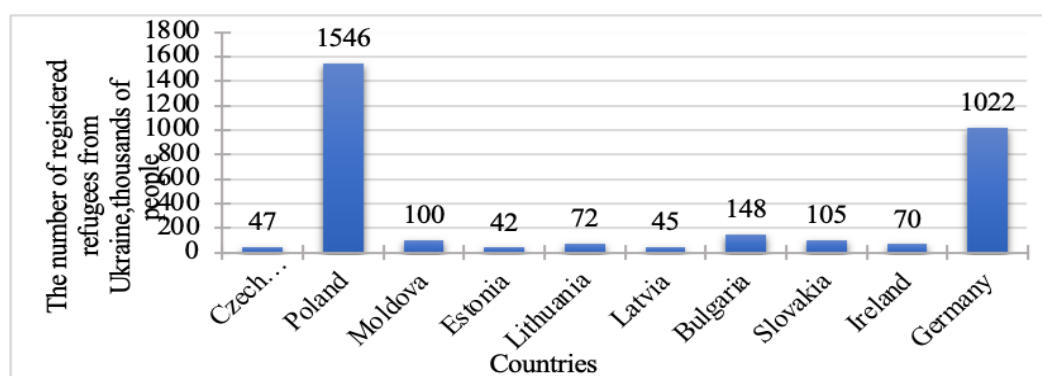


Fig.2. The number of Ukrainian refugees in European countries in 2022, thousands of people (“Federal Foreign Office Germany”, n.d.)

In the sphere of foreign policy activity, thanks to the influence of public diplomacy, Great Britain actively cooperates with international actors in the spheres of ensuring international peace and security. The Integrate Review Refresh consultation paper explains the aspects of the UK’s work in establishing an open and stable international order through public diplomacy. The UK consular document IRR2023 is based on “four pillars”. These pillars highlight important areas of policy that are of driving importance for achieving the main goals in the field of foreign policy activity (“Consular Corps of London”, n.d.).

Actively influence the international environment: The first pillar envisages that the UK should shape, balance, compete and cooperate in the main arenas of systemic competition, working with all states that support an open and stable international order and the protection of global public goods (“Integrated Review Refresh 2023”, n.d.).

Provide protection and promote constructive competition in all areas of global threats: This pillar reinforces the ongoing transition to an integrated approach to deterrence and defense to

address both state threats and transnational security challenges. It confirms that NATO is at the center of this effort, but it is clear that taking into account the changing threat landscape, effective deterrence will mean working through other groups and outside of Euro-Atlantic influence (“Integrated Review Refresh 2023”, n.d.).

Address vulnerabilities in the country by ensuring resilience: This pillar presumes that the UK must develop its approach to resilience with a long-term campaign to address the vulnerabilities that lead to crises and expose the country to hostile actors (“Integrated Review Refresh 2023”, n.d.)

To create a strategic advantage for Great Britain in the field of public diplomacy: This pillar emphasizes that the UK should continue to build on the UK’s strategic advantage in public diplomacy to strengthen its position of influence and ability to achieve international objectives (“Integrated Review Refresh 2023”, n.d.).

2.3. German, English and French languages in multicultural communication

The German, English and French languages play significant role in ensuring successful multicultural communication, especially in the context of foreign policies and society at large. Namely they are:

Languages of Diplomacy. French, English, and German are important languages in diplomatic relations on the international stage. Representatives of these countries use them for negotiations, signing international agreements, and resolving international conflicts (Meyer, 2017).

Languages of International Organizations. English, French, and German are official languages in many international organizations such as the United Nations, the European Union, NATO, and others. This makes these languages necessary for communication and influence within these organizations.

Languages of Mass Media. The languages of these countries are used in international media, affecting global public opinion and information exchange.

Languages of Cultural Exchange. Cultural exchange, including literature, cinema, music, and art, promotes intercultural understanding and influences the international cultural scene (Meyer, 2017).

3. Conclusions

Our study confirms the fact that languages serve as a vital tool for communication in foreign policy, especially in relations between major countries, facilitating international connections and diplomatic interactions.

Proficiency in foreign languages enhances the comprehension of different cultures, perspectives, and stances, helping in negotiations, mitigating misunderstandings, and promoting consensus in international diplomacy.

A deep understanding of the geopolitical landscape is crucial for effective foreign policy initiatives and the knowledge of foreign languages equips major countries to access firsthand information, engage with international counterparts, and conduct accurate analyses.

The language barrier can impede the achievement of shared international objectives. Promoting foreign language education and learning is essential for enhancing cooperation and the efficiency of foreign policy. Proficiency in languages and cultures of other nations contributes to maintaining equilibrium in international relations and supports peaceful conflict resolution.

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FROM ALLIES TO ADVERSARIES: ANALYSIS OF THE DYNAMICS OF SYRIAN-TURKISH RELATIONS

A. A. Myrna,

M. M. Medvid, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Myrna A. A., Medvid M. M. From Allies to Adversaries: Analysis of the dynamics of Syrian-Turkish Relations. This article is devoted to the intricate historical trajectory of Syrian-Turkish relations, mapping the transformation from erstwhile allies to contemporary adversaries. The analysis is structured around three key components, each exploring a distinct facet of this evolving dynamic: 1) by identifying pivotal moments, the article provides a comprehensive understanding of the factors contributing to the current state of affairs; 2) through an in-depth analysis of diplomatic maneuvers, military engagements, and strategic realignments, the article reveals the underlying motives behind the changing dynamics; 3) by assessing the diplomatic strategies employed by both nations, the article provides insights into the prospects for future relations.

Keywords: diplomacy, geopolitics, regional stability, Syrian-Turkish relations, Turkish-Syrian crisis.

Мирна А. А., Медвідь М. М. Від союзників до супротивників: аналіз динаміки сирійсько-турецьких відносин. Ця стаття присвячена складній історичній траєкторії сирійсько-турецьких відносин, яка відображає трансформацію від колишніх союзників до сучасних супротивників. Аналіз побудований навколо трьох ключових компонентів, кожен з яких досліджує окремий аспект цієї динаміки, що еволюціонує. Визначаючи ключові моменти, стаття дає комплексне розуміння факторів, що сприяють нинішньому стану справ. Завдяки глибокому аналізу дипломатичних маневрів, військових дій та стратегічних перегруповань, стаття розкриває глибинні мотиви, що стоять за зміною динаміки. Оцінюючи дипломатичні стратегії, які застосовували обидві країни, стаття дає уявлення про перспективи майбутніх відносин.

Ключові слова: геополітика, дипломатія, регіональна стабільність, сирійсько-турецькі відносини, турецько-сирійська криза.

1. Introduction

The object of this study is the intricate dynamics between Syria and Turkey. The subject under scrutiny is the multifaceted interplay of historical milestones, policy shifts, and current diplomatic challenges influencing the Syrian-Turkish relationship. Special emphasis is placed on understanding the role of geopolitical factors and the consequences of divergent political

trajectories. The purpose of this study is to unravel the complex factors contributing to the shift in Syrian-Turkish relations. Specifically, the analysis aims to provide insights into the historical context, policy decisions, and current challenges, with a focus on informing diplomatic strategies, enhancing regional stability, and guiding future research on global alliances. This study is crucial for policymakers, analysts, and scholars interested in comprehending the evolving nature of alliances and conflicts in the Middle East. By elucidating the historical and contemporary dimensions of Syrian-Turkish relations, the study contributes to a broader understanding of geopolitical dynamics and potential pathways towards regional cooperation. To achieve the outlined objectives, the study necessitates a comprehensive analysis of historical records, diplomatic archives, and contemporary geopolitical realities.

2. Rising Tensions: Tracing the Historical Milestones in Syrian-Turkish Relations

The history of Turkey's relations with Syria has never been easy, but this statement is true for all countries that share a border with the modern Republic of Turkey. Most of the states that used to be part of the Ottoman Empire were very cautious about the possibility of increasing Turkey's influence and importance in the region precisely because of its Ottoman past.

The relations between Syria and Turkey have been historically intricate, marked by various factors, with territorial disputes standing out prominently. A significant source of contention has been the conflict over the Turkish province of Hatay (Iskenderun), a disagreement rooted in events dating back to the sixteenth century. The San Remo Conference in 1920 initially designated this territory to be part of Syria, which was then under French mandate. However, in 1939, amidst the backdrop of World War II, France decided to transfer the province to Turkey, aiming to neutralize Ankara's stance in the global conflict. The strategic importance of Hatay lies in its direct access to the Mediterranean Sea, making it a crucial region for geopolitical reasons. Additionally, the province serves as a crossroads for vital trade routes in the surrounding area (Кравчук, 2016, p. 30-31).

A significant source of tension between Syria and Turkey relates to the status of the Tigris and Euphrates rivers, which originate in Turkey and flow through Syria. These rivers hold strategic importance for Damascus as vital sources of freshwater for the country. Ongoing controversies have arisen due to Turkey's efforts to control and restrict the supply of freshwater to Syria, leading to repeated conflicts over these waterways. Disputes over territorial ownership and rights to river usage have consistently impeded the establishment of positive neighborly relations between the two nations.

Independence and Post-Independence Period (1946-1970): Both Syria and Turkey gained full independence after World War II. In the early post-independence years, bilateral relations were relatively stable. However, ideological differences, particularly related to Arab nationalism and the Cold War, began to strain ties.

1960s-1970s: Arab-Israeli Conflict and Water Disputes: The Arab-Israeli conflict heightened tensions between Syria and Turkey, with Syria supporting Arab causes and Turkey maintaining a more neutral stance. Water disputes over the Euphrates River further complicated relations, as Turkey pursued large-scale irrigation and hydropower projects.

1980s: PKK Insurgency: The rise of the Kurdistan Workers' Party (PKK) in Turkey, seeking Kurdish autonomy, led to tensions with Syria. Ankara accused Damascus of providing support and a safe haven for PKK militants, contributing to a deterioration of relations.

1998: Adana Agreement: The threat of military intervention by Turkey, coupled with international pressure, led to the signing of the Adana Agreement. Syria pledged to curb PKK activities on its territory, easing tensions and improving relations temporarily (Кравчук, 2016, p. 33-36).

The historical milestones in Syrian-Turkish relations reflect a complex interplay of regional dynamics, geopolitical considerations, and domestic issues.

3. Policy Shifts and Power Plays: The Turkish-Syrian crisis

The relationship between Turkey and Syria has been complex and often tense for decades. The two countries have a long history of shared borders, cultural ties, and periods of both cooperation and conflict. However, the outbreak of the Syrian civil war in 2011 has brought this relationship to a particularly critical juncture.

Policy Shifts

Pre-war: Prior to the Syrian civil war, Turkey and Syria enjoyed a period of relatively warm relations. The two countries signed a free trade agreement in 2004, and Turkish President Recep Tayyip Erdogan cultivated close ties with Syrian President Bashar al-Assad.

Early years of the civil war: As the Syrian civil war erupted in 2011, Turkey initially adopted a cautious approach, calling for a peaceful resolution to the conflict. However, as the violence escalated and Assad's regime cracked down on dissent, Turkey's stance became more critical. Ankara began to call for Assad's ouster and provided support to Syrian rebel groups.

Recent developments: In recent years, Turkey's policy towards Syria has become increasingly complex and multifaceted. Ankara has launched military operations into Syrian territory to combat Kurdish militants and the Islamic State group. At the same time, Turkey has

also cooperated with Russia and Iran, both of which are allies of Assad's regime, in an effort to find a political solution to the conflict (Khaddour & Tokmajyan, 2022, pp. 113-130).

Power Plays

Turkish intervention: Turkey's military intervention in Syria has been driven by a number of factors, including concerns about the Kurdish PYD/YPG, which Ankara views as a terrorist threat, and the desire to create a buffer zone along its border to prevent the influx of Syrian refugees.

Regional rivalries: The Syrian civil war has become a proxy conflict for regional rivalries, with Turkey and Saudi Arabia supporting the Syrian opposition, while Russia and Iran back Assad's regime. This competition for influence has further complicated the conflict and made it more difficult to find a resolution.

4. Contemporary Challenges: Assessing the Current State of Syrian-Turkish Diplomacy

The relationship between Turkey and Syria has long been complex and fraught with tension. Following the outbreak of the Syrian civil war in 2011, this complexity has been further amplified by diverging interests, ongoing conflict, and the involvement of external actors.

Legacy of Historical Tension

Water disputes: Long-standing disagreements over Euphrates and Tigris water sharing remain unresolved, posing a potential flashpoint.

Kurdish Issue: Turkey's concerns about the Kurdish PYD/YPG in northern Syria create friction with the Syrian government's control over the region.

Past Support for Syrian Opposition: Turkey's initial backing of Syrian opposition groups during the civil war created animosity with the Assad regime.

The Shadow of the Syrian Civil War

Humanitarian Crisis: Millions of refugees residing in Turkey create a significant economic and social burden, impacting diplomatic relations.

Idlib De-escalation Zone: While the 2020 ceasefire deal brokered by Turkey and Russia brought temporary calm, its long-term viability remains uncertain (Кучик, 2016, p. 46-52).

Reconstruction and Accountability: Differing visions for post-war Syria impede cooperation and reconciliation efforts.

Geopolitical Influences

Russia's Role: Russia's military presence in Syria and close ties with the Assad government influence both countries' diplomatic stances (Кучик, 2016, p. 46-52).

US-Turkey Relations: Turkey's complex relationship with the US, including disagreements over Syria policy, complicate diplomatic efforts.

Regional Stability: Concerns about spillover effects and the wider context of Middle Eastern conflicts further complicate the situation.

Despite these challenges, there have been recent glimmers of hope. In December 2022, intelligence chiefs from Turkey, Syria, and Russia met, marking a first step towards potential rapprochement. Besides, both countries acknowledge the potential economic benefits of improved relations, including trade and energy cooperation. Turkey's increasing concerns about Kurdish groups near its borders might push it closer to the Syrian government.

However, the future of the Turkish-Syrian relationship remains uncertain. Years of animosity and accusations make building trust a major hurdle. The internal political situations in both countries can affect diplomatic agendas and willingness to compromise. The interests of other regional and international actors can hinder progress towards reconciliation.

5. Conclusions

In conclusion, the transformation of Syrian-Turkish relations from close allies to bitter adversaries reveals a complex interplay of historical baggage, regional power struggles, and evolving domestic priorities. While early cooperation was driven by economic and shared security concerns, subsequent shifts in political ideologies, the Syrian civil war, and the rise of regional players like Russia and Iran ignited tensions and ultimately severed ties.

Nowadays, the future of Syrian-Turkish relations remains uncertain, with ongoing disputes over territorial control, Kurdish autonomy, and the fate of refugees posing significant challenges to any potential rapprochement. Whether these fractured relations can eventually be mended or will continue to fuel further instability in the region is a question that only time can answer.

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UKRAINE'S PARTICIPATION IN INTERNATIONAL ECONOMIC ORGANIZATIONS

V. Yu. Nikitenko,

O. I. Radchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Nikitenko V. Yu., Radchenko O. I. Ukraine's participation in international economic organizations. The article focuses on the key aspects and impact of Ukraine's participation in international economic organizations on developing its economy and foreign economic relations. The article highlights Ukraine's contribution to international financial and trade organizations' work, participation in decision-making processes, and interaction with other countries. The article also examines the impact of these organizations on reforms in Ukraine's economy and legislation aimed at bringing it closer to international standards and increasing its competitiveness.

Keywords: competitiveness, economic development, foreign economic relations, international interaction, influence of international organizations.

Нікітенко В. Ю., Радченко О. І. Участь України в діяльності міжнародних економічних організацій. Стаття розглядає ключові аспекти і вплив участі України в міжнародних економічних організаціях на розвиток її економіки та зовнішньоекономічних відносин. Стаття висвітлює внесок України у роботу міжнародних фінансових і торговельних організацій, її участь у процесах прийняття рішень та взаємодії з іншими країнами. Також досліджується вплив цих організацій на реформи в економіці та законодавстві України, спрямовані на зближення з міжнародними стандартами та підвищення конкурентоспроможності.

Ключові слова: вплив міжнародних організацій, економічний розвиток, зовнішньоекономічні відносини, конкурентоспроможність, міжнародна взаємодія.

1. Introduction

The growing turnover of economic exchange with the active participation of most of the world countries in international relations provokes a boost of the influence of international organizations on the internal politics of countries. The existing development of international cooperation includes the consequences of international economic and political integration. The modern vector of international cooperation development is aimed at obtaining the maximum effect from international economic integration. Therefore, the main attention is paid to the harmonization processes of various types of national economic policy of each subject of

international relations. The key focus in this process is focused on the development of unified policy implementation measures in various economic spheres.

This analysis aims to identify specific achievements and challenges arising from Ukraine's membership in international economic organizations. In particular, the main advantages of participation in the World Trade Organization (WTO), the International Monetary Fund (IMF), and the World Bank (WB) will be considered. Special emphasis will be placed on the prospects for improving the effectiveness of participation and establishing a dialogue with other countries. This analytical approach will help identify optimal strategies for further strengthening Ukraine's position in the international economic space.

The relevance is due to the growth of globalization and the importance of international economic relations, notably the consideration of Ukraine's participation in international economic organizations is becoming extremely broad. The analysis of this issue allows to determine the effectiveness of the country's activities in the global economic environment and identify ways to improve its competitiveness.

The object of the study is Ukraine's participation in international economic organizations.

The subject of the study is Ukraine's interaction with specific international economic organizations, such as the World Trade Organization, the International Monetary Fund, and the World Bank.

The purpose of the article is to provide a thorough analysis of Ukraine's participation in international economic organizations, identifying key aspects of their impact on the economy and foreign economic relations. The article aims to highlight the role and significance of Ukraine's membership in such organizations and identify prospects for further development.

Research methods:

- theoretical – analysis of scientific literature on research issues, systematization, classification, generalization, synthesis, inductive and deductive methods of research;
- empirical – analysis of individual regulatory documents, analysis of reporting of individual international financial institutions.

The main tasks of the study:

1. to review the primary international economic organizations in which Ukraine takes part;
2. to identify the role of international economic organizations and how they affect Ukraine;
3. to assess the achievements and challenges of Ukraine's participation in international economic organizations;
4. to consider the prospects for the development of cooperation and its impact on the economic development of Ukraine.

2.1. The membership of Ukraine in international organizations and its influence on the country

International economic organizations (IEOs) play an important role in the development of the global economy. They promote trade liberalization, international cooperation, and the spread of advanced technologies. This is an important tool for integration into the global economy and ensuring economic growth for Ukraine.

The most important IEOs for Ukraine include the following:

- The World Trade Organization

The WTO is the main international organization that regulates international trade. Ukraine has been a member of the WTO since 2008. The WTO promotes trade liberalization between member countries, which has a positive impact on the Ukrainian economy.

Ukraine's participation in this international organization has a positive impact on its economy. According to the official site, Ukraine's participation in the WTO contributed to a 1.5% increase in its exports. In addition, the WTO has helped Ukraine to receive about USD 10 billion in foreign investment (“Офіційний сайт Світової організації торгівлі”, n.d.; Ливдар, Ярошевич, & Антошук, 2022, pp. 99-104).

- International Monetary Fund

The International Monetary Fund is one of the most important international economic organizations. It provides financial assistance to countries that suffer from economic difficulties. Ukraine has been a member of the IMF since 1992. Throughout this period, the Fund has provided the country with over USD 20 billion (“Amid War”, 2023). The IMF's financial assistance has enabled Ukraine to make its economy stable and move towards market reforms. So, the IMF's assistance has helped to stabilize the hryvnia exchange rate, reduce inflation, strengthen the balance of payments, reform the financial system, and launch the development of the private sector.

- The World Bank

Since 1992, Ukraine has maintained membership in the World Bank. In that time, it has provided more than \$12 billion in assistance to Ukraine for various projects aimed at developing the economy, improving social conditions, and strengthening democratic institutions. During the period of Russia's aggression against Ukraine, the World Bank provided Ukraine with an additional \$35 billion as a helping hand (“World Bank Group”, n.d.). These funds are aimed at supporting critical infrastructure, providing humanitarian aid, and rebuilding the country after the war.

It should be noted that these organizations cannot solve all the problems of the Ukrainian economy. However, they are an important tool for its development and competitiveness. Ukraine's participation is an important component of its foreign policy and economic strategy.

2.2. Problems of participation and prospects for future cooperation

Ukraine's participation in international organizations is one of the most important forms of world cooperation. It is aimed at developing conditions for international logistics, improving and harmonizing both the payment and transport policy. It also facilitates the establishment of technical standards and recommendations and the introduction of international technical and legal norms in the field of transport and communications in Ukraine.

There are three main achievements that Ukraine has gained through its participation in international economic organizations. Firstly, it is an increase in the level of openness of the Ukrainian economy. Participation in such institutions has contributed to the liberalization of Ukraine's foreign economic activity, the reduction of tariffs and non-tariff barriers, and the development of international trade. Secondly, the investment climate in Ukraine has improved. Cooperation has helped to increase international investors' trust in Ukraine, which in turn has led to an increase in foreign direct investments in the Ukrainian economy. Thirdly, Ukraine has expanded the access of Ukrainian goods and services to global markets, which has resulted in a boost in Ukrainian exports (Ткаченко І., Ткаченко В., 2022, с. 70).

Ukraine's issues or difficulties that prevent it from cooperating to the fullest extent with the abovementioned organizations can be divided into several categories: political, economic, and institutional.

As for the political ones, we can mention the Russian aggression against Ukraine, which has caused political and economic problems, and thus complicated and slowed down Ukraine's integration into the EU and their cooperation. Another issue is corruption, which is a serious problem in Ukraine, as it negatively affects the investment climate and business environment, and does not meet the standards of compliance.

Furthermore, Ukraine still lags behind developed countries in terms of economic development. This makes it difficult for Ukraine to participate in international economic organizations that require their members to meet certain criteria.

Finally, Ukraine's regulations in some areas do not comply with international standards, which makes it harder for Ukraine to participate in IFIs. As an example, Ukraine's intellectual property law does not meet WIPO standards. It can also be noted that the qualifications of Ukraine's human resources in some areas do not meet the requirements of international economic organizations. It is also noteworthy that the qualifications of Ukraine's human

resources in financial regulation do not meet the requirements of the International Monetary Fund (Федоришина, 2022; Марущак & Полагнин, 2018, с. 748-751).

The author offers several solutions to these problems. They include: 1) improvement of the system of lobbying Ukraine's national interests in these organizations. It is necessary to create an effective system of interaction between public authorities, businesses, and the public; 2) bringing the laws and regulations in Ukraine in line with the standards adopted in international economic organizations, for example, by carrying out reforms in various sectors of the national economy; 3) creation of stable conditions for the development of the Ukrainian economy. Ukraine should implement reforms aimed at creating a favorable investment climate, fighting corruption, and strengthening national security. It is crucial for Ukraine to cooperate with international financial institutions and increase the degree of return to the national economy, it is recommended to specifically identify projects for international financial transactions, direct funds most effectively, and strictly control their use after receipt. This will ensure the implementation of structural reforms in the Ukrainian economy, promote innovative development, and thus increase the competitiveness of the national economy and its successful integration into the global economic space (Gvozdej, 2022, pp. 50-58; Воронюк, Ярмош, & Айорінде, 2020).

The prospects for developing cooperation with international financial institutions are quite positive for Ukraine, as they have considerable experience and resources that can be used to support Ukraine's economic development. Financial intentions can help Ukraine to invest in such areas as infrastructure, agriculture, energy, and innovation, which will have an impact on economic growth and job creation; help create good conditions for implementing reforms, e.g., deregulation, privatization, and pension reform ("Співробітництво України", 2023).

3. Conclusion

Taking into account the information given above, we can talk about the following areas of optimization of Ukraine's relations with international financial organizations. Cooperation with global financial institutions is a way of integrating Ukraine into international economic and political relations. The central direction in the abovementioned range of tasks is the formation of a market-based economic system and a model of relations with foreign partners and creditors based on market principles as the most effective and productive. At the same time, the main requirement for the implementation of the relevant programs is the integration of the economy

into the world economy: this means that the Ukrainian economy should acquire all the attributes and parameters that are common in the world community and adhere to by its members.

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LA LIBERTÉ DE LA PAROLE DANS DIFFÉRENTS PAYS DU MONDE: CARACTÉRISTIQUES DE LA RÉGLEMENTATION JURIDIQUE AU JAPON

Y. Nikitina,

N. T. Bezvesilna (consultante linguistique)

Université nationale V.N. Karazine de Kharkiv (en français)

Нікітіна Ю., Безвесільна Н. Т. Свобода слова в різних країнах світу: особливості правового регулювання Японії. У цій статті розглядаються особливості правового регулювання свободи слова в Японії. Зосереджуючись на законодавчих актах та судовій практиці, аналізується баланс між свободою вираження поглядів та обмеженнями, що стосуються державної безпеки, гідності, добробуту, а також захисту інших прав та інтересів громадян Японії. Вивчаються ключові аспекти законодавства, які впливають на свободу слова в різних сферах: літературі, ЗМІ тощо. Результати дослідження дають узагальнене уявлення про функціонування свободи слова в контексті правової системи Японії, а також її застосування на практиці.

Ключові слова: відповідальність, громадськість, демократія, закони, законодавство, Конституція, Кримінальний кодекс, норми, обмеження права людини, правове регулювання, свобода слова, стандарти, суд, суспільство, цензура, ЗМІ, журналісти, кіша-курабу, уряд, Японія.

Nikitina Y. N., Bewvesilna N. T. La liberté de la parole dans différents pays du monde : caractéristiques de la réglementation juridique au Japon. Cet article traite des particularités de la réglementation légale de la liberté de la parole au Japon. En se concentrant sur la législation et la jurisprudence, on analyse l'équilibre entre la liberté d'expression et les restrictions liées à la sécurité nationale, à la dignité, au bien-être et à la protection des autres droits et intérêts des citoyens japonais. On étudie aussi les principaux aspects de la législation qui affectent la liberté d'expression dans divers domaines tels que littérature, médias, etc. Les résultats de l'étude donnent une idée générale du fonctionnement de la liberté de la parole dans le contexte du système juridique japonais, ainsi que de son application dans la pratique.

Mots-clés: responsabilité, public, démocratie, lois, législation, Constitution, Code pénal, normes, restrictions aux droits de l'homme, réglementation légale, liberté d'expression, normes, tribunal, société, censure, médias, journalistes, kisha-kurabu, gouvernement, Japon.

1. Introduction

Qu'est-ce que la liberté de la parole? La liberté de la parole est le droit d'une personne d'exprimer librement ses idées, ses pensées sans danger de sanctions, de censure, de vengeance

avec la capacité de façonner la journée au niveau narratif et sémantique. La liberté d'expression donne aux citoyens la possibilité d'exprimer leur propre opposition aux demandes du gouvernement. La liberté de la parole implique le droit de protester contre les injustices, d'exiger l'attention officielle de la position du dissident et d'encourager les autres citoyens à porter des jugements moraux. Cette liberté devrait donner à ceux qui s'opposent la possibilité d'expliquer les raisons de leur désobéissance comme une position consciente à des demandes inacceptables. La liberté d'expression est l'une des libertés publiques les plus importantes, qui englobe la liberté d'expression à l'oral et à l'écrit.

La liberté de la parole est le concept du droit naturel de l'homme d'exprimer son opinion en public sans censure illégale ni responsabilité possible. Cette expression ne se limite pas à la prise de parole en public et, dans un sens général, englobe d'autres formes d'expression de soi. Ce droit est inscrit dans la Déclaration universelle des droits de l'homme des Nations Unies et officiellement reconnu par la législation de la plupart des pays.

La liberté d'expression est une des valeurs juridiques fondamentales qui est essentielle pour la société et les États démocratiques. Chaque pays détermine ses propres règles et restrictions à l'usage de cette liberté, en tenant compte de ses spécificités culturelles, historiques et politiques. Le Japon, avec sa longue histoire et sa culture unique, ne fait pas exception.

Dans cet article, on va examiner les principales caractéristiques de la réglementation juridique de la liberté d'expression au Japon, à savoir : quelles lois et réglementations définissent les limites de la liberté d'expression dans ce pays, comment elles affectent les médias, l'opinion publique et d'autres aspects de la vie publique, et quels défis et problèmes peuvent survenir dans le contexte de la liberté d'expression au Japon.

Une très longue histoire du Japon couvre la période allant du 40^e millénaire avant JC à nos jours. La première mention écrite de l'ancien Japon est contenue dans les chroniques historiques chinoises "Vingt-quatre histoires" du premier siècle de notre ère. Cependant, selon les résultats des recherches archéologiques des savants, l'archipel Japonais était habité par des personnes au cours de la période du Paléolithique supérieur.

Les débuts de l'État de droit ont commencé au XIII^e siècle avec l'introduction de réformes visant à faire respecter la loi, à exempter les paysans du service militaire et à protéger l'administration provinciale à l'aide de la noblesse avec leurs troupes.

2. Au Japon, la liberté d'expression est protégée par la Constitution

La Constitution du Japon (Nihon-koku kempo/Nippon-koku kempo) est la loi fondamentale du Japon, entrée en vigueur le 3 mai 1947. Il s'agit formellement d'une série d'amendements à la

Ainsi, la liberté d'expression au Japon est garantie par la Constitution du Japon, qui a été adoptée en 1947 après la Seconde Guerre mondiale. L'article 21 de la Constitution garantit la liberté de pensée, de parole et d'expression, ainsi que la liberté de la presse. Cet article constitue la base juridique de la protection de la liberté d'expression dans le pays ("The Constitution of Japan", n.d.).

Cependant, la liberté d'expression, même si elle est protégée par la Constitution, n'est pas absolue au sens littéral. Dans certains cas, elle doit être limitée pour protéger le bien-être public des citoyens japonais.

La Cour japonaise l'a clairement indiqué dès le début, en 1949 : " La liberté d'expression garantie par la nouvelle Constitution ... Naturellement, elle ne peut pas être limitée arbitrairement, même par des lois. Cependant, le public ne doit pas abuser des droits fondamentaux de l'homme qui lui sont garantis par la nouvelle Constitution. Au contraire, le public a la responsabilité d'exercer ces droits dans l'intérêt du bien-être public (Shigenori Matsui, n.d.).

Un exemple similaire peut être vu dans le cas de " L'amant de Lady Chatterley" en mars 1957. Dans ce cas, Bin Itoh, un écrivain japonais, a traduit et publié le célèbre roman de D. H. Lawrence, "L'Amant de Lady Chatterley". Bin Itoh a été poursuivi avec son éditeur et accusé d'avoir violé l'art. 175 du Code pénal du Japon, qui interdit la vente ou la distribution de matériel obscène : " La Cour a clairement indiqué à plusieurs reprises que les droits fondamentaux de l'homme, indépendamment du fait que chaque disposition prévoit ou non la possibilité de les restreindre pour le bien-être public, ne peuvent être violés. Ils font l'objet de restrictions dans l'intérêt du bien-être public et ne sont donc pas illimités... Lorsque nous appliquons ce principe général à la liberté de parole ou à la liberté d'expression, cette liberté, aussi importante soit-elle, peut être restreinte dans l'intérêt du bien-être public." ("Courts in Japan", n.d.).

C'est-à-dire que la Cour du Japon a conclu que le maintien d'un niveau minimum de moralité sexuelle est indubitablement compatible avec le bien-être public, et que l'interdiction de publier du matériel obscène assorti de sanctions pénales est constitutionnellement correcte.

3. Censure des médias au Japon

À propos de la censure des médias dans le pays. Le Japon, c'est la démocratie parlementaire, qui doit respecter les principes de la liberté et du pluralisme des médias. Cependant, le poids de la tradition, des intérêts économiques, de la pression politique et de l'inégalité entre les sexes empêche les journalistes de remplir pleinement leur rôle de communication de l'information au public.

Le processus de censure et de réglementation des médias au Japon est basé sur des lois et des normes. La principale loi de régulation est la “Loi sur la réglementation et la supervision des médias” adoptée en 1949. Cette loi contient des dispositions relatives à la publicité, aux restrictions antitrust, etc. Par conséquent, les médias au Japon doivent respecter les règles d’équilibre et d’exactitude des reportages, et les journalistes eux-mêmes doivent veiller à ce que les différents points de vue soient reflétés dans leurs reportages (Shigenori Matsui, n.d.).

Par exemple, “Kisha Kurabu” (en anglais : Kisha Kurabu). Les kisha kurabu, ou clubs de reporters, remontent à 1890, lorsque le premier parlement impérial a interdit l’accès des journalistes à la presse. En réponse, les journalistes se sont regroupés, avec le soutien des entreprises de presse, pour former le premier club de la presse et faire pression pour l’accès à la presse. Ces clubs sont généralement composés exclusivement de journalistes travaillant pour les plus grands médias japonais. Les membres du club ont un accès exclusif aux sources officielles. Cependant, afin de maintenir cet accès, ils sont tenus de suivre les conseils et les ordres officiels du gouvernement.

Le système des clubs de quiche au Japon a en fait survécu jusqu’à ce jour, donnant aux politiciens et aux bureaucrates l’occasion d’intimider davantage les journalistes et les entreprises de médias en les menaçant de leur interdire de participer aux briefings s’ils rapportent des informations défavorables au gouvernement (Ryall, n.d.).

Il convient également de mentionner la Commission japonaise de la radio et de la télévision, qui est responsable de la réglementation de la diffusion et du contenu de la radio et de la télévision dans le pays. Il a le droit d’interférer avec le travail des médias s’ils enfreignent les règles.

4. Conclusion

En 2023, le Japon se classe au dernier rang des pays du G7 en matière de liberté d’expression des médias. Selon les experts, cela s’explique par la vulnérabilité des journalistes aux pressions du gouvernement et des entreprises, ainsi que par la culture de l’autocensure inhérente à la société japonaise. Bien que le Japon ait gagné trois places dans le Classement mondial de la liberté de la presse 2023, il se classe toujours à la 68e place sur 180 pays et régions (Ryall, n.d.).

En conclusion, la liberté d’expression au Japon est une composante importante d’une société démocratique, qui est garantie par la Constitution du pays. Cependant, la réglementation juridique de la liberté d’expression au Japon reflète la dynamique complexe de l’équilibre entre les droits individuels et les intérêts généraux de la société. De tels développements peuvent continuer à affecter les médias, la société civile et les processus démocratiques dans le pays.

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DIALECTS OF THE GERMAN LANGUAGE AS A COMMUNICATION CHALLENGE FOR THE DEVELOPMENT OF TOURISM

D. O. Novikova,

Ye. H. Makarska (language supervisor)

V. N. Karazin National University, Kharkiv

Novikova D. O., Makarska Ye. H. Dialects of the German language as a communicative challenge for the development of tourism. The article is devoted to the study of the influence of dialects of the German language on communication in the field of tourism. Considering dialects as an important aspect of cultural diversity, the author focuses on their impact on the tourism space and communication between tourists and local residents. Analyzing the challenges that arise in the perception and understanding of dialects, the article considers possible ways to improve communication in tourist regions. The author highlights the role of dialects in shaping a unique tourist experience and identifies ways in which linguistic diversity can become a factor in attracting and retaining tourists. The importance of supporting and preserving linguistic heritage in the context of the development of the tourism industry is also considered. Based on the research and analysis of practical examples, the article offers recommendations for tourism organizations and local authorities on the effective use of dialects as a resource for tourism development. This approach can help create a unique tourist image of the region and improve the perception of its cultural heritage. Moreover, the article draws attention to the need to take into account the peculiarities of different dialects and their role in interaction with different groups of tourists. The author considers how the adaptation of language strategies to the needs of different categories of visitors can positively affect the level of satisfaction and comfort of tourists, as well as increase their loyalty to a specific tourist destination. The article also considers the possibilities of using modern technologies, such as mobile applications or audio guides, to facilitate mutual understanding between tourists and local dialect speakers. The author emphasizes the importance of introducing innovative means of communication for convenience and improving the quality of tourist services.

Keywords: challenge, dialects, German, tourism development, tourist regions

Новікова Д. О., Макарьська Є. Г. Діалекти німецької мови як комунікаційний виклик для розвитку туризму. Стаття присвячена дослідженню впливу діалектів німецької мови на спілкування у сфері туризму. Розглядаючи діалекти як важливий аспект культурного розмаїття, автор акцентує увагу на їхньому впливі на туристичний простір та спілкування між туристами та місцевими жителями. Аналізуючи проблеми, які виникають при сприйнятті та розумінні діалектів, у статті розглядаються можливі шляхи покращення

спілкування в туристичних регіонах. Автор висвітлює роль діалектів у формуванні унікального туристичного досвіду та визначає шляхи, за допомогою яких мовне розмаїття може стати фактором залучення та утримання туристів. Також розглядається важливість підтримки та збереження мовної спадщини в контексті розвитку індустрії туризму. На основі дослідження та аналізу практичних прикладів у статті запропоновано рекомендації для туристичних організацій та місцевої влади щодо ефективного використання діалектів як ресурсу розвитку туризму. Такий підхід може сприяти створенню унікального туристичного іміджу регіону та покращенню сприйняття його культурної спадщини. Крім того, у статті звертається увага на необхідність урахування особливостей різних діалектів та їх ролі у взаємодії з різними групами туристів. Автор розглядає, як адаптація мовних стратегій до потреб різних категорій відвідувачів може позитивно вплинути на рівень задоволеності та комфорту туристів, а також підвищити їхню лояльність до конкретної туристичної дестинації. У статті також розглядаються можливості використання сучасних технологій, таких як мобільні додатки чи аудіогіди, для сприяння взаєморозумінню між туристами та носіями місцевого діалекту. Автор підкреслює важливість впровадження інноваційних засобів комунікації для зручності та підвищення якості туристичних послуг.

Ключові слова: виклик, діалекти, німецька мова, розвиток туризму, туристичні регіони.

1. Introduction

Dialects of the German language are a key element of the cultural and linguistic diversity that characterizes different regions of Germany. However, in the context of tourism development, this linguistic diversity can present a significant communication challenge for tourists and local residents. As opposed to the standard German language, dialects can create barriers in perception and mutual understanding that affect the quality of the tourist experience (Рожко, 2015).

The problem is that dialects can make it difficult for tourists and locals to communicate effectively, which can lead to misunderstandings, loss of interest and ultimately affect the reputation of tourist destinations. It is important to consider how these communication challenges can be a constraint to the development of the tourism industry and how they can be overcome to create a more pleasant and accessible tourism environment (Рожко, 2015).

Moreover, taking into account the diversity of tourist audiences, the issue of adapting communication strategies to the needs of different groups of tourists, as well as the development of innovative means to facilitate mutual understanding, which are relevant aspects of research in this context, arises (Рюдигер, 1979, с. 211).

Dialects are an important part of the cultural heritage of various regions of Germany. The preservation and study of this linguistic diversity in the context of tourism can contribute to the preservation and maintenance of cultural traditions.

Understanding how dialects affect the tourist experience can help regions implement strategies aimed at using linguistic heritage to attract tourists.

Misunderstandings arising from the use of dialects can compromise tourists' comfort and affect their travel experience.

Since tourists may have different levels of German language proficiency, adapting communication strategies to their needs is important to ensure a quality tourist service (Рюдигер, 1979, с. 213).

Research can identify opportunities to use technology, such as mobile apps or audio guides, to overcome language barriers and facilitate mutual understanding.

Taking these aspects into account will allow us to determine specific ways to improve communication in tourism and the use of linguistic heritage as a factor in the development of the tourism industry in Germany.

The object of the article is the comprehensive research of dialects of the German language in tourism.

The subject is problems and opportunities for the development of tourism with the help of dialects of the German language.

The purpose of the study is to determine how the use of dialects affects the perceptions and impressions of tourists in different regions of Germany and to identify and understand dialects as factors influencing interactions between tourists and local residents.

To achieve this, it is crucial to analyze how the use of linguistic heritage can contribute to the formation of a unique touristic image of regions and attract new visitors and consideration of the adaptation of communication strategies to the needs of different categories of tourists to ensure their comfort and satisfaction of the trip.

2. Current state of dialects of the German language

In modern society, great emphasis is placed on the standard version of the German language. Dialects are usually used in the family environment and less used in official or professional situations.

Numerous factors, such as globalization, increased mobility and changes in social structures, lead to the loss and disintegration of some dialectal features. The younger generation

often uses a standard language without fully conveying the linguistic features of their regions (Бублик, 2004, с. 113).

Some regions actively use local dialects in tourism programs as part of a unique and authentic experience. This may include the use of language features in local excursions, folklore performances and other tourist events (Бублик, 2004, с. 114).

Dialects can create communication challenges between tourists and locals, especially if the former speak only standard German. This can lead to misunderstandings and affect the quality of service and travel satisfaction (Бублик, 2004, с. 114).

In some regions, there are initiatives to preserve and promote dialects for tourism purposes. This may include the development of language programs for tourists or the use of dialects in advertising and marketing materials (Гінка, 2008, с. 93).

Due to the diversity of tourist audiences, it is important to adapt communication strategies to the needs of different groups. For example, some tourists may want a deeper immersion in the local culture, while others may prefer to use the standard language for ease of communication.

Modern technologies, such as mobile applications or audio guides, can be used to overcome language barriers and facilitate mutual understanding between tourists and locals by providing information in a standard language or providing translation into different dialects (Гінка, 2008, с. 96).

Considering these aspects, the current state of German language dialects in the field of tourism requires attention to solving communication challenges and ensuring a proper tourist experience for all visitors.

3. Problems of developing

The threat of extinction of some dialects due to the general trend of using a standard version of the language. This can lead to a loss of uniqueness and authenticity for tourist regions. The use of dialects can cause difficulties in perception and mutual understanding between tourists and locals. This is especially true in those regions where the dialects differ significantly from the standard language (Галицька, 2010, с.100).

The lack of a clear language policy and the lack of support from the authorities can make it difficult to preserve and develop dialects in tourist areas.

Some local residents may consider the preservation and use of dialects important to their cultural heritage, while others may support the use of a standard language to facilitate easier communication with tourists.

In some regions, there may be a lack of clarity in understanding how to use the language aspect to attract tourists. Some may see this as a competitive advantage, while others may see it as a residual or less important factor (Галицька, 2010, с.100).

With the use of modern technologies, such as mobile applications or online platforms, tourists can choose other, less complex means of communication, which can affect the preservation of traditional dialects.

The study of these issues can identify strategies for the preservation and maintenance of linguistic heritage, as well as for the creation of effective communication strategies in tourism to ensure a quality tourist experience.

4. Prospects

The prospects for the development of dialects of the German language in the context of tourism are determined by several directions that can contribute to both the preservation and active use of linguistic diversity (Орґґ, 2003, с.71).

Developing effective marketing strategies to attract tourists through an emphasis on linguistic authenticity. Emphasizing the uniqueness of dialects as an element of cultural experience can attract the attention and interest of visitors (Орґґ, 2003, с.72).

Application of modern technologies for recording and preservation of dialects, as well as their use in electronic resources and mobile applications for tourists.

Active cooperation with travel agencies and hotels to integrate linguistic diversity in service and entertainment for tourists.

The preservation and development of dialects can be part of the attraction for international tourists as it contributes to the uniqueness of the cultural experience.

Promoting cultural exchange between tourists and local people through the use of dialects. Such an exchange may include not only linguistic aspects, but also the exchange of traditions, crafts and other cultural features.

Developing flexible communication strategies that allow local residents to easily switch between dialects and the standard language depending on the audience, including interactions with tourists.

The general perspective is to develop a more inclusive, culturally rich and communicative tourism environment where dialects are not only preserved, but also used as a factor of attraction for visitors.

5. Conclusions

Emphasis on the preservation and use of dialects can be an additional factor of attraction for tourists seeking a unique and authentic cultural experience. The preservation and development of dialects also brings its own challenges in the field of communication, especially for tourists who may face problems of mutual understanding.

It is important to develop flexible communication strategies that allow local residents and tourists to communicate at different language levels, ensuring convenience for both parties.

The development of the tourism industry is related to the promotion of language education and the exchange of cultural experiences, which contributes to a deeper understanding and respect for the diversity of dialects.

Modern technologies, such as mobile applications and audio guides, can help overcome language barriers and facilitate comfortable interaction between tourists and local residents.

The development of tourism through dialects requires interaction between public organizations, travel agencies, linguists, industry experts and the local population.

Preservation of dialects can become not only an element of cultural experience, but also part of the tourism brand of the region. This allows you to create uniqueness and definition, which is important for attracting attention in a competitive tourism environment.

The development of dialects can be a step towards improving mutual understanding between tourists and local residents. Understanding and respecting linguistic traditions contributes to positive intercultural relations.

Preserving dialects helps preserve and pass down cultural heritage, preserving the uniqueness and identity of regions. This is important for both locals and tourists looking for authenticity in their travels.

All these aspects indicate that the development of German language dialects can be an important resource for the tourism industry, provided the right balance is struck between the preservation of cultural heritage and the provision of comfortable and effective interaction between tourists and the local population.

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DIFFICULTIES IN INTERPRETING UKRAINIAN TOURISM BRAND BY FOREIGNERS

M. V. Nykyforchuk,

V. V. Ilchenk (language supervisor)

V. N. Karazin National University, Kharkiv

Nykyforchuk M. V., Ilchenko V. V. Difficulties in interpreting the Ukrainian tourism brand by foreigners. The article analyzes the components of Ukraine's tourism brand that influence the general perception of Ukraine as a tourist destination. The elements that complicate the understanding of Ukraine's tourism brand by foreign tourists are identified. The possible ways to overcome such difficulties in understanding the tourism brand of Ukraine are outlined.

Key words: brand elements, foreign tourists, general perception, tourism brand, tourist destination.

Никифорчук М. В., Ільченко В. В. Проблеми тлумачення туристичного бренду України іноземцями. В статті проаналізовано складові компоненти туристичним брендом України, які впливають на загальне сприйняття України як туристичного напрямку. Виявлено елементи, які ускладнюють розуміння туристичного бренду України іноземні туристи. Окреслено можливі шляхи подолання таких складнощів у розумінні туристичного бренду України.

Ключові слова: загальне сприйняття, іноземні туристи, складові компоненти бренду, туристичний бренд, туристичний напрямок.

1. Introduction

The object of the article is the tourism brand of Ukraine as understood by foreigners. The subject is difficulties in understanding the core elements of the tourism brand of Ukraine. The purpose of the study is to examine the challenges and the ways of improving Ukrainian brand's elements. To achieve this, it is necessary to solve the following tasks:

- to analyse the factors bringing up the issue of brand understanding
- to consider the possible solutions to the above issue.

At the current stage of development, it is extremely important for the tourism industry to create a positive image of specific destinations that firmly establish themselves in the minds of tourists. The formation of such image involves not only information about the object but is accompanied by various photos, videos, slogans, logos, etc., that are associated with a specific tourist destination. This image is referred to as a brand, and the process of creating it is called

branding. Tourism branding is a legal instrument that attracts the attention of investors, thereby contributing to the economic prosperity of a region or enterprise (Кучеренко, 2013, с. 128).

Creating a unique brand for a tourist product or region is crucial because it allows the product or destination to stand out among competitors. This provides more advantages in a specific market segment and influences the formation of trust in the product or region among consumers. Furthermore, it is crucial for the brand to be understandable to foreign tourists, as the primary focus of positioning efforts is directed towards inbound tourists.

2. Ukrainian tourism brand through history

First, let's consider what is generally referred to as a tourism brand and how it is formed. There are various approaches to identifying the concept of the tourism brand and the ways it is formed. Australian researcher S. Peters believes that the tourism brand of a country is a set of tourist-attractive and distinctive features of the country's territory, including natural, historical, socio-cultural objects, national traditions, events, etc., that creates a positive perception of the state by potential tourists and investors (Кучеренко, 2013, с. 131).

The concept of territorial tourism branding is characterized by a broad spectrum of activities that allows for the creation of the image of a territorial tourism brand, conveying the entire set of attributes to the consumer regarding quality, price, and its tourist status. The creation of tourism brands can be seen as a comprehensive investment in the potential of the territory to establish a corresponding image in the information field, the development of appropriate infrastructure in the chosen area, and the improvement of service quality, among other factors (Anholt, 2006).

The main advantages of using territorial branding include the ability to build long-term relationships with consumers and establish strong emotional connections with them. This contributes to solidifying the brand in the consumer's consciousness, providing an opportunity to maintain income from product sales at the planned level or increase their quantity. Branding stimulates demand for products and services offered by the brand. Having a brand helps strengthen market position and maintain or increase consumer loyalty.

Before the full-scale invasion of Russia into Ukraine, the country had significant potential for tourism development overall. Undoubtedly, campaigns for the branding of Ukraine's tourist image were being organised and held. However, not all of them can be considered successful.

In 2014, there was an attempt to create a national brand for Ukraine through the program "Ukraine: It's all about U", initiated by the State Agency for Tourism and developed by the WikiCityNomica agency and the "Royal Artists" studio. The program was initially launched in 2013, but due to the events of the Revolution of Dignity, the presentation took place several months

later. At the core of Ukraine's new tourism brand was the idea of uniting the incompatible, as evidenced by the use of the Latin letter 'U' in the logo. This letter not only symbolized the first letter of the country's name but also represented its magnetism and attractiveness. The fundamental principles of the logo were centred around 'hospitality and beauty' as opposed to the negative associations of 'corruption and war' that had started to accompany the country's name in global news.

The slogan-constructor, which is the base of the created national tourism brand of Ukraine, gives following variants: Ukraine: It's all about U; Ukraine: As free as U; Ukraine: As young as U; Ukraine: As tasteful as U; Ukraine: As peaceful as U; Ukraine: As witty as U; Ukraine: As sharp as U; Ukraine: As sheer as U; Ukraine: As artistic as U; Ukraine: As unique as U; Ukraine: As true as U; Ukraine: As smart as U; Ukraine: As lively as U (Бренд-бук туристичного бренду України).

However, regardless of the quality of the creative ideas, the infrastructure of the 2018 Sample Brand was not fully organized, the brand was neither adequately researched, nor was it managed and promoted internationally.

In 2018, with the participation of the Ukrainian and British governments, along with the Banda studio, the Ukraine NOW brand was introduced. It became the most extensive program for promoting Ukraine's international image in the years of independence. Its central idea is that Ukraine is a progressive and open country, and it is extremely interesting to observe its development here and now. To shape the new national brand with the support of the UK government, a public opinion survey was conducted among foreigners. In this survey, the most common associations with Ukraine were identified as corruption, revolution, and military actions. Additionally, the foreign audience perceived Ukrainians as a relatively closed, intolerant, and aggressive society (Myroshnychenko, 2017, p. 18).

The new branding is intended to replace less pleasant associations in the mass consciousness with foreigners' perceptions of beauty, openness, dynamism, and innovation in our homeland. The emphasis on the word 'NOW', according to the designers of the Ukrainian national brand, is particularly appealing to foreigners. It demonstrates that Ukrainian society is not afraid to act and, in real-time, creates new inspiring initiatives that are worth the attention of the global community.

In order for the "Ukraine NOW UA" brand to become the basis of Ukraine's presentation in the world, it is necessary to:

- develop the Ukrainian tourism brand;
- design the professional brand infrastructure for Ukraine;
- test the brand in the markets;

- develop a draft brand development strategy;
- create solutions;
- produce professional marketing materials (Mazaraki, Mykhailichenko, Melnychenko, Melnyk & Miroshnik, 2020, p.427).

Unfortunately, no one intends to link the tourism brand's infrastructure with the country's position in the global tourism competitiveness index. The position itself can help to indicate how successful or unsuccessful the logo and identity of the tourism brand is.

It is extremely important to form the country's brand reputation as a safe, attractive, and accessible tourism destination and explore the factors influencing it.

3. Difficulties in representing brands' elements

One of the most important attributes of a brand is its name. It is believed that a successful brand name is already half of its success. However, creating a name is considered an extremely complex and unpredictable process. Nevertheless, a well-known fact is that the first impression of a brand is almost always visual, an imagery picture, rather than personal contact or feeling (Лялюк, 2021, с. 63). The names of the tourism branding campaigns in Ukraine over the years have been quite successful. The campaign slogan (which simultaneously served as the name) – “Ukraine: It's all about U” – had a double meaning: it could be interpreted as ‘it's all about Ukraine’, on the one hand, and ‘it's all about you’, on the other hand, aiming to encourage fellow citizens to engage in domestic tourism and foster understanding among people from different regions. Additionally, it aimed to show foreigners that they could also find something close to themselves in our country.

Regarding the “Ukraine NOW” campaign, the emphasis is on the word ‘NOW’, which, according to the creators of the design for the Ukrainian national brand, attracts foreigners, demonstrates that Ukrainian society is not afraid to act and creates new inspirational initiatives in real-time, which are worthy of global attention. It seems that Ukraine has everything to create a powerful tourism brand: well-defined values, creative logos, open messages, and popularity among people. However, establishing a positive image of the country as a tourist destination is quite a challenge, the reasons of which might be the difficulty in understanding the brand elements by foreign tourists.

One of the problems is the difficulties in understanding such brand elements as the logo, the face of the brand, messages, values, etc. which just might not resonate with foreign tourists.

In the 2014 “Ukraine is all about U” branding campaign, fictional characters named Harniuna and Sprytko were created to embody and position Ukrainian culture and traditions

(Бренд-бук туристичного бренду України). However, these characters faced criticism from experts, as videos circulated on the internet showing foreigners – the primary target audience of the national brand efforts – struggling to pronounce the characters' names. Essentially, these characters, being fictional and cartoonish, do not serve as the true face of Ukraine's brand. The fact that they are depicted in Ukrainian attire doesn't make them representative of Ukraine's brand, and they do not relate to foreign tourists.

The reaction to the national brand "Ukraine NOW" has been quite mixed. The public has critically assessed the new logo of the programme. Social media users noted its resemblance to the emblems of websites such as YouTube or LinkedIn. As a result, both foreigners and citizens might not distinguish this brand from others, and, moreover, it could be associated with different brands but not with Ukraine. Additionally, the design faced criticism for its simplicity, lacking references to national identity. Designer and art historian Igor Dudnik posted an image of the "Ukraine NOW" logo alongside the names of other countries on his Facebook page, emphasizing that the new symbolism is neither exclusively Ukrainian nor unique. Ukrainian diplomats pointed out that this national brand is quite American- and Euro-centric, overlooking the cultural and linguistic specificities of Asian countries, collaboration with whom is considered a promising direction for Ukrainian foreign policy.

4. Conclusion

Territorial branding involves various activities aimed at conveying the image of a tourist destination regarding quality, price, and tourist status. The advantages of territorial branding include building long-term relationships with consumers, establishing emotional connections, stimulating demand, and strengthening market position.

The 2014 "Ukraine: It's all about U" programme aimed to unite positive associations with the country through a creative logo and slogans. However, despite the quality of creative ideas, the infrastructure for the brand was not fully organized, researched, or promoted internationally.

The "Ukraine NOW" brand was introduced with the support of the Ukrainian and British governments. This initiative aimed to replace less favourable associations in the mass consciousness by portraying Ukraine as a progressive, open, and dynamic country.

The overall difficulty in establishing a positive image for Ukraine as a tourist destination is attributed to issues in communication, specifically the understanding of the brand's elements and their resonance with foreign tourists. The mixed reactions to the "Ukraine NOW" campaign further underscore the challenges, with concerns about the logo's simplicity, potential confusion with other brands, and its perceived Western-centric approach, overlooking cultural nuances

important for collaboration with Asian countries.

Apart from creative logos and catchy slogans, successful tourism branding requires a careful consideration of cultural specificities, effective communication, and the ability to resonate with the target audience.

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THE ROLE OF FOREIGN LANGUAGES IN DIPLOMACY AND INTERNATIONAL TOURISM

A. R. Pavlyk,

I. V. Davydenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Pavlyk A. R., Davydenko I. V. The role of foreign languages in diplomacy and international tourism. The purpose of the article is to carry out the analysis of the place and role of foreign languages, taking into account the international aspects and travel business. Foreign languages are considered from the point of view of socio-political and cultural studying. The importance of foreign languages as a means of international communication is based on modern technologies. The influence of foreign languages is also studied within diplomatic relations and world tourism. The author concludes that foreign languages are the basis of diplomatic and tourist relations between the countries of the world.

Keywords: analysis, diplomatic relations, foreign languages, international communication, modern technologies, tourism.

Павлик А. Р., Давиденко І. В. Роль іноземних мов у дипломатії та міжнародному туризмі. Метою статті є аналіз місця і ролі іноземних мов як в міжнародних аспектах, так і в туристичному бізнесі. Іноземні мови розглянуті з соціально - політичного та культурного ракурсів. Важливість іноземних мов як засобу міжнародних комунікацій ґрунтується на базі сучасних технологій. Досліджується також вплив іноземних мов на дипломатичні відносини та аналіз світового туризму. Робиться висновок, що іноземні мови являються основою дипломатичних та туристичних відносин між країнами світу.

Ключові слова: аналіз, дипломатичні відносини, іноземні мови, міжнародні комунікації, сучасні технології, туризм.

1.Introduction

Foreign languages play an important role not only in everyday life, but also in international relations and tourism. They unite different nations to achieve a common goal, and at the same time contribute to long-term cooperation of countries in international organizations. Now it is difficult to imagine life without linguistics, and almost all areas in the world directly depend on communication. The main thing is the importance of understanding the language of the partner-country. It shows tolerance and the value of your relationship with them. Linguistic interest and awareness automatically provide a diplomat with the great preference and respect within further cooperation. Undoubtedly, the language barrier is a problem in modern diplomatic activity and

for the convenience, English is widely used as a language for communication. However, this article studies the diversion of different languages in the world community.

The purpose of the article is to analyse the importance of foreign languages in the diplomatic and tourist spheres and provide a detailed coverage of the place of a foreign language in the modern world. The subject of the study is the socio-political, scientific and cultural aspects of influence of foreign languages on the international communication.

2. Foreign languages and diplomatic relations

The international communication is impossible without diplomacy. Diplomatic communication has a long history, and the language of diplomacy is a reflection of long social interaction and communication between peoples. The result of the termination of such communication was always a conflict. However, a language itself was often the cause of misunderstandings and conflicts. Its characteristic is the careful use of words and expressions, the scrupulous selection of syntactic constructions, the combination of verbal and non-verbal signs, and even silence. The special organization of linguistic means helped to build bridges, cement relations, and avoid conflicts. For modern diplomacy, words continue to be the main tool (“Особливості дипломатичної мови”, n.d.).

William Hague, Hunt's predecessor at the Foreign Office of Great Britain, once explained: “The ability to speak, read, listen and write in a foreign language is one of the fundamental skills of our diplomats”. He said: “Without this they cannot get under the skin of the country and truly understand its people.” Even then, The Hague warned that Britain would pay a high price on the world stage for its poor linguistic capabilities and he was right. A study published in 2018 found that only a third of British diplomats working in Arab countries actually speak Arabic. As well as being beneficial for diplomats, multilingualism also carries significant political weight for politicians. Rory Stewart is rumoured to be fluent in around 11 languages and was recently applauded for demonstrating his ability to speak multiple languages in the race to become the next prime minister (“The importance of multilingualism in the world of diplomacy”, n.d.). Language is a powerful tool; it can be used as a means of controlling or shaping thoughts of others. Tongtao Zheng from the University of Tasmania writes: “Language is a weapon and a powerful tool in winning public support, especially during the current information revolution period. It is also a powerful weapon in the struggle of community against community, worldview against worldview.: Effective rhetoric is about the right words, at the right time and in the right place.

Overall communication between diplomats is a two-way street. One cannot expect to obtain information unless one is able and willing to convey useful information as well. It is first and foremost the act of sharing. The emphasis is normally on "what to say" rather than "what not to say". Sometimes, silence is more eloquent than words. Trained diplomats avoid potentially aggressive, insensitive, offensive or destructive language. The diplomatic language is peace-making, peace-building and peace-promoting. Not only must diplomatic language be polite, choice of words must also be correct.

However, if one wishes to camouflage one's thoughts, it can be achieved by using a more complicated style, complex sentences, digressions, interrupting the other's flow of thought and introducing new topics. Ambiguity is a useful tool in diplomacy as it is in abstract art. Today, English, French, Russian, Chinese, Spanish and Arabic are the official working languages at the United Nations. The best interpreters in the world are found at the UN, where speeches are interpreted live and written documents translated swiftly ("Importance of language in diplomacy", n.d.).

3. Foreign language and international tourism

Foreign languages in tourism now play an equally important role. Knowledge of several languages is always an advantage in working in the hotel and restaurant business. Even as a tourist, it is necessary to know at least international language in order to ask or answer foreigners. It is worth adding that there are many tourist and student programs, which require knowledge of English, and there are also often those where knowledge of English will not be enough. Nevertheless, ignoring the important roles of foreign languages may lead to the loss of resources and limitations to tourism organizational and managerial development due to the lack of communication and knowledge sharing. To carry out the task, development of tourism sector needs to communicate across linguistic. Therefore, in tourism organizational management English and foreign languages can be described as a required communication means. It is claimed that tourism organizational management requires a process and supporting practices related to the sharing opinion and exchanging information ("Importance of English language", n.d.).

The importance of foreign language in hospitality and tourism organizational management has not been fully investigated yet. Language is a system of spoken or written symbols that can communicate ideas, emotions, and experiences. English language plays an important role in the daily work of employees but they also have and struggle in speaking and using vocabulary in the hospitality and tourism field. Understanding the role of foreign language, stakeholders can

improve the coordination skills. Language is a source that encompasses daily practice and almost all other aspects of human life. The various key dimensions of language in hospitality and tourism:

- to increase customers satisfaction;
- to enhance and maintain language competency of tourism people;
- to motivate international tourist;
- to increase better understanding on demand and culture;
- to create effective internal and external communication (“Foreign language skills”, n.d.).

Any specialist must possess not only an appropriate amount of professional knowledge, skills and abilities, but also possess high foreign language competence. It is the profound knowledge of professionally-oriented foreign language for a specialist working in the field of tourism, which is a sign of his high professional competence. Consequently, the need for foreign languages to be mastered at the appropriate professional level by managers in hospitality and tourism business is greatly enhanced by the integration of the modern generation into the global socio-cultural space. Considering this, only the specialist, who speaks at least one foreign language, has developed skills of intercultural communication and possesses skills of foreign language competence will be able to adapt to the multicultural environment and to realize professional and personal potential. The mastery of good foreign language, especially English, influences many developments in the tourism industry. Language barriers do block the way of a hospitality industry’s long term success and as the global market of tourists and tourism employees increase, so does the demand for high quality foreign language for tourism specialized skills. Most hospitality and tourism employees need the following skills:

- speaking skills: to guide, escort, interact or communicate with others, especially, with the foreign tourists;
- listening skills: to listen to the foreign tourists' enquiries, to lead tourism employees to understand the things that the foreign tourists would need and want when they ask for tourism information;
- reading skills: to look for and read the tourist information when foreign tourists ask for more in-depth information about the tourist attractions; to read information that are often requested by foreign tourists, such as, the price and characteristics of souvenirs, foods and facilities;
- writing skills: to prepare and outline the information given to the foreign tourists etc.

In my opinion, the usual problems of hospitality and tourism employees are using inappropriate words and expressions in speaking, being unable to understand foreign accents,

having inadequate vocabulary in reading, and lacking grammar knowledge in writing (“Foreign language skills” , n.d.).

4. Conclusions

Therefore, a modern person should master at least one foreign language in order to be a full-fledged part of the international society. Diplomacy and tourism require special communication and attention to negotiation skills. Knowledge of a foreign language is crucial to express respect to the people and culture whose language you speak, to ease and comfort the understanding. And in order to understand all the opportunities that open up to you with the study of foreign languages, it is enough to have the experience of speaking with a polyglot. A qualified specialist with knowledge of foreign languages is valued much higher than a native speaker of one language.

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MARKET TRANSFORMATION IN KAZAKHSTAN IN THE 1990S AND EARLY 2000S

D. Pienkova,

Sergeyeva O. Yu. (Language supervisor)

V.N. Karazin Kharkiv National University

Pienkova D., Sergeyeva O. Yu. Market transformation in Kazakhstan in the 1990s and early 2000s. The topic examines market reforms in Kazakhstan during the 1990s and early 2000s. Key aspects of economic reforms, their impact on market relations, entrepreneurship and social aspects are analyzed. The main steps in the introduction of a market economy, trade liberalization and structural changes in the field of entrepreneurship are highlighted. The challenges that accompanied the reforms and their consequences for economic development and social welfare are analyzed. It concludes with a summary of the results, emphasizing the key trends and achievements in the process of market transformation in Kazakhstan during the period.

Keywords: entrepreneurship, market economy, market reforms, trade liberalization, social aspects

Пенькова Д. Е., Сергєєва О. Ю. Трансформація ринку Казахстану в 1990-х і початку 2000-х років. Стаття досліджує ринкові перетворення в Казахстані протягом 1990-х та на початку 2000-х років. Аналізуються ключові аспекти економічних реформ, їх вплив на ринкові відносини, підприємництво та соціальні аспекти. Висвітлюються основні кроки у впровадженні ринкової економіки, лібералізації торгівлі та структурних змін у сфері підприємництва. Розглядаються виклики, що супроводжували реформи, і їхні наслідки для економічного розвитку та соціального становища населення. Завершується узагальненням результатів, підкреслюючи ключові тенденції та досягнення в процесі ринкових перетворень в Казахстані у зазначений період.

Ключові слова: лібералізація торгівлі, підприємництво, ринкова економіка, ринкові перетворення, соціальні аспекти

1. Introduction

The development of the Republic of Kazakhstan in the 1990s was associated with radical reforms that were carried out in the context of the formation of statehood and the deep economic crisis that accompanied the country's transition to independence. This period was characterized by socio-economic and socio-political transformations associated with the process of transition to a market economy (Taubaev, 2012, p. 36).

2. Main body

The main goal of the reforms was the formation of an effective market economy and the integration of Kazakhstan into the world economic system. To achieve this goal, it was necessary to take a number of measures: to liberalize economic relations; to carry out privatization; to create conditions for the development of private entrepreneurship; to reform the financial and credit sector; to create a favorable environment for attracting foreign capital.

The first step in the process of market reforms was the liberalization of prices, which began in January 1992. However, the transition to free pricing resulted in a sharp rise in the cost of goods and services.

Changes also affected the financial sector. On November 15, 1993, Kazakhstan introduced its own national currency, the tenge. The introduction of the tenge was an important step in the country's efforts to form its financial system.

In 1992, Kazakhstan began the process of denationalization of state property. In April 1993, the National Privatization Program came into force. Initially, trade, public catering, consumer services and other service-related facilities were transferred to private ownership (Ayagan et al., 2010, p. 30). One of the consequences of the denationalization of enterprises in the trade and food industry (called "small-scale privatization") was the rapid saturation of the market with domestic food products. As for consumer goods, their deficit was reduced mainly by imports (Ermakovic, Kozarzewski, & Pankuv, 1996, p. 19).

At the end of 1994, the country began the process of privatization of large enterprises in the basic industries, primarily mining and metallurgy. It should be noted that these industries are strategically important sectors of Kazakhstan's economy. These include oil and gas, uranium, chrome, copper, gold, iron, manganese, and coal industries. The products of these industries formed the basis of the republic's exports in the post-Soviet period.

The essence of the denationalization process was the corporatization of large enterprises and the distribution of special personalized coupons among the citizens of Kazakhstan. These coupons were invested in investment funds, and in return, citizens received shares in the enterprises and could participate in privatization auctions. The fact that the coupons were registered made it difficult to sell them to others. This system allowed the government of Kazakhstan to conduct centralized and controlled privatization in the country (Dombrovsk et al., 1996, p. 9).

At the same time, the government of Kazakhstan authorized the transfer of production facilities in the mining and metallurgical industries to joint management by domestic and foreign companies. By allowing the participation of foreign capital in the privatization of strategically important

production complexes, the government aimed to attract foreign investment and expertise, which should have contributed to the modernization of these enterprises.

One of the main sectors of Kazakhstan's economy is agriculture. In the first years of independence, there was a decline in production in this sector. This was due to the lack of state funding for the agricultural sector, as well as the lack of modern technologies for processing agricultural raw materials.

The main goal of the reforms in the agricultural sector was to eliminate the state monopoly on land. The idea was to reorganize collective farms and make a transition to a farming system. In order to stimulate the development of farms, the state began to provide farmers with loans for the purchase of agricultural machinery and fuel materials. This to some extent helped to stop the stagnation in agriculture ("Secretariat", 2015, p. 218). Improvement of the main economic and financial indicators of enterprises specializing in agricultural processing allowed this industry to take the fourth place among the leading sectors of the country's economy after oil, natural gas and metallurgical industry.

In the first years after the start of the transition to a market economy, there was a significant deterioration in the living standards of the population of Kazakhstan. The monetary reform that was implemented in the first years of independence significantly reduced the amount of money previously accumulated by the population. Delays in the payment of salaries and pensions became commonplace. The unemployment rate increased significantly. Up to 60-70% of employees were forced to take forced unpaid vacations and work part-time. There was an outflow of skilled workers to business and abroad.

In the second half of the 1990s, the socio-economic situation in Kazakhstan began to improve. The country was gradually recovering from the crisis. To a certain extent, this was facilitated by reforms in the social security sector. In particular, the state began reforming the pension system. Thus, in June 1997, the Law "On Pensions" was adopted. The country created the State Accumulative Pension Fund (SAPF). In 2013, the Unified Accumulation Pension Fund (UAPF) was formed on its basis. Since then, the USPF has become the only organization that collects mandatory pension contributions.

In the early twenty-first century, the government began to pay considerable attention to the development of knowledge-intensive and high-tech industries. The amount of state funding for innovation is increasing. In 2003, Kazakhstan adopted the Strategy of Industrial and Innovative Development. In 2004, the country developed a program for the formation of an innovation system. Subsequently, it was repeatedly supplemented by state programs that provided for the introduction of the latest technologies in various fields. A large holding company, the National Welfare Fund Samruk-Kazyna, was established by a decree of the President of Kazakhstan. The purpose of the

fund is to attract investment in the economy of Kazakhstan. An important area of innovation policy is the formation of specialized infrastructure. To this end, technology parks were created in the East Kazakhstan, South Kazakhstan and North Kazakhstan regions, as well as in Astana.

3. Conclusions.

Thus, in the post-Soviet period, large-scale socio-economic reforms were implemented in Kazakhstan. The country switched to market-based pricing, foreign economic liberalization, and large-scale privatization. The process of transition to the market in Kazakhstan, as in other post-Soviet countries, was accompanied by a sharp deterioration in living standards. In the second half of the 1990s, the socio-economic situation in Kazakhstan stabilized. This was due to both reforms in the social security sector and favorable market conditions in the energy market (rising oil prices on the world market). In the 21st century, Kazakhstan's leadership is taking measures aimed at developing innovative technologies to make a gradual transition from a raw material-based to an innovative type of economy.

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THE DIPLOMACY OF COERCION

V. M. Pidhorodetska,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Pidhorodetska V. M., Litovchenko Y. M. The diplomacy of COERCION. The article examines the essence of coercive diplomacy, its role in the modern world and its impact on international relations. The paper describes the case of using aspects of coercive diplomacy and the use of sanctions by the European Union to resolve hostilities on the territory of Ukraine and prevent them. The article analyzes the interrelation of the use of this type of diplomacy in modern realities in the conduct of a relatively new and poorly studied phenomenon - hybrid warfare. The author draws conclusions on the specific aspects of coercive diplomacy and possible threats in its implementation and use.

Keywords: coercive diplomacy, conflict, negotiation, sanctions, Ukraine, war.

Підгородецька В. М., Літовченко Я. М. Дипломатія примусу. У даній статті розглянуто сутність дипломатії примусу, її роль у сучасному світі та вплив на міжнародні відносини. Також, на прикладі Російсько - Української війни, розглянуто кейс застосування аспектів дипломатії примусу, та застосування санкцій Європейським Союзом за для врегулювання воєнних дій та їх запобігання. У роботі описано взаємозв'язок застосування даного виду дипломатії в сучасних реаліях при веденні, відносно нового та мало вивченого явища, - гібридної війни. Беручи до уваги характер конфліктогенності сучасного світу, зроблено висновки щодо особливості аспектів застосування дипломатії примусу та можливі загрози за її реалізації та використання.

Ключові слова: війна, дипломатія примусу, конфлікт, перемовини, санкції, Україна.

1. Introduction

The object of the article is coercive diplomacy. The subject is mechanisms of coercive diplomacy. The modern geopolitical world is characterized by profound changes in politics, economics, technology and culture, which poses new challenges and tasks for governments and international organizations. In this context, the study of international communications and the study of the situational approach to diplomacy are of particular relevance. With the growth of geopolitical tensions and conflicts, it is important to understand effective tools of international communication, including coercive diplomacy. Research on this topic is certainly important for policymakers dealing with complex international crises and conflicts, as well as for informed citizens of any country in the world. By understanding the mechanisms of coercive diplomacy,

governments and international organizations can better assess the risks and benefits of using coercive tactics to achieve their goals. In addition, they can develop more nuanced and strategic approaches to diplomacy that utilize both coercive and cooperative elements to achieve desired outcomes while minimizing the potential for escalation or unintended consequences.

2. The essence of the term “Coercive Diplomacy”

The concept of coercive diplomacy has roots in the twentieth century, notably shaped by the work of Alexander George, a prominent American political scientist and Stanford University professor. George's contributions to the field laid the groundwork for understanding coercive diplomacy as a strategic alternative to the direct use of military force (“Diplomacy of coercion”, n.d.).

The term of “coercive diplomacy” can be defined as “non-militarized coercion” or “the use of threats of negative actions to force a target state to change its behavior”. The use of this type of diplomacy is often accompanied by ultimatum actions aimed at achieving one's own national goals in the course of conflict resolution (“Discussion on the concept”, n.d.).

Therefore, “coercive diplomacy is aimed at forcing the enemy to accept its demands on the most favorable terms” (“Diplomacy of coercion”, n.d.).

The key elements of such diplomacy lie in its multifaceted nature and the strategic calibration of pressure. It requires a careful balance between demonstrating resolve and avoiding escalation to outright conflict. Success in coercive diplomacy often hinges on the credibility of the coercing party's threats and the perception that the costs of non-compliance outweigh the benefits for the targeted entity.

3. The use of coercive diplomacy in modern realities

A new type of war is hybrid warfare, which is often accompanied not only by its components, such as manipulation, spreading fake or distorted facts about the participants in the political arena, but also by the use of alternative methods.

In contemporary international relations, the concept of coercive diplomacy continues to play a significant role in statecraft and crisis management. States frequently employ coercive tactics to influence the behavior of adversaries, deter aggression, or compel compliance with international norms and agreements. From economic sanctions and diplomatic isolation to the threat of military action, coercive diplomacy encompasses a wide range of tools and strategies aimed at altering the calculus of decision-makers and shaping outcomes in the international arena (“Discussion on the concept”, n.d.).

Coercive diplomacy can serve to prevent the escalation of conflicts or to create more effective scenarios for conflict resolution.

Back in 2014, Russia's aggression against Ukraine launched the mechanism of crisis (including coercive diplomacy) and preventive diplomacy. As early as February 24, 2022, the EU member states spoke with one voice in support of Ukraine (“Andrzej Duda”, n.d.).

In summary, a certain negotiation framework was established and a series of actions aimed at helping Ukraine were taken, with the international community acting as a mediator. In response to the military and political aggression of the Russian Federation, the European Union imposed tough sanctions against the aggressor state. Sanctions, which are a part of coercive diplomacy, have a direct negative impact on the economy and other sectors of development of the aggressor country, which will further reduce the possibility of offensive and defensive military actions and ultimately lead to negotiations and the end of active hostilities.

Conflicts and global crises are an integral part of the system of international relations. The world order is under the influence of significant conflicts and international crises that create and change the order. Diplomacy is facing new tasks in responding to these challenges and observing the transformation of the mechanisms for their resolution (“How coercive diplomacy works”, n.d.).

Coercive diplomacy can be an effective tool in cases where peaceful means of conflict resolution fail. This way of diplomacy is defined as a complex international instrument that involves the use of various pressures and means to achieve diplomatic goals. Analyzing this concept, we see that in today's world, inhabited by deep political, economic and socio-cultural gaps, coercive diplomacy is becoming a necessary reality for many countries.

The use of economic sanctions, military force, or other forms of pressure is becoming an important component of strategies to secure national interests. However, it is important to keep in mind that the effectiveness of coercive diplomacy often depends on balance, reasoning, and flexibility in its application (“International sanctions”, n.d.).

The consequences of coercive diplomacy can be complex and long-lasting, affecting not only relations between countries, but also significantly affecting geopolitical stability. Therefore, given the need to take steps to protect national interests, it is also important to focus on finding peaceful and diplomatic ways to resolve conflicts.

4. Conclusions

Therefore, this article has examined the object and subject of coercive diplomacy, emphasizing its relevance in an era marked by rapid geopolitical change. By exploring the mechanisms of coercive diplomacy and their implications for international relations, this study

contributes to a deeper understanding of how states and international actors seek to influence behavior and achieve their goals in a dynamic and interconnected world. As we continue to navigate the complexities of global politics, the study of coercive diplomacy remains essential for promoting stability, resolving conflicts, and advancing mutual interests on the international stage.

While coercive diplomacy offers policymakers a flexible and potentially less costly alternative to military intervention, its effectiveness is contingent upon a variety of factors. Success in coercive endeavors depends on the credibility of threats, the resilience of targets, and the ability to calibrate responses to avoid unintended escalation. Moreover, the ethical implications of employing coercive tactics raise questions about the balance between achieving strategic objectives and upholding principles of international law and human rights.

In general, coercive diplomacy remains an important element of international relations, but its use should be based on an understanding of the complexity of global challenges and aimed at achieving a sustainable, just and peaceful world.

Looking ahead, future research should continue to explore the evolving nature of coercive diplomacy in response to shifting geopolitical dynamics. This includes examining emerging technologies and their impact on communication strategies, as well as investigating the role of non-state actors and transnational networks in shaping coercive interactions. Furthermore, comparative studies could shed light on the effectiveness of different coercive tactics across diverse cultural and political contexts, providing valuable insights for policymakers and practitioners.

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ANTARCTIC TOURISM: CHALLENGES AND PROSPECTS

D. O. Podgorniuk,

V. V. Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Podgorniuk D. O., Ilchenko V. V. Antarctic tourism: challenges and prospects. The article examines problems and prospects of Antarctic tourism, analyzing development dynamics, the structure of tourist visits, and pricing policies. Key tourist countries are identified, and proposals from Ukrainian tour operators for Antarctic tours are scrutinized. The article highlights critical issues within the local ecosystem, particularly environmental threats linked to Antarctic tourism and continent-wide tourist activities. The conclusion is drawn that despite existing challenges, Antarctic tourism holds prospects for further research.

Keywords: Antarctic tourism, development dynamics, ecosystem, pricing policies, tour operators.

Подгорнюк Д. О., Ільченко В. В. Антарктичний туризм: Проблеми та перспективи. У статті розглядаються проблеми та перспективи антарктичного туризму, аналізується динаміка розвитку, структура туристичних відвідувань та цінова політика. Визначено ключові туристичні країни та розглянуто пропозиції українських туроператорів щодо антарктичних турів. У статті висвітлюються критичні проблеми місцевої екосистеми, зокрема екологічні загрози, пов'язані з антарктичним туризмом і туристичною діяльністю на всьому континенті. Зроблено висновок, що незважаючи на існуючі виклики, антарктичний туризм має перспективи для подальших досліджень.

Ключові слова: Антарктичний туризм, динаміка розвитку, екосистема, туроператори, цінова політика

1. Introduction

The object of the research is the tourist activity and its impact on the Antarctic environment. The subject of this study is Antarctic tourism, with a focus on the continent's unique features and the challenges and prospects it presents. The aim of our research is to conduct a thorough analysis and uncover the peculiarities of tourist activity on the continent of Antarctica, identify key issues, and define prospects for further research in this area. The relevance of the study lies in the growing interest in exotic tourist destinations, in particular the Antarctic continent, as well as the impact of global climate changes on tourism activity in the region. In the analysis of recent studies, the absence of comprehensive scientific works dedicated to Antarctic tourism and its impact on the local environment has been identified. In both Ukrainian and international scientific and popular literature, the

development of tourism in Antarctica has been addressed in publications by M. Abedi, T. Adashova, Y. Holysh, P. Mc Clenahan, T. Shalamai, and several other authors. Unresolved questions regarding ecological and socio-cultural aspects of tourism on the continent of Antarctica remain pertinent. *To reach the aim of the research, the following objectives have been specified: to analyze the current state and dynamics of Antarctic tourism; to identify key challenges and opportunities in the development of Antarctic tourism; to examine the structure of tourist visits to Antarctica and the associated economic aspects; to assess the ecological impact of tourism on the Antarctic ecosystem.* It is anticipated that the results of this research will contribute to the development of scientific knowledge in the field of tourism studies and provide a foundation for further scientific exploration in this direction.

2. Current state and dynamics of Antarctic tourism

Antarctica is the southern polar region of the Earth, encompassing the continent itself and the adjacent areas of the Atlantic, Indian, and Pacific Oceans (today, these oceanic regions are generally recognized as a separate Southern Ocean along with the islands). The border of Antarctica extends along the Antarctic Convergence line within 48-60°S, though sometimes islands as far as 37°S are considered part of Antarctica, which the author believes is more of a political decision than a reflection of climatic conditions (Gough and Amsterdam Islands). The total area of the territory is approximately 52 million square kilometers. The Antarctic Treaty involves the demilitarization of the Antarctic region, its use for exclusively peaceful purposes, and its transformation into a zone free of nuclear weapons. The treaty was signed on December 1, 1959, in Washington and came into force on June 23, 1961, with the initial 12 signatory states. Ukraine acceded to the treaty on September 17, 1992 (McClanahan, 2020).

There is no permanent population in the Antarctic Treaty area. Antarctica is inhabited by scientific expedition members, ship crews, and tourists. Scientific stations, ranging from 1,000 to 5,000 residents depending on the season, are present on the continent. Currently, there are about 70 permanently operating research stations owned by various countries worldwide. These stations, located around the perimeter of the continent and on islands, conduct year-round meteorological, glaciological, and geological observations, as well as monitor seismic activity worldwide. Antarctic bases serve as testing grounds for technology and equipment intended for future research, exploration, and colonization of other planets in the Solar System. The Antarctic tourism industry began developing in the late 1950s. The first tourists traveled to the icy continent on Chilean and Argentine military ships, which headed there to replenish supplies for research stations. The initiation of the first commercial tourist trips dates back to 1966, led by the founder of the travel company and owner of the cruise liner *Lindblad Explorer*, Lars-Eric Lindblad. Over the past decade, Antarctic tourism has experienced rapid

annual growth, diversification, and geographical expansion. According to tourism industry statistics, the number of Antarctica visitors has increased to over 50,000 per season. Antarctic tourism is gradually becoming more diverse with the growing popularity of activities such as diving, kayaking, and mountaineering (Адашова, 2014, сс. 54-60).

3. Structure of tourist visits to Antarctica

The tourist season in Antarctica lasts for about 17 weeks, running from November to March. The most popular form of Antarctic travel is a tour on a large cruise liner, usually without docking at the shores. For overland excursions, travelers to Antarctica typically join organized expeditions that include experienced sailors and scientists studying Antarctic ice and wildlife. The excursions last no more than three hours, and the number of people ashore is strictly limited (not exceeding 100 individuals) (Шаламай, 2019, с. 781). Over the past three decades, tourist flows to the continent have consistently increased, reaching almost 74,000 visitors in the 2019-2020 season (Fig. 1).

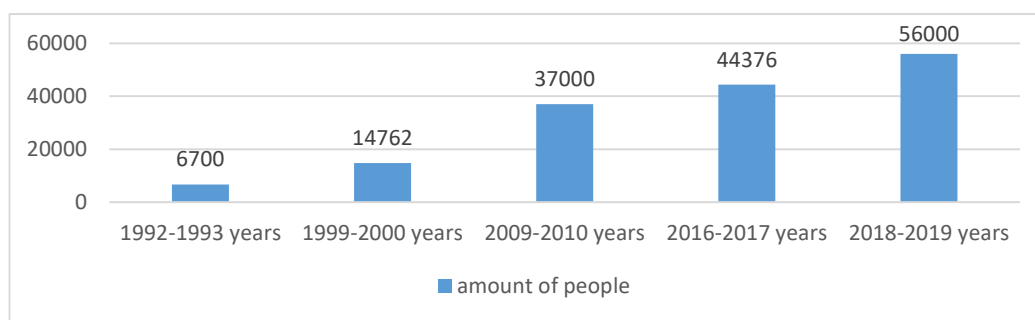


Fig. 1. Statistics of tourist visits to Antarctica (by season)
[IAATO, 2019-2020]

The majority of Antarctic tourists, according to data from 2017 (Abedi, 2018), are citizens of the United States (32.8%). Chinese tourists rank second (11.9%), followed by Australians in third place (10%). The breakdown of tourists by country of origin of tourists can be seen below (Fig. 2).

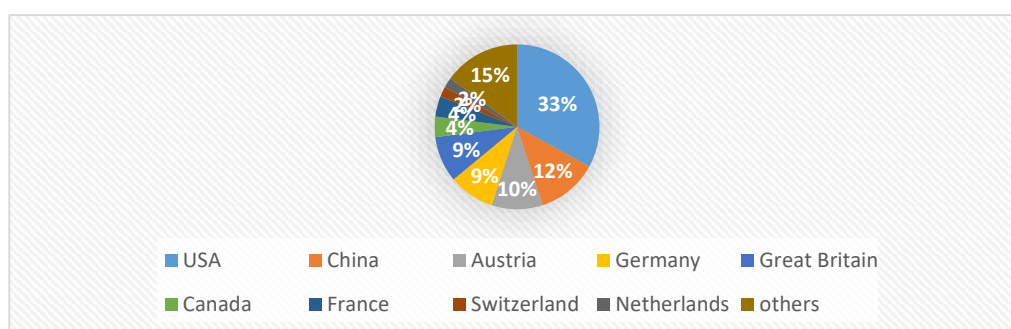


Fig. 2. Structure of tourist visits to Antarctica (by country of origin of tourists)
[Tourism in Antarctica, 2023]

For Ukrainian tourists, Antarctica remains an exotic and relatively inaccessible destination, primarily due to the cost of the journey and the considerable territorial distance of the destination from Ukraine. As a result, there are time and financial difficulties in reaching the starting point of the route, usually Ushuaia in Tierra del Fuego or Punta Arenas in Chile. Tourism to Antarctica is one of the most expensive types of travel from Ukraine. An analysis of the few offers from Ukrainian tour operators showed that trips to Antarctica can be purchased in Ukraine at prices equivalent to approximately \$5,000 to \$13,000 per person (prices as of December 2023). Specifically, the tour operator *Kalipso Ukraine* offers Antarctic tours lasting up to 12 days at prices starting from \$9,095 (per person) + international airfare; *Bodo Travel* sells a 13-night tour to Antarctica for €11,590 (per person) + international airfare; *Nordic Travel* offers tours for 17-18 days at prices ranging from €5,384 to €5,445 (per person) + international airfare.

4. Problems and prospects of Antarctic tourism

Prospects of Antarctic tourism:

1. Increasing Interest and Popularity: It is expected that interest in Antarctic tourism will continue to grow among adventure seekers, environmentally conscious travelers, and those who wish to visit unique natural attractions.
2. Tour Diversification: The expansion of tourism types includes the development of new activities such as diving, kayaking, mountaineering, making trips more diverse and interesting.
3. Scientific and Educational Initiatives: Tourism can serve as a platform for additional scientific research and educational initiatives aimed at increasing awareness of changes in the natural environment.
4. Partnerships with Scientific Organizations: Collaboration between tourism companies and scientific researchers can provide mutually beneficial opportunities for knowledge exchange and research.

However, in terms of scale and impact, tourism is beginning to emerge as the primary Antarctic activity, causing concern among conservation organizations. Active tourism has the potential to lead to the destruction of Antarctica's unique values and the loss of its primary role in science and environmental protection within the Antarctic Treaty system. Recent environmental trends in the tourism industry and the promotion of ecological awareness have triggered a rise in ecotourism, particularly concerning Antarctica. Ecologists are alarmed by the increasing number of tourists and their impact on the local ecosystem. However, in the author's opinion, in the long-term perspective, a more serious threat to Antarctica comes from the exploitation of mineral

resources and global warming. Judging from the trends in global ecotourism development, there is an increasing public awareness of climate change, and societal pressure is growing to take necessary measures. UN Secretary-General Ban Ki-moon has identified this issue as a top priority, stating, “Climate change endangers the most precious treasures of our planet, and its consequences are so serious and global that only urgent joint efforts of the entire global community can make a difference. This is a common problem. And we must work together” (Голиш, 2013, с. 22). Today, the waters of Antarctica are under threat. Intensive fishing, environmental pollution, industrial development, and global warming have led to a reduction in the amount of food available for whales, seals, and birds inhabiting Antarctica. According to scientists, the increasing acidity of Antarctic waters due to the rise in carbon dioxide concentration is one of the main reasons for the decline in biomass and the reproduction rate of krill – the primary food source for penguins and other animals (Шаламай, 2019, с. 782).

5. Conclusions

In modern tourism studies, there is a significant lack of in-depth scientific research on Antarctic tourism. Antarctica is a tourist destination rich in natural and man-made attractions, unique flora, and fauna. The development dynamics of this type of tourism indicate its prospects in contemporary conditions. Over the past three decades, tourist flows to the continent have consistently increased, reaching over 56,000 tourists in the 2018-2019 season. For Ukrainian tourists, Antarctica remains an exotic and relatively inaccessible destination, primarily due to the cost of travel and the significant distance from Ukraine. Nevertheless, an increasing number of people, including Ukrainians, dream of visiting the southernmost continent for tourism purposes. In terms of scale and impact, tourism is becoming the main Antarctic activity, causing concern among conservation organizations. In light of this, we believe that Antarctic tourism should be under strict control of the international community, and visits as part of tourist groups should not be intensive and lead to ‘over-tourism’. Mass creation of tourist infrastructure, such as hotel construction, should also be avoided. As the number of tourists increases, so does the threat to Antarctica’s unique ecosystem, including the risk of climate change and the introduction of new species of animals and plants transported by tourist cruise liners.

Regarding specific directions for further research on the topic of Antarctic tourism, several can be highlighted:

1. Environmental Impact of Tourism: Studying and assessing the impact of tourism on the natural ecosystems of Antarctica, including analyzing changes in flora and fauna resulting from interactions with tourist groups and infrastructure.

2. Tourism Management: Investigating the effectiveness of measures and policies aimed at managing tourism in Antarctica, including controlling the number of tourists, limiting tourism infrastructure, and assessing its impact on the surrounding environment.

3. Technological Innovations: Developing and implementing new technologies for sustainable and environmentally friendly tourism in Antarctica, as well as improving monitoring and control tools for visitation.

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THE KINGDOM OF SAUDI ARABIA AND THE EUROPEAN UNION: CURRENT CHALLENGES AND PROSPECTS FOR COOPERATION

D. O. Podolinna,

O. O. Meleshchenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Podolinna D. O., Meleshchenko O. O. The Kingdom of Saudi Arabia and the European Union: current challenges and prospects for cooperation. This article analyses the challenges and prospects of cooperation between Saudi Arabia and the European Union. It is noted that the relations between the EU and the KSA determine the dynamics of international relations and influence their key aspects. However, the existing problems are related to different views on security policy in the region, respect for humanitarian law, and the energy crisis caused by Russia's invasion of Ukraine. It is concluded that these problems open prospects for their joint solution within the framework of the Saudi Vision 2030 program.

Keywords: challenges, prospects, relations, Saudi Arabia, the EU, Vision 2030.

Подолінна Д. О., Мелешченко О. О. Королівство Саудівська Аравія та Європейський Союз: поточні виклики та перспективи співпраці. У статті наводиться аналіз викликів та перспектив взаємодії між Саудівською Аравією та Європейським Союзом. Зазначається, що стосунки між ЄС і Саудівською Аравією визначають динаміку міжнародних відносин та впливають на їх ключові аспекти. Однак, наявні проблеми пов'язані з різним поглядом на безпекову політику в регіоні, дотриманням гуманітарного права та енергетичною кризою, спричинену вторгненням Росії в Україну. Зроблено висновок, що ці проблеми породжують перспективи їх спільного вирішення в рамках саудівської програми "Бачення 2030".

Ключові слова: "Бачення 2030", виклики, відносини, Європейський Союз, перспективи, Саудівська Аравія.

1. Introduction

In today's world, when several global and powerful actors are competing for supremacy, Saudi Arabia, the leading country in the Middle East and the second-largest oil producer in the world, is making a quiet but significant appearance on the world stage, setting energy prices and playing an important role in today's politics. No less important is the position of the European Union as the largest economic and political power that dictates its policy both in the European region and around the world. That is why the relations between such distant and different parties in terms of history, religion, traditions, and values are of great interest and relevance to scholars, researchers, and those who are not indifferent to the current geopolitical situation.

The object of this article is the state of relations and interaction between the Kingdom of Saudi Arabia (KSA) and the European Union (EU) while its subject is the existing challenges and prospects for the future development of their relations. The study aims to examine the problems of the current state of relations between Saudi Arabia and the European Union and to consider opportunities for deepening cooperation in areas of common interest. To fulfill this aim, the following objectives have been specified:

- to analyse the factors influencing the state of relations between the KSA and the EU;
- to study the ways to address the main problems and challenges in the relations between Saudi Arabia and the EU through the prism of the Saudi Vision 2030 development program;
- to elucidate the prospects for future cooperation between Saudi Arabia and the European Union.

The existing challenges, their solutions, and prospects for future cooperation between the Kingdom of Saudi Arabia and the European Union are reflected in the following material.

2. The current state of relations between Saudi Arabia and the EU and existing challenges

Currently, Saudi Arabia is the largest economy among its neighbours and has an ambitious position as a leading country in the Middle East. In turn, the European Union is the largest economic alliance in the world and an important player in the international arena. The history of cooperation between the KSA and European countries dates back to the official proclamation of the Kingdom in 1932 and includes many years of productive cooperation, which today is based on political, economic, security, and humanitarian aspects (Gündoğar, n.d.).

The European Union has always been considered an important economic partner for the KSA, since the main exporters to it have been and still are Germany, Italy, and France, which account for 4.9%, 3%, and 2.8% of Saudi Arabia's total imports respectively ("Lloyds Bank Trade", 2023). Security cooperation and the fight against terrorism play an important role in both bilateral cooperation between the KSA and individual European countries and cooperation with the EU as a whole. EU countries are among the largest suppliers of arms to Saudi Arabia. Thus, France, Spain, and Germany are among the main countries exporting military equipment to the KSA (Levallois, Kinnimont, & Vagneur-Jones, 2016). In addition, their relations are also based on energy cooperation. As one of the largest energy producers in the world, the Kingdom of Saudi Arabia is also the fourth largest exporter of oil to the EU ("Eurostat", 2023).

All this demonstrates that today the relations are characterized by mutual dependence: Saudi Arabia is an important source of energy for the EU, and European countries are important exporters of military and technical equipment for the KSA.

However, despite their active cooperation, certain challenges in relations between the KSA and the EU significantly affect the state of their economic, political, and security cooperation.

One of the key challenges that causes contradictions between the KSA and some European countries is the EU's policy in the Middle East, which in some respects differs from Saudi Arabia's views. The EU's position on the events of the Arab Spring, its support for the Joint Comprehensive Plan of Action (JCPOA) or, in other words, the nuclear deal with Iran (Gündoğar, n.d.), the Qatari crisis, and different views on the conflict between Palestine and Israel create problems and prompt the KSA to question the EU's support for its leadership in the Middle East. In addition, Saudi Arabia's intervention in Yemen in 2015 caused dissatisfaction and criticism from both the European Parliament and many EU member states (Abu al-Hassan, 2019).

Another significant and serious problem in relations between the KSA and the EU is the issue of humanitarian law and the difference in approaches to human rights, which are systematically violated by Saudi Arabia. The murder of Saudi journalist Jamal Khashoggi inside the Saudi Embassy in Istanbul in October 2018 and the possible involvement of Crown Prince Mohammed bin Salman in the murder have led to much criticism of the Saudi leadership ("BBC", 2021). In addition, Saudi Arabia's armed intervention in Yemen caused dissatisfaction within the EU, which accused the KSA of violating humanitarian law and using weapons against civilians. These two events led to the signing in 2020 of a resolution on the common position of EU member states to restrict the export of arms and military equipment to Saudi Arabia and any member of the coalition supporting the intervention in Yemen ("EUR-Lex", 2020). It has had a significant impact on KSA's relations with Germany, Belgium, the Netherlands, Sweden, and Finland, which suspended arms exports to the country (Maletta, 2019).

Significant challenges have also arisen in the energy sector due to the decision of the Organisation of the Petroleum Exporting Countries (OPEC) and OPEC+ to cut oil production by two million barrels per day since 5 October 2022, which was echoed in relations between the KSA and the EU. This decision led to a significant increase in oil prices at a time when the energy crisis was exacerbated by Russia's full-scale invasion of Ukraine and the goal of European countries to completely cut Russian fossil fuels by 2027 ("State of the Energy Union 2023", 2023). This creates additional tension between the EU and Saudi Arabia, prompting them to seek further ways of cooperation in this area.

3. Ways to solve existing problems with the help of the Saudi Vision 2030 development program

However, despite the gravity and significance of these challenges and problems in the interaction between Saudi Arabia and the EU, today the KSA and the EU countries are taking a step forward to address them jointly.

An important role in this is played by Vision 2030, a strategic framework and ambitious reform program launched by Saudi Arabia in April 2016 to transform the Kingdom economically, socially, and culturally over the next decade.

In terms of regional politics and security, according to the ambitious Vision 2030 initiative, Saudi Arabia intends to develop significantly its military industry by 2030. Currently, the country produces only 2% of its weapons domestically, but Vision 2030 envisages that in 14 years the Kingdom will produce half of its weapons in-house (“Vision 2030”, n. d.). The implementation of this plan will require significant investments from the main Saudi partners, namely European countries. In addition, supporting the KSA's desire to establish peace in the region, the EU actively supports the activities of the Gulf Cooperation Council (GCC). The crisis that has unfolded in recent years around Qatar has begun to be gradually resolved, which significantly increases the chances of strengthening relations between the EU and the GCC, as well as between European countries and Saudi Arabia. The 26th GCC-EU ministerial meeting in Brussels on 21 February 2022 was a confirmation and assurance of the two sides to promote conflict resolution in the region, as well as more effective multilateral cooperation between the organizations and their members. Future cooperation in this area opens up ways to de-escalate and reduce tensions in the region (“The Future of Saudi Arabia’s Relations”, 2022).

Cultural, sports, and public diplomacy open new avenues for cooperation between the EU and the KSA and have a positive impact on significant social transformations, and the exchange of values and traditions, which in turn leads to greater liberalization of Saudi society. Human rights are an important part of the Saudi Vision 2030, which is also shared by all EU member states and supported by the Sustainable Development Goals. On 28 November 2023, the European Union and the Kingdom of Saudi Arabia (KSA) held their third Human Rights Dialogue in Brussels, which addressed a wide range of human rights-related topics. In particular, the parties discussed labor rights, the rights of women and vulnerable groups, the rule of law, fundamental freedoms, freedom of religion and belief, and human trafficking (“The European External Action Service”, 2023). As a result, the parties agreed to continue cooperation on this issue. Joint efforts in this area open up prospects for deepening cooperation and opening a new stage of interaction: The EU has the opportunity to influence the development of legal standards and human rights protection in

Saudi Arabia through dialogue and joint initiatives, and for Saudi Arabia, cooperation with the EU can open access to experience and best practices in the field of human rights, which contributes to the gradual modernization of society and improvement of legislation (ibid.).

If to look at the EU-KSA energy cooperation and OPEC's decisions through the prism of the transition to more sustainable energy sources, they have positive consequences. The decline in oil production necessitates cooperation and the development of a common EU-KSA policy in the field of green energy and, in particular, renewable energy sources. Thus, a strong partnership with the Gulf region, and especially with Saudi Arabia, plays a key role in the implementation of the European REPowerEU strategy, which aims to cooperate in the field of hydrogen, and energy efficiency and accelerate the introduction of renewable energy sources. The same is true for cooperation under the Saudi Vision 2030 program with individual EU member states. On 11 March 2021, Saudi Arabia and Germany signed a memorandum of understanding to promote bilateral cooperation in the production, processing, use, and transportation of renewable and low-carbon hydrogen. Similarly, memoranda of understanding on cooperation in the energy sector have been signed with other countries, such as France and Greece, which are currently interested in developing green energy in line with the Saudi Development Strategy (Delivorias & Martini, 2023).

All of this suggests that at present, in rather difficult times in the global energy market, the EU and Saudi Arabia are developing their energy cooperation aimed at creating a sustainable and green future for both the EU and the KSA.

4. Prospects for future cooperation between Saudi Arabia and European countries

Considering the possibilities and prospects for future cooperation between Saudi Arabia and the EU, there are currently a large number of areas of interest to both the EU, namely in terms of investment, and the KSA, in terms of the Vision 2030 program.

For example, a large number of EU member states are active in Saudi Arabia in several strategic sectors, including the development of the Riyadh metro lines, energy and environmental projects, tourism and cultural exchange, construction, industrial engineering, and pharmaceuticals (Delivorias & Martini, 2023). Furthermore, to deepen the strategic partnership between Saudi Arabia and the European Union, an investment forum was held in Riyadh on 23 October 2023. It resulted in the signing of a joint statement, which identified the development of sustainable energy and information and communication technologies, access to critical raw materials, and the creation of a favorable investment and business climate as key areas of cooperation (“State of the Energy Union 2023”, 2023).

Finally, the existing gap in the humanitarian sphere, namely in education, between Europe and Saudi Arabia should be reduced. Particular emphasis should be placed on the youth sector, in particular by expanding learning opportunities. This includes the already initiated process of expanding the Erasmus+ program to increase access for Saudi students, intensifying university cooperation, and launching various exchange programs such as start-up linkages and capacity-building programs (“Asharq Al-Awsat”, 2023). In general, KSA-EU relations should cover both high-profile and less-defined political aspects and include all spheres of society.

5. Conclusions

This article analyses the main problems and prospects for future cooperation between Saudi Arabia and the European Union. The results of the study showed that the main challenges for the KSA and the EU include the regional security problem and the difference in the EU and KSA's views on the state of relations in the Middle East, human rights and humanitarian law, which is systematically violated by Saudi Arabia, as was the case with the journalist Jamal Khashoggi and the war in Yemen, as well as some energy issues. However, at the same time, these challenges create space and opportunities for cooperation and joint resolution of these issues to build a sustainable world without war and violence. The basis for this is the Saudi Vision 2030 development program, which opens up many areas for cooperation between the KSA and the EU and has the potential to resolve existing difficulties between the countries. Moreover, looking at the prospects for future cooperation, we were able to identify such areas of the KSA-EU future interaction as green energy, information and communication technologies, education, healthcare, and the business environment.

The analysis performed in this article opens up the *prospects* for further research which include developing new ways to solve existing problems in the interaction between the KSA and the EU and searching for new areas of cooperation to strengthen their relations.

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ECONOMIC AND POLITICAL INTERACTION IN THE MODERN WORLD: TRANSFORMATIONAL CONTEXT AND CURRENT CHALLENGES

D.Y. Polishchuk,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Polishchuk D. Y., Litovchenko Y. M. Economic and political interaction in the modern world: transformational context and current challenges. The article examines aspects of the relationship between world politics and economics, in particular, their role in international relations and trends in the transformation of the world economy. Modernity is characterised by new processes of interaction between global players, interaction between states, international governmental structures and transnational corporations, as well as relations between developed and sovereign developing states. Interactions between actors use economic means as a tool to confront and gain influence at the global, regional or national level. An essential aspect of this trend is the emergence of new methods of interaction between politics and economics in international relations, especially through the actions of international actors.

Keywords: economics, globalisation, international relations, politics, world politics.

Поліщук Д. Ю., Літовченко Я. М. Взаємозв'язок світової політики і економіки: тенденції трансформації та сучасні виклики. У статті розглядаються аспекти взаємозв'язку світової політики і економіки, зокрема їх роль у міжнародних відносинах та тенденції трансформації світової економіки. Сучасність характеризується новими процесами взаємодії між глобальними гравцями, взаємодія держав, міжнародних урядових структур і транснаціональних корпорацій, а також відносини між розвиненими і суверенними державами, що розвиваються. У взаємодіях між суб'єктами використовуються економічні засоби як інструмент для протистояння та отримання впливу на світовому, регіональному чи національному рівні. Суттєвим аспектом цієї тенденції є виникнення нових методів взаємодії політики та економіки в міжнародних відносинах, особливо через дії міжнародних акторів.

Ключові слова: глобалізація, економіка, міжнародні відносини, політика, світова політика.

1. Introduction

The modern world is defined by a strong relationship between the global economy and politics. Influencing each other, they generate transformational processes that shape the dynamics of the modern world order. Globalisation, technological progress and growing international

interdependence have created a complex landscape where economic and political aspects cannot be separated. The aim of this paper is to analyse the state and trends development of the world economy in view of the transformations and challenges of the modern world. The subject of the research is the interrelationship of the world economy and politics in the modern world. The object of the research is the transformation of this relationship and the challenges that arise in connection with it.

2. Main aspects of world politics and its interaction with other spheres

Political interaction leads to the formation and implementation of world politics, which is a key area of power relations. World politics is regarded as an organisational, regulatory, and controlling sphere that interacts with other spheres, including economic, ideological, legal, cultural, and religious spheres. Power is the basis of political relations and is an important quality of politics, which is determined through a set of social relations. The multifaceted influence of world politics across various spheres is underscored, driven by politics' dual roles: a) creating conditions for values aligned with specific social interests, and b) serving as a regulatory force across national and global social spheres.

World politics involves the foreign policy activities of nation-states, regional intergovernmental and public structures, as well as the activities of international organisations, including the UN. The economic component plays an important role in world politics, especially in relation to globalisation and changes in international relations, which lead to a shift away from forceful methods of conflict resolution and protection of national interests (Білопус, 2016).

3. Interconnection of politics, economy and society

The economy encompasses various sectors, ensuring humanity's material self-sufficiency through social production, distribution, and exchange. In turn, economic policy is a system of economic measures of the state; a set of goals, means, objectives, measures to influence economic development, serving as a means to support the country's political direction. Changes in the global economy's structure, globalisation, and the shift to post-industrial production impact wealth creation and distribution, affecting life relations. Political decisions are important in shaping economic policies, regulating technology use, managing globalisation, and fostering economic integration (Гальперіна & Киян, 2021).

The relationship between politics and economics is best understood through the lens of economic policy, emphasising the direct political implications of macroeconomic processes (Булатова, 2012).

There is a deep interconnection between politics and economics, and their impact on each other is substantial and diverse. However, globalisation makes the economic sphere more international, which is determined by international production and management technologies. Coordinating the social consequences of society's development with the economic conditions of development is considered key to the successful implementation of various social changes.

At the same time, analysing the relationship issue, K. Popper, in his book "The Open Society and Its Enemies", concluded that political power is fundamental and can control economic power. Through political power, it becomes possible to develop programs to protect the economically weak, create laws limiting exploitation, and provide insurance for workers. In other words, political power is the key to economic protection, and its inherent methods of control are crucial in societal life.

They overlap, supportive, and sometimes conflicting dimensions of political and economic aspects in international activity, emphasising the social nature of studying the relationship between economics and politics (Гальперіна & Киян, 2021; Лук'яненко, 2008).

4. The evolution of the relationship between the economy and international relations

In the contemporary landscape the character of global leadership is distinctly shaped by a nation's position in the global economy. The economic factor is becoming decisive in the structure of relations between regions, international actors, as well as between the countries of the centre and periphery of the world system. This transformation is evident in a number of events and ongoing trends.

Firstly, the emergence of new actors on the world stage after the Second World War, such as global economic organisations, transnational corporations and banks, which have taken an important place in international relations.

Secondly, the changing priorities of states in international politics, where strategic goals are now focused on capital investment and access to resources, and the concepts of economic and energy security are becoming important.

Thirdly, the corrosion of state sovereignty, where some functions are transferred to international organisations, while others lose control due to the impact of global economic processes.

Fourthly, the emergence of a qualitatively new factor of power – oil, which can play an important role in international relations, as it did in 1973 when OPEC countries used the "oil weapon" against Western countries.

Fifth, the author emphasises the important role of European economic integration and other

economic associations that change interstate relations and influence world politics.

Sixthly, the tendency to form an informal regulatory centre in the system of international relations, where the main role is played by the G7 and G20 - the association of the most developed countries in the world (Булатова, 2014).

5. Conclusions

In the present-day scenario, there exists a profound interaction between world politics and the economy in the context of globalisation. Key aspects of this interaction include changes in the relationship between the state and society, intensification of international trade and investment, internationalisation of financial capital, the impact of the energy factor in international relations, and globalisation of economic actors, including transnational corporations.

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THE ROLE OF MULTILINGUAL COMMUNICATION IN THE REALM OF INTERNATIONAL E-COMMERCE

D. O. Prudnikova,

O. I. Radchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Prudnikova D. O., Radchenko O. I. The Role of Multilingual Communication in the Realm of International E-Commerce. The article scrutinizes the significance of multilingual communication amidst the rapid globalization of e-commerce. In the era of digitalization, comprehending the niceties of cross-cultural interaction is of paramount importance for businesses seeking to overcome linguistic barriers. However, the multifaceted impediments can potentially hinder global electronic operations. Hence, the research intends to shed light on the specific aspects of successful online integration of multilingual communication. Notably, it accentuates the exigency to adapt engagement strategies to diverse cultural contexts, to find veritable solutions that can surmount challenges, and to envisage anticipated trends in the e-commerce landscape. Drawing to a close, the author spurs businesses to wield mentioned approaches insofar as they are able to ensure long-term dominance in the competitive realm of e-commerce.

Keywords: digitalization, e-commerce, globalization, linguistic barriers, multilingual communication, trends.

Пруднікова Д. О., Радченко О. І. Роль багатомовної комунікації в сфері міжнародної електронної комерції. У статті досліджується важливість багатомовної комунікації в контексті стрімкої глобалізації електронної комерції. У часи цифрового розвитку розуміння тонкощів міжкультурної взаємодії є надважливим для підприємств, які прагнуть подолати лінгвістичні бар'єри. Однак, багатогранні перешкоди можуть потенційно ускладнити глобальні електронні операції. Таким чином, дослідження має на меті пояснити конкретні аспекти успішної інтеграції багатомовної комунікації в онлайн простір. Зокрема, воно акцентує необхідність адаптації стратегій взаємодії до різноманітних культурних контекстів, пошуку надійних рішень, що подолують труднощі, і передбачення очікуваних тенденцій у сфері електронної комерції. Завершуючи, автор закликає підприємства володіти зазначеними підходами в тій мірі, в якій вони можуть забезпечити довгострокове панування в конкурентному середовищі електронної комерції.

Ключові слова: багатомовна комунікація, глобалізація, електронна комерція, лінгвістичні бар'єри, тенденції, цифровізація.

1. Introduction

Despite the global reach of online commerce, international ventures ineluctably stumble upon a formidable barrier: the surfeit of linguistic and cultural complexities, which thwart explicit communication channels between business proprietors and stakeholders (Setiana & Maysarah, 2019). Bridging the gap between disparate backgrounds proves to be a daunting task, leading to contact breakdowns, hampering fruitful interactions, and jeopardizing the smooth operation of cross-border trade. The erstwhile research studies on this topic have a dearth of proactive approaches that businesses can harness to circumvent communication challenges. Addressing this omission is vital for developing a holistic comprehension of how businesses can adeptly cope with hindrances irrespective of the language nuances.

The intersection of globalization and e-commerce, where the copious progression of multilingual communication is integral to international online business, constitutes the object of the article.

The subject of this research is based on the escalating communication hurdles faced by businesses operating in a globalized e-market. It unveils advanced strategies that digital enterprises can leverage to mitigate misinterpretations and foster understanding, particularly when executing the international promotion of their products.

While delving into the status quo of e-commerce, this article aims to elaborate authentic strategies capable of transcending prevailing obstacles and concurrently project forthcoming trajectories within the fast-paced landscape of e-commerce. Within this discourse, the paramount focus revolves around the methodologies employed for the refinement of contemporary online communication schemes. In pursuit of this objective, incorporating multilingual communication channels that ensure not only the mitigation of barriers but also the establishment of a genuinely interconnected market presence is indispensable in further addressing the aforementioned problem.

No longer is communication merely a facilitator of transnational operations; rather, it has evolved into a fundamental catalyst prompting enterprises to cultivate dependable relations with interested parties and adjust to the dynamic digital environment, all with a view to making a go of their groundbreaking business ideas ("The Role of Multilingualism", n.d.). Thus, the relevance of multilingual communication in international e-commerce transcends the simple necessity for digitalization, it represents an urgency that underpins the flawless exchange of information between customers, suppliers, partners, investors, regulatory bodies, and any other parties directly or indirectly involved.

As the digital marketplace transcends linguistic boundaries, prospects for analysis concerning the strategic value of multilingual communication in international e-commerce are rich and ripe for exploration. Inasmuch as language and culture are inextricably intertwined, potential analysis may seek to unravel how cultural customs in communication impact consumer behavior, decision-making, and fidelity (Shaoyi, 2001, pp. 83–88).

2. Enhancement of global reach

2.1. Adaptation of multilingual attributes

Within the domain of international e-commerce, the incorporation of multilingual functionalities tailored to a range of cultural environments represents a paramount role in engendering prolific communication and establishing resonance with a worldwide audience (“The role of cultural context”, n.d.). This bespoke adaptation forges profound connections with clientele by discerning and addressing linguistic fine points and cultural predilections. The efficacy of this strategic implementation has been underscored by innumerable enterprises, thereby serving as a noteworthy case of its significance (“Unlock Global Sales”, n.d.).

Pioneering examples abound, displaying the success of businesses adeptly navigating the incorporation of multilingual features. Remarkable among them is the strategy of *Amazon*, wherein the e-commerce giant strategically applied a versatile multilingual interface across its platform. To be more precise, *Amazon's* strategic deployment extended beyond mere language translation; the company deemed the adaptation of content to different cultures worldwide as a step to authentically align product descriptions, marketing messages, and imagery with the unique nuances of specific target markets. By way of illustration, in regions with differentiated cultural norms and practices, *Amazon* adjusted its content to resonate more effectively with local consumers. This astute approach promoted a deeper connection with a global audience. In essence, this caused a more attuned and resonant shopping experience that contributed to heightened user satisfaction and reinforced market presence.

2.2. Mastering multilingualism: strategies for smooth integration

At the forefront of the global e-commerce domain, enterprises grapple with multiple difficulties pertaining to multilingual communication, wherein linguistic barriers pose a formidable impediment to interacting cohesively with a client base. This introduced discourse endeavors to examine the complex hurdles experienced by businesses on a global scale, pinpointing strategic solutions to counteract these concerns.

Negotiating the tangled sphere of multilingual communication in the global e-commerce sector incites the following substantial challenges:

1. The diversified linguistic climate represents an acute problem, hindering the precise and comprehensive dissemination of information to a worldwide audience (Steurs, 2019).
2. The nuances inherent in cultures frequently give rise to vacuous remarks, impacting the effectiveness of marketing messages, product information, and overall customer interactions.
3. Inadequate multilingual content deleteriously affects search engine optimization (SEO) rankings that in turn constrain businesses' visibility in global markets.
4. Dissimilitude in language usage can undermine customer trust and stimulate a sense of alienation (Hiller, 2002).

Nevertheless, from previous couple of decades, companies have conducted business electronically by applying a range of electronic commerce solutions. In the current situation, a corporation enters the electronic market by building trading partner agreements with sellers or wholesalers of their choice (Mohamad Mohaizi Bin et al., 2021, p. 189). Consequently, in response to the noted obstacles, businesses may strategically enact well-thought-out and purposeful measures to encourage adept online communication with their staff and clientele throughout their operations, such as:

1. The embedding of cultural intelligence (the ability of individuals and teams to understand, adapt to, and navigate across different cultural norms) into marketing strategies and customer interactions secures a well-rounded alignment with cultural conventions. As a corollary to this, the mitigation of potential misunderstandings reinforces the comprehension of messages worldwide (Lehtola Aarno et al, 2003, pp. 501–505).
2. Leveraging sophisticated AI-driven translation tools stands as an instrumental approach that produces precise and contextually relevant content across a multitude of languages, thereby greatly enhancing communication efficiency (“Boost Your Multilingual E-Commerce”, n.d.).
3. The implementation of exhaustive cultural sensitivity training programs for personnel presents itself as a strategic imperative. To be more specific, it engenders heightened cultural awareness and precludes from possible altercations.
4. Tactical investments in the optimization of multilingual SEO showcase a forward-thinking technique that augments businesses' online visibility and accessibility. This concerted effort bolsters digital marketing strategies and facilitates interaction with a global audience.

5. Incorporating digital platforms that expedite cross-cultural collaboration among teams enables a favorable exchange of ideas and perspectives as well as nurtures a conducive working space for effective multilingual communication (“Boost Your Multilingual E-Commerce”, n.d.).
6. Establishing dedicated online-based customer support hubs proficient in multiple languages can be a cogent strategy that guarantees swift and accurate assistance, leading to the efficient resolution of issues and the elevation of overall customer contentment (“Unlocking Global Markets”, n.d.).

By and large, the complicated hurdles presented by linguistic and cultural diversities in international e-commerce usher in a need for a holistic and customized approach (“The Importance”, n.d.). The identified strategies, adumbrated through multilingual integration, reiterate the value of proactive measures. As a logical implication, enterprises will find themselves on the cusp of success, achieved through the implementation of ingenious methodologies, the cultivation of an intercultural environment, and the utilization of cutting-edge technologies.

3. The scrutiny of future e-commerce trends

Elaborating on the paramount importance of multilingual communication in international online trading, a meticulous analysis of emerging trends becomes imperative for businesses to keep abreast of forthcoming alterations and to acknowledge potential complexities in the offing.

There is a plausible contention that businesses can proficiently keep tabs on volatile currents of global markets, enabling them to project future trajectories that they need to factor in to remain at the forefront of industry advancements. However, the consideration of effective communication within the international digital sphere is occasionally undervalued, despite its indispensable role as a fundamental component. Such recognition is vital for companies aspiring to cultivate profound cross-cultural engagement with their customers and to establish trustworthy relationships built on robust business support (“E-commerce growth”, n.d.). Therefore, enterprises are supposed to not only judiciously consider the potential trends within the entire digital realm but also to discern and prioritize emerging tendencies in multilingual communication.

In consideration of the provided information, the elucidation of trends, along with their implications, and the recommended strategies for businesses to execute in the short run, will be comprehensively examined.

Table 1

Emerging Trends	Implications	Recommendations
AI Integration in E-commerce	The burgeoning demand for multilingual online content might transpire as a response to the necessity of catering to a diverse user base.	Leverage cutting-edge AI-driven translation tools for accurate and contextually relevant content.
Voice Search Optimization	The increased need for the revamp of multilingual keywords and phrases for voice-enabled search functionalities will emerge.	Conduct thorough localization of content for voice searches in numerous languages.
AR and VR Experiences	The promotion of multilingual interfaces, tailored for a global audience to elevate user engagement and interaction, is likely to appear.	Allocate resources towards customizing and optimizing AR/VR experiences in accordance with cultural expectations.
Personalized Shopping Experiences	The shift towards content and recommendations, which is based on cultural preferences, may boost overall customer satisfaction.	Embrace AI algorithms to personalize content and shopping experiences across different linguistic and cultural contexts.

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(“Multilingual eCommerce Strategies”, n.d.)

To infer from the preceding points, amidst contentious discussions surrounding the future landscape of e-commerce, the primary focus on advanced multilingual communication features stands out as a strategic and sagacious move. Online businesses that find themselves devoid of valid multilingual communication strategies may end up being in a quandary when attempting to penetrate new markets. Consequently, replete with opportunities in the digital world, developing enterprises are incumbent upon acquiring an understanding of the aforementioned trends in order to achieve sustained growth in the realm of international e-commerce (Shaoyi, 2009, pp. 823–828).

4. Conclusions

The article elucidates the pivotal significance of businesses adapting their digital operations to various cultures and languages, concurrently illustrating compelling examples of successful integration of multilingual features into online trading platforms. It stands to reason that, notwithstanding the accomplished prowess of business owners within the expansive domain of global e-commerce, considerable impediments may intermittently ensue. The reviewed strategies, if assiduously adhered to, serve as essential guideposts with the potential to tackle those challenges, thus streamlining multilingual communication with worldwide consumers, spurring fruitful collaboration with stakeholders, and securing impeccable embedding into the global market. Against all the stated odds, the enduring track record of online enterprises unequivocally corroborates their ability to cultivate steadfast relationships with clientele worldwide. At the same time, it is crucial to not merely contemplate the current status quo but also dive deep into the future to mull the anticipated trends over and advance the routes of cross-border interaction in the period of digitalization.

Given the inherent interconnection of language and culture, prospective research could endeavor to explore the influence of cultural practices on customer actions. This may encompass a thorough analysis of consumer psychology during their interaction with a website enriched with multilingual features, examining their overall satisfaction, inclination to purchase the product, and likelihood for long-term loyalty to the brand.

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GREAT BRITAIN PARTNERSHIP IN EU

D. O Prudkyi,

M. M. Medvid, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Prudkyi D. O., Medvid M. M. Great Britain partnership in EU. The purpose of the article is to analyze the partnership of the United Kingdom in the formation and development of the European Union (EU). The article will consider three key issues: the participation of Great Britain in the EU integration process; the position of Great Britain regarding the policy of EU enlargement; the advantages and disadvantages that Great Britain receives in the context of European integration. However, Great Britain announced of Brexit back in 2016 due to several disagreements with EU politics.

Key words: Brexit, disagreement, enlargement, EU, integration processes.

Прудкий Д.О., Медвідь М.М. Великобританія в Європейському Союзі. Мета цієї статті полягає в аналізі партнерства Великої Британії у формуванні та розвитку Європейського Союзу (ЄС). В статті буде розглянуто три ключові питання: участь Великої Британії в процесі інтеграції в ЄС; позиція Великої Британії щодо політики розширення ЄС; переваги та недоліки, які отримує Велика Британія в контексті євроінтеграції. Однак Велика Британія оголосила про Brexit ще в 2016 році через ряд розбіжностей з політикою ЄС.

Ключові слова: Брекзит, ЄС, інтеграційні процеси, розбіжності, розширення.

1. Introduction

Britain has been a member of the EU almost since it was founded. The European Economic Commonwealth, and Britain has had its own views during its membership. Although Britain officially left the European Union in 2020. This led to a significant loss for both sides, as well as a change in the dynamics of European politics and the impact on international relations.

The r e l e v a n c e of the research topic is that as one of the most influential EU member states, Great Britain played an important role in its development and functioning. The UK has influenced EU policy in a number of areas, including foreign policy, trade, energy, etc. The o b j e c t of the article is to analyze relations between the UK and European Union. The s u b j e c t is a participation of UK in different EU integrational policies. The purpose of the article is to find out the policy of Great Britain in the European Union, and the participation in European integration. Determine the positive and negative consequences of joining the EU.

2. Brief history of EU and Britain relations

The idea of creating European commonwealth appeared after the Second World War, Britain gradually lost its leadership in Europe, and the main countries became the USA and the USSR. It should also be noted the political processes in Europe itself, which gradually created the union.

However, starting from the 50s, the attitude towards the projects of European countries became different, they were beneficial for Britain itself, especially when the European Coal and Steel Community appeared in 1951, however coal and iron played an important role in the British economy, Britain refused from joining this commonwealth.

Great Britain sent several delegates to discuss the inclusion of Great Britain in the yet-to-be-created EEC, but withdrew when the principle of national sovereignty was not upheld, indicating their interest in a trade area and political cooperation, but not in integration. For the same practical reasons, the British conducted talks that led to the establishment of the European Economic Community with the Treaty of Rome, but they again, as before, did not participate in the new community and withdrew from the last conversation ("Caltin Muchow", n.d.).

Gradually, starting from the 60s, the opinions about joining the EEC in British political circles gradually changed towards the EU, the country became more and more supporters of such integration, although there were still people who treated the EEC with skepticism.

At the meeting of the EU on February 27, 1961, England declared its readiness to start negotiations with the EEC, and in May 1961, an internal political struggle began over the issue of the terms of membership in the "Common Market". But Britain's first attempt to join the EU was unsuccessful. The decisive factor that determined this failure was not technical problems at the negotiations in Brussels, not cultural differences, not the presence of serious opposition in the middle of the country, but, in our opinion, the lack of political will of the governments of the two leading countries of the "Common Market" at the time - France and Germany. Between London and Paris (Павленко, 2020, p. 32).

Despite the difficulties, in 1967, a second application was submitted, and it was more successful than previous one. Britain's accession to the EEC has begun

The treaty was signed by Edward Heath, the British Prime Minister, in Brussels on January 22, 1972. The European Communities Bill was then brought to the House of Commons to give parliamentary consent to UK membership of the EEC. Despite the fact that the bill itself consisted of only 12 articles (regarding the adoption of all previous EEC regulations, the Treaty of Rome and conditions of accession). Britain's membership of what was then largely an

economic union came into effect on 1 January 1973 (“Офіційний сайт Парламенту Великої Британії”, n.d.).

2.1. UK in the integrational processes of EU

From this time, The United Kingdom started to participate more actively in newly created integrational processes such as custom treaty, EU common market, enlargement policy and the Common Security and Defence Policy (CSDP).

In the European Union, Britain's policy regarding deeper integration was very cautious, the country cared about preserving its sovereignty, and wanted not to lose its influence. It is known that Great Britain did not join the Monetary Union, that is, it refused the Euro, and was only formally in the Schengen zone, but Britain did not fulfill its obligations regarding border crossing. Nevertheless, the country did not refuse to participate in the common foreign and security policy.

After joining the EU and approving Maastricht treaty United Kingdom has joined a number of integration politics such as common trade zone, monetary union, custom union, e.t.c. The first to start with is the EU customs union, in which Britain participated. The customs union is a part of the common market, it abolishes all customs duties between the member countries, introduces a single tariff, as well as a common trade policy. After leaving the EU, Britain had to decide whether to leave it or not, but later it did. For Britain itself, participation in the union was beneficial.

This will make European goods more expensive for British buyers and make British goods more expensive for European buyers. The result: a likely reduction in trade with Europe, now the UK biggest export market (Keep, 2022).

A single market means a single territory without internal borders or other regulatory obstacles to the free movement of goods and services. A functioning single market stimulates competition and trade, improves efficiency, improves quality and helps lower prices (Giles, n.d.).

During the period of membership in the European Union and participation in the common market, the economy of Great Britain acquired certain ups and downs. One of the main advantages of the common market for Great Britain was free trade with other EU countries without tariff barriers, which contributed to the increase of trade and investment between Great Britain and its European partners. It should be added that British companies also had the opportunity to enter the huge EU consumer market of over 500 million people.

On the other hand, participation in the common market also brought some problems to the British economy. For example, exporting companies could face the difficulty of complying with various standards and regulations, and competition with other EU members was also a problem.

Also, numerous issues such as rules on tariff levels and ensuring product quality and consumer safety have often arisen between the UK and other EU member states.

During its membership of the European Union (EU), the UK did not join the monetary union, which is a union of countries that use a single currency, the euro. Great Britain kept its own currency - the pound sterling. However, Great Britain participates in other aspects of economic and financial cooperation with the EU, such as the single market, the single tariff system, the harmonization of rules and standards, etc. In addition, UK companies do significant business in EU countries and European companies also have significant operations in the UK.

The reasons for not applying the Euro in the UK are due to several factors.

- Loss of independence of its financial system
- The economy of Britain without the Euro has good indicators. The withdrawal from the euro saved Britain from the crisis in 2011-2012.

Despite the fact that Britain refused to participate in the monetary union. Britain was an active participant in the security and foreign policy of the EU, and actively helped with its formation during the government of Tony Blair.

During the EU Intergovernmental Conference in 1990–1991, the strategic and tactical approaches of Great Britain to participation in European integration were formed. Great Britain's consent to the establishment of the CSDP was determined by international circumstances and the need to assert its own positions in the EU, and not by a conscious strategic choice of political elites (Грубішко, 2018, p.191).

Britain's activity in the CSDP during Tony Blair's government was effective, Britain participated in many EU missions, as well as joint missions with NATO. Despite the fact that they all have different nature and tasks, they cooperate and coordinate their actions in a number of questions NATO and the EU cooperate in the fight against terrorism, combating armed conflicts and peacekeeping missions

One of the largest EU military operations in its history was the Althea operation in Bosnia and Herzegovina. Launched on December 2, 2004 under the mandate of the UN and in close cooperation with NATO, the operation in a modified and shortened version continues to this day. The forces of the European Union (EUFOR) replaced the NATO mission, taking over the complex tasks of ensuring the implementation of the Dayton Agreements, guaranteeing security and political stability (assistance to the country's authorities in the fight against terrorism, organized crime, demining the territory) and training the local Armed Forces. The peculiarity of the operation was that the personnel support of the divisions (2.5 thousand people) was transferred from NATO to the EU in the same composition based on the “Berlin Plus” agreements (Грубішко, 2018, p.509).

2.3. Role of the UK in enlargement policy of EU

After the signing of the Maastricht Treaty and the official formation of the EU, the union had its own enlargement policy, where each country must either support the decision to enlarge the EU, or vice versa. During the eastward enlargement of the EU, many Eastern European countries were accepted. Since the signing of the agreement, 12 European countries have become new members of the EU.

Britain has played an active role in EU enlargement and has often supported initiatives that have contributed to the expansion of European integration. For example, Britain supported the accession of Ukraine to the EU and other countries of Eastern Europe, such as Croatia, Latvia and Lithuania, which were expected to develop democracy and stability in the region.

On October 6, 2000, in Warsaw, the Prime Minister of Great Britain made a wide-ranging speech on the benefits of the enlargement of the European Union. This was preceded by the speech of the State Secretary for European Affairs, K. Vaz, where it was noted that the most priority way of reforming Europe is the expansion of the European Union. On June 3-6, the Deputy Minister of Foreign Affairs of Great Britain, J. Queen, emphasized the need for EU expansion at the "Wilton Park" diplomatic conference (Черінько, 2009, p. 78).

It should be noticed that Britain's position on EU expansion was the most active, the country actively advocated the accession of other countries to the union, when other EU members became more restrained in this regard. This can be seen on the example of the prospect of Turkey and several Balkan countries joining the EU. Turkey, which after the enlargement in 2007 sought to join the EU, but was refused because the country did not comply with the entry points and also had problems with human rights.

So, the positive position of Great Britain regarding EU enlargement was due to several factors:

- Economic benefits: enlargement enables UK companies to access new markets and increase export opportunities. In addition, British companies will be able to use cheap labor from the countries of Eastern Europe.
- Political interest: due to the expansion of the EU, it was possible to strengthen foreign policy and strengthen the Union's position in the world.
- Cultural advantage: enlargement enables UK citizens to increase cultural interaction with Eastern European countries and supports cultural exchange. Student exchange under the ERASMUS program will also be available.

In the process of researching the topic of Britain in the EU integration conclusions, the following conclusions can be drawn.

Over time, in the political circles and society of the United Kingdom there is a discussion about leaving the EU, Euroscepticism is becoming more widespread in the articles of prominent publications such as: BBC, The Times. The Guardian, The Financial Times, etc.

There are several reasons that have contributed to Euroscepticism in the UK. Firstly, dissatisfaction with the economic prospects: many people felt that EU membership did not bring them enough benefits. For example, some believe that the EU is harming the British economy by forcing the UK to pay large amounts of contributions to the EU budget and comply with regulatory standards that they do not like.

Secondly, the country is unhappy with migration policy, as for many people immigration is the main reason for British Euroscepticism. Many people believe that large numbers of immigrants from the EU and other countries ensure low wages and lower housing affordability.

Many economists argue that what matters most is not the money being transferred between Brussels and London, or even the announcements of job creation or destruction. Instead, the central question is how EU membership has changed the shape of the British economy – its competitiveness and openness to other markets – through the impact on thousands of companies (Giles, n.d.).

Also, through integration, Britain had access to the EU common market, which allowed it to export British goods to many markets, and pay less taxes than without the common market. And for citizens, there was appropriate price regulation.

Regulated costs in the EU ensure that consumers receive quality products at regulated prices. For example, in 2015, the European Commission agreed to legislation, according to which the prices for paying for mobile communication when traveling to the countries of the union are equal to paying for mobile communication at home. This way, travelers don't incur unexpected costs for calls, texts and data. The cost of flights to Europe is also potentially increasing (Emmerson et al., 2016).

3. Conclusion

In conclusion, for the entire time before joining the EU, and after, Britain sought to improve and maintain its influence in the European Union. Great Britain also took care of its sovereignty by refusing to join European integration processes, such as the Eurozone and the Schengen Agreement. Conversely, it maintained its influence by actively participating in the CSDP, thereby increasing its influence among other EU members. It should be added about the active support of those countries that aspired to become future members of the EU, Britain provided its support to the countries on the way to the EU.

Secondly, for the economy, European processes such as the Customs Union and the common market had a good effect on the British economy, and allowed more markets to be opened for the country. However, an extremely critical problem for Britain has arisen, which will become a very hot topic in the future, against the background of Brexit, which is Britain's contribution to the EU, which was great for the British. Despite this problem, Britain was receiving a lot of other things.

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THE ROLE OF FOREIGN LANGUAGES IN THE FIELD OF TOURISM

A. I. Railko,

N. O. Marchenko (language supervisor)

V. N. Karazin Kharkiv National University, Kharkiv

Railko A. I., Marchenko N. O. The role of foreign languages in the field of tourism. The article examines the role of foreign languages in the professional activities of future tourism professionals. The author argues that language learning tourism is an effective way to develop language skills and cultural competence, as well as to integrate into the international professional space.

Keywords: communication, tourism, foreign language, competence, professional activity.

Райко А. І., Марченко Н. О. Роль іноземних мов у сфері туризму. Стаття досліджує роль іноземних мов у професійній діяльності майбутніх фахівців з туризму. Автор стверджує, що мовно-навчальний туризм є ефективним способом розвинути мовні навички та культурну компетенцію, а також інтегруватися в міжнародний професійний простір.

Ключові слова: іноземна мова, компетентність, професійна діяльність, спілкування, туризм.

1. Introduction

The object of the article is the professional activity of future tourism specialists. The subject is the role of foreign languages and the effectiveness of language-educational tourism for the development of language competence and the preparation of future tourism specialists for an international career. The goal is to investigate the role of foreign languages in the professional activities of future tourism specialists and to substantiate the effectiveness of using language-educational tourism for the development of their language competence and preparation for an international career.

Tourism is not only a form of recreation and learning, but also an important branch of the economy that promotes international cooperation and cultural exchange. Travel companies and the hospitality industry need specialists who have not only knowledge of tourism, but also foreign languages. In the modern world, a foreign language is an integral part of professional activity in all spheres. In learning foreign languages, it is important to develop foreign language communication skills, which are necessary for a successful career in tourism (Kobzar, 2011, p. 48).

Today, Ukraine is on the path of integration into European and world space. Every year, more and more branches of the domestic economy are conquering world markets. During the last

decade, the sphere of tourism and hospitality has been developing at a particularly fast pace. However, not everything is so good in the labor market in this field, as both tourism companies and the hospitality industry feel a great need for professionally trained, highly qualified tourism managers and other specialists of the hotel and restaurant business, who would have good knowledge not only of management, tourism and economy, but also had a perfect command of one or two foreign languages. Language is an integral part of the human mind and, therefore, only the interaction of all mental structures and processes (perception, understanding, memory) ensures its functioning.

A foreign language should become a tool for learning about other world cultures. While studying a foreign language, students gain knowledge about the history, culture, customs and traditions of the country whose language is being studied (Nikolayeva, 2010, pp.11-17).

Professional command of a foreign language is impossible without practical application of knowledge. Therefore, the communicative approach is the leading one in foreign language learning. It allows not only to expand knowledge of the language, but also to develop communication skills in various situations.

In modern higher education, teachers must use innovative approaches to teaching foreign languages that are used all over the world. These approaches are aimed at organizing a creative process of interpersonal interaction between a teacher and a student.

Achieving mutual understanding in the process of intercultural communication is facilitated by intercultural competence. Intercultural competence is the ability to communicate in a foreign language, taking into account differences in cultures and stereotypes of thinking. The formation of intercultural competence should be considered in connection with the development of students' ability to participate in the dialogue of cultures based on the principles of mutual respect, tolerance for cultural differences and overcoming cultural barriers. Intercultural training is aimed at developing students' ability for intercultural communication and getting to know the traditions and cultural features of other cultures.

One of the main missions of international tourism is primarily cohesion, mutual understanding and unity between peoples and cultures. At the international and national level, efforts should be made to establish intercultural communication in tourism. Such activities should include the training of international tourism specialists in the field of intercultural communication, which would provide specialized knowledge, skills and abilities that contribute to effective intercultural communication. Tourism is not only a way of leisure for citizens, it has transformed into a mass communicative practice, a significant social process.

Intercultural tourism is becoming the most widespread, its goal is to get acquainted with another natural, ethno-social, cultural reality. Tourist practice should be distinguished from the classical attitude to travel. A trip is unlimited movement in a cultural and natural environment, a deep inner involvement in a different picture of the world. The value of travel is the experience of learning and comparing cultural spaces, revealing their profound differences. Tourism - external acquaintance with another culture limited by space and time, based on visiting its symbolically significant objects (Yakubovska & Berezyuk, 2018, pp. 232-235).

International tourism can contribute to increasing the motivation and effectiveness of foreign language learning. Language and educational tours, which have gained popularity recently, are one of the ways to realize this potential. Such tours combine recreation with study, which allows students and other participants of the trip not only to improve their language skills, but also to gain new knowledge and impressions about the host country.

In recent years, the popularity of language tours for businessmen who need foreign language skills for work has grown significantly. Such tours offer an individual approach to learning, which involves the selection of a school and curriculum taking into account the language level, education and age of the participant. Language and educational tourism is also an effective way of integration into the international socio-cultural environment, development of intercultural dialogue and consolidation of the world community.

The most popular countries for language education tourism are those where English, German, Spanish, French and Italian are spoken. This is explained by the high demand for learning these languages. Portuguese, Chinese and Japanese are also gaining popularity. In addition, language learning tourism has the potential to develop in other countries, even if their official languages are not the most widely spoken. In the modern world, when the importance of multilingualism and multiculturalism is growing, language-educational tourism is becoming one of the priority areas of development in many countries, in particular in Europe. Multilingualism is considered as the basis of education and the only opportunity for European citizens to familiarize themselves with the culture of other countries. The effectiveness of language-educational tourism is determined by such factors as immersion in the language environment, interaction with native speakers and the possibility of choosing educational programs. Thus, language-educational tourism is an effective way of learning foreign languages and cultures.

Based on the basic scientific understanding of the concept of "tourism manager" as a leader and organizer of tourism activities, it should be noted that a tourism manager not only controls and coordinates the work of other employees of a tourism organization, organizes services on tourist routes, but also carries out communicative contacts with business partners, representatives of other

countries. Obviously, intercultural communication and interaction occupies a leading place in the professional activities of a tourism manager (Yakubovska & Berezyuk, 2018, pp. 232-235).

The importance of developing intercultural communication skills in tourism managers is explained, first of all, by the fact that communication is their main type of activity, the solution of communication tasks. Therefore, for a specialist, the necessary conditions for successful professional activity are the awareness of the features of the communication process, possession of the techniques of verbal and nonverbal communication, communicative strategies, and communicative competence, which includes the ability to use a foreign language to achieve professionally significant goals.

A foreign language for a tourism manager is one of the tools that helps not only to act, to convince, to make decisions, but also to create a favorable business atmosphere, to understand the culture of a representative of another country and the mentality of its people. The ability to carry out high-quality professional foreign language communication significantly contributes to increasing the competitiveness of specialists in the field of tourism in the labor market.

A novice manager, a former student, often lacks knowledge not so much of purely practical topics, such as filling out various forms of forms, the content and structure of tourist catalogs, but lack of knowledge of a foreign language. So, for example, a tourist goes abroad and it is necessary to fill out forms or other types of forms in a foreign language, and it is the direct duty of an employee of a tour company to help this client. All this leads to the formation of a complex of “fear of the unknown”, self-doubt, which certainly affects his competence and the quality of the work performed. It should be noted that a graduate of the Faculty of Tourism must possess not only a certain amount of professional knowledge, skills and abilities, but also possess professional knowledge of a foreign language. Professional knowledge of a foreign language for a specialist working in the field of tourism is a sign of his professional competence.

It is not about the English language in general (Social English), which can be learned on courses, but about the preparation of the English language for professional-oriented communication of highly qualified specialists working in the field of tourism. It means English (English for special purposes), which has its own terminology and specifics that cannot be learned on regular courses. Thus, the acquisition of professionally oriented communication skills ensures the communicative competence of employees employed in various areas of the tourist services market. One cannot disagree with the fact that the possibility of career growth in the field of tourism is directly related to the knowledge of a foreign language. At the same time, if the level of language competence of, for example, hotel service personnel can be reduced to the knowledge of some special terms or clichés, then the level of language training of specialists engaged in tour

operator or tour agency activities must meet all the requirements of professional language training. Also, one cannot disagree with the fact that a highly qualified specialist with professional knowledge of a foreign language will be in very high demand on the labor market.

Professional tourism activities related to the use of a foreign language to solve various tasks include: communication with foreign clients, establishing contacts with travel agencies abroad, conducting negotiations, foreign market marketing, promotional tours, interaction with airlines, contacts with the host party, representation of the company at international exhibitions, presentations, conferences, etc., familiarization with special documentation: agreements, patents, plans, etc., written maintenance of the necessary professional and business documentation, filling out forms and other types of documents, working with business correspondence, reading professional literature, and other things that require high knowledge of foreign languages (Kobzar, 2011, p.48).

2. Conclusion

The relevance of the study lies in the need to develop the language competence of future tourism specialists for successful functioning in the international professional environment. The study examines the use of language-learning tourism as an effective tool to achieve this goal.

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THE ROLE OF FOREIGN LANGUAGES IN THE ECONOMIC DEVELOPMENT OF THE STATE AND SOCIETY

K. B. Rakhmatillaeva,

M. V. Karpusenko (language supervisor)

V. N. Karazin National University, Kharkiv

Rakhmatillaeva K. B., Karpusenko M. V. The role of foreign languages in the economic development of the state and society. The article is devoted to an important aspect of the life of a modern person - the study of foreign languages. The role of a foreign language in the implementation of interethnic cooperation and its importance in solving communicative problems is noted. The author characterizes a foreign language as an important educational factor. The article discusses the influence of a foreign language on a person's mental activity, imagination and memory. The author emphasizes the active participation of language competencies in strengthening economic ties and in the formation of human resources potential of the Ukrainian nation. The study provides an evidence base for the need to speak a foreign language as an integral part of achieving success in economic activity.

Keywords: cooperation, culture, development, education, foreign language, globalization process, interaction, international contacts, training.

Рахматіллаєва К. Б., Карпусенко М. В. Роль іноземних мов в економічному розвитку держави і суспільства. Стаття присвячена важливому аспекту життя сучасної людини – вивченню іноземних мов. Наголошується роль іноземної мови у здійсненні міжнаціонального співробітництва та його значення у вирішенні завдань комунікативної спрямованості. Автор дає характеристику іноземної мови як важливому освітньому чиннику. У статті йдеться про вплив іноземної мови на розумову діяльність, уяву та пам'ять людини. Автором наголошується на активній участі мовних компетенцій у зміцненні економічних зв'язків та у формуванні кадрового потенціалу української нації. У дослідженні наводиться доказова база потреби володіння іноземною мовою як невід'ємної частини досягнення успіху в економічній діяльності.

Ключові слова: взаємодія, іноземна мова, культура, міжнародні контакти, навчання, освіта, процес глобалізації, розвиток, співпраця.

1. Introduction

Today, foreign language proficiency is a significant aspect of a person's life who keeps up with the times. A person who speaks foreign languages has much more opportunities to learn about the culture and traditions of other countries, and has much more developed thinking, imagination

and memory. Knowledge of a foreign language allows you to communicate effectively in many areas of life. This includes interaction at the state level, scientific, cultural, and other levels. Foreign language proficiency is now one of the prerequisites for professional competence, which gives a specialist an advantage in the labor market.

At the same time, modern Ukraine, in the context of military aggression, has entered a phase of dynamically changing worldview, worldview and worldview. Accordingly, there are changes in the perception of a foreign language, which should create conditions for Ukrainians to feel part of the Western civilization, realizing that their historical destiny is linked to the European future.

These mental transformations should be carried out, first of all, at the level of language consciousness, which is the main part of self-identification in all spheres of life, including professional communication.

In this regard, the needs of the social development of the Ukrainian nation dictate the need to navigate the global language space, especially since modern civilization is primarily a knowledge economy and continuous education.

Accordingly, in today's global community, there is a need for professional staff capable of creative thinking, analysis and understanding of people around them, while a foreign language is a unique means of developing these qualities.

The purpose of the article is to analyze the role of a foreign language in the development of international economic relations involving Ukraine.

Thus, the o b j e c t of research in this article is the issues related to the need to learn foreign languages in the current conditions of development of Ukrainian society.

The s u b j e c t of the research is the role of a foreign language in the development of international economic relations.

The theoretical basis of this study is the work of B.R. Holoveshko (Головешко, 2016), O. Hulyak (Гуляк, 2018), M. Huriy (Гурій, 2012), V. Osadchy and S. Symonenko (Осадчий & СИМОНЕНКО, 2017), which laid the foundations for understanding the problem of forming the language competence of an individual for effective communication with representatives of economic circles of foreign countries.

2. Materials and methods of the study

The materials for the study are theoretical provisions of modern language education, sociology and political science, which allow to reveal the substantive foundations of this problem. In the process of working on the article, the author used methods of scientific abstraction, as well as methods of researching the problems of language education (analysis, generalization,

classification) in the context of its importance for the economic development of Ukrainian society and the state

2.1. Economic Prerequisites for Learning Foreign Languages in Modern Ukraine

The 21st century was a time of fundamental change in Ukraine, affecting all spheres of social development. This could not but affect the political, cultural, and socioeconomic aspects of social development. The command-and-control economic system was replaced by market relations, which, in turn, led to changes in the economic consciousness of citizens. Ukrainians felt greater independence and personal responsibility for their future and the future of their country. Along with freedom came the realization that economic issues are an integral part of the life of Ukrainian society, which is integrated into the modern global socio-economic space (Головешко, 2016).

In the process of establishing international business ties, participation of Ukrainian specialists in global economic, innovation and technological development, and strengthening professional ties with foreign colleagues, more companies and organizations are in need of specialists with knowledge of foreign languages. As a result of the growing demand, all kinds of language courses, language centers, language studios and other educational institutions offering foreign language training services are opening.

At the same time, the significant success of the telecommunications industry, the development of computer technology and the Internet, the emergence of social networks and e-commerce have become a powerful catalyst for the process of language development in Ukrainian society.

Also, Ukraine's accession to the WTO, the development of international corporations, and the increasing number of joint international projects create favorable conditions for Ukrainian citizens to learn foreign languages.

In addition, due to the rapid and comprehensive evolution of modern society, an applicant for a decent job can no longer be satisfied with the arsenal of sufficient professional competencies acquired at a university. In order to remain a professional in their field and develop further, they need to constantly improve their skills (Гуляк, 2018).

Thus, the process of education continues and improves throughout a person's life. Competent knowledge in various spheres of human life, whether it is scientific theories, technical inventions, or business information, can in most cases be obtained only from foreign sources. It follows that the professional level is directly dependent on the possession of up-to-date information, which in turn depends on the level of foreign language proficiency.

More and more research is being conducted by joint efforts of scientists from different countries. In order for a scientific discovery to be noticed by the global scientific community, it

must be announced at an international congress or conference, or an article must be published in a foreign, usually English-language journal. A major problem for the development of national science, recognition of its achievements, and participation of Ukrainian students, graduate students, and researchers in joint projects and events is the lack of knowledge of foreign languages. In this regard, it should be noted that the continuous growth of technologies, their complexity, and the increasing requirements of employers for specialists not only in terms of knowledge in their specialty, but also in terms of other knowledge and skills, have a significant impact on the organization of foreign language training for future specialists.

At the same time, the content of professional foreign language teaching should meet the requirements of industry standards and correlate as much as possible with the content of special disciplines, and its content should be modern, relevant and, at the same time, accessible for learning, should be practice-oriented, since a sufficient level of foreign language proficiency should meet the practical needs of specialists.

2.2. The role of foreign languages in the economic development of the state

The knowledge of foreign languages by specialists of companies and organizations contributes to the successful integration of Ukrainian business structures into the global economic space, and accordingly contributes to the development of the national economy and society. For Ukrainian citizens, knowledge of a foreign language(s) provides an opportunity to realize their career needs in the global labor market (Гриб, 2012).

An important factor in solving the problems of developing foreign economic relations by specialists of various professions is the ability to use a foreign language to solve communication problems in their practical activities. Language helps to establish strong business contacts with foreign colleagues.

Both language training and knowledge of the country and language realities of the countries in which Ukrainian specialists have to work play an important role in establishing business contacts. In a period of rapid development of commercial relations with representatives of trade firms and business circles of foreign countries, the need to learn foreign languages with a focus on their practical use in business communication is particularly acute (Осадчий, 2017).

One of the most important factors in the implementation of international cooperation is the educational factor, as humanity has entered the era of informatization, and it is almost impossible to overestimate the role of knowledge in this context. By acquiring knowledge in a foreign language, a Ukrainian businessman and specialist becomes more deeply immersed in economic issues and clearly understands the opportunities for Ukraine's economic development in the global trend of socio-economic growth.

3. Conclusions

Thus, it can be concluded that language is nowadays the engine and an integral part of all spheres of social life. Language is an important factor in the implementation of international cooperation and plays a major role in solving the communicative orientation. One of the most important factors in the implementation of international cooperation is the educational factor. Knowledge of foreign languages contributes to the successful political and economic growth of a country. Language competencies are important in the formation of a mixed world culture, intertwining state foundations and strengthening interaction between peoples, which, in turn, has a positive impact on the dynamics of globalization. Language develops the ability to think creatively, analyze and understand the environment. A foreign language allows young national personnel to compete in the global labor market and take worthy positions in the structure of the world's leading companies.

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THE CONCEPT OF BALANCE OF POWER AS THE BASIS OF EUROPEAN DIPLOMACY IN THE 17TH–20TH CENTURIES

I. V. Repikhov,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Repikhov I. V., Litovchenko Y. M. The concept of balance of power as a dominant paradigm in the European diplomacy of the 17th-20th centuries. The article describes the concept of balance of power in the European diplomacy of the 17th-20th centuries. The work outlines the approach that resolved international contradictions and shaped the system of alliances in the international arena for three centuries. The article analyzes the model that was established after the Congress of Vienna and yet has not lost its relevance and subsequently formed the basis of the concept of collective security, which is crucial in the 21st century.

Keywords: balance of power, concept, system of international relations.

Репіхов І. В., Літовченко Я. М. Концепція балансу сил як домінуюча парадигма у перерізі європейської дипломатії 17-20 століть. У статті описана концепція балансу сил як домінуюча парадигма у перерізі європейської дипломатії 17-20 століть. Ця ідея лягла в основу підходу, який вирішував міжнародні протиріччя та формував систему альянсів на міжнародній арені протягом трьох століть. Заснована після Віденського конгресу, модель не втратила своєї актуальності, та згодом лягла в основу концепції колективної безпеки, що наразі є вирішальною у 21 столітті.

Ключові слова: баланс сил, концепція, система міжнародних відносин

1. Introduction

The object of the article is the concept of balance of power. The subject is European diplomacy in the 17th-20th centuries. The purpose of this article is to analyze the history of the concept and its impact on the further development of international relations.

Today, the main system that ensures international security is the concept of collective security. The idea of its creation dates back to the 20s and 30s of the 20th centuries, and its implementation – to the end of the Cold War. Of course, the principles of modern European diplomacy have been formed over many centuries, so in order to trace the chronology of their development, in these theses we will analyze the “harbinger” of collective security – the concept of balance of power.

Many articles and books by such well-known researchers as H. Kissinger, M. Kaplan, R. Aron, and many others are devoted to the analysis of this paradigm (Tymkiv, 2011, p. 52). The

understanding of the “balance of power” as the main mechanism for ensuring peace emerged after the conclusion of the Peace of Westphalia. The system emerged in the 17th century, when none of the countries really thought about ensuring global security. Its formation is related to the peculiarities of the continent's historical development, namely, taking into account the constant bloody wars: either countries directly balance each other's military potentials, or one of them becomes so strong that it can gain hegemony over the others (Kissinger, 1994).

2. Formulating the system basis

Traditionally, the inception of the balance of power is attributed to the Congress of Vienna, i.e. the formation of a “European concert” by Metternich, consisting of Russia, Austria, Prussia, and Great Britain (the Quadruple Alliance) to keep France from hegemony over Europe, which could have come during the Napoleonic Wars (Kissinger, 1994). Countries form a military-political alliance aimed at deterring another, stronger country from taking actions that could give it a significant advantage on the international arena. We may “have a look” even deeper into European history and note that the balance of power began to form even before the “European Concert” – William of Orange, King of Great Britain, in the late 17th century began an active policy to counter France's attempts to gain political advantage in the content territory, thereby regulating the balance of power in Europe; in the 18th century, the UK became the “balancer” of the region (Nexon, 2009). The “fixation” of the use of the balance of power principle in international practice will take place in the Treaty of Utrecht in 1713 following the war over the Spanish Succession.

Thus, the “balance of power” is a certain system of international relations based on conflict resolution (by force or diplomacy) through the formation of alliances, unions of states, coalitions to maintain a balance of military capabilities with aggressor countries (or hostile alliances) under the constant threat of war. The balance is distributed in such a way that the power of any country does not prevail, but instead counteracts the excessive build-up of power by another state (Little, 2014). The concept is often identified with the image of a “scale”, on both sides of which the military potentials of the warring countries/alliances are placed. The idea is that any actions on the part of one state can increase or decrease its “weight” on the international arena, which requires adjustments to the entire system (Uhryn, 2008).

Professor Richard Little of the University of Bristol, in his monograph “The Balance of Power in International Relations: Metaphors, Myths and Models”, notes that instead of presenting the image of the scales as a system of international relations, this metaphor forces us to present them as a system divided into two parts that are in confrontation and want to “outweigh” each

other. The professor calls this the “adversarial balance of power” (Little, 2014). It is important to note that the balance should take into account not only foreign policy factors, but also domestic processes (a striking example is the French Revolution, which destroyed the European balance and led to bloodshed).

3. Models of the balance of power

Theoretically, there are three possible models of the balance of power: unipolar, bipolar, and multipolar. Each of them has its own characteristics. The unipolar system is based on the formation of global hegemony of one country over others. The bipolar system depends on the existence of two superpowers that actually control the global balance of power through their actions (a vivid example is the Cold War, during which there were two superpowers: The United States and the Soviet Union). The third model, namely, the multipolar model, has been relevant since the inception of the balance of power concept until the Cold War. The prominent neorealist K. Waltz notes that the multipolar system is characterized by mainly external means of maintaining balance – alliances, preventive wars, compensation; while in the bipolar system, balancing is achieved by increasing the internal resources of countries or alliances and mobilizing them (Kononenko, 2013, p. 149).

The introduction of a balance of power system does not negate the conduct of wars. In fact, war can be identified as one of the tools of this paradigm. Military action can be part of the concept, as it can lead to a change in the balance, which sometimes cannot be achieved through diplomacy.

An important aspect of the system is the division of the continent into imaginary “spheres of influence” – regions under the influence of a particular state (Kissinger, 1994). The expansion of the sphere of influence of one of the leading powers may be a disturbance in the balance that needs to be addressed in a certain way. The concept is also based on military and political alliances, which have largely levelled the balance of power in Europe.

But, again, returning to the work of the above-mentioned Professor R. Little, we see how he identifies another interpretation of the balance of power, the main idea of which is to prevent the strengthening of one European country that would threaten the independence of others. He calls it the “associational balance of power”. Proponents of this term see the possibility of achieving political balance not through confrontation between countries, but rather as a product of collective consensus (Little, 2014).

Looking at the idea of a “binding balance of power”, we can see something in common with the concept of collective security, which is the dominant system of peace and international security in the 21st century. The thesis of ensuring a certain balance in the world permeates both systems,

but does so in different ways. For the “balance of power”, the main thing was to avoid the strengthening of one of the states, which would destroy the mutual balance; for “collective security”, the basis is to avoid any manifestations of aggression and displays of force on an international legal basis.

4. Concept weaknesses

Despite the fact that the concept proved to be quite effective in the European realities of time, there is no doubt that it has a number of shortcomings. The balance of power is difficult to “calculate” because of the incredible number of factors that influence it, as well as the fact that it is difficult to maintain (at least because of the human factor, which is also impossible to predict) (Kononenko, 2013, p. 148). It is worth noting that the constantly changing balance of power can lead to tensions in international relations. Modern globalization, especially economic integration, affects the “blurring” of the concept of the nation-state, and the presence of nuclear weapons generally levels the concept of world balance, since each country that has these weapons has a “weight” in the international arena and is partially equal in terms of “potential danger” to the leading countries of the world. The ideological basis of the system makes security dependent on military potential, which provokes countries to constantly increase it, i.e., an arms race, which, of course, reduces mutual trust between countries and provokes a new war (Little, 2014).

5. Conclusions

To summarize, the paradigm under consideration became the basis for European diplomacy in the 17th-20th centuries, formulated the basis for the development of tools for modern regulation and control of bilateral relations and allowed countries to preserve the multipolar world order, which is an important aspect of the development of international relations in our time. We can say that this is the beginning of the history of modern diplomacy, which is constantly developing and improving bilateral relations between countries in the 21st century.

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CYBERSECURITY AS ONE OF THE BASIC CONDITIONS FOR THE DIGITAL DEVELOPMENT OF DEVELOPING COUNTRIES

A. A. Rudych,

O. V. Khanova, (scientific supervisor),

O. O. Meleshchenko, PhD (language supervisor),

V. N. Karazin National University, Kharkiv

Rudych A. A., Khanova O. V., Meleshchenko O. O. Cybersecurity as one of the basic conditions for the digital development of developing countries. This article examines cybersecurity as a significant factor influencing digital transformation. Using correlation analysis, the authors have investigated the relationship between digitalization and cybersecurity. It also examines the regional differentiation of the level of cybersecurity in developing countries. Saudi Arabia and the UAE are identified as prime examples of building a reliable cyber field.

Keywords: cybersecurity, cyberspace, digitalization, digital sector, digital transformation.

Рудич А. А., Ханова О. В., Мелещенко О. О. Кібербезпека як одна з головних умов цифрового розвитку країн, що розвиваються. У статті розглядається кібербезпека як суттєвий чинник впливу на цифрову трансформацію. За допомогою кореляційного аналізу автори дослідили взаємозв'язок між цифровізацією та станом кібербезпеки. В статті розглядається регіональна диференціація рівня кібербезпеки країн, що розвиваються. У якості взірцевих прикладів побудови надійного кіберполя наводяться Саудівська Аравія та ОАЕ.

Ключові слова: кібербезпека, кіберпростір, цифрова трансформація, цифровий сектор, цифровізація.

1. Introduction

In the modern realities of global community development, cybersecurity has become an important condition for the development of the national economy. In addition, cyberspace security is one of the pillars on which the digital development of the state is based. But, on the other hand, digitalization has increased the need for businesses to safeguard their assets from cyber threats (Tweneboah-Koduah, Skouby, & Tadayoni, 2017). The increasing threat of cyberattacks with the parallel acceleration in the digital transformation of national economies and a constantly updated toolset of means that can defeat countries' cyber fields determine the topicality of this article.

The issue of cybersecurity has been studied in academic circles for a while and certain aspects have already been explored by such academics as O. A. Baranov (2014), Yu. V. Kindzerskyi (2020), O. G. Trofimenko (2019), Y. S. Manuilov (2021), V. S. Tsymbalyuk

(2022), and others. However, it is crucial to note that their findings are focused predominantly on the prospects and recommendations for ensuring information security in Ukraine and, what is more, they mainly refer to legal issues. However, the impact of the state's cybersecurity on its digital development has remained out of focus.

The object of this study is the process of digital transformation in countries worldwide, while its subject is cybersecurity as a condition for ensuring sustainable digital development in developing countries. Our research aims to specify the level of cybersecurity in developing countries as a factor influencing digital transformation. To fulfill this aim, the following objectives have been specified:

- to determine the extent of the relationship between digitalization and cybersecurity;
- to evaluate the level of cybersecurity on a regional scale;
- to compare the state of digital security in the leading developing countries according to the Global Cybersecurity Index (GCI).

2. The correlation between digitalization and cybersecurity

To confirm the existence of a relationship between global indices of cybersecurity and digital competitiveness statistically, the authors have conducted a correlation analysis. It has been based on the indicators of 27 developing countries in 2020, as this is the year of the last GCI report. As a result, the authors have obtained a correlation coefficient of 0.713, which indicates a positive high correlation. The coefficient of determination (0.51) and the positive difference between Fisher's criteria and the critical value (21.55) confirm the estimated model's viability.

The urgent need to ensure the security of the digital sector of countries is hidden in an elaborate e-system. Cybersecurity aims to protect individuals' and organizations' systems, applications, computing devices, sensitive data, and financial assets against simple and annoying computer viruses, and sophisticated and costly ransomware attacks ("IBM", n.d.).

Over the past couple of years such trends in the digital sector as cloud migration, artificial intelligence, and machine learning, Low Code No Code, automation, the Internet of Things, Big Data, Smart Cities, Metaverses, and new digital money (for instance, Non-Fungible Tokens) force society to take information more seriously, as the security of the digital environment is not only a matter of great importance for individuals or businesses but is a national concern as well ("FDM Group", 2023; Newman, 2021; "SAP", n.d.).

In 2023 the average cost of data leakage including bankrupt businesses, detection and escalation, notification, and post-breach response was \$4,5 million. As Cybersecurity Ventures predicts, cryptocrime including exit scams, rug pulls, and theft will cost the world \$30 billion in

2025 alone, rising at a rate of 15% annually. This is nearly twice the \$17.5 billion lost in 2021 (Morgan, 2023).

The regional characteristics of the level of protection of the digital space in developing countries are provided in the next section.

3. Regional evaluation of cybersecurity in developing countries

The main index that is underlying our research is the Global Cybersecurity Index 2020. This index is comprehensive as it is composed based on experts' responses to the state of cyberspace security in terms of three components: legislative, technical, and organizational. Based on 2020 data, the last year when the GCI was published, the authors analyzed 100 member states of the International Telecommunication Union and the State of Palestine.

Figure 1 visually represents the results of indices' clustering by six regions of the world, namely the Middle East and North Africa; East, South, East, and West Asia; Latin America and the Caribbean; Central and Southern Asia; Sub-Saharan Africa and Europe. This systematization is based on the typology developed by the United Nations Department of Economic and Social Affairs.

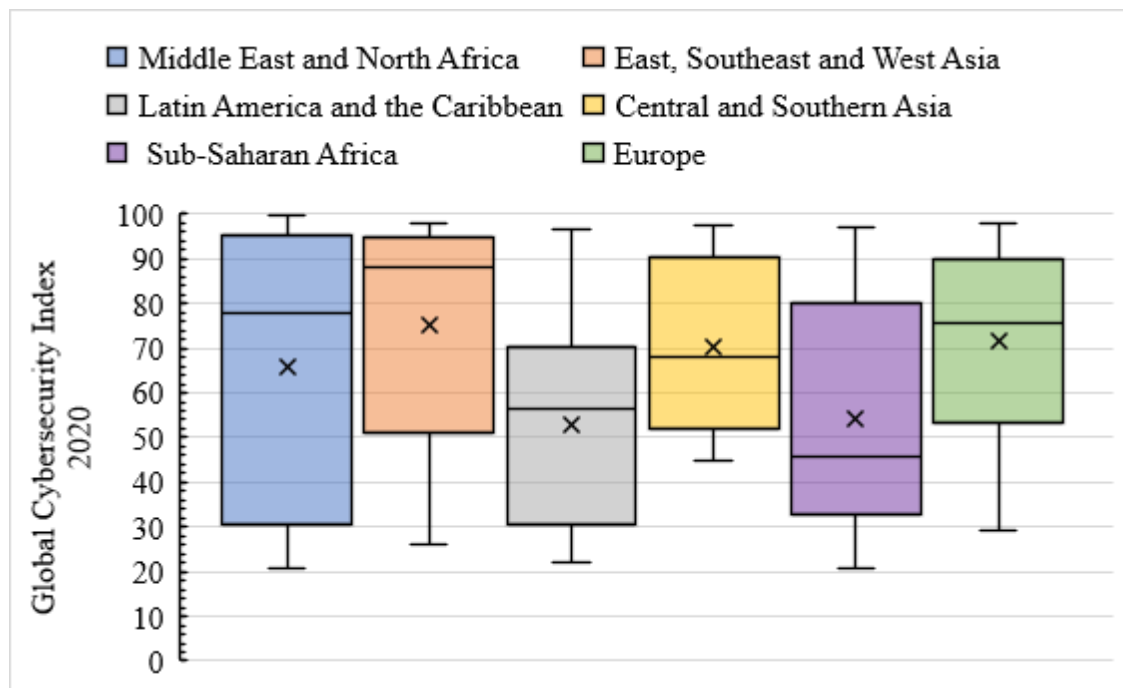


Fig. 1. The Global Cybersecurity Index 2020 for different world regions

Source: composed by the authors based on ("International Telecommunication Union", 2020)

East, Southeast, and West Asia are leaders (87.91) in terms of the median (marked as a box dividing line in Fig. 1 above) with Malaysia (98.06) occupying the first place. This region has a

high range of values (71.86), unlike Central and South Asia, which indicates its heterogeneity. Sub-Saharan Africa remained the least successful region in the context of cybersecurity. Regarding the median value (45.63), only Mauritius (96.89) and Tanzania (90.58) can compete with other countries. As for the Middle East and North Africa, 32% of countries in the region have indices above 90. Moreover, this region has the highest heterogeneity of values (78.83).

4. The state of digital security in the leading developing countries according to the Global Cybersecurity Index 2020

According to GCI 2020, the top developing countries are Saudi Arabia (99.54) and the United Arab Emirates (98.06) (“International Telecommunication Union”, 2020). Fig. 2 shows the results for each component of the index separately for these countries. Saudi Arabia is the undisputed leader, the country received the maximum score in 2020 for all the four components.

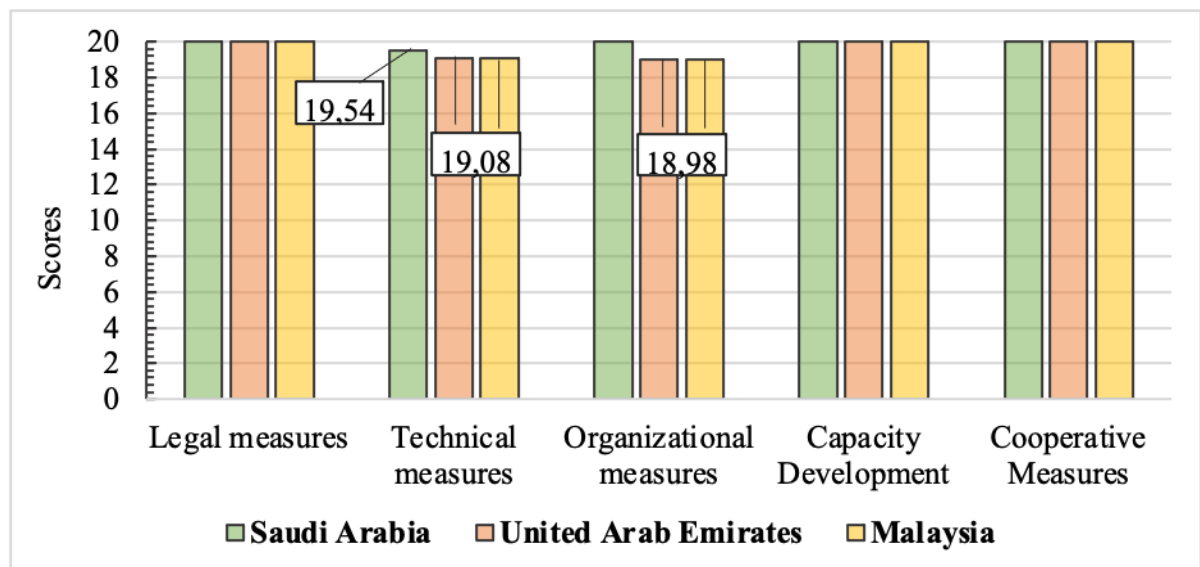


Fig. 2. The components of top developing countries according to GCI 2020

Source: composed by the authors based on (“International Telecommunication Union”, 2020)

The United Arab Emirates takes the second place in the ranking and is a worthy competitor in ensuring national cybersecurity for Saudi Arabia. In 2020, the country was ranked 5th in the world (98.06) according to the Global Cybersecurity Index, and 89th (40.26) according to the National Cybersecurity Index (“International Telecommunication Union”, 2020; “National Cybersecurity Index”, 2023). This unfortunate result was due to a number of the UAE’s weaknesses, namely poor protection of personal data (0%), the low level of military cyber operations (0%), poor protection of digital services (0%) (“National Cybersecurity Index”, 2023). However, the UAE aims to be the data hub for the Middle East by 2031 (“AGBI”, 2023).

According to the national strategy “*We the UAE 2031. Towards new peaks*”, one of its key aims is to obtain the status of “the most secure and safest country in the world” (“We the UAE”, n.d., p. 23). They aspire to achieve “the highest levels of security and safety, protecting all people, organizations and the nation’s reputation while leveraging the best competencies and state-of-the-art technologies” (ibid.). This preemptive and advanced digital security system will ensure the safety of individuals, organizations, and societies in the virtual world and enhance global digital cooperation (ibid.).

However, despite such ambitions, the UAE is no less attractive to cybercriminals today as its major competitor. More than 71 million attempted cyberattacks have been blocked in the first three quarters of 2023 (“The National”, 2023). About two in three businesses (64%) in the country were the victims of a ransomware attack last year, according to the report of Proofpoint, a prominent cybersecurity company (“The National”, 2023).

Such a great interest of cybercriminals is connected with the geopolitical position of the UAE and its international importance in the strategic sectors of the global economy, such as energy, oil and gas, and aviation. Thus, in 2020 the Cybersecurity Council was established to coordinate efforts, maintain confidence in digital infrastructure and institutions, and oversee the implementation of measures to ensure an extremely high level of cyberspace security. In 2023 the UAE Cybersecurity Council, in partnership with the Federal Authority for Government Human Resources (FAHR), launched the Federal Government “Cyber Sniper” initiative (“FAHR”, 2023). This initiative aims to sharpen the skills of national talents, enhance the cybersecurity capabilities of specialized government personnel, raise awareness on cybersecurity issues, and enrich the experiences of professionals in federal entities (ibid.).

In addition, the UAE government considers artificial intelligence to be one of the most effective tools in the fight against cyberattacks. Over 70% of UAE businesses have adopted AI in their decision-making processes, underscoring its efficacy in countering advanced cyber threats. About 95% of organizations in the UAE plan to boost their artificial intelligence investments to make their cybersecurity infrastructure stronger (“The National”, 2023). During the so-called “cyberpandemic” the tactics employed became more sophisticated, and as a result cybercriminals started using legitimate tools for malicious activities. One example is the use of ChatGPT for code generation. “AI and machine learning are helping to boost cybersecurity measures within organizations by automating and removing manual processes across operations,” said Ercan Aydin, regional vice president for the Middle East and Africa at Palo Alto Networks (ibid.).

“Cybersecurity promotes economic growth and innovation. By providing a secure platform for digital activities, it fosters trust in digital commerce, encourages the development of new

technologies, and facilitates the digital transformation of industries,” added Moataz Binali, Trend Micro regional vice president (“Arab News”, 2023). The digital development of the leading countries in the Middle East can be considered an example of successful digital strategy building. In terms of digital transformation, both Saudi Arabia and the United Arab Emirates are pursuing intensive changes, making not experimental decisions in the exploitation of certain scientific and technological achievements, but rather taking a comprehensive approach, ensuring that innovations are legislated and the national cyberspace is highly protected.

5. Conclusions

This study has allowed us to draw the following conclusions:

The process of digitalization and the state of cybersecurity are closely connected. This was confirmed statistically, namely by the correlation analysis conducted between the global profile indices – the Cybersecurity Index 2020 and the Digital Competitiveness Index 2020. As a result, the correlation coefficient of 0.713 has been obtained, which indicates a positive high correlation. Additional indicators such as a coefficient of determination (0.51), a Fisher’s criterion (25.79), and a critical value (4.24) confirm the plausibility of the estimated model.

The regional differentiation of the level of cybersecurity in developing countries has been studied. The measurement of the state of cybersecurity was based on the Global Cybersecurity Index 2020 and involved six world regions: Middle East and North Africa; East, Southeast, and West Asia; Latin America and the Caribbean; Central and Southern Asia; Sub-Saharan Africa and Europe. The systematization of countries is based on the typology developed by the United Nations Department of Economic and Social Affairs. It has been determined that the national economies of Saudi Arabia and the UAE are leaders among developing countries according to the GCI index due to their areas of relative strength, namely the legal framework for cybersecurity, partnerships for collaborative security, high protection of critical infrastructure and information systems, integrated cybersecurity governance, and others.

The prospects for further research might include the study of world practices of repelling cyber-attacks by businesses and governmental institutions, legal measures, and the development of new technologies.

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THE EUROPEAN UNION: CURRENT STATE AND PROSPECTS FOR DEVELOPMENT

V. A. Rylskyi,

I. V. Davydenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Rylskyi V. A., Davydenko I. V. The European Union: current state and prospects for development. This article provides a comprehensive analysis of the present condition of the European Union, encompassing its economic, political and social parts. Discussing recent challenges and achievements, the article offers insights into the potential paths for the EU's future development and integration, addressing key factors that could shape its trajectory in the coming years.

Keywords: Development, European Union, integration, present condition, prospects.

Рильський В. А., Давиденко І. В. Європейський Союз: сучасний стан та перспективи розвитку. Ця стаття містить комплексний аналіз сучасного стану Європейського Союзу, що охоплює його економічну, політичну та соціальну складові. Обговорюючи нещодавні виклики та досягнення, стаття пропонує розуміння потенційних шляхів майбутнього розвитку та інтеграції ЄС, розглядаючи перспективи, які можуть сформувати його траєкторію в найближчі роки.

Ключові слова: Європейський Союз, інтеграція, перспективи, розвиток, сучасний стан.

The o b j e c t of the study is the European Union as a political and economic union of countries with highly developed economies and complex social structures. The s u b j e c t of the study is the socio-economic, political and cultural processes and phenomena taking place in the European Union, as well as their impact on the EU itself and its members. The p u r p o s e of this work is to analyse the current state and identify possible prospects for the development of the EU. The r e l e v a n c e of this article is to consider the current state of the European Union and the prospects for its development.

The history of the formation of the European Union is an important aspect for a better understanding of the issues of my research and the challenges facing the EU at the moment. By looking at the important historical events that led to the creation of the European Union, I will be able to make a retrospective analysis, which will help us better understand the current problems of the EU in order to suggest solutions to current issues and warnings against future problems.

On May, 9, 1950, the French Foreign Minister, Robert Schuman, made a historic declaration known as the Schuman Declaration. It expressed the idea of creating a European organisation that would unite the coal and steel industries of France and Germany.

According to this idea, in 1951, the Treaty of Paris, Belgium, France, Italy, Luxembourg, Germany, the Netherlands and the United Kingdom provided the formation of the European Coal and Steel Community (ECSC) for a period of 50 years. The purpose of this organisation was to pool the resources of the member states in the coal and steel industries in order to prevent the outbreak of a new war in Europe, which had already been destroyed and devastated by World War II (McCormick., 2016).

The Treaty on European Union (TEU), also known as the Maastricht Treaty, was signed in Maastricht, the Netherlands, on 7 February 1992. This treaty has become one of the most important documents in the history of European integration, as it established the foundations for the modern European Union.

An important moment was the Great Enlargement of the EU in 2004, when 10 new countries joined the EU, including those from Central and Eastern Europe. This was a historic step as former socialist countries became EU members after the end of the Cold War. This helped them to implement reforms, strengthen democracy and improve living standards (“Eurostat”, n.d.).

As the European Union is one of the most complex political and economic mechanisms in the world, its current state is characterised by many factors and drivers, such as political and economic challenges, the dynamics of socio-cultural change, the effectiveness of institutions and political mechanisms, etc.

Among the political challenges that the EU has faced in recent years, we would like to highlight populism and nationalism, which have been on the rise in many member states over the past few years. A large number of parties promoting nationalist ideas and narratives emerge every year, and their support among the population is growing and their prevalence is increasing every year. I believe that this problem can significantly challenge the unity of the member states and their future cooperation within the EU.

Another important political challenge for the European Union is Brexit, i.e. the UK's withdrawal from the EU. For the European community, Britain's decision to leave the Union was a real devastation. It has created instability and the need to review the terms of cooperation with the UK (Pinder, n.d.).

Economic challenges are also an integral part of the challenges facing the European community. The EU has been and continues to be largely affected by the COVID-19 pandemic. The lockdown has increased inequality in economic development between countries. This creates

significant challenges in the area of common financial and economic governance. Almost all European Union countries have faced the problem of unemployment as a result of the pandemic. The highest rate was recorded in Spain, with 13% of the population not engaging in any economic activity.

Despite the complexity of the current geopolitical situation and economic challenges, the European Union faces some important development prospects in various areas (Corbett, Kenealy, & Peterson, 2015).

In the current environment of growing globalisation and economic challenges, ensuring economic integration and enhancing the competitiveness of the European Union is a priority task to ensure stable and sustainable economic development. In this regard, it is necessary to focus on such aspects as further liberalisation of markets, support for small and medium-sized businesses, creation of favourable conditions for innovative development and strengthening of trade relations both within the EU and beyond.

Furthermore, to support small and medium-sized businesses, it is recommended to develop and implement special programmes and instruments aimed at stimulating entrepreneurship and innovation. This may include simplifying tax procedures for small businesses, providing financial support through special loan programmes, and creating special pilot projects aimed at supporting innovative start-ups. This approach will help create new jobs, increase production, and improve the overall level of economic development within the EU.

When considering the EU's competitiveness in the global market, it is worth paying attention to the development of strategies for innovation and the introduction of the latest technologies in production. This implies active support for research programmes and projects aimed at introducing the latest technologies in industrial production, agriculture and other sectors of the economy. It is also important to provide access to funding for innovative projects and to stimulate cooperation between research institutions and businesses to facilitate the commercialisation of new technologies (McCormick, n.d.).

As the EU is a major economic and political player on the world stage, it is important to actively contribute to international initiatives aimed at preserving peace and security. We recommend strengthening cooperation with international organisations, such as the UN and UNESCO, by actively participating in addressing global issues such as climate change, the fight against terrorism and the prevention of natural disasters.

It is also important to maintain cooperation with partners on different continents through joint projects and initiatives. The development of trade relations, cultural exchanges and educational programmes can help bring countries and regions closer together, as well as strengthen mutual

understanding and trust. Such initiatives can become a bridge for cooperation in various fields, including trade, science, culture and innovation. Also, given the significance of climate change for the future of humanity, the EU must take responsibility and actively engage in global initiatives to limit greenhouse gas emissions and promote environmentally friendly energy use (Warleigh, n.d.).

In a world where digital technologies are becoming an increasingly integral part of the economy and society, the European Union faces the challenge of effectively implementing digital transformation and ensuring cybersecurity. One of the main prospects for development is to promote innovative development by creating favourable conditions for digital transformation in all areas of the economy and society.

The EU can succeed in digital transformation by creating a favourable ecosystem for start-ups and technology companies, promoting their innovation and advanced research. This includes providing financial support, simplifying licensing procedures, and developing special technology parks. This approach will help create conditions for the development of innovative ideas and ensure the EU's competitiveness in the global market.

Ensuring cybersecurity in an increasingly digitalised world is also important. The European Union can achieve this by developing strict data protection and privacy regulations, promoting cybersecurity in all areas of society, and raising cybersecurity awareness among citizens. Such measures will help prevent cyberattacks and data misuse, thereby ensuring the stability and security of the digital space within the EU.

Due to the growing social challenges and inequalities in society, ensuring social solidarity and equality in the European Union is becoming one of the key tasks. In order to achieve these goals, it is necessary to work actively to reduce social inequalities, ensure access to education, healthcare and social services for citizens of all EU member states (McCormick, n.d.).

The main prospect for development in this area is to strengthen the social protection system, ensure the effective functioning of the health insurance system and provide social assistance to low-income groups. This involves the development of social programmes and projects aimed at supporting young people, the elderly and people with disabilities by providing them with the necessary social services and medical care.

In order to ensure social equality, it is important to promote access to quality education for all segments of society. This can be achieved through the development of education support programmes, scholarships and grants for gifted students from low-income families. In addition, it is important to provide equal opportunities for vocational education and training, which will be a catalyst for the development of human capital and will also increase employment and economic activity in society.

Introducing programmes to support social entrepreneurship and inclusive projects will also help reduce social inequality. This will create new jobs for low-income groups and provide them with opportunities for self-realisation and financial independence.

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INTERNATIONAL LABOR MIGRATION AS AN INDICATOR OF GLOBALIZATION

I. R. Saakian,

I. M. Lavrinenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Saakian I. R., Lavrinenko I. M. International labor migration as an indicator of globalization. The article considers the topical issue of the concept of labor migration and its impact on the process of globalization. The purpose of the study is to analyze the dynamics and main trends of international labor migration, prospects for the development of this industry. The author focuses on the fact that the migration processes of most countries have a positive development trend, which indicates the further development of this industry. The successful integration of labor migrants in the labor market leads to an increase in the total number of the workforce and has a positive effect on the growth of the population's income, therefore it is an important component of the modern globalized world.

Keywords: emigration, globalization, immigration, international labor migration, labor resources, population.

Саакян І. Р., Лавріненко І. М. Міжнародна трудова міграція як показник глобалізації.

У статті розглядається актуальне питання поняття трудової міграції та її вплив на процес глобалізації. Метою дослідження є аналіз динаміки та основних тенденцій міжнародної міграції робочої сили, перспективи розвитку даної галузі. Автор акцентує увагу на тому, що міграційні процеси більшості країн мають позитивний тренд розвитку, що свідчить про подальший розвиток цієї галузі. Успішна інтеграція трудових мігрантів на ринку праці призводить до збільшення загальної чисельності робочої сили та має позитивний вплив на ріст доходів населення, тому є важливою складовою сучасного глобалізаційного світу.

Ключові слова: глобалізація, еміграція, імміграція, міжнародна міграція робочої сили, населення, трудові ресурси.

1. Introduction

In the modern world, international economic relations are becoming wider and more diverse. The development of transport and modern means of communication, the unification of legislation and the openness of the economy make it possible to freely move between countries not only goods and services, but also factors of production. One such highly mobile factor is the labor force. International labor migration is part of migration processes that take place on a global scale, currently it is becoming one of the most important forms of international economic relations and a leading indicator of globalization.

In particular, the existence of a correlation between the increase in modern labor mobility and the strengthening of globalization processes determined the relevance of this study.

The object of the study is the international integration of labor resources, and the subject of study is the world experience of international labor migration as an indicator of globalization processes.

The purpose of the study is to analyze the dynamics and main trends of international labor migration, prospects for the development of this industry.

This aim demands the solution of the following tasks:

- to study the definition of the concept of International labor migration;
- analyze the dynamics and trends of international labor migration;
- consider the positive and negative consequences of international labor migration as an indicator of globalization.

2. International labor migration: theoretical foundations of the industry

It should be noted that different sources give different definitions to this concept, because it is quite complex. In general, the meaning of this concept can be defined as follows: labor migration is the movement of the able-bodied population from one country to another within the global labor market. This is, first of all, a form of movement of a relatively surplus working population from one center to another. The reasons for population migration of an economic nature are the different levels of economic development of individual countries, differences in wage conditions, the presence of unemployment in some countries, the functioning of international corporations that export labor to work in foreign branches ("ILO", 2021).

Along with labor migration, scholars also consider forced migration, which is the result of military and political events, persecution on religious and ethnic grounds, and other reasons that force the population to change their place of residence. Globalization of trade, development of transport and communication technologies, demographic dynamics are also incentives for migration flows. The development of transport and means of communication, a certain unification of legislation to some extent simplify the process of population movement from one country to another, thus contributing to migration processes ("Migration", n.d.). Migration as a process includes oppositely directed immigration and emigration flows. Immigration - the entry of labor force into the host country, the country-importer of labor force. Emigration is the departure of labor force from the labor exporting country. Among the types of international labor migration, the following should be distinguished: irreversible, temporary-permanent (from one to six years),

seasonal, pendulum (daily, weekly moving to a place of work in another country). Depending on the legal status, migration can be legal or illegal (“OECD”, n.d).

3. General dynamics and trends of international labor migration

Labor migration covers almost the entire planet, but there are leading countries to which labor migrants go the most.

Table 3.1.

Top 10 countries of the world for international labor migrants

Countries	Number of international migrants, million people	
	2000	2019
USA	34,8	50,7
Canada	5,5	7,9
Germany	8,9	13,1
France	6,3	8,3
Great Britain	4,7	9,5
Italy	2,1	6,2
UAE	2,4	8,5
Saudi Arabia	5,2	13,1
Australia	5,3	8,9

Source: compiled by the author based on ДОН, 2020b.

According to the results of the table, it can be seen that the USA has remained the largest center of attraction for labor migrants for almost ten years. Italy also remained the smallest country of attraction. In general, it can be argued that among the above list, all states are representatives of attractive (high development) economies that work on the prospects of the workforce in terms of their work and employment.

There are almost no restrictions on types of activity in today's globalized world. Human employment is developing in all areas and at different levels. If the stereotypical idea of labor migration could previously be associated with mostly manual labor, now this is far from the case.

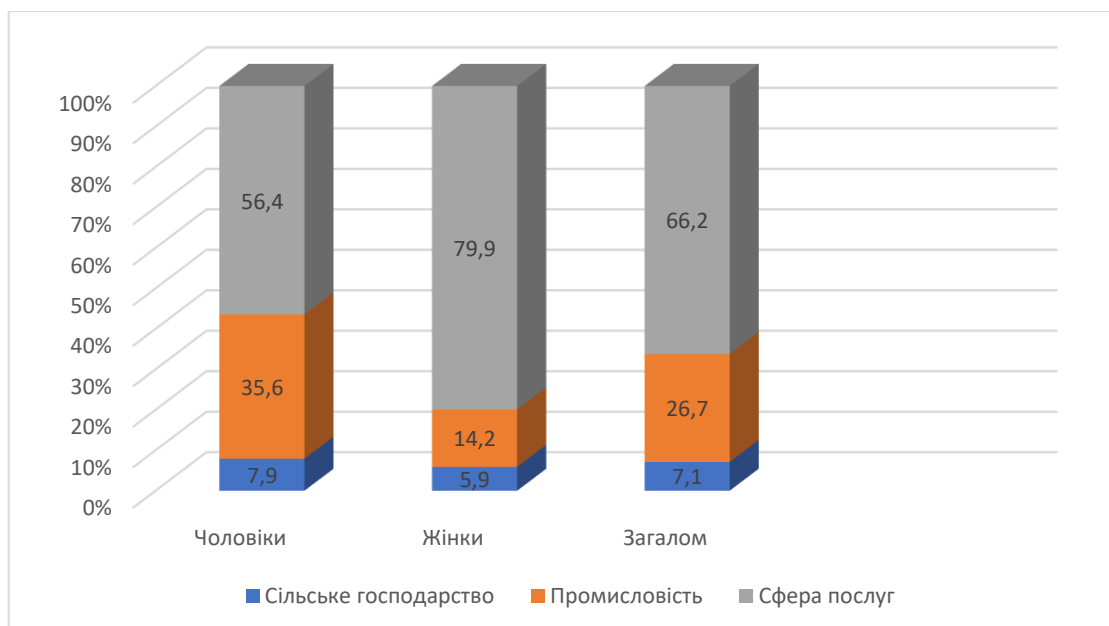


Fig. 3.1. General distribution of labor migrants by sphere of activity, 2019

Source: compiled by the author based on “World Migration Report 2022”, 2022.

The above illustration clearly demonstrates that in labor migration, in fact, as in the national economies of developed countries, the number of employees is dominated by the service sector. Industry and the agricultural sector occupy the second and third places. This information helps to form the conclusion that migration processes in our aspect correspond to all laws of the labor market and develop according to general trends. In the context of globalization, labor migration acts not only as a factor that causes cross-border movement of the population, but also as a leading factor that shapes the global labor market, acting at the same time as an important form of international economic relations that contributes to settled cooperation between countries.

4. Consequences of international labor migration

On the one hand, labor immigration can have a positive effect on the country's economy. On the other hand, it should be taken into account that labor immigration is primarily a loss of labor for the country. The number of immigrants from the countries is progressively increasing. Based on these principles, it can be argued that in the future, the vast majority of countries will continue to lose labor force.

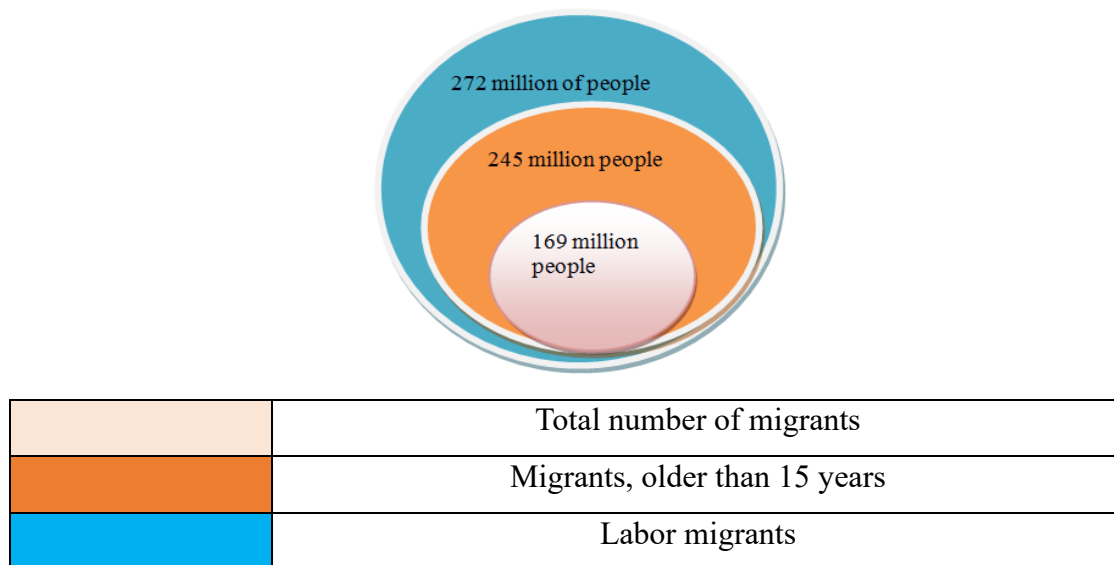


Fig. 4.1. Estimates of the number of migrants and migrant workers, 2019

Source: compiled by the author based on “World Migration Report 2022”, 2022.

As we can see, the number of labor migrants makes up the majority of the total number of migrations. In other words, it can be argued that a greater percentage of total migrations are caused directly by labor motives. It is also appropriate to take into account the fact that these statistics are official data, but not all labor migrants can carry out their activities within the limits of the law. That is, to a certain extent, the number of 169 million people is not the final number of all labor migrants (“Migration data portal”, n.d.).

The successful integration of labor migrants into the labor market leads to an increase in the total number of the workforce and has a positive impact on the growth of the population's income and the state budget in the recipient countries over the long term. Also, it should be noted that labor migration increases per capita income in the recipient countries due to the increase in the general level of population employment and labor productivity (Дон, 2020b). Labor productivity can be increased by increasing the diversity of skills — complementarities, specialization, and promoting the qualification of migrant workers by providing new opportunities. Although migration cannot completely solve the problems of population aging, if migrants are fully integrated into the labor market, they can contribute to reducing the fiscal pressure on the state budget. This is due to the reduction of health care costs and the payment of pensions. In many countries, migrant workers are more likely to become entrepreneurs and self-employed than local citizens. This provides many advantages for the labor market (Salt, 1992).

5. Conclusions

Labor migration is the movement of the working population from one country to another within the global labor market. This is, first of all, a form of movement of a relatively surplus working population from one center to another.

The analysis of the presented data underscores the sustained attractiveness of the USA as the primary destination for labor migrants over the past decade. In today's globalized world, diverse sectors and skill levels contribute to human employment.

It is evident that labor migration plays a crucial role not only in facilitating cross-border population movements but also in shaping the global labor market. Beyond being a mere migratory phenomenon, also it stands out as a pivotal factor influencing international economic relations, fostering cooperative relationships between countries in the context of globalization. This multifaceted role positions labor migration as a dynamic force that not only responds to the demands of the labor market but actively contributes to the interconnectedness and collaboration of nations on the global stage. Migration trends in most countries show a positive development, which indicates further expansion of this area. The effective integration of labor migrants in the labor market leads to an increase in the total number of the labor force and contributes to a positive impact on the growth of the population's income and the state budget in the recipient countries over a long period.

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OFFSHORE CENTERS WITHIN THE SYSTEM OF INTERNATIONAL BUSINESS

M. S. Sabashenko,

I. V. Davydenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Sabashenko M. S., Davydenko I. V. Offshore centers within the system of international business. The article considers the essence of offshore zones, their historical development, and the legal aspect in the context of international business. It investigates the definitions, purposes, and key characteristics of offshore zones, providing a unique perspective on their role in the global economy. The author analyzes stages of establishment, geography, and the role of offshore zones in shaping the world economic system; the author provides an overview of their impact on the development of international business, including risks and successful practices.

Key words: free economic zones, global economy, international business, jurisdiction, legal regulation, money laundering, offshore zones, tax optimization, transparency

Сабашенко М. С., Давиденко І. В. Офшорні центри у системі міжнародного бізнесу. Стаття розглядає сутність офшорних зон, їх історичний шлях розвитку та правовий аспект у контексті міжнародного бізнесу. Досліджуються визначення, призначення та ключові характеристики офшорних зон, надаючи унікальний погляд на їх роль у глобальній економіці. Аналізуються етапи становлення, географія та роль офшорів у формуванні світової економічної системи. Крім того, надається огляд їх вплива на розвиток міжнародного бізнесу, включаючи ризики та успішні практики.

Ключові слова: відмивання грошей, вільно-економічні зони, міжнародний бізнес, оптимізація податкування, офшорні зони, правове регулювання, прозорість, світова економіка, юрисдикція.

1. Introduction.

Within the context of global economic integration and globalization, offshore zones are gaining increasing importance. They are countries or their parts that have established a favorable tax system at the legislative level and partially or completely abolished it. Such conditions encourage residents of other countries to register businesses and pay taxes specifically within the territories of these zones. Offshore business is officially permitted, but there are still discussions regarding the transparency of conducting such business.

The actuality of this topic is defined by the impact of offshore zones on conducting international business in modern conditions, as well as the existence of perspectives and issues

arising from the influence of this phenomenon on the global economy in general. The purpose of the article is to deepen knowledge about the functioning algorithm of offshore zones and their place in the system of international business. The main tasks are to outline the significance of offshore zones within the context of global economic integration and globalization. The object of the research is the role of offshore zones in global economic processes. The subject is the essence of the problems and perspectives arising from the functioning of offshore zones. The article used theoretical methods of researching the topic. The work utilizes methods such as the scientific systemic-synergetic approach in systematizing the main problems of offshore zones. The work also actively uses methods of analysis and logical generalization of concepts and theories are actively used.

The development of modern business is intrinsically linked to economic globalization – the free movement of capital, liberalization of foreign investments creates broad opportunities for analyzing offshore entrepreneurship. The goals pursued by countries where offshore zones are established can vary depending on the level of economic development, socio-economic environment, and other country-specific features.

The term "offshore" originates from the English word "offshore" and means "beyond the shore." These are financial centers/zones, territories that attract foreign capital through special tax and administrative privileges. Such countries (territories) and zones are referred to as a "financial haven" for businesses.

Offshore zones are supranational financial centers/territories whose main task is to create a favorable currency-financial, fiscal regime for entrepreneurs, with a high level of banking and commercial confidentiality, and a loyal state regulation.

According to D. Kose, an offshore zone is one type of free economic zone. These are countries where participants in financial and credit operations are not residents of the state in whose territory agreements are concluded and executed. Participants enjoy a special legal and tax status, but a crucial characteristic is the prohibition of offshore companies conducting activities in the territory of the registration country.

Offshore zones are also characterized as a "specific tool to stimulate investment activity and increase revenues to the budgets of depressed territories, the economic effect of which is based on the phenomenon of increasing state revenues due to the expansion of the tax base (using a special type of income derived solely from foreign economic activity) and minimizing the amount of tax burden." Within a tax context, an offshore is a structure that, while conducting activities in any country, is not under the tax control of that country. Primarily, in order to avoid local taxes (or local regulation), offshore structures must conduct local activity (onshore) or activity with

residents of the country of registration.

The history of the emergence of prototypes of modern offshore zones dates back to the first millennium BCE, during the flourishing period of the Phoenicians, and continues to this day. In one form or another, throughout the history of humanity, various countries and peoples have attempted to activate international trade and attract foreign capital by creating special, tax-favorable conditions for economic activity within certain parts of their territories (Луцишин, et al., 2019). With the help of the table below, we have the opportunity to consider the main stages of the evolution of offshore zones from the most ancient phenomena with offshore features to their modern form.

Table 1

Period of occurrence	Country	The Characteristics of Offshore Zones
1st millennium BCE	Small islands near Athens in the Aegean Sea	Athens introduced a two-percent export and import tax, causing small neighboring islands to become a refuge for duty-free and tax-free trade, as well as places for the accumulation of smuggled goods destined for Athens without tax payments.
15th century	Flanders	Flanders was a thriving international commercial center with few restrictions or taxes on local and foreign goods. As a result, English merchants found it more favorable to sell their wool in Flanders rather than in England, where they would have to pay high taxes and duties.
18th-19th centuries	United States (New Jersey, Delaware)	Establishing a liberal business regime, including low taxation, for companies operating within the state. In return for the ability to incorporate, businesses paid a small franchise tax.
19th century	Great Britain	Companies registered in the territory of Great Britain, whose management is conducted outside its borders, were not required to pay taxes to the English treasury.
Late 19th century	Switzerland	This is where one of the elements of offshore business emerged – banking secrecy, along with the invention of anonymous numbered bank accounts. They created the institution of nominee directors and owners of the company.
1965	Bahamas Islands	The first banking offshore emerged. Special legislation was developed allowing Bahamian banks to serve non-residents in foreign currencies.

1970s	Cyprus, Ireland, Isle of Man, Gibraltar	Offshore jurisdictions challenged the closed nature of national financial systems, creating conditions for the accelerated liberalization of financial markets and the rapid growth of various cross-border financial flows. Within countries, deregulation of banking activities quickly took place, barriers to international financial transfers were removed, and stock markets were opened to non-residents. There was a rapid transition from fixed to "floating exchange rates".
Late 20th century	USA	Restrictions on interest payments for deposit and loan operations were lifted, and interest on deposits became negotiable. The 30% tax on income from bonds issued in the USA, owned by non-residents, was abolished. A system of international banking zones with preferential regimes was established, where foreign banks were also exempted from complying with existing US requirements for mandatory reserves. After the adoption of the International Banking Act in 1978, foreign banks were granted the right to open so-called Edge Corporations in the USA (for US banks, such corporations could be created under the Edge Act of 1919). These corporations have the right to make equity investments in foreign banks and financial companies, as well as in companies providing financing and banking services. The Glass-Steagall Act, which introduced strict regulation of lending processes and the opening of bank branches, was repealed.
21st century	(regardless of the operating country)	The main features of modern offshore banking centers can be highlighted as follows: liberalized currency and credit legislation, conducting operations primarily in a foreign currency for the respective country, actively deploying deposited capital (allocated for investing in high-yield sectors with low taxation abroad), guarantee of compliance with financial and banking secrecy, absence of currency restrictions, and a convenient taxation system, etc.

The next step of my research will involve analyzing and describing the functioning characteristics of modern offshore zones. This will provide us with an understanding of what exactly makes them attractive for conducting business.

2. Taxation

Many offshore jurisdictions impose certain taxes, but they either do not tax income at all or only tax it from specific categories of income, or impose a lower tax rate compared to the country where taxpayers are tax residents. The absence of income tax is usually part of the policy to attract foreign capital. In many cases, income tax is not introduced due to the poverty of a significant part of the population. Many tax havens in the Caribbean basin are small, underdeveloped countries with a poor population. In these conditions, the state can generate significantly higher revenue with low taxes and fees. An important feature of most offshore territories is the provision of a favorable tax regime and the requirement to conduct business operations outside the country where the offshore company is officially registered.

3. Financial secrecy

A certain level of secrecy is also characteristic of offshore jurisdictions, as in other countries. However, most countries do not protect this information from investigation by law enforcement agencies of a foreign country, especially if the investigation is carried out in accordance with an international treaty. A peculiarity of offshore jurisdictions is the presence of excessively strict rules for the protection of banking and commercial secrecy. They refuse to violate their secrecy barriers even in cases of serious violations of the laws of another country. In this regard, two categories of offshore jurisdictions are distinguished: countries that refuse to relax their secrecy, despite the use of secrecy for criminal purposes; states that allow legal investigations in appropriate cases.

4. Currency control

Offshore jurisdictions usually have a dual currency control system. It is based on the distinction between residents and non-residents, as well as between national and foreign currencies. The general rule is that residents are subject to currency control, while non-residents are not. However, non-residents are subject to regular control over the local currency. With a company created in an offshore jurisdiction, owned by non-residents and conducting its activities outside the jurisdiction, it is treated as a non-resident in terms of currency control. Accordingly, a foreign individual can establish a company in a tax haven country to conduct business in other jurisdictions. In this case, the company will not be subject to currency control in the tax haven, as it does not engage in operations in the currency of other jurisdictions and does not conduct business in this offshore jurisdiction.

5. Communications

Most offshore jurisdictions have reliable communication means – good telephone, cable, and

telex communication services to connect them with other countries. Many also have regular air links. For example, there are daily non-stop flights between the Cayman Islands and Miami, and a direct line between Houston and Grand Cayman. The use of English as the main language in Caribbean jurisdictions and their proximity to the United States also contribute to their special attractiveness for residents of the United States and Canada.

6. Ease of access to the international banking system

The use of offshore legal entities allows capital to be placed in hard currency in reliable banks of a stable country. Large secretarial companies with recognized international reputation have established connections and the ability to open accounts for their clients in top foreign banks. An offshore firm can open a foreign bank account for cashless settlements, conduct other operations (transfers, letters of credit, bank guarantees), or accumulate funds for informal foundations as a "treasury" of money (Карлін & Борисюк, 2016).

Each country chooses whether to recognize a particular offshore zone or not. The most comprehensive list of offshore zones recognized by our state is provided in the "List of Offshore Zones" approved by the decree of the Cabinet of Ministers of Ukraine dated February 23, 2011, No. 143-r, with amendments and additions dated December 27, 2018, No. 1079-r; dated February 19, 2020, No. 130-r; dated May 27, 2020, No. 582-r; and dated September 29, 2021, No. 1177-r. Currently, the list of offshore zones includes 42 countries and territories.

7. The list of offshore zones

(“Розпор-ня Каб. Мін. України від 19 лютого 2020 р.”; “Розпор-ня Каб. Мін. України від 23 лютого 2011 р.”; “Розпор-ня Каб. Мін. України від 27 грудня 2018 р.”; “Розпор-ня Каб. Мін. України від 27 травня 2020 р.”; “Розпор-ня Каб. Мін. України від 29 вересня 2021 р.”):

Table 2

British Dependent Territories	Guernsey, Jersey, Isle of Man, Alderney
Central America	Belize, Panama
Europe	Andorra, Gibraltar, Monaco
Caribbean Region	Anguilla, Antigua and Barbuda, Aruba, The Bahamas, Barbados, Bermuda, British Virgin Islands, Virgin Islands (USA), Grenada, Cayman Islands, Montserrat, Netherlands Antilles, Puerto Rico, Saint Vincent and the Grenadines, Saint Kitts and Nevis, Saint Lucia, Sint Maarten, Commonwealth of Dominica, Turks and Caicos Islands, Trinidad and Tobago
Africa	Liberia, Namibia, Seychelles
Pacific Region	Vanuatu, Guam, Marshall Islands, Nauru, Niue, Palau, Cook Islands, American Samoa, Fiji
South Asia	Republic of Maldives

The list of offshore zones (compiled by the author based on the Cabinet of Ministers of Ukraine Order dated February 23, 2011, No. 143-r, taking into account all amendments, according to data (“Розпор-ня Каб. Мін. України від 19 лютого 2020 р.”; “Розпор-ня Каб. Мін. України від від 23 лютого 2011 р.”; “Розпор-ня Каб. Мін. України від 27 грудня 2018 р.”; “Розпор-ня Каб. Мін. України від 27 травня 2020 р.”; “Розпор-ня Каб. Мін. України від 29 вересня 2021 р.”).

According to estimates, offshore entities are primarily utilized in the following industries: real estate (79.5% of all enterprises in the sector), investments and finance (61%), the banking sector (57%), fuel and energy complex enterprises (49%), telecommunications service sector enterprises (44%), and retail trade (43%) (Сідненко & Попович, 2018).

The global offshore business is playing an increasingly significant role in both lending and entrepreneurial investments, servicing international economic ties between all countries worldwide. Free economic zones in the global economic system primarily emerge as a factor in accelerated economic growth through the activation of international turnover, mobilization of investments, exchange of technologies, and information.

First and foremost, it is worth noting that offshore centers influence international "financial channels," i.e., the paths of capital movement, and alter their direction. Offshore zones act as unique global centers of heightened capital concentration.

Furthermore, a crucial role of offshore centers is the minimization of losses during capital movement, as taxes are not levied in most of these zones. The absence of a need to disclose information about financial transactions, along with an easy company registration process, allows for swift capital transfers to any country. Thus, offshore zones contribute to the acceleration of global financial flows.

Offshore zones also hold great significance for the host offshore countries themselves. Most offshore zones are territories with a range of unfavorable factors hindering their normal development, including remoteness, poor natural conditions, absence of their own industry or its weak development, lack of mineral resources, low population density, among others.

The establishment of favorable conditions for foreign companies allows for the attraction of foreign capital, leading not only to economic development but also to an increase in population and an influx of skilled professionals. In some countries, offshore business accounts for up to 50% of income and provides employment for a significant portion of the population.

Therefore, among the positive factors of offshore zone activities are:

- numerous procedures for conducting international and transborder financial operations with capital, including procedures for obtaining listings of securities on international stock

exchanges;

- protection of property from hostile takeovers;
- streamlining procedures for asset sales or change of ownership;
- utilization of guarantees for foreign investors, and more.

Essentially, the use of offshore jurisdiction means:

- 1) utilizing the advantages of another jurisdiction to integrate into the global system of international investments (access to global financial markets);
- 2) ensuring asset preservation and operational stability (risk management);
- 3) improving business management;
- 4) developing specific business segments;
- 5) reaping benefits from tax, administrative, and other privileges;
- 6) safeguarding personal and corporate secrets (Глушко & Трифонова, 2017).

International offshore business is based on the art of "hiding sources" of finances that cross borders. As a result, firms, companies, and capital migrate not to where they would be most productive for economies, but to where they can get maximum tax benefits, ultimately harming the prospects of development and the global financial system itself.

A significant portion of analysts believe that the global offshore system became one of the central factors contributing to the financial-economic crisis that unfolded from 2007. There are several reasons for such conclusions. Firstly, offshore zones provided financial corporations with the opportunity to freely evade regulation, leading to explosive growth in financial companies. Secondly, secret "financial jurisdictions," as the quality of their own financial regulation degraded, dragged states with "normal" jurisdictions into fierce "competition" aimed at further weakening their financial regulatory systems. Thirdly, illegal transborder financial transactions, the enormous flow of which is practically impossible to account for using standard statistical methods, created a massive net inflow of funds to deficit countries like the United States and the United Kingdom. This inflow of capital worsened more noticeable global macroeconomic imbalances, which were the fundamental causes of the crisis. Fourthly, offshore zones offered overly favorable conditions, encouraging companies to take on enormous loans and credits; these same offshore zones helped them conceal them. Fifthly, companies, in order to minimize taxes, evade regulation, or ensure confidentiality, fragmented their financial activity, spreading it across different tax havens, resulting in even more tangled secrecy in offshore operations. All of these circumstances had a negative impact on the major players in the market and deepened the crisis of the financial-banking system. It is clear that it was not offshore zones that caused the financial crisis, but they created an atmosphere of permissiveness that became a favorable precondition for the crisis. A similar

conclusion is relevant in light of the current crisis issues in the domestic national economy: it was not offshore zones that created the economic crisis, but they set in motion a mechanism of permissiveness in the matter of evading the problems of technological renewal of Ukraine's economic reproduction system (Черленяк & Дюгованець, 2014).

8. Conclusion.

To sum up, offshore centers influence global financial and economic processes. They attract capital, becoming hubs for international trade and business operations, while also providing tax benefits and property confidentiality. They can also contribute to regional economic development and generate employment. However, offshore activities also pose certain issues related to tax evasion and financial instability. All of this highlights the importance of considering and regulating offshore activities in the context of the global economy.

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MERGERS AND ACQUISITIONS OF PHARMACEUTICAL TNCs: FOREIGN EXPERIENCE

M. V. Sahura,

O. A. Shuba (scientific supervisor)

T. I. Skrypnyk (language supervisor)

V.N. Karazin National University, Kharkiv

Sahura M. V., Shuba O. A., Skrypnyk T. I. Mergers and acquisitions of pharmaceutical TNCs: foreign experience. This article examines mergers and acquisitions (M&A) of pharmaceutical transnational corporations (TNCs). The aim of the study is to understand the current state of the M&A market in the pharmaceutical sector and to identify trends. Pharmaceutical companies are characterised by their social responsibility for product quality, strict government regulation and dependence on continuous investment in research and development. Pharmaceutical companies actively use M&A strategies to increase their competitiveness, enter a new market, diversify their product range and gain technological advantages. Key trends include optimising product portfolios by divesting non-core businesses and focusing on core businesses, increasing digital transformation of companies, and focusing on companies with early-stage drugs.

Keywords: acquisition, competitiveness, deal market, main trends, major deals, mergers, pharmaceutical TNCs

Сагура М. В., Шуба О. А., Скрипник Т. І. Злиття та поглинання фармацевтичних ТНК: зарубіжний досвід. У цій статті розглядаються злиття та поглинання (M&A) фармацевтичних транснаціональних корпорацій (ТНК). Метою дослідження є розуміння поточного стану ринку злиттів та поглинань у фармацевтичному секторі та виявлення тенденцій. Фармацевтичні компанії характеризуються соціальною відповідальністю за якість продукції, жорстким державним регулюванням та залежністю від постійних інвестицій у дослідження та розробки. Фармацевтичні компанії активно використовують стратегії злиття та поглинання для підвищення своєї конкурентоспроможності, виходу на новий ринок, диверсифікації асортименту продукції та отримання технологічних переваг. Серед ключових тенденцій можна виділити оптимізація продуктового портфелю шляхом продажу непрофільного бізнесу і зосередження на основних напрямках діяльності, посилення цифрової трансформації компаній і фокусування на компаніях з препаратами на ранніх стадіях розробки.

Ключові слова: злиття, конкурентоспроможність, найбільші угоди, основні тенденції, поглинання, ринок угод, фармацевтичні ТНК

1. Introduction

Relevance of research. Globalization processes significantly affect all spheres of economic activity and every market participant. This phenomenon creates both opportunities and obstacles for development companies. On the one hand, more companies can enter global markets and on the other hand, competition is intensifying, so it becomes more difficult for companies to maintain their market position. As a result, companies are forced to look for new ways to gain competitive advantages, so one of the effective ways is mergers and acquisitions. Merges and acquisitions are defined as a transaction of combining, buying or selling companies to obtain synergy effects and achieve greater economic growth. These deals allow the company to access new markets, reach more customers, expand its operations and increase production activity. Pharmaceuticals companies are active on the M&A market, as it allows not only to expand the range and geography of activities, but also to gain access to technology and developments.

The study of M&A of pharmaceutical TNCs is covered by the works of such scientists as S. Strapchuk, D.M. Mihaiu, R-A. Serban, A. Opreana, M. Tichindelean, L. Barbu, V. Bratian, V. A. Liu and other leading scientists. In spite of the significant contribution of scientists, there are issues that require detailed analysis.

The object of the article is analysis of the process of mergers and acquisitions. The subject is research of features of merge and acquisitions processes of TNCs belonging to the pharmaceutical industry. The purpose of the research is to study the current state of the market of mergers and acquisitions of pharmaceutical TNCs and identify the main market trends.

2. Current state of pharmaceutical M&A market

The pharmaceutical industry has special characteristics. Companies take social responsibility for the quality and effectiveness of their products. The government to ensure compliance with regulations closely monitors its activities. The industry is also very dependent on scientific research, so companies constantly need to invest in research and development. TNCs in the pharmaceutical industry are actively using the strategy of mergers and acquisitions both to create a strong company and to conquer new markets (Страпчук, 2017, с. 674), as well as it allows diversifying their product range. The researches confirm that there is a direct connection between the value and quantity of M&A transactions and the increase in the level of market capitalization of companies and monopolization of industries (Ковальчук, 2020, с. 234), which indicates the effectiveness of this tool to strengthen the competitiveness of the company.

The graph of mergers and acquisitions of pharmaceutical TNCs shows that there is an upward trend in the number of transactions, but there is no stable trend in the value of it (see Fig.

1). In 2014 and 2015, there was a sharp increase in mergers and acquisitions by pharmaceutical companies whose main goal was to differentiate their product range to reach more customers and gain access to other parts of the market. The main buyers were companies that produce generics, as well as some specialized companies that acquire competitors. Most of the transactions were targeted at companies whose main activity is oncology, infectious diseases and nervous system disorders.

The leader in the number of mergers and acquisitions was 2019. This year characterized by 3 mega deals: Bristol-Myers Squibb acquire Celgene, AbbVie acquire Allergan and Amgen acquire Celgene's psoriasis drug Otezla, which together are worth \$150 billion and account for more than half of the industry's total deals. The acquisition of Celgene by Bristol-Myers Squibb became the largest deal in pharmaceutical industry and was estimated at \$74 billion.

A slowdown in mergers and acquisitions began after a record year of 2019 that can be explained by the mega deals of the past year and the Covid-19 crisis, which significantly affected the industry. The volume of transactions in 2020 fell by almost 45%. The largest deals were the acquisition of Alexion Pharmaceutical by AstraZeneca for \$39 billion and acquisition Immunomedics by Gilead that was valued at \$21 billion (Liu, 2021). Oncology remains the target division of the deals, but there is a growing demand for rare diseases and gene therapy.

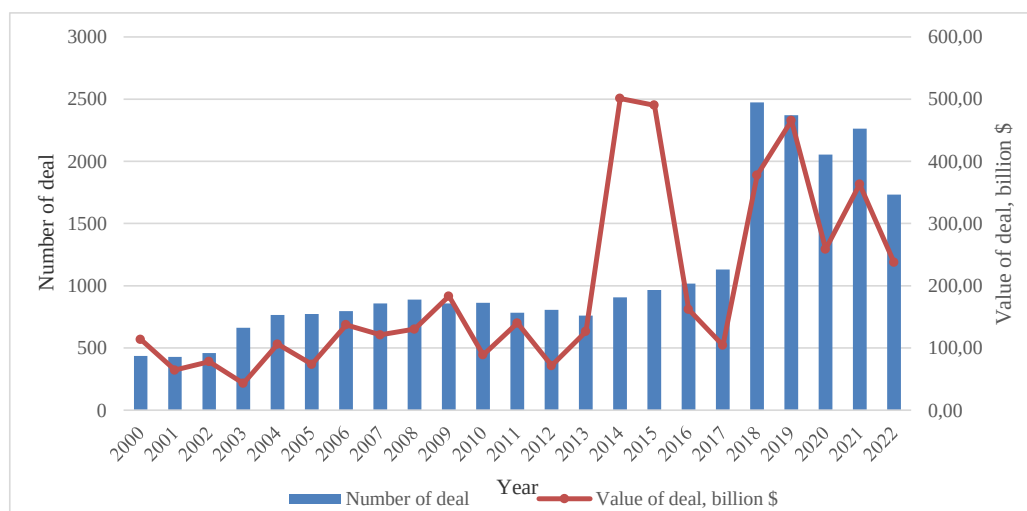


Fig. 1. Value and number of mergers and acquisitions of pharmaceuticals TNCs, 2000-2022

Source: Composed by the authors, using materials from: The Institute for Mergers, Acquisitions and Alliances (IMAA), n.d.

According to the World Investment Report 2022, pharmaceuticals industry rank 2nd among industries by the value of the merger and acquisitions in 2021 (UNCTAD, 2022). The industry

ranks 9th by the number of transactions and the growth was only 6%. Mergers and acquisitions show a slight recovery after crisis. Although the year was not characterized by mega deals, most of the top 10 deals were worth more than \$1 billion. The largest M&A deal, worth \$7.2 billion, took place in February, when Jazz Pharmaceuticals announced the acquisition of GW Pharmaceuticals which is a leader in the discovery and development of broad-spectrum cannabinoid-based drugs (“Jazz Pharmaceuticals completes acquisition”, 2021). Significant market volatility in 2022 made acquisition decisions more difficult, as CEOs are risk-averse in times of uncertainty. The volume and number of deals were lower than in the crisis year of 2020 with the number of deals down 23% and the value down 35%. The largest deal was Amgen’s acquisition of Horizon Therapeutics, a rare disease drug company, for 30.2 billion. In addition, Pfizer bought a drug for treatment of migraine for USD 11.6 billion (Sagonowsky, Dunleavy, Kansteiner, Liu & Becker, 2023).

3. Trends in the processes of M&A of pharmaceutical TNCs

The modern market of mergers and acquisitions of pharmaceutical TNCs is characterized by the following main trends:

- optimization of the company’s product portfolio. Recently, large companies have been selling or separating non-core divisions, such as Merck separated its women’s health products, biosimilars and established medicines to Organon. At the same time, there is an increase in the acquisition of specialized companies, so corporations are particularly interested in cell and gene therapy, mRNA vaccines.

- digitalization of companies. The number of cross-industry deals covering digital analytics, smart medical devices, diagnostic and treatment software is growing on the market. It is a technology M&As that allow companies to better realize synergies, but it depends on the ability to integrate the acquired innovative activities (Mihaiu et al., 2021, p. 6528). Pfizer acquired ResApp Health, a company that has developed smartphone applications for the diagnosis and treatment of respiratory diseases. AstraZeneca acquirer the British company Huma, which has a platform of digital “hospitals at home”.

- growth demand for companies that have an early clinical stage of research. Although they are riskier, the prospect of being the first to market and obtaining a patent attracts more and more pharmaceutical executives. According to research, 71% of pharmaceutical company executives said they will focus on acquiring assets in early clinical stages (KMPG, 2021, p. 9).

4. Conclusions

In conclusion, the analysis of the dynamics of mergers and acquisitions showed a general increase in the number, but not a steady increase in the value of deals, which is explained by the purchase of mainly small companies. Pharmaceutical TNCs are actively using mergers and acquisitions to increase their competitiveness, as the number and value of deals are generally increasing. Large market players will benefit from the deals in many ways, such as expanding their operations, their product range, reaching more consumers and gaining access to innovation. Recently, three main trends have emerged: 1) the selling or separating of non-core divisions and the acquisition of specialized companies; 2) growth of digital transformation of companies; 3) focusing on companies that are at an early-stage of drug development.

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THE LEVEL OF ECONOMIC DEVELOPMENT OF THE USA IN THE CONDITIONS OF THE WORLD ECONOMY GLOBALISATION

Y. Y. Satska,

I. M. Lavrinenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Satska Y. Y., Lavrinenko I. M. The level of economic development of the USA in the conditions of the world economy globalization. The article analyzes the state of the USA economy, its features, as well as strengths and weaknesses in the global economic space in terms of modern challenges and trends. The main macroeconomic indicators of the country, which determine the impact on the global economy, are studied in detail. It is noted that the USA is one of the world's largest economies, having significant influence in various areas, such as trade, technology, finance, investment, culture, etc. Particular attention is focused on the influence of the United States on international trade in goods and services. The trade balance, the structure of exports and imports, as well as the role of the country in world economic relations are studied.

Key words: economy, globalization, influence, international trade, USA.

Сацька Є. Ю., Лавріненко І. М. Рівень економічного розвитку США в умовах глобалізації світового господарства. У статті проаналізовано стан економіки США, її особливості, а також сильні і слабкі сторони у глобальному економічному просторі в умовах сучасних викликів і тенденцій. Детально досліджено основні макроекономічні показники країни, що визначають вплив на глобальну економіку. Зазначено, що США виступають однією з найбільших світових економік, маючи суттєвий вплив у різних сферах, таких як торгівля, технології, фінанси, інвестиції, культура тощо. Особлива увага також зосереджується на впливі США на міжнародну торгівлю товарами та послугами. Досліджуються торговельний баланс, структура експорту та імпорту, а також роль країни в світових економічних відносинах.

Ключові слова: вплив, глобалізація, економіка, міжнародна торгівля, США.

1. Introduction

The USA has one of the largest economies in the world, it occupies one of the leading places in the world in terms of the size of its GDP and the level of economic development. The country is a leader in international trade, services, investments, banking system, etc. Accordingly, this allows it to have a significant impact on the global economy of the world as a whole.

The object of the research is the economic activity of the United States of America on the world stage. The subject of the study is the general economic position of the USA in the world

economy, in particular its features, strengths and weaknesses, as well as the impact on the global economic system and the dynamics of world trade. The purpose of the article is to study the strength of the US economy in the modern conditions of challenges and trends and its impact on the world trade in goods and services in the conditions of globalization.

2. Analysis of the main macroeconomic indicators

The USA is one of the largest economies in the world and it has a great influence on the global economy as a whole. The country occupies leadership positions in many fields, including trade, technology, finance, investment, media, culture, etc.

The favorable geographical position of the United States allows for the successful laying of logistic routes of various complexity, which contributes to active international trade, tourism, and migration processes. Thus, the US is located at the crossroads of transcontinental trade routes and has access to two oceans, giving it significant importance for transport and energy flows.

In addition, the USA is a member of many important international unions and organizations that regulate economic processes in the world. Accordingly, the country is a representative of such organizations as the UN, NATO, WTO, IMF, etc.

The USA is a highly developed post-industrial country, one of the leaders among other leading countries. In terms of its scale, it is a rather large and strong country. Its population is 333.89 million people, and it ranks third in the world ranking, behind China and India (“Worldometers”, n. d.).

In 2021, the United States was the first economy in the world by GDP, totaling \$23.31 trillion, number 2 in terms of total exports, number 1 in terms of total imports, economy number 7 in terms of GDP per capita (World Bank data, n. d.). According to the Economic Development Index (ECI), as the most complex economy, the country was ranked tenth (“OEC data”, n. d.).

The structure of the US GDP is dominated by the service sector, which accounts for 80% of the gross GDP, the share of industry is \$4.45 trillion, and agricultural production is only \$209.88 billion. The indicators of such a structure prove the high level of industrialization of the country. The share of the working population is almost half of the total population, namely 152.58 million people, among them the most employed in the service sector—78.7%, in the spheres of agriculture and industry together is 21.3%. However, the unemployment rate in the United States is quite high, where a total of 17.89 million people do not have a permanent place of work (World Bank data, n. d.).

America has a high level of competitiveness, because it ranks second in the world, behind Singapore. In addition, the Global Innovation Index, a component of the country's

competitiveness, is 61.3 points, which is a high indicator. According to the level of technological development, the USA ranks eighth among 141 countries of the world (“Global Competitiveness Report”, 2019).

Despite the positive aspects of the country's economic situation, there are also negative aspects. Having rather high revenues of the state budget in the amount of \$6.43 trillion, expenses prevail. The rate of inflation is 4.7%, which is quite a negative phenomenon for such an economically developed country (“World Bank data”, n. d.). However, the biggest weakness of the US economy is the large amount of foreign debt, which amounts to \$29.46 billion. The debt is only 0.13% of the total GDP, so the country has enough resources to cover it in the future (“The Global Economy Com”, n. d.).

3. The influence of the USA on international trade in goods and services

The USA is one of the most developed countries in the world and a member of the G7. Its economy is represented by various branches of mechanical engineering, a powerful mining complex, a highly developed fuel and energy complex, chemical industry, a forest production complex, light and food industries. In agriculture, the cultivation of cereals and some industrial crops plays an important role. The country is the world's largest supplier of various services, has an ultra-modern non-manufacturing sector and a tourist and recreational complex (Нараєвський & Редько, 2021, p. 85).

The US economy is import-dependent in the field of international trade in goods, as evidenced by the total trade balance, which in 2021 amounted to \$1.18 trillion. Among the most popular product groups, the sale of mineral fuel, oil products and other related products takes the largest share—\$240.35 billion and, in addition, brings the country a profit in the amount of \$15.23 billion. Despite the developed industry, trade in agricultural products also gives the country a positive balance: the sale of cereals (\$27.97 billion) and meat products (\$10.13 billion). A significant outflow of US funds is experienced in trade in the field of electrical machines, equipment and apparatus in the amount of \$229.66 billion, where imports made up 16.8% of the global total. The country imports twice as much as it exports machines, mechanical devices, and nuclear reactors. Vehicles, pharmaceutical products, rubber and rubber products, and tools and devices for various purposes make up a significant share of world imports (“International Trade Centre”, n. d.).

American States is a highly integrated country in world trade in goods. According to the analysis, we can highlight the main partner countries that cooperate with the USA. A positive trade balance has been established in trade with such countries as Brazil, Great Britain, Belgium and the

Netherlands. However, the income of the United States in these economic relations is insignificant and, in general, does not affect anything, because on average it does not exceed \$2 billion. The country's import dependence becomes obvious from the research. There is a high trade imbalance in trade with countries such as China, Mexico, Canada, Japan, Italy and Switzerland. A more stable balance is observed in relations with Spain, where the deficit was only \$3.11 billion (“International Trade Centre”, n. d.).

By 2021, the trade balance amounted to a positive balance of \$245.24 billion in the field of international trade in services. Thus, a positive situation is visible in the services market, in contrast to the goods market. The largest share of exports was made up of groups of financial services (\$171.74 billion), payments for the right to use intellectual property (\$124.61 billion) and business services (\$217.43 billion). Of these, the largest inflow of capital took place in financial services, namely—\$122.21 billion. The largest deficit in trade in services is observed in transport services and insurance and pension services, where imports exceeded exports by \$39.48 billion and \$36.64 billion respectively (“OECD”, n. d.).

A high degree of development and integration into the global economy enables the United States of America to conduct in-depth international trade in services with various partner countries. Therefore, cooperation with Ireland, Canada, Switzerland, China and the Netherlands gives the country the highest profit. However, the country is dependent on the import of services from India, where the deficit amounted to \$10.30 billion. In addition, not a significant dependence is observed in trade with partner countries France and Germany in the amount of about \$1.21 billion and \$2.21 billion respectively (“International Trade Centre”, n. d.).

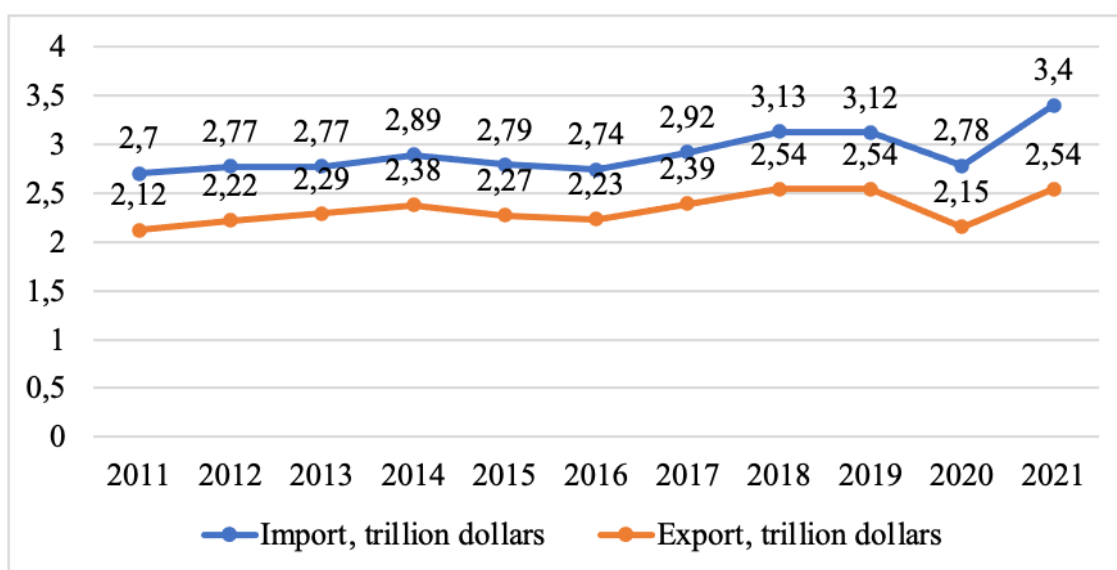


Fig. 1. Dynamics of exports and imports in the field of international trade in goods and services for 2011-2021

After analyzing the international trade in goods and services of the United States of America, a graph was drawn showing the dynamics of export and import of goods and services for 2011-2021. Therefore, in Figure 1, we can observe a trend towards a trade imbalance, namely, towards an advantage of imports over exports in the structure of international economic relations of the United States (“World Bank data”, n. d.).

However, the obvious import dependence of the country does not restrain the noticeable growth of the export component. Thereby, over 10 years, exports increased by \$420 billion. From 2011 to 2014, a constant upward trend can be seen, but in 2014, the indicators are declining and reach the point of \$2.23 trillion in 2016. Then the rise of the economy is followed until 2020, when exports fell to the mark of \$2.15 trillion. The reason for this crisis was the restrictions due to the global pandemic of COVID-19. However, in 2021, active international trade resumed and exports increased by \$380 billion. From the analysis, it is possible to notice the constant tendency of the import line to repeat the export line. Obviously, the US trade balance deficit of \$500 billion is stable (“World Bank data”, n. d.).

4. Conclusions

The US is one of the largest economies in the world and has a major impact on the global economy as a whole. The country occupies leadership positions in many fields, including trade, technology, finance, investment, media, culture, and more. American States ranks first in terms of GDP, and second in terms of competitiveness. Almost half of the population in the country is employed, most of which are in the service sector (80%). Among the negative factors, the country has a large foreign debt, but the revenues of the state budget allow it to be covered. In the structure of international trade in goods and services, the USA is an import-dependent country, the overall trade balance is in deficit. In the field of goods trade, imports are almost 2.5 times larger than exports. The opposite situation was noted in the service sector, the trade balance has a positive balance, where exports exceeded imports by half. In the dynamics of export and import of goods and services, a trend towards steady growth was observed. The largest partner countries in 2021 were Canada, Mexico, China, Brazil, Great Britain and others.

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THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF GASTROTURISM IN UKRAINE

M. I. Selyshcheva,

V. V. Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Selyshcheva M. I., Ilchenko V. V. The role of foreign languages in the development of gastrotourism in Ukraine. The article focuses on the role of foreign languages in the development of gastronomic tourism in Ukraine. The article pays special attention to the lack of knowledge of foreign languages by employees, which leads to discomfort when serving tourists. Considering the active implementation of European standards in Ukraine, it is very important to be able to meet the needs of potential foreign tourists. As a result, it is desirable for employees to know at least two foreign languages to maximize work efficiency.

Keywords: European standards, foreign language, gastrotourism, gastronomic tourism, Ukraine.

Селищева М. І., Ільченко В. В. Роль іноземних мов у розвитку гастротуризму в Україні.

У статті розглядається роль іноземних мов у розвитку гастрономічного туризму в Україні. Особливу увагу в статті приділено незнанню іноземних мов працівниками, що призводить до дискомфорту при обслуговуванні туристів. Враховуючи активне впровадження в Україні європейських стандартів, для нас дуже важливо вміти задовольняти потреби потенційних іноземних туристів. Як наслідок, для максимальної ефективності роботи працівникам бажано знати хоча б дві іноземні мови.

Ключові слова: гастротуризм, гастрономічний туризм, іноземна мова, Україна, Європейський стандарт.

1. Introduction

Gastrotourism is a very promising direction both in Ukraine and throughout the world. The development of the industry can be partially hampered by the lack of knowledge of foreign languages by employees, which leads to discomfort when serving tourists. The following authors devoted their works to the study of this topic: T. P. Yakhno and U. A. Martynyuk (2020) studied the promising directions of the development of domestic gastrotourism in the conditions of European integration, V. O. Omelnytska (2018) analyzed modern condition of gastrotourism in Ukraine. But they did not pay much attention to foreign languages, which is an extremely important aspect in the training of workers in the tourism industry. Y. M. Gonchar (2021) investigated the issue of the language barrier in the field of restaurant business.

The **object** of the article is the development of gastrotourism in Ukraine. The **subject** is the role of foreign languages in the development of gastrotourism in Ukraine. *The purpose* of the study is to prove the necessity of learning foreign languages for employees of the service sector, especially in the restaurant industry. To achieve this, it is crucial to analyze the current state of gastrotourism in Ukraine and the level of qualification of employees.

2. The role of foreign languages in the development of gastrotourism in Ukraine

2.1. Current state of industry

Gastronomic tourism is a type of tourism aimed at introducing the tourist to the national cuisine, traditions, culture and cooking methods of the country of visit by tasting national dishes, attending master classes, tastings or gastro festivals. From this definition, it can be understood that the main distributors of gastro services are restaurants with national cuisine and gastro festivals, fairs, etc.

Research has shown that the most popular gastro destinations are those regions that offer the largest number of gastro festivals (Fig. 1, Table 1).

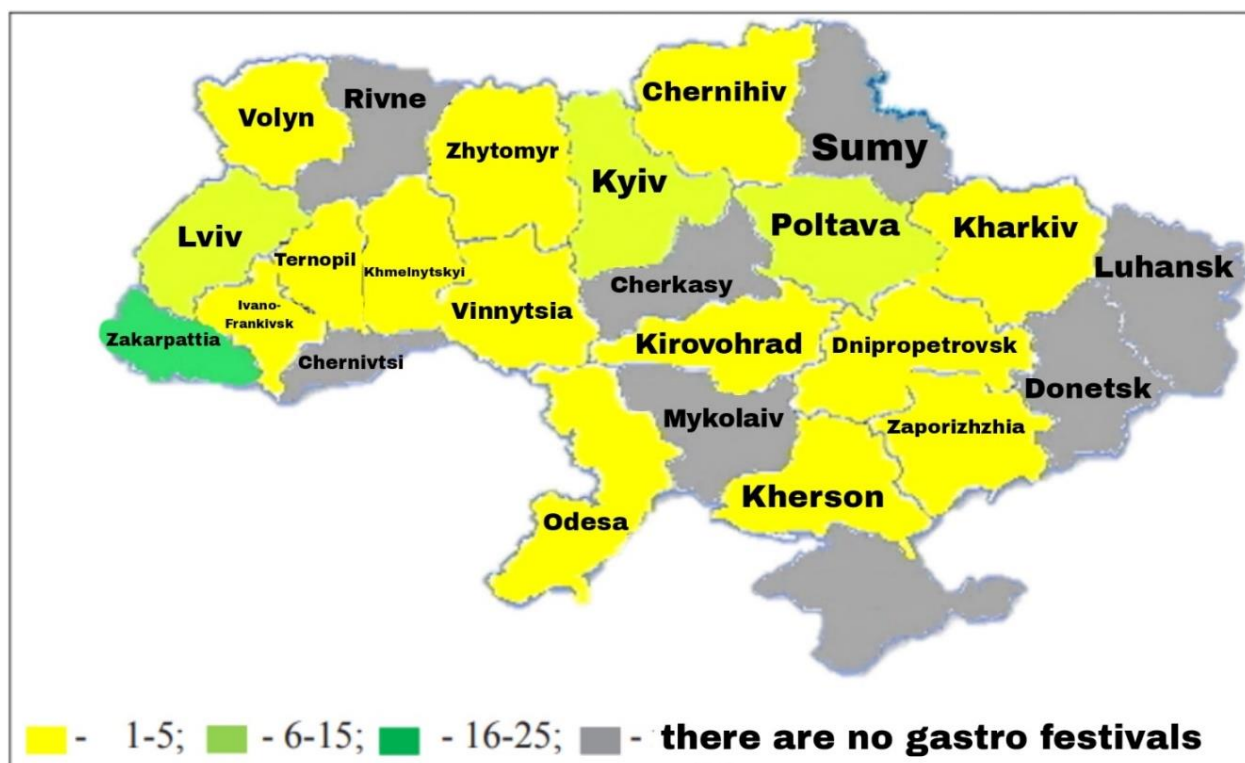


Fig. 1. Concentration of gastronomic festivals by region

[Омельницька, 2018, с. 124]

Table 1

Concentration of gastro tours by region

Region	The number of gastro tours
Lviv	6
Zakarpattia	7
Poltava	3
Odesa	2
Kyiv	1

Source: composed by the authors, using materials from: Омельницька В. О. Сучасний стан ринку послуг гастрономічного туризму України. Економічні студії. 2018. Т. 20, № 2. С. 124; Расулова А. М. Потенціал ресторанного бізнесу у розвитку гастрономічного туризму України. Економіка та держава. 2015. № 5. С. 80.

Another basis for the development of gastrotourism is the restaurant industry, in particular those restaurants that are famous for their unique atmosphere and/or traditional cuisine. Its current state in Ukraine is much worse than the current state of gastro festivals, mainly because many restaurants closed as a result of the COVID-19 pandemic, and later with the beginning of a full-scale war. The problem of the lack of domestic restaurant tours has been highlighted by a number of authors. According to Rasulova (2015), “among the offers of domestic tour operators, there are a few, if not the only one, restaurant tour of Lviv, the program of which includes a visit to and tasting session at the restaurant chain “!FEST”.” (p. 82).

There are no Michelin-starred restaurants in Ukraine, but we have authentic and famous cuisine and traditions that have long been associated with Russia in the world. With the beginning of a full-scale war, the Ukrainian identity increasingly manifests itself as an independent image, which is very different from the Russian tracing paper. Therefore, distinguishing and drawing attention to Ukraine in the international market is an extremely important factor for development.

2.2. The language issue in the restaurant industry in Ukraine

Unlike gastro festivals and fairs, where mostly home-made products are offered and where the quality of service depends on each seller individually, the restaurant business is an area where the quality and level of service can be influenced from the outside. This also applies to the language in which visitors are served. During the “Euro-2012” in Ukraine, international tourists faced the problem of service workers with low levels of English, which left a bad impression of their stay.

Currently, there is a problem that employees do not even know the Ukrainian language, let alone the knowledge of foreign languages. Honchar (2021) believes that “the reason for the mismatch between staff and market demands is, first and foremost, unclear and financially unsupported requests, and, as a result, a lack of response to requests in public and private educational institutions” (p. 78).

In response to the above challenge, higher education institutions have diversified the language component of their curricula to include professional foreign languages alongside their general aspects. However, the graduates’ language skills still remain at a low level primarily due to distrust of higher education institutions and lack of academic motivation. Historically, students have a higher degree of confidence in the learning process in private language schools. However, only a few foreign language schools have specialized business courses for waiters, bartenders, or hotel workers. The rest of them offer the study of specialized vocabulary as part of a thematic lesson. However, such a volume of vocabulary is definitely not enough to provide high-level service. The main disadvantage of specialized courses is the lack of practice in situations closely imitating the staff’s real professional activities including those involving communication with visitors (Гончар, 2021, с. 78).

Therefore, it might be useful for restaurateurs to introduce additional on-the-job language courses aimed at a comprehensive development of language skills. Equally important is the duplication in a foreign language of checklists of interaction with the visitor, originally submitted in the state language (Гончар, 2021, с. 79).

It is crucial to note that the implementation of such measures will have a positive effect on the development of not only gastrotourism, but also on improving the quality of service in general. Increasing the level of staff qualification can become one of the main factors in increasing our competitiveness on the international market.

3. Conclusion

Green tourism in Ukraine has board prospects for development due to natural treasures, diversity of landscapes and the uniqueness of cultural customs and traditions of the country. The most advantageous conditions for green tourism exist in the nature-reserved territories. Priority is given to green tourism, which is carried out with the joint efforts of local residents and administrations of institutions of the Nature Reserve Fund.

The development of green tourism can help create a competitive national tourist product on domestic and foreign markets, ensure integrated development of recreational areas and tourist

centers, preserve and restore the natural environment and historical and cultural heritage, as well as bring economic benefits to the state, local administration and residents.

However, in order to achieve these goals, the joint efforts of authorities and local population is necessary, which should solve the systemic problems of the green tourism industry in Ukraine, including the low level of tourist infrastructure, service, advertising materials, etc.

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DIGITAL MARKETING IN THE TOURISM INDUSTRY

O. O. Serafimov,

Ye. H. Makarska (language supervisor),

V. N. Karazin National University, Kharkiv

Serafimov O. O., Makarska Ye. H. Digital marketing in the tourism industry. The article delves into the dynamic realm of “Digital Marketing in Tourism”, exploring the intricate interplay between modern marketing strategies and the ever-evolving travel industry. The discussion begins by examining the significance of social media platforms as powerful tools for engaging travelers and creating a digital buzz around destinations. In conclusion, the article emphasizes the need for a flexible and adaptive approach to digital marketing in the tourism sector.

Keywords: destination promotion, digital marketing, social media, tourism industry.

Серафимов О. О., Макарьська Є. Г. Цифровий маркетинг в туристичній індустрії. Стаття досліджує динамічний світ “Цифрового маркетингу в туризмі”, вивчаючи витончений взаємозв'язок сучасних стратегій маркетингу та постійно змінюючоїся галузі подорожей. Дискусія розпочинається з розгляду значущості платформ соціальних мереж як потужних інструментів для залучення мандрівників та створення цифрового ажіотажу навколо напрямків. У висновку статті наголошується на необхідності гнучкого та адаптивного підходу до цифрового маркетингу в туристичному секторі.

Ключові слова: продовження напрямків, соціальні мережі, туристична індустрія, цифровий маркетинг.

1. Introduction

Problem statement. In the contemporary world, where technological and sociocultural shifts rapidly transform various sectors, the tourism industry emerges as a subject of particular interest and scrutiny. Intense competition, changing consumer preferences, and the rapid development of digital technologies pose new challenges for marketers and managers in the field of tourism. However, there is a need for a comprehensive examination of the use of digital marketing in the tourism sector and the identification of effective strategies to attract the attention of the modern traveler.

Relevance and research material. This article aims to explore digital marketing in tourism as a significant factor in destination promotion and development. The increasing popularity of social media, shifts in consumer behavior, and innovations in virtual reality make it imperative to devise strategies that effectively utilize digital tools in marketing tourism products and services. The

research material is based on an analysis of current scientific publications, case studies, and practical experiences of contemporary players in the tourism market.

Brief analysis of recent studies. Despite existing research on the use of digital marketing in tourism, many questions remain inadequately addressed. Understanding how to effectively employ various digital marketing tools for specific tourist destinations and consumer groups remains a pertinent and unresolved issue.

Objective and tasks. The goal of this article is to systematically examine digital marketing strategies in tourism, identify key trends, and provide recommendations for the effective use of digital tools in promoting tourist destinations. Tasks include refining the fundamental principles of digital marketing, determining its impact on consumer choices in the tourism industry, and analyzing future perspectives for this field.

Object of study – The use of digital marketing in the tourism industry.

Subject of study – Strategies and tools of digital marketing applied to tourist destinations.

Goal of the study – To study and systematize approaches to digital marketing in tourism to develop effective strategies.

Relevance of the study – Given the rapid development of digital technologies and changes in consumer preferences, the issue of using digital marketing in tourism is becoming increasingly significant.

Prospects of analysis – Identifying effective digital marketing strategies, assessing their impact on consumers, and forecasting trends for the future development of this field.

The world of tourism has undergone significant changes in recent years. Thanks to the development of digital technologies, travel planning, booking and research have become more accessible than ever. Destinations that want to succeed in this dynamic era must adapt their marketing strategies to reach online audiences (“How Digital Marketing Benefits Travel & Tourism Industry”, n.d.).

2. Importance of digital marketing in tourism

In the realm of travel and tourism, digital marketing employs diverse strategies like social media, SEO, emails, and content to connect with people, enabling businesses to attract new customers, enhance brand visibility, and increase bookings, all while having the unique ability to engage precisely with individuals based on their preferences and online behavior through tools like data analytics and digital ads notably, a survey revealed that over a third of travelers (35%) seek travel ideas from social media, with younger individuals, specifically half of those under 40 (50%),

relying heavily on social platforms for trip inspiration (“How Digital Marketing Benefits Travel & Tourism Industry”, n.d.).

Digital marketing offers a wide range of opportunities for tourism:

–Wide reach: Thanks to online channels such as websites, social media and PPC (Pay-Per-Click) platforms, millions of potential tourists from around the world can be reached.

–Personalisation: The use of data and machine learning algorithms allows you to create a personalised experience for each user, offering them content and recommendations that match their interests.

–Interactivity: Digital channels enable real-time communication with tourists, answering their questions, providing assistance and generating engagement.

–Measurability: Analytics can be used to track key performance indicators (KPIs) and measure the ROI (return on investment) of marketing campaigns.

By implementing digital marketing strategies, travel agencies can ensure that their marketing efforts resonate with potential customers, encouraging website traffic and increasing engagement. This approach is particularly important in the travel industry, where destination appeal and customer experience are paramount. Effective use of SEO will ensure that your travel agency appears prominently in search engines, while engaging email marketing campaigns and social media travel stories can attract and retain a loyal customer base. A comprehensive and well-implemented digital marketing strategy isn't just an option for travel agencies; it's necessary to thrive in the competitive online travel marketplace (“Travel Marketing Strategist”, n.d.).

Effective digital marketing strategies in tourism:

- SEO (Search Engine Optimisation): Optimising your website and content for better rankings in search results.
- SMM (Social Media Marketing): Using social media to communicate with tourists, promote content and generate engagement.
- Content Marketing: Creating and distributing valuable content such as articles, videos, photos and infographics to engage and attract potential visitors.
- Email Marketing: Sending emails with personalised recommendations, special offers and updates.
- Paid Advertising: Use of PPC (Pay-Per-Click) platforms to display targeted ads to users searching for travel information.
- Mobile Marketing: Developing a mobile app that allows users to easily book travel, research destinations and access information.

Here are several reasons why the Travel and Tourism Industry should make use of Digital Marketing.

1. Information Transfer at the Click of a Button

Unlike the early days, when there were no tangible or quick ways to share information worldwide. With the advent of social media, sharing information around the world has become much easier. Travel and tourism information can now be accessed by everyone using various social media tools. Planning a trip has become simpler, but informed decisions have also been made thanks to it. Many tour companies also benefit from that because they can better understand their customers.

2. Increasing Customer Engagement

Engaging with customers has never been easier. You can get in touch with them no matter where they are in the world. You can learn about what your customers expect even before they utilize your services, you can engage with them during the service duration and after the service as well. Happy and well taken care of customers will later become returning customers and will tell others about you.

3. Sharing personal experience

Travel reviews are being generated, consumed, and shared on social media at a rapid pace. It is easy to post reviews of hotels, restaurants, or other travel destinations with tools like Facebook reviews or Google Business. In the travel industry, especially, feedback like these can make or break a business. Travel businesses, whether they're hotels or agencies, need to handle online reviews with great care and take steps to improve their services. It is not a game that you can opt out of because if you don't play, your competition will gain a significant advantage ("Digital Marketing for Travel and Tourism Industry", n.d.).

The tourism industry, once characterized by glossy brochures and quaint postcards, has undergone a seismic shift. Today, digital natives navigate the world with smartphones as compasses, their travel decisions fueled by Instagrammable vistas and curated online experiences. In this hyper-connected landscape, mastering the art of digital marketing is no longer an option for tourism destinations – it's the key to survival and thriving.

The first step in this digital odyssey is understanding the diverse channels tourists utilize. From the meticulously curated feeds of Instagram and Pinterest, to the real-time engagement of Snapchat and live-streaming platforms like Twitch, each channel speaks to a specific traveler persona and presents unique opportunities for engagement. Hotels can showcase vibrant poolside stories on Instagram, while historical landmarks can host interactive Q&A sessions with resident experts on Facebook Live. Understanding the nuances of each platform and tailoring content accordingly is crucial for resonating with target audiences ("Travel Marketing Strategist", n.d.).

Gone are the days of generic advertisements touting sun-kissed beaches and crystal-clear waters. Modern travelers crave authenticity, personalization, and immersive experiences. This is where the power of storytelling comes into play. Captivating videos featuring local customs, hidden gems, and personal interactions with residents paint a vivid picture of a destination and inspire a deeper connection with potential visitors.

Furthermore, the rise of micro-influencers – niche content creators with highly engaged followings – offers a powerful means of targeted marketing. Partnering with influencers who resonate with your target demographic allows you to leverage their authenticity and reach to showcase your destination through a trusted lens. Their experiences, from exploring local markets to participating in off-the-beaten-path adventures, provide a glimpse into the true essence of your location, influencing travel decisions on a more personal level.

In the digital age, data is not just a statistic; it's a roadmap to success. Analyzing website traffic, social media engagement, and booking patterns can reveal valuable insights into traveler preferences, demographics, and booking behavior. This data can then be used to personalize marketing campaigns, target specific demographics with tailored content, and optimize website user experience for seamless booking journeys. By leveraging data analytics, tourism destinations can move beyond guesswork and make informed decisions that resonate with their audience and drive conversions.

The frontiers of digital marketing are constantly expanding, and the tourism industry is poised to capitalize on these innovations. Virtual reality experiences allow potential travelers to explore destinations remotely, offering immersive 360° tours of landmarks, natural wonders, and even underwater coral reefs. Artificial intelligence can further personalize guest experiences by providing chatbot-powered travel recommendations and tailoring website content based on individual preferences. And with the Metaverse on the horizon, the possibilities for virtual tourism and interactive destination engagement become truly limitless.

As the digital footprint of tourism expands, so must our commitment to responsible practices. Promoting sustainable tourism practices, highlighting cultural sensitivities, and fostering responsible behavior through targeted campaigns are all crucial components of a successful digital marketing strategy. Transparency and authenticity are key – showcasing both the beauty and challenges of your destination fosters a sense of mutual respect between travelers and local communities.

At the heart of every successful digital marketing campaign lies a simple truth: the desire for human connection. While algorithms and analytics may fuel our strategies, it is the stories, the emotions, and the genuine experiences that ultimately entice travelers to venture beyond their screens and explore the world. By embracing the power of digital tools while remaining true to the core values of hospitality and cultural understanding, tourism destinations can navigate the ever-evolving

digital landscape and attract tomorrow's modern nomads (“Digital Marketing for Travel and Tourism Industry”, n.d.).

3. Conclusions

In this article, we have examined the various aspects of digital marketing in tourism and its impact on destination promotion. By reviewing key aspects such as social media, search engine optimisation, content marketing and the use of virtual reality, we have determined that digital marketing has already become an integral part of tourism advertising and promotion strategies.

The results of our study confirm that the active use of social media contributes to the awareness and attractiveness of tourist destinations among modern travellers. Also, search engine optimisation has proven to be important for increasing visibility and attracting the attention of potential tourists.

Content marketing and the use of virtual reality also proved to be promising areas for development. Modern technologies allow for immersive and engaging travel experiences, which is becoming an important factor when choosing a tourist destination.

In general, digital marketing in tourism is not only relevant but also a necessary tool for achieving success in the industry. As technology evolves and consumer preferences change, digital marketing strategies will continue to evolve to ensure maximum impact and effectiveness.

Our study opens the door for further research in this area. The development of new technologies and the constant change in consumer preferences create inexhaustible opportunities for improving digital marketing strategies in tourism.

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ENGLISH LANGUAGE IN THE FOREIGN POLICY OF SPAIN

A. I. Shevchenko,

N. O. Marchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Shevchenko A. I., Marchenko N. O. English language the foreign policy of Spain. The article provides an analysis of Spain's modern foreign policy, which is based on the support of the majority of the country's political forces. It should be noted that the European vector is the most important for Spain. Important for Spain is the use of the English language, which occupies one of the main roles in foreign policy and is used in both diplomatic and cultural fields. As a result, it is concluded that Spain tries to support foreign policy relations with all countries, regardless of the degree of political closeness, actively using the English language in the international arena.

Keywords: English language, foreign policy, international arena, vectors of foreign policy.

Шевченко А. І., Марченко Н. О. Англійська мова у зовнішній політиці Іспанії. У статті наводиться аналіз сучасної зовнішньої політики Іспанії, яка ґрунтується на підтримки більшості політичних сил країни. Треба зауважити, що Європейський вектор є найбільш важливим для Іспанії. Важливим для Іспанії - використання англійської мови, яка займає одну з головних ролей у зовнішній політиці та застосовується як у дипломатичному, так і у культурному напрямку. В результаті, робиться висновок, що Іспанія намагається підтримати зовнішньополітичні відносини з усіма країнами, незалежно від ступеня політичної близькості, активно використовуючи англійську мову на міжнародній арені.

Ключові слова: англійська мова, вектори зовнішньої політики, зовнішня політика, міжнародна арена.

1. Introduction

English is recognized as the language of international communication, its mastery opens many opportunities for successful cooperation and solving international issues.

First, English is recognized as the language of international business relations. In the world where international trade and economic connections are at every turn, the ability to communicate in English is the key to success in business.

Secondly, the importance of the English language in the field of diplomacy is extremely great. English is the official language of international organizations such as the UN, NATO, the EU and many others. Proficiency in English opens up opportunities to represent one's country, participate in international negotiations, and bring people together through diplomacy.

Finally, the English language tries to bring together cultures and people from different countries, which is a special place for maintaining peaceful international relations.

Therefore, knowledge of the English language is of great importance for Spain's foreign policy, because of this improvement of effective communication, international cooperation and raising the status of the country in the world.

The aim of the article is clarify the importance of the English language in Spain's foreign policy. The research object is foreign policy of the Kingdom of Spain. The subject of research is English in Spanish foreign policy. The tasks of the research are identifying the problems of studying Spain in the system of international relations, determining the principles and features of Spain's foreign policy, clarifying the role and place of the English language in modern Spanish foreign policy. The research methods are the analysis made it possible to break down the material and analyze individual parts of the elements; synthesis united everything into one; empirical methods (observation and qualitative comparison) made it possible to collect specific facts, identify and describe phenomena. Today you can already find many scientific publications, dissertations, articles on this topic, which show the formation of Spain, its foreign policy, cooperation, participation in integration processes. But at the same time, there are practically no really serious studies that would analyze and reveal Spanish foreign policy at the current stage and its place on the international arena.

2. Basics and principles of Spain's foreign policy

Spain (official name "Kingdom of Spain") is a transcontinental state, a member of the European Union. Spain is located both in the south of Western Europe and in North Africa. Modern foreign policy of Spain, despite all the complexities of modern international relations, seeks to be based on active participation in the international community, namely by strengthening traditional foreign policy ties and expanding the sphere of its geopolitical interests. For 2024, Spain's foreign policy activities are focused on three areas: European, Southern Mediterranean and Latin American. Also important is the country's focus on the development of the military direction, developing relations with the USA and NATO, trying to become one of the leading EU countries, as well as take a leadership position in the Mediterranean region (Кононенко, 2012, с. 16).

2.1. The goal of foreign policy

According to the Spanish Constitution, the main foreign policy goal is to achieve peace and global cooperation and to assert its identity with the EU in the international arena. Spain seeks to strengthen its own position in the international arena. The main reasons are the need to create an image of Spain as a modern democratic state, establish trade channels with Spanish-speaking

countries on foreign markets, and the need to join the country to international political institutions (Матлай, 2014).

3. The main vectors of the foreign policy of the Kingdom of Spain

Spain has established its own foreign policy in such a way that it has diplomatic relations with almost all countries of the world that are members of the UN. This was achieved thanks to the historical past, namely the colonial period, where Spain was able to focus on various diplomatic directions and gain cultural and political influence over large territories. But despite the interest in various directions, there are the main vectors of this country's foreign policy: the EU, Latin America, and the southern part of the Mediterranean (Матлай, 2014).

3.1. EU

For Spain, the European Union has always been a priority for its own economic, social and political reforms. The signing of the Treaty of Accession of Spain to the EU took place on June 12, 1985, and the kingdom joined the European institutions on January 1, 1986. This decision was made on the basis of political interests, due to Francoist authoritarianism. It was the accession to the EU that allowed Spain to create new democratic institutions, restore relations with its neighbors and completely change the political system (Кононенко, 2012, с. 18).

3.2. Latin America

Latin America is another economically important direction for Spain, despite the politically difficult circumstances of the region. Historical, social, political, cultural and economic ties contribute to Spain's modern close relations with the countries of Latin America. And they are clearly reflected in Spain's cooperation with Guatemala, Colombia, Chile, Costa Rica, Cuba and Bolivia.

The Spanish government is actively advocating for the improvement of the economic and political processes in the countries of the Latin American region, which have belonged to Spain for many centuries ("Política exterior", 2011, p. 591).

3.3. Mediterranean

The third important vector of Spain's foreign policy activity is the southern part of the Mediterranean. This direction is important due to its geopolitical position, namely the availability of transport corridors (the Atlantic and Mediterranean Seas pass through the territory of Spain).

The Mediterranean corridor has the most important task - connecting the main seaports of the Spanish Mediterranean coast (Barcelona, Tarragona, Valencia, Cartagena and Algeciras) with the center of Europe; the corridor also functions as a west-east axis for transport, expanding economic ties in the south of the continent ("Mediterráneo", n.d.).

4. English in Spain's foreign policy

Spain, as a country with a long history and global influence, uses English to communicate internationally. This is additionally to conclude agreements, conduct negotiations and participate in participation in international forums. Diplomatic relations: English is a key tool in communication with other countries and international organizations. It allows Spain to conduct a constructive dialogue with its partners and to understand complex international issues. Cultural exchange: English wants Spain to perceive and express its ideas and values in the international arena, promoting cultural exchange and mutual understanding.

5. Conclusion

The article analyzes the main aspects of Spain's foreign policy. Spain is an economically and politically developed country that is building its own foreign policy course. The country occupies a leading place and plays an important role in the modern geopolitical space. The foreign policy activity of modern Spain is formed under the influence of factors resulting from its membership in the EU, NATO, other international organizations, as well as taking into account bilateral political cooperation with the USA, traditional ties with the countries of Latin America. America, the Mediterranean, the Middle and the Middle East.

It is through the active use of the English language, which is international, that such bilateral interaction takes place. If the English language was not widely used in Spain's foreign policy, there would hardly be so many successful interactions in the international arena.

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OVERTOURISM'S MULTIFACETED IMPACT ON DESTINATIONS

N. Y. Shybetska,

N. M. Startseva, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Shybetska N. Y., Startseva N. M. Overtourism's multifaceted impact on destinations. This article investigates the critical issue of overtourism, where an excessive number of tourists negatively impacts destinations. It highlights the detrimental effects on the environment, culture, infrastructure, and local communities. Key factors contributing to overtourism which include affordable travel options, global population growth, and the influence of social media are stressed. The article offers a global perspective with examples from various affected locations. Proposed solutions include setting limits on the number of visitors, promoting sustainable tourism, and modernizing infrastructure. The research paper concludes by emphasizing the need for responsible travel attitudes and the implementation of sustainable practices to mitigate the negative effects of overtourism while simultaneously promoting economic benefits.

Keywords: destinations, detrimental effects, economic benefits, environment, infrastructure, overtourism, responsible travel, sustainable tourism.

Шибетська Н. Ю., Старцева Н. М. Багатофасетний вплив овертуризму на DESTINATIONS. У цій статті досліджується критична проблема надмірного туризму, коли надмірна кількість туристів негативно впливає на напрямки. Він підкреслює згубний вплив на навколишнє середовище, культуру, інфраструктуру та місцеві громади. Ключові фактори, що сприяють надмірному туризму та включають доступні варіанти подорожей, глобальне зростання населення та вплив соціальних мереж відокремлені. Стаття пропонує глобальну перспективу з прикладами з різних постраждалих місць відпочинку. Пропоновані рішення включають встановлення обмежень на кількість відвідувачів, сприяння сталому туризму та модернізацію інфраструктури. Науково-дослідна робота закінчується підкресленням необхідності відповідального ставлення до подорожей і впровадження стійких практик для пом'якшення негативних наслідків надмірного туризму, одночасно сприяючи економічним вигодам.

Ключові слова: відповідальні подорожі, DESTINATIONS, економічні вигоди, інфраструктура, навколишнє середовище, негативний вплив, овертуризм, сталий туризм.

1. Introduction

Overtourism, which is the object of the research, has emerged as a significant challenge in recent years, with numerous destinations worldwide grappling with the consequences

of an overwhelming influx of tourists. This phenomenon occurs when a location's popularity leads to a tourist volume that exceeds its capacity, resulting in various adverse effects such as environmental degradation, overcrowding, and cultural erosion. Overtourism can also stimulate job creation, economic growth, and infrastructural development. The purpose of the research is to understand the phenomenon of overtourism, its impacts on destinations, and explore strategies for sustainable tourism management.

To achieve the purpose a number of tasks were set: analyzing causes and consequences of overtourism, exploring service diversification, promoting awareness of sustainable tourism and provide recommendations for destination sustainability.

2. Overtourism's multifaceted impact on destinations

2.1. Overtourism is a global phenomenon

The issue of overtourism is exacerbated by low-cost carriers, cruise operators, and players in the short-term housing rental market worldwide. People come, take beautiful photos, publish them on social networks, these pictures are seen by other people - and they go off the beaten path to quench their own thirst for impressions. Considering that the planet's population is growing - by 2030 there will be more than 8.5 billion of us - one cannot expect that the flow of people to Rome, Paris and Amsterdam will decrease at all (“Overtourism mapped”, n.d.).

The factors leading to overtourism differ from one destination to another, but some recurring causes encompass the availability of affordable travel options, such as budget airlines and online booking platforms. Enhanced global connectivity through social media networks like Instagram or Facebook, along with the overall expansion of the tourism industry, also play a pivotal role. These factors have led to a surge in global tourism, resulting in overcrowded attractions and higher accommodation costs due to overbooking.

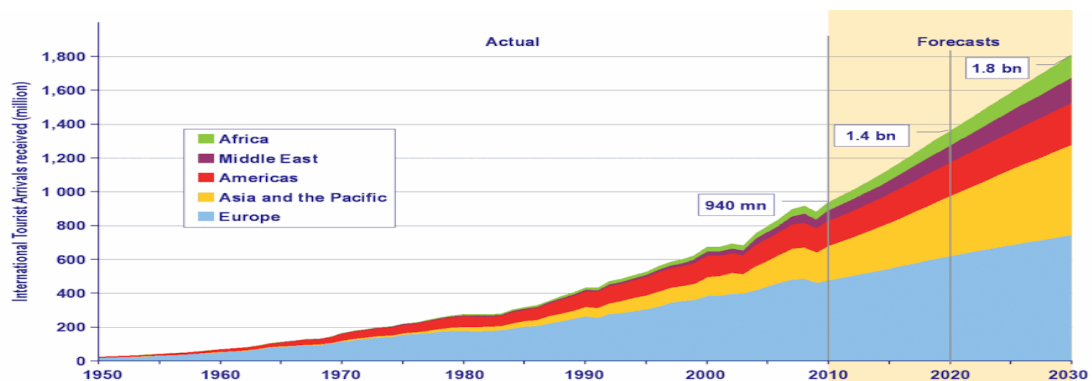


Fig. 1. UNWTO tourism growth predictions

Overtourism is not a localised problem. It is a global problem and one that has been in the brewing for years. Tourism growth is not being managed and it will continue to grow enormously over the next 10 years (see the graph on fig.1 from the UNWTO above) (“Overtourism mapped”, n.d.)

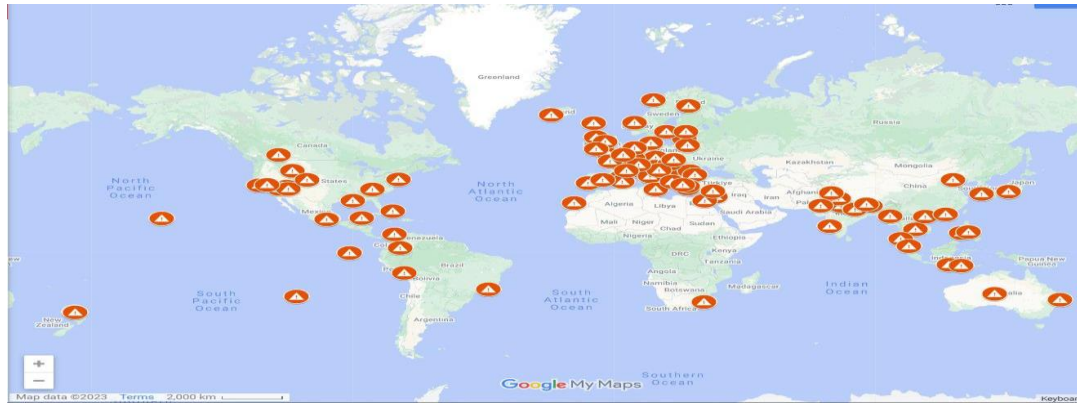


Fig. 2. The map of overtourism destinations

The issue of overtourism is not confined to specific locations but is a global phenomenon. As tourism growth continues unchecked, it poses significant challenges for destinations across 98 locations in 63 countries, as illustrated in a comprehensive online research map (fig.2). This map, however, only reveals the tip of the iceberg, with many instances, especially in smaller areas, going unreported (“Overtourism mapped”, n.d.)

2.2. Negative and Positive Impacts

Overtourism leads to a range of detrimental outcomes, from environmental damage to cultural dilution and infrastructural strain. These challenges include the depletion of natural resources, loss of cultural identity, increased living costs, and economic disparities. Conversely, increased tourism can foster economic growth, infrastructural improvements, cultural exchanges, heritage preservation, service diversification, and enhanced awareness of sustainable tourism practices.

Here are some of the potential positive impacts of increased tourism on destinations. Overtourism can yield several positive outcomes for destinations. It often leads to increased economic growth, job creation, and overall prosperity for the local economy. The surge in tourism also encourages improvements in infrastructure, benefiting both tourists and local residents. Cultural exchange between tourists and locals enhances mutual understanding and appreciation of diverse cultures.

Tourism revenue plays a crucial role in preserving historical and cultural sites, ensuring their long-term sustainability for future generations. The growing demand resulting from

overtourism drives diversification in services and experiences within a destination, leading to the emergence of new businesses and a richer array of offerings. Overtourism can also serve as a catalyst for raising awareness about sustainable tourism practices, promoting responsible travel choices that benefit both the destination and its communities. The revenue generated from overtourism can be reinvested in conservation efforts, helping protect natural environments and wildlife.

The adverse consequences of overtourism often outweigh its positive aspects. Overtourism can give rise to a myriad of negative effects (“The Price of Popularity”, 2023), including:

- **Environmental Degradation.** Overtourism has a detrimental impact on the environment, leading to pollution, increased waste accumulation, and harm to natural habitats. When a destination becomes overcrowded with tourists, its resources and infrastructure may be strained, resulting in excessive consumption of vital resources like energy, water, and fuel.
- **Cultural Erosion.** Overcrowding due to tourism often exerts pressure on local communities to adapt to the needs of visitors. This can potentially result in the loss of traditional practices and cultural identity.
- **Strained Infrastructure.** The surge in tourist numbers can create heightened demand for essential resources, such as water, electricity, and food. This can lead to shortages and increased prices, affecting both locals and visitors.
- **Overcrowding and Quality of Life.** The significant increase in tourist arrivals can result in overcrowding, leading to inconveniences for both tourists and locals alike. Residents may face challenges such as higher living costs, noise pollution, and alterations to the authentic character of their neighborhoods. Ultimately, this impacts the quality of life for residents.
- **Economic Inequality.** Overtourism often concentrates tourism activities in specific regions, leading to an uneven distribution of wealth. Wealthy investors and businesses tend to benefit the most from the surge in tourism, while local communities may not experience the same level of advantages.

These negative consequences underscore the need for effective strategies to address and mitigate the impacts of overtourism, as it poses significant challenges to both destinations and their communities.

2.3. Solutions and recommendations

To address overtourism, several solutions and strategies are being implemented. These include setting daily visitor limits to manage overcrowding, promoting sustainable tourism practices to reduce environmental impact, encouraging off-peak tourism to distribute tourist arrivals evenly throughout the year, investing in infrastructure upgrades, and educating tourists

and locals about responsible tourism. These measures are designed to mitigate the adverse effects of overtourism and promote a more sustainable approach to travel.

Solution 1, which involves implementing bans and limits, has been adopted by various destinations grappling with overtourism. In the quaint village of Hallstatt, Austria, which inspired a popular animated film and South Korean TV series, an overwhelming influx of tourists prompted local officials to take action. They imposed caps on incoming buses and erected barriers to manage the crowds. However, these measures only partially addressed the issue.

Amsterdam provides another example of addressing overtourism through prohibitions. The city has implemented measures to restrict tourist buses, limit coffee shop operations, curtail Airbnb rentals, and halt new hotel construction. Symbolically, Amsterdam removed the iconic "I love Amsterdam" sign and is reevaluating its famous "red light district."

Solution 2 involves making a direct impact on tourists' expenses. This approach is exemplified by Amsterdam, where the tourist tax is on an upward trajectory. The upcoming year is expected to see this tax rise to a significant 12.5% of the room rate. Taking a look at the taxes introduced in 2023 offers a glimpse into this trend. Turkey has implemented a "curiosity tax" at 2%, while Riga in Latvia charges a modest €1 per night. Barcelona is on the higher end, planning to increase its rate to €3.25. (Tourism taxes, 2024) Venice is planning to introduce a €5 fee for tourists on 30 non-consecutive days in 2024 as part of its efforts to manage mass tourism. This measure is in line with Venice's broader strategy to control the flow of visitors and mitigate the impact of overtourism ("Tourism taxes", 2024).

Solution 3, as highlighted by the UNWTO, focuses on efficiently managing tourist flows using real-time monitoring technologies. This approach is evident in Germany's North Sea coast, where authorities monitor beach congestion and suggest alternative locations during peak times.

In a move to mitigate overtourism and its impacts, several countries are investing in the promotion of less-visited areas. Amsterdam, for instance, is using humor in its campaigns to attract tourists to the Hague. Indonesia is actively promoting lesser-known destinations as alternatives to Bali, focusing on their unique appeals.

Solution 4 revolves around the concept of shifting perspectives towards a more sustainable and regenerative approach to tourism, moving away from the traditional extractive model. This approach compares the current unsustainable tourism practices to the mining industry, highlighting the need for a change to prevent the degradation of valuable cultural and natural sites. The idea is to encourage travelers to not only respect but actively contribute to the rejuvenation of the places they visit. An example of this approach is Lionel Saul's team, which is exploring a regenerative

business model where tourists engage in activities like reef restoration or supporting local businesses, thus playing a positive role in the communities they visit (Inversini et al., 2023).

Around the globe, several destinations are grappling with the challenges of overtourism.

Venice, a city famously inundated with tourists, has become a prime example of overtourism. The sheer number of visitors significantly surpasses the local population, leading to negative impacts on the city. This situation has placed Venice in a position where it urgently needs a break from the constant stream of tourism.

Iceland has become an increasingly popular tourist destination in recent years. In 2010, it welcomed less than half a million visitors, but by 2017, the number soared to nearly 2.2 million, as reported by the Icelandic Tourist Board. This surge in tourism has significantly pressured the country's infrastructure, society, and natural environment.

Santorini in Greece has implemented a daily limit on tourist numbers due to the negative impact of mass tourism. Visitors to the island can witness the undesirable effects such as excessive litter and the poor condition of donkeys used for transportation. These measures aim to preserve the island's beauty and well-being.

Machu Picchu in Peru, a UNESCO World Heritage Site, experiences high tourist traffic in peak months, leading to ticket restrictions for better management. Madrid, Spain, confronts the rise of Airbnb, especially in the Central district, affecting local neighborhoods. Dubrovnik, Croatia, has seen a tourism surge, partly due to its fame as a filming location, challenging its infrastructure. These examples, along with Amsterdam, Bali, Cinque Terre, Mount Everest, Rome, and Paris, illustrate the widespread issue of overtourism ("Overtourism: 10+ destinations", n.d.).

3. Conclusions

As we have seen, overtourism can have both positive and negative impacts on destinations. While it can stimulate economic growth, job creation, and cultural exchange, it can also lead to environmental degradation, overcrowding, cultural erosion, economic inequality, and a strain on resources.

But real change will only occur when there's a shift in mindset, a change in the conventional way of thinking. Currently, many people take pride in the number of countries they've visited or their frequent flights, rather than travelling with consciousness and responsibility.

Hopefully, in due time, people will realize that what matters most is not the quantity of territories their feet have touched over a lifetime, but the positive transformation they leave in their wake, making places cleaner, greener, and more prosperous.

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DIGITAL COMPETITIVENESS OF BOTSWANA AND SOUTH AFRICA: PROSPECTS AND TRENDS

O. S. Shynkarenko,

O. V. Khanova, Associate Professor, PhD of Geography,

O. V. Karpenko (language supervisor)

V. N. Karazin National University, Kharkiv

Shynkarenko O. S., Khanova O. V., Karpenko O. V. Digital competitiveness of Botswana and South Africa: prospects and trends. The article examines the state of development of digital competitiveness of two countries in the African region - South Africa and Botswana. Their level in the digital competitiveness ranking in recent years is determined. The innovative approaches of both countries in the struggle for their digital development and their methods of overcoming the large technological gap in comparison with other highly developed countries are considered. The challenges faced by South Africa and Botswana, their opportunities and gradual changes are analyzed.

Keywords: African region, Botswana, development, digital competitiveness, South Africa, technological gap.

Шинкаренко О. С., Ханова О. В., Карпенко О. В. Цифрова конкурентоспроможність Ботсвани та Південно-Африканської Республіки: перспективи та тенденції. У статті досліджено стан розвитку цифрової конкурентоспроможності двох країн африканського регіону - Південно-Африканської Республіки та Ботсвани. Визначено їх рівень за рейтингом цифрової конкурентоспроможності впродовж останніх років. Розглянуто інноваційні підходи, обох країн у боротьбі за їх цифровий розвиток та їх методи подолання великого технологічного розриву у порівнянні з іншими високорозвиненими державами. Проаналізовано виклики перед якими стоять ПАР та Ботсвана, їх можливості та поступові зрушення.

Ключові слова: африканський регіон, Ботсвана, ПАР, розвиток, технологічний розрив, цифрова конкурентоспроможність.

1. Introduction

In today's rapid pace of development, the passage of various research, information processes, industry 4.0 and 5.0 is a compulsory process, and there is already a tendency for many countries to move to the processes of the digital economy and information society. Today, digital competitiveness is particularly important in terms of successful development and improvement of the IEA environment. However, special attention is paid to the technological gap, where certain countries, due to circumstances, have a huge gap with other countries, especially in the electronic sphere. Attention is now focused on certain African countries that have prospects for accelerating digital development and

already have certain features that indicate this process of successful development. Therefore, the article will focus on several examples of African countries that are trying to compete in the digital sphere, or at least are on the way to doing so, such as Botswana and South Africa.

In this regard, the study of the prospects and state of their digital competitiveness development is of current value to this paper. Thus, the purpose of this study is to describe and assess the digital competitiveness of South Africa and Botswana, as well as to assess their prospects and formulate a mechanism for improving their digital competitiveness.

The object of the study is to describe and assess the digital activities of the selected countries in the African region. The subject of the study is the development and mechanism for improving their digital competitiveness in the digital environment of the IEA.

2. Current level and dynamics of digital competitiveness in Botswana and South Africa

If we analyze the level of digital competitiveness in the African region, in the context of Botswana, from 2013 to 2023, i.e. in the dynamics of 10 years, we have a positive trend, which is identified and analyzed in the graphic. But, in our opinion, the need to forecast these processes is extremely important. Therefore, the overall digital competitiveness ranking of Botswana and the Future Readiness sub-index were chosen. The linear regression analysis (Fig. 1) was conducted on the selected two indicators and a forecast was made for 5 years ahead from 2024 -2028 (Bris & Cabolis, 2021-2023).

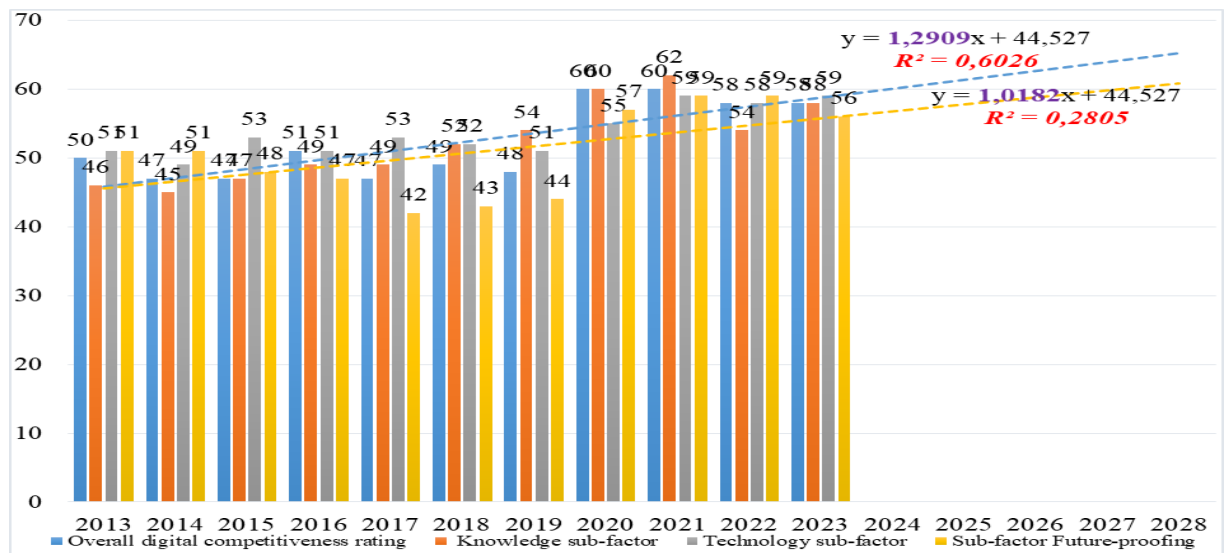
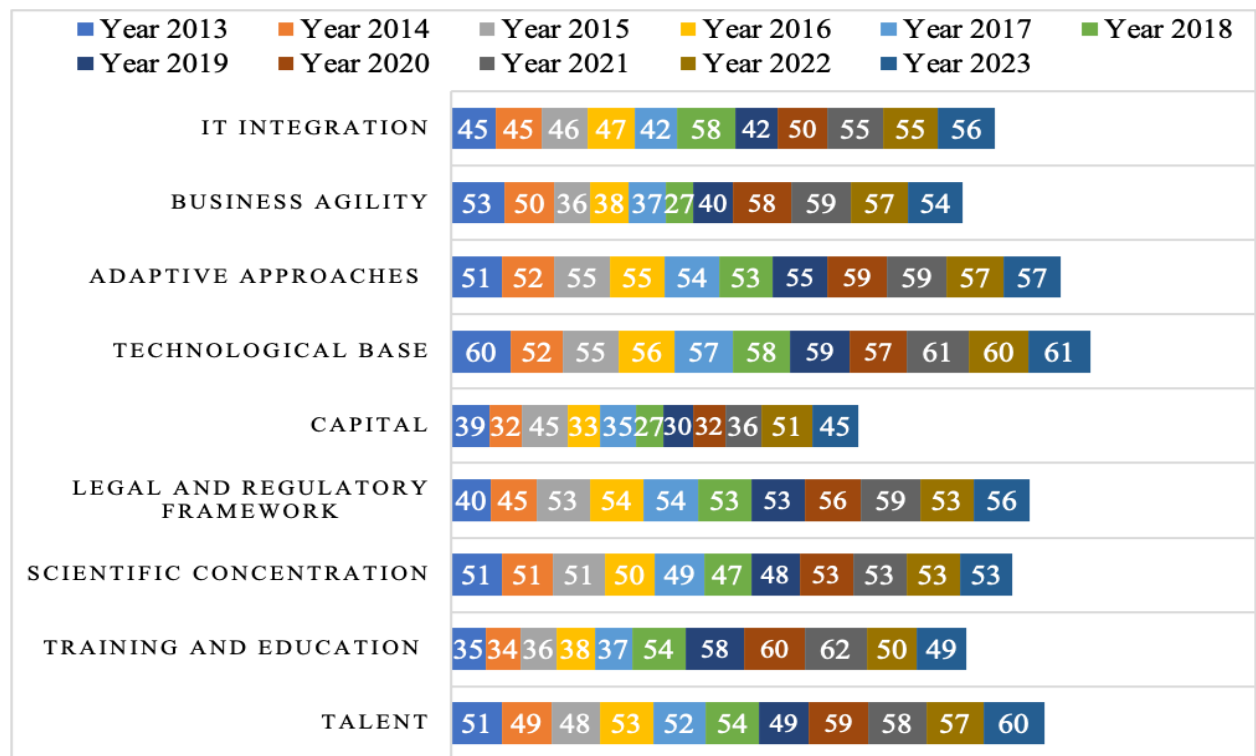


Fig. 1. Dynamics of development of digital competitiveness of South Africa from 2013-2023 and forecasting for 5 years ahead

Source: Composed by the authors, using materials from: Bris A., Cabolis C. IMD World Digital Competitiveness Index Ranking 2021-2023. IMD World Competitiveness Center. 2021-2023.

Based on the analysis, each subsequent year the overall digital competitiveness indicator should increase by 1.29 numerical values, while the sub-factor of future readiness should increase by 1.0182 in each subsequent year. In this study, the overall digital competitiveness rating is quite reliable, because the approximation coefficient is 60% or 0.6026. It is impossible to say the same about the probability of the indicator of readiness for the future because the approximation coefficient is 0.2805 or 28%.

If we talk in detail about the indicators of digital competitiveness, for example, of the Republic of South Africa, it is an indicator of talent, training and education, scientific concentration, regulatory framework, capital, technological base, adaptive approaches, business agility, IT integration. It was important to study their dynamics over the past 10 years for each



indicator (Fig. 2).

Fig. 2. Dynamics of the Development of Sub-Indices of the Digital Competitiveness Index of the Republic of South Africa from 2013-2023

Source: Composed by the authors, using materials from: Bris A., Cabolis C. IMD World Digital Competitiveness Index Ranking 2021-2023. IMD World Competitiveness Center. 2021-2023.

The figure shows their structural changes, which can be seen separately for each year for each individual indicator. There is a general negative trend in structural breakdowns, but it should be emphasized that this is in terms of the rating component, due to the rapid pace of development

of other countries in higher rankings, which pushes South Africa down the rankings, while in terms of the numerical component, the country is developing. Over the past 10 years, South Africa has experienced negative structural shifts of 9 steps in talent, minus 14 steps in training and education, scientific concentration minus 2, regulatory framework minus 16, capital minus 6, technological base minus 1, adaptive approaches minus 6, business agility, IT integration minus 11 (Bris & Cabolis, 2021-2023).

As regards Botswana, it has only recently appeared in the digital competitiveness ranking and within this index, only in 2021 was it studied in detail. So, the dynamics over three years for the indicator and the overall rating of Botswana's digital competitiveness are shown (Fig. 3).

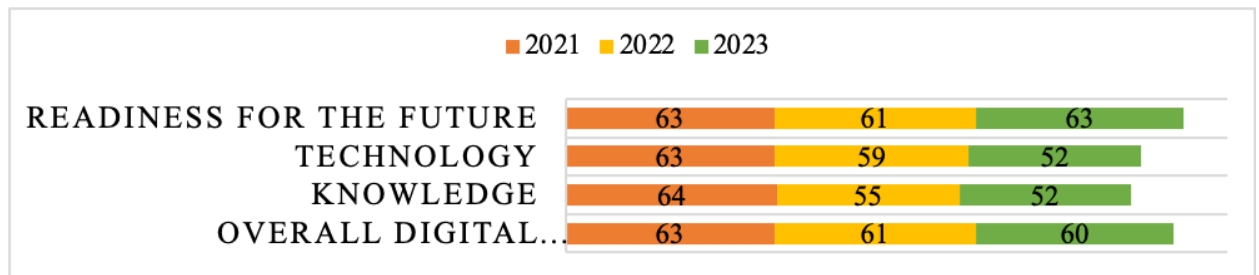


Fig. 3. Dynamics of development of the main sub-indices of the digital competitiveness index, on the example of Botswana from 2021-2023

Source: Composed by the authors, using materials from: Bris A., Cabolis C. IMD World Digital Competitiveness Index Ranking 2021-2023. IMD World Competitiveness Center. 2021-2023.

The figure shows that if we compare the development of its components in 2021 and 2023, the structural changes are all positive. Compared to the period three years ago, the overall digital competitiveness rating increased positively by three steps, the knowledge indicator by 12 steps, technology by 11 steps, and future readiness remained unchanged at the 63rd place (Fig. 4).

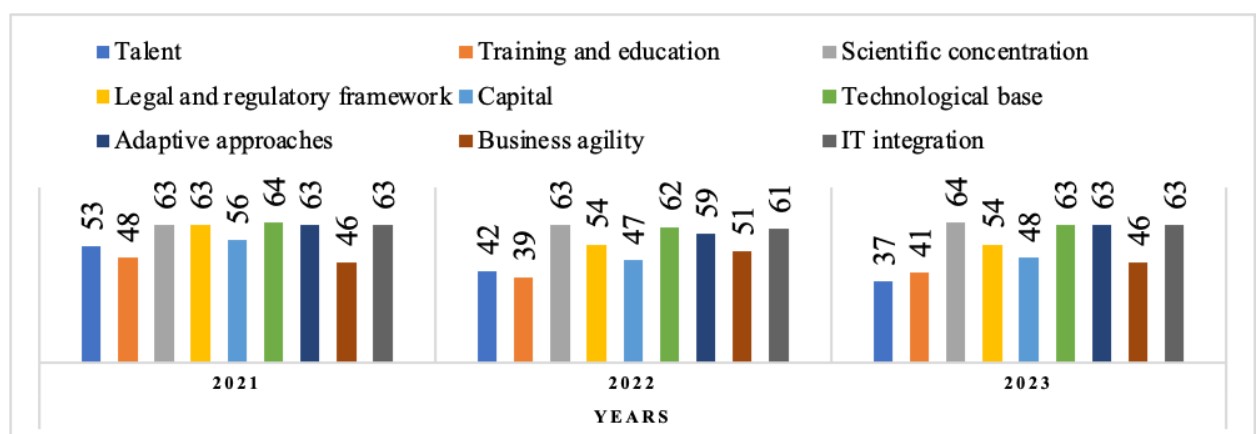


Fig. 4. A detailed overview of the components of the digital competitiveness index, based on the example of Botswana from 2021-2023

Source: Composed by the authors, using materials from: Bris A., Cabolis C. IMD World Digital Competitiveness Index Ranking 2021-2023. IMD World Competitiveness Center. 2021-2023.

In terms of more detailed structural changes in Botswana, we can say that most of the sub-indices and indicators are moving in a positive direction. Talent has moved up 16 steps, training and education – 7, regulatory framework – 9, capital – 8, and technology – one step. As for adaptive approaches, business agility, and IT integration, they have remained stable for three years. The only negative trend is the indicator of scientific concentration, where the rank has dropped by 1 unit over 3 years (Bris & Cabolis, 2021-2023).

Speaking within the framework of the Southern African Development Community, which is headquartered in Botswana, we need to characterize the details of the digital competitiveness of the selected countries. To determine the level of digitalization in the SADC countries, a comparative assessment of the digital competitiveness of the economy was conducted. Six key elements were assessed for the benchmarking: digital government, digital business, ICT infrastructure, innovative entrepreneurship, digital skills, and policy and regulatory frameworks. This analysis includes 18 countries that were ranked within the SADC. In terms of the overall digitalization ranking, South Africa is ranked 1st with a numerical score of 0.5891, and Botswana is ranked 6th (0.4114). In addition, they are divided into four groups, clusters of countries, where South Africa is in the first group and Botswana is in the second one. As for the results of the comparative analysis of the digital government component, as of 2020, South Africa was ranked 1st and Botswana was ranked 11th. If we talk about the digital business component, i.e. the dynamics component, South Africa was ranked 2nd, and Botswana – 5th. The benchmark assessment of the ICT infrastructure component as of 2020, South Africa is ranked 1st out of 16 proposed, and Botswana is ranked 4th. As for the entrepreneurship component, which is focused on innovation, as of 2021, South Africa is ranked 2nd and Botswana is ranked 5th. The digital skills component has results in which Botswana is ranked 5th and South Africa is 10th. And, last but not least, the policy and regulatory framework, which is known as of 2021 that South Africa is ranked 1st and Botswana was ranked 3rd (CCARDESA, 2018-2024).

3. Confronting the difficult issues of increasing the level of digital competitiveness

Regarding the problems faced by the selected countries striving to achieve a higher level of digital competitiveness, the primary issue is an economy dominated by the primary sector and a technological gap as compared to others. So as of 2021 and 2022, Botswana ranked quite low in the global digital competitiveness ranking, not the African ranking, but the global level, despite innovative implementations and ongoing initiatives to accelerate digital competitiveness. South

Africa has the same problems at the global world level within the digital domain of the IEA. Botswana ranks poorly in terms of patent grant availability in the context of high tech, digital skills, and future readiness. In 2023, South Africa was ranked 58th out of 64 countries in the global ranking, and Botswana was 60th out of 64. In the context of Africa, these are particularly good results, according to the authors. The main problem faced by South Africa is the lack of highly qualified personnel and problems with scientific and technical employment, which needs to be motivated and developed. The lack of “smart places” slows down the development into successful dynamics, but despite this, states are trying to bridge the digital divide (Moramwidze, 2021).

4. Prospects and trends, mechanisms for implementing innovative development in Botswana and South Africa

Speaking about the prospects and trends in both countries, they are generally positive and dynamic in the context of the speed of the African region. However, there is a few problems that need to be overcome in the mechanisms for implementing innovative development in Botswana and South Africa, ensuring the sustainability of development. Botswana needs to invest large shares of financial resources from its own budget to bridge the digital divide. And this mechanism has already been discussed, as in 2021 the Botswana government worked to accelerate towards a digital economy by investing £3.1 billion through the Economic Transformation Recovery Plan, which is part of the regional African economic cooperation mentioned earlier. This includes initiatives aimed at addressing digital infrastructure gaps, automating land registration, accelerating development in biometric identification, effectively deploying e-government services, and promoting digital payment infrastructure (Bezuidenhout, 2023).

As for South Africa, there is an interesting mechanism that we propose for implementation. The problem that needs to be implemented and solved is the subscription of mobile broadband subscribers. And there are mechanisms to implement and overcome this problem. It is necessary to increase the number of sales of mobile Internet tariff packages and mobile broadband subscriptions, and at first make them more socially oriented and economically accessible to the population, as well as to advertise already known platforms to increase the interest of the population in such platforms as Gumtree, Cars.co.za, Private Property and Property24, Airbnb, Uber Eats & MR Delivery, Google Play, Apple App Store and others that are already known in South Africa, socially oriented advertising to accelerate the development of demand for affordable digital platforms for everyday life and all areas of activity that may be able to be implemented and work for the population at that time (Bezuidenhout, 2023).

5. Conclusions

So, in conclusion, it should be said that to strengthen the prospects and trends of digital competitiveness in the African region, on the example of South Africa and Botswana, it is necessary to use political and social security and stability, to make systematic social advertising, where there is this opportunity to encourage people to purchase ICT tools, as well as socially affordable tariffs with the ability to support 2G and 3G mobile broadband, even in numerous locations where there are no densely populated areas of cities and activation of labor and social infrastructure. Accelerated efforts by the governments of Botswana and South Africa to invest economically in digital and critical infrastructure that will help and provide a stable basic digital space for development, as well as encouraging the use of digital applications, will be another bifurcation point that will ensure a positive trend in digital competitiveness.

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SINGLISH — NATIONAL FEATURE OF SINGAPORE.

Y. D. Skupenko,

N. O. Marchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Skupenko Y. D., Marchenko. N. O. Singlish — national feature of Singapore. This article analyzes the emergence of a unique language known as Singlish due to the multiculturalism and multilingualism of Singapore. Historically, this country served as a trade and administrative center in Asia during the British colonial period. Thus, on these territories, English and numerous other languages emerged, intertwining into a unique language of Singapore. Singlish has come a long way to gain recognition at both the national and global levels, as there were times when the use of this language was prohibited. Currently, it has become an integral part of Singapore's ethnic identity, constituting its individual linguistic component.

Keywords: dialect, English language, multilingualism, national identity.

Скупенко Є. Д., Марченко Н. О. Сінгліш — національна особливість Сінгапуру. У даній статті проводиться аналіз виникнення унікальної мови — сінгліш. Котра виникла через багатонаціональність та багатомовність країни Сінгапур. Історично склалося, що ця країна була торговим центром, а також адміністративним центром Азії, за часів британського колоніального періоду. Таким чином на цих територіях з'явилась англійська та ще дуже багато мов, котрі сплелися в одну, незвичайну мову Сінгапуру.

Сінгліш пройшов довгий шлях для того, щоб його почали сприймати на державному та світовому рівні, бо були часи, коли забороняли спілкуватися на цій мові. Наразі це частина етносу Сінгапуру, це його індивідуальна складова.

Ключові слова: англійська мова, багатомовність, діалект, національна ідентичність.

1. Introduction

The English language is a universal language spoken worldwide; it is considered international, with approximately 2 billion people communicating in it. English is the most widely spoken language globally by the number of speakers and the third most spoken language by the number of native speakers. However, besides English and other languages, there are numerous dialects in the world, and researching their origins is crucial for the philological world.

It's interesting to examine this uniqueness using the example of Singapore. This country is a global trade hub, and as such, it has always been inhabited by various cultures and peoples. During the British colonial era in Singapore, the city thrived and even served as the administrative center of English colonies in the region. The government of Singapore has long insisted on all

citizens of the island nation being proficient in the English language, promoting its use in schools, workplaces, and government institutions.

The object of the article is the country language of Singapore. The subject: Singlish as part of Singapore's identity. The purpose of the study is researching the history of Singlish, defining its role and place in Singaporean culture, and analyzing global attitudes toward Singlish usage are essential. To achieve this, numerous articles with a variety of information on the topic were studied using an analytical method. The comparative method helped highlight key aspects, and the synthesis allowed us to combine all the information in one article. Using inductive and deductive methods, the most important ideas were extracted.

2. Singlish's path to recognition

As of June 2023, the population of Singapore comprises approximately 76% Chinese, 15% Malays, and 8% Indians ("Population in Brief", 2023, pp. 20.) There was also a small presence of other ethnic groups, including various Europeans, Japanese, Arabs, and Jews. The official multilingualism and widespread use of other languages reflect Singapore's diverse, multicultural, and multinational character. Consequently, the country boasts an impressive range of languages. With the majority of residents being bilingual from childhood and using more than three languages in their daily lives. All these languages have influenced one another. Despite the multiculturalism prevalent in the entire Asian region, Singaporeans are considered highly proficient in English, according to the EF English Proficiency Index 2022 ("The world's largest ranking of countries and regions by English skills", 2023).

In the 19th century, English became popular for the middle-class education of citizens. Later, the government of the country became interested in ensuring that all citizens knew the English language. By the end of British colonial rule, significantly more than half of the population, the modern generation, became native speakers of English, and this proportion continues to grow. Consequently, English became prestigious and was used as a common language among different ethnic groups. The widespread use of English by various minorities led to the emergence of a colloquial variant known as Singlish.

Due to the influence of Malay and Chinese languages, Singaporean English significantly differs from the English we are accustomed to. Intonation, sentence structure, and vocabulary of Singlish have been influenced by Malay, Indian languages such as Tamil and Hindi, as well as major Chinese dialects. Consequently, this influence is particularly evident in the unofficial form of the English language known as Singlish, referred to colloquially by the people but officially termed as Singapore Colloquial English.

Singlish contains distinctive features from the English language. It has its own grammatical structures and characteristic pronunciation. Generally accepted English grammar is seldom applied to Singlish. Grammatical endings, tenses, plurals, definite articles, and auxiliary verbs (such as “is” and “am”) are often ignored. It is a highly interesting “language” that even includes sets of invented words, though they may not have inherent meanings, they play a crucial role because adding them at the end of a sentence can alter the tone of the conversation.

It is important to give examples of Singlish for a better understanding of this dialect. One thing about Singlish is it gets straight to the point. ‘Can’ is a snappy way of saying yes to a request or whether something can be done, cutting ‘sure, yes we can’ to a simple ‘can’. Can you dig it? Can!

How to use it: Uncle: “Hey, can we go to this place for dinner?”; Auntie: “Can, I go chope now.”

Remember the last time you got into an embarrassing situation? Here's the word for it – ‘paiseh’. ‘Paiseh’ meaning: A simple ‘sorry’, or an adjective to describe the sheepishness you felt.

How to use it: “Oops paiseh I didn't see the queue” or “I was too paiseh for ask for extra portion lah, but the uncle still gave me one, by the way food so shiok” (“What is Singlish?”, n.d.).

The government of Singapore is dissatisfied with the emergence of Singlish, accusing it of lowering English language standards, and is attempting to implement a bilingual policy. However, this approach is not proving effective because, due to vibrant everyday conversations, the informal synthesis of languages quickly becomes a powerful cultural phenomenon.

Back in 1999, the then political figure Lee Kuan Yew referred to Singlish as “an obstacle we must absolutely overcome.” Consequently, Singlish faced strong criticism from the government and went underground. However, unlike Chinese dialects, Singlish has a advantage: it can unite speakers from different ethnic groups and socio-economic classes, something no other language can achieve.

The government's struggle against Singlish was doomed from the start. Since Singapore is a multicultural country, this variant of English became a means of interethnic communication for citizens when they intersected at work, military service, hospitals, shops, schools, and universities. In essence, any attempt to unite all layers of society in the country inadvertently facilitated the spread of Singlish.

On the contrary, Singlish flourished, turning political resistance into its own vocabulary. So when the government realized it couldn't control the language, leaders began openly using Singlish in recent years. They employ this tactic to try to connect with the people. Even at

naturalization ceremonies in 2012, encouraging new citizens to integrate into Singapore, Lee Hsien Loong acknowledged, “It would be better if they knew Singlish.”

3. Conclusions

The Singaporean variant of the English language, Singlish, is an integral part of Singapore's national identity. It is a crucial component that sets the country apart from others.

I hold the view that Singlish should be recognized as a form of the English language originating from Singapore's distinct multiethnic social context. In my perspective, even though it diverges from conventional English standards, Singlish constitutes a complete language with its established set of rules and grammar.

It is undeniable that the uniqueness of Singlish lies in its emergence through the symbiosis of Singapore's diverse population.

Singlish can be described as a local vernacular, but it is used throughout the country regardless of the resident's native language—thus, it is a true reflection of multiculturalism.

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CRYPTOCURRENCY: SECURITY, RISKS AND OBSTACLES

H. A. Slinko,

I. V. Davydenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Slinko H. A., Davydenko I. V. Cryptocurrency: security, risks and obstacles. The article discusses the security aspects of blockchain, risks associated with cryptocurrencies, and the main problems and disadvantages of cryptocurrencies. The technical aspects of cryptocurrencies are outlined, examples of cryptocurrency use in the future are given, as well as illegal actions performed by using the blockchain system.

Keywords: blockchain, cryptocurrencies, future, illegal actions, problems, risks, technical aspects.

Слінько Г. А., Давиденко І. В. Криптовалюти: безпека, ризики та проблеми. У статті розглядається безпекові аспекти блокчейну, ризики пов'язані з криптовалютам, основні проблеми та недоліки криптовалют. Окреслені технічні аспекти криптовалют, наведені приклади використання криптовалют у майбутньому а також протиправні дії які виконуються за допомогою системи блокчейн.

Ключові слова: блокчейн, криптовалюти, майбутнє, проблеми, протиправні дії, ризики, технічні аспекти.

1. Introduction

Nowadays, as it was in 1611 in Amsterdam when the first stock market began its life, many people don't know what they need to do with all of these “new things”. For somebody, cryptocurrency is an opportunity to earn some money and someone may lose all of his savings. One thing everyone definitely knows is that if you want to earn money from it you must understand how it works.

The object of the study is the blockchain system, exchanges, and regulatory documents. The subject of the study is the society that is the most active player in the economic space. The value of cryptocurrencies depends entirely on the mood, faith and strength of the society that is interested in the development of this discipline. The topicality of the problem lies in the very rapid development of technologies. People think about their future and see that cryptocurrency will be an important asset in future society. The purpose of study is to detect the disadvantages and analyze risks that people can face using crypto.

The first idea of cryptocurrency appeared in 1989, and, a few years after, in 1990, American cryptographer David Chaum invented digital cash, which relied on cryptography to secure and verify transactions. At the time of writing the global crypto market is \$1.09T. Why is it so high? Is it really

well secured? Should everyone have cryptocurrency? Does it have any disadvantages? These and even more questions are discussed in this article.

2. Cryptocurrency security

Cryptocurrency security is a demanding aspect for people who believe in the “power” of cryptocurrency. Cryptocurrencies are built on cryptography. Cryptography is a method of protecting information and communications through the use of codes, so that only those for whom the information is intended can read and process it. It could be used in many different ways: to encrypt files and folders on your computer, provide end-to-end encryption for email or to verify the authenticity of digital documents and messages. There are hundreds of other ways where cryptography can be used. Basing on this, the main idea of cryptography is to give a secureness to internet space. And by using various cryptographic techniques the blockchain was created. Blockchain is a digital ledger or database that records information in a chain of blocks. Once data is added to a block, it's very hard to change. It's decentralized, meaning no single person or entity controls it.

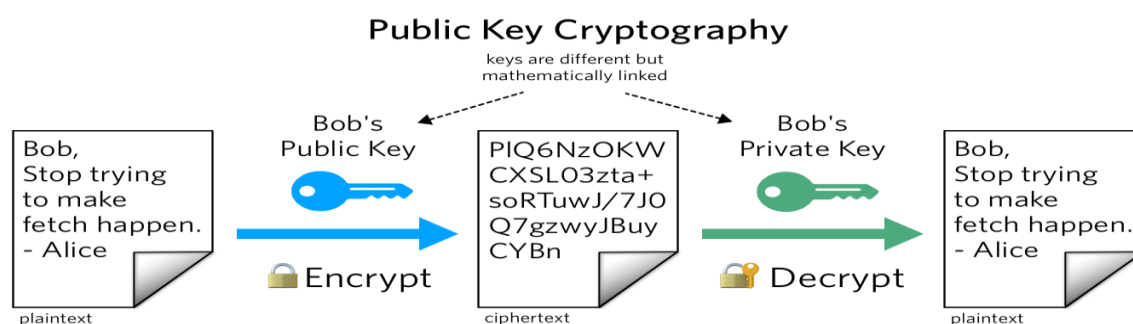


Fig. 1. Cryptographic principle (“What is public key cryptography?”, n. d.)

The blockchain encryption is very secure, our society does not have such powerful processors to hack this system. And people can be 99% sure that all their data are safe. The safeness of cryptocurrencies is very important, cryptocurrency is already slowly making its way into the global economy. To provide millions of transactions the system must be well secured. Short example of how people in future will use cryptocurrencies: you are a citizen of the United States but your friend is a citizen of Ukraine, how can you send him money? Of course, by using your bank account, and how much commission will you pay? You will pay 45\$ and your transaction can't be higher than 1000\$, it is a 4,5% fee. Then banks in Ukraine will also collect commission when you withdraw your money. At the same time, according to blockchain data, the average transaction fee for sending 1 Bitcoin is around \$5 to \$10. This means that you will pay a 0,03% fee. In other blockchains the commission can

be even lower. This example shows us what cryptocurrency was created for. To have a currency completely independent of central banks.

3. Cryptocurrency Risks.

Everyone now talks about cryptocurrencies and how people can earn money by it, but no one talks about risks that may be encountered along the way.

Volatility: cryptocurrencies are volatile by design. Cryptocurrencies do not have intrinsic value like physical assets or revenue-generating companies. Their value is often speculative, and no established regulatory regime exists for their trading. Therefore, cryptocurrencies trade at a more unpredictable rate than stocks and bonds. This unpredictability can be a good thing or a bad thing, depending on an investor's point of view.

Regulatory risks: so far, the U.S. has taken a hot-and-cold approach to regulating crypto. Some in Congress would like to see a comprehensive new framework put in place that would allow the industry to thrive, while financial market regulators are cracking down on a space that's awash with concerns over money laundering, scams and cybercrime. The general purpose of financial regulation is to maximize consumer protection, prevent fraud and abuse, and ensure well-ordered markets. Biden's administration signed an executive order in March 2022 that called on federal regulators to assess the broad risks and benefits offered by cryptocurrencies ("Regulating crypto", n. d.).

Lack of consumer protections: on the one hand, to have strong consumer protection cryptocurrencies need to be regulated, but on the other hand many people think that the main idea of cryptocurrencies is anonymity, and it is very difficult to regulate it and save this high level of anonymity. It is a unique product, that is why society should set up new regulations that will relate only to cryptos. The Federal Reserve is pushing the idea of equating cryptocurrencies with securities, so as not to create a new system for control and simply use already proven solutions.

As we can see cryptocurrencies risks are very significant, that's why you can easily find a thousand examples of bad investments in cryptocurrency. But many people don't even know about these risks and it is a big mistake. It could be seen that the reason for such behavior is an endless craving for money, because people want to earn fast money. "Whoever wants to get rich within a day will be hanged within a year" (a quote by Leonardo da Vinci).

4. Problems with cryptocurrency

In 2008 an unknown entity under the name Satoshi Nakamoto created Bitcoin. January 12, 2009, was one of the most important milestones in the history of Bitcoin: the first bitcoin transaction

between Satoshi Nakamoto and Hal Finney. In this first transaction, which initiated the beginning of the Bitcoin exchange, Nakamoto sent the entire 10 BTC to Finney. Now 10 BTC is 276672 \$. How can a thing with no employees, offices and products be so popular and cost such a big price? The answer is very simple, the cost of bitcoin is the cost that most people think is the fairest price. Society determines how high the price should be, and what is this based on? This is based on nothing, bitcoin just has nothing, one day bitcoin will be 100.000\$ and the day after it can be 100\$. For example, Tesla shares are supported by huge factories, thousands of products, more than 70000 of workers all around the world. And so, what is behind bitcoin? All the world remembers the 2008 stock fall "Global Financial Crisis", caused because financial institutions started to create collateralized debt obligations (CDOs), which were based on these subprime mortgages. These products were often poorly understood by investors and carried high levels of risk. I can see a similar situation with bitcoin nowadays. Most people don't understand the idea of bitcoin, and bitcoin has high volatility and consequently high level of risk.

Another problem of crypto is that presently people use it in illegal ways. They use it to launder their money that they earn unlawfully. One of the great examples is the TRON blockchain. Over the past few years, TRON has quietly emerged as a key player in cryptocurrency terrorism financing. Historically, Bitcoin was the primary mechanism of terrorist financing from 2015 to 2020, but since 2021 TRON has accounted for approximately 90% of funds associated with terrorist financing ("Striking a balance: TRON's evolution amid escalating crypto crime", n. d.).

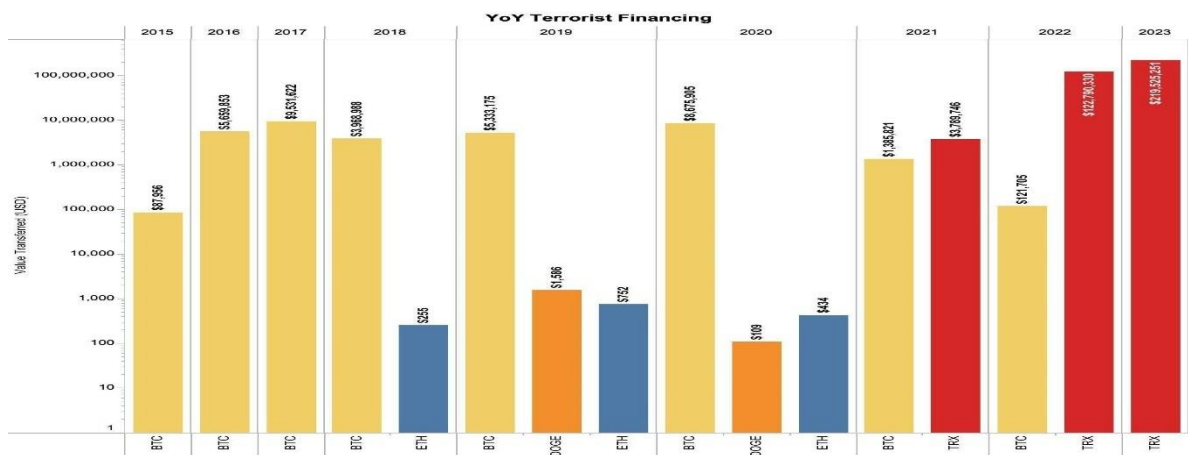


Fig. 2. TRON flow of funds in Terrorist Financing ("Striking a balance: TRON's evolution amid escalating crypto crime", n. d.)

In addition to its role in terrorism financing, TRON is increasingly being used by cybercriminals to launder funds through chain hopping, the practice of moving assets or executing transactions across different blockchains. To sum up, there are huge cryptocurrency problems, and

actually even more. Market Manipulation, Legal and Taxation Challenges, Consumer Education and many other problems that can be faced today using cryptocurrencies.

5. Conclusion

I can say that cryptocurrencies are gaining more and more popularity in society. Many issues are beginning to be covered in the media, and the amount of knowledge about cryptocurrencies is increasing. But this is still not enough, people are still using cryptocurrencies as an investment method rather than a technological innovation. It is impossible to predict whether cryptocurrencies will face a crisis like the one in 2008. The blockchain technology is not yet regulated by the state and therefore no guarantees can be given. The amount of cryptocurrencies used to sponsor terrorism is growing every day. However, people still see cryptocurrency as one of the main elements in the establishment of a secure, independent world.

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CURRENT STATE PROBLEMS AND PROSPECTS OF REGIONAL AND GLOBAL INTEGRATION IN AFRICA

D. V. Slobodenyuk,

O. V. Tymchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Slobodenyuk D. V., Tymchenko O. V. Current state problems and prospects of regional and global integration in Africa. The article provides a detailed analysis of the current state of integration in Africa, its prospects and the challenges faced by the countries of the continent. Strengthening integration between the countries of the continent may affect the position of Africa in the international arena, making it one of the global geopolitical centers. It should be noted that the integration process itself is complicated by many factors, both external and internal. Africa is considered to be a rather promising region from an economic and political point of view, which is why the study of this topic is particularly relevant.

Key words: conflicts, economy, integration, monetary, politics, trade, union.

Слободенюк Д. В., Тимченко О. В. Сучасний стан, проблеми та перспективи регіональної та глобальної інтеграції в Африці. У статті проводиться детальний аналіз поточного стану інтеграції в Африці, його перспективи та проблеми з якими зіштовхуються країни континенту. Посилення інтеграції між країнами континенту може вплинути на положення Африки на міжнародній арені зробивши його одним із геополітичних центрів світу. Слід зауважити, що сам процес інтеграції ускладнений багатьма факторами як зовнішніми так і внутрішніми. Африка вважається доволі перспективним регіоном з економічної та політичної точки зору, через це вивчення теми є особливо актуальним.

Ключові слова: валюта, економіка, інтеграція, конфлікти, політика, профспілка, торгівля.

1. Introduction

The object of article is political and economic state of Africa. The subject of the article is the process of integration between the states of the African continent. The purpose of the article is to study the essence of the process of integration of African states, to assess its results, and to identify its problems and prospects. Relevance of the article: the relevance of the topic of African integration lies in general trends in international relations, which is globalization and regionalization in particular. Analysis perspectives: The analysis of integration processes in Africa will allow us to better understand economic and political trends and predict the further development of countries in the region.

2. Current state and problems of integration in Africa

African integration projects operate in a wide range of areas. These are primarily issues of economic development, political cooperation, military-political cooperation, as well as issues in the field of ecology and science. African integrational projects functions within a system which include The biggest integration project of the continent is the African Union. This is a pan-African intergovernmental organization which includes all African countries. Its goal is to security, democracy, human rights, and economic and political cooperation. Its goal is to organize cooperation among African states in the areas of security, democracy, human rights, economic and political cooperation. The African Union itself consists of 8 sub-regional organizations that perform the same functions within their region. This list of organization includes: EAC (East African Community) ECOWAS (Economic Community of West African States) COMESA (Economic Community of Eastern and Southern African States) SADC (Southern African Development Community) CENSAD (Community of Sahel-Saharan States) IGAD (Intergovernmental Authority on Development) ECCAS (Economic Community of Central African States) AMU (Arab Maghreb Union).

The current state of African integration and its results can be assessed based on the Official report of the African Union. There are 8 main indicators that assess the level of regional and continental integration: free movement of persons, social integration, trade integration, financial integration, monetary integration, infrastructure integration, environmental integration, political and institutional integration. They are assessed on a scale from 0 to 1 and include the average level of integration of all RECs in individual areas.

The overall level of the REC (regional economic cooperation) in the free movement of persons was 0.63. ECOWAS (100%) and EAC (96%) were the most successful in this area. This average is explained by difficulties in implementing laws on visa liberalization (“Official report of the African Union”, 2021, p. 19).

In the category of social integration, ECOWAS and EAC also achieved the greatest success, with an average regional score of 0.57. This indicator was the lowest among the states as it is partly related to the previous one and also concerns the movement of people (“Official report of the African Union”, 2021, p. 20).

In terms of trade integration, as noted earlier, the states have made the most progress with a score of 0.75. ECOWAS, COMESA, and EAC have been the most successful in this area, with active tariff reforms that have improved the movement of goods (“Official report of the African Union”, 2021, p. 21).

Monetary integration plays an important role in African integration, according to the treaty establishing the African Economic Union. SADC and EAC are at the top of the ranking. These

organizations have the most well-coordinated system of monetary convergence and the most effective monetary institution. ECOWAS and ECCAS have shown remarkable progress after the establishment of their respective regional central banks, and are gradually moving towards monetary independence from France, which has a significant impact on these regions. However, at the global level, there are still problems with the ratification of the AU protocols (“Official report of the African Union”, 2021, p. 22).

Environmental integration has gained relevance in recent years due to dramatic climate change. The continent is characterized by droughts, which often leads to famine. Because this area has recently gained legitimacy, none of the RECs has shown significant success, so statistically they are all at the same level with a score of 0.6 (“Official report of the African Union”, 2021, p. 23).

The average level of the financial indicator was 0.6. Despite the very mediocre score, African countries have made significant progress in the area of financial policy, and have established appropriate institutions that have helped mobilize resources to improve social and trade performance. SADC and COMESA have been the most successful in this area (“Official report of the African Union”, 2021, p. 24).

The infrastructure integration score is consistently low, and none of the regional groupings has been able to achieve significant success. The overall level of infrastructure projects is still quite low at 0.63 (“Official report of the African Union”, 2021, p. 25).

Political and institutional integration, although not mandatory, is considered the last stage of integration. In general, it can be noted that the countries of the continent have achieved some success, with the level of integration in this area amounting to 0.64. ECOWAS and EAC again took the leading positions; the ideas of close integration are widespread in these regional associations, including at the level of parliaments and governments. Other RECs did not stand out as particularly successful in this area because the previous items in the index were not sufficiently developed (“Official report of the African Union”, 2021, p. 26).

Despite the fact that the AU has managed to create a large and diverse network of integration associations that interact with each other on all state issues, it has a number of significant problems that keep not only the AU and the RECs but the entire continent stagnant. The most obvious reasons include: Military conflicts and internal political instability; Limited powers of the organizations; Weak economy; Corruption of African elites; Lack of adequate communication between the RECs and the African Union; Pressure from international partners; Differences between leaders in their vision of the future of integration. According to some experts, the biggest roadblock for many integrational projects within RECs and AU is shortcomings within the associations. Despite the fact that over the past decades African leaders have signed a significant number of cooperation

agreements, created customs and monetary unions, regional organizations and introduced judicial and legislative institutions within these associations, they have serious problems with coherence. The problem is that the majority African political and economic elites want more independence and are very skeptical about these kinds of integration associations and the creation of supranational structures. These trends are mainly taking place either in authoritarian regimes or in countries with strong influence of monopoly entrepreneurs. Unlike the European Union, which has developed a system of political and economic cooperation, as well as a number of requirements for the state to comply with it, the African Union has not yet been able to adopt such an experience (Adams, 2016 p. 12)

The lack of coordination between the RECs and the AU leads to regressive trends in economic development, with most African states supporting their economies by exporting raw materials and agricultural products outside the continent. The underdeveloped manufacturing sector makes it impossible to develop internal trade, because other countries do not produce products and also export raw materials (Клименко, 2017 .с. 81).

3. Conclusion

In general, we see that despite the serious challenges faced by African states and integration associations, they are particularly evident in the work of the AFCFTA, which has become the most effective economic project in Africa in recent times. Since its inception, it has managed to increase the production of the zone's member countries by almost 2 times and is expected to continue to expand its capabilities, which will only have a positive impact on integration processes in the region. Among all RECs, ECOWAS and EAC are the most successful. These states have been actively working on the development of customs and currency areas, which has greatly influenced the development of the states. The currency reforms of ECOWAS may become an example for other associations in the future, as they were able to take steps towards an independent currency in a few years, which was impossible in the previous 30 years. Although integration trends in Africa are problematic, lack of cooperation, undeveloped integrational system, political instability and conflicts, creates significant amount of obstacles for African countries. Despite that the progress of individual states and associations shows that Africa can be significantly transformed in the future.

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THE CIRCULAR ECONOMY: PROBLEMS AND PROSPECTS OF DEVELOPMENT

Y. A. Sokolova,

O. I. Radchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Sokolova Y. A., Radchenko O. I. The circular economy: problems and prospects of development. Continued population growth and an increasing demand on resources in the context of shortages of food, raw materials, and the living environment reflect the urgent need to study the ways to solve these complex problems. Environmental pollution, continuing trends of increasing emissions of carbon dioxide and other greenhouse gases, resulting in climate change, exacerbate the previously noted problems. The purpose of the paper is to study and analyze the opportunities offered by the concept of circular economy to eliminate the negative consequences of these issues as well as to identify the barriers that arise due to the process of implementation of the circular economy development model.

Keywords: circular economy, linear model, recycling, reuse, waste.

Соколова Є. А., Радченко О. І. Циркулярна економіка. Проблеми та перспективи розвитку. Безперервне зростання чисельності населення та збільшення попиту на ресурси в умовах дефіциту продовольства, сировини та середовища проживання відображають негайну необхідність дослідження пошуку шляхів розв'язання цих проблем. Забруднення навколишнього середовища, триваючі тенденції збільшення викидів вуглекислого газу та інших парникових газів, що призводять до зміни клімату, загострюють раніше зазначені проблеми. Метою статті є дослідження та аналіз можливостей, які надає концепція циркулярної економіки для усунення негативних наслідків вищезазначених проблем, а також виявлення бар'єрів, які виникають у процесі впровадження моделі розвитку циркулярної економіки.

Ключові слова: відходи, лінійна модель, переробка, повторне використання, циркулярна економіка.

1. Introduction

Nowadays, every person is a witness and participant in a market economy, which is characterized by a traditional linear model of production based on the principle of obtaining raw materials, manufacturing a product and discarding waste: mining –producing –disposal.

The linear model of the economy does not have the potential for sustainability, cannot ensure the well-being of the population and environmental well-being, and in the long term

does not meet the needs of modern society. The volume of natural resources is limited, that is why, from the point of view of ecology and economic development, it is important to find an environmentally sound way to use them.

Today, there is an alternative to the linear business model, namely the circular business model, the purpose of which is to isolate economic growth from the use of primary raw materials by creating a circular system of production and consumption with minimum losses. The circular economy is a new economic model that emphasizes the reuse of materials and the creation of added value through services and smart solutions. Resources must be managed efficiently throughout their life cycle, from production and consumption to disposal and recycling, creating additional value from available resources while reducing waste. The circular economy assumes that the value chain is organized so that the outputs of one chain become the inputs for another, reducing dependence on new types of raw materials.

2. The concept of circular economy: negative and positive aspects

The concept of a circular economy is based on the recycling of almost any product goods, which is manifested at the stages of planning and development of goods to ensure a long life cycle and high competitiveness potential of an industrial enterprise for further reuse, modernization, restoration and recycling. The circular economy is identified with a closed production cycle, which reflects the pre-industrial approach to almost all forms of agriculture and industry, where the remains of raw materials and products from production processes are recycled in successive stages to ensure and maximize the efficient use of raw materials and reduce waste.

Going beyond the existing linear model of industrial enterprises with waste disposal, the circular economy aims to adapt production to the existing lack of resources and achieve sustainable growth under such conditions, focusing on positive benefits for society and nature. It involves gradual decoupling of economic activity from the consumption of limited resources, which is achieved through waste reduction or zero waste technology, production. As the circular model is supported by the transition to renewable energy sources, it encompasses economic, natural and social capital. It is based on three key principles, as shown in Fig. 1.

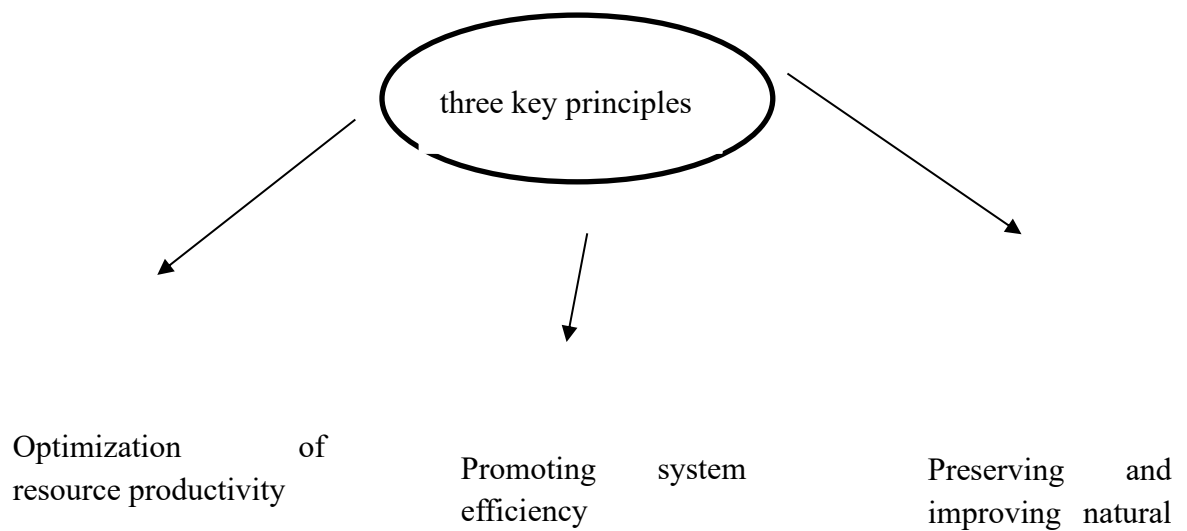


Fig. 1. Principles of the circular economy

Source: based on data from ("Ellen MacArthur Foundation", 2010)

The circular economy is based on the following three principles:

1. Preserving and improving natural capital by managing scarce reserves and balancing renewable flows. The use of appropriate technologies and processes allows, wherever possible, to use renewable sources or resources with a higher rate of return, for example, replacing fossil fuels with renewable energy sources.

2. Optimization of resource productivity by introducing goods, components and materials into both technical and biological cycles with a maximum return at all stages of such cycles. It is expressed by the fact that the development of products provides for the possibility of their re-production, recovery and recycling, which contributes to maintenance in order to extend the service life.

3. Promoting system efficiency by identifying negative externalities such as water, air, soil and noise pollution and addressing them during development ("Ellen MacArthur Foundation", n.d.).

The critics of the circular economy argue that it has a negative impact on market relations, in particular on free competition, and demonstrates a certain dependence on government programs. Consumers may be put off by the higher price of goods in a circular economy. Indeed, the circular economy implies the adoption of certain principles of production, which can be seen as a restriction of free competition.

Despite the presence of negative effects in this direction, the advantages of the circular economy are much greater:

- particulate pollution, toxicity and biodiversity reduction;
- economic growth and creation of new jobs in various industries;
- increasing the level of social responsibility for the careful use of material resources;
- reduction of consumption of scarce and limited resources;
- reduction of costs for maintenance of warehouses and lands for waste storage, reduction of environmental taxes;
- creation of economic incentives for further investment in the use of secondary raw materials in connection with the exhaustion of primary material resources;

3. Benefits of implementing a circular economy for Ukrainian enterprises

In today's conditions, the circular economy model is extremely common and relevant in the world. Nowadays, the leading countries of the world, realizing the importance of introducing a circular economy model, are working to remove obstacles to its development and trying to make decisions that contribute to the speedy transition to this type of economy. Recognizing the essential importance of the circular economy for solving the aggravating resource and environmental problems, in many countries, primarily in developed states, e.g. the Netherlands, Japan, Austria, Germany and the United Kingdom, significant efforts are already being made to use its principles. The Chinese government accepts the circular economy as a vital strategy for achieving sustainable development goals, in which the use of natural resources, investment policy priorities and scientific and technological development, relevant institutional changes are aligned with each other and are designed to strengthen the current and future capacity to meet human needs and aspirations.

The importance of implementing a system used by most of the leading countries of Europe and the world, is confirmed by the numbers that characterize the annual volume of waste in Ukraine – from consumers to large industrial organizations. The results of the analysis are shown in Table 1.

In order to assess the scale of waste hazard, the data given in Table 1 shows waste by hazard class. The hazard class of waste is established depending on the content of toxic substances in them: Class I – extremely hazardous substances (e.g., spent fluorescent lamps), Class II – highly hazardous substances (batteries lead, alkaline, spoiled or used batteries), Class III – moderately hazardous (oils and greases, motor oils, lubricants). motor oils, wiping and

painting materials, paint and varnish waste), IV class - safe (tires, ferrous and non-ferrous metals, waste paper, clothing or shoes, rubber products and materials, wood and plastic waste) ("Law of Ukraine "On Waste", 1998, p. 242).

Table 1

Waste by hazard class

Рік	Загальний обсяг утворення відходів, тис. т.	Обсяг творення відходів за класами	
		I-III класів небезпеки, тис. т.	IV класу небезпеки, тис. т.
2019	441516,5	553	440963,5
2020	462373,5	532	461841,5

Source: based on data from: (Sergatskova, 2022)

There is an unstable dynamics of waste management in Ukraine, and statistics shows that a small part of waste is recycled, the rest is disposed of, and most of it is incinerated or transferred to specially designated places (Hurochkina & Budzynska, 2020, pp. 52– 64).

The annual increase in waste volumes indicates the imperfection of the waste management system, which is determined by the following trends

- accumulation of waste in all sectors, which leads to environmental pollution that negatively affects public health;
- lack of a culture of handling household and industrial waste by Ukrainian citizens and low possibility of proper utilization;
- storage of waste without taking into account potential hazardous consequences;
- improper use of waste as a secondary raw material.

This situation is further complicated by the consequences of Russia's military actions against Ukraine. Before the Russian military offensive began there were 17 waste paper recycling companies, 39 polymer recycling companies, 19 PET recycling companies (plastic bottles), and 16 glass recycling companies (according to PwC research), mostly in the following cities: Kyiv, Lviv, Poltava, and Odesa. The similar companies were located in Mykolaiv, Kharkiv, and Mariupol. The glass was sent to the Gostomel glass factory, and waste paper to the Zmiiv factory, in the Kharkiv region (Gordiychuk, 2021).

The war in Ukraine has resulted in a significant increase in waste. This is due to the following factors:

- Destruction of infrastructure, including residential buildings, industrial enterprises, and vehicles.
- Increase in the number of internally displaced persons, which creates an additional burden on landfills.
- The use of military equipment, which leads to the generation of hazardous waste.
- Due to the high load on the energy system, emergency and planned power outages were introduced in all regions of Ukraine. This has led to a sharp increase in the demand for lighting products.
- As a result of missile attacks on the Ukraine's infrastructure, in addition to problems with electricity supply, there are also interruptions in heat supply.

As a result, about 10-12 million tons of waste have been generated in Ukraine. This is a significant burden on the environment and requires measures to ensure its safe management (Smagina, 2022).

Implementing a circular economy in Ukraine is an important task that has both economic and environmental benefits. However, this process is complicated by a number of problems:

- Lack of waste sorting culture among the population.
- Low profitability of waste processing for industrial enterprises.
- Lack of recycling facilities.

To solve these problems, it is necessary to conduct an educational campaign to raise public awareness of the importance of waste sorting; introduce economic incentives for industrial enterprises that recycle waste; develop a network of recycling facilities. Also it is expedient to develop targeted programs for financing projects in the field of a circular economy. Moreover, it is necessary to change the way of production and consumption of goods from short-term to long-term, as well as to encourage sectors of the economy, enterprises and consumers to maximize waste recycling.

Ukraine has the potential to successfully implement a circular economy. It is a powerful producer of bioactivators for waste processing, and has many enterprises that introduce equipment for the repair and processing of secondary raw materials.

4. Conclusion

Thus, the introduction of the circular economy concept is an important step for the development of Ukraine which allows to gain a reputation as a state with conscious citizens. The circular economy is a way to clean up the country and reduce the accumulation of garbage, as well

as save costs on its removal and storage at landfills, as the process of recycling is cheaper and opens up a new potential for enterprises.

Undoubtedly, the war causes destruction and puts most innovative projects on hold. However, it is now more important than ever to eliminate the consequences of hostilities quickly and efficiently, so this is a potential for the development of the circular economy in Ukraine.

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CURRENT TRENDS IN THE LABOR MARKET IN UKRAINE

D. O. Studenko,

M. V. Karpusenko (language supervisor)

V. N. Karazin National University, Kharkiv

Studenko D. O., Karpusenko M. V. Current trends in the labor market in Ukraine. This article examines the problems of the Ukrainian labor market related to the migration and economic crisis, analyzes the labor market during the war period, and highlights current trends in the Ukrainian labor market. Finally, the author of the article highlights the prospects for the development of the labor market in Ukraine in the context of international trends and the country's strategic goals, emphasizing the importance of developing a flexible and innovative labor market to ensure sustainable economic growth.

Keywords: labor market, labor market flexibility, trends, Ukrainian economy, unemployment.

Студенко Д. О., Карпусенко М. В. Сучасні тенденції ринку праці в Україні. Дана стаття розглядає проблеми ринку праці України, пов'язанні з міграційною та економічною кризою, аналізує ринок праці у воєнний період та висвітлює сучасні тенденції ринку праці України. На заключному етапі, автор статті висвітлює перспективи розвитку ринку праці в Україні в контексті міжнародних трендів та стратегічних цілей країни, зауважуючи на важливості розвитку гнучкого та інноваційного ринку праці для забезпечення сталого економічного зростання.

Ключові слова: безробіття, гнучкість ринку праці, ринок праці, тенденції, українська економіка.

1. Introduction

The subject of the article revolves around the current labor market in Ukraine, which is facing challenges and opportunities driven by profound transformations, economic, and migration crises. The object of the article is to analyze the impact of these factors on the labor market dynamics. The purpose of the article is to examine the current state of the labor market in Ukraine, considering perspectives from both businesses and the labor force, and to identify trends that should be followed to address the consequences of economic and migration problems.

During the war period, the labor market has undergone significant changes due to the reduction in the number of enterprises at the beginning of the war, the loss of jobs, internally displaced persons and citizens who left the territory of Ukraine within 1.5 years. Initially, it was difficult to track the consequences of the war in the absence of statistical data, but now it is

possible. Therefore, the following section will examine the current state of the labor market in Ukraine from the perspective of businesses and the labor force and what trends should be followed to address the consequences of economic and migration problems.

2. General overview of labor market problems in Ukraine

The stability of the labor market in Ukraine has been significantly shaken since the beginning of the full-scale military aggression. A large number of employable people have left the territory of Ukraine and continue to do so. According to the UN, the number of refugees from Ukraine is almost 6.5 million, of which about 1 million 126 thousand are in Germany (“Operational Data Portal”, n.d.). Thus, Ukraine has experienced migration and economic crises. By the end of 2022, the country's GDP fell by more than 30%, while a significant depreciation of the national currency, rising prices, and a rapid decline in incomes were observed.

The imposition of martial law and mobilization had a significant impact on the labor market and employment, creating a significant dynamics. A significant part of the employment reforms took place in regions with a high level of industrial development, in particular Kharkiv, Dnipro, Odesa, Mykolaiv, Kyiv regions and the capital, which registered 59% of the total decrease. Thus, the remaining 16 regions accounted for less than 18% of the total decline. In 2022, companies that did not cease operations reduced their staff by no more than 5%.

3. Analysis of the Ukrainian labor market

Consumer inflation continued to decline rapidly in the third quarter of 2023 (to 7.1% yoy in September), but will accelerate moderately in 2024 due to a low comparison base, further pressure from business costs and growing consumer demand, and a higher rate of adjustment of administered prices (“Національний банк України. Інфляційний звіт за Жовтень 2023 року”, 2023). According to the monthly survey of enterprises, the largest share of responses regarding the provision and ordering of services falls to "no changes" (Національний банк України. Щомісячні опитування підприємств України. Грудень 2023 року). In fact, a negative trend in business development can be traced in this survey. All surveyed sectors (industry, construction, trade and services) show a negative trend in the diffusion index (46.9, 42.1, 46.9 and 44.0, respectively) compared to the figures in June of the same year (“Національний банк України. Щомісячні опитування підприємств України. Червень 2023 року”, 2023).

Based on the results of Figure 1 below, it can be concluded that there was no increase in production in December compared to June 2023 in any of the above sectors. The largest deviation can be seen in the construction sector, where production decreased by 43%.

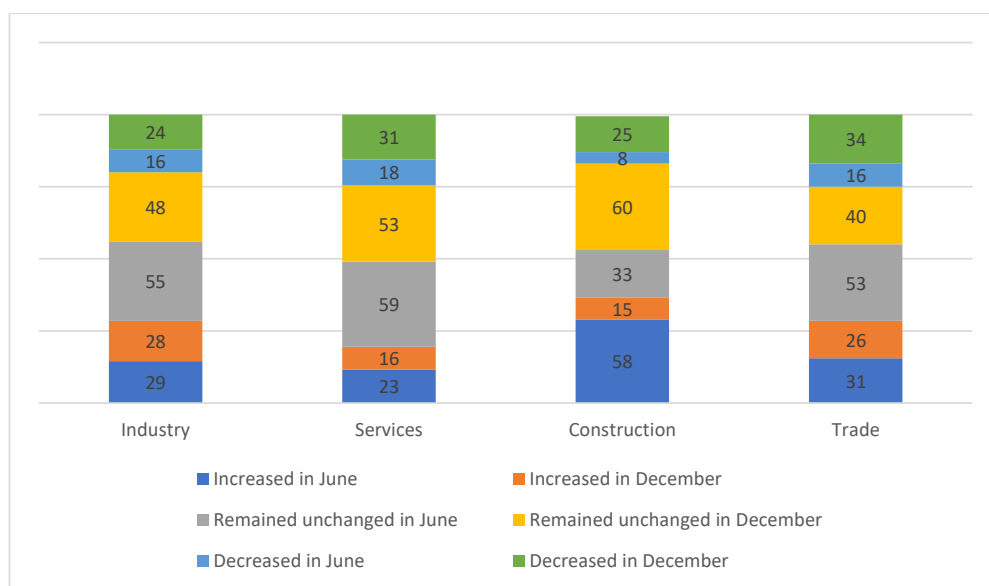


Fig. 1. Estimation of changes in production volumes of enterprises by sectors (June-December 2023), % of surveyed enterprises

In addition, in construction, there was a 27% increase in constant production in December. As for the decline in production, it can be observed in all sectors between June and December 2023 (the largest figure is 18% in trade). In general, this chart shows that the trend of production in all sectors during this period is negative.

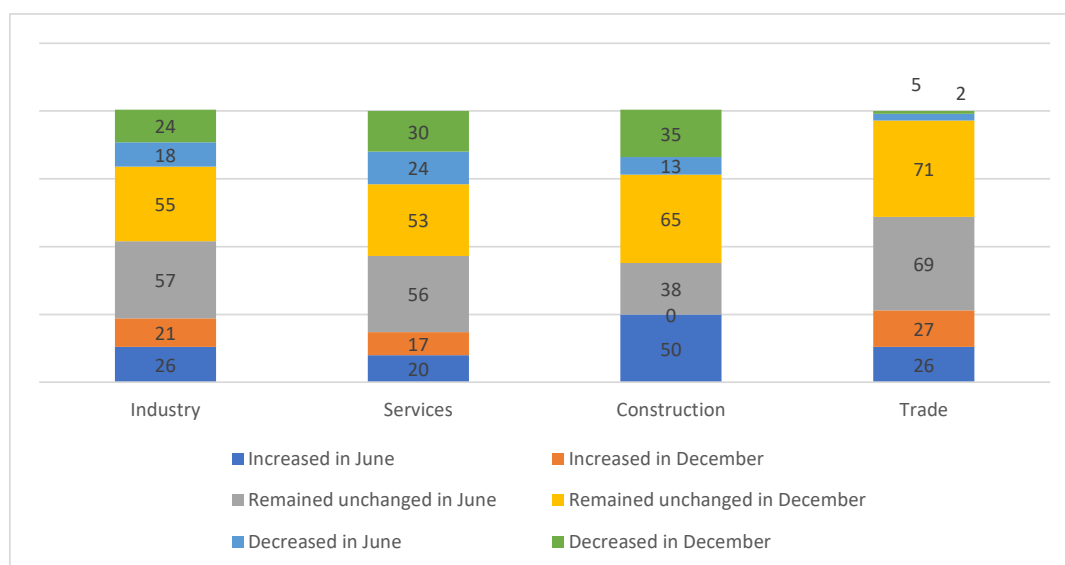


Fig. 2. Estimation of changes in the volume of new orders by sectors (June-December 2023), % of surveyed enterprises

The diagram shows that all sectors, except for trade, are showing a negative trend. Thus, in construction, there were no new orders in December (compared to 50% in June), and their

decrease was 22% more than in June of that year. In industry and services, the negative trend continues with a 6% decline in new volumes.

In addition to looking at companies, it is worth considering the internal situation of the unemployed who are looking for work. For a better understanding of the situation, a chart of registered unemployed and the number of vacancies by type of economic activity was compiled according to the State Employment Service of Ukraine.

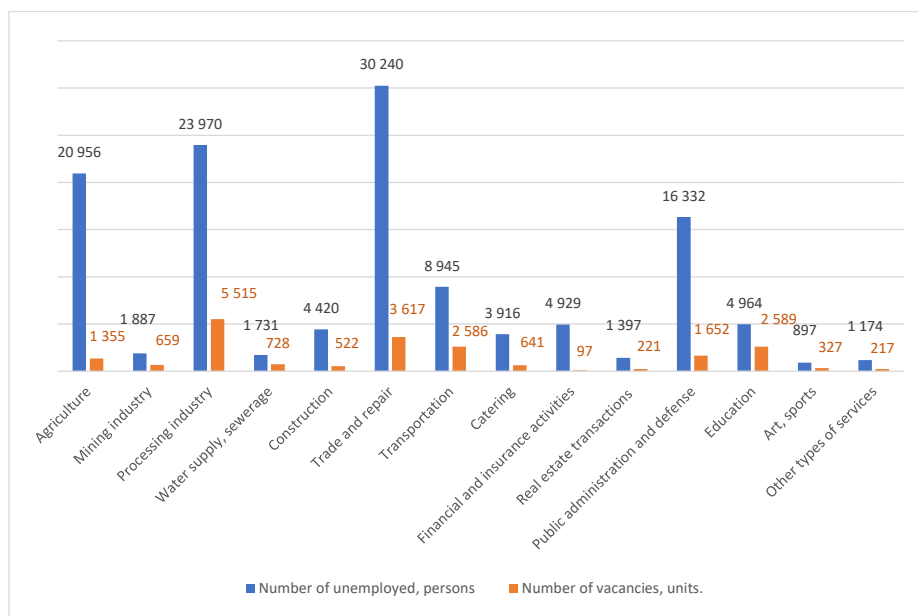


Figure 3. Number of registered unemployed and number of vacancies by type of economic activity as of February 1, 2023

The graph is based on data from: Державна служба зайнятості України. Ситуація на ринку праці та діяльність державної служби зайнятості у січні 2023 року.

The diagram shows that the number of unemployed in all sectors is higher than the number of vacancies. The highest number of unemployed per one vacancy is observed in the financial and insurance sector (44 unemployed per 1 vacancy), agriculture (15 unemployed per 1 vacancy), and public administration and defense (10 unemployed per 1 vacancy).

4. Measures to develop the labor market in Ukraine

The analysis identified problems that, if solved, would help minimize the negative impact of military events on the balance of supply and demand in the labor market in Ukraine. The main factor is to improve the effectiveness of the state employment policy aimed at creating a favorable business environment, supporting entrepreneurship, improving the quality of vocational education and training, and supporting economic activity through the social inclusion of vulnerable groups.

At this point, it would be advisable to improve the quality of vocational training of the workforce and strengthen the practical orientation of training. In addition, the process of training employees should be improved by organizing training centers. Since a large number of laborers are currently being deployed to the front, it is worth partially or fully compensating for the costs of retraining veterans and providing them with free psychological, social, and medical care.

5. Conclusion

This article analyzes the general problems of the Ukrainian labor market related to the consequences of military aggression. Currently, Ukraine's labor market has a large number of unemployed people and an insufficient number of jobs on offer, and competition is quite high. In addition, there is a shortage of professional specialists. At the same time, the work of enterprises did not show a positive trend from June to December 2023. It is now important to implement measures to balance the situation on the labor market and adapt to new realities. Implementation of the proposed measures can help ensure that the labor market is adapted to current risks and potential challenges that may become more acute in the future, and create conditions for improving the quality of the country's labor potential.

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CURRENT STATE AND PROSPECTS FOR RURAL GREEN TOURISM IN UKRAINE

V. E. Suchkova,

V. V. Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Suchkova V. E., Ilchenko V. V. Current state and prospects for rural green tourism in Ukraine. This article analyses the organisation of rural green tourism and the provision of agritourism services in Ukraine. Rural tourism can be organically combined with various sectors of the economy. Thus, rural green tourism can become a catalyst for the structural restructuring of the rural economy by ensuring demographic stability and encouraging people to work on their household plots.

Keywords: agritourism services, demographic stability, rural economy, rural green tourism, rural tourism.

Сучкова В. Є., Ільченко В. В. Сучасний стан та перспективи сільського зеленого туризму в Україні. У цій статті наводиться аналіз організації сільського зеленого туризму та надання агротуристичних послуг в Україні. Сільський туризм може органічно поєднатися з різними галузями економіки. Отже, сільський зелений туризм може стати каталізатором структурної перебудови економіки села завдяки забезпеченню демографічної стабільності та стимулюванню населення до діяльності на присадибних ділянках.

Ключові слова: агротуристичні послуги, демографічна стабільність, економіка села, сільський зелений туризм, сільський туризм.

1. Introduction

The relevance of the article is due to the fact that rural green tourism is one of the most promising areas that has a positive impact on the economic and social development of rural areas, creates new jobs, and also allows tourists to get to know the traditions of the village, take part in economic activities and spend time in nature. The object of the research is the current state of development of rural green tourism. The subject of the study is the prospects for the development of rural green tourism in Ukraine. The purpose of the study is to analyse the theoretical aspects of rural green tourism in Ukraine. To achieve the goal, the following tasks should be solved: to study the essence of the concept and the types of rural green tourism, as well as to analyse the peculiarities of providing agritourism services in Ukraine.

2. Definition and types of rural green tourism

According to the UNWTO, the concept of rural green tourism is interpreted as a complex multidimensional activity that includes hiking and horseback riding, fishing, hunting, mountain

hiking and mountaineering, sports and recreational trips. Rural tourism activities are impossible without the following mandatory elements: rural areas, rural lifestyle, traditional cuisine, heritage and active components.

Rural areas offer tourists a wide range of different types of activities, which creates background for the ambiguity of the conceptual and terminological apparatus. Agrotourism involves the organisation of accommodation and leisure for tourists on the basis of agricultural dwellings and enterprises related to agricultural activities (participation in agricultural work, collection and consumption of environmentally friendly products, the possibility of partially paid employment in agricultural work, etc.). Thus, rural green tourism involves only the use of private homes of local residents, while agritourism involves the use of any property of the owners. Ecotourism is a type of rural tourism that involves visiting national parks, reserves and other areas of natural, cultural or ethnographic value (Ісаєнко, 2017, cc. 247-252). Ecotourism involves a comprehensive concept of using and preserving natural resources for future generations, planning and managing tourism activities (Гетьман, 2010, cc. 24-29). Table 1 shows a comparison of the main rural tourism destinations.

Table 1

Comparison of rural green tourism, agritourism and ecotourism

Features	Green rural tourism	Agrotourism	Ecotourism
Location	Rural areas	Rural areas	Natural parks, nature reserves, mountains and forests
Place of service provision	Agro-houses	Farms and outbuildings	Tents, campsites, foresters' houses
Purpose of the trip	Get away from the bustle of city life, learn about local culture and traditions	Participation in agricultural work	Environmental protection and enjoying wildlife

The Union of Rural Green Tourism of Ukraine is the most famous non-governmental organisation that unites the organisers of rural green tourism. The organisation started its activities in 1996 and is engaged in the development and promotion of rural green tourism. The main task of the Union is to promote recreation in villages, assist in the development of rural infrastructure and self-employment, and preserve the environment. The Union has centres, branches and regional

offices in 14 regions of Ukraine. The organisation has developed a system of environmental certification and voluntary categorisation called “Green Estate”

3. Features of agrotourism services in Ukraine

Rural green tourism accounts for almost 15% of the Ukrainian tourism market, and there is an annual increase in demand and supply in this area. Unfortunately, Ukraine lacks a single organisational and management mechanism in the field of rural tourism. The absence of an effective system of regulatory, legal, organisational, financial and information support also has a negative impact on the development of the sector. In general, favourable conditions for the development of rural green tourism exist almost throughout Ukraine.

The leading regions in the promotion and spread of rural tourism have clearly emerged (Рутинський, 2008, с. 271):

1. Western: Volyn, Zakarpattia, Ivano-Frankivsk, Lviv, Ternopil, Khmelnytsky, Chernivtsi regions;
2. Southern: Zaporizhzhia, Mykolaiv, Odesa, Kherson regions;
3. Central and Northern: Vinnytsia, Kyiv, Poltava, Cherkasy, Chernihiv regions.

According to the Ministry of Ecology and Natural Resources, the nature reserve fund of Ukraine includes 8396 territories and objects with a total area of 4.318 million hectares. The high availability of nature reserves creates all the prerequisites for the development of rural green tourism in all regions of our country. Figure 1 shows the number of protected areas in the regions of Ukraine.

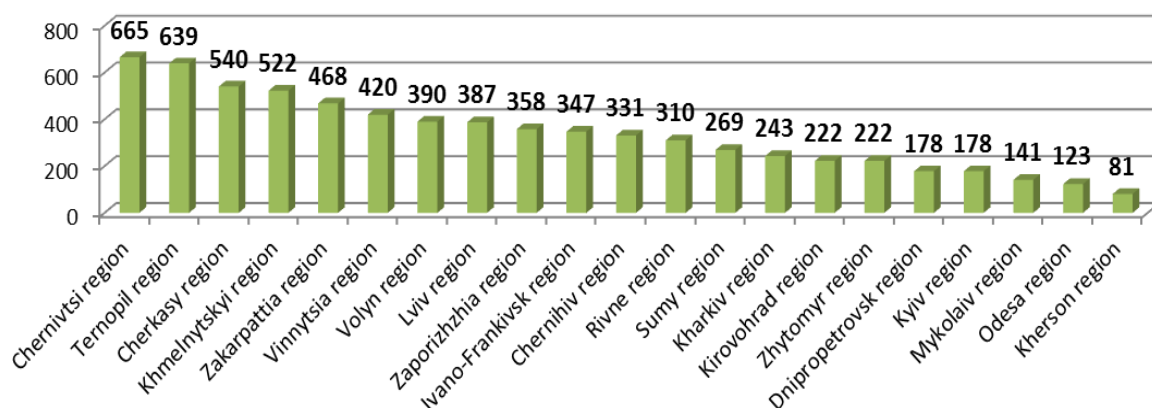


Fig. 1. Number of protected areas in the regions of Ukraine

[Стренковська, Євдокімова, 2019, сс. 41-44]

According to the State Statistics Service of Ukraine, the development of rural green tourism shows a negative trend in the total number of farmsteads providing tourist services. However, there is a tendency to increase the total area of farmsteads and the average capacity. According to the

official website of the State Statistics Service of Ukraine, was created a Table 2, which demonstrates the dynamics of the development of rural tourism.

Table 2

Dynamics of rural green tourism development in Ukraine

Year	Number of estates	Area of the estates, m ²		Number of persons accommodated	Average capacity of estates
		Total	Residential		
2018	285	65986,2	29887,7	49948	12,6
2019	233	71208,4	23556,7	39311	13,5
Difference	-52	5219,2	-6431	-10637	0,9

The Union for the Promotion of Rural Green Tourism Development counts more than 1500 agro-houses in Ukraine that provide rural green tourism services, which differs significantly from the State Statistics Service data. This is due to the fact that the economic basis for rural recreation and statistical reporting is only being formed in our country. It is also worth noting that different regions of Ukraine differ significantly in terms of the number of farmsteads and people staying in them. Ivano-Frankivsk region is the clear leader. The Carpathian region has the largest number of holidaymakers. This can be explained by the presence of powerful tourist attractions: ski resorts, health facilities, tourist bases, ecological routes, etc. According to the Association for the Promotion of the Development of Rural Green Tourism, was created Figure 2, showing the number of people accommodated in agricultural homesteads by region.

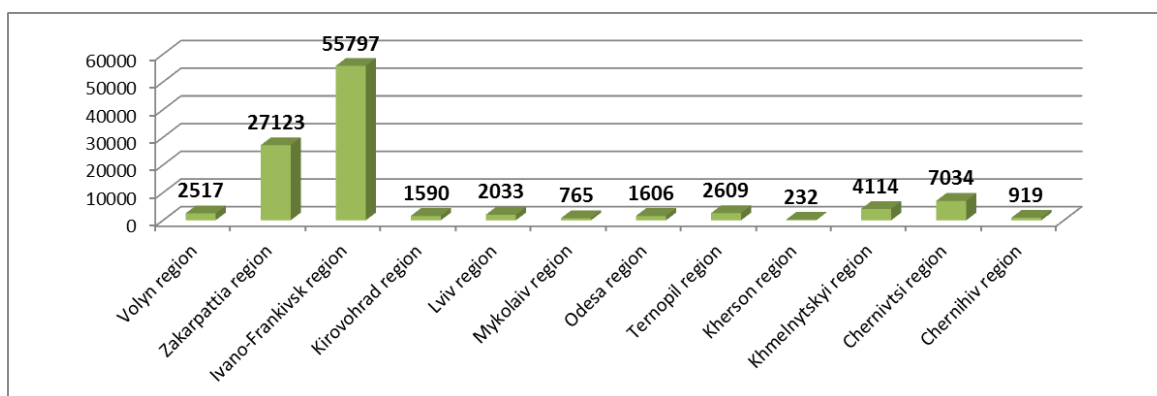


Fig. 2. The number of people accommodated in agricultural homesteads by regions
[Official website of the State Statistics Service of Ukraine, 2021]

It is worth considering the segment of consumers of rural green tourism services. The largest group is families with children under 12, people of retirement age and other people whose level of income does not allow them to spend their holidays abroad. In addition, rural green tourism services are also used by tourists who require specialised services: nature trails, horseback riding, fishing, hunting.

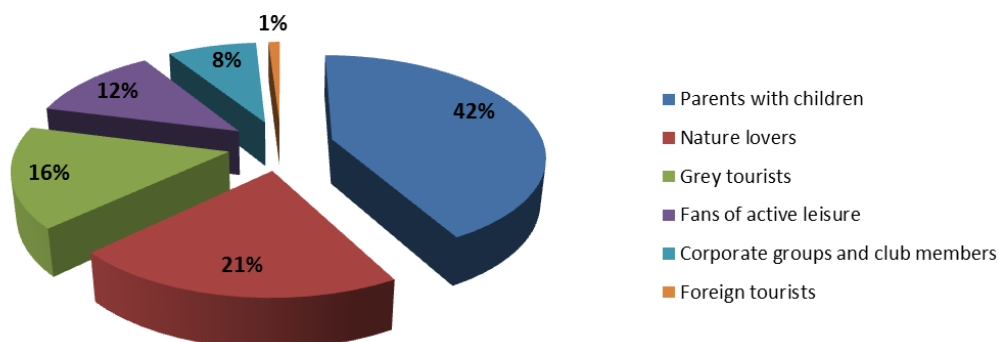


Fig. 3. Segmentation of tourists holidaying in agro-houses
[Union for the Promotion of Rural Green Tourism in Ukraine, 2021]

4. Conclusion

Rural green tourism is a specific type of recreational tourism in rural areas that involves the participation of holidaymakers in the production of agricultural products in combination with recreation, health improvement and pleasure. The development of rural tourism in the countryside creates opportunities to reduce unemployment and increase the income of the local population.

The share of rural tourism tourists in the domestic tourist flow shows an upward trend, which as of the beginning of 2020 increased by 5.4% and reached 17.6%. Thus, consumer interest in rural recreation is growing every year, which highlights the need to develop the industry and create conditions for the spread of activities among local residents of Ukrainian villages. The share of foreign tourists in the domestic tourist flow is also increasing: an increase of 2.4% to 7.7% (Причина, 2013, с. 190). The development of rural green tourism in Ukraine is constrained by the following factors: political and economic instability, lack of comprehensive legal support, insufficient and inadequate level of tourist infrastructure, insufficient human resources, advertising and information support.

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INTEGRATION PROCESSES IN EUROPE: CHALLENGES AND POSSIBILITIES

A. O. Sukhomlyn,

T. I. Skrypnyk, Senior Lecturer (language supervisor)

V. N. Karazin National University, Kharkiv

Sukhomlyn A. O., Skrypnyk T. I. Integration processes in Europe: challenges and possibilities. The article analyzes the main problems and prospects for the development of integration processes in Europe. Integration processes in Europe intensified after the World War II. Currently, there is a sufficient number of integration organizations of different scales. However, integration processes are a complicated phenomenon, it's important to understand them and to uncover challenges and possibilities of the integration in Europe.

Key words: challenge, Europe, integration, organization, phenomenon

Сухомлин А. О., Скрипник Т. І. Інтеграційні процеси у Європі: виклики і можливості. Стаття аналізує основні проблеми та перспективи розвитку інтеграційних процесів у Європі. Інтеграційні процеси у Європі активізувалися після Другої Світової Війни. Наразі, існує велика кількість інтеграційних об'єднань різного масштабу. Хоча інтеграційні процеси є складним явищем, важливо розуміти їх та розкрити виклики та можливості інтеграції у Європі.

Ключові слова: виклик, Європа, інтеграція, організація, явище

1. Introduction

The object of the article is the research of challenges and possibilities of integration processes. The subject is problems and prospects for the development of integration processes in Europe. The purpose of the article is to examine development of integration processes in Europe and to find problematic points. To achieve this, it is important to analyze factors, that affects integration processes, and to find obstacles and consider the options to solve them.

2. The history of the European integration

European integration is a complex and controversial socio-economic process of establishing a cooperation of European states. Moreover, its aim is to strengthen the interdependence between states especially in the economic sphere, and further rapprochement of civilization-related national communities ("Європейська інтеграція").

The most striking example of integration in Europe is the European Union. The historical roots of the European Union lie in the results of World War II. Among the most important reasons for European integration are the following: the need for peace and security; hopes for economic

development and prosperity; maintaining economic and political importance in the international arena (Мартинов А., 2019).

For the first time, the process of European integration has been institutionalized at the level of economic integration within a single sector. On April 18, 1951, Belgium, the Netherlands, Luxembourg, Italy, Germany and France established the European Coal and Steel Community. Gradually, this process moved to higher levels of intergovernmental coordination of financial, tax, investment, industrial and social policies, and more and more participants were involved. In 1957, members of European Coal and Steel Community signed a treaty in Rome establishing the European Economic Community and the European Atomic Energy Community. After a large number of European states joined the organization, in 1992, the Treaty of Maastricht was signed, and then the European Union was ratified in 1993 (“Європейська інтеграція”).

3. The current state of the economy of the EU

The EU is the second largest economy in the world in nominal terms after the United States and the third largest in purchasing power parity after China and the United States. The economy of the European Union consists of the internal market of the economies of the Union's member states, based on the free market and advanced social models. The European Union, which is economically a common market, participates independently in the World Trade Organization under the name "European Communities" alongside its own member states. Collectively, Europe ranks alongside the United States and China as one of the largest economies, with the European Union, which comprises 27 European states, having a collective GDP of almost 16 trillion Euros in 2022 (“Facts and figures on the European Union economy”). The EU has four primary sectors of economic output: services, industry, construction, and agriculture. The EU economy relies heavily on the services sector, accounting for more than 70% of the value added to the economy in 2020. It also is the sector with the highest share of employment in the EU, at 73%. In Luxembourg, which has a large financial services sector, 87% of the country's gross domestic product came from the services sector. Tourism economies like Malta and Cyprus also had an above 80% share of services in their GDP. Meanwhile 20% of the EU's gross domestic product came from industry, with Ireland's economy having the most share (40%) in its GDP. Czechia, Slovenia and Poland also had a significant share of industry output. Less than 2% of the EU's economy relies on agriculture, forestry and fishing. Romania, Latvia, and Greece feature as contributors to this sector, however the share in total output in each country is less than 5%. Bulgaria has the highest employment (16%) in this sector compared to other EU members. In

the table below you can see EU economy by sector in 2021 (“The \$16 Trillion European Union Economy”)

Table 1. The economy of the EU by sector in 2021

Sector	% of the EU Economy
Services	72.4
Industry	20.1
Construction	5.6
Agriculture (including forestry and fishing)	1.8

(“The \$16 Trillion European Union Economy”)

4. Challenges and possibilities of European integration

European economic integration is a defining stage in the development of European Union countries. This process, initiated after World War II, led to the creation of one of the most influential economic blocs in the world. However, on the path to deep integration, numerous challenges emerge, posing a threat to the stability and efficiency of the European economy. One of the primary issues is the economic development disparity between Western and Eastern EU countries. Eastern European nations, upon joining the Union, encountered significant difficulties in strengthening their economies and reaching the development level of their Western counterparts. This necessitates economic reforms and investments to bridge this gap. Another challenge is the question of national sovereignty. Some countries tend to safeguard their economic and political independence, complicating the adoption of common decisions and the implementation of a unified economic policy. Unfavorable economic conditions, such as financial crises and global pandemics, jeopardize the stability of the European economy. Addressing these challenges requires additional efforts from the EU to tackle economic hardships and ensure growth (“EU challenges and priorities in 2023”). Currently, there are also problems caused by the Russian invasion in Ukraine. These include refugee flows, rising energy prices, and internal disputes between the leaders of member states (“Війна в Україні та її наслідки для ЄС”).

Despite these challenges, the prospects of European economic integration remain promising. The common market, a single currency, and other instruments contribute to increased trade and efficient resource utilization. Furthermore, cooperation within the EU fosters the preservation of peace and stability in the region. To overcome the problems, European economic integration must intensify efforts to financially support less developed countries, promote sustainable economic growth, and deepen collaboration in innovation and technology. Only in this way can the EU

ensure unity and strength in the face of global competition while preserving the diversity and uniqueness of its member states (“EU challenges and priorities in 2023”).

5. Conclusions

The article analyzes the main challenges and possibilities for the development of integration in Europe. Currently, there is a sufficient number of integration associations of different scales. In general, European integration is a complex and controversial socio-economic process of establishing a cooperation of European states. Its aim is to strengthen the interdependence between states especially in the economic sphere, and further rapprochement of civilization-related national communities.

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CYBERSECURITY IN THE MODERN WORLD: AN OVERVIEW OF EU INTERNATIONAL STRATEGIES

A. V. Tambovtseva,

I. V. Zmiiova (language supervisor)

V. N. Karazin National University, Kharkiv

Tambovtseva A. V., Zmiiova I. V. Cybersecurity in the modern world: an overview of the EU international strategies. The article studies the current problem of cybersecurity in the modern world and presents an overview of international strategies used by the European Union to prevent and respond to cyber threats. In particular, the author considers the importance of cybersecurity in the context of globalization and digital transformation and analysis the key aspects of international cooperation and regulatory frameworks in the field of cyber defense. The article defines the concepts “information security” and “cybersecurity” and highlights the importance of cybersecurity in the global world.

Keywords: cybersecurity, European Union, globalization, information security, international strategy.

Тамбовцева А. В., Змійова І. В. Кібербезпека в сучасному світі: огляд міжнародних стратегій ЄС. Ця стаття присвячена дослідженню актуальної проблеми кібербезпеки в сучасному світі та огляду міжнародних стратегій, які використовуються Європейським Союзом для запобігання та реагування на кіберзагрози. Зокрема, розглядається важливість кібербезпеки у контексті глобалізації та цифрової трансформації, аналізуються ключові аспекти міжнародної співпраці та нормативно-правового регулювання в галузі кіберзахисту. В статті розглянуто поняття “інформаційна безпека” та “кібербезпека” і доведена важливість кібербезпеки в глобалізованому світі.

Ключові слова: глобалізація, Європейський Союз, інформаційна безпека, кібербезпека, міжнародна стратегія.

1. Introduction

Nowadays, in the modern world, when globalization and digitalization affect information, cyberdefence plays a very important role in the security of countries and regions. In the context of this development, the cybersecurity issue shapes national security and also determines the possibility of regional conflicts. The relevance of this topic is explained by the fact that information technology has become an important tool for interaction between states and a source of potential threats and conflicts, so ensuring cybersecurity is an important task today.

The object of the study is the processes and strategies of cybersecurity that affect the national and international security of countries. The purpose of the study is to analyze the main

aspects of cybersecurity in the modern world, taking into account globalization and digitalization of information. The analysis of the main strategies for preventing and responding to cyber threats is aimed at identifying ways to ensure stability and security in a world that is constantly influenced by information technology and cyberspace.

To achieve this goal, the following tasks need to be solved:

- to analyze main methods in information security used by EU to counteract the threats of cyberattacks;
- to describe the main international standards of EU information security;
- to evaluate the role of organizations that influence information security.

2. Cybersecurity in a global context

In simple terms, information security is a set of procedures and measures taken to ensure that confidential information of various organizations, businesses and government agencies is not misused, damaged or disseminated by unauthorized persons. It is important to note that information security is not limited to the protection of technical information systems or the security of electronic data. It includes all elements of protecting information and data, regardless of how it is stored or transmitted.

Due to the progress of new IT technologies, the concept of information security has undergone significant changes. Some experts believe that it would be more appropriate to replace it entirely with the concept of cybersecurity. However, there is a slight difference between the two concepts. Currently, the two terms are often used interchangeably, but the difference lies in their overall goals. Cybersecurity focuses on protecting cyber assets from cyberattacks, while information security protects confidential information and assets from digital and physical threats. Today, the protection of processes, information and activities in cyberspace is essential, as its loss can have complex consequences. Cybersecurity includes protection against viruses, hacker attacks and data fraud, as these threats can significantly affect the work and productivity of employees and even halt production (Baron, 2019).

Today, cybersecurity covers systems, processes and people, and given the widespread integration of digital technologies into our lives, information security issues are becoming a matter of general security. Thus, the concept of information security has gone beyond its original focus and has become a component of cybersecurity in the 21st century. In today's environment, it is impossible to ensure stable economic development of an enterprise or a state without proper information protection. Cyberspace and the Internet have long been seen as a source of economic growth, a place that belongs primarily to businesses and consumers. In a world that has become

hyper-connected, cybercriminals pose a significant threat to the internal security of the European Union and the online safety of its citizens.

The EU establishes a wide range of rules and regulations that govern information security at the state level and create the necessary conditions for the protection of personal data and critical infrastructure. With globalisation, experts develop international standards that are also accepted as European standards. They are used to comply with EU legislation. This ensures harmonization of standards (Calder, Watkins, 2019, pp. 120-125).

3. Cybersecurity methods and strategies

During the COVID-19 pandemic, it has become clear that security in the digital world needs to be enhanced. People have increased their online presence to maintain personal and professional relationships, while cybercriminals have taken advantage of this situation by targeting e-commerce and e-payment businesses, as well as the healthcare system, among others. The European Union (EU) Cybersecurity Strategy is a comprehensive plan of measures aimed at ensuring security in the digital space and effective response to cyber threats. (Cruz, Simoes, 2019, pp 500-510)

One of the key initiatives is the creation of a pan-European cyber center responsible for coordinating and sharing information on cyber threats. Also to solve the problem of information security at the state level, various tools are used, such as legislative, regulatory and normative acts, as well as international standards ISO (International Organization for Standardization, n.d.). European standards are documents that have been ratified by one of the European standardization organizations: CEN, CEN, ETSI. They cooperate in many areas and share common policies. Therefore, an important piece of legislation is the General Data Protection Regulation (GDPR) (which came into force in 2018), which is a European Union regulation aimed at protecting the personal data of EU citizens (“GDPR TEXT”, 2018).



Fig. 1 General Data Protection Regulation [The Conversation UK, 2018]

As it protects the personal data of EU citizens, it makes data theft and hacker attacks impossible. This regulation sets out key principles that can serve as guidelines to prevent the possibility of cyber threats. In particular, the GDPR standards, such as Article 5, state that personal data should be collected for specific, identified and legitimate purposes, and that data processing should be limited to only the data necessary to achieve the identified purposes, all of which form the foundation of a strategic approach to cybersecurity (“GDPR TEXT”, 2018).

In terms of organizations, an important EU organization that ensures information protection and cybersecurity is ENISA. The European Network and Information Security Agency is an EU organization established in 2004 and strengthened by the EU Cybersecurity Act, which promotes cyber policy, improves the security of computer products, services and processes by implementing cybersecurity certification schemes. It works with EU member states to help Europe prepare for future cyber threats. ENISA plays a central role in the coordination and management of cybersecurity regulation in the EU. Its position has been significantly strengthened since its establishment, and its temporary mandate has been expanded. Thus, since 2019, its mandate has included cybersecurity certification, capacity building support, support for the development of cybersecurity policies, and assistance in the implementation of vulnerability disclosure policies. Other aspects of the EU strategy include the Cyber Solidarity Act: On 18 April 2023, the European Commission proposed an EU Cyber Solidarity Act to improve the response to cyber threats in the EU. The proposal would include a European Cyber Security Shield and a comprehensive cyber emergency response mechanism to create a better method of cyberdefence (“International Standardization”, 2021).

4. Conclusions

The growing number of cyber threats and their impact on regional conflicts underlines the relevance of studying and developing effective cybersecurity strategies at the international level. The main outcome is the identification of strategies, such as those of the GDPR and European Union, that contribute to the effective prevention and response to cyber threats in regional conflicts. These strategies take into account measures to protect personal data, cooperation between countries, and the establishment of international standards and guidelines, which forms the basis for stability and security in cyberspace. For standards and policies to be effective, it is important to ensure that they are properly implemented and enforced. This can be done through cooperation between different states and organizations responsible for data protection. International standards in the field of information security and cybersecurity are the key tools in the fight against cyber threats.

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MAJOR FACTORS OF DENMARK'S COMPETITIVENESS

V. O. Timofieieva,

I. V. Zmiiova (language supervisor)

V. N. Karazin National University, Kharkiv

Timofieieva V. O., Zmiiova I. V. Major factors of Denmark's competitiveness. The article deals with the topical issue of countries's global competitiveness on the example of Denmark. The purpose of the study is to analyze the factors that contribute to the success of the Danish economy and identify the key components of its competitiveness. The author focuses on innovations, strong infrastructure, education and sustainable development as the success main elements. It is determined that countries aiming at global economic leadership should reduce the risks of globalization, and Denmark serves as an example of such a strategic approach. The success of the Danish model is based on the efficient allocation of resources, strategic investments in education and innovation, streamlined regulation, infrastructure development, and the fight against corruption. Taking these aspects into account is crucial for success in the globalized world.

Keywords: competitiveness, Danish model, Denmark, economic leadership, globalization, infrastructure, innovation.

Тимофєєва В. О., Змійова І. В. Основні фактори конкурентоспроможності Данії. В статті розглядається актуальна тема глобальної конкурентоспроможності країн на прикладі Данії. Метою дослідження є аналіз факторів, які сприяють успіху данської економіки та визначення ключових складових її конкурентоспроможності. Автор фокусує увагу на інноваціях, потужній інфраструктурі, освіті та сталому розвитку як основних елементах досягнення успіху. Визначено, що країни, спрямовані на глобальне економічне лідерство, повинні зменшувати ризики глобалізації, і Данія служить прикладом такого стратегічного підходу. Успіх данської моделі ґрунтується на ефективному розподілі ресурсів, стратегічних інвестиціях в освіту та інновації, впорядкованому регулюванні, розвитку інфраструктури та боротьбі з корупцією. Урахування цих аспектів є вирішальним для досягнення успіху в умовах глобалізації.

Ключові слова: глобалізація, Данія, данська модель, економічне лідерство, інновація, інфраструктура, конкурентоспроможність.

1. Introduction

Over the past few decades, economic competition between countries has intensified. Almost every country is striving to become an influential and important player in international

economic relations and take its right place in the global economic market in order to prevent the main risks that globalization entails.

Denmark ranks first in the competitiveness ranking due to successful strategies in several key areas. The country is actively investing in innovation and research, which contributes to technological development and business dynamics. Highly developed infrastructure, transparent regulation and low corruption make Denmark attractive for business. The quality of education and high level of social security create skilled and stable workforce. A commitment to green technologies adds to competitiveness, especially in the context of global attention to climate change. This makes Denmark stand out as an example of an innovative and environmentally responsible player on the global stage of competitiveness. Identifying and analyzing all the factors that make Denmark a leader in global competition stipulate the relevance of this study.

The object of the study is the concept of competitiveness of countries in general and Denmark in particular, and the subject is the ways and means of increasing competitiveness.

The purpose of the study is to identify aspects of the concept of competitiveness and ways to implement them in the national economy.

This aim demands the solution of the following tasks:

- to study the definition of the concept of competitiveness;
- to consider the peculiarities of Denmark's competitiveness
- to recommend the ways to improve competitiveness.

2. Competitiveness factors of national economies

Competitiveness is a complex multidimensional concept. It reflects the favorable position of the national economy, mainly in international trade, and at the same time the ability to strengthen this position. On the other hand, the competitiveness of the national economy is a concentrated expression of economic, scientific and technical, organizational, managerial, marketing and other capabilities that are realized in goods and services, successfully securing them against foreign goods and services in domestic and foreign markets ("BAIDU", n.d.).

Today's global economy is characterized by steady and continuous competitive pressure between countries, which challenges them not only to ensure economic growth but also to achieve and maintain competitiveness. The term "competitiveness of countries" turns out to be the key in understanding and analyzing their place in the global economic landscape.

A country's competitiveness depends on the ability of its industry to innovate and modernize. As the basis of competition has increasingly shifted to the creation and absorption

of knowledge, the role of the nation has grown. Differences in national values, culture, economic structures, institutions, and history all contribute to success in competitiveness. There are striking differences in the patterns of competitiveness in each country, no nation can or will be competitive in all or even most industries. Ultimately, nations succeed in certain industries because their home environment is the most promising, dynamic, and challenging (Porter, 1990).

3. Characteristic features of Denmark's competitiveness

The World Competitiveness Ranking is a strategic step to assess a country's readiness for global economic challenges. A country must prepare comprehensive data and information that reflects various aspects of its economic activity. The analysis of the state of economy, identification of key industries and implementation of effective economic reforms and policies can positively affect the country's position in the ranking. The development of education, infrastructure and research is the key factors, and a country can apply for participation in the global competitiveness ranking, demonstrating its potential and readiness to compete in the global market.

The ranking, conducted by the World Competitiveness Center (WCC) and shown in Table 3.1., covers a large part of Europe as well as North America, leaving some white spots in South America, Asia, and especially Africa. As in previous years, Europe dominates the competitiveness rankings with European economies in the top 20 ("IMD", 2023).

Table 3.1.

Top 20 global competitiveness ranking by IMD WCY in 2021/2022

Ranking Place 2022	Country	Ranking Place 2021	Ranking Place Change	
1	Denmark	3	+2	↑
2	Switzerland	1	-1	↓
3	Singapore	5	+2	↑
4	Sweden	2	-2	↓
5	Hong Kong SAR	7	+2	↑
6	Netherlands	4	-2	↓
7	Taiwan, China	8	+1	↑
8	Finland	11	+3	↑
9	Norway	6	-3	↓

10	United States	10	–	–
11	Ireland	13	+2	↑
12	United Arab Emirates	9	-3	↓
13	Luxembourg	12	-1	↓
14	Canada	14	–	–
15	Germany	15	–	–
16	Iceland	21	+5	↑
17	China	16	-1	↓
18	Qatar	17	-1	↓
19	Australia	22	+3	↑
20	Austria	19	-1	↓

Source: compiled by the author based on [“IMD”, 2023]

Denmark’s top spot in the competitiveness rankings can be attributed to a combination of factors that together contribute to its economic strength and resilience. A key factor is Denmark’s commitment to innovation and research. The country’s significant investment in research and development contributes to technological progress and provides a dynamic business landscape. The country’s robust digitalization and well-developed infrastructure, including efficient transportation networks and modern communication systems, supports uninterrupted economic activity. The Danish business environment is characterized by transparency, efficiency and low levels of corruption. A sound regulatory framework and strong legal institutions create a favorable atmosphere for business to thrive, attracting both domestic and international investment (“Ministry of foreign affairs of Denmark”, 2023).

The quality of education in Denmark is consistently high, contributing to a skilled and adaptable workforce. This emphasis on education is in line with the demands of a rapidly evolving global economy and makes a significant contribution to the country’s competitiveness (“European Commission”, 2023). A comprehensive social safety net and affordable healthcare contribute to a high quality of life for Danish citizens and ensure a healthy and productive workforce (“2023 Country Report. Denmark”, 2023, pp. 4-5).

The country’s investments in renewable energy and sustainable development are aligned with global efforts to combat climate change, which increases its competitiveness on the international stage (“European Commission”, 2023).

The country’s strategic location and active participation in global trade, facilitated by its membership in the European Union, position Denmark as a center for international economic

cooperation. These global connections are crucial for economic growth and competitiveness (“Renew Europe”, n.d.).

So Denmark’s competitiveness is the result of a holistic approach that combines innovation, strong infrastructure, a favorable business environment, education quality, social welfare policies, sustainable practices, participation in global trade, and inclusive institutions. These factors combine to position Denmark as a leader in global competitiveness.

4. Recommended ways to improve the competitiveness of countries

The IMD World Competitiveness Center (WCC) believes that competitiveness is not about short-term growth or competition, but rather the ability to generate sustainable long-term value (Lindner, Findeisen & Jäger, 2023).

Resource efficiency improvement is one of top priorities in the modern world, and countries that improve their resource efficiency in time will increase their competitiveness in the future (“OECD”, pp. 2-4).

The generation of innovations leads to investment in the development of economies around the world. Thus, with the introduction of innovations, countries can become less dependent on the negative influence of international corporations than other, more developed countries.

In today’s environment, intellectual capital has become the engine of economic, social and cultural development. Undoubtedly, the leading positions are occupied by the most developed countries that make significant financial investments in education and science, their education expenditures are much higher (7% of GDP in Denmark, Finland, Norway and Sweden) than the average global index (5.26% of GDP). In these countries, the education-science-business chain is being purposefully formed (Kalenyuk & Tsymbal, 2020).

To improve economic resilience, monetary policy should remain restrictive until there are clear signs that underlying inflationary pressures have abated for the long term. Infrastructure development increases the intensity of consumer credit, which stimulates the purchase of energy-intensive devices. Improvement of infrastructure resource efficiency reduces the demand for natural resources and overcomes the generation of negative externalities such as pollution and waste. Economies such as India, China, and the European Union have implemented energy-efficient practices, mainly sulfur dioxide reduction, and advanced efficient methods in steel production (Sun, Ajaz & Razzaq, 2022).

To reduce corruption, countries can improve their governance system by ensuring a high level of transparency and openness in the activities of public institutions. Taking into account public opinion and involving citizens in decision-making processes contributes to the creation of

honest and transparent practices. Establishing and maintaining anti-corruption bodies with sufficient resources and powers to effectively investigate corruption cases is a key element. The use of technology, such as electronic procurement systems and open government data, can make government work more transparent and accessible to citizens (O'Toole, 2023).

The application of severe penalties for corruption offenses, together with financial transaction control and banking transaction monitoring systems, can create an effective deterrent effect. Emphasizing the importance of an independent and effective judiciary for the fair handling of corruption cases is also crucial. Overall, the fight against corruption requires a comprehensive approach and effective cooperation between government and civil society (Bruce, 2019).

5. Conclusions

Denmark is consistently ranked among the most competitive countries in the world due to its well-developed and efficient economic infrastructure. The country boasts a highly skilled and educated workforce, supported by a strong education system that emphasizes innovation and critical thinking. Denmark's business environment is characterized by a strong emphasis on research and development, which fosters a culture of innovation and technological advancement. Its commitment to sustainability and green initiatives contributes to its competitive advantage. The country is a pioneer in the renewable energy sector, with a significant portion of its energy coming from wind power. The open market policy, transparent regulatory framework and low level of corruption facilitate the attraction of foreign investment, strengthening the country's position in the global economy. In general, Denmark's competitiveness is the result of a harmonious combination of innovation, education, sustainable development and a favorable business environment.

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THEORETICAL ASPECTS OF PROMOTIONAL ACTIVITIES IN THE CATERING INDUSTRY

K. V. Trufanova,

V. V. Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Trufanova K. V., Ilchenko V. V. Theoretical aspects of promotional activities in the catering industry. This article presents a thorough investigation of the theoretical aspects of promotional activities in the catering industry. The author examined the general concepts of advertising and the role of promotional strategies in creating a positive image of the enterprise. The features of interaction with the target audience and their impact on the development of company were analysed.

Keywords: advertising, catering industry, enterprise, positive image, promotional strategies, target audience.

Труфанова К. В., Ільченко В. В. Теоретичні аспекти рекламної діяльності в галузі ресторанного бізнесу. У цій статті представлено ретельне дослідження теоретичних аспектів рекламної діяльності в галузі ресторанного бізнесу. Автор розглянув загальні концепти реклами в ресторанному господарстві та роль рекламних стратегій у формуванні позитивного іміджу закладу. Проаналізовано особливості взаємодії з цільовою аудиторією та її вплив на розвиток підприємства.

Ключові слова: заклад, рекламна діяльність, рекламна стратегія, ресторанний бізнес, підприємство, цільова аудиторія.

1. Introduction

In modern world, the catering industry is determined not only by the high-quality of cuisine, but also by the presence of an effective promotional strategy. It aims at attracting attention and maintaining consumer loyalty. To begin with, owners of catering establishments have a goal to increase competitiveness of the enterprise and customer acquisition. Attracting the clientele directly depends on high-quality promotional strategies. Consequently, executives pay particular attention to improving advertising. Therefore, a thorough investigation of this sector is critical.

The aim of the article is to reveal the importance of promotional activities in the restaurant business, identify optimal promotional strategies and determine practical recommendations for improving the effectiveness of advertising activities in practice. The objectives of the work are:

- to analyse general concepts and theoretical basis of advertising;
- to study the characteristics of the target audience related to the catering industry;

- to analyse and select the optimal advertising tools for the organization's promotion.

The subject of the research is an enterprise of the catering industry. As the interaction of an enterprise with the target audience is studied, innovative advertising solutions are determined. The object of the research is promotional activities of catering establishments. In this context, strategies, tools and methods used to increase customer circulation and create a positive image of the firm ensuring the success of an advertising campaign are being discussed in detail.

The methodological ground of the research is based on a system of general scientific and special methods of cognition. Various methods were used in the process, such as the dialectical method, which was used to formulate the initial concepts related to the subject of the research, as well as the method of synthesis and analysis, which were used in relation to the concepts and features of advertising. The method of comparing concepts was used to investigate advertising concepts.

The scientific novelty is an attempt at systematizing knowledge about the importance of advertising in the promotion of enterprises. Studying this aspect of the catering industry is of great importance, since an effective promotional strategy is a key factor in attracting customers. It helps to understand how to create a unique image, which in turn determines the success and sustainability of the enterprise in a competitive environment. Therefore, further development of this sector requires subsequent investigation by scientists.

The practical value of the article is that the investigation of author can be used for educational purposes in the tourism industry, the development of the catering industry and its enterprises.

2. Theoretical aspects of promotional activities in the catering industry

2.1. General concepts and theoretical foundations of advertising activities

There are many definitions of the term 'advertising'. According to N.V. Popova (2016), "the word *advertising* is of Latin origin (*reclamar*) and originally meant "to shout, to exclaim". Then it was joined by such meanings as "respond", "demand". Thus, the interpretation of this word contains the main characteristic of modern advertising: to report, distribute information about something (someone) in order to attract consumers or create the popularity of a product, brand or enterprise" (p. 9).

According to Law of Ukraine "On Advertising" ("Закон України", 2023), "advertising is the information about a person, idea and product distributed for monetary or other remuneration. It can be used for the purpose of self-promotion in any form and in any way. It is intended to form or support in a direct (direct advertising, TV sale) or indirect (sponsorship, product placement) way of awareness for consumers and their interest in such persons, ideas and/or goods" (p. 1).

Advertising, at its core, is primarily an economic phenomenon that significantly affects participants in market relations. The main role of advertising as an economic tool is to stimulate market supply and demand by providing information models about products presented to consumers.

Promotional activity is a set of measures aimed at increasing the target audience's awareness of products, services, or brands in order to increase market supply and demand. The following components form the basis for developing an effective promotional strategy:

1. The purpose of advertising.
2. Media planning. It is the definition of communication channels and the determination of the period when the advertising will be most effective.
3. Target audience. Identifying the target segment, i.e. choosing the group of consumers who are most interested in the product or service.
4. Branding. Brand management is the creation of a unique image and identification of product features that can distinguish it from competitors.
5. Effectiveness of the advertising campaign. This is a measurement of results using key performance indicators (KPIs), such as conversion, turnover, and brand awareness.
6. Psychology of advertising.
7. Legislative aspects.
8. Integrated marketing.

Advertising must interact with other elements of the marketing mix, such as pricing, sales, and reporting.

2.2. Features of the target audience of the catering industry

The target audience is consumers who need a product or service. Target audience analysis is considered the main task for any business. After all, promoting a business without a clear understanding of customer requirements does not lead to concrete results or success (Петриченко, 2022, p. 1).

Before choosing a target audience, it is important to determine what brand image is being created and what particular establishment it is intended for. The basic concept is to create a space that is ideal for a particular social group, where customers can feel maximum comfort. The problem is that many people follow trends and open enterprises, focusing on the interests of social groups to which they do not belong. The key to success lies in acceptance and commitment to the chosen concept of the establishment.

The brand of a public catering establishment determines its identity and consumer perception. A strong brand improves awareness, builds trust and customer loyalty, therefore it can have a positive impact on profitability by increasing customer flow and retention.

The main components of the modern brand are:

1. Integrity. The idea should be traced in everything.
2. Courage. Without risk, it is difficult to achieve success, thus managers of the establishment need to resolutely adhere to the chosen direction of development.
3. Sequence. All the elements of the brand must be analysed and implemented step-by-step.
4. Adequacy. Everything must be precise (Силівейстр, 2021, p. 1).

The Sherrington method (the 5W principle) is one of the tools often used to select a target audience. This method allows to expand the circle of potential guests of the establishment significantly. According to this principle, five questions must be answered about potential customers:

1. Why? Why are they coming to your place?
2. What? What will you offer them?
3. Who? Who will it be?
4. When? When will they come to you?
5. Where? Where can they find you?

This approach allows executives to organize knowledge about target audience of the enterprise and understand exactly what can be offered to consumers.

2.3. Advertising tools

Advertising tools are a set of methods, procedures, concepts, software and other means used to develop product promotion and lead it to the target audience through information channels

(Мозгова, Ляшевська & Матковська, 2021, p. 26).

In modern conditions, advertising tools can be divided into two types: online (advertising is distributed on the Internet) and offline (traditional advertising tools). Traditional mass media include: television advertising, specialized newspapers and magazines, outdoor advertising, print advertising, exhibitions, radio advertising, cinema advertising, direct mail advertising and promotional souvenirs. The company determines the choice of advertising tool, considering the goals set, the distributed budget and the expected results. It can be argued that offline advertising tools remain popular among advertising consumers and advertisers. Television is the main way of advertising. However, online advertising tools are becoming increasingly relevant.

3. Conclusions

Advertising is defined as the process of influencing the audience in order to form a positive attitude towards the object of promotional activity. It plays a key role in the modern business system. It is not only an economic tool that stimulates supply and demand, but it is also an independent area of business activity. To be successful in advertising, people need to carefully develop the strategy, including setting goals, choosing media, timing their campaign and interacting with the target audience.

The target audience is a key element of a successful catering business. Creating a brand identity that matches a particular social group determines success in attracting and retaining customers. The components of a strong brand, such as integrity, boldness, consistency, and adequacy form a favourable consumer perception. The Sherrington method (the 5W principle) is a useful tool for selecting the target audience, helping people organize their knowledge. A well-chosen target audience is the basis for stability and success in the field of public catering.

Effective promotional activity is determined by the correct choice of advertising tools that corresponds to the goals of catering establishment and the characteristics of the target audience. The study findings make it clear that traditional tools such as television, the press, radio, outdoor and print advertising remain relevant, but with the advent of the Internet, online advertising is becoming more urgent. It provides companies with the ability to influence their audience. A variety of tools such as banner advertisements, catalogue registration, email usage and affiliate programs are currently used. It is crucial to note that the development of technology and the large growth in figures of internet users, online advertising is becoming an effective mean of promoting products and services. The companies should carefully choose advertising tools, considering their advantages and disadvantages, in order to maximize the effectiveness of their promotional strategies.

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**RÉGLEMENTATION JURIDIQUE DE L'INTELLIGENCE
ARTIFICIELLE EN UKRAINE, DANS L'UNION EUROPÉENNE
ET AUX ÉTATS-UNIS**

T. Tuinova,

N. T. Bezvesilna (consultante linguistique)

Université nationale V.N. Karazine de Kharkiv (en français)

Kharkiv

Туйнова Т., Безвесільна Н. Т. Юридична регламентація штучного інтелекту в Україні, в Європейському Союзі і в Сполучених Штатах. В даній статті досліджено поняття штучного інтелекту та його правове регулювання в Україні, Європейському Союзі та Сполучених Штатах Америки. В цій статті також наведено судові справи, що напряму пов'язані з ШІ. Зростаюче поширення штучного інтелекту в суспільстві робить цю тему надзвичайно актуальною, адже законодавцям доводиться швидко реагувати на нові тенденції та приймати відповідне регулювання щодо використання штучного інтелекту. Мета цієї роботи — дослідити наявне законодавство в двох державах та політичному союзу, що активно розвиваються в цифровій галузі. Об'єктом дослідження є законодавство про ШІ, а предметом — поточний стан його розвитку, що враховує виклики та можливості, які виникають у зв'язку з широким застосуванням цієї технології.

Ключові слова: штучний інтелект, законодавче регулювання, правове регулювання, авторське право, нові тенденції.

Tuinova T., Bezvesilna N. T. Réglementation juridique de l'intelligence artificielle en Ukraine, dans l'Union européenne et aux Etats-Unis. L'article donné examine le concept de l'intelligence artificielle et sa réglementation juridique en Ukraine, dans l'Union européenne et aux États-Unis d'Amérique. Il présente également des décisions de justice directement liées à l'intelligence artificielle. La prévalence croissante de l'intelligence artificielle dans la société rend ce sujet extrêmement pertinent, car les législateurs doivent réagir rapidement aux nouvelles tendances et adopter une réglementation appropriée de l'utilisation de l'intelligence artificielle. L'objectif de l'étude est d'examiner la législation existante dans deux États et une union politique qui se développent activement dans le secteur numérique. L'objet de l'étude est la législation sur l'intelligence artificielle, et le sujet est l'état actuel de son développement, en tenant compte des défis et des opportunités découlant de l'utilisation généralisée de cette technologie.

Mots-clés : Intelligence artificielle, réglementation législative, réglementation de droit, droit d'auteur, les nouvelles tendances.

1. Introduction

De nos jours, l'utilisation d'outils d'intelligence artificielle est devenue aussi habituelle que de faire défiler un fil d'actualité ou de faire une capture d'écran si l'on veut conserver des informations. L' intelligence artificielle est utilisée non seulement par des utilisateurs individuels, mais aussi par des entreprises, des établissements d'enseignement et même des gouvernements. Les objectifs de l'utilisation de l' intelligence artificielle sont très variés : de la rédaction de textes et de la création de plans de contenu à l'assistance dans les affaires judiciaires et au suivi des déplacements des citoyens. Dans cet article, on a l'intention d'explorer la question juridique de l'intelligence artificielle : sa définition, sa réglementation juridique et les affaires judiciaires dans lesquelles l'accusé est une intelligence artificielle.

2. Législation ukrainienne

En 2020, le concept de développement de l'intelligence artificielle en Ukraine a été créé.

Selon ce concept, l'intelligence artificielle est un ensemble organisé de technologies de l'information qui peut être utilisé pour effectuer des tâches complexes en utilisant un système de méthodes de recherche scientifique et d'algorithmes pour traiter les informations reçues ou créées indépendamment pendant le travail, ainsi que pour créer et utiliser ses propres bases de connaissances, modèles de prise de décision, algorithmes de traitement de l'information et déterminer les moyens d'accomplir les tâches (“Digital Millennium Copyright Act”, n.d.).

Le 1-er janvier 2023, la nouvelle loi ukrainienne sur le droit d'auteur et les droits connexes est entrée en vigueur. Cette loi définit le résultat de l'intelligence artificielle comme un objet non original généré par un programme informatique protégé par le droit sui generis.

Les sujets des droits sui generis peuvent être des personnes qui possèdent des droits de propriété ou qui ont des pouvoirs de licence (les auteurs qui ont créé le programme d'intelligence artificielle, leurs héritiers ou les utilisateurs légitimes du programme). Les conditions de propriété d'un droit spécial sur les œuvres générées par l' intelligence artificielle peuvent également être déterminées dans l'accord.

Étant donné que ces œuvres ne contiennent pas de contribution créative et sont générées sans participation humaine, les entités sui generis n'acquièrent que des droits de propriété personnels sur l'œuvre (Петрів, 2023).

3. Législation de l'Union Européenne

La législation de l'Union européenne en matière d' intelligence artificielle tient également compte des nouvelles tendances et des nouveaux défis liés à l'évolution rapide des technologies, y compris l'intelligence artificielle.

L'objectif de l'Union européenne est de promouvoir le développement d'une intelligence artificielle solide, éthique et conforme à la loi. À cette fin, l'Union européenne travaille à l'adaptation de la législation, à l'élaboration de principes éthiques et de normes juridiques liés à l'utilisation de l'intelligence artificielle . En particulier, à partir de 2021, l'Union européenne élabore la première loi sur l' intelligence artificielle au monde - l'Artificial Intelligence Act.

Le projet de loi fournit pour la première fois une définition juridique détaillée de l'intelligence artificielle dans l'Union européenne. Le document définit un système d' intelligence artificielle comme une machine dotée de capacités d'apprentissage, conçue pour fonctionner avec différents niveaux d'autonomie et pouvant, à des fins explicites ou implicites, produire des résultats tels que des prédictions, des recommandations ou des décisions qui affectent l'environnement physique ou virtuel.

Dans ses arrêts, la Cour de justice de l'Union européenne a déclaré à plusieurs reprises que le droit d'auteur ne s'applique qu'à une œuvre originale, en ce sens qu'il s'agit de la propre création intellectuelle de l'auteur. Il s'ensuit que les objets créés à l'aide de l' intelligence artificielle ne peuvent être protégés par le droit d'auteur que si une personne a participé de manière significative à la création de l'objet. En même temps, il est assez difficile de déterminer quel type de contribution à la création d'un contenu généré par l' intelligence artificielle signifiera la participation substantielle et les décisions créatives de l'auteur (humain). L'évaluation de cette contribution dépend de nombreux facteurs subjectifs. Par conséquent, dans la plupart des cas, le contenu généré par l'intelligence artificielle n'est pas protégé par le droit d'auteur.

Il convient également de noter que la protection du droit à la vie privée et l'utilisation légitime des données personnelles dans le processus de formation et d'exploitation de l'intelligence artificielle sont déjà devenues une question urgente que les régulateurs de différents pays doivent traiter.

Dans ce contexte, le règlement général sur la protection des données (RGPD), entré en vigueur en mai 2018, joue un rôle clé pour garantir les droits et la vie privée des utilisateurs dans l'environnement virtuel. Le GDPR établit des règles pour la collecte, le traitement et le stockage des données personnelles dans l'Union européenne, et prévoit également des normes de protection de la vie privée (Барабашин, 2023).

En ce qui concerne les cas concrets, l'Italie a restreint l'accès au Chat GPT en raison de préoccupations concernant le traitement des données personnelles des citoyens. Ainsi, l'autorité de

régulation italienne note l'absence de base juridique qui justifierait la collecte et le stockage massifs de données personnelles dans le but d'"entraîner" les algorithmes sous-jacents à la plateforme ("5 канал телебачення України", n.d.). L'interdiction a été levée.

4. Législation américaine

Le Digital Millennium Copyright Act (DMCA) de 1998 complète la loi américaine sur le droit d'auteur par des directives qui tiennent compte des progrès techniques modernes dans le domaine de la copie et de la diffusion de l'information. Elle exclut du cadre juridique non seulement la violation directe du droit d'auteur par la copie, mais aussi la production et la distribution de technologies permettant de contourner les moyens techniques de protection du droit d'auteur.

En Californie, en janvier 2023, une plainte a été déposée contre Midjourney, DeviantArt et les plateformes Stability AI par les artistes Sarah Andersen, Kelly McKernan et Carla Ortiz. Le motif de la plainte est que des intelligences artificielles ont utilisé les peintures des artistes sans leur consentement. Les auteurs demandent une indemnisation pour les dommages causés par la violation des droits d'auteur, des règles de DeviantArt, du DMCA et des lois sur la protection contre la concurrence déloyale.

En outre, les artistes veulent obtenir la confirmation qu'ils seront en mesure d'éviter qu'une situation similaire ne se reproduise à l'avenir. L'affaire en est actuellement à un stade précoce d'examen (Петрів, 2023).

5. Conclusion

L'intelligence artificielle se développe très rapidement et c'est pourquoi, dans le monde moderne, il y a des situations auxquelles les gens sont confrontés pour la première fois. Il existe une grande liberté dans le domaine de l'intelligence artificielle et de ses méthodes de création. En ce qui concerne les risques liés au développement de l'intelligence artificielle, les méthodes qu'elle utilise sont tellement innovantes et rapides que les législateurs n'ont pas toujours le temps de réglementer son fonctionnement dans tous les aspects de la vie.

En outre, la prolifération de l'intelligence artificielle augmente les risques de désinformation (l'intelligence artificielle pouvant générer des textes contenant de fausses informations) et de violation des droits d'auteur. Quant aux défis que l'intelligence artificielle posera à l'humanité dans le futur, nous ne pouvons que spéculer.

Mais l'ère de l'intelligence artificielle ne fait que commencer. Récemment, le journaliste de la chaîne de télévision ukrainienne Vitaliy Zalevsky a fait état de nouvelles réalisations dans ce domaine.

Google a lancé le modèle Gemini le plus grand et le plus puissant. Il peut fonctionner avec une variété d'informations et une grande variété de programmes. Les créateurs du modèle général sont convaincus que le réseau de neurones aidera les scientifiques et les chercheurs dans leurs travaux. Alors que le débat sur la possible resécurité de la technologie pour l'humanité se poursuit, Google a fait une percée évolutive dans l'intelligence artificielle. Le nouveau modèle Gemini peut traiter la vidéo, l'audio et le texte en même temps. Par exemple, analyser des données scientifiques, résoudre des problèmes mathématiques et effectuer une programmation avancée.

Au total, le modèle aura trois versions. Lors des tests, le réseau neuronal a aidé le célèbre blogueur et éducateur américain Mark Robert à fabriquer un grand avion en papier, une telle tâche a été confiée à l'intelligence artificielle par Google. La société a prouvé que son intelligence artificielle peut surpasser à la fois son concurrent et Dr4openei, ainsi que les personnes de niveau expert. À cette fin, un certain nombre d'essais spéciaux ont été effectués. Toutes les versions peuvent également fonctionner sur les smartphones.

Вона може проаналізувати інформацію із найрізноманітніших джерел на різних платформах дуже широкого спектру, наприклад, тих, що стосуються фінансових звітів чи законів.

Un réseau neuronal peut analyser une grande quantité de littérature et de journaux et sélectionner des informations importantes à partir de ces publications, ainsi que suivre l'évolution de l'information, et ces capacités peuvent grandement aider les scientifiques et les chercheurs. Il peut analyser des informations provenant d'une grande variété de sources sur différentes plateformes d'un très large spectre, telles que celles liées aux états financiers ou aux lois.

La deuxième version de l'intelligence artificielle de Google apparaîtra au début de l'année prochaine. Jusqu'à présent, il est testé par les spécialistes de la société. Gemini Ultra est le modèle le plus grand et le plus puissant. Il est conçu pour effectuer les tâches les plus complexes et est conçu pour comprendre et répondre rapidement à différents types d'informations, il sera utilisé pour l'enseignement et la recherche. (Собенко, 2023).

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E-DIPLOMACY AND THE NATIONAL SECURITY OF UKRAINE DURING THE RUSSIAN-UKRAINIAN WAR

K. R. Tymofieieva,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Tymofieieva K. R., Litovchenko Y. M. E-diplomacy and the national security system of Ukraine during the Russian-Ukrainian war. The article presents the key aspect of the use of e-diplomacy in the formation of the national security system of Ukraine in the context of the Russian-Ukrainian war. Focusing on the role of digital technologies in diplomacy and national security, the article analyzes the impact of e-diplomacy on communications effectiveness, cyber security, and information warfare strategies. The study reveals the opportunities and challenges that accompany the implementation of digital tools in the diplomatic process and the importance of their use to strengthen national security in the context of active conflict.

Keywords: cyber security, digital technologies, e-diplomacy, national security system, Ukraine, war.

Тимофєєва К. Р., Літовченко Я. М. Е-дипломатія та національна безпека України під час Російсько-Української війни. У статті наведено ключовий аспект використання е-дипломатії у формуванні системи національної безпеки України в контексті сучасного конфлікту з Російською Федерацією. Зосереджуючись на ролі цифрових технологій у дипломатичній діяльності та забезпеченні національної безпеки, стаття аналізує вплив е-дипломатії на ефективність комунікацій, кібербезпеку та стратегії інформаційної війни. Дослідження розкриває можливості та виклики, які супроводжують впровадження цифрових інструментів у дипломатичний процес та важливість їхнього використання для зміцнення національної безпеки в умовах активного конфлікту.

Ключові слова: війна, електронна дипломатія, кібербезпека, системи національної безпеки, Україна, цифрові технології.

1. Introduction

The object of the article is e-diplomacy and national security of Ukraine. The subject is the impact of the ongoing Russian-Ukrainian war on the e-diplomacy and the national security of Ukraine. Starting from February 24, 2022, Ukraine has been facing extraordinary challenges that go beyond just political and military threats. Russian aggression makes it necessary to increase the level of protection at all levels and in all aspects of national security. In these realities, strategic communications and public diplomacy are defined as decisive factors in the formation of an

effective state defense system. The purpose of the article is to determine the role and impact of digital diplomacy on the formation of the national security system of Ukraine in the conditions of the war with the Russian Federation.

2. Leveraging digital diplomacy in responding to the ongoing crisis

The attack of the Russian Federation on the territory of Ukraine and the violation of territorial integrity, security and national sovereignty caused a deep state of crisis in which our state is now. This is not just a physical invasion, but also a comprehensive information war by the aggressor country, which began long before the full-scale conflict unfolded on February 24. In light of these challenges, Ukraine absolutely needs innovative means of countering hybrid threats. The modern context of military events requires the development and implementation of innovative tools in the field of strategic communications and public diplomacy. It is necessary to implement these tasks, because without their implementation, effective activity of the security and defense sector to protect national interests in the conditions of military confrontation with Russia is impossible (Руднева & Мальована, 2023).

We believe that the use of digital technologies, such as social media, electronic communications, data analytics and other tools, is critical to achieving foreign policy goals and supporting Ukraine's national interests in the face of an active conflict with the Russian Federation. Digital diplomacy opens up opportunities for effective interaction with the international community, creating a positive image of the country, protecting its interests on the world stage, and influencing the global perception of Ukraine. Digital communication channels provide rapid dissemination of information, instant response to events and involvement of the public in dialogue in the conditions of hybrid threats and information wars (Krasnopolska & Miloserdna, 2022).

In the context of the rapid development of information and communication technologies, processes of globalization and increased public participation in international affairs, public diplomacy becomes an important element of the country's strategic communications. This area plays a key role in preserving and protecting national interests, attracting international support and establishing partnerships with other countries, which is of particular importance in the context of military confrontation with the aggression of the Russian Federation.

Recently, various forms of digital diplomacy - electronic, online, cloud - have become a trend in the foreign policy of countries. Digital diplomacy acts as a new facet of public diplomacy, as an innovative method and effective tool in international relations. Its influence is defined as part of a new approach to public diplomacy, contributing to the strengthening of the “soft power“ of the state, the formation of a positive image in the international arena, and the development of new

methods of public diplomacy. Digital diplomacy helps to increase the effectiveness of communications between various participants in the global space of the 21st century, actively involving non-state actors in this process. The main purpose of its use is, first of all, to ensure internal stability and security, as well as the implementation and support of one's own foreign policy course (Руднева & Мальована, 2023).

3. Key tools of digital diplomacy in Ukraine

Creating and managing websites of ministries of foreign affairs, embassies and international organizations becomes an effective means of disseminating positions, analyzing events and commenting on current issues.

The use of electronic communication channels, such as e-mail and video conferencing, facilitates effective diplomatic negotiations and the exchange of information with other countries.

The expansion of online channels contributes to the growth of transparency and openness, and social networks become a powerful communication tool. These channels not only help in forming a positive image of the state, but also provide a platform for open communication.

However, it should be noted that social media, although an effective tool for public diplomacy, can also pose a threat when used for hybrid warfare and terrorist threats. Internet platforms such as Twitter and Facebook are widely used by government officials and diplomats as vehicles for public statements and communication. For example, the post of the President of Ukraine Volodymyr Zelensky on Twitter on February 24, 2022 regarding the military aggression of the Russian Federation: "In the morning, Russia attacked our state, as Nazi Germany did during the Second World War. Today, our countries are on different sides of world history. Russia has entered the path of evil, but Ukraine is defending itself and will not give up its freedom, no matter what Moscow thinks" (Zelensky, 2024).

The fact that the Ministry of Foreign Affairs of Austria summoned the Russian diplomat Mykhailo Ulyanov for his statements about Ukrainians in August 2022 is indicative in terms of Twitter diplomacy. The diplomat published a post on Twitter with an appeal not to feel sorry for the Ukrainian population: "No mercy for the Ukrainian population!" - wrote the diplomat. To which the Ministry of Foreign Affairs of Austria reacted on Twitter: "We are outraged by the despicable statements of the Russian permanent representative and his attempts to present in perspective what is not subject to discussion. We stand for freedom of speech. But we are also free to resolutely oppose such offensive statements. Therefore, the permanent representative of Russia Mykhailo Ulyanov was summoned to the Ministry of Foreign Affairs on Sunday" (Sobenko, 2022).

One of the striking examples of successful public diplomacy is the “Ukraine Now” campaign initiated by the Ministry of Foreign Affairs of Ukraine in 2018. The main goal of this campaign is to present Ukraine as a modern, innovative and dynamic country with a rich cultural heritage. Thanks to the active use of social networks, media content and events in Ukraine and abroad, “Ukraine Now” drew the attention of the world public to the positive aspects of our country. Currently, this platform acts as an important global initiative that helps Ukraine resist the military invasion of an aggressor state.

Another significant initiative is United24 - the official fundraising platform of Ukraine, launched on May 5, 2022 in the context of the Russian-Ukrainian war. The goal of this fundraising initiative is to become the main means of collecting funds to support Ukraine (“United24 official website in Ukraine”, n.d.).

The Ministry of Foreign Affairs implemented various information campaigns aimed at increasing the recognition of the brand of Ukraine, filling the information space with content about our country, as well as countering misinformation and spreading national values and interests. Campaigns such as #StandWithUkraine, #CrimeaIsUkraine, #StopRussianPropaganda and others received a wide resonance in social networks and in the information space in general.

An example of the successful use of social networks for public diplomacy is the hashtag #SlavaUkraini, which became a global Twitter trend in March 2023, celebrating solidarity and support for Ukraine during Russian aggression.

The #StandWithUkraine project took on an international initiative to attract various resources to support Ukraine in an important period of its history. This information campaign and actions in the physical space, such as peaceful demonstrations and charity events, indicate a wide range of activities that can be used to mobilize support and show solidarity with Ukraine (Сітнікова, 2022).

The effectiveness of public diplomacy is largely manifested in the systematic analysis and monitoring of positive and negative assessments of our country in foreign audiences, in the information space, and in conducting a constructive dialogue both at the intergovernmental level and among representatives of civil society.

4. Challenges of digital diplomacy

Filling the information space with disinformation messages and manipulative narratives spread by experts, politicians, scientists and social networks of the aggressor state, as well as the limitation of objective information about our country, its history, culture and current state of affairs, especially in the conditions of Russian aggression, creates challenges in understanding the events

of the Ukrainian reality in the world. This makes it difficult for the global community to perceive the situation in Ukraine, the internal situation of Ukrainian society, and creates potential threats to the national interests and security of our state.

The application of digital diplomacy also faces a number of challenges. There is a threat of cyber-attacks and the spread of misinformation, which can have a negative impact on the level of trust in the state and its communication initiatives. During the first year of military aggression by the Russian Federation, Ukrainians actively used the TikTok platform as a means of informing the world public about events in Ukraine. This platform was used not only for public appeals, but also in some cases acted as an "intelligence" tool, where videos about the movement of Russian troops and the general situation appeared in real time (Krasnopolska & Miloserdna, 2022).

Video materials on TikTok became the first important evidence about the invasion of Russian troops on the territory of Ukraine. Channels on this platform began to be created by refugees sharing their stories of moving and living in camps. People who were hiding in bomb shelters, in the face of anxiety, gave advice on actions and preparations for evacuation. However, useful content quickly became mixed with Russian propaganda, with small influencers contracting with Russian authorities and creating videos in support of Russian forces, thereby distorting the information space.

Effective brand communication helps attract more support and help for Ukraine from the international community. The context of the full-scale invasion of the Russian Federation became a striking example of the rapid rise of the positive image of Ukraine. Ukraine managed to position itself as a free, modern and democratic state due to its feigned activity and courage to defend its independence. Information technologies and digital diplomacy were used for effective interaction with the global public, which significantly increased awareness of Ukraine in the world and expanded knowledge about it among other countries.

Before the start of the war, the image of Ukraine was associated with a "victim country" and a high level of corruption. However, thanks to the Bravery initiative from the Ministry of Digital Transformation, this stereotypical perception has changed significantly. The campaign became a catalyst for transforming the perception of Ukraine as a nation. The message "Courage" not only defined a new national resource, but also laid the foundation for rethinking the positioning of Ukraine on the international arena, strengthened identity among its own population and united around the idea of victory, peace and freedom (Руднева & Мальована, 2023).

5. Prospects for further research in this context

Considering that the war has been going on for almost two years and the world community's

interest in the situation in Ukraine is waning, it is important for our state to actively retain the world's attention. Conditions such as physical and emotional fatigue, as well as other factors, lead to less attention to our country. Therefore, it is necessary to improve diplomatic methods, to consider new strategies for attracting the attention of the international community to modern war, and to change the rhetoric of the authorities in the international arena.

6. Conclusions

In the conditions of the active development of information civilization and the spread of digital technologies, digital diplomacy goes beyond just a trend in ensuring security, becoming an important challenge. It is important to implement well-defined communication strategies, take an open position and coordinate cohesive activities. It is necessary to effectively counteract the destructive influence, hybrid threats, other actors in the global space, as well as protect and promote the positive image of one's state, influence the formation of positive values for the world community and domestic citizens.

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THE MOST SIGNIFICANT BANK BANKRUPTCIES AND THEIR IMPACT ON THE GLOBAL ECONOMY

O. Y. Vasylenko,

N. M. Startseva (language supervisor)

V. N. Karazin National University, Kharkiv

Vasylenko O. Y., Startseva N. M. The most significant bank bankruptcies and their impact on the global economy. The article investigates the failures of major world banks, analyses the causes and consequences of the collapses. Key themes include the economic impact, regulatory issues, government response, and lessons learned in terms of policy reforms to prevent future crises. The banks inefficient lending practices and poor risk management are among the reasons leading to bankruptcy. The consequences of bank failures are named - financial crisis, and market instability, a contraction of credit, reduced investments, increased unemployment, businesses closures, layoffs. The need for effective risk management, prudent lending practices, the reliability of financial reporting and greater transparency in corporate operations, as well as robust regulatory oversight to prevent future financial crises are underlined. The case study on Signature Bank highlights risks around cryptocurrency and digital assets.

Keywords: bank failures, cryptocurrency, economic impact, lending practices, risk management, regulatory issues, transparency

Василенко О. Ю., Старцева Н. М. Найзначніші банкрутства банків та їх вплив на світову економіку. У статті досліджуються поразки найбільших світових банків, аналізуються їх причини та наслідки. Ключові теми, що розглядаються, включають економічний вплив, регуляторні питання, реакцію уряду та уроки, засвоєні з точки зору політичних реформ для запобігання майбутнім кризам. Неефективна практика банківського кредитування та погане управління ризиками є одними з причин банкрутства банків. Названі наслідки банкрутства банків - фінансова криза та нестабільність ринку, скорочення кредитування та інвестицій, зростання безробіття, закриття підприємств, звільнення. Підкреслюється необхідність ефективного управління ризиками, розумної практики кредитування, надійності фінансової звітності та більшої прозорості корпоративних операцій, а також надійного регуляторного нагляду для запобігання майбутнім фінансовим кризам. У справі з Signature Bank висвітлюються ризики, пов'язані з криптовалютою та цифровими активами.

Ключові слова: банкрутство банків, економічний вплив, криптовалюта, практики кредитування, прозорість, регуляторні питання, управління ризиками

1. Introduction

The collapse of a major bank can have far-reaching consequences for the global economy. In recent years the world has witnessed some of the most prominent bank failures which have sent shockwaves through financial markets. The object of the research is the bank failures, the understanding of the causes and consequences of latter is essential for both investors and policymakers. The purpose of the article to look into the reasons behind the bank failures and explore their impact on the economy. The tasks of the research is to examine the key factors that led to the downfall of the financial institutions, from risky lending practices to poor risk management.

2. Major bank failures throughout history

2.1. Historical context

Bank failures have been a recurring phenomenon throughout history. From the Great Depression in the 1930s to the more recent global financial crisis, numerous financial institutions have faced collapse, leaving a trail of economic devastation in their wake. The causes of these failures vary, but they often share common themes such as excessive risk-taking, inadequate regulation, and economic downturns.

One of the earliest and most significant bank failures occurred during the Great Depression. The collapse of the Bank of the United States in 1930 sent shockwaves through the American banking system and contributed to the severity of the economic downturn. (Asset total, n.d.) The bank's reckless lending practices and poor risk management were key factors leading to its demise. This historical event serves as a stark reminder of the importance of responsible banking practices and effective regulation.

These historical examples illustrate the significant impact that bank failures can have on the economy. They highlight the need for effective risk management, prudent lending practices, and robust regulatory oversight to prevent future financial crises.

Lehman Brothers: the collapse that sparked a financial crisis. One of the most notable bank failures in history is the collapse of Lehman Brothers in 2008. As a global financial services firm, Lehman Brothers was considered too big to fail. However, years of risky investments and excessive leverage led to its downfall. The subprime mortgage crisis served as the catalyst for the collapse, as Lehman Brothers held significant exposure to these toxic assets. (Lehman Brothers, n.d.)

The bankruptcy of Lehman Brothers sent shockwaves through the global financial markets. Confidence in the banking sector plummeted, leading to a freeze in interbank lending and a credit

crunch. The ripple effects were felt across industries, with businesses struggling to access capital and consumers facing limited credit availability. The Lehman Brothers' collapse marked the beginning of the global financial crisis, causing a severe recession and widespread job losses.

Enron: the downfall of a corporate giant. Enron, once hailed as a corporate giant and an energy trading powerhouse, experienced one of the most shocking collapses in corporate history. The company's fraudulent accounting practices and complex financial structures eventually unraveled, revealing a web of deceit and corruption. Enron's demise not only shook the business world but also exposed weaknesses in regulatory oversight and corporate governance. (Enron Scandal, n.d.)

The collapse of Enron had far-reaching consequences. Investors lost billions of dollars, employees lost their jobs, and the energy industry faced a crisis of confidence. The scandal raised concerns about the reliability of financial reporting and the need for greater transparency in corporate operations. Enron's downfall also prompted a reevaluation of regulatory frameworks and led to the implementation of stricter accounting and reporting.

2.2. Causes and consequences of bank failures.

Regulatory failures, risky investments, and corporate mismanagement. Bank failures can be attributed to a combination of factors, including regulatory failures, risky investments, and corporate mismanagement. In the case of Lehman Brothers, inadequate regulation and oversight allowed the firm to engage in risky mortgage-backed securities, leading to unsustainable levels of debt. The failure of regulators to address these risks exacerbated the impact of the collapse.

Similarly, Enron's collapse was fueled by a lack of effective oversight and control mechanisms. The company pushed the boundaries of accounting rules to manipulate financial statements and inflate profits. Weak corporate governance practices allowed Enron executives to engage in fraudulent activities without adequate checks and balances.

Recession, Job Loss, and Market Instability. The consequences of bank failures on the economy can be devastating. As seen in the aftermath of the Lehman Brothers' collapse, the global economy plunged into a severe recession. The financial crisis resulted in a contraction of credit, leading to reduced investment and increased unemployment. Businesses struggled to access capital, leading to closures and layoffs. The housing market also experienced a significant downturn, with foreclosures soaring and property values plummeting.

Market instability is another consequence of bank failures. The collapse of Lehman Brothers triggered a domino effect, as other financial institutions faced liquidity challenges and confidence eroded in the banking sector. Stock markets tumbled, and investors incurred substantial losses. The

resulting volatility and uncertainty further hindered economic recovery, as businesses and consumers remained cautious.

2.3. Government response to bank failures: bailouts, regulations, and reforms

In response to the global financial crisis triggered by the collapse of Lehman Brothers, governments worldwide implemented various measures to stabilize the financial system and prevent further bank failures. Bailout programs were initiated to provide liquidity and recapitalize struggling institutions. Central banks lowered interest rates and implemented unconventional monetary policies to stimulate economic growth. Regulatory frameworks were strengthened, with the introduction of stricter capital requirements and increased oversight.

The collapse of Enron also prompted significant regulatory reforms. The Sarbanes-Oxley Act was enacted to enhance corporate governance, financial reporting, and accountability. The act introduced stricter audit requirements, increased penalties for fraudulent activities, and mandated greater transparency in financial disclosures. These reforms aimed to restore investor confidence and prevent similar corporate collapses in the future.

2.4. Signature bank: a case study of a major bank failure

Signature Bank, the failure of which occurred in March 2023, was one of the largest banks in the U.S. This event marked the third-largest bank failure in US history, following closely behind the collapse of Silicon Valley Bank. Signature Bank, a New York state-chartered commercial bank, had established itself as a major player in the financial industry. With over \$110 billion in assets and \$88 billion in deposits as of the end of 2022, it ranked among the largest banks in the United States. The bank primarily served privately owned businesses, with a focus on middle-market companies, law offices, real estate buyers, and cryptocurrency companies. In fact, Signature Bank was the first FDIC-insured bank to create a blockchain-based digital payments platform approved by the New York State Department of Financial Services. (What Happened to Signature Bank, n.d.)

Signature Bank's troubles began with the collapse of the cryptocurrency market in 2022. The bank's clients, particularly those in the digital asset industry, grew increasingly nervous following the failure of Silicon Valley Bank, another institution with strong ties to cryptocurrencies. This led to a significant outflow of digital deposits from Signature Bank.

In an attempt to reassure investors and regulators, Signature Bank released a mid-quarter update on March 2, 2023. The update reported a decrease in spot deposit balances, primarily driven by a reduction in deposits related to clients in the digital asset industry. Analysts noted that these digital deposit outflows were in line with management's guidance, suggesting that the bank was taking steps to cut more digital deposits by mid-year. However, this was not enough to prevent the

bank's downfall. On March 12, 2023, the New York Department of Financial Services took possession of Signature Bank “to protect depositors”.

Regulators assured depositors that all their deposits would be protected, even amounts exceeding the \$250,000 insured by the Federal Deposit Insurance Corp (FDIC). The FDIC, as the receiver of Signature Bank, transferred all deposits and most assets to Signature Bridge Bank, a full-service bank operated by the FDIC. In April, the FDIC issued a report attributing Signature Bank's failure to poor management, a lack of corporate governance, and a failure to heed the FDIC's recommendations. The report also highlighted the bank's concentration in the crypto sector, with about 90% of its deposits being uninsured. Additionally, the bank faced liquidity risks due to its poor governance and risk management practices.

The collapse of Signature Bank had far-reaching implications for its depositors and the broader economy. However, regulators were quick to assure depositors that they would be protected. Those depositors using Signature Bridge Bank automatically became depositors of Flagstar Bank, a wholly owned subsidiary of New York Community Bancorp. These depositors could recover funds above the \$250,000 FDIC insured-deposit limit. However, depositors associated with Signature Bank's digital-assets banking business had to work with the FDIC to recover their deposits.

While depositors were given some reassurance, the FDIC estimated the cost of Signature Bank's failure to the Deposit Insurance Fund at around \$2.5 billion. To cover this cost, U.S. banks would be required to pay a special assessment or fee. This raised concerns among investors that these fees could eventually lead to lower interest rates on deposits, effectively becoming a "backdoor tax increase" for regular people.

3. Conclusions

Bank failures have had a far-reaching impact on the global economy, leaving behind a trail of economic devastation, job losses, and market instability. Lehman Brothers and Enron serve as stark reminders of the consequences that can arise from regulatory failures, risky investments, and corporate mismanagement.

It should not be forgotten that in almost all cases of bankruptcy of the largest banks, these financial institutions had a closed internal management system, and when they reached a new level of customer confidence and huge financial injections from investors, trust funds had discomfort, companies with external management and proper audit refused their management services. These might be planned actions to introduce external management and control of the global financial system.

Governments and regulators must learn from these significant bank failures and implement measures to prevent similar collapses in the future. Improved regulation, risk management, and corporate governance are vital to safeguard the stability of the financial system. The long-term effects of bank failures underscore the importance of fostering trust and confidence in the banking sector. By learning from past mistakes and taking proactive measures, we can mitigate the risks associated with bank failures and build a more resilient and sustainable global economy.

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INFLATION AND ECONOMIC SYSTEMS: A COMPARATIVE STUDY OF UKRAINE AND GLOBAL PERSPECTIVES (2020-2023)

D. D. Vasyliiev,

I. Yu. Huslenko, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Vasyliiev D. D., Huslenko I. Yu. Inflation and economic systems: a comparative study of Ukraine and global perspectives (2020-2023h). The article focuses on inflationary processes in both the Ukrainian and the global context. The objective is to analyze the concept of inflation and its impact on modern economic systems, addressing the economic essence of inflation and its potential as a stimulus for economic development. Inflation is considered as a complex process categorized into monetary and non-monetary concepts. Despite its negative impacts on economic development, various countries demonstrate experiences in managing and utilizing inflation for recovery. The article emphasizes the importance of learning from other countries' experiences in dealing with inflation.

Keywords: economic recovery, inflation impact, inflation, inflationary experiences, monetary and non-monetary concepts.

Васильєв Д. Д., Гусленко І. Ю. Інфляція та економічні системи: порівняльне дослідження української та світової перспектив (2020-2023г.). У статті йдеться про інфляційні процеси як в українському, так і в світовому контексті. Метою є аналіз поняття інфляції та її впливу на сучасні економічні системи, розгляд економічної сутності інфляції та її потенціалу як стимулу для економічного розвитку. Інфляція розглядається як складний процес, що поділяється на монетарні та немонетарні концепції. Незважаючи на негативний вплив інфляції на економічний розвиток, різні країни демонструють досвід її подолання та її використання для економічного відновлення. У статті наголошується на важливості вивчення досвіду інших країн у боротьбі з інфляцією.

Ключові слова: вплив інфляції, економічне відновлення, інфляційний досвід, інфляція, монетарні та немонетарні концепції.

1. Introduction

Inflation, a longstanding factor influencing macroeconomic stability, continues to be a crucial concern for the world economy. The object of the study is inflationary processes in Ukraine and in the world for the period 2020-2023. The subject of the study is changes in economic systems under the influence of inflationary processes. The purpose of the article is to study the concept of "inflation" and its impact on the modern world economic system. The tasks of the study are to

characterize the economic essence of inflation; determine the impacts of inflation on national economies, and justify the statement that inflation can become a stimulus for economic development.

2. The economic essence of inflation

Inflation itself is a rather complex and multifactorial process, caused by a complex of economic, social, and political reasons which reflect the economic state. The causes of inflation can be external (for example, a global crisis) and internal (unsuccessful anti-inflation policy, high level of crime, etc.). In economic theory, there are two main concepts for defining the causes of inflation -monetary and non-monetary.

Representatives of the monetary concept believe that the main causes of inflation can be grouped into two categories:

- 1) an increase of money supply in circulation which exceeds the growth of the production of goods and services at a fixed velocity of money;
- 2) an increase in the velocity of money circulation with fixed nominal quantity, which exceeds the growth of production volumes (Федоренко, 2007, p. 111).

Representatives of the non-monetary concept consider the main causes of inflation to be an increase in production costs, and an increase in aggregate demand (under conditions of full employment or a decrease in aggregate supply). Thus, an increase in the costs per unit of production leads to a decrease in the supply of goods and services in the national economy, which causes an increase in the general price level and inflation.

Inflation is the overflow of money circulation with a mass of excess money, not backed by material values, which leads to their depreciation, to a stable increase in the price level of goods and services (explicit or hidden). During inflation, there is a depreciation of money in relation to gold, foreign currency, and goods (Федоренко, 2007, p. 111).

That is, inflation is a marker that something is wrong in the economy of the country or the world. The role of inflation is to give a signal to the authorities that something needs to be done with production, money circulation, and the economy in general.

3. Favorable and unfavorable impacts of inflation on national economies

All mentioned above indicates that inflationary processes mostly have negative impacts on economic development. However, even for countries with galloping hyperinflation, there are ways to tame it and use it for the economic recovery taking into account the countries' economic conditions and their experience of fighting inflation, which can be divided into five groups.

The first group includes the countries of Latin America such as Argentina and Brazil, which are characterized by the absence of economic equilibrium, chronic state budget deficit, the use of the printing press in domestic policy, and constant indexation of all funds.

These countries are characterized by hyperinflation, caused mainly by the budget deficit and the excessive emission of money, resulting in an annual depreciation of money by several thousand percent per year (Предборський, Гарін, & Кухаренко, 2003, p. 268). Moreover, the organized crime and corruption in these countries make it difficult attract foreign investment for industrial development. For example, in January 2023 Argentina's inflation reached 99% (hyperinflation indicator). However, the government bet big on the development of heavy industry, which does not give a quick return.

The second group includes Colombia, Ecuador, Venezuela, Burma, Iran, Egypt, Syria, and Chile. These countries also observe the absence of economic equilibrium in financial policy, financing deficit, and credit expansion. Inflation is kept within the "galloping" limits (20-40% of average annual price increase); the indexation was partial in its character. There is an increase in unemployment, they suffer from a high rate of crime, and therefore the state cannot fully control the situation.

The countries of the third group, India, Indonesia, Pakistan, Nigeria, Philippines, and Thailand, are characterized by limited economic equilibrium and a significant inflow of foreign currency from exports. Inflation remains at 5-20%, with the application of partial indexation of incomes. There is a high level of unemployment, including the hidden one (Предборський, Гарін, & Кухаренко, 2003, p. 268). The government control over the enterprises is not sufficient to ensure the balance between total imports and exports in the country.

The countries of the fourth group such as Singapore, Malaysia, South Korea, UAE, Qatar, Saudi Arabia, and Bahrain have a sufficient degree of economic equilibrium, while keeping inflation in "creeping" forms (1-5%), and strict control over price growth is introduced. The economy operates in a developed market environment. Export and foreign currency inflows play an important role as an anti-inflationary tool. The standard indicator of unemployment is maintained (Предборський, Гарін, & Кухаренко, 2003, p. 268). It is an example of a tight policy of inflation and economic control. For instance, one of the lowest inflation levels in the world (only 1.6% in COVID times, 2022) was in China.

The fifth group includes the former socialist countries. The situation in these countries is very similar to the countries from the first group, but besides facing hyperinflation they are also involved in the processes of transition from a command to market economy. Among the main reasons for hyperinflation are firstly the problems of financing the state budget chronic deficit;

secondly, there are some structural factors (like in Brazil and Argentina with extraordinary growth of investments in heavy industry, which does not give a quick return); thirdly, the disproportion between the accelerated growth of prices for industrial products compared to the prices for agricultural products (Предборський, Гарін, & Кухаренко, 2003, p. 268). Ukraine has also been one of such countries, after gaining its independence.

There is a commonly held belief that inflation under certain conditions can generate good effects on the overall economy of the country, usually when the inflation level does not exceed 3-5% (Данилишин, n.d.). For example, in 2020 (at the beginning of the coronavirus pandemic) the press service of the Ministry of Economy of Ukraine reported on the regulation of the level of inflation. According to them, the increase in prices was perceived as a normal phenomenon that does not distort the behavior of economic entities and supports sustainable growth of the Ukrainian economy. However, the Head of the Ministry of Economy Igor Petrashko was more precise: "Inflation should be somewhat higher for our economy in the short term ... It might be 8-9%. This will be healthy inflation, which will allow enterprises to grow." That was considered to be an acceptable condition for economic growth ("Індекс", n.d.). Thus, they are the figures that Ukrainian and world economists refer to when speaking about stimulating production development now.

4. Conclusions

Ukraine should use the experience of other countries on how to deal with inflation and not make the same mistakes that they make. Therefore, it is necessary to:

- maintain a balance of investments between heavy and light industry and agriculture;
- prevent the development of crime, for attracting foreign and domestic investments, for the development of the entrepreneurial sector;
- have approximately the same overall exports and imports, in order to achieve greater utility of a commodity and prevent the development of inflationary processes.

The countries of the fourth group, where inflation is quite low, set a good example in fighting inflation. But we cannot copy their entire model because we have different economic and political roles, different levels of freedom in the economic sphere, etc. For example, Qatar or China have much stricter rules for entrepreneurs or enterprises, respectively, they have less freedom in their actions than in Ukraine.

To sum up, we should learn about mistakes of other countries, and the methods of overcoming them. The same applies to good experiences. As they say, it is better to learn from the mistakes of others than on your own.

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THE ROLE OF INTERNATIONAL SUPPORT IN REBUILDING UKRAINE'S POST-WAR ECONOMY

Y. A. Vereshko,

M. M. Medvid, PhD (language supervisor)

V. N. Karazin Kharkiv National University, Kharkiv

Vereshko Y. A., Medvid M. M. The Role of International Support in Rebuilding Ukraine's Post-War Economy. The article delves into the pivotal question of Ukraine's post-war restoration, exploring both positive and negative factors that may influence its recovery. It also examines potential international organizations that play a role in the restoration of nations after military conflicts, offering insights through examples from past practices. This comprehensive exploration provides a nuanced understanding of the challenges and opportunities that lie ahead for Ukraine in the aftermath of war.

Keywords: development, economy, international support, recovery, war

Верешко Ю. А., Медвідь М. М. Роль міжнародної підтримки у відновленні економіки України після війни. У статті розглядається головне питання відновлення України після війни, досліджуються як позитивні, так і негативні фактори, які можуть вплинути на її відновлення. А також наводяться приклади потенційних міжнародних організацій, які відіграють роль у відновленні націй після військових конфліктів. Це комплексне дослідження дає детальне розуміння викликів і можливостей, які постають перед Україною після війни.

Ключові слова: відновлення, війна, економіка, міжнародна підтримка, розвиток.

1. Introduction

The subject of the article is a thorough examination of the economic consequences of the war on the nation, shedding light on the transformative impact exerted by international organisations in facilitating the intricate process of Ukraine's post-war economic recovery.

The purpose of the work is to conduct a comprehensive analysis of the current state of the Ukrainian economy, with a particular focus on identifying strategies to provide support amid the ongoing conflict. Additionally, the study aims to explore proposed measures for the reconstruction of the Ukrainian economy, specifically assessing the feasibility and efficacy of these strategies with the backing of international support and collaboration.

In the aftermath of conflict, nations often find themselves facing the daunting task of rebuilding not just physical infrastructure, but also the very fabric of their economies. Ukraine,

having endured the ravages of war, stands at a crucial juncture in its history where international business plays a pivotal role in catalysing its recovery and fostering sustained growth.

The scars of war run deep, impacting not only the lives of individuals but also the economic landscape of a nation. As Ukraine strives to emerge from the shadows of conflict, the integration of international businesses becomes a beacon of hope, offering resources, expertise, and a global network that can propel the country forward.

Indeed, Ukraine's post-war recovery is marked by a unique set of challenges, compounded by the devastating consequences of Russian aggression. The nation grapples not only with the aftermath of conflict but also contends with pre-existing issues stemming from its history as a formerly socialist developing economy. Successfully overcoming these multifaceted challenges will necessitate a substantial investment of time, financial resources, and concerted efforts from various stakeholders.

In the first year since the full-scale invasion on 24 February 2022, the Ukrainian economy lost 30-35% of GDP. This is the largest drop-in economic activity that the country has experienced since independence and it will take years to recover from it. Even after the war, Ukraine is likely to experience serious labour market shortages caused by the exodus of refugees. The memory of the war will also have a lasting effect on the country's investment appeal ("Rebuilding Ukraine", n.d.).

Navigating these intricate challenges demands a level of creativity and innovation from Ukraine's leaders. The encouraging aspect, however, is that Ukraine possesses the capability to undergo a robust recovery. The resilience and potential inherent in the nation provide a foundation upon which creative solutions and strategic leadership can pave the way for a successful post-war resurgence.

2. Recovery

2.1. Resilience in Ukraine's Recovery

The initial months of the war posed a significant stress test for both the state machinery and the broader society. However, it was during this period that one of Ukraine's notable strengths came to the forefront. Despite the prevailing panic and the looming risk of state collapse, the Ukrainian government exhibited resilience by undertaking contrarian yet crucial measures to stabilize the economy.

In the initial weeks of the conflict, the government implemented substantial tax cuts, notably reducing the income tax rate from 18% to 2%. Additional measures included the abolition of VAT and customs duties on imports, along with the removal of duties on fuel.

While these policies led to a decline in budget revenues, with authorities collecting only 36.7% of the monthly planned tax in March 2022, they played a crucial role in ensuring food security, mitigating inflation, and offering Ukrainian companies a financial buffer during the most intense periods of fighting. Most of these temporary measures were eventually lifted after this critical phase.

In March 2022, 79% of businesses in Ukraine were idle or on the brink of shutdown, but by the end of the year, this figure had been reduced to just 32%. Given the scale of the destruction caused by the war, this is a remarkable achievement (“The road to recover”, n.d.).

Moreover, Ukraine successfully averted bureaucratic breakdowns during the conflict. The accessibility of public services to the population was largely preserved, owing to the efficient digitalization efforts implemented since the Covid-19 pandemic. Presently, the Diia portal, which serves as the primary platform for a myriad of public services, offers over 100 different documents, procedures, and permits that can be accessed remotely.

These instances highlight Ukraine's remarkable adaptability and swift response to crisis situations, often employing non-traditional and unconventional measures. Crucially, none of the country's strategic industries, including the banking system, logistics, telecommunications, or public services, succumbed to disruption. The ability to navigate crises with such adaptability underscores the significance of having a flexible and responsive state apparatus.

2.2. Challenges Faced in Ukraine's Recovery

Despite Ukrainian flexibility and adeptness in adapting to unforeseen circumstances, the persistent issue of corruption continues to pose a significant challenge for the country. While the Ukrainian government has been able to help resolve some bureaucratic issues and diminishing corruption through the digitization of key services, the ongoing struggle against corruption demands sustained efforts. As Ukraine receives aid for post-war development, it becomes imperative to enforce accountability measures to prevent corruption in the allocation of aid funds. In 2021 Ukraine was ranked the second-most corrupt country in the world (Falk, n.d.).

Furthermore, the year 2022 marked a historic downturn for Ukraine, as the country grappled with its most substantial recession to date, witnessing a staggering loss of almost a third of its GDP. Ukraine's economic landscape has weathered previous recessionary periods, each unique in its origin and impact. In 2014-15, the recession was intertwined with the consequences of war and diminished commodity prices, while the economic downturn in 2020 was primarily caused by the global pandemic.

In neither case did the rate of economic recovery exceed 4%, ranging between 2.44% and 3.49% of GDP growth. If we assume that in periods of growth, the Ukrainian economy grew by

3% on average, recovery after the war would take 13 years. To avoid being set back by a decade, the country would need to achieve record economic growth. Achieving this will require overcoming a number of challenges (“Rebuilding Ukraine”, n.d.).

The initial challenge revolves around the workforce, a consequence of the substantial emigration of Ukrainians. Recent data from the United Nations High Commissioner for Refugees (UNHCR) indicates that over eight million Ukrainians were compelled to seek refuge in other European countries in the aftermath of the invasion. However, surveys show that about 80% of refugees want to return but their decision can be changed according to the further situation in Ukraine.

The path to Ukrainian recovery is laden with challenges, especially because of corruption issue. This issue not only risks undermining support from international development partners but also poses a threat to vital financial assistance during the ongoing war. Additionally, the significant decrease in human resources, exacerbated by emigration, threatens to create a shortage of employment opportunities, impeding the recovery of domestic businesses post-war. The confluence of these challenges paints a challenging landscape for Ukraine's journey towards economic and social resurgence.

2.3. Rebuilding economy opportunities

Post-war reconstruction is a comprehensive effort that spans social, political, economic, and military dimensions, aiming to restore law and order. This multifaceted process addresses economic and political conditions, emphasizing rehabilitation, development, justice, and reconciliation. The economic dimension involves tasks such as distributing humanitarian aid, rebuilding infrastructure, restoring social services, fostering private sector growth, and implementing structural reforms for macroeconomic stability and sustainable growth. This holistic approach establishes a foundation for enduring recovery after conflict.

There are many ways how to get support from international organisations, including the World Bank Group and the IMF, play a crucial role in structured processes to enhance the conditions of war-torn countries. Offering both financial and informational services, these organizations contribute significantly to post-war reconstruction efforts, leveraging expertise and resources for rebuilding and development.

The World Bank Group originated as a support tool to undertake the reconstruction and reparation of Europe post the second world war damages. In the decades that followed, reconstructing the economical and primarily the infrastructural damages became the focal point for the World Bank Group to address (Romanovych, Neplyakh & Makarenko, 2022).

In addition, the World Bank and the IMF play a crucial role in determining the "war reparation cost" for states affected by conflict. This cost represents the financial burden the aggressor nation must bear to assist the affected country in its reconstruction and development, compensating for the disruptions it endured. The United Nations, along with the World Bank and the IMF, actively aids war-hit nations in assessing and calculating the necessary reparations for their recovery.

An illustrative example is Iraq, which faced reparation costs for its invasion of Kuwait in 1990. The United Nations Compensation Commission, established in 1991 to handle claims for losses and damages resulting from Iraq's invasion, mandated Iraq to pay Kuwait a substantial sum of US\$52.4 billion. This case highlights the practical application of international mechanisms in holding aggressor nations accountable for the financial responsibilities associated with war-induced damages.

Furthermore, the European Commission adopts a strategic approach to conflict resolution, harmony maintenance, and addressing post-crisis situations globally. Employing rapid response actions, it intervenes in short-term crises post-war, employing mediation, brokering, peace agreement implementation, civil conduct reintegration, and justice enforcement (European Commission).

In addition, the European Bank for Reconstruction and Development (EBRD) acts as a multinational development bank dedicated to post-war rebuilding. With a membership of 66 nations, the European Union, and the European Investment Bank (EIB), the EBRD provides essential financial and technical support, playing a pivotal role in the reconstruction and development of member countries.

Indeed, the collaborative efforts and support from international organizations, including financial institutions like the World Bank and the IMF, as well as mechanisms for war reparation costs, are poised to exert a positive influence on Ukraine's post-war recovery. Particularly crucial for its economy, which already faces a significant burden, these collective actions contribute to the rebuilding process and lay the groundwork for a more resilient and prosperous future for Ukraine.

3. Conclusion

To summarise, the prospects for economic recovery following a Ukrainian victory are promising, with various positive initiatives in motion. However, it's crucial for Ukrainians to anticipate and navigate future challenges, ensuring that factors like corruption do not undermine the aspirations for a successful and robust country. The vision is for Ukraine to become a

supportive friend rather than an enemy to the world, fostering collaboration and strength on the global stage.

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LANGUAGE PROFICIENCY AS A KEY FACTOR IN ATTRACTING INVESTMENTS TO UKRAINE

O. I. Yanovska,

V. V. Ilchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Yanovska O. I., Ilchenko V. V. Language proficiency as a key factor in attracting investments to Ukraine. This article defines the role of language in the investment landscape of Ukraine, analyzes the impact of language knowledge on the economic development of the country, considers the impact of the language strategy for attracting investments, and provides examples of state initiatives aimed at enhancing the positive perception of Ukraine by investors through the development of foreign languages. The author analyzes how language policy affects the creation of a positive image of the country and how it can contribute to the development of international business.

Keywords: economic development, economic relations, investment, investors, language policy, language strategy, state initiatives.

Яновська О. І., Ільченко В. В. Володіння мовою як ключовий фактор залучення інвестицій в Україну. Ця стаття визначає роль мови в інвестиційному ландшафті України, аналізує вплив знань про мови на економічний розвиток країни, враховує вплив мовної стратегії залучення інвестицій та надає приклади державних ініціатив, спрямованих на позитивне сприйняття України інвесторами через розвиток іноземних мов. Автор аналізує, як мовна політика впливає на створення позитивного іміджу країни та як вона може сприяти розвитку міжнародного бізнесу.

Ключові слова: державні ініціативи, економічні відносини, економічний розвиток, інвестиції, інвестори, мовна політика, мовна стратегія.

1. Introduction

As Ukraine positions itself on the global economic stage, it becomes increasingly evident that the traditional metrics of economic growth and stability tell only part of the story. Beyond GDP figures and market indices, the intricacies of language policy and effective communication emerge as influential determinants in shaping the trajectory of the nation's investment landscape. Investors, recognizing the untapped potential within its borders, are turning their attention to this nation that bridges the East and West.

The objective of the article is to show the importance of the language aspect in attracting investments to Ukraine. The object of this article is the influence of the language policy of Ukraine

on the process of investment attraction. The subject of the article is the study of the relationship between language aspects (language policy, foreign language skills) and attracting investments to Ukraine. To achieve the objective, the following tasks have been set: to consider the language strategy as an investment attraction tool; to determine the most popular foreign languages in Ukraine; to explore the impact of language diplomacy on the structure of economic relations; to give examples of state initiatives aimed at positive perception of Ukraine by investors through the development of foreign languages.

The correlation between language policy and investment indicators has not been covered in earlier works of U. W. Chohan (2021) and H. Loewendahl (2018) related to increased investment. The article aims to draw attention to the importance of using language in attracting investments. This article sets the stage for a deeper exploration into the relationship between language and investment in Ukraine. It beckons a closer examination of how linguistic strategies, intertwined with economic policies, propel the nation towards a future where the resonance of its unique culture harmonizes with the rhythms of international commerce. The article unfolds against a backdrop where language is not merely a mode of communication but a strategic asset that can unlock the doors to sustainable economic growth and global partnerships.

2. Language strategy as an investment attraction tool

Ukraine, as a country with a strong economic potential, faces the task of developing and implementing a quality language strategy to attract investments. This strategy should cover not only the linguistic aspect, but also take into account the cultural peculiarities and the requirements of international partners. The development of a targeted language strategy may include the creation of specialized communication materials, translation of documentation, and training of employees for effective language exchange.

The ability to effectively communicate strategic plans, objectives and investment preferences through language channels determines the extent to which investors perceive a country as an investment-friendly area. In addition, the correct use of language expressions and language etiquette can be a key factor in building rapport and trust. Investors don't just examine numbers; they also analyze the quality and style of speech in interaction with the local business community. The implementation of an effective language strategy opens up the possibility of creating a positive image of the country and ensuring a favorable economic climate for foreign investors (Loewendahl, 2018, p. 39).

The Euro-Atlantic direction of Ukraine is advantageous in terms of conducting business and attracting mostly Western investors. The Ministry of Digital Transformation of Ukraine which

together with USAID and the Kyiv International Institute of Sociology conducted a study of foreign language proficiency among Ukrainians. The study showed that the most popular foreign language among Ukrainians is English – it is spoken by 51% of respondents. Another 22% of Ukrainians know Polish, 14% speak German, and 7% have a good command of French (Fig. 1).

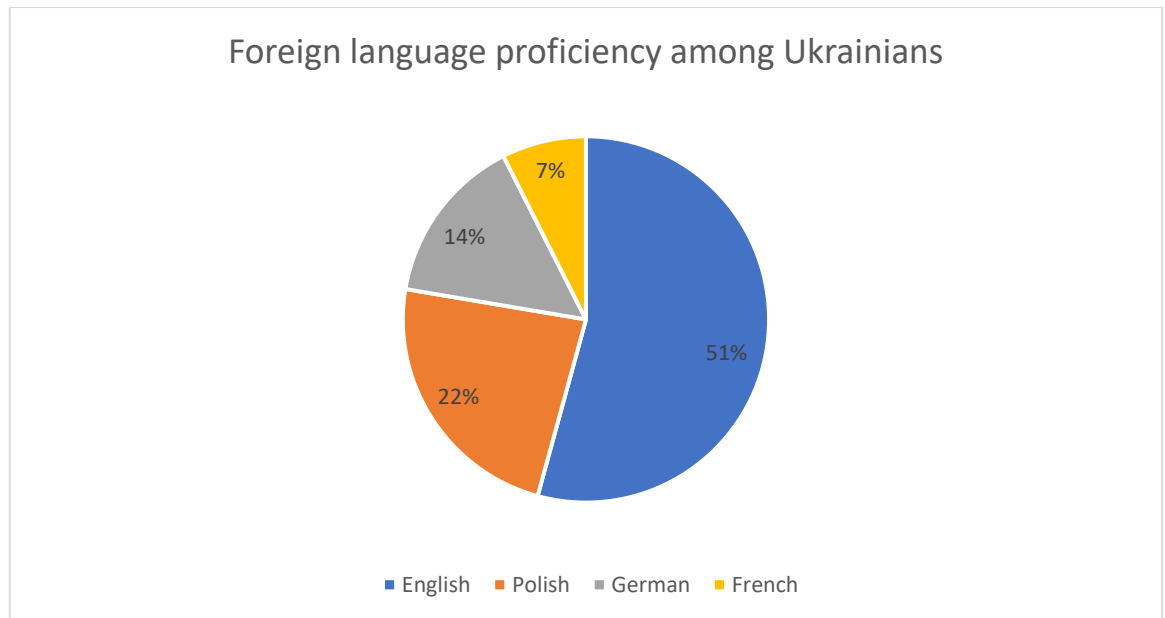


Figure 1. Foreign language proficiency among Ukrainians

The widespread proficiency in English facilitates seamless communication between Ukrainian businesses and Western investors. This linguistic alignment reduces language barriers, fostering clear and effective dialogue during negotiations, presentations, and business interactions. English proficiency positions Ukraine as an attractive destination for Western investors who often prefer conducting business in their native languages. This advantage makes the Ukrainian market more accessible and appealing to investors from English-speaking countries, potentially expanding the pool of interested investors. English, being the predominant language of international business and diplomacy, aligns Ukrainian businesses with global standards. Investors often seek environments where communication is conducted efficiently in a language widely used in international commerce, enhancing the perception of Ukraine as a modern and globally integrated market.

Knowledge of foreign languages such as Polish, German, and French (22%, 14%, and 7%, respectively) by a significant part of the population further diversifies the country's linguistic capabilities. This diversification can attract investors from a broader range of countries and regions, contributing to a more diverse and resilient investor base.

The participation of the Ministry of Digital Transformation in the study underlines the importance of language proficiency in the context of digital transformation. As businesses increasingly rely on digital platforms and global collaboration, a strong command of languages, especially English, becomes instrumental in participating in the digital economy.

3. Language Diplomacy in the Structure of Economic Relations

Language diplomacy is the strategic use of language to ensure positive relations, promote international

cooperation, and increase the effectiveness of diplomatic efforts between countries or international organizations. The main purpose of language diplomacy is to improve mutual understanding and interaction between different cultures and nationalities, which also improves the country's economic development and investment. Language diplomacy plays a pivotal role in shaping the international perception of a country, contributing significantly to the creation of its positive image. Clear and effective communication, characterized by linguistic diplomacy, can be a powerful tool for building trust, fostering goodwill, and enhancing the overall reputation of a nation in the eyes of the global community.

Effective language diplomacy helps build cultural bridges, allowing for a deeper understanding between nations. When a country showcases linguistic competence and cultural sensitivity, it fosters a sense of openness, making it more appealing for international collaboration and economic engagement. Through language diplomacy, a country can actively manage its global perception. This involves crafting narratives, messages, and communication strategies that align with economic goals, presenting the nation as a reliable and attractive partner for trade, investment, and collaborative ventures. The relationship between language policy and international business development is intricate, influencing the success of economic ventures on a global scale (Chohan, 2021, p.10).

A well-defined language policy ensures effective communication in international business transactions. Clear and precise language facilitates negotiations, contract agreements, and overall business interactions, reducing the likelihood of misunderstandings and disputes. An inclusive language policy that accommodates the languages of potential trade partners and investors creates an environment conducive to international trade and investment. It eliminates language barriers, making it easier for foreign businesses to navigate and engage with the local business community (Chohan, 2021, p.10).

A well-implemented language policy enhances market access by ensuring that business communication aligns with global standards. This, in turn, attracts a diverse range of international

investors and partners who are more likely to engage with a business-friendly linguistic environment (Chohan, 2021, p.10).

An example of language diplomacy in Ukraine is the Global Office organization, which is designed to promote informational, political, economic, cultural and social integration of Ukraine into the global space, as well as internal integration. The organization creates strategic partnerships between/with international structures, state authorities, diplomatic institutions, representatives of business and civil society (“Global Office organization”, n.d.).

Student exchange programs also contribute to the future attraction of investors to the country. Foreign students studying at the country’s universities gain a deeper understanding of the local culture, language and business environment. Students’ acquisition of international experience and acquaintance with representatives of the local business community can further create a basis for future investment relations. A successful student exchange program can raise the international rating of the country’s higher education institutions, as well as raise the country’s overall profile in the global educational space. This can make the country more attractive to foreign investors. Student exchange can contribute to the expansion of the country’s personnel potential. Internationally educated professionals can become a valuable resource for international companies and investors considering opportunities in the country.

4. Conclusions

Language serves as a crucial tool in attracting investments to Ukraine, leveraging its rich history, cultural diversity, and various economic sectors. A well-developed language strategy, focused on international business communication, enhances Ukraine’s competitiveness as an appealing investment platform and raises the country’s international profile with investors.

Fostering language skills through educational programs not only attracts investments but also increases literacy and professional training thus streamlining business operations and positioning Ukraine as a forward-thinking and globally connected investment destination.

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CHINA'S POLITICAL INTERESTS IN CENTRAL ASIA WITHIN THE FRAMEWORK OF THE BELT AND ROAD INITIATIVE

K. O. Yashchenko,

N. O. Marchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Marchenko N. O., Yashchenko K. O. China's Political Interests in Central Asia within the framework of the Belt and Road initiative. The article is devoted to China's political interests in Central Asia within the framework of the Belt and Road initiative. Central Asia is a particularly attractive region due to a number of advantages, such as large reserves of raw materials, strategic geopolitical location, transport and logistics capabilities, and the status of a security buffer zone. To achieve its goals in the Central Asian region, the Chinese government is using the Belt and Road initiative, established in 2013 and based on the revival and improvement of the Great Silk Road.

Keywords: Belt and Road initiative, Central Asia, China, interests, political interests.

Марченко Н. О., Ященко К. О. Політичні інтереси Китаю в Центральній Азії в рамках ініціативи “Один пояс, один шлях”. Стаття присвячена політичним інтересам Китаю в Центральній Азії в рамках ініціативи "Один пояс, один шлях". Центральна Азія є особливо привабливим регіоном через низку переваг, таких як великі запаси сировини, стратегічне геополітичне розташування, транспортно-логістичні можливості та статус буферної зони безпеки. Для досягнення своїх цілей в регіоні Центральної Азії уряд Китаю використовує ініціативу «Один пояс, один шлях», започатковану в 2013 році і засновану на відродженні та вдосконаленні Великого шовкового шляху.

Ключові слова: ініціатива “Один пояс - один шлях”, інтереси, Китай, політичні інтереси, Центральна Азія.

1. Introduction

The object of the study is the political interests of the People's Republic of China in Central Asia. The subject of the study is the role and influence of the Belt and Road initiative in the implementation of China's political strategies in Central Asia. The purpose of the study is to analyze the main political interests of China in Central Asia and the mechanisms for their implementation through the Belt and Road initiative, and to assess the effectiveness of this initiative in achieving China's political goals in the region. To achieve this, there is a need for a comprehensive analysis of China's policy in Central Asia to predict its consequences.

2. Central Asia as a strategic springboard for China

The Chinese Belt and Road initiative (BRI) was created to give a new impetus to the development of the People's Republic of China by searching for new international and domestic sources of growth in a new, dynamically changing world, to help solve economic problems, stimulate new production and enhance the role of the state at the regional and global level. Thus, China sees this initiative as a way of its global and beneficial integration with developed countries, regional states, and mainly Central Asian states, where China is a regional leader capable of providing both financial and humanitarian assistance. The article will then go on to examine in detail China's political interests in Central Asia within the framework of the Belt and Road initiative.

Central Asia occupies an important strategic position for China. It is a key region for China's security and economic development. As part of the BRI, China seeks to strengthen its influence in Central Asia. All five Central Asian countries are currently quite important players in the global political arena, which is to some extent due to their geographical location. That is, the region is located between several global political players, such as Russia, China, the European Union, as well as the regions of West Asia and South Asia, which has significantly influenced the formation of the cultural and political component of these countries since independence, as there has been a certain mixing and periodic change in the spheres of influence of these states on Central Asia. In addition, the region unites these countries through its land routes, which allows Central Asia to play an important role in the political processes of our time.

The exception was not China, which for hundreds of years associated with the region as a historical and territorial interaction. And with the launch of the Belt and Road Initiative, this interaction has acquired a new vector of development.

3. China's strategic interests in the region

Within the project, Central Asia plays a strategically important role, and China has several political interests in the region:

1. Geopolitics, which means the region's favourable location on the continent, which can influence the state of affairs in China, as well as China's desire to increase its influence in the region.
2. The presence in the region of the interests of other global powers, Russia and the United States.
3. Security issues, which include ensuring the security of state borders, controlling neighbouring states in terms of not joining military blocs opposed to China, and preventing

separatism in the Xinjiang Uyghur Autonomous Region. (Peters, 2017, pp. 5-6).

With regards to the importance of the geographical location of Central Asia, it is important to note that since the western regions of China, including the Xinjiang Autonomous Region, border Central Asia, mostly its eastern regions, many strategic documents of the Belt and Road initiative have repeatedly emphasized the need and importance of using this neighbourhood and developing intensive cooperation in various fields through the creation of scientific and educational centres, transport hubs, as well as business and logistics centres, in various fields, through the creation of scientific and educational centres, transport hubs, and business and logistics centres (Fallon, 2015, p. 142).

In addition, the favourable geopolitical location of Central Asia allows China to control and regulate border security issues, mainly to establish stability in the border areas, to help establish and strengthen peace and stability, as well as economic development for all the countries participating in the BRI.

The main important aspect that the Belt and Road initiative sees in Central Asia is its exceptional military-strategic position and the joint fight against the “three evils” of terrorism, extremism and separatism, which is aimed at preventing their spread in the initiative states and maintaining stability in regions prone to secession, such as Xinjiang and Taiwan. With this in mind, China is trying to provide all possible assistance to Central Asia in maintaining stability in the region, which over the past decade has become one of the most important participants in political, military, trade and economic relations, as China's own security depends on the security of this region, which borders such dangerous countries as Afghanistan, Iraq and Pakistan. Thus, maintaining a stable, secure environment in Central Asia is considered one of the most important interests of the BRI in the field of regional security (Hoh, 2019, pp. 243-247).

4. Central Asia: the key to the success of the Belt and Road Initiative

Regarding the interests of other foreign policy actors in Central Asia, it can be said that this region has always been an enviable field for penetration and regulation by any international actors and initiatives put forward by them, and after the collapse of the USSR, in particular, it was in a sense empty. At the same time, China felt an acute shortage of space for its numerous industries and projects, and was practically forced to turn its gaze to the Central Asian region and fill in the gaps temporarily forgotten by other global powers with its prospects. In this regard, the role of the BRI is clearly visible, as some of the ongoing projects in Central Asia by countries such as Turkey or the European Union could not compete and reduced their active presence in the region (Julian, 2018, p. 3).

The five Central Asian countries have a significant role in regional cooperation with neighbouring countries, which in one way or another affects the entire world politics. The essential aspects of this influence and the importance of Central Asian countries, especially for such a large-scale initiative as the Belt and Road Initiative, are the following:

- their development and active participation in a variety of international and regional organizations;
- the countries in the center of Eurasia act as a support for the international balance, which also binds the states through political and economic cooperation and provides an opportunity for diversification of these sectors;
- maintaining peace, stability and security in the region and preventing the penetration of terrorism in Asia and Europe by fighting international terrorism, extremism, nationalism and crime (Olcott, 2014, p. 8).

These aspects suggest that the growing role and influence of Central Asian states in the process of establishing a changing international and economic world order is essential and necessary for the goals of the Belt and Road Initiative.

5. Conclusions

To sum up, the article analyses the political interests of the People's Republic of China in Central Asia and the mechanisms for their implementation within the framework of the Belt and Road Initiative. All of China's political interests, and the BRI, are reduced to the following: preserving its sovereignty, resisting the Western pressure that has intensified recently, creating a new concept of international security, and promoting a more balanced and diversified development of the region and the world.

Considering all of the above, it can be concluded that, in general, the creation of the Belt and Road Initiative and active cooperation with neighbouring countries, including Central Asia, was intended not only as one of the largest infrastructure projects, but also as an opportunity to redirect the center of global development towards China, where the countries of Central Asia would act as the main pillar contributing to the formation of a developed China-centric region with an Asian component.

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BILATERAL COOPERATION BETWEEN ROMANIA AND UKRAINE: TRENDS AND PROSPECTS

A. S. Yenchewa,

N. O. Marchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Yenchewa A. S., Marchenko N. O. Bilateral cooperation between Romania and Ukraine: trends and prospects. The article is devoted to the peculiarities of the emergence and development evolution of bilateral relations between Romania and Ukraine. The study demonstrates the key historical and economic aspects of cooperation between the countries. It also raises the important issue of Romania's assistance to Ukraine after 2014, which contributed to the establishment of a new period in relations between the two countries. In addition, the article also outlines future prospects for Romanian-Ukrainian relations, highlighting potential areas for cooperation.

Keywords: bilateral relations, cooperation, prospects, Romania, Ukraine.

Єнчева А. С., Марченко Н. О. Двостороннє співробітництво між Румунією та Україною: тенденції та перспективи. Стаття присвячена особливостям становлення та еволюції розвитку двосторонніх відносин між Румунією та Україною. Дослідження демонструє ключові історичні та економічні аспекти співпраці між країнами. Також піднімається важливе питання допомоги Румунії Україні після 2014 року, яка сприяла встановленню нового періоду у відносинах між двома країнами. Крім того, у статті також окреслюються майбутні перспективи румунсько-українських відносин, виокремлюються потенційні сфери для співпраці.

Ключові слова: двосторонні відносини, перспективи, співпраця, Румунія, Україна.

1. Introduction

In the current geopolitical context, the collaboration between Romania and Ukraine holds significant importance for both nations and the broader European region. This research seeks to uncover the trends and prospects shaping their relationship, offering insights that are pertinent not only to the nations involved but also to the broader international community. Understanding the intricacies of this relationship is vital not only for fostering stronger ties between the two countries but also for promoting stability and cooperation in Eastern Europe.

The object of the study is the multifaceted nature of bilateral cooperation between Romania and Ukraine.

The subject of the study is the dynamic interplay of historical, political, economic, and socio-cultural factors that shape the bilateral relationship between Romania and Ukraine.

The aim of the study is to assess the present state of bilateral cooperation between Romania and Ukraine, discerning patterns and identifying emerging trends.

The main tasks of the study are to analyze the impact of historical events on the current diplomatic landscape between Romania and Ukraine, considering how past interactions have shaped present relations; to examine the current diplomatic, economic, and cultural ties between the two countries; to identify challenges and opportunities that shape the bilateral cooperation landscape.

The theoretical and methodological basis of the study is based on: scientific works of experts in the field of international relations between Romania and Ukraine; the theoretical and methodological basis of the study is based on: scientific works of experts in the field of international relations between Romania and Ukraine; general scientific methods of cognition, such as analysis, synthesis, induction, deduction, etc.; specific scientific methods, such as content analysis, comparative analysis, etc.

2. The background of Romanian-Ukrainian relations

Romanian-Ukrainian relations have always been shaped by different circumstances. Romania and Ukraine are characterized not only by neighboring but also by deep historical ties, forming a multi-layered picture of shared heritage. Both countries share a significant portion of the border, shaping a meaningful element of geopolitical dynamics in Central and Eastern Europe.

Historically, Romania and Ukraine intertwined their destinies during complex periods such as the dissolution of the Ottoman and Austro-Hungarian empires, the events of the First and Second World Wars, and the breakup of the Soviet Union. These historical stages defined the formation of borders, the identification of national minorities, and interaction at various levels (Дністрянський, 2012, pp. 103–104).

Regulatory and legal framework between Ukraine and Romania was established in the mid-1990s. In 1999 the two nations signed a Treaty on friendship and cooperation. This document enshrines the key principles of cooperation between the countries, such as the principle of sovereign equality, non-use of force and threat of force, inviolability of borders, territorial integrity of states, peaceful settlement of disputes, non-interference in internal affairs, respect for human rights, equality and the right of peoples to control their own destiny, cooperation between states and the fulfilment of obligations in good faith in accordance with international law (Черторижський, 2015, pp. 56–57).

Cross-border cooperation between Ukraine and Romania is mainly implemented through various projects under the European Neighbourhood and Partnership Instrument, as well as Euroregions. Four Euroregions, created with the participation of the border regions of both countries, are actively functioning. The significant potential for the development of the cross-border region of Ukraine and Romania requires the search for new tools and effective mechanisms for its implementation (Прохорова, 2021, pp. 111–113).

Romanian-Ukrainian relations were complicated by territorial issues, which were resolved in 2003. At that time, Romania, joining the North Atlantic Alliance, signed an interstate treaty with Ukraine on the recognition of state borders and confirmed the renunciation of direct territorial claims. The decisive event in this regard was the verdict of the International Court of Justice on the delimitation of the sea shelf and territorial waters in the area of Zmiinyi Island. The court's decision satisfied both sides of the conflict and put an end to the disputes between the countries (Дністрянський, 2012, pp. 54–55).

An important issue is the Romanian minority in Ukraine, particularly in the Chernivtsi region and a certain part of Zakarpattia, which emerged there as a result of historical processes that include changes in borders during the collapse of the Ottoman and Austro-Hungarian empires, as well as the displacement of people as a result of wars. This raises another problem in relations between the two countries – language policy in education. After all, Romanian minorities seek to provide education for their children in the Romanian language, which was contrary to the educational policy in Ukraine (Gerasymchuk & Anghel, 2017, pp. 7–12).

Romania's accession to the EU in 2007 led to a revision of the country's foreign policy priorities. The events of the Revolution of Dignity in Ukraine from November 2013 to February 2014 reflected Romania's support for the European ambitions of Ukrainians. Attempts to overthrow the Yanukovich regime in Ukraine in late 2013 and early 2014 reminded Romanian society of the events of 1989, when Ceausescu's regime fell. Although the comparison of these two authoritarian regimes is not entirely accurate from a historical perspective, the desire of Romanian society in 1989 and Ukrainian society in 2013 for freedom and democracy revealed more similarities than differences (Максименко, 2019, p.142).

The Revolution of Dignity in Ukraine was an important test that confirmed the possibility of positive communication between peoples based on common values such as freedom, democracy and the rule of law. Romanian President T. Basescu stated that Romania supports the territorial integrity of Ukraine and does not recognise any referendums held in the east of the country. In March 2014, Romania condemned Russia's aggression in Ukraine and called on the international community to respond adequately to new challenges and threats. And after Klaus Iohannis was

elected president of Romania on 17 November 2014, support for Ukraine's European integration aspirations grew. The newly elected president confirmed Bucharest's readiness to support EU sanctions against Russia (Нечаєва-Юрійчук, 2016, pp. 394–396).

3. Trends and prospects of the cooperation between Romania and Ukraine

The priorities of relations between Ukraine and Romania remain focused on security issues and intensification of military cooperation. Romania, which is one of the three Black Sea NATO member states, is the most consistent supporter of the idea of increasing NATO's presence in the region. It was the first European Union country to ratify the Association Agreement with Ukraine and has been a leading contributor to the NATO Cybersecurity Trust Fund for Ukraine. The last few years have seen an increase in the intensity of bilateral relations, particularly in the security sector and joint military exercises. This can indeed be called a big step forward in the development of ties between the states, especially given the complexity of Romanian-Ukrainian relations (Прохорова, 2019, pp. 20–23).

As one of the key players in the Black Sea basin, Romania acts as a coordinator of regional initiatives to establish a secure balance and counter Russia's possible attempts to destabilise the situation on the EU's eastern borders. Among the three Black Sea NATO member states, Romania actively supports the strengthening of the Alliance's position in the region, in particular through the increased presence of US and NATO forces (Shelest & Kapitonenko, 2020, p. 39).

After the outbreak of a full-scale war, Romania was one of the first countries to strongly condemn Russian aggression and Russian war crimes. In March 2022, Romania joined the Ukrainian initiative in the International Court of Justice regarding allegations of genocide committed by the Russian Federation.

The President of Romania, Klaus Iohannis, was among the first leaders to visit Ukraine at the beginning of the war in 2022. About a year later, the President of Ukraine, Volodymyr Zelenskyy, visited Romania, a visit that was hailed by the Romanian press as long-awaited and historic, even if a little late. At the meeting, both leaders announced the establishment of a new level of relations between the two countries, defining them as a strategic partnership.

Relations between Romania and Ukraine are now at a warming stage. The President of Ukraine, Volodymyr Zelenskyi, even announced the signing of the revised law on national minorities on November 3, 2023. This Law of Ukraine «On Education» of 2017, which limits education in the languages of national minorities only to primary schools and provides for the mandatory use of the Ukrainian language at higher education levels, has become a real test of relations between the countries. And this amendment corresponds to one of the seven

recommendations that were expressed by the European Commission in June 2022, as part of Ukraine's efforts to accelerate its accession to the EU (Aligica, 2024, p. 1).

4. Conclusions

In conclusion, the analysis of bilateral cooperation between Romania and Ukraine reveals a complex interplay of historical, political, economic, and socio-cultural factors that influence their relationship. The research has provided valuable insights into the current state of collaboration and has identified trends and prospects that warrant attention from policymakers and stakeholders in both nations.

Continuing from the insights drawn in the analysis, it becomes evident that the bilateral cooperation between Romania and Ukraine is a dynamic and evolving landscape. The findings underscore the need for a multifaceted approach to address the complexities that define the relationship between these two neighboring nations.

The historical context provides a crucial backdrop, highlighting the resilience and adaptability that has characterized Romania-Ukraine relations. It is imperative for policymakers to draw on these historical lessons to navigate current challenges and build a foundation for a more constructive future.

Economically, the collaboration between the two nations holds promise, yet requires strategic recalibration. Identifying new avenues for trade, dismantling barriers, and fostering a climate conducive to investment are pivotal for unlocking the full economic potential between Romania and Ukraine.

Challenges in the bilateral relationship, such as territorial disputes and historical grievances, remain noteworthy, requiring diplomatic efforts for resolution. The analysis underscores the importance of addressing these challenges to foster a more stable and constructive partnership.

In essence, Romanian-Ukrainian relations are characterized by a nuanced interplay of historical challenges, diplomatic achievements, and shared aspirations for regional stability and democratic values. The evolving dynamics suggest a positive trajectory, with both nations actively engaging in shaping a cooperative and secure future.

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PASSIVE INVESTMENT STRATEGY

Y. Y. Zaika,

T. I. Skrypnyk (language supervisor)

V. N. Karazin National University, Kharkiv

Zaika Y. Y., Skrypnyk T. I. Passive investment strategy. This article reveals the essence, features, advantages and disadvantages of the passive investment strategy, the difference between an active investment strategy and a passive one as well as the essence, advantages and disadvantages of ETFs.

Keywords: ETF, income, investor, investment portfolio, money, passive investing, risks, strategy.

Заїка Я. Ю., Скрипник Т. І. Стратегія пасивного інвестування. Ця стаття розкриває суть, особливості, переваги та недоліки стратегії пасивного інвестування відмінність активної стратегії інвестування від пасивної. Також сутність, переваги та недоліки ETF.

Ключові слова: стратегія, пасивне інвестування, інвестор, інвестиційний портфель, ризики, доходи, гроші, ETF

1. Introduction.

The object of the article is passive investing. The subject is passive investment strategy. The purpose of the article is to determine the essence and features of the passive investment strategy.

At the current stage of development, the problem of forming and managing an investment portfolio is growing, as it requires detailed analysis and further regulation to achieve investment goals.

2. The main part.

An investment strategy is a plan that an investor makes in order to manage their investments. It helps divide money to buy assets to get income ("Стратегії інвестування", n.d.).

An investor creates such a strategy in order to consider the ways in which they can achieve their goals. It is also useful for risk diversification, investment budget planning and forecasting the movement of securities.

There are passive and active strategies of investing.

As for the passive investment strategy, in this case the investor invests money for a long period of time and tries to form a diversified portfolio. Passive investors try to invest money in large, reliable, stable companies, as well as in so-called "blue chips" (companies with large capitalization).

But active investors do everything on the contrary. They constantly monitor financial instruments, identify undervalued financial instruments and forecast the price dynamics of the corresponding financial instruments. Active investors buy for the short term and then sell to make a profit and repeat this action.

The basic principle of passive portfolio management is to buy and hold. That is, the structure of the composite portfolio changes very rarely.

Passive management is typical for conservative and moderately aggressive investors.

The main goals of passive management are to protect investments from inflation and obtain a guaranteed income with minimal risk and low management costs. This type of management involves the creation of well-diversified portfolios of securities for which returns, risk and liquidity can be calculated with high accuracy.

A great advantage of passive investing is that you form a set of securities that do not need to be constantly analyzed, but at the same time they can bring stable income. This is provided if you invest in dividend securities. And if you invest in growth stocks (they have almost no dividends), then in this case you cannot count on a stable profit, because you receive income in the form of an increase in equity. However, here is such an interesting point that the longer you invest, the less risky your portfolio is. This is true, because it is quite difficult to predict what will happen next year, and this is especially true with the stock market. However, it is much easier to predict what will happen in 5, 10, 15 years.

People are consuming more and more, prices are rising, the rate inflation is raising too, so your capital will grow if it is invested in reliable companies, because the nominal value of your share in that company is growing.

We need to draw advantages and disadvantages of passive investing.

As for the advantages, we can single out the following ("Passive Investing", n.d.):

- Passive investors spend less money on their trades. After all, the broker (intermediary between the investor and the stock exchange) takes a fee for each transaction (both for purchase and sale). And since passive investors do not very often make certain operations on the market, the costs of investors are lower;

- Passive investors have reduced risk. As mentioned earlier, passive investors invest for the long term. And the probability that securities will increase in price in 1 year is less than in 10 years, as the world population tends to consume more and more, inflation is increasing. Because of it, the nominal value of your share in the company also increases and you thus increase your capital.

- Higher average incomes. If you're investing for the long term, passive funds of all types almost always yield higher returns. Over 20 years, approximately 90% of index fund tracking

companies of any size have outperformed their active peers. According to the most recent S&P Indices Versus Active (SPIVA) report from S&P Dow Jones Indices, even after three years, more than half have done so (“S & P 500”, n.d.).

Regarding the disadvantages of passive investing:

- does not have the ability to get profits quickly;
- There is a high probability that you will not be able to complete your investment process quickly. The economy develops cyclically, so there are both periods of crisis and periods of development. Usually after a crisis, the market recovers, however, it can take quite a long time. And until the market recovers, you will not be able to take your capital from there, because you will lose quite a lot of money, you will have to wait for that moment.

ETFs are the most optimal way to invest passively. We should figure out what this abbreviation means.

ETFs are funds whose shares can be bought and sold on the stock exchange (“How to take ETF”, n.d.).

Thus, buying an ETF involves buying a whole set of companies that are composed and monitored by analysts and experts

ETFs are of the following types (“Types of ETFs.”, n.d.):

- Index;
- Sectoral ;
- Raw materials;
- Foreign exchange;
- High-risk.

The advantages and disadvantages of this investment tool:

• Advantages:

- investment diversification;
- receiving dividends;
- ease of trading;
- investment transparency;
- high liquidity;
- low initial investment

• Disadvantages of ETF:

- average profit;
- commissions

The last thing that is important to pay attention to is certain passive investing tips.

First, never sell these securities or holdings, even if they appear to be problematic (“The Best Passive”, n.d.).

Second, always keep some extra in case some securities fall in price and you want to buy them.

Third, always reinvest your dividends (“The Best Passive”, n.d.).

4. Conclusion

This article reveals the essence of investment strategy and describes passive and active strategies. The passive strategy has many positive points, such as: lower costs for trading, a diversified portfolio, a higher probability of receiving profits, less need for constant analysis of securities. As for the disadvantages, it is almost impossible to get quick profits here and there may be a problem with quick returning of equity capital back in the event of a crisis, because you will have to wait until everything recovers and stock prices rise. The easiest tool for a passive investor is an ETF, as it will help diversify the investment portfolio, does not require a lot of time and attention, high liquidity and a low entry threshold. However, using such an instrument, you receive an averaged profit and pay fund commissions.

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YOUTH DIPLOMACY AND ITS INFLUENCE ON CREATING THE IMAGE OF UKRAINE

M. V. Zavada,

I. V. Zmiiova (language supervisor)

V. N. Karazin National University, Kharkiv

Zavada M. V., Zmiiova I. V. Youth diplomacy and its influence on creating the image of Ukraine. The article studies the practical impact of youth diplomacy on shaping Ukraine's international image. The research aims to determine the role of youth diplomacy in developing cultural links and positive perceptions of Ukraine abroad. The author focuses attention on initiatives such as the "Young Ukrainian Ambassador" project and the UN Youth Delegate Program, strategically utilizing youth diplomacy to achieve Ukraine's image goals on the global stage. The study identifies specific aspects influencing the creation of a positive perception and proposes practical ways to strengthen the country's image.

Key words: cultural ties, image strategy, international relations, national brand, Ukraine, youth diplomacy.

Завада М. В., Змійова І. В. Молодіжна дипломатія та її вплив на створення іміджу України. У статті розглядається практичний вплив молодіжної дипломатії на формування міжнародного іміджу України. Метою дослідження є визначення ролі молодіжної дипломатії у розвитку культурних зв'язків та позитивного сприйняття України за кордоном. Автор фокусує увагу на молодіжних ініціативах, таких як проєкт «Молодий український посол» та програма молодіжних делегатів до ООН, які сприяють стратегічному використанню молодіжної дипломатії для досягнення іміджевих цілей України на світовій арені. В ході дослідження визначено конкретні аспекти, що впливають на створення позитивного сприйняття, та запропоновано практичні шляхи зміцнення іміджу країни.

Ключові слова: іміджева стратегія, культурні зв'язки, міжнародні відносини, молодіжна дипломатія, національний бренд, Україна.

1. Introduction

The global standing of nations holds immense significance today, with a nation's image and reputation influencing both its economic prosperity and socio-political vitality. Nations strive to attract tourism, investment capital, foster a talented workforce, and augment their cultural and political influence globally (Yeremeyeva, 2022, pp. 61-77). The analysis and determination of the role of youth diplomacy in creating the country's national image on the world market determine the relevance of this research.

The purpose of the study is to analyze the practical dimensions of youth diplomacy in the formation of the international image of Ukraine.

The object of the study is the concept and components of youth diplomacy, and the subject is youth initiatives and projects that are carried out within the framework of public diplomacy and actively contribute to the formation and strengthening of the international image of Ukraine in the conditions of geopolitical challenges, with an emphasis on the period after the Russian-Ukrainian war.

2. Youth diplomacy – components and characteristic features

Youth diplomacy occupies a significant place among other types of diplomacy and is a tool for developing strong and friendly relations between countries, establishing cultural ties, and forming a positive image of one's homeland abroad. Currently, youth diplomacy exists alongside professional diplomacy as its harmonious complement, and is also of particular importance for the promotion of the state brand on the international arena, which is a priority task of public diplomacy (“Дослідження потенціалу”, n.d.).

Ukraine is one of the forty states that elect youth representatives to participate in the committees of the UN General Assembly, commissions of the Economic and Social Council, etc. Every year, youth delegates from Ukraine as part of the official delegation represent our country at the international level with the aim of improving Ukraine's image on the world stage. To do this, the delegates of Ukrainian youth make presentations and prove their point of view on the problems that have arisen in Ukraine in recent years (“Роль молодіжної дипломатії”, n.d.).

Russia's full-scale war against Ukraine led to the development of new initiatives aimed at forming the country's national brand, designed to meet the requirements of wartime and effectively inform the world community about current military operations. Youth active participation in the public and political sectors is an integral part of the development of the state and international relations, the success of which depends on the contribution of youth representatives to the sphere of diplomatic relations. This necessitates the youth's participation in the public life of the state, as well as state support for both national and international youth initiatives (“Національний бренд України”, n.d.).

To attract active young people to the implementation of state policy in the field of foreign relations, the Ministry of Foreign Affairs of Ukraine created a new consultative and advisory body – the Youth Council under the Ministry of Foreign Affairs. Within the framework of their competence, representatives of youth diplomacy are able to resolve issues related to the development of youth diplomacy and cooperation with international organizations; cooperation

with foreign diplomatic institutions, foreign embassies and authorities; cooperation with the youth of the Ukrainian diaspora, etc. (“Дмитро Кулеба”, n.d.).

As part of the practical activities of the Youth Council at the Ministry of Foreign Affairs of Ukraine a hard work is being carried out on the development of the “Young Ukrainian Ambassador” project. The goal of the initiative is to popularize the national interests of Ukraine and youth policy abroad by selecting and training young, talented and motivated people to create the image of Ukraine at the international level (“Дмитро Кулеба”, n.d.).

The Youth Council also started to work on the project of submission of Mykola Leontovych’s “Schedryk” to the list of intangible cultural heritage of UNESCO. In addition, the work on the project “Culture of cooking Ukrainian borscht” has begun. Thus, the Youth Council actively participates in the implementation of the strategy of public diplomacy and the formation of a positive image of Ukraine abroad (“Дмитро Кулеба”, n.d.).

Young ambassadors of Ukraine will be responsible for promoting national interests of Ukraine and youth policy abroad through interaction with other young leaders. They will also serve as a bridge between Ukraine and other countries, promoting partnership and cooperation between youth and international organizations.

The largest program in the world, where young people, as part of an official delegation, have the opportunity to present their country, is the “United Nations Youth Delegate Program” on the basis of the largest international organization – the United Nations. The UN Department of Economic and Social Affairs is engaged in its coordination at the global level. The definition of duties and functions of youth delegates is assigned to the national competence of states (“Роль молодіжної дипломатії”, n.d.).

Practical aspects of the influence of youth diplomacy on the formation of the image of Ukraine were demonstrated by Alina Kurska and Denys Ganzha – Ukrainian youth delegates who took part in the 77th session of the UN General Assembly held in New York. On September 30, 2022, representatives of Ukrainian youth made speeches and condemned the lack of resistance of Russian youth regarding war crimes on the territory of Ukraine (“Молодіжний делегат”, n.d.).

Representatives of the general public and youth were involved in the implementation of the image strategy of Ukraine, which is an important aspect for promoting a positive image of Ukraine in the international arena. Thus, on June 9, 2023, members of the Youth Council at the Ministry of Foreign Affairs of Ukraine met in Strasbourg with the President of the European Parliament, Roberta Metsola. The team of the Youth Council of KhNU named after V.N. Karazin presented Ukraine at the international forum in Strasbourg as part of the European Youth Event

2023 project. To involve European organizations in the processes of rebuilding Ukraine, representatives of the Youth Council held a workshop and developed cases of the restoration of Ukraine in the following areas:

- the problem of the brain drain of student youth abroad;
- psychological rehabilitation of youth after military operations on the territory of Ukraine;
- restoration of social and political life during the reconstruction of Ukraine.

In each of these directions, the speeches were given to representatives of young people from different countries of the world (European, American and Asian regions) and discussions were held within the framework of the European Youth Event 2023 project.

Another example of the implementation of Ukraine's image strategy since the Russian-Ukrainian war is the communication project "Unpublished diplomas", the purpose of which is to inform the world community about the ongoing war and the price that Ukrainians pay every day in their struggle for freedom. Honoring the memory of Ukrainian students who will never graduate, because their lives were taken by the war unleashed by Russia, will forever be in the minds of all Ukrainians and the foreign community. The exhibition "Unissued diplomas" was held in 45 universities of the world on February 24, 2023, revealing the stories of 36 Ukrainian students who died in the war ("When your classroom", n.d.).

3. Conclusions

Therefore, Ukraine uses a wide range of tools of youth diplomacy to form a positive image on the international arena. It is critically important for our state to continue work in the direction of development partnerships with youth groups and organizations from other countries.

It is important to expand cooperation with international organizations and partners to ensure youth access to opportunities such as internships, studying abroad and other exchange programs. Thus, youth diplomacy in a practical sense will contribute to the implementation of Ukraine's image strategy, the creation of a positive perception and the expansion of support for our country in the global community.

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“OECD” AS AN INTERNATIONAL ECONOMIC ORGANIZATION

A. O. Zelenska,

Y. M. Litovchenko (language supervisor)

V. N. Karazin National University, Kharkiv

Zelenska A. O., Litovchenko Y. M. OECD as an international economic organization. The article provides a unique opportunity to observe how such an important organization dedicated to promoting sustainable economic development operates and collaborates. The paper presents the Organization for Economic Cooperation and Development (OECD) as one of the leading international organizations addressing issues of economic development, cooperation, and sustainable development. The OECD serves as a platform for discussions and the development of international standards and recommendations on a wide range of issues, including taxation, investment, trade, innovation, education, and more. OECD members exchange information, analyze current economic trends, and develop strategies to achieve sustainable and balanced development.

Keywords: achievements of the OECD, economic development, financial stability, main areas of activity of the OECD, OECD cooperation with Ukraine.

Зеленська А. О., Літовченко Я. М. ОЕСР як міжнародна економічна організація. У статті у нас є виняткова можливість побачити, як функціонує та співпрацює така важлива організація, присвячена сприянню сталому економічному розвитку. Організація економічного співробітництва та розвитку (ОЕСР) є однією з провідних міжнародних організацій, що займаються проблемами економічного розвитку, співробітництва та сталого розвитку. ОЕСР є платформою для обговорення та розробки міжнародних стандартів та рекомендацій з широкого спектру питань, включаючи оподаткування, інвестиції, торгівлю, інновації, освіту тощо. Члени ОЕСР обмінюються інформацією, аналізують поточні економічні тенденції та розробляють стратегії для досягнення стійкого та збалансованого розвитку.

Ключові слова: досягнення ОЕСР, економічний розвиток, основні напрямки діяльності ОЕСР, співробітництво ОЕСР з Україною, фінансова стабільність.

1. Introduction

In the contemporary global landscape, the Organization for Economic Cooperation and Development (OECD) stands as a pivotal entity, serving as a dynamic platform for the discourse and formulation of international standards and recommendations. Addressing a spectrum of crucial issues ranging from taxation, investments, and trade to innovation and education, the OECD plays

a central role in shaping the economic landscape. The purpose of this article is to delve into the multifaceted role and significance of the Organization for Economic Cooperation and Development (OECD) in the contemporary global landscape. By exploring the OECD's functions, initiatives, and impact, the article aims to provide a comprehensive understanding of how this international organization contributes to fostering economic cooperation and sustainable development. Through an analytical lens, the article will shed light on the OECD's overarching goals and the ways in which it actively shapes international standards and recommendations across diverse realms such as taxation, investments, trade, innovation, and education. The object of this article is to investigate and analyze the role and significance of the OECD in the modern world, with a specific emphasis on its impact on economic cooperation and development. The primary subject of the article is the Organization for Economic Cooperation and Development (OECD). The focus is on unraveling the layers of its operations, exploring its various functions, and understanding how it serves as a pivotal platform for member countries to engage in discussions, exchange information, and collectively address contemporary global challenges. By placing the OECD at the center of analysis, the article seeks to provide readers with insights into the organization's structure, objectives, and the cooperative mechanisms it employs to tackle issues spanning different sectors of the economy. Through this investigation, readers will gain a nuanced understanding of the OECD's influence on the contemporary economic landscape and its significance in promoting international collaboration for shared prosperity.

2. Main directions of OECD activity

1. Economic Development: The OECD promotes the development of its member economies by monitoring and analyzing economic trends, conducting research, and developing policy recommendations. It assists member countries in the development and implementation of economic reforms and policies aimed at stimulating growth, innovation, competitiveness, and sustainable development (“Офіційний веб-сайт ОЕСР”, n.d.).
2. Financial Stability: The OECD engages in the analysis and monitoring of the financial system, as well as the development of recommendations to enhance financial stability. It assists member countries in improving their financial policies and institutional frameworks, preventing financial crises, and combating money laundering and the financing of terrorism (“Офіційний веб-сайт ОЕСР”, n.d.).
3. Social Justice: The OECD places significant importance on issues of social justice and social policy. It conducts research and analysis in the areas of social security, employment, education, healthcare, pension systems, and other social aspects.

4. Environmental Protection: The OECD addresses environmental protection and sustainable development issues. It conducts research and develops policy recommendations on climate, energy, water resources, waste management, and other aspects of the environment (Евмешкіна, 2023).

3. Cooperation between the OECD and Ukraine

During its collaboration with the OECD, Ukraine has achieved significant results in reforming its economy and improving governance efficiency. For instance:

Regulatory Reform: Ukraine actively collaborated with the OECD in regulatory reform, focusing on simplifying administrative procedures and creating a favorable business environment.

Tax Policy: In the area of tax policy, Ukraine implemented OECD recommendations to combat tax evasion and enhance financial transparency, contributing to an improved investment climate and attracting foreign investments (Білоусова, 2017, p.64).

Despite these achievements, Ukraine faces challenges that require continued cooperation with the OECD. One of the most crucial aspects is the fight against corruption. Ukraine is actively working with the OECD to introduce transparency and ethical standards in public administration.

Additionally, the development of innovation and support for small and medium-sized enterprises (SMEs) are important tasks for Ukraine. In this context, collaboration with the OECD can facilitate the transfer of advanced expertise and technologies, create a favorable ecosystem for innovation, and support entrepreneurship (Грес, 2014, pp. 40-49).

Challenges remain, but the ongoing partnership with the OECD provides Ukraine with valuable resources and expertise to address issues such as corruption, foster innovation, and support the growth of its businesses (Евмешкіна, 2023).

Despite the accomplishments, Ukraine faces new challenges that necessitate further cooperation and reform initiatives. Continued collaboration with the OECD can provide the country with valuable insights, expertise, and support in areas such as innovation, governance, and economic policies. (Білоусова, 2017, p.65). By addressing these challenges together, Ukraine and the OECD can work towards sustainable economic growth and an improved quality of life for the population.

4. OECD achievements and outreach

The OECD has played a pivotal role in the modernization and development of its member countries throughout its history. Through research and policy recommendations, the organization has empowered its members to implement crucial reforms (Шпакович, 2010, p.30). In 2022, the

OECD continued its commitment to economic analysis, focusing on factors such as investments, innovation, trade, employment, and social well-being. The provided recommendations aimed to enhance economic efficiency and fairness.

Additionally, the OECD remained actively involved in sustainable development and addressing climate challenges. It offered analytical materials and recommendations to improve environmental policies, enhance energy efficiency, and reduce greenhouse gas emissions. The organization facilitated the exchange of experiences and supported the implementation of climate and environmental goals through organized events and forums (Грес, 2014, pp. 40-49).

A significant focus was placed on the development of the digital economy and the transition to the digital sphere. The OECD analyzed the consequences of digitization on the economy and society, providing recommendations for creating favorable conditions for digital development. This encompassed addressing issues like cybersecurity, data protection, and fostering innovations in digital technologies.

Overall, the OECD's multifaceted efforts in economic analysis, sustainable development, and digital transformation underscore its commitment to fostering positive change and progress among its member nations (Шпакович, 2010, p.31).

5. Conclusions

Examining the diversity of professional approaches and innovative solutions within the OECD reveals an impressive global impact that the organization truly holds. Its significant achievements throughout history, geared towards the modernization and development of its member countries, underscore the crucial role of the OECD as a key forum for exchanging expertise and crafting effective policies.

The organization carries considerable weight as a platform for collaboration among nations, focused on achieving sustainable economic development. Its active engagement in development, addressing climate challenges, and driving digital transformation enables it to effectively tackle contemporary global issues.

In conclusion, the OECD serves not only as a forum for exchanging innovative ideas but also as a potent catalyst for achieving global goals such as fair and balanced development and enhancing the well-being of all its members.

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DIFFERENTIATION OF THE INEQUALITY OF INCOME DISTRIBUTION OF THE WORLD POPULATION

A. O. Zemliana,

T. O. Astapova (language supervisor)

V. N. Karazin National University, Kharkiv

Zemliana A. O., Astapova T. O. Differentiation of the inequality of income distribution of the world population. The article examines the causes of income inequality, studying the factors that contribute to inequality in modern economic conditions. The impact of differences in the causes and consequences of inequality are studied. In addition, measures to overcome inequality are given. Special attention is paid to the analysis of the Gini coefficient as a tool for measuring the level of inequality in income distribution.

Keywords: Gini coefficient, income inequality, optimization of income inequality, population differentiation, statistical analysis.

Земляна А. О., Астапова Т.О. Диференціація нерівності розподілу доходів населення світу. У статті розглянуто причини виникнення нерівності доходів, вивчаючи фактори, які сприяють нерівності в сучасних економічних умовах. Досліджено вплив відмінностей причин та наслідки нерівності. Крім того, наведено заходи для подолання нерівності. Особлива увага приділяється аналізу коефіцієнта Джині як інструменту вимірювання рівня нерівності в розподілі доходів.

Ключові слова: диференціація населення, коефіцієнт Джині, нерівність доходів, оптимізація нерівності доходів, статистичний аналіз.

1. Introduction.

The purpose of the article is to reveal and understand the causes of income inequality in modern economic conditions and to determine possible ways to overcome this phenomenon. The tasks of the research are: 1. Studying the causes of economic stratification and possible ways to reduce this phenomenon in the modern economic environment. 2. Identification of the main countries with the largest and smallest income gap. The object of research is economic relations and mechanisms contributing to the formation of income inequality in modern society. The subject of the study is the causes of income inequality, its impact on social and economic aspects, as well as possible ways to reduce this phenomenon in the modern economic environment. The theoretical and methodological foundations of the research are the fundamental provisions of international economy and world economy, teaching aids and textbooks, monographs, works of domestic

and foreign economists devoted to this topic of work and Internet resources. The analytical and statistical data of UNKATAD constitute the information basis of the study. The work uses a toolkit of general scientific and interdisciplinary methods of cognition: the method of comparison and abstraction, analytical method, methods of analysis and synthesis, as well as scientific abstraction.

2. Causes of income inequality

Income inequality in an economy is the significant disparity in the distribution of income between individuals, groups, collectives, social classes or countries. Income inequality is not only about how much income a person earns, but also about how this affects their social status and their chances of a better life. Income inequality affects the distribution of wealth, political power and social status, which in turn are affected by these inequalities. Income levels are important for quality of life and affect the health and well-being of individuals and families (“Britannika”, n.d.).

Inequality in the distribution of national income is a complex issue and there are various factors that influence this process. The main causes of inequality in the distribution of national income include:

1) Differences in ability: people differ in their physical and intellectual abilities. Talent in certain areas may lead to higher incomes, for example in sport or business;

2) Differences in education: people with higher education often have more opportunities for higher-earning jobs than those who choose to work without higher education;

3) Differences in work experience: this affects the size of wages. People with more years of service and work experience generally expect higher earnings;

4) Differences in property distribution: property distribution is an important factor in income inequality. People who own more property earn more income through property, shares, real estate, etc;

5) Risk, luck, failure and access to valuable information: risk taking and luck can lead to greater financial success. The ability to access valuable information also affects income (Cipko, n.d.).

In a market economy, a certain degree of inequality is unavoidable due to differences in talent, endeavour and luck, but too much inequality will weaken social cohesion, lead to political polarisation and ultimately drag down economic growth (“Income Inequality”, n.d.).

But it's important to look beyond the challenges and focus on the opportunities for improvement.

Global financial inclusion initiatives continue to make progress, with new innovations in financial technology and manufacturing helping to improve banking services for low-income people around the world.

The fight against income inequality will also be more successful if political, economic, and social leaders agree on a common approach to improving it:

- Universal access to healthcare goes some way to achieving income equality;
- Improved access to education can increase socioeconomic mobility;
- When the free market is not effective in raising incomes, the state must step in;
- Tax measures can reduce income inequality;
- Public policies that contribute to income inequality should be recognised (Carol, n.d).

3. Key indicators of economic inequality

Many indicators are used to measure inequality in income distribution, the most well-known of which is the Gini coefficient.

Mathematical measure of income distribution is the Gini coefficient (exponent). The value of the Gini coefficient varies between 0 and 1, with 0 meaning absolute equality and 1 meaning absolute inequality. The higher the value of the coefficient, i.e. the closer it is to 1, the greater the difference in total income distribution between different regions of the country's population is (“Основи економічної теорії” n.d.).

As shown in Figure 1, the countries with the highest Gini coefficients are South Africa, Namibia, Suriname, Zambia, Central African Republic, Eswatini, Colombia, Mozambique, Hong Kong, and Botswana. South Africa has the highest Gini coefficient of 63, making it one of the 10 most unequal countries. Namibia has the second highest Gini coefficient at 59.1; Suriname and Zambia have the third and fourth highest at 57.9 and 57.1 respectively; Central African Republic has the fifth highest at 56.2; and Eswatini ranks sixth at 54.6. Colombia and Mozambique have the seventh and eighth highest Gini coefficients, at 54.2 and 54 respectively. The last two countries with the highest Gini coefficients are Colombia and Mozambique. The last two countries with the highest Gini coefficients are Hong Kong and Botswana, with 53.9 and 53.3 respectively (“Gini coefficient”, n.d.).

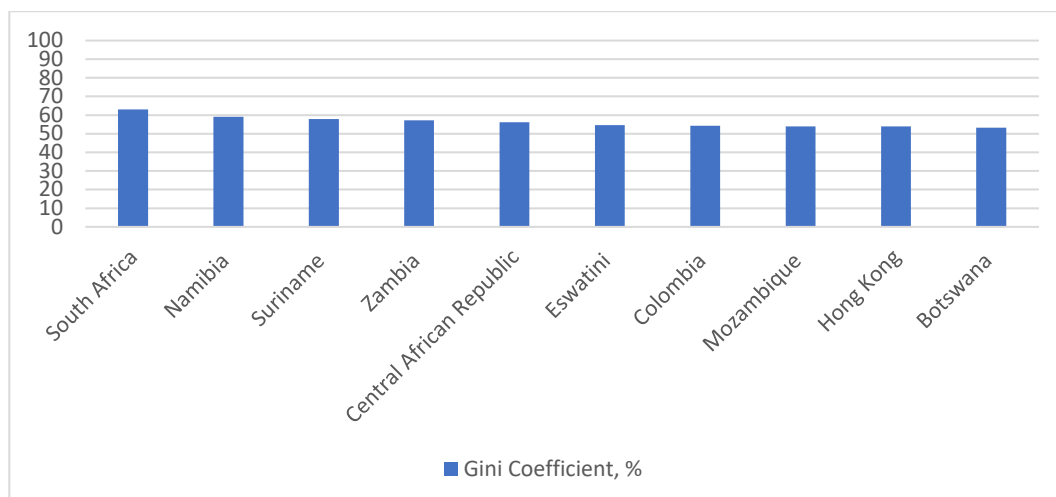


Fig. 1. Top 10 countries with the highest Gini index, 2023

Countries with the lowest Gini coefficients are Slovakia, Belarus, Slovenia, Armenia, Czech Republic, Ukraine, Moldova, United Arab Emirates, Iceland and Belgium (Figure 2). Slovakia's Gini coefficient is the lowest in the world at 23.2. Belarus and Slovenia were in second and third place, scoring 24.4 points. Armenia is in fourth place with 25.2 points, followed by the Czech Republic with 25.3 points. Ukraine has the sixth lowest Gini coefficient (25.6), while Moldova and the United Arab Emirates are seventh and eighth at 26. Finally, the last two countries with the lowest Gini coefficient are Iceland and Belgium (26.1 and 27.2 respectively) ("Ginni coefficient", n.d.).

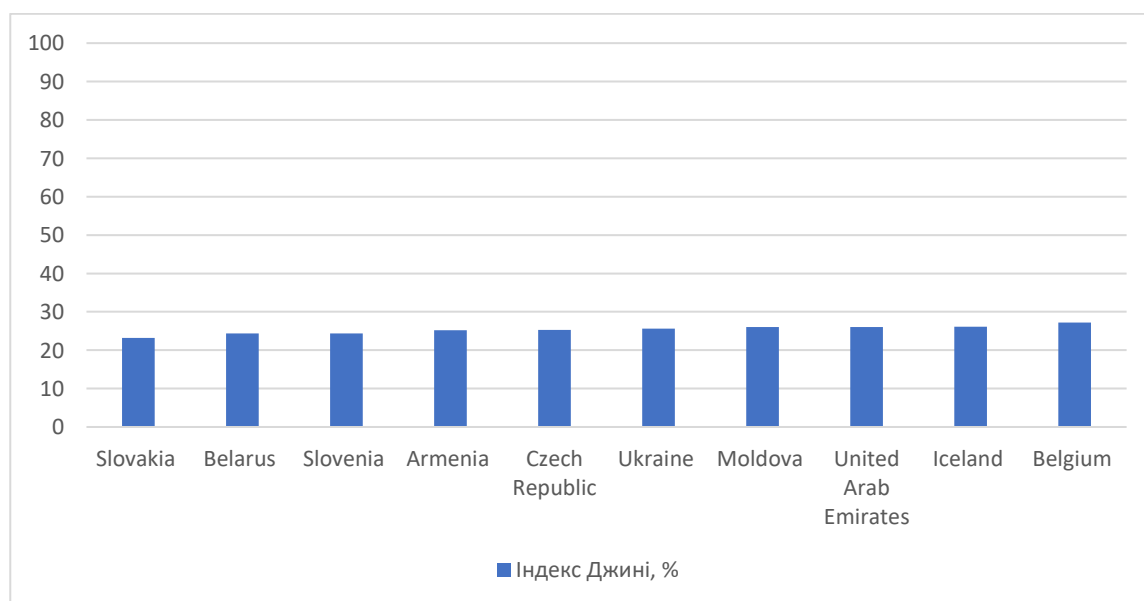


Fig. 2. TOP-10 countries with the lowest Gini index, 2023

4. Conclusions

Income inequality across a country is a complicated issue impacting various sections of society. The reasons behind this inequality range from differences in abilities, education, and professional experience to property ownership, risk, and access to information.

While some level of inequality is inevitable in a market-driven economy, too much of it can pose risks to social harmony, political unity, and economic progress. Addressing this requires actions like providing universal healthcare, enhancing educational accessibility, government interventions where free markets fall short, fiscal measures, and acknowledging the role of governmental policies in inequality.

The Gini coefficient is one tool used to gauge inequality, emphasizing the significant variation in inequality levels among different countries. This underscores the need for targeted efforts to tackle this economic challenge.

Looking ahead, the issue of income inequality presents potential threats to social stability and economic growth due to excessive imbalances. However, there are also opportunities for positive change by implementing effective measures, especially in the realms of healthcare, education, financial management, and fiscal policy.

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PEACEKEEPING ACTIVITIES OF UKRAINE IN GEORGIA IN 1993-2009.

T. V. Zhrebtsova,

A. Y. Ponikaryova, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Zhrebtsova T. V., Ponikaryova A. Y. Peacekeeping activities of Ukraine in Georgia in 1993-2009. The purpose of the article is to examine the peacekeeping activities of Ukraine in Georgia during the period from 1993 to 2009. The role and contribution of Ukrainian peacekeepers in ensuring stability and safety in the region, interaction with other international forces and organizations, such as the UN, NATO, and OSCE, were analyzed. The key events that determined the course of the peacekeeping mission of Ukraine in Georgia were investigated. The state of modern bilateral Ukrainian-Georgian relations and the interaction of the countries in the international arena are described.

Keywords: Georgia, humanitarian aid, humanitarian mission, international security, Ukraine, UN.

Жеребцова Т. В., Понікарьова А. Ю. Миротворча діяльність України в Грузії у 1993-2009 рр. У статті було розглянуто миротворчу діяльність України в Грузії протягом періоду з 1993 по 2009 роки. Проаналізовано роль та внесок українських миротворців у забезпечення стабільності та безпеки в регіоні, взаємодію з іншими міжнародними силами та організаціями, такими як ООН, НАТО і ОБСЄ. Було досліджено ключові події, які визначали хід миротворчої місії України в Грузії. Описано стан сучасних двосторонніх українсько-грузинських відносин та взаємодія країн на міжнародній арені.

Ключові слова: Грузія, гуманітарна допомога, гуманітарна місія, міжнародна безпека, ООН, Україна.

1. Introduction

Since independence, Ukraine has been actively engaged in peacekeeping activities in various countries of the world. In this matter, it cooperated with the UN, NATO, and the OSCE. The first independent peacekeeping mission was the Ukrainian humanitarian mission in Georgia in 1993.

In 1993, transport aircraft of the Air Force of the Armed Forces of Ukraine participated in a humanitarian operation in Georgia. The helicopter detachment carried out the evacuation of refugees from the snowy passes of mountainous Svaneti. At that time, Ukrainian crews saved about 8,000 lives of Georgians and representatives of other nationalities. It was the first and shortest peacekeeping mission of Ukraine (Kistol, 2023).

2. Main material

In the fall of 1993, the war in Abkhazia ended. However, the end of the acute phase of the confrontation led to the emergence of the "independent" state of Abkhazia and ethnic cleansing, when the Georgian population of Svaneti began to leave their homes and tried to reach central Georgia through mountain passes ("UNOMIG", 1992). Refugees left their homes, trying to be as far away from the war as possible. They escaped from gangs of armed marauders through the Kodor gorge to the peaceful central regions of Georgia. However, natural and weather conditions stood in their way - a sudden cold snap, heavy blizzards and freezing conditions trapped tens of thousands of refugees in the mountains. People died of hunger, injuries and frostbite. At that time, the Georgian authorities did not have a sufficient number of helicopters to evacuate all the victims from the mountainous regions. So the Georgian government turned to a number of countries for help, and Ukraine was the first to respond ("One of the first", 2021).

In a short time, the group was formed, headed by the deputy commander of the 5th Air Force for combat training, Major General Yevhen Vlasenko.

The basis of the group was 15 Mi-8 helicopters from the 488th separate helicopter regiment (base airfield - Vapnyarka) and the 320th separate helicopter regiment (Kherson), two Ka-27 naval aviation helicopters of the 555th separate anti-submarine helicopter regiment (Ochakiv) and An-12, which transported the leadership group and support units to Georgia (Zhirkhov, 2016).

As Pavlo Moroz, one of the participants of the operation, recalled: "We were shot at. Holes in the fuselage and blade of the helicopter. Two helicopters were sent for repairs" (Burakov, 2023).

In total, 106 servicemen of the Air Force of the Armed Forces of Ukraine took part in the special operation. In six days, they made 291 flights with a total stay in the air of 271 hours (Zhirkhov, 2016). 17 helicopters of the Ukrainian Air Force (15 Mi-8MT and 2 Ka-27) evacuated the refugees. It was humanitarian aid. The flights were mainly from the Kodor Gorge in the direction of Kutaisi. In the period from October 10 to 14, 7,634 people were evacuated, and 487 tons of goods were delivered to the disaster area (food, medicines, medical supplies, and clothing). On October 22, 23, and 25, 1993, three Il-76 aircraft of the Ukrainian Air Force, the 25th of the military transport regiment delivered humanitarian cargo from Cologne to Tbilisi, after which they returned to the base point — Melitopol. More than 50 tons of humanitarian goods were delivered. On October 26, 1993, the operation was completed ("Participation of the Air Force", n. d.).

Ukraine also participated in the UN observer mission in Georgia, which was established on August 24, 1993 by UN Resolution 858 (UN Resolution 858 (1993)) in order to verify the implementation of the ceasefire agreement of July 27, 1993 between the government of Georgia and the Abkhaz side. The mission consisted of 88 military observers. The initial mandate of the Mission

lost its validity due to the resumption of hostilities in Abkhazia in September 1993. However, after the Georgian and Abkhaz parties signed the Ceasefire Agreement in May 1994, the UN Security Council authorized an increase in the number of the Mission to 136 military observers and an expansion of its mandate («UNOMIG», 1992). Since 2001, the UN Mission in Georgia has included 5 Ukrainian military personnel. After the Russian Federation recognized the independence of Abkhazia in 2008, the parties began to advocate changing the name and mandate of the said mission. The main demand of the Abkhaz side was to replace the UN Mission in Georgia with the UN Mission in Abkhazia, with the establishment of the zone of responsibility of the organization's military observers on the Abkhaz territory. Not finding a compromise solution on the issue of continuing the mission within the UN Security Council, the Russian side vetoed the extension of the mission's mandate in the region. Thus, the UN Mission in Georgia ceased its activities on June 16, 2009 (Kotelyanets', 2015).

Currently, Georgia constantly supports Ukraine's sovereignty and territorial integrity on all bilateral and international platforms and condemns Russian aggression against Ukraine. In total, Georgia joined 300 international initiatives in support of Ukraine (resolutions, declarations, statements, decisions).

However, Georgia did not support Ukraine's lawsuit against the Russian Federation at the International Court of Justice of the United Nations (July 14, 2022), because it fears involvement in the legal process as a third party, which could negatively affect the processes of Georgia itself against Russia in international courts.

Ukraine, in turn, continues to support Georgia's initiatives in bilateral and international formats in matters of preserving its sovereignty and territorial integrity. In particular, Ukraine supported the Georgia-initiated UNGA resolution "Status of Internally Displaced Persons and Refugees from Abkhazia, Georgia and Tskhinvali Region/South Ossetia, Georgia" (06/09/2022 and 06/07/2023), which recognizes the right of all refugees and forcibly displaced persons (IDPs) to return to Abkhazia and "South Ossetia" ("Embassy of Ukraine in Georgia", n. d.).

3. Conclusions

Thus, since independence, Ukraine has been actively involved in peacekeeping activities in various countries of the world, cooperating with international organizations such as the UN, NATO, and the OSCE. Thanks to the Ukrainian humanitarian mission in Georgia in 1993, the lives of almost 8,000 civilians were saved and almost 500 tons of humanitarian aid was delivered to areas of tension. Also, Ukraine was a participant in the UN observer mission in Georgia (5 military personnel from Ukraine were observers), which was sent to support peace and stability in the region. At the current

stage, the countries cooperate bilaterally, the Georgian government supports Ukraine in matters of sovereignty and territorial integrity and in the international arena, but does not provide military support to Ukraine.

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GENERATION Z AND THE ROLE OF SOCIAL MEDIA AND EDUCATION IN ZOOMERS' LIFE

H. B. Zinchenko,

M. M. Medvid, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Zinchenko H. B., Medvid M. M. Generation Z and the role of social media and education in Zoomers' life. The article analyzes the effects of social media and Internet on zoomers, the social generation born in the late 1990s-early 2000s. Their lives directly rely on digitalization and technologies, and now Generation Z is known as 100% digital natives who are strongly engaged in bringing dramatic changes in the essential spheres of their life, especially the use of technology in social relationships and education.

Keywords: education, Generation Z, social media, zoomers.

Зінченко Г. Б., Медвідь М. М. Покоління Z та роль соціальних мереж і навчання у житті зумерів. У статті аналізується вплив засобів масової інформації на зумерів - людей, які народилися наприкінці 1990-х - на початку 2000-х років. Їхнє життя безпосередньо залежить від діджиталізації та технологій, і зараз покоління Z відоме як інтернет-експерти та самостійні стартапери, які повністю відрізняються від своїх попередників. Покоління Z - це 100% цифрові аборигени, і саме тому воно вважається поколінням, яке активно бере участь у здійсненні кардинальних змін у найважливіших сферах свого життя, особливо у використанні технологій у соціальних відносинах та освіті.

Ключові слова: засоби масової інформації, зумери, освіта, Покоління Z.

1. Introduction

Social media provides Generation Z with a wide range of positive opportunities, but they transfer their real lives into the virtual world and become more and more social media addicted. Turner also notes that social media plays an essential role in influencing people's opinions through different ways of online communication and in engaging people to become participants of groups and forums (Turner, 2015). On the one hand, friendship through social platforms teaches Generation Z to adapt to people with diverse backgrounds. In the modern world, social media provide a convenient range of communication methods with people from all over the world. Turner claims that social media has its advantage because of convenience for communication with friends and family across the globe, for sharing your ideas and opinions, for finding a romantic partner, and even for gaining support online (Turner, 2015). This is a great opportunity for Zoomers to become more open-minded and even trustworthy, to gain useful experience in how to behave with

people and in how to find the right approach to people in communication. It widens the horizons of their cultural awareness, and it can help facilitate life in an international environment and to push Zoomers to become global citizens in the future.

2. Negative impact of social media on Zoomers' life

On the other hand, a lot of Zoomers choose to build their relationships through social media, and over time lose their skills of in-person communication. Due to Zoomers' tendency to have their partners and friends online, they tend to communicate so much through social media that they become more closed-minded and limited by the virtual world. While some types of interaction on social media can open one's mind, this type of virtual limitation may cause serious problems. Palley's survey highlights this fact and shows that 60% of Zoomers think that social life begins online and 50% of them report that they are more comfortable with online communication rather than with face-to-face interaction (Turner, 2015, p. 108). Zoomer's social media usage is clearly having a negative impact on their social development.

Social platforms cause both emotional and physical addiction, and strongly change Zoomers' lifestyle. They have an instinct to check the screen of the smartphone or to react quickly to the sound of notification. Although Zoomers have important things to do, they open the fresh notification on their screens anyway. Emotional addiction was proved in Palley's survey where 90% of Generation Z teenagers (from 13 to 17) respond that the punishment of disconnecting from social platforms is worse than the punishment of not having pocket money (Turner, 2015). Also, in Palley's survey, it is stated that outdoor activities and in-person interaction have a remarkably lower preference than online activities (Turner, 2015, p. 107). Physical addiction means that people spend the majority of their time on their smartphones and they feel nervous when they do not have the possibility to check them. In addition, The Rideout, Foehr, and Roberts study conducted for the Kaiser Family Foundation shows that Generation Z spends more time on social media than on sleeping. Therefore, they have more necessity to be online connected than to sleep and eat, and their body also needs more access to social platforms than the possibility for good sleep, sport, and outdoor activities (Turner, 2015, pp.105-6). In conclusion, only the usage of social media saves Zoomers from burnout and virtual relationships or friendships fill their emotional emptiness.

3. Cyberbullying is an additional concern

Cyberbullying is also an area of concern about social media's impact. Nowadays more and more teenagers have problems with bullies on the Internet, and, as a result, it causes emotional stress and even a high rate of teenager suicide. Online bullies do not need face-to-face

communication anymore to see the reaction of the victim, because social media allows instantly spread the provocative information about the victim and also instantly get a reaction from others or the victim. Anthony Turner points out that social media allows bullies to be anonymous, and this behavior most often goes unpunished without any physical consequences (Turner, 2015).

4. Formal education

Although social media has a strong influence on Zoomers, formal education is still one of the important parts of Zoomers' mental development. Education, however, is changing drastically to adapt to Zoomers' shift in priorities. The traditional educational system has common standards and approaches to students, but with the coming of Generation Z, it should be restructured. First of all, the majority of schoolteachers should find efficient ways to modify the educational process to the Zoomer students' backgrounds. Students come from a mix of different socio-economic backgrounds from single-parent families to Spanish-speaking ones, and this explains the fact why some students come ready to be at school, but some of them not (Wellner, 2000, pp. 62-3). Therefore, teachers should find an alternative that meets everyone's needs. Connie Erpelding highlights that the teachers will face the difficulty of how to structure the learning process to benefit everyone because they should teach children with diverse experiences and backgrounds to know the basics.

5. New way of educational adaptation

Facing these difficulties and changes teachers should adapt the education system to technologies, which can help them to interact with students differently. Additionally, an essential aspect of combining traditional education with digital one is to teach Zoomers how to use technology to improve their level of knowledge. Schnitz says that children since their elementary school have a different view on education: students do not need to be filled with knowledge, they should be taught how to consume the information and contribute it (Wellner, 2000, p. 64). In comparison to Gen Xers, who had their computers in high school and Gen Y who first embraced them in primary or secondary school, Gen Z has their first computer before entering schools, says Wellner (2000). The technology and different technological approaches during the lessons will replace the chalkboard. Therefore, students, Z should be taught how to find and classify information from the Internet, how to practically use their knowledge in their future work with people through online platforms effectively as in face-to-face mode. Also, students are interested not only in studying all the information in the curriculum but also in how to choose from this information what is most important for them. Generation Z students prefer to be a part of hands-

on learning, as it helps to maintain the balance between academic experience and real-life experience. Moreover, students Z are observers and they should have an opportunity to follow someone's visual instructions to be successful in their own process of doing the same. This can be explained due to Generation Z's skills to use technology, and they tend to use video content instead of reading something to help them with their everyday life duties (Seemiller & Grace, 2017, p. 23).

Changes in education are gradually turning Generation Z into mature and realistic people with leadership skills that are supposed to change the future and have the power to impact the world. Despite their fears and a different outlook on life, these young people have already started the process of shaping and influencing global societal changes. During the era of Generation Z, it is seen the sharp increase of movements that deny inequality and discrimination such as Black Lives Matter, the legalization of same-sex marriage and relationships, feminist movements. Seemiler and Grace claim that Zoomers see the 21st century as the era when people have the same rights regardless of which ethnic group, race, and sex they belong to (Seemiller & Grace, 2017).

6. Conclusion

Generation Z has decided that they can turn our world upside down through a diverse variety of inventions. Recently a lot of young scientists and specialists have started to consider a serious question about exploring the conditions for life in Space and methods of how to start developing life in Space. This high engagement in finding a way of innovating our world help Generation Z to develop their communication experiences. Besides, the creation of a business plan or development of start-ups affords Generation Z to see themselves through an entrepreneurial perspective. This is essential for them because half of Generation Z are leaders and they see themselves working on their own. Their job should provide them with the opportunity to find the meaning of their life and to self-explore their own passions and values, and in the future, it will give successful career achievements. Besides, in comparison to Millennials, the goal of Generation Z employment is also significantly changed. Zoomers should have an opportunity to share their ideas and to feel enjoyment and happiness during their career, while Millennials wanted to have a stable income and to have rapid career growth rather than to work in the field that they are interested in (Seemiller & Grace, 2017, p. 24).

In the workplace Generation, Z employees try to establish absolutely new sets of rules and regulations. Zoomers can be characterized as leaders with high self-esteem and high interest in their own perspectives. This is the main reason why they want to be in charge of the process and

to represent their ambitions to other people around them. Nevertheless, they still accept being under the leadership of someone else, but they should be treated in an encouraging and inspiring way. Otherwise, they can use technology to find all necessary instructions that help them to make their own decisions and to push forward their ideas (Vadvilavičius & Stelmokienė, 2020, p. 99).

In conclusion, Generation Z looks at changes through the lens of their own distinction from others, and global reversal of diverse spheres of our life helps to modernize and renew the old-fashioned perspectives. Zoomers are in charge of these changes and if they learn how to use all their opportunities and privileges properly, they can show the world tremendous progress.

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DEVELOPMENT OF THE EU AT THE PRESENT STAGE

P. A. Zinovieva,

O. V. Karpenko (language supervisor)

V. N. Karazin National University, Kharkiv

Zinovieva P. A., Karpenko O. V. Development of the EU at the present stage. This article explores key aspects of EU development, focusing on economic, political and socio-cultural dimensions. A detailed analysis of economic growth, interaction between member states, common foreign policy and other areas of development helps to highlight trends and challenges on the path to unity and integration. The study also draws attention to internal challenges, such as the role of the European Parliament, transparency of decision-making and democracy in the EU. The work aims to analyze the current state of the European Union and identify key trends that will affect its development in the future.

Keywords: development, European Parliament, European Union, global challenges, integration, migration.

Зінов'єва П. А., Карпенко О. В. Розвиток ЄС на сучасному стані. Ця стаття досліджує ключові аспекти розвитку ЄС, зосереджуючись на економічних, політичних та соціокультурних вимірах. Детальний аналіз економічного зростання, взаємодії між країнами-членами, спільної зовнішньої політики та інших сфер розвитку допомагає висвітлити тенденції та виклики на шляху до єдності та інтеграції. Дослідження також звертає увагу на внутрішні виклики, такі як роль Європейського парламенту, прозорість прийняття рішень та демократія в ЄС. Робота має на меті проаналізувати поточний стан Європейського Союзу та визначити ключові тенденції, які впливатимуть на його розвиток у майбутньому.

Ключові слова: глобальні челенджі, Європейський парламент, Європейський Союз, інтеграція, міграція, розвиток.

1. Introduction

The current paradigm of integration processes is characterized by a more complex multilevel system of relations, in which the phenomenon of the economic environment plays a special role. There is a change in the relationship between the domestic and foreign policies of states and nations, an increase in the number of new supranational and non-governmental players involved in the global economy, and a shift in emphasis in the process of making integration decisions at the global and regional levels. Current trends are shaping the process of economic trans nationalization as a component of globalization, which involves all countries, including Ukraine, to varying degrees. Thus,

in the context of European integration guidelines, it is the tendency to deepen the processes of economic trans nationalization that is of particular importance. This determines the relevance of studying these processes in the context of the development of the European Union at the present stage.

The methodological basis of this study is based on a number of general scientific methods, namely: historical, comparative, systemic, structural and functional, analytical methods, as well as the content analysis method. The information basis of the study is formed by legal acts, declarations, agreements, as well as a number of publications in professional journals.

Thus, the purpose of the study is to determine the role and place of the EU in the international environment.

The object of the study is the European Union as the most authoritative civilizational formation of the united Europe. The subject of the study is the peculiarities of the development of the European Union at the present stage.

2. Development of the EU at the present stage

2.1. Economic factors of EU development

The twenty-seven member states of the EU form a single market that ensures the EU's dominant position in the global trade market. EU economic policy seeks to support growth through investments in transport, energy and research – while minimizing the environmental impact of further economic development. The EU's economy is measured in terms of the goods and services it produces; currently, this indicator is larger than the US. At the same time, the EU's GDP is growing on average every year and is outpacing the United States. As of last year, the EU's GDP amounted to 14692.95 billion euros (Figure 1).

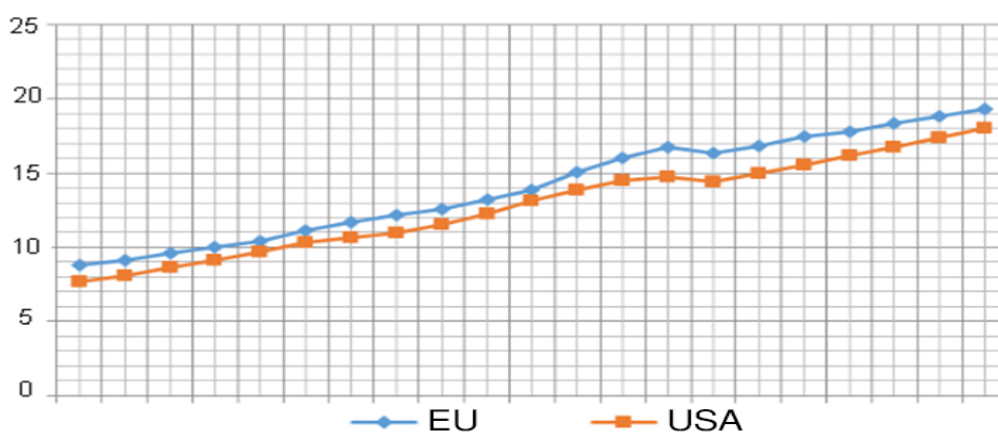


Fig. 1. Comparative dynamics of GDP in the EU and the US, EUR billion.

Source: Composed by the author, using materials from: Population and Population Change Statistics.

It should be noted that the EU's foreign trade has experienced some difficulties and suffered from the UK's withdrawal from the EU, but despite this, the EU remains the world's largest market player. The EU's economic indicators are stable. Thus, as of the end of last year, the unemployment rate was 9.4% and the inflation rate was 3.2% (Table 1).

Table 1

Comparative Characterization of Macroeconomic Indicators in the US and the EU

Region	Unemployment rate, %	Inflation, %	GDP, billion dollars
EU	9,4	3,2	19280
USA	5,3	0,72	18037

Source: Composed by the author, using materials from: Population and Population Change Statistics.

As of today, the service sector is the most important sector in the EU, accounting for 69.4% of total GDP, compared to manufacturing with 28.4% and agriculture with only 2.3% of total GDP. In order to ensure the competitiveness of the EU economy, Research and Development (R&D) is at the heart of its strategic development. The main goal is to equalize the volume of investments in R&D in line with the expenditures of the world leaders in this area, namely the United States and Japan (Table 2).

Table 2

Dynamics of the share of R&D expenditures in GDP, %

Region	EU	USA	Japan	China
2011	1,8	2,55	3,14	1,13
2012	1,76	2,49	3,13	1,23
2013	1,76	2,51	3,31	1,32
2014	1,78	2,55	3,41	1,39
2015	1,78	2,63	3,46	1,4
2016	1,85	2,77	3,47	1,47
2017	1,94	2,82	3,36	1,7
2018	1,93	2,74	3,25	1,76
2019	1,97	2,77	3,38	1,84
2020	2,01	2,81	3,34	1,98
2021	2,03	2,87	3,47	2,08
2022	2,03	2,91	3,49	2,18

Source: Composed by the author, using materials from: Population and Population Change Statistics.

The EU also aims to promote efficient, safe and environmentally friendly transportation networks. Over the past five years, the share of trips made by private cars has increased slightly compared to other modes of road transport. Nevertheless, the EU continues to support investments in the restructuring of rail transport. Despite the economic crisis, global air transport is planning to expand by about 5% per year until 2030. At the same time, the main goal of the EU aviation policy is to create the safest European airspace in the world (Korniychuk, 2018).

The European Union heavily supports the agricultural sector with subsidies under the Common Agricultural Policy program. This currently accounts for 40-50% of total EU expenditures, which guarantees minimum prices for farmers in the EU. This has been criticized as a form of protectionism that hinders trade and harms developing countries.

In addition to the above-mentioned industries, the EU is constantly developing the tourism sector. The EU is a major tourist center that attracts visitors not only from outside the EU, but also those traveling within it. Domestic tourism is more convenient for EU citizens who are members of the Schengen Agreement and the Eurozone. All EU citizens have the right to travel to any EU country without the need for a visa. If we consider individual countries, France is the world leader in terms of attracting foreign tourists, followed by Spain and Italy in 2nd and 5th place, respectively.

If we consider individual countries, France is the world leader in terms of attracting foreign tourists, followed by Spain and Italy in 2nd and 5th place, respectively. If we consider the EU as a whole, the number of foreign tourists is lower, as most travelers are domestic tourists from other member states.

2.2. Directions of EU development in the context of globalization

Within the framework of the so-called Lisbon Strategy, an agreement was reached to implement a strategy for economic growth and job creation. EU ministers approved this strategy, planning to make the EU the most competitive and dynamic knowledge-based economy in the world. It included a timetable for reviewing and monitoring the strategies of different sectors to ensure that the EU continues to move towards competitive levels of employment, economic growth and research expenditure by 2030. The strategy's principles placed a new emphasis on promoting innovation alongside growth and job creation priorities, placing regional policy at the center of efforts to improve EU competitiveness ("EU in your pocket", 2009, p. 74).

Addressing climate change and sustainable development (i.e., achieving a certain balance between economic, social and environmental priorities) has long been considered a leading principle of the EU's regional development policy. At the same time, the main ways of directing regional policy towards solving environmental problems have been identified, namely:

investments in environmental infrastructure, including water treatment facilities; strategic environmental assessment; environmental impact assessment in the preparation of all major projects; and encouraging the participation of representatives of environmental groups and agencies in program development and monitoring.

The URBACT program is a European program of territorial cooperation to promote sustainable urban development across Europe. It is a kind of convergence policy instrument funded by the European Regional Development Fund, 27 EU countries, Norway and Switzerland. The mission of URBACT is to ensure cooperation between European cities and develop comprehensive solutions to citywide problems by creating networks, identifying and studying best practices to improve urban policy.

It should be noted that the EU is also implementing a strategy of rapprochement through solidarity in the event of natural disasters. The EU Solidarity Fund, which was established at the initiative of the European Commission in 2002, provides member states and candidate countries with assistance in restoring infrastructure in the event of a serious natural disaster. This is one of the most telling demonstrations of solidarity between member states in times of acute need. Thus, over the past ten years alone, the Fund has provided financing to 18 member states 34 times, and the total amount of funds provided for their needs amounted to about EUR 1 billion.

2.3. Ukraine on the way to European integration

On February 28, 2022, after the start of the Russian invasion of Ukraine, European Commission President Ursula von der Leyen said that Ukraine belongs to the European Union and the bloc wants Ukraine to join, but it will take time (Lavrenko, 2017. p. 64-68.). On March 1, 2022, the European Parliament overwhelmingly approved a resolution (637 votes in favor, only 13 MEPs opposed, 26 abstained) recommending that EU member states work to grant Ukraine candidate status. However, the European Parliament's vote is advisory (Agreement between the European Union and Ukraine on the definition of a general scheme for Ukraine's participation in the European Union's crisis management operations.).

On June 23, 2022, the European Parliament adopted a resolution calling for the immediate granting of candidate status for membership in the European Union to Ukraine and Moldova, as well as support for the European perspective for Georgia. The resolution was supported by 529 MEPs, 45 were against, and 14 abstained. On the same day, the European Council granted Ukraine the status of candidate for membership in the European Union – during the EU leaders' summit, Ukraine received the status of candidate for EU membership. The EU leaders began the summit by discussing the latest developments related to Russia's war against Ukraine, including its impact on the global food security crisis, and discussed continued support for Ukraine. It also

discussed the membership applications of three states: Ukraine, Moldova and Georgia, of which Moldova and Ukraine were granted candidate status. The 27 EU member states voted unanimously for this decision.

Ukrainians generally support joining the European Union. Since the start of the full-scale Russian invasion in 2022, support for EU membership has increased dramatically. In particular, according to the Rating sociological group, in the first days of the invasion, support increased from 68% to 86%, and then continued to grow, reaching 91% as of the end of March 2022, an absolute record for all years of research. At the same time, the majority (56%) are convinced that Ukraine will become a member of the European Union in one to two years, 23% – in five years. There has also been a slight decrease in the number of those who believe that Ukraine will join the European Union in the very short term (from 61% to 56%), and an increase in the number of those who believe in joining the Union in five years (from 13% to 23%) (Association Agreement between Ukraine, on the one hand, and the European Union, the European Atomic Energy Community and their Member States, on the other hand.).

3. Conclusions

The analysis of the EU's development at the present stage has shown that the EU's successes and position since the beginning of its existence have made it attractive to other countries, especially to Eastern European countries, which traditionally tend to follow the EU's policy and try to become its members.

The study of the aspects of the European Union's functioning takes place simultaneously with the course of its development and the formation of its general concept of existence, which is the priority of the integration strategy of all countries of the European Community. The main aspects include: the issue of resettlement of residents of underdeveloped countries to Western Europe, which causes increasing problems in the labor market; the issue of Turkey and Albania joining the EU as countries with a large share of Muslim population; the problem of financing the state social sphere, which is closely related to the demographic situation; the need to change the system of social guarantees; determining the importance of cooperation with the United States and other countries of the Americas; the need to create anti-corruption committees; reforming the legal framework to eliminate corruption elements within the EU; the issue of alternative conflict resolution based on the redistribution of funds, etc.

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FACTORS THAT INFLUENCE THE U.S.-CHINA TRADE AND ECONOMIC RELATIONSHIP

K. O. Zueva,

A. B. Kalyuzhna, PhD (language supervisor)

V. N. Karazin National University, Kharkiv

Zueva K. O., Kalyuzhna A. B. Factors that influence the U.S.-China trade and economic relationship. The article examines the economic and commercial relations between the United States and China and the implications of their disagreement. Given that a trade war erupted between the states in 2018, further research into these relationships is required. The paper focuses on the background and consequences of this conflict as well as factors affecting economic relations between the two countries. The research shows that the consequences of the trade war are detrimental for both countries in terms of pricing, tariffs, and conditions in the raw materials market. Both nations seek to reach world economic dominance and improving and stabilizing relations between them is of great importance to the rest of the world, as the outcome of a trade war will affect many economies.

Keywords: competition, conflict, economic relations, trade relations, trade war, world dominance.

Зуєва К. О., Калюжна А. Б. Фактори, що впливають на торговельно-економічні відносини між США та Китаєм. У статті розглядаються торговельно-економічні відносини між Сполученими Штатами Америки та Китаєм і наслідки їх розбіжностей. З огляду на те, що у 2018 році між державами спалахнула торговельна війна, подальше дослідження цих відносин є необхідним. У статті розглядаються передумови та наслідки цього конфлікту, а також фактори, що впливають на економічні відносини між двома країнами. Дослідження показує, що наслідки торговельної війни є згубними для обох країн з точки зору ціноутворення, тарифів, кон'юнктури на ринку сировини. Обидві країни прагнуть досягти світового економічного домінування, тож покращення та стабілізація відносин між ними має велике значення для решти світу, оскільки результат торговельної війни вплине на економіку багатьох країн.

Ключові слова: економічні відносини, конкуренція, конфлікт, світове домінування, торговельна війна, торговельні відносини.

1. Introduction

Globalization, as a key process with a significant influence on the modern world, has produced a competitive environment. Globalization of the world economy is defined as a significant expansion in the volume of global commerce and other processes of international exchange in an increasingly

open, interconnected world economy that does not recognize its limits (Li, et al., 2020). Conflicts are becoming more common as a result of greater international competitiveness, and they have the potential to devolve into a true disaster.

The United States and China are prime examples of the detrimental effects of a competitive environment and the goal of global dominance. These two superpowers are at odds with one another over trade (Wu, 2020). Recent studies have focused on the instruments nations employ to extend their influence over the global economy, with little emphasis on the causes and implications of the superpower rivalry. The object of the study is the trade and economic relations between the United States and China. The subject is the background and consequences of the ongoing trade war between the countries. The aim of this article is to explore the origins and consequences of tensions between the United States and China impacting their economic relations. Since both nations seek to reach world economic dominance, the outcome of the trade war may affect many economies worldwide, and this explains the topicality of the research. The paper will include the history of the United States-China conflict and background information on the subject. The effects of the trade war on the superpowers themselves and the world will also be explored.

2. The U.S.-China trade and economic relationship

2.1. History of the U.S.-China relations

The connection between the United States and China has long been critical to the global economy, with contributions to science, the environment, and education. That is why, on January 1, 1979, China and the United States formally established diplomatic ties (Shattuck, 2020). Since then, commercial and economic contacts have been more active. In 1979, a Joint Economic Committee was formed, consisting of officials from both nations' finance ministries, and from February 1980, the parties began to regard each other as the most-favored nation (Alston, 2020). The most profitable areas for countries that they have actively developed through joint efforts are scientific, technological, and military technologies.

Relations between the United States and China escalated when the U.S. Senate ordered the executive branch to allow Taiwanese leader Lee Teng-hui to enter this country. The tour sparked a fierce reaction in the PRC (The People's Republic of China), with the military launching missiles off the coast of Taiwan. In response, U.S. President Bill Clinton authorized the deployment of warships to the region. These events were eventually referred to as the Taiwan Crisis.

Throughout the 2000s, several political and economic difficulties persisted in bilateral relations. The trade war began during Donald Trump's presidential campaign. In August 2017, Donald Trump launched an inquiry into China's theft of U.S. intellectual property (Menaldo &

Wittstock, 2021). At the beginning of 2018, the investigation proved this reality, and as a consequence, Donald Trump directed that a list of obligations be prepared when the investigation is concluded (Menaldo & Wittstock, 2021). However, the United States and China reached a tentative deal during discussions in Washington, D.C. China agreed to expand its imports of agricultural products from the United States, while the United States agreed to reduce trade tariffs on Chinese commodities and defer tariff rises on additional items scheduled for October 2019 (Menaldo & Wittstock, 2021).

2.2. Current state of the U.S.-China relations

Despite the agreement to postpone any tariff increases, those already imposed remain in place, highlighting the gravity of this trade battle. U.S. tariffs have harmed around 18% of U.S. imports, accounting for 2.6% of the country's GDP, whereas China's retaliatory measures have hit 11% of its imports, accounting for 3.6% of its GDP (Bekkers & Schroeter, 2020). Another rise in Euro-Atlantic interest in the US-China trade battle may be attributed, first and foremost, to U.S. President Joe Biden's somewhat caustic address at the U.N. General Assembly. In it, Biden once again called the Chinese regime an “authoritarian dictatorship” and declared that Washington, not Beijing, is the leader in world politics (Wu, 2020). Thus, after this statement, the relationship between the United States and China has reached its lowest point since establishing diplomatic relations.

In June 2023, Xi Jinping, the president of China, said that great power rivalry should end and that China would neither threaten nor replace the United States (“Blinken meets”, 2023). Nonetheless, the visit of the senior U.S. ambassador to China demonstrated that Beijing and Washington have no intention of reverting to full collaboration. Their primary responsibility today is to ensure that the existing poor relations do not escalate into a direct armed clash or a huge economic war. Joe Biden and Xi Jinping want to prevent an escalation in the coming year and a half, at least for domestic political reasons (Carlson, 2023). However, this aim is difficult to attain because both countries see one other as strategic adversaries.

It should be noted that it has lately come to light that China wishes to collaborate with the United States to strengthen relations between the world's two largest economies. The comment came only days before Taiwan's elections, which might have long-term implications for the two nations' ties. China is eager to collaborate with the United States to support the steady, healthy, and long-term development of China-US ties, the Chinese leader stated in a letter posted by the Ministry of Foreign Affairs (“Foreign Ministry”, 2024). He also remarked that Beijing and Washington should seek larger benefits for their peoples, give more public goods to the international community, and cooperate towards stability, common prosperity, and opening up (“Foreign Ministry”, 2024). The declaration marks a significant step in US-China relations.

However, despite improving relations between the countries, on January 7, 2024, China imposed punitive sanctions against five U.S. military enterprises for supplying arms to Taiwan. The People's Republic of China (PRC) Ministry of Foreign Affairs issued a special statement stating that their moveable and immovable property in China will be blocked ("China sanctions", n.d.). Chinese organizations and individuals should avoid working with these U.S. corporations. The PRC strives to gain as many allies as possible. According to the Chinese Foreign Ministry, Beijing expected the relations with 17 nations in Asia, Africa, the Americas, and the Middle East to expand by 2023 (Caba-Maria, 2023). China's goal is to establish complete control over Taiwan by utilizing Chinese ships and aircraft that regularly penetrate Taiwanese territory. Such activity indicates that China is actively trying to achieve world domination.

3. Impact and forecasts

The trade war has cost both the United States and China multibillion dollars. For example, China's economic growth rate has decreased to its lowest level since 1992 (Yao, 2019). China's GDP increased by 6.2% in the second quarter of 2019, the slowest rate in 27 years (Yao, 2019). Despite the expenditures spent, all is not lost for the United States, as indicated by the fact that growth in 2019 was 2.3%, which is on pace with the global economy and equal to the average growth rate of developed economies for the year (2.3%) (U.S. economic outlook, n.d.). In addition, GDP growth has been, on average, below 2% for each quarter since January 2017 ("U.S. economic outlook", n.d.). This permits the conclusion that the United States has retained its lead in the trade war.

However, it is worth mentioning that the trade war has had the greatest impact on the U.S. economy in the industries affected most by China's retaliatory measures: agricultural, aircraft manufacturing, automotive manufacturing, and the energy industry. The trade war is detrimental to China's economic growth rate (Wu, 2020). Beijing has made extra efforts to liberalize the economy to boost domestic demand and minimize the effects of the trade war. Such approaches include cutting the tax burden, lowering import levies, and removing significant barriers to international enterprises' activity. Since China is a net global exporter, the U.S. trade imbalance with China has grown every year. From 2007 to 2017, it ranged from \$220 billion to \$396 billion, and in 2018, it was \$419 billion, accounting for more than 70% of the total U.S. trade imbalance (Scott, 2019). Figure 1 shows the monthly trade deficit between China and the U.S. from 2018 through 2019. This supports the claim that the economies have deteriorated since the start of the trade war.

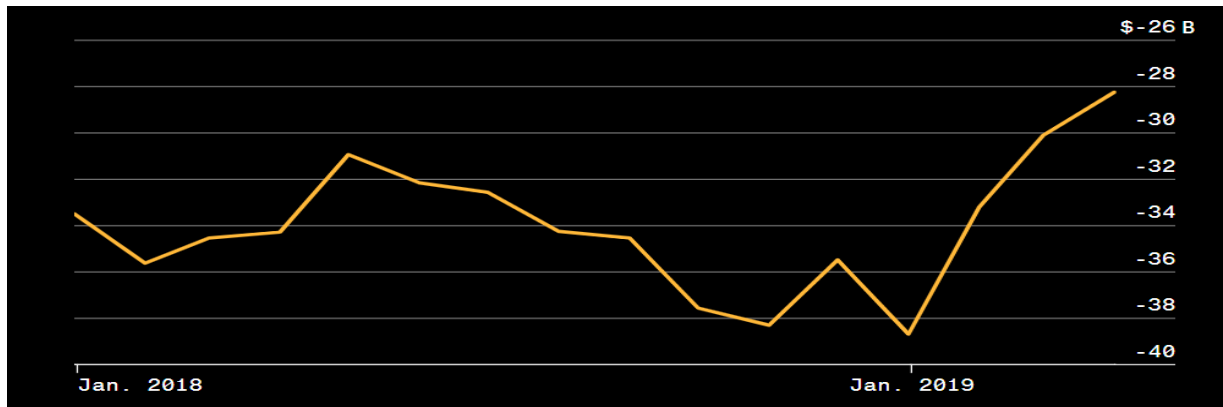


Fig. 1. U.S.-China monthly trade deficit in goods (Curran, et al., 2019)

The fall in exports has a direct impact on business. Companies must pay hefty tariffs or shift production to the United States. Both choices have higher expenses and, as a result, higher pricing for items. As a result, consumers bear the burden of paying tariffs, demand falls, and output levels fall. A growing number of significant American corporations are losing money (Wu, 2020). Harley-Davidson, Tesla, General Motors, Ford, Boeing, Nike, and Apple are among the companies represented. As a result of the trade war, the two participating nations' GDPs fall. China's economic troubles due to the trade war affect more than just the market for manufactured products. It is also worth mentioning that the Chinese yuan has also suffered since the trade war started, as evidenced by the data in Figure 2.



Fig. 2. Price of 1 Chinese yuan in U.S. dollars (Curran, et al., 2019)

The raw materials market may also be affected. China is the world's largest oil customer, and when production rates fall, so does oil demand, lowering prices. However, the price of gold has reached its highest point in the previous six years. This is due to the continually increasing demand for gold. Moreover, it rises because gold is classified as a defensive asset, rising in price despite the fall of global stock markets.

The economic struggle between China and the United States is about more than just increased affluence. Success in numerous sectors directly impacts the geopolitical dominance of the two countries, the ideologies they represent, and the overall global order. The more successful China's economy becomes, the more likely foreign nations will align with Beijing politically. The farther China progresses technologically, the less likely it is to seek collaborations with nations such as the United States, on whose technology it currently relies (Li et al., 2020). The United States, for its part, perceives China as a competitor and is attempting to restrict its influence by strengthening its own. For example, although having fewer friends than China (144 nations traded more with China than with the United States in 2022, while the United States was a key trading partner for just 60 countries), it accounted for 84% of total FDI (Foreign direct investment) investor country and 87% by recipient country in 2022 ("Direct investment", 2022). This is because the biggest global firms and the most appealing places remain among the United States' allies. Furthermore, Beijing wants to extend its power, feeling that the West is declining. Political power, however, is given by economic and technical forces.

The increasing incidence of dangerous proximity between the U.S. and Chinese aircraft and ships and the lack of channels for military-to-military contact is one of the most serious obstacles to normalizing relations. Russia's war in Ukraine, as well as the fighting in the Gaza Strip, serve as reminders that lingering tensions can escalate into violence without proper communication. China's growing economic and military weight, Taiwan's developing sense of national identity, and the unstable relationship between Beijing and Washington all contribute to a crisis situation that requires immediate resolution.

4. Conclusions

Thus, the close relationship between China and the United States began long ago. However, due to competition for influence on the global economy and divergent government views, the countries have worsened their ties and launched a trade war. The United States and China have hurt themselves in their quest for global dominance. However, it should not be overlooked that rivalry in some areas pushed the countries ahead while keeping them in tension. As a result, we may infer that healthy rivalry has its role, but it should not lead to true conflict. Relations are now fragile, posing a danger to the economies of the nations involved and the global economy in general. The U.S. administration's actions show it is taking a more flexible and pragmatic approach to China. This pragmatism stems mostly from the threat that U.S. officials feel China presents to their global interests, which does not rule out future opportunities for collaboration. For its part, China has taken a more strident stance in defending its basic national interests, which principally

include sovereignty and the capacity to build mutually beneficial international cooperation to assure the country's continued growth. Thus, to improve trade and economic relations, countries must reassess their beliefs about their rival influencing the global economy. Cooperation between the U.S. and China can improve the economic health of these countries and the global economy.

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Електронний збірник студентських наукових статей

Випуск XI

Українською,
англійською, китайською,
німецькою, французькою мовами

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