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THE FUTURE OF PEACEKEEPING DIPLOMACY IN SPACE

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Akhalaia D. N., Bezsonova N. S. The Future of Peacekeeping Diplomacy in Space. The article explores space as a new dimension of international relations, emphasizing its strategic importance for military, economic, and technological superiority. The study examines challenges such as the militarization of space, competition for resources, and legal uncertainties, highlighting the necessity of diplomatic efforts to maintain peace. Additionally, it evaluates modern peacekeeping initiatives and their effectiveness in regulating space activities and preventing conflicts. The article concludes by discussing potential strategies for enhancing global cooperation in space governance.

Keywords: diplomatic efforts, global cooperation, international relations, legal uncertainty, militarization, peacekeeping diplomacy, space.

Ахалаїа Д. Н., Безсонова Н. С. Майбутнє миротворчої дипломатії в космосі. Стаття досліджує космос як новий вимір міжнародних відносин, підкреслюючи його стратегічне значення для військової, економічної та технологічної переваги. Дослідження аналізує виклики, пов'язані з мілітаризацією космосу, конкуренцією за ресурси та правовою невизначеністю, акцентуючи увагу на необхідності дипломатичних зусиль для збереження миру. Крім того, оцінюються сучасні миротворчі ініціативи та їхня ефективність у регулюванні космічної діяльності та запобіганні конфліктам. У висновках статті обговорюються перспективи та стратегії розвитку глобального співробітництва в управлінні космосом.

Ключові слова: глобальне співробітництво, дипломатичні зусилля, космос, міжнародні відносини, мілітаризація, миротворча дипломатія, правова невизначеність.

1. Introduction

The development of space technologies has led to an increase in the strategic importance of space in international relations. Outer space has become a key domain for communication, navigation, intelligence, and defense technologies. The establishment of specialized space agencies and military units reflects the growing attention of states to controlling space assets. However, the expansion of activities in space also presents new challenges related to militarization, competition for resources, and legal uncertainty.

The relevance of this research is driven by the need to assess the effectiveness of peacekeeping diplomacy in space and to develop strategies for preventing future conflicts.

The object of the study is international relations in the field of space activities, while *the subject* is peacekeeping diplomacy as a mechanism for conflict resolution and the promotion of international cooperation in space.

The aim of the research is to analyze modern peacekeeping initiatives in space and assess their effectiveness in maintaining stability and preventing conflicts.

The following *tasks* are set to achieve the purpose:

1. to examine the strategic significance of space in international relations;
2. to analyze the main challenges threatening stability in space;
3. to evaluate current peacekeeping initiatives and their effectiveness;
4. to identify prospects and strategies for the development of peacekeeping diplomacy in space.

2. Peacekeeping Diplomacy in Space: Challenges, Initiatives, and Prospects

2.1. Space as a New Dimension of International Relations

Space has become an integral part of international relations, reshaping the global balance of power. Nations increasingly view space as a strategic domain that is crucial for military, economic, and technological superiority. Satellites provide capabilities for communication, navigation, surveillance, and intelligence gathering, offering a competitive edge in defense and global decision-making. The establishment of space agencies such as NASA in the United States, ESA in the European Union, and CNSA in China, along with the growing influence of private companies like SpaceX, highlights the significance of space technologies. Additionally, the creation of specialized military units, such as the U.S. Space Force, underscores the geopolitical importance of controlling space assets to ensure national security and influence [3].

The expansion of activities in space is accompanied by challenges that may escalate tensions between states. The militarization of space, including the development of anti-satellite weapons, raises concerns about the escalation of conflicts beyond Earth. Additionally, competition for valuable resources, such as water ice on the Moon or rare metals on asteroids, could become a source of disputes, especially among technologically advanced countries. Legal uncertainty further complicates the situation, as existing treaties, such as the 1967 Outer Space Treaty, are outdated and do not account for modern challenges like space mining, private initiatives, or space debris management. Without clear regulations, the risk of conflicts and uncontrolled resource exploitation increases [6; 14].

Specific examples confirm these challenges, demonstrating how space is becoming an increasingly important domain in international relations. Satellites are widely used for military purposes, including reconnaissance, missile defense systems, and secure communications, which enhances their strategic significance. However, this also makes them potential targets during geopolitical conflicts. At the same time, space debris poses serious risks: thousands of defunct satellites and fragments threaten the operation of other spacecraft and future missions. The Kessler syndrome – a scenario in which collisions between space debris create a chain reaction of fragments – highlights the need for international regulation and technological solutions to ensure the safe and sustainable use of space [2]. In our view, as space continues to evolve as a geopolitical arena, global cooperation and updates to legal frameworks are essential for responsible governance in this field.

2.2. Modern Initiatives of Peacekeeping Diplomacy in Space

Modern space diplomacy for peace is based on fundamental treaties and agreements that establish the legal framework for the peaceful use of outer space. The 1967 Outer Space Treaty, signed by

more than 100 countries, is the cornerstone of space law. It prohibits the militarization of celestial bodies, the placement of nuclear weapons in orbit, and states that space exploration must be conducted for the benefit of all humankind. More recent initiatives, such as the Artemis Accords, led by the United States, aim to ensure transparency, responsible behavior, and cooperation among nations in the exploration of the Moon and deep space. These agreements emphasize the importance of resource sharing, technological compatibility, and conflict prevention, aligning with broader diplomatic efforts to maintain stability in space. However, while these agreements establish crucial legal precedents, challenges remain in ensuring compliance and adapting to emerging technologies, such as space resource extraction and the growing involvement of the private sector [12; 16].

International organizations also play a leading role in promoting peace and cooperation in space activities. The United Nations Office for Outer Space Affairs (UNOOSA) facilitates dialogue between countries and supports the peaceful use of space through legal mechanisms such as the Moon Agreement and the Convention on Registration of Objects Launched into Outer Space. Meanwhile, space agencies like ESA and NASA carry out joint missions focused on scientific research rather than geopolitical rivalry. For example, ESA collaborates with multiple countries and organizations on Earth observation projects that help monitor climate change, manage emergencies, and utilize natural resources. This underscores the idea that space is a tool for global well-being rather than a potential source of conflict. Additionally, organizations such as the International Telecommunication Union (ITU) regulate satellite communication frequencies, preventing conflicts over orbital positions and ensuring equal access to space-based telecommunication resources [5; 11; 18].

One of the most successful examples of peaceful cooperation in space is the International Space Station (ISS) – a joint project involving NASA, Roscosmos, ESA, JAXA (Japan), and CSA (Canada). For over two decades, the ISS has served as a symbol of international unity, where astronauts from different countries work together, and conducting research for the benefit of humanity. Despite political tensions on Earth, space agencies continue to collaborate aboard the ISS, proving that space diplomacy can transcend terrestrial conflicts. Other successful initiatives include joint Mars exploration projects, such as the ExoMars mission, and the Lunar Gateway project, which envisions the creation of an international space station in lunar orbit [4; 9; 10]. We believe that such projects demonstrate that peaceful diplomacy in space not only advances scientific progress but also strengthens trust between nations, reaffirming that space remains one of the few domains where global cooperation continues to thrive.

2.3. Prospects and Development Strategies of Peacekeeping Diplomacy in Space

The development of peace diplomacy in space requires the establishment of new international regulations to govern space activities. The UNOOSA office plays a crucial role in promoting compliance with existing agreements and facilitating discussions on new legal frameworks. In October 2024, UNOOSA organized the UN Conference on Space Law and Policy in Vienna, Austria, aimed at fostering dialogue on space governance and the peaceful use of outer space. Additionally, as of 2025, the Artemis Accords, initiated by NASA, have been signed by 53 countries worldwide, setting guidelines for international cooperation in space exploration. These efforts reflect a global consensus on the need for updated and comprehensive legal frameworks to ensure the peaceful and responsible use of space [1; 12; 17].

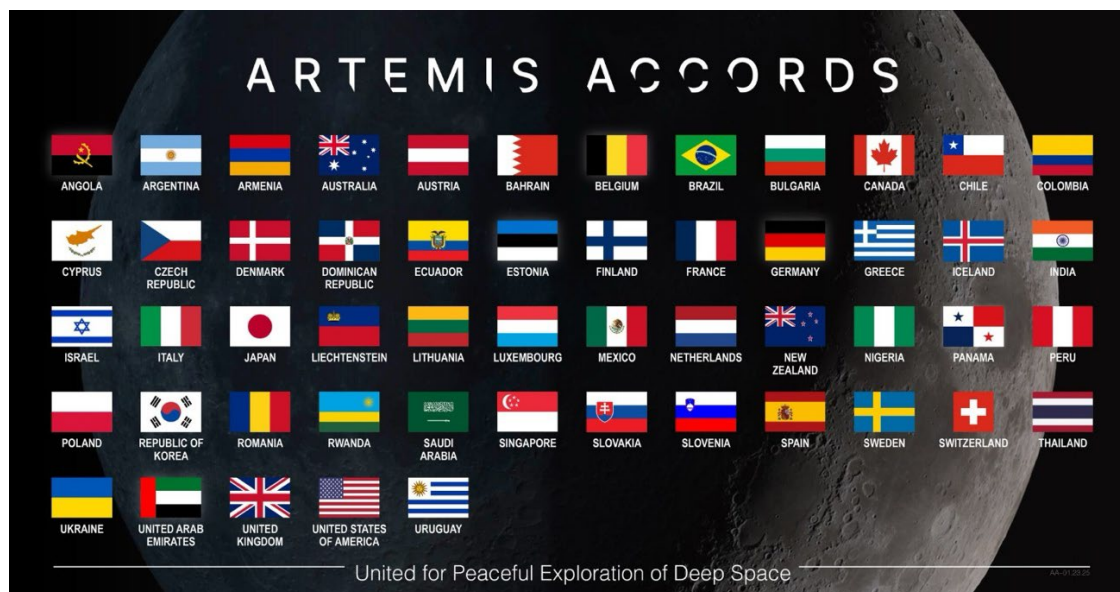


Fig.1 Countries That Signed the Artemis Accords

Source: NASA. The Artemis Accords [1].

Cooperation tools, such as joint research missions, technology exchange, and open data, are essential for fostering international collaboration in space. The 2024 Space Diplomacy Symposium, organized by the Henry M. Jackson School of International Studies, emphasized the importance of diplomacy in civilian, commercial, and military space activities. Joint projects, such as NASA's Artemis program, demonstrate the benefits of collaborative research missions, bringing multiple nations together to achieve common goals in lunar exploration. Additionally, technology exchange and open data sharing among spacefaring nations enhance transparency and trust, reducing the risk of misunderstandings and conflicts. For example, NASA and Chinese officials have held discussions about allowing American scientists to study lunar samples collected by China, highlighting the potential for cooperation even between geopolitical rivals [13; 15].

States play a central role in shaping space diplomacy, but private companies and civil society organizations are gaining increasing influence. Governments must combine diplomatic initiatives with legal mechanisms to prevent an arms race in space while also promoting scientific cooperation. The growing role of private space companies, such as SpaceX, Blue Origin, and China's CASC, presents both new opportunities and potential threats [7]. In our view, it is crucial that their commercial interests align with the principles of peaceful space exploration rather than contributing to militarization or territorial expansion. Civil organizations, including the United Nations and non-governmental organizations, should act as mediators, developing inclusive policies and conflict prevention strategies. Space diplomacy must also consider the interests of emerging space nations, ensuring their participation in shaping regulations rather than allowing a monopoly by major space powers. Balancing government regulation, private-sector innovation, and oversight by international organizations will be key to maintaining peace in an increasingly complex space environment [8].

3. Conclusions

In conclusion, space has become a strategically important domain where conflicts must be avoided through diplomatic efforts. As states and private companies, expand their presence in space, the likelihood of geopolitical rivalry increases. Militarization of space, competition for resources, and legal uncertainty pose serious threats to global stability. Only through active and collective diplomatic efforts can the international community ensure that space remains a peaceful and accessible environment for all.

Furthermore, peace diplomacy is essential for sustainable development in space. Foundational treaties and agreements, such as the 1967 Outer Space Treaty and the Artemis Accords, provide a legal framework for the peaceful exploration of space, but they require continuous updates to address modern challenges. International organizations, such as the United Nations Office for Outer Space Affairs, along with initiatives like the International Space Station, have demonstrated that diplomatic cooperation can overcome political differences. Strengthening existing mechanisms and ensuring compliance with peacekeeping principles will help prevent the escalation of tensions in space.

Strengthening space diplomacy will promote the advancement of scientific research and technological progress. Transparency, data sharing, and joint scientific missions will help build trust and prevent misunderstandings that could lead to conflicts. With proper diplomatic engagement, the expansion of space activities can become a unifying factor, bringing mutual benefits to all participants.

We believe that to ensure a stable and secure future in space, concrete steps must be taken to strengthen peace diplomacy. New international treaties should be established to regulate space resource extraction, satellite security, and space debris management. Additionally, involving a broad range of stakeholders – including governments, private companies, and international organizations – will help create a balanced and fair system for space governance. Initiatives such as joint Moon and Mars research missions and the establishment of international regulatory bodies can further reinforce diplomatic cooperation. Only through multilateral partnerships and peace diplomacy can space remain safe and accessible for all.

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ENGLISH AS A LINGUA FRANCA AND ITS ROLE IN MODERN GLOBAL POLITICAL AND ECONOMIC PROCESSES

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Akhramkova P. A., Makarska Ye. H. English as a Lingua Franca and its role in modern global political and economic processes. This article explores the role of English as a lingua franca in modern global political and economic processes. In the context of globalization, English not only serves as a communication tool between nations and ethnic groups but also unites the global community, fostering a multiethnic and multicultural environment. The article traces the evolution of English into a dominant global language, emphasizing its significance in shaping geopolitics, as well as its influence on socio-political, economic, cultural, informational, and educational spheres worldwide. It also addresses the ongoing debates among researchers regarding the potential decline of English's role internationally, while asserting that its importance and status will remain robust as long as linguistic adaptation efforts are made to enhance its accessibility for non-native speakers. The article offers an insightful analysis of the future of English in a rapidly changing global landscape, underlining its centrality in international relations, business, and social integration.

Keywords: economic processes, English as a lingua franca, globalization, global communication, global politics, geopolitical influence, international relations, linguistic adaptation, multiethnic communities, socio-political impact.

Ахрамкова П. О., Макарьська Є. Г. Англійська мова як lingua franca та її роль у сучасних світових політико-економічних процесах. Стаття розглядає англійську мову як лінгва франка та її роль у сучасних глобальних політичних та економічних процесах. В умовах глобалізації англійська мова виступає важливим інструментом комунікації між різними культурами та етносами, об'єднуючи світову спільноту. Автор аналізує, як англійська стала глобальною мовою, що відіграє ключову роль у формуванні геополітики, світових економічних та соціальних процесах, а також у культурному та інформаційному обміні. Окремо розглянуто питання лінгвістичної адаптації англійської мови для її використання серед носіїв інших мов, що забезпечує її подальше зростання в глобальному комунікативному просторі.

Ключові слова: англійська мова як lingua franca, багатонаціональні спільноти, глобальна комунікація, глобальна політика, глобалізація, геополітичний вплив, економічні процеси, міжнародні відносини, лінгвістична адаптація, соціально-політичний вплив.

1. Introduction

The relevance. The modern globalized world is characterized by a deep interconnection and interdependence of numerous socio-political, socio-economic, and cultural-information processes. In such conditions, interactive interaction between states, supranational entities, public organizations, and business structures requires the presence of a common and universal communicative tool. This is necessary to ensure effective, functional, and productive communication.

In this context, the use of a single international language of communication – lingua franca – becomes particularly important, as it facilitates mutual understanding between people from different countries who speak various languages. In the modern era of globalization, there is growing attention to languages spoken by a significant number of people across different parts of the world. Since the mid-20th century, English has established itself as the language of international communication and continues to maintain a leading role in this sphere. Its status as lingua franca is confirmed by numerous statistical data, scientific research, and expert conclusions.

The aim of this article is to analyze the role of the English language as a lingua franca in contemporary global political and economic processes and to determine its significance for effective communication on a global scale.

Research tasks:

- To study the impact of globalization on the spread of the English language as an international means of communication, particularly in the context of socio-political and economic aspects.
- To determine the role of the English language as a common language for communication between different nations and ethnic groups in multicultural and multinational communities.
- To investigate how the English language influences geopolitical relations and how its status affects international political and economic processes.
- To assess how the status of the English language contributes to its role in the formation and implementation of international relations in political and economic spheres.

The object is the processes of international communication in the context of globalization, and *the subject* is the role of the English language as the language of international communication (lingua franca) in ensuring effective interaction between the subjects of global political and economic relations.

2. English as a Global Communication Tool

Throughout the entire historical development of humanity, nations and peoples have sought universal access to advanced knowledge, which required the existence of a language understood by all. Typically, the language of the largest or most influential ethnic group became the means of communication in a given territory. In the 20th century, a number of factors contributed to English becoming the leading language in the global linguistic process.

First, this became possible due to the military-political power and economic stability of English-speaking countries, which facilitated the active spread of English speakers across various regions of the world. English not only became the key international language but also a competitive advantage in the labor market and business, as the global economy requires a universal language.

Second, an important role was played by the cultural and informational factor: media corporations and mass culture popularized English as the key to global information resources and cultural products.

Third, the English language is objectively considered easier to learn than its global "competitors." It is the only language frequently spoken by people for whom it is not a native language, which has led to the simplification of its lexical, phonetic, grammatical, and stylistic norms.

As of 2024, English is an official language in 58 countries and de facto official in several others, including Bangladesh, Cyprus, Israel, Jordan, Malaysia, the Maldives, Sri Lanka, and the

United Arab Emirates. It is the native language for nearly 400 million people and is one of the six working languages of the United Nations.

English is the most widely studied language in the world, with over 1.5 billion people learning it, surpassing the number of people learning French, Spanish, Chinese, and German combined. However, in terms of language distribution, Chinese leads (1.3 billion speakers in 39 countries), followed by Spanish (460 million speakers in 31 countries), English (379 million speakers in 137 countries), and Hindi (341 million speakers in 4 countries) (Table 1) [4].

Table 1

Most Widely Spoken Languages in the World "Ethnologue Statistics" (2024)

№	Language	Number of Countries Where the Language is Used	Number of Speakers Worldwide
1	Chinese	39	1,3 billion
2	Spanish	31	460 million
3	English	137	379 million
4	Hindi	4	341 million
5	Arabic	59	319 million
6	Bengali	4	228 million
7	Portuguese	15	221 million

The annual EF EPI ("English Proficiency Index") studies assess the level of English proficiency in different countries around the world (Table 2). In 2020, the survey involved 1.3 million respondents from 88 countries and territories, including 32 European countries, 21 Asian countries, 17 Latin American countries, 9 African countries, and 9 Middle Eastern countries. The participants consisted of 60% women and 40% men, with the majority being under the age of 40 [3].

Table 2

English Proficiency Levels in Different Countries Around the World, EF EPI. EF "English Proficiency Index" (2020)

№	English Proficiency Level	Key Countries
1	Very High Level	Sweden, Netherlands, Singapore, Norway, Denmark, South Africa, Luxembourg, Finland, Slovenia, Germany, Belgium, Austria.
2	High Level	Poland, Philippines, Switzerland, Romania, Croatia, Serbia, Portugal, Czech Republic, Hungary, Malaysia, Greece.
3	Intermediate Level	India, Nigeria, Hong Kong SAR, South Korea, Spain, Lebanon, Italy, France, Ukraine.
4	Low Level	Georgia, Chile, China, Taiwan, Japan, Pakistan, Indonesia, Albania, Brazil, Ethiopia, Guatemala, Panama, Mexico, Sri Lanka, Peru, Colombia, Bolivia, Egypt, Bangladesh, Thailand, Ecuador.
5	Very Low Level	Iran, Morocco, Tunisia, Honduras, El Salvador, UAE, Nicaragua, Turkey.

The focus is on data related to linguistic processes in the European space, as presented in the Eurobarometer surveys "Europeans and their Languages." At the national level, English remains the most widely spoken foreign language in 19 out of 25 member states as of 2012, where it is not an official language, with the exceptions of the United Kingdom and Ireland [3].

3. Globalization and Language Policy in Europe and the World

The importance of English as a lingua franca in the global political and economic context is discussed in the research of many foreign scholars. Specifically, R. Philipson, F. Green, and T. Ricento argue that the global spread of the English language is due to the leading political and economic positions initially established by the British Empire and later reinforced by the United States in the 20th century.

R. Philipson notes that the supranational policy of the European Union aims to support and promote linguistic diversity. However, language policies in the European space often contradict each other, which contributes to the dominance of the English language, benefiting from its widespread use. This process has been termed "linguistic imperialism," with English being compared to the "Frankenstein monster," which carries a certain truth [5, p. 258]. Today, two opposing camps of experts have emerged in Europe. Some believe that English could replace national languages, while others do not see any threat in its spread.

N. Pelagesha states that a lingua franca is formed when one language is recognized for communication between several countries. After the war, English solidified its role as a lingua franca, gaining official status in international organizations such as the UN and becoming the working language in many agencies and commissions. Experts predict that, in the long term, the number of languages may decrease from 7,000 to 200, with English taking on the role of a second language in many countries, including China, Japan, Korea, countries in Africa, and Latin America [1, pp. 45–47].

Today, English is viewed as a tool for global communication, significantly influencing multicultural communities. For example, in India, South Africa, and Singapore, English is an official language, actively interacting with immigrant and indigenous languages. This situation has historically arisen due to colonial expansion and the language policies of metropolitan powers.

Among the 27 countries with a high or very high level of English proficiency, 22 are located in Europe. However, this region remains heterogeneous in terms of language issues [2].

Asian countries, such as Singapore, demonstrate consistently high results, while Japan, despite a certain decline, shows positive changes in the spread of English. In 2020, English was officially included in the school curriculum, although the country still requires additional measures to improve language proficiency.

In Latin America, the average level of English proficiency has decreased, particularly due to a decline in the largest countries of the region. This is linked to socio-economic difficulties that affect the quality of education and access to language learning.

The geographic location of Middle Eastern countries, situated at the crossroads of three continents, significantly impacts trade, geopolitics, and education in the region. Despite this strategic position, the level of English proficiency in the Middle East is among the lowest in the world. At the same time, the region has one of the youngest populations, with an average age of 25 years, offering significant potential for change. Saudi Arabia, the largest Arab country, has unevenly developed territories, which results in unequal access to English language education in different regions. English is necessary for citizens to adapt to the demands of the new globalized market, the creation of which is actively supported by the political class to ensure equal opportunities for men and women [2].

In Ukraine, the average level of English proficiency in 2018 was 52.86 points, while the European average was 56.64, slightly higher. It is important to clearly illustrate Ukraine's position in the ranking alongside neighboring countries. The numbers next to the countries on the diagram represent their positions in the global ranking (Figure 1). As can be seen, Ukraine ranks last among its neighboring countries, which complicates its integration into the English-speaking communication environment and creates barriers for the effective functioning of state and private institutions at the international level. To fully integrate Ukraine into the global political and economic process and strengthen its position on the geopolitical stage, a targeted language policy focused on European integration and globalization is needed.

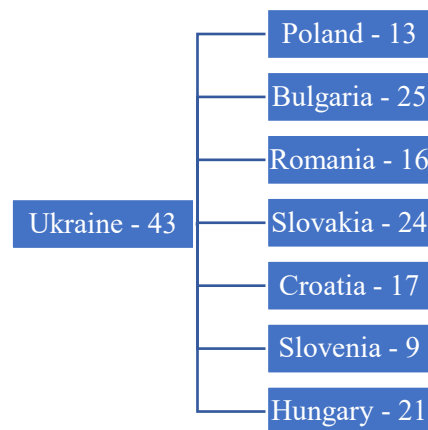


Fig. 1. Ukraine's position in the EF EPI ranking. (2018).

An interesting forecast regarding the future role of the English language in geopolitical and economic contexts is also worth mentioning. D. Crystal notes that making accurate predictions about the significance of the English language in the future is difficult. In his opinion, it is essential to consider contemporary socio-economic and socio-political trends that may contradict current

ones. Today, there are many views on the rejection of English as a lingua franca. Its future will be closely tied to the economic and political influence of the United States. Furthermore, in a multicultural society, a common language is needed to maintain unity, which makes English the primary language for communication. Immigrants learn it for successful integration, employment, and obtaining citizenship. English remains the official language of governments in many countries, financial-economic operations, and conducting business. However, its linguistic structure will inevitably change [2, pp. 123–131].

4. Conclusions

In the context of globalization, the English language serves not only as a communication intermediary between different nations and ethnic groups, but also encompasses the entire global community, becoming a global, multiethnic, and multicultural union. During the development of global languages, English has taken a leading position and has become an important factor in shaping and implementing geopolitics, as well as in global socio-political, economic, cultural, informational, and educational processes. Despite various opinions among researchers about the possible decline of the English language's role on the international stage, its significance and status will remain substantial if a linguistic reconstruction is carried out that will facilitate its use among speakers of other languages in the global communication space.

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PLACE AND ROLE OF COUNTER-TERRORISM IN MODERN INTERNATIONAL RELATIONS

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Aliksieieva Z. V., Litovchenko Y. M. Place and role of counter-terrorism in modern international relations The study reveals the place and role of counter-terrorism in modern international relations, highlighting trends, problems, and prospects. The article examines the theoretical aspects of terrorism and counter-terrorism, analyzes the role of international organizations, and identifies challenges to international security caused by terrorism. Practical recommendations for enhancing global counter-terrorism efforts are provided.

Keywords: challenges, counter-terrorism, global trends, international relations, security.

Алексєєва З. В., Літовченко Я. М. Місце і роль антитерористичної боротьби в сучасних міжнародних відносинах. У статті досліджено місце та роль боротьби з тероризмом у сучасних міжнародних відносинах, висвітлено тенденції, проблеми та перспективи. У роботі розглянуто теоретичні аспекти тероризму та контртерористичної діяльності, проаналізовано роль міжнародних організацій і визначено виклики, зумовлені тероризмом для міжнародної безпеки. Подано практичні рекомендації для посилення глобальної антитерористичної діяльності.

Ключові слова: антитерористична боротьба, безпека, виклики, глобальні тенденції, міжнародні відносини.

1. Introduction

In the modern information space, one of the most discussed topics over the decades has been international terrorism. The policies of most states aim to implement modern methods and strategies for combating terrorism, primarily through promoting peaceful dialogue to address pressing international issues. However, certain population groups in various parts of the world continue to gain strength rapidly to terrorize and draw global attention, as well as influence governments and public opinion on issues of national importance. Terrorist activity is aimed at destabilizing state governance, directly affecting politics and international relations.

Currently, within the international community, the fight against terrorism is considered one of the leading areas of activity. Scientific research focused on identifying the motives and causes behind the emergence of international terrorism can significantly improve the quality and effectiveness of counterterrorism efforts. The analysis of the history of international terrorism and the study of its future development under modern conditions stipulate *the relevance* of the study, as the knowledge gained can greatly impact the success of counterterrorism efforts and contribute to the global fight against terrorism.

The object of the study are the processes, mechanisms, and strategies of counterterrorism implemented at the international level to prevent terrorist attacks and ensure global security, *the subject* of the study is the analysis of the place and role of counterterrorism in modern international relations, considering the impact of terrorist threats on global security, stability, and development.

The aim of the research is to explore and analyze the place and role of counterterrorism efforts in contemporary international relations to reveal key trends, challenges, and prospects for its further development.

The following *tasks* are set to achieve the purpose:

1. to analyze concepts and approaches to counterterrorism in international relations.
2. to examine the history of Counterterrorism Efforts.
3. to analyze strategies and practices of counterterrorism efforts at both national and international levels.

2. Theoretical aspects of counterterrorism

2.1. The Concept and Essence of Terrorism

In the modern world, international terrorism emerges as one of the primary factors causing imbalance in the sphere of international relations. Today, terrorism can be viewed as a complex socio-economic phenomenon that poses a threat to populations across the entire planet.

Each individual tends to interpret the word "terror" based on their ideological beliefs and personal opinions. However, a universally accepted definition of the essence of terror has yet to be established. In scholarly literature, the terms "terror" and "terrorism" are often used to describe different phenomena, sharing a common feature—the use of violence against individuals, groups, and even social classes.

According to the UN Research Department, no academic consensus on the definition of terrorism has been reached. This challenge arises mainly from the subjective nature of the concept of terrorism. Terrorism has been employed throughout centuries in every region of the world. Since individual countries have their own historical experiences with terrorism, it is not surprising that there exists a long list of terrorist organizations with varying objectives.

Scholars worldwide have studied this issue and proposed numerous definitions of the term "terrorism." For instance, the researcher Ihor Harmashov notes that there are currently around 100 definitions of the concept of terrorism, yet none have been internationally recognized as universally accepted [2]. According to him, the terms "terror" and "terrorism" have historically been used in multiple contexts, leaving room for subjective manipulation of their meaning. The word "terror" originates from Latin, meaning "fear, horror" [1].

The modern Ukrainian explanatory dictionary defines the term "terrorism" as the implementation or use of terror; the activities and tactics of terrorists [4].

2.2. History of Counterterrorism Efforts

The history of counterterrorism efforts dates back to ancient times when various militant groups and followers of different religions attacked non-military targets or government authorities to spread their ideologies or achieve political goals. Examples include the destruction of Carthage in

146 BC and the massacre of the inhabitants of Melos by the Athenians in 416 BC [6]. During this period, terrorist methods were increasingly employed by anti-colonial movements and national liberation organizations fighting against imperial and colonial rule.

Today, such actions are characterized as "terrorist acts." A terrorist act is defined as a criminal act involving the use of weapons, explosions, arson, or other actions punishable under Article 258 of the Criminal Code of Ukraine [9].

During the Cold War, international relations witnessed the evolution of conflict dynamics, with a shift from political violence and subversive activities toward terrorism. This period marked the emergence of international terrorism as a formidable and complex challenge for the global community. The activity of Palestinian terrorist groups is often considered the starting point when the global threat of terrorism became widely recognized. The heavily polarized international climate significantly influenced terrorism's trajectory. The two superpowers, the United States and the Soviet Union, along with their allies, often used terrorism as a tool of foreign policy and warfare.

Terrorism has continued to grow over the past decades, with a dramatic escalation following the September 11, 2001 attacks. This event led to a surge in literature and counterterrorism activities worldwide. While counterterrorism can be defined as political, military, and legal measures aimed at suppressing terrorism both in the short term and by addressing its root causes, measuring the success of these measures remains difficult compared to the operational success of terrorist groups. Although the success rate of terrorist attacks has risen, there has also been a noticeable improvement in preventing attacks before they occur.

It is important to highlight that counterterrorism efforts have been ongoing for decades. However, a more comprehensive approach to counterterrorism, beyond intelligence and law enforcement responses, began to be widely explored only after the September 11 attacks. Since then, attempts to tackle terrorism have expanded to include improving the legal framework for counterterrorism efforts. This includes establishing clear regulations on punishing the financing and facilitation of terrorist activities, such as disrupting channels that promote terrorism, including drug trafficking and money laundering. Further strategies involve countering terrorist access to weapons of mass destruction and their delivery systems, tightening control over conventional arms trafficking, and ensuring the human right to protection from violence [8].

Most countries have implemented specialized programs and initiatives aimed at limiting the spread of extremist ideologies within societies and preventing youth involvement in terrorist organizations. Measures should also focus on mitigating the consequences of terrorist activities for those previously involved, such as providing rehabilitation programs and clemency procedures for individuals who have participated in terrorist acts. Preventing the radicalization of former terrorists can only be achieved through re-education and social reintegration.

2.3. National Strategies and Practices

Defining terrorism comprehensively is challenging, yet it remains a critical task for the global community. Various factors complicate this process, including the reluctance of some states to impose strict regulations that could obstruct covert communication with terrorist activities.

Nearly every nation has developed its own strategies and practices for combating terrorism. Some countries formalize these strategies at the legislative level, such as the United States. On June 15, 2021, the White House introduced the National Strategy for Countering Domestic Terrorism [11], the first document of its kind in U.S. history. The strategy's preamble highlights that the American people face a significant threat from terrorist activities, which endanger national security, societal unity, and the democratic foundations of the country. Combating domestic terrorism and reducing its root causes requires a comprehensive approach.

The United Kingdom also has extensive experience in counterterrorism efforts. The British Army has played a central role in these operations. One example is the UK's counterterrorism campaign against the Irish Republican Army (IRA) before 1976, when the British government attempted to "criminalize" the IRA by transferring primary authority for its suppression to the Royal Ulster Constabulary. British troops, supported by armored vehicles, patrolled urban streets, dismantled improvised explosive devices, and assisted law enforcement during public disturbances [10].

Ukraine has also contributed to the global fight against terrorism by supporting several important international documents and joining multiple international agreements. Notably, Ukraine has endorsed the UN General Assembly Declaration on Measures to Eliminate International Terrorism [7], the European Convention on the Suppression of Terrorism [5], and the Council of Europe Convention on the Prevention of Terrorism [3].

3. Conclusions

Modern international relations are characterized by numerous threats and dangers, with terrorism posing one of the greatest risks today. Terrorism not only affects key actors on the global stage but also endangers civilians worldwide. As a complex, multifactorial problem, terrorism requires collective efforts from all countries and international organizations for effective counteraction.

An analysis of global counterterrorism practices reveals that effective efforts at both national and international levels are possible under certain conditions. A critical element of counterterrorism is the development of international legal frameworks, a coordinated strategy of actions, and mutual assistance among countries in investigating, preventing, and suppressing terrorist acts. Clear legal standards defining terrorism and outlining specific counterterrorism methods and initiatives can significantly impact the success of global efforts against terrorism.

Achieving counterterrorism goals depends on consistent collaboration between military forces and national security agencies. Access to advanced intelligence technologies, communication systems, and surveillance tools is vital in this context. As countries engage in close international cooperation in sharing intelligence about terrorist movements and activities, their participation spans multiple domains, including politics, law, economics, and finance. This comprehensive and cooperative approach remains crucial in addressing the evolving threat of terrorism effectively.

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DIPLOMACY OF THE WESTERN UKRAINIAN PEOPLE'S REPUBLIC

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Androsoy A. V., Karpusenko M. V. Diplomacy of the Western Ukrainian People's Republic. The diplomacy of the Western Ukrainian People's Republic (WUPR) was crucial in its struggle for recognition. Emerging after World War I and the collapse of Austria-Hungary, the WUPR sought alliances but faced resistance from major powers. Despite efforts in the Paris Peace Conference, it failed to secure international support. This study examines its diplomatic strategies and impact on Ukrainian statehood.

Keywords: diplomacy, foreign policy, international recognition, Paris Peace Conference, Ukraine, Western Ukrainian People's Republic.

Андросов В. В., Карпусенко М. В. Дипломатія Західноукраїнської Народної Республіки. Дипломатія ЗУНР відіграла ключову роль у боротьбі за визнання. Виникнувши після Першої світової війни та розпаду Австро-Угорщини, ЗУНР шукала союзників, але зіткнулася з опором великих держав. Попри зусилля на Паризькій мирній конференції, їй не вдалося отримати міжнародну підтримку. Дослідження аналізує дипломатичні стратегії ЗУНР та їхній вплив на українську державність.

Ключові слова: дипломатія, Західноукраїнська Народна Республіка, зовнішня політика, міжнародне визнання, Паризька мирна конференція, Україна.

1. Introduction

The diplomacy of the Western Ukrainian People's Republic (WUPR) is an important but under-researched page of Ukrainian history. The WUPR emerged in the difficult conditions of the First World War and the collapse of the Austro-Hungarian Empire, which gave it a unique status in the context of the national liberation struggle of the Ukrainian people. The existence of the republic was accompanied by an urgent need for international recognition and support from neighboring states and major world powers, such as France, the UK, and the United States of America. Difficult geopolitical conditions, territorial disputes with Poland, and limited diplomatic resources made the foreign policy of the WUPR a challenge, but also an important tool in the struggle for Ukrainian statehood.

The WUPR's diplomatic efforts were aimed at achieving two main goals: securing international support and establishing allied relations with neighboring countries. These activities were often complicated by the republic's lack of international recognition and the opposition of major powers that supported Poland's interests. Nevertheless, despite limited resources, the WUPR made significant efforts to build diplomatic relations, which became an important component of its foreign policy.

The purpose of this paper is to study the diplomacy of the Western Ukrainian People's Republic, to analyze the factors that influenced its international relations, diplomatic challenges and achievements. This study also aims to better understand the role of the WUPR in the context of national liberation processes and its influence on the formation of Ukrainian foreign policy.

The relevance of the topic stems from the need to study the historical parallels between the diplomatic challenges of the WUPR and the current tasks of Ukrainian diplomacy. In addition, the

study of the diplomatic aspects of the WUPR contributes to the popularization of little-known pages of Ukrainian history and helps to better understand the processes that had a decisive impact on the development of Ukrainian statehood.

2. Diplomacy of the Western Ukrainian People's Republic

2.1. In search of legitimacy through diplomacy and alliances

The Western Ukrainian People's Republic (WUPR) emerged after the collapse of the Austro-Hungarian Empire in 1918, establishing itself as a new, self-governing state amid the chaotic restructuring of Eastern Europe. The leaders of the WUPR faced the challenge of ensuring the legitimacy of their state in a world dominated by large, established nations. As a new republic surrounded by powerful neighbors and facing immediate threats, the WUPR's foreign policy focused on building alliances and seeking recognition from major world powers.

The WUPR sought alliances with neighboring countries to ensure its sovereignty and protect its territorial integrity, especially in the context of the conflict with Poland, which claimed the same territories. The republic's Ministry of Foreign Affairs, under the leadership of Lonhyn Tsehelsky, sent diplomatic missions to establish ties with countries such as Czechoslovakia, Romania, and Hungary. Tsehelsky's goal was to form regional alliances that could provide military and economic support against Polish military aggression and promote the recognition of the WUPR in the international arena [1].

Although Czechoslovakia, like the WUPR, was a newly created state after the collapse of the Austro-Hungarian Empire, its priority was to protect its borders and establish a stable position in the League of Nations. Led by diplomats such as Teofil Okuniewski, the WUPR sought to establish a partnership with Czechoslovakia based on the common goals of preserving independence from Polish expansionist ambitions. However, the Czechoslovak government refrained from forming a formal alliance for fear of jeopardizing its relations with Poland [2]. Diplomatic discussions led to informal agreements on mutual non-interference, but no formal treaty was concluded because of Czechoslovakia's desire to avoid conflict with Poland.

The WUPR also tried to conclude a defense pact with Romania. Diplomatic envoys led by Mykola Vasyenko sought to conclude a non-aggression and mutual assistance treaty, recognizing a common interest in limiting Polish territorial expansion. However, Romania remained cautious, perceiving Poland as a valuable ally against Bolshevik influence in the region, and thus the negotiations did not lead to a formal agreement. Although informal agreements were reached, they lacked the stability and commitment that the WUPR had hoped for, and ultimately failed to provide significant support for the fledgling republic [3].

The WUPR's efforts to establish relations with Hungary were also limited by competing regional interests and the unstable nature of Hungarian politics in the postwar period. Initially, Hungarian leaders were receptive to discussions of mutual cooperation, but internal political instability limited Hungary's ability to engage constructively. As a result, despite Tschelsky's efforts to secure Hungarian support, no binding agreements were signed [4].

The most important partnership achieved by the WUPR was with the Ukrainian People's Republic (UPR) in the east. The two republics formally united on January 22, 1919, with the Act of Unification, symbolically uniting the two Ukrainian states as a sign of national unity. The act was signed by prominent diplomats from both republics, including Tschelsky and Mykhailo Hrushevski. Although the union was intended to consolidate Ukrainian independence and strengthen the republics' negotiating position in the international arena, a lack of coordination and logistical obstacles prevented the Act of Unification from becoming an effective union in practice. Nevertheless, this symbolic step became an important milestone in Ukrainian nation-building [5].

The Western Ukrainian People's Republic represented itself on the international stage, not only by attempting to conclude agreements with its neighbors but also at the Paris Peace Conference of 1919, seeking to gain international recognition of its independence and defend its territorial claims. The diplomatic delegation of the WUPR, headed by Lonhyn Tschelsky, sought to justify the republic's right to exist, referring to the principle of national self-determination proclaimed by US President Woodrow Wilson. Despite these efforts, however, the results of the WUPR delegation's work were limited. The UK) and France, preferring Poland as a strategic ally, refrained from supporting the ZUNR and were inclined to satisfy Polish claims to Galicia [1; 6; 8].

The ZUNR sent ambassadors to France, hoping to appeal to the French government's interest in containing both the German and Bolshevik threats in Eastern Europe. However, French officials preferred an alliance with Poland, which they viewed as a buffer state against both Germany and the Soviet Union. Paneyko's diplomatic missions to France emphasized the WUPR's commitment to stability and anti-Bolshevik values, but French politicians, influenced by the pro-Polish stance of Georges Clemenceau, did not want to jeopardize their support for Poland by recognizing the ZUNR. The absence of formal diplomatic relations meant that no treaties were concluded, and France refrained from providing any significant support [6].

British foreign policy also coincided with Polish interests due to the United Kingdom's focus on postwar European stability. Envoys from the WUPR conducted diplomatic efforts in London, where they emphasized the potential role of the WUPR as a stable, anti-Bolshevik state in the region. However, British officials took a cautious approach, fearing a potential conflict between the WUPR and Poland. British politicians, led by Foreign Secretary Arthur Balfour, were reluctant to officially cooperate with the WUPR, ultimately preferring stability to recognition of the newly

created states. As a result, British support for the WUPR remained largely rhetorical, without any binding agreements or formal recognition [7].

WUPR diplomats also tried to establish contacts with American politicians by presenting their position at the Paris Peace Conference. However, the United States, preoccupied with securing peace and maintaining European stability, deferred to the preferences of its European allies, particularly France and the United Kingdom. Although the U.S. administration has expressed some moral support for the self-determination of the WUPR, it has refrained from official recognition or substantial assistance. As a result, no treaties were signed between the WUPR and the United States, and American support remained largely symbolic [9].

3. Conclusions

The diplomatic activities of the Western Ukrainian People's Republic (WUPR) revealed an important strategy for seeking international recognition and alliances in the difficult conditions following the collapse of Austria-Hungary. Despite active efforts to forge alliances with neighboring countries and participate in the Paris Peace Conference, the WUPR failed to achieve significant international support. Diplomatic initiatives aimed at establishing stable relations with Czechoslovakia, Romania, and Hungary were met with caution and the desire of the great powers to avoid conflicts, particularly with Poland.

Nevertheless, the Act of Unification with the UPR became an important symbol of national unity, although due to practical uncertainty and lack of coordination, its impact on strengthening independence was limited. The joint diplomatic efforts of the two republics did not provide effective international support. At the same time, participation in the Paris Conference and attempts to appeal to the principle of national self-determination by the WUPR emphasize the importance of diplomacy for new states seeking international recognition, even when support from major powers remained minimal.

Thus, although the foreign policy efforts of the WUPR did not lead to significant results in terms of territorial integrity or official recognition, their activities demonstrated the importance of diplomacy in creating and consolidating national identity and independence.

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THE ROLE OF CORPORATE CULTURE IN BUILDING A SUCCESSFUL BUSINESS

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Anosova Y. Y., Astapova T. O. The role of corporate culture in building a successful business. This article explores how corporate culture plays a key role in driving business success by improving workplace effectiveness and employee commitment. The article reveals the meaning of the term "corporate culture" and explains the connection between the term and the construction of an economically efficient enterprise.

Keywords: corporate culture, employee engagement, organization's success, team integration, values.

Аносова Є. Є., Астапова Т. О. Роль корпоративної культури у побудові успішного бізнесу. У статті досліджується, як корпоративна культура відіграє ключову роль у забезпеченні успіху бізнесу, підвищуючи ефективність роботи та залученість працівників. У статті розкривається значення терміну «корпоративна культура» та пояснюється зв'язок цього терміну з побудовою економічно ефективного підприємства.

Ключові слова: залученість працівників, інтеграція команди, корпоративна культура, успіх організації, цінності.

1. Introduction

In recent years research on organizations has increasingly focused on the role of corporate culture in maintaining order and harmony within companies. Outdated cultures combined with poor management, inefficient teams and reward systems, that overlook performance, are significant barriers to success.

Corporate culture is shared and experienced by all employees. It connects a company's goals with the interests of its workers enabling the organization to adapt to challenges in the business environment. When companies misunderstand or neglect the importance of shared values, it often leads to conflicts both within the organization and with external stakeholders. These challenges highlight *the relevance* of exploring the impact of corporate culture on business success.

The object of the article is corporate culture as a critical element in organizational success. *The subject* of the article is the role of corporate culture in building a successful business and achieving competitive advantage.

The aim of the study is to examine the role of corporate culture in helping businesses gain a competitive advantage. Although culture is influenced by external factors such as market trends and industry changes, internal cultural elements are equally important. A strong culture shapes how a company competes and collaborates, directly influencing the intensity and type of actions that drive success. By aligning culture with strategic goals, businesses can implement effective competitive strategies and secure a leading position in the market.

The following **tasks** are established to fulfil the aim:

1. to reveal the meaning of the term "corporate culture" and explore its connection with a successful enterprise;
2. to explore the impact of employee engagement on organizational performance;
3. to identify the external and internal factors influencing corporate culture and its effectiveness.

A well-developed corporate culture does not only strengthen a company's identity but also creates a positive image, promotes consistency, reduces uncertainty, and helps set priorities. Externally, it is manifested in market leadership, technological innovation, social contributions, and a strong reputation. Internally, the success of an organization relies on the engagement and commitment of its employees. Motivated employees drive performance, but to achieve these businesses must know how to foster and sustain engagement.

2. Corporate culture and its part in business environment

2.1. The essence of the corporate culture

It is certain that without the culture of an organization, also called organizational, institutional or corporate culture it would be impossible to formulate a strategy of action. It is the culture that creates the personality, the soul of an enterprise and is a component of the identity of an organization. This, in turn, if well-managed, allows the company to build an image in the minds of the environment. A. Chandler considered that in comparison with hard elements (structure and formalization), culture, as a soft element (along with human resources) must create a harmonious whole [1, pp. 12–14].

Corporate culture is a set of consistent and lasting values, habits, traditions, and practices shared and continued by employees. It shapes both the organization's external interactions and the internal relationships among its workforce. Additionally, it impacts employee motivation and objectives, establishes standards for appropriate conduct. Behaviours such as innovation, decision making, communication, organizing, measuring success and rewarding achievement are influenced by corporate culture [2, p. 109].

P. Markiewicz in one of his articles established the following: «Organizational culture is not exclusive equipment, beautiful paintings in offices, it is not organizing mushroom picking trips, poetry readings. These are possible parts of organizational culture, but it does not mean that organizational culture must have such elements» [6, p. 39].

Corporate culture plays a crucial role in an organization's success. It creates the work environment for employees. When individuals operate in an atmosphere they find comfortable, they are more inclined to excel in their roles. Moreover, a company's achievements stem from its

ability to execute specific activities effectively. Furthermore, a company's success is the result of its performing certain tasks very well [5, pp. 235–236].

The above definitions indicate what organizational culture is. Researchers of organizational culture identify it with the personality of the organization, the philosophy that guides the organization's policy, the core values that define the philosophy or mission of the company, the customary and traditional ways of thinking and acting, the organizational climate, symbols, language, ideologies, rituals, myths, values, norms, knowledge, patterns of thought processes or speech [7, p. 213].

2.2. Corporate culture as a key to team engagement and success

In recent years research has shown that corporate culture plays a key role in maintaining order and harmony in organizations. Culture includes elements like shared values, symbols, traditions, and practices that shape how employees behave and interact. A strong culture gives meaning to the workplace, helping employees understand which behaviours are encouraged and why.

Outdated or ineffective cultures, combined with poor management and reward systems that overlook performance, can block organizational success. On the other hand, a healthy corporate culture aligns the company's goals with employee interests, fostering a sense of belonging and teamwork. When employees feel connected to the company's values, they are more motivated and engaged in their work.

Corporate culture also helps businesses adapt to external challenges by promoting consistent values and priorities. It creates a positive reputation, ensures stability in times of uncertainty, and can drive innovation, leadership, and market success. However, when differences in values are ignored, conflicts can arise within the organization and with other companies [4, p. 104].

Corporate culture is essential for the smooth and effective functioning of any company. It serves several key purposes that contribute to both employee satisfaction and overall success:

- **Team integration.** One of the primary roles of organizational culture is to foster a sense of community and belonging among employees. A shared culture creates stronger connections between team members encouraging collaboration and mutual support. When employees feel part of a matching team they are more likely to work together effectively and stay committed to the organization.
- **Supporting the mission and strategy.** Corporate culture helps employees understand the company's mission, vision, and strategic goals. Additionally, it helps employees adapt to new challenges and changes in the business environment enabling the company to remain competitive.
- **Enhancing internal communication.** Clear and effective communication is the key of any successful organization. A strong culture promotes open communication ensuring that information

flows smoothly across all levels of the company. This improves teamwork, reduces misunderstandings, and ensures everyone is informed and aligned with the company's priorities.

- **Creating a strong foundation for growth.** By integrating all aspects of the company – its values, people, goals, and operations – organizational culture brings unity and stability. This unified approach provides a solid base for innovation, growth, and long-term success [3].

Ultimately, an engaged workforce is a key outcome of a strong corporate culture. Employees who feel valued and aligned with the organization's mission are more productive and committed which directly contributes to long-term success.

2.3. The factors that impact corporate culture

Corporate culture is shaped by a combination of internal and external factors which influence how organizations operate, communicate, and adapt to change. Internal factors include human resources, such as the number and qualifications of employees which impact innovation and efficiency. Material resources including the structure and geographic allocation of assets along with technology for production and communication determine operational priorities and foster collaboration. Financial resources, both in terms of stability and allocation, influence a company's ability to invest in culture-building initiatives. Information resources, like the allocation and security of knowledge, play a crucial role in transparency and continuous learning.

External factors significantly impact corporate culture as well. Political and legal stability provide a predictable environment for cultural development while bureaucracy levels can either support agility or stifle innovation. Economic factors, such as growth, inflation, and national investments directly affect a company's approach to risk, employee morale, and overall adaptability. Societal elements including ethnic and religious diversity, national culture, and demographic structure challenge organizations to create inclusive, adaptable, and resilient cultures that align with local norms while promoting their own values.

Understanding these factors allows organizations to align operations with their values, adapt to external changes, and foster employee engagement. A well-balanced consideration of both internal resources and external influences supports the development of a resilient and values-driven corporate culture capable of thriving in dynamic environments.

3. Conclusions

Corporate culture is a critical driver of organizational performance shaping how businesses operate and achieve their goals. It provides the foundation for fostering employee engagement, promoting collaboration, and building a shared sense of purpose. A strong culture unites employees around common values, creating an environment where innovation thrives, communication flows

effectively, and priorities are clear. Moreover, corporate culture is a strategic asset that enhances a company's adaptability to changes in the business environment. It influences how businesses respond to challenges, align their strategies with evolving market demands, and maintain their competitive edge. A culture that integrates well with internal resources and external factors enables organizations to remain resilient, agile, and forward-looking.

Successful companies understand that culture is not a static concept but an evolving framework that requires continuous attention. By embedding cultural values into everyday practices and decision-making, businesses can strengthen their identity, build trust with stakeholders, and ensure lasting growth and relevance. Ultimately, corporate culture transforms an organization into more than just a workplace—it becomes a hub of innovation, commitment, and shared success. Businesses that prioritize and cultivate their culture create a powerful engine for achieving long-term excellence and sustainability.

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THE IMPACT OF GLOBALIZATION ON INTERNATIONAL COMMUNICATIONS

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Bakumenko A. O., Karpenko O. V. The impact of globalization on international communications. The article examines the impact of globalization on international communications, and highlights the multifaceted aspects of the influence and implications of globalization for world politics, economy, and security. Particular attention is paid to the challenges and threats posed by globalization, such as the weakening of international security, the spread of transnational crime, cyber threats, and democratic transformation. The importance of security of international communications is briefly described, especially in the context of growing cyber threats and the development of new technologies, including artificial intelligence.

Keywords: globalization, international communications, state safety, world politics, world safety.

Бакуменко А. О., Карпенко О. В. Вплив глобалізації на міжнародні комунікації. У статті розглядається вплив глобалізації на міжнародні комунікації, а також висвітлюються багатогранні аспекти впливу глобалізації та наслідки для світової політики, економіки й безпеки. Особлива увага приділяється викликам і загрозам, які створює глобалізація, таким як послаблення міжнародної безпеки, поширення транснаціональної злочинності, кіберзагрози та демократичні трансформації. Стисло описане значення безпеки міжнародних комунікацій, особливо в умовах зростання кіберзагроз і розвитку новітніх технологій, зокрема штучного інтелекту.

Ключові слова: безпека держави, глобалізація, міжнародна безпека, міжнародні комунікації, світова політика.

1. Introduction

Globalization is a multifaceted process with a lot of expressions, that includes many problems. Due to this it is so hard to give a single formulated determination, which would cover all dimensions. The process of globalization has more and more impact on countries' international safety, and so all components of involvement of states on international area also are subject of impact, especially the safety of international communications. The influence on international communications, including aspects of safety, cyber threats, the role of artificial intelligence and other modern tools in solving challenges – all these is *the subject* of research. The multifaceted globalization is *the object* of research. Modern globalization is the process of deep integration and interactions between countries, organizations and peoples on all stages – economic, social, cultural and political. It leads to close interaction and interpenetration of all state aspects on international actors. In the light of these processes, the discussion of *the relevance* of the topic becomes clear and urgent, as it is a critical element for cooperation between countries, corporations and citizens - security. The problem has already gained practical importance for all international actors. The problematic aspect of contemporary knowledge about globalization is the unpredictability of the severity, scale and depth of environmental, civilizational, religious, and political challenges of the twenty-first century. In this context, it is of interest to study globalization processes as factors influencing the security and defense policies of all countries of the world.

The aim of the research is to analyze the impact of globalization process on the security of international communications, and also to determine current challenges and threats, associated with globalization in order to find ways to ensure the effectiveness and stability of international interaction.

The following **tasks** are set to achieve the purpose:

1. to analyze essence and main aspects of globalization as a process that affects international relations;
2. to study the impact of globalization on the security of international communications;
3. to estimate the consequences of globalization processes for international stability, economic equality and political interaction;
4. to develop proposals for improving the mechanisms of international cooperation and creating a system of common security.

2. The process of globalization

2.1. Impact of globalization

Globalization makes states and the interstate system weaker, resulting in a global state of “turbulence” in world politics. The main advantage of globalization is the increase in international trade and investments, that can contribute to economic growth and improvement of standard of living of citizens. But on the other hand, globalization can also lead to increased inequality and dependence between countries in the economic area [2]. As a result, the world community will receive tense relations between actors of international relations and a number of prerequisites for conflict. In particular, there is already an impact on the political stability of countries. It can contribute to democratization and the development of civil societies. In the foreground is the problem of the principles of coexistence between states and citizens, and the peculiarities of organizing and regulating all existing relations where it is essential to preserve national identity. Moreover, globalization makes new possibilities for transnational criminal groups and terrorist organizations, which can lead to an increased risk of terrorist attacks and other forms of violence [1].

Transformations of the security of international communications are an urgent aspect in the modern world, because it influences its effectiveness and is a critical factor for successful cooperation between countries, businesses and citizens in the global world [3]. Globalization is also driving changes in the international system, expanding the number of participants in the international political process, which leads to the fact that international associations, organizations and other non-state actors are operating on the world stage in addition to the standard actors – states. Sudden changes and the powerful impact of globalization processes have already led to a

significant decrease in the level of protection of international communications, and now we hear more and more about security measures, including cyber defense, and so on. In fact, the basic institutions of international regulation are weakening, and the growing evidence that they are unable to protect the international environment indicates a low capacity to counteract modern challenges and threats.

2.2. Implementation of security measures

One of the key aspects of international communications security, as it was during the Cold War, is encryption and data protection. Today, we see the widespread use of modern encryption technologies to help protect confidential data from unauthorized access. In today's cyberspace, it is also a method of protection against cyberattacks and other threats, but is it really that effective? It is worth noting that modern cyber threats are much more terrible for this encryption method than other threats and challenges that existed before, because there are many cases when information at the level of international communications became public by accident or as a result of illegal disclosure [5]. Current cybersecurity challenges include attacks on governments, corporations, and social platforms. In 2010, for example, diplomatic cables were leaked to the United States, and in 2016, a group of hackers called Shadow Brokers posted cyber hacking tools used by the US National Security Agency online.

It has set global cyber security under the threat and led to attacks. All of these modern types of attacks cause international scandals around the world. But the human factor in data leakage cannot be dismissed either, as there have been situations in the world involving employees who knowingly disclosed data. But still cybersecurity is also the crucial aspect of international communications security. The security is also achieved by the way of following the rules and regulations, which are set in countries, which contribute to the legality and security of communication on a global scale. The second and the most modern aspect in security on the international level is artificial intelligence. The usage of AI for identifying threats and building defenses for now has become a key direction in countering the globalization's threats.

3. Conclusions

Thus, it is definitely important to remember that the peculiarity of globalization threats and challenges is that they originate from areas which cannot be controlled by countries, as they are formed by non- state actors. Among the main threats is the globalization of crime and terrorism (including cyber), uncontrolled sharing of secret information and technologies that affect the security of the state. Ensuring the security of international communications requires the integration of both technical and human aspects, as well as taking into account global challenges such as cyber threats. Only when international actors are prepared for these challenges and are capable to fight

it, will the effectiveness of the international communications process be enhanced. So, the process of globalization acts in the interests of the most impactful world centers. And a major role is played by the political and economic direction, which in its current form has much more negative aspects than positive ones, in particular, it gives rise to unhealthy methods of competition and new types of crime, as well as open armed confrontations, poverty, and the loss of control over the movement of civilization processes by society [4].

There is a need to comprehensively strengthen international cooperation on countering the threats of globalization at the international and intergovernmental levels, which should result in the creation of a global universal system of common security. In order to ensure stability and security in the world, it is necessary to strike a balance between the economic, political and cultural factors of globalization. It is necessary to develop cooperation between countries on the basis of mutually beneficial conditions, to ensure equality and justice in international relations, as well as to protect human rights and develop civil society. Only then can globalization become a tool for achieving peace, stability and prosperity in the world.

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THE OCCURRENCE OF ART AND CONTEMPORARY

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Baramidze L., Koniashvili I. The Occurrence of art and contemporary. This article delves into fundamental aspects of Heideggerian aesthetics, emphasizing its ontological and phenomenological ties to contemporary art. It explores the dynamic relationship between viewer and artwork, framing art as an occurrence in the present moment while highlighting its transitional and ever-evolving nature.

Keywords: art, artist, Heidegger, Lyotard, meaning, transformation, viewer.

Барамідзе Л., Коніашвілі І. Виникнення мистецтва і сучасність. Стаття висвітлює фундаментальні аспекти гайдеггерівської естетики, підкреслюючи її онтологічні та феноменологічні зв'язки з сучасним мистецтвом. Досліджено динамічний зв'язок між глядачем і твором мистецтва, розглядаючи мистецтво як подію в теперішньому моменті, підкреслюючи його перехідний і постійно еволюціонуючий характер.

Ключові слова: Гайдеггер, глядач, Ліотар, мистецтво, смисл, трансформація, художник.

1. Introduction

The concept of art has long been a focal point of philosophical inquiry. While artistic works historically carried defined meanings, contemporary art challenges this certainty, sparking debates and reflective silences alike. Philosophers and thinkers continue to grapple with questions such as: *What is art? Is art embedded in the artwork itself or in the perception of the viewer? What defines the artist?* These questions necessitate deep philosophical introspection and creative exploration. This study examines art in the contemporary world – not just as objects displayed in galleries but as relational phenomena between viewer and artwork. The research focuses on the evolving nature of artistic perception and the conceptual shifts that shape modern artistic expression.

Research aims:

1. To analyze the concept of art through the lens of Heideggerian aesthetics.
2. To explore the transitional nature of art and its dependence on viewer interaction.
3. To investigate the evolving role of the artist, with historical examples.
4. To synthesize diverse streams of thought to construct a cohesive understanding of contemporary art.

2. Art as an occurrence: Interaction and ontological unfolding

The contemporary understanding of art hinges on its occurrence – a dynamic process shaped by interaction. Is art an autonomous entity, a subjective construct, or both? If both, can we identify fundamental principles that condition art's existence?

Heidegger's philosophy offers a compelling framework for addressing these questions. According to Heidegger, art reveals truth through its occurrence, arising from the interplay between world and earth, presence and absence. Art exists not as a static object but as a

phenomenon that unfolds through relationality. This potentiality of art, described metaphorically as an "infinite mist," captures the elusive and ever-shifting essence of artistic experience.

The act of viewing completes the artwork, much like Heidegger's notion that a work of art "brings its world with it." The artwork becomes a space where truth is unconcealed – a place where the artist's intent and the viewer's perception intersect. This interaction generates a fleeting yet profound occurrence that brings art into being.

3. Shifts in perception and the impact of reproduction

Walter Benjamin's *The Work of Art in the Age of Its Technological Reproducibility* highlights the transformative impact of mass reproduction on art's perception. By replicating artworks, technological reproduction detaches them from their original context, diluting their singularity and diminishing their "aura."

Yet, this process also opens new avenues for interpretation. Art becomes a product of interaction, where meaning fluctuates based on the viewer's context. In this sense, the loss of aura doesn't negate artistic value but reconfigures it, shifting the emphasis from fixed meaning to dynamic relationality.

4. The role of the artist in a fragmented landscape

Jean-François Lyotard argued that the postmodern artist resembles a philosopher, creating works that interrogate their own conditions of existence. Contemporary artists, like their modernist predecessors, navigate the complexities of meaning and form, but with an acute awareness of art's instability.

From Duchamp's provocative *readymades* to Rothko's meditative color fields, artists have continuously redefined art's boundaries. Duchamp's rejection of purely retinal art in favor of intellectual engagement shattered traditional frameworks, while Pollock's action paintings foregrounded the process itself as the artwork.

This evolution reflects art's persistent questioning of itself—a recursive search for significance in an era where traditional narratives have fragmented. The contemporary artist, aware of this instability, acts as both creator and catalyst, facilitating art's occurrence through the initiation of relational spaces.

5. Conclusion

Despite its evolving forms and shifting perceptions, art retains an unchanging core: the occurrence of relation. Art happens in the interaction between viewer and artwork, where language,

perception, and being converge. This occurrence – fluid and dynamic – sustains art’s vitality across historical and cultural contexts.

Even as technological advancements and societal changes reshape artistic landscapes, the fundamental relationality of art endures. Art remains a space for existential inquiry, a place where the search for meaning unfolds through the interplay of presence and absence, form and formlessness.

By embracing this dynamic occurrence, we can appreciate art not as a fixed entity but as an ever-renewing dialogue – a perpetual unfolding that reflects the complexities of human existence.

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UKRAINE-TAIWAN RELATIONS: CURRENT STATE AND PROSPECTS

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Basarab V. O., Astapova T. O. Ukraine-Taiwan Relations: Current State and Prospects. This article explores the current state and prospects of Ukraine-Taiwan relations focusing on their historical evolution, key areas of cooperation, and potential future opportunities. Particular attention is given to the development of relations in the context of the Russian-Ukrainian war highlighting Taiwan's humanitarian support and shared geopolitical challenges. The study emphasizes economic, cultural, and technological collaboration to promote mutual growth and stability.

Keywords: cooperation, cultural exchange, economic development, geopolitical challenges, mutual growth, Russian-Ukrainian war, Ukraine-Taiwan relations.

Басараб В. О., Астапова Т. О. Українсько-тайванські відносини: сучасний стан та перспективи. У статті розглядається сучасний стан та перспективи українсько-тайванських відносин з акцентом на їхній історичний розвиток, основні напрями співпраці та майбутні можливості. Особлива увага приділяється розвитку відносин у контексті російсько-української війни, зокрема гуманітарній підтримці України Тайванем і спільним геополітичним викликом. Дослідження підкреслює важливість економічної, культурної та технологічної взаємодії задля спільного розвитку та стабільності.

Ключові слова: геополітичні виклики, економічний розвиток, культурний обмін, співпраця, спільний прогрес, російсько-українська війна, українсько-тайванські відносини.

1. Introduction

The relationship between Ukraine and Taiwan offers a fascinating case study of how two nations with distinct geopolitical challenges and shared democratic values can find common ground. Despite the absence of official diplomatic ties, their historical interactions and evolving partnerships reveal opportunities for mutual growth. From their anti-communist solidarity in the mid-20th century to Taiwan's humanitarian support for Ukraine during the 2022 Russian invasion, these ties underscore the importance of international collaboration in an increasingly polarized world.

The relevance of this study lies in examining the growing importance of Ukraine-Taiwan cooperation amid shared geopolitical challenges and Taiwan's support for Ukraine during Russia's aggression.

The object of this study is the historical and contemporary development of Ukraine-Taiwan relations, **the subject** is the factors shaping Ukraine-Taiwan interactions, including shared geopolitical challenges, Taiwan's support during Russia's aggression, and prospects for future collaboration.

The aim of the article is to analyze the evolution of Ukraine-Taiwan relations, to assess their current state, and explore opportunities for deepening cooperation.

The following **tasks** are set to achieve the purpose:

1. Examining the historical context and evolution of Ukraine-Taiwan relations.
2. Assessing the current phase in relations after Russia's invasion of Ukraine.
3. Evaluating opportunities for future cooperation.

2. Ukraine-Taiwan Relations: Current State and Prospects

2.1. Historical Context of Ukraine-Taiwan Relations

The interaction between Ukraine and the Republic of China (Taiwan) has been explored by numerous scholars, including V. Melnychenko, H. Rii, L. Haidukov, Yu. Slisarchuk, S. Solodkyi, M. Kyriienko, and L. Leshchenko, as well as Chinese and Taiwanese academics such as Hufei Yin and Xing Li. Initial unofficial exchanges between the two entities date back to a period before the Republic of China's government relocated to Taiwan.

Following World War II, during the Paris Peace Conference in October 1946 Wang Shijie, a representative of the Republic of China, received correspondence from Mykola Lebid, Secretary General of Foreign Affairs of the Ukrainian Supreme Liberation Council (USLC). This letter, accompanied by the document titled "The Past and Present of Ukraine's Liberation War," aimed to spotlight Ukraine and other Soviet republics but yielded no significant outcomes [8, p. 198].

Shared opposition to communist regimes served as a significant catalyst for interaction between Ukrainian and Taiwanese nationalist movements. In April 1946, the Anti-Bolshevik Block of Nations (ABN), under Yaroslav Stetsko's leadership, was founded, followed by the establishment of the Asian People's Anti-Communist League (APACL) in June 1954. Formal interactions between Taiwan and the ABN began in 1955 culminating in Stetsko's visit to Taipei and the establishment of an ABN mission there in 1957. Despite their shared anti-communist goals challenges arose as both parties sought to advance their distinct agendas [3].

Another critical moment in the relationship occurred in 1971 when the Republic of China was replaced by the People's Republic of China (PRC) at the United Nations. Taiwan's attempts to secure dual representation, drawing on examples like Soviet Ukraine, were rejected. Representatives of Soviet Ukraine voted in favor of Taiwan's exclusion [8, p. 199].

The dynamics shifted further on January 4, 1992, when Ukraine established diplomatic relations with the PRC ruling out official ties with Taiwan. Efforts in March 1992 to initiate Ukrainian-Taiwanese relations were unsuccessful as Ukraine reiterated its support for the "One China" policy under PRC pressure [7].

Despite these challenges, Taiwan and Ukraine share commonalities including strong national identities which have provoked discomfort in the PRC. High-profile visits such as Vice President Lien Chan's trip to Ukraine in 1996 and Leonid Kravchuk's visit to Taiwan elicited sharp reactions from Beijing [2, p. 269].

2.2. A New Phase in Relations after Russia's Invasion of Ukraine

The 2022 Russian invasion of Ukraine signaled a turning point in Ukrainian-Taiwanese relations. Taiwan swiftly aligned with Western sanctions against Russia contributing \$30 million in

humanitarian aid to Ukraine as of September 20, 2022 [4]. Taiwanese society has demonstrated strong solidarity with Ukrainians providing active support.

Taiwan has also shown interest in establishing a representative office in Kyiv while offering humanitarian aid. Nevertheless, as Deputy Minister of Foreign Affairs François Wu noted, military assistance remains a particularly sensitive matter [6].

Both Ukraine and Taiwan are uniquely positioned as buffer states in their respective regions facing significant pressure from larger, authoritarian powers. While Ukraine's challenges center on land-based conflicts and territorial integrity, Taiwan grapples with the threat of maritime blockades and cyber warfare. Despite these differences both nations rely on innovative strategies and international alliances to counterbalance their adversaries, showcasing adaptability in the face of asymmetrical threats.

The war in Ukraine has also underscored the importance of integrating advanced technology into defense systems. From the deployment of unmanned aerial vehicles to sophisticated communication networks, these innovations have transformed modern warfare. Taiwan has closely monitored these developments recognizing the potential to apply similar strategies in its preparations for potential conflicts with the PRC. Joint research initiatives could further explore these technologies fostering mutual growth and understanding.

The strengthening of ties between Beijing and Moscow has further encouraged closer cooperation between Kyiv and Taipei. While the PRC opposes parallels drawn between Ukraine and Taiwan such comparisons remain compelling. The fundamental difference lies in Ukraine's recognition as a sovereign state, unlike Taiwan, which is self-governed but recognized by only 14 countries. This distinction shapes U.S. policies which exhibit unequivocal support for Ukraine and a more cautious approach toward Taiwan.

Both Ukraine and Taiwan face formidable nuclear-armed authoritarian neighbors with substantial geopolitical influence. These shared circumstances highlight the potential benefits of deepened bilateral relations.

2.3. Prospects for Future Development of Ukraine-Taiwan Relations

Economic collaboration stands out as a priority for Ukraine and Taiwan. Taiwan's investments could significantly aid Ukraine's development, especially as the country becomes more appealing to foreign investors. The establishment of representative offices in both Kyiv and Taipei would further enhance bilateral ties. Moreover, Taiwan's involvement in Ukraine's post-war reconstruction, including the restoration of cities, medical facilities, and cultural heritage could serve as a foundation for future cooperation.

Both Ukraine and Taiwan have historically found themselves in challenging geopolitical circumstances often serving as buffer states in their respective regions. While Ukraine has endured the constraints of Soviet dominance and the ongoing challenges of Russian aggression, Taiwan continues to navigate the complex dynamics of its relationship with the PRC. These parallel experiences have shaped the identities of both nations fostering resilience and a shared determination to preserve sovereignty and promote democratic values. Such commonalities position them as natural partners in addressing contemporary global challenges.

Cultural projects represent another promising and non-controversial avenue for strengthening Ukraine-Taiwan relations in the context of war and post-war recovery. Initiatives such as art exhibitions, music festivals, film screenings, and literary translations can create platforms for fostering mutual understanding and goodwill between the two nations. These exchanges can be organized through cultural institutions or civil society organizations, ensuring that they remain politically neutral while promoting soft power.

By amplifying their unique cultural identities and shared values Ukraine and Taiwan can deepen their people-to-people connections even amid the challenges posed by war. These efforts not only support mutual solidarity but also lay the groundwork for broader cooperation in the future.

Taiwan could also benefit from Ukraine's wartime experiences in preparing for potential conflicts with the PRC. Lessons from Ukraine's use of air and missile defense systems, strategic drone deployments, and rapid technological adaptation in response to emerging threats are invaluable for refining Taiwan's defense strategies.

Although challenges persist in areas such as defense consultations, humanitarian aid, and joint research—due to Ukraine's commitment to maintaining relations with the PRC—collaborative opportunities remain viable [5].

In summary, the relationship between Ukraine and Taiwan continues to evolve offering opportunities for mutual growth. By fostering economic ties, leveraging shared geopolitical experiences, and promoting cultural exchange both nations can build a stronger partnership to navigate common challenges and support one another in an increasingly complex global landscape.

3. Conclusions

The relationship between Ukraine and Taiwan demonstrates the potential for collaboration between nations with shared democratic values and common geopolitical challenges. Despite the absence of formal diplomatic ties and constraints like the "One China" policy both countries have shown solidarity, particularly during Russia's invasion of Ukraine.

Taiwan's humanitarian support and Ukraine's resilience highlight opportunities for cooperation in such areas as economic development, post-war reconstruction, cultural exchange, and defense strategies. By building on their shared experiences and mutual interests, Ukraine and Taiwan can strengthen their partnership promoting democratic principles and addressing global challenges together.

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POLITICAL RELATIONS BETWEEN GERMANY AND UKRAINE

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Basanets T. V., Marchenko N. O. Political relations between Germany and Ukraine The article examines the key stages in the establishment of diplomatic relations between Ukraine and the Federal Republic of Germany following Ukraine's recognition of independence in 1991. It highlights major events, including the signing of bilateral agreements, the development of political dialogue, economic cooperation, and humanitarian support. Special focus is given to contemporary challenges, including Russia's full-scale invasion, Germany's political transformations, and its military and financial assistance to Ukraine. The study concludes with the significance of German-Ukrainian relations for European stability and Ukraine's integration into the European community.

Keywords: diplomacy, European integration, foreign policy, Germany, Ukraine, Zeitenwende.

Басанець Т. В., Марченко Н. О. Політичні відносини Німеччини та України У статті аналізуються основні етапи становлення дипломатичних відносин між Україною та Федеративною Республікою Німеччина з моменту визнання незалежності України у 1991 році. Дослідження висвітлює ключові події, включаючи підписання міждержавних угод, розвиток політичного діалогу, економічної співпраці та гуманітарної підтримки. Особливу увагу приділено сучасним викликам, пов'язаним із повномасштабним російським вторгненням, політичним трансформаціям Німеччини, її військовій і фінансовій підтримці України. Стаття підсумовує значення німецько-українських відносин для стабільності Європи та інтеграції України в європейський простір.

Ключові слова: дипломатія, євроінтеграція, зовнішня політика, Німеччина, Україна, Zeitenwende.

1. Introduction

The study of political relations between Germany and Ukraine is of significant relevance, given the key role these states play in ensuring stability and fostering development in the European region. The cooperation between these countries is a critical element in addressing regional challenges and advancing integration processes in Europe. The significance of this topic is further underscored by the current geopolitical dynamics, particularly the consequences of Russian aggression and its impact on European security.

The **relevance** of this research lies in the necessity to explore the evolving political relations between Germany and Ukraine, their influence on regional stability, and their contribution to the broader European integration and security architecture.

The **object** of the study is the political relations between Germany and Ukraine, while the **subject** focuses on the key factors, challenges, and opportunities that define their development.

The **aim** of the research is to analyze the main stages of the establishment and evolution of political relations between Ukraine and Germany and assess their role in shaping European security and integration processes.

The following **tasks** are set to achieve the purpose:

1. to identify the primary factors influencing the evolution of bilateral relations between Germany and Ukraine.
2. to evaluate the contemporary challenges affecting their cooperation.
3. to explore prospects for further collaboration, with a focus on political, economic, and security spheres.

2. Early Contacts and the Establishment of Diplomacy

The Federal Republic of Germany (FRG) was one of the first G7 countries to recognize Ukraine's independence on December 26, 1991. By January 17, 1992, diplomatic relations between the two states had already been established. In April 1991, an official visit by Leonid Kravchuk, Chairman of the Verkhovna Rada of Ukraine, to Germany marked the beginning of political dialogue between the countries. However, during the initial years, cooperation developed slowly due to the need for both sides to define their priorities. No binding agreements were signed during early meetings; instead, potential directions for future collaboration were outlined [7].

3. The Initial Stage of Relationship Formation

In 1992, Germany began to consider its relationship with Ukraine as an independent direction of foreign policy, recognizing the strategic importance of a sovereign Ukraine for European stability. Acknowledging the new geopolitical realities, governmental circles in both countries reached a consensus on the necessity of positive advancements in establishing the political and legal foundations of bilateral relations. Diplomatic relations between Germany and Ukraine were reestablished in 1992 through an exchange of diplomatic notes [4].

During this period, the governments of both nations worked to build the political and legal framework for bilateral relations, taking into account the transitional nature of the era and the emerging geopolitical context. A broad spectrum of intergovernmental agreements was signed. In June 1993, Federal Chancellor Helmut Kohl paid an official visit to Kyiv, during which the Joint Declaration on the Foundations of Relations between Ukraine and Germany and the Agreement on Cooperation in the Fields of Economy, Science, and Technology were signed. Ukrainian President Leonid Kravchuk emphasized the new quality of cooperation, laying the groundwork for the further strengthening of relations.

4. Development of Economic Cooperation and Inter-Parliamentary Relations

The official visit of President Leonid Kuchma to Germany in 1995 contributed to the intensification of economic ties. At that time, Ukraine enjoyed a positive image in Germany, thanks in part to the combined efforts of diplomacy, government, and industrial sectors. In the same year, Ukraine was admitted to the Parliamentary Assembly of the Council of Europe and received a recommendation for membership in this influential pan-European organization. This development facilitated the expansion of inter-parliamentary cooperation, particularly with German counterparts.

5. Challenges of the Early 2000s

Following the 2004 Orange Revolution, Germany characterized Ukraine as an institutionally unstable state with pervasive corruption, which made it a somewhat unpredictable partner, particularly during the gas crises of 2005/06 and 2008/09. Although Ukraine actively utilized the European Neighborhood Policy, Germany distinctly separated the Eastern Partnership format from the possibility of Ukraine's EU membership. Additionally, citing Ukraine's lack of a firmly established democracy at the time, German Chancellor Angela Merkel, along with France and the UK, blocked the initiation of Ukraine's NATO membership application process at the 2008 NATO Bucharest Summit [2].

By 2009, Germany began losing confidence in the dynamics of interinstitutional cooperation with Ukraine as the political situation in the country continued to deteriorate. The primary reasons included Ukraine's lack of political stability, the slow and inconsistent pace of reforms, and frequent breaches of agreements and commitments. Despite numerous efforts by Ukrainian leadership to establish a productive dialogue with Germany, these attempts largely failed.

6. Reaction to the Euromaidan and Russian Aggression

The 2013–2014 Euromaidan events and Russian aggression abruptly placed Ukraine at the center of Germany's foreign policy and prompted a reassessment of its approach to Ukraine. Chancellor Angela Merkel spearheaded the introduction of EU sanctions against Russia, the establishment of the OSCE Special Monitoring Mission, and financial assistance to Ukraine. Germany emerged as the principal initiator of the Minsk Agreements, maintaining diplomatic and economic pressure on Moscow.

However, despite adjustments to Germany's Eastern policy, one aspect remained unchanged: Russia continued to be an unwelcome yet critically important strategic partner. Numerous prime ministers, the Ministry of Foreign Affairs under the leadership of the Social Democratic Party of Germany (SPD), and significant segments of the German economy expressed particular concern over the repercussions of sanctions against Moscow [2].

7. Germany's Political Transformation: *Zeitenwende*

Today, Germany plays a pivotal role in addressing international issues on the European agenda and serves as a key strategic partner for Ukraine in its path toward European integration. The full-scale Russian invasion of Ukraine presented Ukraine and European countries with new security challenges, prompting profound changes in German policy.

The onset of the war in Ukraine triggered a fundamental reevaluation of Germany's foreign policy. German Chancellor Olaf Scholz described the trajectory of these changes as *Zeitenwende*,

or a “turning point,” symbolizing significant transformations: the lifting of restrictions on arms supplies to Ukraine, increased defense spending, and reducing dependence on Russian energy resources. This declaration reflects an acknowledgment within parts of the German establishment that the full-scale Russian invasion has profoundly altered Germany’s political and economic framework.

However, translating these declarations into concrete actions proved to be a complex process. While Ukraine’s leadership had high expectations of Germany, one of the main sources of misunderstanding between the German and Ukrainian governments was Germany’s hesitancy in foreign policy decisions and excessive bureaucracy in approving arms deliveries. Ukrainian leaders expressed disappointment in Germany’s delays in providing heavy weaponry, forming the perception that the German government was either unwilling or incapable of taking the lead in supporting Ukraine at the EU level, particularly in the military domain.

Despite these challenges, Germany has supplied Ukraine with substantial military assistance since the start of the war. This aid includes portable Stinger anti-aircraft missile systems, Panzerfaust anti-tank systems, millions of rounds of ammunition, grenades, and anti-tank mines.

8. Arms Supplies and International Coordination

Heavy weaponry began arriving in Ukraine only in June 2022. Germany provided self-propelled howitzers *Panzerhaubitze 2000*, IRIS-T air defense systems, and Mars II multiple rocket launchers. According to the Kiel Institute, as of August 2022, Germany ranked as the fourth-largest supplier of military aid to Ukraine, following the United States, the United Kingdom, and Poland [6].

In addition to direct supplies, Germany initiated several "circular exchange" programs. This initiative involved the exchange of German equipment for Soviet-era tanks and infantry fighting vehicles (IFVs) from Eastern European countries, which were then transferred to Ukraine. Germany spearheaded such exchanges with Greece, Slovakia, the Czech Republic, and Slovenia.

It is noteworthy that, despite criticism of the "circular exchange" program, Germany remains the only European country actively encouraging others to offer replacement systems in exchange for transferring Soviet-era weapons to Ukraine. Although these exchange agreements progressed more slowly than anticipated, they have resulted in the delivery (or planned delivery) of over 100 modernized Soviet tanks and IFVs to Ukraine.

9. Political and Humanitarian Support

In his speech in Prague in August 2022, Olaf Scholz emphasized the need for sustained support for Ukraine, highlighting the importance of effective resource planning for military aid. In May 2023,

during a meeting between Ukrainian President Volodymyr Zelenskyy and German Chancellor Olaf Scholz, it was reaffirmed that Germany remains committed to supporting Ukraine at all levels—political, humanitarian, and military [5].

Germany has made an unprecedented contribution to supplying advanced weaponry, including Leopard 1 and 2 tanks, Marder infantry fighting vehicles, artillery systems, and other equipment. In total, Germany allocated over €11 billion for military support to Ukraine in 2023 alone [3].

Beyond military assistance, Germany has provided extensive humanitarian support, hosting over 1 million Ukrainian refugees and offering financial and social aid to those in need. Since February 24, 2022, Germany's total support for Ukraine has reached €17 billion [9].

10. European Integration and NATO Prospects

Ukraine's application for EU membership, signed on February 28, 2022, represented a pivotal step in its European integration journey. Germany supported granting Ukraine candidate status for EU membership. However, formal accession negotiations will only begin once Ukraine completes the seven reform blocks outlined by the European Commission.

Regarding NATO, Germany takes a cautious approach to openly endorsing Ukraine's membership in the Alliance, given the ongoing active phase of the war. Nevertheless, support for Ukraine through the NATO-Ukraine Commission remains active, underscoring Germany's commitment to promoting stability in the Euro-Atlantic region.

11. Conclusions

The study findings make clear that Germany was among the first nations to recognize Ukraine's independence. During the early 1990s, German-Ukrainian relations were in their formative phase, gradually building momentum. The latter half of the decade saw the normalization of these relations, with the establishment of a new form of dialogue—high-level political consultations. However, Ukraine's economic difficulties and political inconsistency led to a degree of estrangement from a unified Europe and a measured detachment from Germany in bilateral relations.

Despite the challenges, both nations continue to pursue the shared objective of fostering a stable and secure Europe rooted in democratic values. The political ties between Germany and Ukraine are founded on the principles of good neighborliness and partnership. Given Germany's substantial contributions to supporting Ukraine, the prospects for further deepening of bilateral relations appear promising.

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THE CONSEQUENCES OF CULTURAL GLOBALIZATION

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Bekhtir T. O., Karpusenko M. V. The consequences of cultural globalization.

This article analyzes the multifaceted impact of cultural globalization, exploring both its positive and negative aspects. It highlights the spread of mass culture, cultural homogenization, and the economic dimensions of globalized cultural industries. The article also discusses the role of technology, media, and international collaboration in shaping cultural exchanges and preserving cultural diversity.

Keywords: cultural diversity, cultural globalization, homogenization, globalization impact, mass culture, technology,

Бехтір Т. О., Карпусенко М. В. Наслідки процесу культурної глобалізації.

У статті досліджено різнопланові наслідки культурної глобалізації, висвітлено як позитивні, так і негативні аспекти цього явища. Розглянуто поширення масової культури, культурну гомогенізацію та економічні аспекти глобалізованих культурних індустрій. Також проаналізовано роль технологій, медіа та міжнародного співробітництва у формуванні культурного обміну та збереженні культурного різноманіття.

Ключові слова: вплив глобалізації, гомогенізація, культурна глобалізація, культурне різноманіття, масова культура, технології.

1. Introduction

The analysis of current globalization processes reveals that cultural globalization has become one of the most significant factors shaping the modern world. Technological progress, the spread of mass culture, and the interconnectedness of societies are accelerating the convergence of cultures while simultaneously provoking debates on the preservation of national identities and cultural diversity. On one hand, globalization promotes accessibility to cultural values, but on the other, it fosters cultural homogenization and the dominance of certain cultural ideologies.

The challenges associated with cultural globalization include balancing cultural enrichment with the risks of cultural appropriation, addressing the impact of mass media, and maintaining cultural diversity in an increasingly interconnected world. These issues require thorough analysis and critical evaluation in the context of global cultural dynamics, which stipulates *the relevance* of this study.

The object of this study is cultural globalization, while *the subject* focuses on its consequences, both positive and negative, for societies and cultures worldwide.

The aim of the research is to analyze the outcomes of cultural globalization, identifying its influence on cultural identity, economic development, and technological integration.

The following *tasks* are set to achieve the purpose:

1. to examine the positive and negative features of cultural globalization;
2. to analyze the spread of mass culture and cultural homogenization as key outcomes of globalization;
3. to evaluate the role of technology, media, and international cooperation in preserving cultural diversity.

2. The consequences of cultural globalization

2.1. Positive and negative features of cultural globalization

Figure 1 demonstrates the positive and negative aspects of cultural globalization. The positive effects include cultural consolidation, which fosters common cultural and value-based connections, increased accessibility to universal cultural values through technologies such as the Internet, and the resolution of cultural contradictions through globalization. Negative features encompass the growing influence of mass culture, which can lead to the unification of values, the de-identification of individuals, the imposition of dominant cultural ideologies, the differentiation of social groups and cultures, the impoverishment of smaller cultures, and the creation of a single cultural template, which threatens cultural diversity [1].

Positive

- Cultural consolidation Increasing
- Increasing accessibility to universal cultural values
- Overcoming global cultural contradictions

Negative

- Increasing influence of mass culture and value unification
- De-identification of the individual
- Imposition of alien ideologies on rich cultural groups
- Differentiation of social groups and cultural entities
- Cultural impoverishment of certain population groups
- Creation of a unified cultural pattern and elimination of cultural diversity

Figure 1. Main features of cultural globalization

Source: [1]

An analysis shows that cultural globalization, on the one hand, enriches cultures and promotes the development of new shared values, but on the other, leads to the loss of uniqueness and a reduction in national identities due to the dominance of certain cultures.

One of the most vivid consequences of cultural globalization is the spread of mass culture. With the development of technologies, particularly the Internet, television, and social media, cultural products have become accessible globally. For example, American pop culture, the Hollywood film industry, and the Korean wave (Hallyu), including K-pop and K-dramas, have achieved global popularity. In 2023, BTS, the most popular Korean band, earned over 5 billion USD in the global market, confirming the vast economic and cultural impact of pop culture [1].

Another consequence is cultural homogenization. Increasingly, cultures are influenced by Western values, fashion, food, and lifestyles. For instance, global brands such as McDonald's, Starbucks, and Apple have become symbols of a globalized lifestyle. This leads to the loss of local cultural uniqueness, which is often perceived as a threat to national identity. UNESCO notes that

approximately 40% of the world's languages are at risk of extinction due to displacement by dominant languages like English or Chinese [2].

At the same time, globalization fosters cultural enrichment by providing access to diverse cultural traditions. For instance, international festivals such as the Cannes Film Festival and the Venice Biennale create platforms for exchanging ideas among artists from around the world. Such events promote cultural diversity and form a global understanding of art.

2.2. Economic, social and technological aspects of cultural globalization.

The economic aspect of cultural globalization is also significant. Cultural industries generate billions of dollars annually, creating jobs and stimulating economic growth. In 2021, the global cultural and creative industries market exceeded 2.25 trillion USD. However, these processes are often accompanied by the exploitation of cultural resources. For example, traditional crafts or ethnic music may be commercialized by international corporations without considering the interests of local communities [2].

The social aspect of globalization is equally important. Openness to other cultures fosters global citizenship, tolerance, and intercultural dialogue. However, excessive openness can lead to cultural conflicts. For example, in some countries, protests arise against the importation of “foreign” values that contradict local traditions.

Cultural globalization also significantly affects youth. Generations Z and Alpha are growing up in a world where cultural boundaries are nearly erased, and access to information is unlimited. This fosters global thinking but simultaneously poses risks of superficial engagement with local traditions. For instance, many young people prefer popular music hits over traditional folk songs, even in countries with rich musical heritage, such as India or Ireland [3].

Table 1 shows the dynamics of global Internet usage, demonstrating its rapid growth over the past two decades. The Internet is a key factor in cultural globalization, providing unlimited access to information.

Table 1

Dynamics of changing Internet users in the world

	2005	2010	2015	2016	2017	2018	2019	2020	2021	2022	2023
Internet Users (billion)	1,0	2,0	3,0	3,2	3,4	3,7	4,1	4,6	4,9	5,1	5,4
Percentage of Users (%)	15,6	28,5	39,9	42,9	45,4	48,6	53,2	59,3	62,2	64,4	67,4

Source: [3]

On the other hand, cultural globalization stimulates the revival of local traditions. In response to the challenges of homogenization, interest in preserving national culture is increasing. For

example, in 2019, Mexico included its traditional “son jarocho” dance on UNESCO’s Intangible Cultural Heritage list, promoting its popularity both nationally and internationally [3].

Technological progress is a key driver of cultural globalization. Platforms such as YouTube, TikTok, and Spotify allow local artists to reach a global audience. For example, Spanish performer Rosalía became globally famous through digital platforms, popularizing flamenco on the international stage [4].

2.3 Challenges of cultural globalization

Along with positive outcomes, cultural globalization also brings challenges. Cultural appropriation frequently occurs, where elements of one culture are used by another without respect for their original meaning. This often sparks controversy, particularly when traditional symbols are commercialized.

The role of media in cultural globalization is equally important. Global media companies such as Netflix and Disney shape cultural perceptions for millions of people. While this standardizes cultural content, it also opens opportunities for spreading new ideas [4].

Cultural globalization’s political influence should also be noted. The expansion of cultural ties between countries reduces tensions and fosters mutual trust. For example, international sporting events such as the Olympic Games unite people of different nationalities around shared values [4].

Additionally, cultural globalization intensifies social inequalities within societies. Wealthier, urban populations often benefit from access to global cultural trends and technologies, while rural or marginalized communities face exclusion. This digital and cultural divide reinforces existing social hierarchies and limits participation in global cultural exchange.

While cultural globalization promotes interconnectedness, it poses critical challenges that require thoughtful solutions. Addressing issues such as cultural appropriation, linguistic loss, economic disparities, and cultural conflicts demands the development of inclusive cultural policies. By fostering respect for cultural diversity, supporting marginalized communities, and encouraging intercultural dialogue, societies can mitigate the negative effects of globalization and ensure a balanced exchange of cultural values.

3. Conclusion

Cultural globalization affects countries differently. In developed nations like the USA or Germany, it promotes the export of cultural products. Meanwhile, in developing countries such as Nepal or Ethiopia, it creates risks for local cultures, which are less competitive globally.

Thus, cultural globalization is a complex and multifaceted phenomenon. It opens new opportunities for cooperation and exchange while creating challenges related to preserving cultural diversity and national identity. Effective cultural policies aimed at supporting local traditions, combined with the active use of technologies, can be key to harmonizing these processes.

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COOPERATION BETWEEN NORTH KOREA AND RUSSIA: A THREAT TO INTERNATIONAL SECURITY AND GEOPOLITICAL STABILITY

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Bevzyuk O. R., Huslenko I. Yu. Cooperation between North Korea and Russia: a threat to international security and geopolitical stability. The article explores the strategic partnership between North Korea and Russia, highlighting its impact on global security amid Russia's war in Ukraine and international isolation. It examines their military, economic, and diplomatic cooperation, focusing on arms exchanges and sanctions evasion. The study analyzes the alliance's implications for global stability, particularly in Eastern Europe and the Korean Peninsula, emphasizing the challenges it poses to international diplomacy and security.

Keywords: geopolitical stability, international security, military cooperation, North Korea, nuclear technologies, Russia, sanctions.

Бевзюк О. Р., Гусленко І. Ю. Співробітництво КНДР та Росії: загроза для міжнародної безпеки та геополітична стабільність. У статті досліджується стратегічне партнерство між Північною Кореєю та Росією, підкреслюється його вплив на глобальну безпеку на тлі війни Росії в Україні та міжнародної ізоляції. Він розглядає їхню військову, економічну та дипломатичну співпрацю, зосереджуючись на обміні зброєю та ухиленні від санкцій. Дослідження аналізує наслідки альянсу для глобальної стабільності, зокрема у Східній Європі та на Корейському півострові, наголошуючи на викликах, які він створює для міжнародної дипломатії та безпеки.

Ключові слова: геополітична стабільність, військове співробітництво, КНДР, міжнародна безпека, Росія, санкції, ядерні технології.

1. Introduction

The cooperation between the Democratic People's Republic of Korea (DPRK) and the Russian Federation has gained significant relevance in the context of global geopolitical shifts triggered by Russia's war against Ukraine and its deepening international isolation. This partnership, previously less prominent on the global stage, has evolved into a strategic alliance with far-reaching implications for global security and stability. The DPRK, under severe sanctions for its nuclear program, and Russia, facing growing economic and political isolation, have found common ground in resisting Western influence and international sanctions. These issues require thorough analysis and indicate the *relevance* of this study.

The object of this study is the geopolitical and strategic collaboration between the DPRK and Russia. *The subject* is the implications of this cooperation for global security and international relations. *The aim* of this research is to analyze the nature, scope, and consequences of the DPRK-Russia partnership, with a focus on its impact on global stability.

To achieve this aim, the following *tasks* are set:

1. To examine the historical and geopolitical foundations of cooperation between the DPRK and Russia.
2. To analyze the military, economic, and technological dimensions of their partnership.
3. To assess the global and regional implications of their collaboration for international security and diplomatic relations.

2. Analytical Examination of DPRK-Russia Cooperation

2.1. Historical and Geopolitical Foundations of Cooperation

The foundation of cooperation between the Democratic People's Republic of Korea (DPRK) and the Russian Federation lies in their shared ideological roots and historical ties. During the Cold War, the Soviet Union played a pivotal role in establishing and supporting North Korea as a communist ally in East Asia. This partnership was primarily driven by a shared opposition to Western influence and a desire to strengthen communist regimes in the region. Although relations weakened after the collapse of the Soviet Union in 1991, recent geopolitical dynamics have reignited this alliance.

The 2022 Russian invasion of Ukraine marked a turning point in this partnership. Facing increasing sanctions and diplomatic isolation, Russia sought new alliances, particularly with states like North Korea that are similarly marginalized. For the DPRK, this renewed relationship represents an opportunity to strengthen its position in the international arena while continuing to resist Western pressure. Both nations leverage their shared status as adversaries of Western powers to deepen cooperation and pursue mutual geopolitical interests [1].

2.2. Military, Economic, and Technological Dimensions

Military collaboration between the DPRK and Russia has been the most visible and concerning aspect of their partnership. Reports indicate that North Korea has provided artillery shells and other military supplies to support Russia's war in Ukraine. This violates international sanctions and highlights the extent to which both countries prioritize their strategic objectives over global norms. In return, Russia offers technological expertise, potentially aiding North Korea's nuclear and missile programs [1; 2].

Economically, the partnership involves the exchange of resources. North Korea benefits from Russian energy supplies, which help sustain its heavily sanctioned economy. Meanwhile, Russia exploits this relationship to bypass Western trade restrictions by engaging in alternative markets and logistical arrangements.

Technological collaboration is another critical dimension. North Korea seeks Russian assistance to advance its missile and cyber capabilities, while Russia could benefit from DPRK's developments in unconventional technologies. These exchanges exacerbate global security threats, particularly as they relate to nuclear proliferation and advanced weaponry development [2].

2.3. Global and Regional Implications

The deepening DPRK-Russia partnership has far-reaching implications for global security and stability. On a regional level, it heightens tensions in East Asia, particularly for South Korea,

Japan, and the United States. North Korea's enhanced military capabilities, supported by Russia, pose a direct threat to its neighbors and undermine stability on the Korean Peninsula [3].

Globally, this alliance undermines efforts to enforce international sanctions and weakens the authority of organizations such as the United Nations. By circumventing restrictions and engaging in illicit arms trade, the DPRK and Russia challenge the global rules-based order, encouraging other authoritarian regimes to follow suit [4].

Moreover, the partnership contributes to the escalation of existing conflicts. Russia's reliance on North Korean weaponry prolongs the war in Ukraine, while North Korea's access to Russian technology accelerates its nuclear ambitions. This dynamic creates a feedback loop of destabilization, posing significant challenges to international security frameworks and the global balance of power.

3. Conclusion

The cooperation between the Democratic People's Republic of Korea (DPRK) and the Russian Federation represents a significant shift in global geopolitics, fueled by their shared opposition to Western influence and international sanctions. What once appeared to be a limited and less noticeable partnership has evolved into a critical alliance with serious implications for regional and global security.

From a historical perspective, the DPRK-Russia relationship is deeply rooted in Cold War-era ties, which have resurfaced in the face of contemporary geopolitical challenges. With Russia's increasing isolation following its invasion of Ukraine and North Korea's persistent defiance of international norms, their partnership has become a strategic necessity for both nations. The alliance has fostered deeper military, economic, and technological exchanges, with Russia benefiting from North Korean military supplies and missile technologies, while North Korea gains vital energy resources and access to advanced technological expertise.

However, this growing cooperation is not without its consequences. It has the potential to destabilize the security situation in East Asia, exacerbate tensions on the Korean Peninsula, and heighten the risks of nuclear proliferation. Moreover, the partnership undermines global efforts to enforce sanctions and arms control agreements, weakening the international rules-based order. By continuing to bypass sanctions and engage in illicit arms trade, the DPRK and Russia defy international norms, signaling a dangerous precedent for other rogue states.

In conclusion, the DPRK-Russia alliance poses a significant threat to both regional and global stability. Its potential for escalating conflicts, particularly in Ukraine and the Korean Peninsula, demands a coordinated international response. The global community must remain vigilant, enhancing diplomatic pressure and strengthening sanctions enforcement to prevent

further destabilization. Without decisive action, the deepening ties between these two nations could contribute to a more fragmented, unpredictable, and dangerous global security environment.

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THE ROLE OF CANADA IN SUPPORTING UKRAINE'S ECONOMIC RECOVERY DURING CONFLICT TIMES

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Bielikova K. A., Lavrinenko I. M. The role of Canada in supporting Ukraine's economic recovery during conflict times. This article explores Canada's vital role in aiding Ukraine's economic recovery amidst the ongoing conflict. The focus is on financial support, diplomatic efforts, and reconstruction plans that strengthen Ukraine's resilience and post-conflict rebuilding. It highlights the long-term partnership between Canada and Ukraine as a model of international cooperation.

Keywords: Canada, conflict, financial aid, diplomacy, economic recovery, reconstruction, Ukraine

Белікова К. А., Лавріненко І. М. Роль Канади у підтримці економічного відновлення України під час конфлікту. У статті розглядається важлива роль Канади в підтримці економічного відновлення України в умовах війни. Основна увага приділяється фінансовій допомозі, дипломатичним зусиллям та планам реконструкції, що зміцнюють стійкість України та її відновлення після конфлікту. Також підкреслюється довгострокове партнерство між Канадою та Україною як модель міжнародної співпраці.

Ключові слова: дипломатія, економічне відновлення, Канада, конфлікт, реконструкція, Україна, фінансова допомога,

1. Introduction

The ongoing war in Ukraine has created unprecedented challenges for the country's economy. The destruction of infrastructure, loss of human capital, and economic destabilization require immediate and sustained international support. Among global allies, Canada has become a key partner, offering financial aid, diplomatic backing, and a long-term vision for Ukraine's recovery [3, pp. 123].

Canada's efforts go beyond short-term humanitarian assistance, focusing on sustainable economic development and reconstruction. These initiatives reflect Canada's strategic priorities in maintaining global stability and supporting democracies under threat.

The relevance of this study lies in examining Canada's multifaceted role in Ukraine's economic recovery. *The object* of this research is Ukraine's recovery process, while *the subject* is Canada's contributions and their impact. *The aim* of this study is to explore the dimensions of Canada's involvement and its implications for Ukraine's future.

The following tasks are set to achieve the purpose:

1. To analyze Canada's financial aid to Ukraine and its impact on economic stability.
2. To examine Canada's diplomatic efforts in advocating for Ukraine on the international stage.
3. To evaluate Canada's role in infrastructure reconstruction and long-term development initiatives.

2. Canada's Role in Ukraine's Economic Recovery

2.1. Financial Assistance: Supporting Stability During War

Canada has emerged as one of the leading international supporters of Ukraine's financial stability since the onset of Russia's full-scale invasion in 2022. By January 2025, Canada had committed over \$12.4 billion to Ukraine, with \$5.4 billion allocated directly to the Ukrainian government to support essential services like education, healthcare, and pension systems [3, p. 15]. Through multilateral cooperation, Canada has contributed to mechanisms such as the International Monetary Fund's administered accounts, facilitating urgent budgetary support for Ukraine [7, p. 11].

In April 2023, the Canadian government finalized the modernization of the Canada-Ukraine Free Trade Agreement, creating new trade opportunities for Ukrainian businesses and providing tariff-free access to Canadian markets [5, p. 7]. This agreement aims to strengthen Ukraine's economic resilience and ensure the continuity of key industries during wartime.

Moreover, Canada's financial support extends beyond direct government aid. The Canadian private sector has mobilized resources through initiatives such as the Ukrainian Sovereignty Bond, raising CAD \$500 million in 2023 to fund urgent reconstruction projects [1, p. 22]. Additionally, Canada has facilitated loan guarantees via the World Bank, enabling Ukraine to access over \$1 billion in critical financing [6, p. 19].

The Canadian government has also directed funds to support energy sector stabilization in Ukraine. For instance, in December 2023, Canada provided CAD \$125 million to repair energy infrastructure damaged by Russian attacks, ensuring electricity and heating for millions during winter [4, p. 12]. This comprehensive approach demonstrates Canada's commitment to both immediate needs and long-term stability in Ukraine.

2.2. Diplomatic Efforts: Building Global Consensus

Canada's diplomatic efforts have been pivotal in mobilizing international support for Ukraine and countering Russian aggression. Since February 2022, Canada has introduced over 1,700 sanctions targeting Russian officials, financial institutions, and energy companies [1, p. 15]. These sanctions are part of coordinated global efforts to cripple Russia's ability to fund its military actions.

At the United Nations, Canada has consistently advocated for resolutions condemning Russia's invasion and supporting Ukraine's territorial integrity. In 2023, Canada co-sponsored a resolution calling for the establishment of a tribunal to prosecute Russian war crimes, further emphasizing its leadership in global justice initiatives [6, p. 21].

In addition to its work at the UN, Canada has played a key role in G7 and NATO discussions, ensuring military and economic aid packages for Ukraine remain a priority. During the G7 Summit in Hiroshima in May 2023, Prime Minister Justin Trudeau secured commitments from member nations to expand sanctions on Russian exports and increase military assistance to Ukraine [4, p. 9].

Canada's bilateral diplomacy with Ukraine has also intensified. In August 2023, Canada initiated discussions on long-term security agreements with Ukraine, focusing on defense training,

intelligence sharing, and cybersecurity [3, p. 17]. These agreements are designed to solidify Ukraine's defense capabilities and align them with NATO standards.

On a regional level, Canada has facilitated Ukraine's integration into North American trade frameworks, providing Ukrainian businesses with access to technological and logistical resources essential for post-war recovery [2, p. 18].

2.3. Reconstruction Initiatives: Planning for the Future

Canada's reconstruction initiatives are comprehensive, addressing immediate humanitarian needs while planning for Ukraine's long-term recovery. Since 2022, Canada has allocated over CAD \$200 million for rebuilding critical infrastructure such as schools, hospitals, and transportation networks [1, p. 20]. This includes the establishment of the "Rebuild Ukraine Fund," which has supported housing reconstruction in cities like Irpin and Bucha [7, p. 13].

Canada has also taken a leading role in energy sector recovery. Through partnerships with Ukrainian municipalities and Canadian engineering firms, significant investments have been made in renewable energy projects, including solar and wind farms to replace damaged power plants [5, p. 10]. These projects align with Ukraine's broader goal of energy independence from Russian supplies.

In humanitarian efforts, the Canadian Red Cross has distributed over 422,000 emergency relief items, including blankets and hygiene kits, to conflict-affected regions [1, p. 19]. Additionally, financial aid programs have directly supported 150,000 internally displaced persons in Ukraine, providing them with shelter and basic necessities [6, p. 14].

Education and workforce development are central to Canada's reconstruction strategy. In 2024, Canada launched a scholarship program for Ukrainian students, allowing over 1,000 individuals to study at Canadian universities [4, p. 16]. Meanwhile, vocational training programs for displaced workers are helping rebuild Ukraine's skilled labor force, critical for post-war recovery [2, p. 11].

Through its multifaceted reconstruction initiatives, Canada is not only addressing the immediate aftermath of the war but also laying the groundwork for Ukraine's sustainable and resilient future.

3. Conclusions

In conclusion, Canada's role in supporting Ukraine's economic recovery is both immediate and forward-looking. Financial assistance has stabilized key government functions and mitigated the economic shocks of war. Diplomatic efforts have galvanized international support for Ukraine, creating a unified global response to the conflict. Reconstruction initiatives demonstrate Canada's commitment to Ukraine's long-term recovery, focusing on sustainable development and resilience.

As the conflict continues, Canada's contributions serve as a model for effective international support in times of crisis. By fostering a partnership based on mutual trust and shared values, Canada and Ukraine have laid the groundwork for a stronger, more interconnected future. Moving forward, sustained collaboration between the two nations will be essential for achieving lasting peace and economic prosperity in Ukraine.

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THE ROLE OF SPECIAL ECONOMIC ZONES IN THE WORLD ECONOMIES

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Bilous A. V., Meleshenko O. O. The role of special economic zones in the world economies. The article reveals the meaning of the term "special economic zone" and briefly describes the history of its appearance, main features, types as well as its aims and advantages. The article analyzes the influence of establishing SEZs in China's economy, being the indisputed global leader in the number of SEZ. The author considers methods for improving the functioning of SEZ and achieving their maximum efficiency via enforcing favourable financial policies, taxation, quotas, labour regulations, stimulating collaboration, promoting local participation, based on China's experience.

Keywords: China, collaboration, financial policies, quotas, regulations, SEZ, taxation.

Білоус А. В., Мелешенко О. О. Роль вільних економічних зон у розвитку економік світу. У статті розкривається зміст поняття «спеціальна економічна зона», коротко описується історія її виникнення, основні ознаки, види, а також її призначення та переваги. У статті аналізується вплив створення СЕЗ на економіку Китаю, який є беззаперечним світовим лідером за кількістю СЕЗ. На основі досвіду Китаю автор розглядає методи покращення функціонування СЕЗ та досягнення їх максимальної ефективності шляхом впровадження сприятливої фінансової політики, оподаткування, квотування, трудового законодавства, стимулювання співпраці, заохочення місцевої участі.

Ключові слова: квоти, Китай, оподаткування, регулювання, СЕЗ, співпраця, фінансова політика.

1. Introduction

The current stage of development of the world economy is characterized by the intensification of the processes of liberalization, integration and international division of labour. One of the most important elements of intensifying the participation of both industrialized countries and some developing countries in the international division of labour is the creation of special economic zones (SEZs). *The relevance of this issue* is to create the most favourable conditions for boosting trade and foreign exchange earnings in the country in the face of an unstable economic situation.

The object of the study is special economic zones within the global economic environment, *the subject* of the study is the effectiveness and prospects of attracting and functioning of special economic zones in modern realities.

The aim of the research is to determine the the effectiveness of the functioning of special economic zones in national economies and assess their role in the world community at the current stage of development of the world economic system in the context of globalization.

The following *tasks* are set to achieve the purpose:

1. To reveal the essence of the concept of special economic zones
2. To analyze the dynamics of development of leading special economic zones and global trends
3. To consider methods for improving the functioning of special economic zones and achieving their maximum efficiency

2. The role of special economic zones in the world economies

2.1. Special economic zones: essence and characteristics

A special economic zone is a legally defined part of the territory of a state where domestic legislation establishes a special preferential legal regime for economic activity for a certain period of time for certain entities and creates special management bodies to attract investments to achieve legally established economic, social, scientific and technical objectives [1, p. 44].

The initial Special Economic Zones (SEZs) emerged in the late 1950s within industrialized nations, aimed at attracting foreign investments from multinational corporations. The first SEZ was established at Shannon Airport in County Clare, Ireland. By the 1970s, SEZs began to be implemented in countries across Latin America and East Asia. To date, the most successful SEZs have been located in China.

As reported by the United Nations Conference on Trade and Development, there were over 7,000 SEZs worldwide in 2022. These zones are present in various regions globally, particularly in developing economies that leverage them as a tool for industrial growth. [4, pp. 44–45].

Main characteristic features of special economic zones in the international economy:

1. Geographically delimited area and sound physical infrastructure.
2. Single management or administrative structure.
3. Technology learning, innovation and upgrading.
4. Clear goals, vigorous benchmarking and competition.
5. Strong vision and commitment from political and managerial leadership.
6. Pragmatism, flexibility, autonomy and efficiency of local government/zone management. Incentives and lack of political interference.
7. Strong linkages with domestic economy [5].

Their objectives include enhancing the trade balance, boosting employment, increasing investment, generating jobs, and ensuring effective administration. To incentivize businesses to establish operations within the zone, financial policies are implemented. These policies generally cover areas such as investment, taxation, trade, quotas, customs, and labor regulations. Furthermore, companies may be provided with tax holidays, which allow them a designated period of reduced taxation upon their establishment in the zone. The advantages that a company derives from being located in a special economic zone may enable it to manufacture and trade goods at a more competitive price on a global scale [2].

Types of Special Economic Zones (SEZs)

Free-Trade Zone: Free-trade zones are specific areas designated to enhance the processing of goods that are imported and exported. Also known as commercial-free or foreign-trade zones, these sites implement distinct customs procedures and provide duty-free benefits.

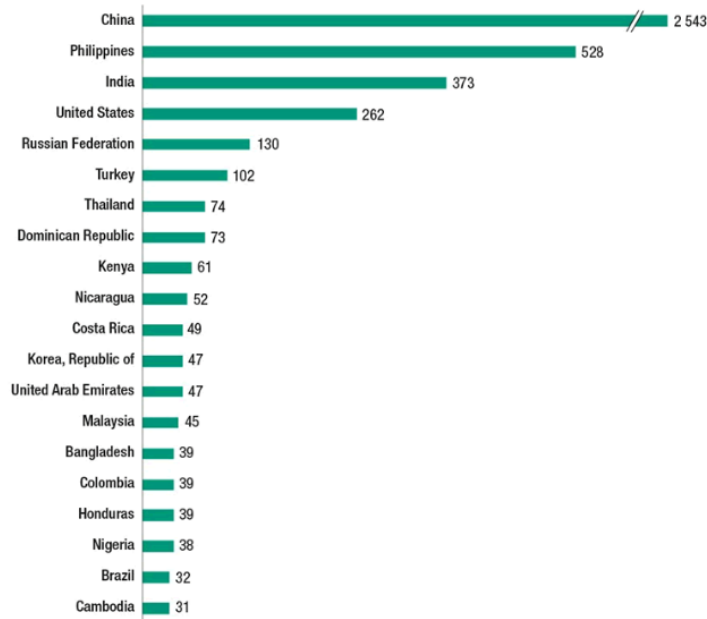
Export Processing Zone: The primary purpose of these zones is to encourage the export of commercial and industrial products. They aim to foster economic growth by attracting foreign investment.

Industrial Park: As the name suggests, industrial parks are tailored for industrial operations, distinguishing them from commercial or residential areas. Entities operating within these specialized zones often benefit from tax incentives.

Specialized Zone: These zones are commonly utilized for various purposes, including technology centers, airport-related facilities, and logistics parks [6].

2.2 The dynamics of development of leading special economic zones and global trends

There are between 3,500 and 4,500 free economic zones in the world. China is the undisputed global leader in the number of special economic zones, with more than 2,500 special economic zones, while the Philippines and India are actively developing in this area. The UAE, in its turn, having only 47 SEZs, attracts enough financial resources and investments to achieve leading positions in the world rankings in recent years [7].



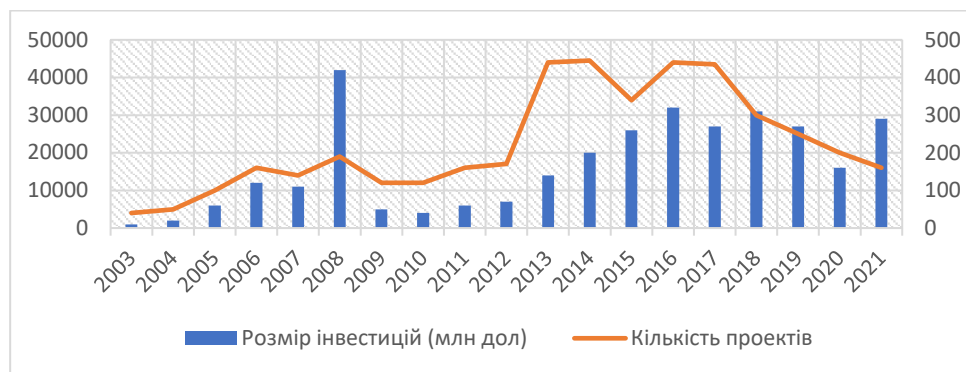
The world's economies with the largest number of SEZ, 2023 [6]

Special Economic Zones (SEZs) have played a significant role in advancing China's economic development. Recent estimates indicate that these zones contribute approximately 22% to the national GDP, 46% of foreign direct investment (FDI), and 60% of the country's exports, while also creating more than 30 million jobs. In certain areas, industrial parks can represent as much as 80-90% of GDP growth. National industrial parks, particularly agro-tech parks and agricultural demonstration zones, significantly enhance farmers' incomes, with average earnings

in these parks exceeding those in neighboring villages by over 30%. In the broader context of China, technological advancements in agriculture account for 55.2% of the sector's growth, whereas the contribution from industrial parks is around 70%, aligning closely with the average figures observed in developed countries. Although China's overall technology commercialization rate is approximately 10%, industrial parks within the country achieve a remarkable commercialization rate exceeding 60%. [6].

Special economic zones continue to attract foreign direct investment. Although the COVID-19 pandemic has somewhat shaken the global economy, investment in FEZs is recovering from past performance [3].

As we can see from the figure above, the number of investments is still decreasing, but the size of investments is steadily increasing. New investment projects in special economic zones have also been announced. Overall, the number of foreign direct investment projects in 798 zones tracked by the investment monitor fDi Markets fell from 431 in 2019 to 309 in 2020 and amounted to 171 in the period from January to July 2021, which means another 10% decrease compared to the same period last year [3].



Dynamics of the number of investment projects and the size of investments attracted [3]

2.3 Methods for improving the functioning of SEZ and achieving their maximum efficiency

Based on China's experience, key actions include:

1. Identify the needs of both the host country and the investor and design SEZs that can be replicated.
2. Establish and enforce favorable policies related to industry, finance, talent acquisition, and taxation.
3. Design SEZs that promote local participation and integrate primary, secondary, and tertiary sectors.
4. Create mechanisms for dialogue and collaboration between SEZs and government entities, enhance industrial value chains and incorporate research and development.

5. Develop and implement management and operational structures that incorporate best practices and exploit local and investor strengths.

6. Ensure that SEZs maintain both international and local competitiveness, while preventing the establishment of non-viable zones.

7. Require SEZs to be internationally and locally competitive and avoid proliferation of non-viable zones.

8. Focus on provision of social services and benefits as well as industrial development [5].

3. Conclusions

Summarizing the above, it should be said that SEZs have been established in many countries as a mechanism for attracting foreign direct investment, accelerating industrialization and creating jobs. But not all of them have become successful and achieved their initial goals.

The overall effectiveness of a free economic zone depends on the clarity and thoughtfulness of government policy, the level of competitiveness of the country, and competition between zones due to the development of infrastructure facilities and the package of benefits for resident companies.

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PROSPECTS FOR SOLVING ENVIRONMENTAL CHALLENGES OF THE ARCTIC

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Bondariuk V. A., Kalyuzhna A. B. Prospects for solving environmental challenges of the Arctic. The Arctic faces severe environmental challenges due to global warming and resource exploitation. Climate change accelerates ice loss, threatening ecosystems, indigenous communities, and global environmental stability. This article examines the ecological, economic, and social consequences of Arctic transformation, emphasizing the need for international cooperation to mitigate risks and ensure sustainable development.

Keywords: climate change, global warming, indigenous communities, international cooperation, IPCC, resource exploitation, the Arctic.

Бондарюк В. А., Калюжна А. Б. Перспективи вирішення екологічних проблем Арктики. Арктика стикається з серйозними екологічними викликами через глобальне потепління та експлуатацію ресурсів. Зміна клімату прискорює втрату льоду, що загрожує екосистемам, корінним громадам і глобальній екологічній стабільності. У цій статті розглядаються екологічні, економічні та соціальні наслідки трансформації Арктики, підкреслюється необхідність міжнародної співпраці для зменшення ризиків і забезпечення сталого розвитку.

Ключові слова: Арктика, глобальне потепління, експлуатація ресурсів, зміна клімату, корінні громади, МГЕЗК, міжнародна співпраця.

1. Introduction

The Arctic is one of the most fragile ecosystems on Earth, significantly affected by climate change and human activities. Over the past decades, rising global temperatures have led to accelerated ice melting, disrupting the region's biodiversity and indigenous ways of life. Furthermore, the exploitation of natural resources, such as oil and gas, poses additional environmental risks, including pollution and habitat destruction.

The relevance of this study lies in the Arctic's critical role in regulating global climate patterns and its geopolitical significance. As temperatures rise, the region becomes more accessible for economic activities, increasing the potential for environmental degradation. The balance between economic interests and environmental conservation remains an unresolved challenge and poses a serious problem.

The object of the study is the environmental stability of the Arctic region.

The subject is the impact of climate change and resource extraction on its ecosystems and communities.

The aim of the paper is to analyze the key environmental threats in the Arctic and assess the effectiveness of international regulations and initiatives.

The following *tasks* are set to achieve the outlined purpose:

- 1) to examine the effects of climate change on Arctic ice loss and its global implications;
- 2) to analyze the impact of industrial activities on Arctic biodiversity and indigenous communities;
- 3) to assess the role of international agreements and organizations in Arctic conservation;
- 4) to identify gaps in existing policies and propose recommendations for sustainable management.

2. Arctic environmental issues and regulatory efforts

2.1. Global warming and resource extraction problem

The Arctic is one of the most sensitive areas of the planet to climate change, and global warming has had a significant impact on the region's climate in recent decades. According to the Intergovernmental Panel on Climate Change (IPCC), the temperature in this region is rising twice as fast as in the rest of the world [5]. This phenomenon, known as Arctic amplification, is leading to a significant reduction in the ice sheet, which opens up new opportunities for oil and gas production and shipping. However, such changes have significant environmental consequences. According to a new study published in the European Geosciences Union journal *The Cryosphere*, the Earth lost 28 trillion tonnes of ice between 1994 and 2017 [4]. This data cannot but cause a high level of concern for the international community, as it is known that glacier melting affects global sea levels. It also alters ecosystems, threatening the existence of species such as polar bears, walruses and minke whales, for whom ice is an integral part of their habitat [9].

In addition, Arctic glaciers play an important role in stabilising the global climate by reflecting solar radiation back into the atmosphere. Changes in the ice cover lead to greater absorption of heat by the ocean, which contributes to further warming. This vicious circle leads to even faster melting of ice and destruction of ecological systems that have been in a stable state for a long time [8].

The main reason for this deterioration of the climate situation is the thirst for resources. Hydrocarbon production in the Arctic attracts large companies, as the region contains significant oil and natural gas reserves that can have a major impact on the global energy market. According to the U.S. Geological Survey, the Arctic accounts for about 13% of the world's undeveloped oil reserves and 30% of natural gas reserves [2]. However, the development of these resources is associated with a number of serious environmental problems.

First, oil spills and environmental pollution. Oil production on the Arctic shelf is associated with a high risk of spills, as harsh climatic conditions and remote locations make it difficult to operate and conduct rapid rescue operations in the event of an accident. Frosty and icy conditions make it difficult to collect and clean up spilled oil, which can lead to long-term contamination and exposure to the cleaner.

Second, the emission of carbon dioxide and pollutants. Economic activities related to mineral extraction also contribute to the emission of carbon dioxide and other pollutants, which amplifies the global warming effect. Additional pollutants can affect sensitive Arctic ecosystems, leading to changes in water and wind composition, which negatively impacts the flora and fauna of the region.

And last but not least, is the disturbance of the animal habitat. Resource extraction and infrastructure development threaten Arctic species. In particular, noise from shipping and construction activities disrupts the migration and communication of marine mammals such as whales and seals. The constant flow of ships and hydrocarbon extraction can disrupt the ecosystem, causing irreversible changes in the animals' lifestyle and behaviour [10].

2.2. The threats to indigenous people

Another major issue in the Arctic is the impact of global warming on Inuit population. Ocean temperatures along the coast are rising at an unprecedented rate, and the area of sea ice on Labrador has decreased by a third over the past decade. Meanwhile, winter in the region has been shortened by an average of about six weeks. This erratic climate pattern in the Arctic has serious implications for the indigenous Inuit communities, who are increasingly having to abandon centuries-old habits and ways of life to adapt to changing conditions.

For example, conventional travel routes are becoming inaccessible due to premature melting of sea ice. The community of Diomed Islands had to abandon their regular use of an ice runway in 2019 and instead use a helicopter to travel as the ice appeared to be too thin [7].

Moreover, it is possible that the need to adapt so quickly to the changing environment may have a negative impact on Inuit mental health.

There is also a concern that zoonotic diseases – diseases that are transmitted between humans and animals – will increase in the Arctic as temperatures continue to rise, as higher temperatures and precipitation levels are ideal conditions for the spread of infectious diseases [13, p. 710]. This may be due to new contacts between previously isolated species as snow or sea ice changes due to rapid melting.

However, the threat of increased disease transmission in the Arctic is not only from contact between different species. Bacteria that existed 32 000 years ago may pose a threat even today. In particular, a fatality occurred in 2016, when a boy from Siberia died in an outbreak of anthrax [7].

Global warming also causes serious problems for buildings foundations. Infrastructure built on frozen ground is weakened as the ice melts, especially older houses built in times when climate change was not really a threat. For example, in June 2020, a fuel tank in Russia collapsed due to thawing permafrost and out-of-date facilities, causing the spillage of 20 000 tons of diesel into Arctic ecosystems [3].

Thus, the problem of global warming and the thirst for Arctic resources threaten its indigenous communities' traditional lifestyles and outlandish ecosystem, and create global environmental risks that could lead to the loss of this unique region and its inhabitants.

2.3. The role of the international community in guaranteeing the region's ecological security

In the context of global warming, the international community plays an important role in ensuring sustainable development and protection of the Arctic. And at the international level, Arctic ecology is regulated by several important agreements and initiatives aimed at protecting the region's unique environment.

The Arctic Council is the main organisation for intergovernmental cooperation in the Arctic region. The Council was established in 1996 and includes eight Arctic states: Canada, Denmark (with Greenland), Finland, Iceland, Norway, Russia, Sweden, and the United States. The Council's main efforts are focused on the sustainable development of the region and the protection of its environment, especially through the Arctic Monitoring and Assessment Programme (AMAP). However, one of the challenges in the Council's work is that it has no enforcement power and its decisions are recommendatory in nature.

The United Nations Convention on the Law of the Sea (UNCLOS), signed in 1982, defines the legal regime for international waters, including the Arctic shelf. UNCLOS grants countries the right to exploit resources within their economic zone, but imposes obligations to protect the environment.

The Paris Agreement, although not specific to the Arctic, is designed to limit the rise in global temperature, which is critical to the Arctic ecosystem. The signatories to this agreement are committed to limiting the global temperature increase to less than 2°C, which in the long term will help to reduce the melting of ice in the Arctic [12].

The International Agreement to Prevent Unregulated Fishing in the High Seas of the Central Arctic Ocean was signed in Ilulissat, Greenland, on 3 October 2018, by Canada, Iceland, the Kingdom of Denmark, Norway, the United States and the Russian Federation, as well as China, Japan, South Korea and the European Union. Upon entry into force, it obliges the parties not to allow any vessel under their flag to engage in commercial fishing on the high seas in the central Arctic Ocean until sufficient scientific data are available. The agreement is valid for up to sixty years with the possibility of extension for the next five years [1].

International organisations and non-governmental organisations such as WWF, IUCN and UNEP also play an important role in protecting the Arctic environment by conducting research programmes, developing environmental standards and mobilising public opinion. Let us discuss their activities in detail.

WWF actively promotes projects aimed at sustainable development and protection of the Arctic ecosystem. WWF monitors animal populations, changing climate conditions and the impact of industrial development on the environment. The organisation also works with Arctic states to develop and implement programmes to reduce emissions of black carbon, which accelerates ice melt.

The International Union for Conservation of Nature (IUCN) works to classify endangered species and provides scientific data for the development of environmental measures in the region [6]. The IUCN publishes a Red List of Threatened Species, which includes many Arctic species such as polar bears and Arctic foxes, which helps to draw attention to their conservation and facilitates governmental action.

The UN Global Compact also includes environmental initiatives that address Arctic issues. The United Nations Environment Programme (UNEP) [11] is working with various organisations to improve the sustainability of Arctic ecosystems, and also develops regulations aimed at reducing emissions of greenhouse gases and pollutants such as black carbon and methane.

But despite the existence of international domains and the active involvement of international organisations, ensuring the environmental security of the Arctic faces several challenges.

Firstly, and most obviously, there are conflicts of interest between countries. Different Arctic states have their own interests in the region, including economic, geopolitical and environmental aspects. For example, Russia and the United States are actively developing their positions in the Arctic, seeking access to resources and control over new transport routes. This conflict makes it difficult to adopt common commitments in the field of environmental protection. Of course, we should not forget about Russia's two-year expulsion from the Arctic Council, triggered in 2022 by Russia's invasion of Ukraine. This has also slowed down the cooperation needed to address the region's issues.

A second problem is the lack of control and coercion. As already mentioned, the Arctic Council has no coercive power, and its recommendations remain voluntary. International agreements, such as UNCLOS, also rely heavily on the implementation of obligations by member states, which makes it difficult to monitor the implementation of environmental measures.

Therefore, the role of the international community in ensuring the environmental security of the Arctic is becoming increasingly important against the background of growing climate and antarctic threats. Nevertheless, more stringent control mechanisms are needed to achieve long-term goals in Arctic protection, enhanced cooperation between countries and accelerated implementation of emission reduction targets to prevent catastrophic changes in the Arctic's unique ecosystem.

Unfortunately, global warming is not sustainable. Even if all countries, organisations, and even every individual in the world complied with international environmental standards, global climate change will continue to have a negative impact on the Arctic, accelerating ice melt and changing the region's ecosystem. As a result, the whole world will feel these changes.

3. Conclusions

Due to its particular sensitivity to climate change, the Arctic is becoming the fastest warming region of the world. This creates a complex negative impact on the ice cover, which leads to significant environmental and social consequences.

The international community plays a big part in addressing environmental disasters in the Arctic. International organisations and agreements, such as the Arctic Council, the United Nations Convention on the Law of the Sea, and the Paris Agreement, have made efforts to protect the region's ecosystem. However, the effectiveness of these measures is limited by the lack of mandatory control and enforcement mechanisms, which makes it difficult to ensure proper implementation of environmental measures in the region. A more coordinated and decisive intervention by the international community is needed to prevent catastrophic consequences, including stronger regulation of resource extraction, reduction of greenhouse gas emissions and stricter control mechanisms.

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GLOBAL LEADER: THE ROLE OF THE USA IN WORLD TRADE

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Brud D. O., Zmiiova I. V. Global leader: The role of the USA in world trade. The article examines the peculiarities of foreign trade of the USA as a leading world exporter and importer. In particular, an analysis of the main directions of export-import operations and the state of the country's trade balance is carried out. The commodity structure of the US foreign trade is studied. Particular attention is given to the significant share of high-value services in the U.S. exports, which underscores the advanced development of its tertiary sector. Additionally, the study examines the persistent trade deficit in goods, partially offset by a surplus in services trade.

Keywords: export, foreign trade, goods and services, import, trade deficit, USA.

Бруд Д. О., Зміїова І. В. Глобальний лідер: Роль США у світовій торгівлі. У статті розглядаються особливості зовнішньої торгівлі США як провідного світового експортера та імпортера. Зокрема, проведено аналіз основних напрямів експортно-імпортних операцій та стану торговельного балансу країни. Досліджено товарну структуру зовнішньої торгівлі США. Особлива увага приділяється значній частці високовартісних послуг в експорті США, що підкреслює високий рівень розвитку третинного сектору економіки країни. Крім того, у дослідженні розглядається стійкий дефіцит торгівлі товарами, який частково компенсується профіцитом у торгівлі послугами.

Ключові слова: експорт, зовнішня торгівля, імпорт, США, товари та послуги, торговий дефіцит.

1. Introduction

Foreign trade is an important element of the United States' economy, contributing significantly to global trade. The United States is the world's largest economy and is a leader in both exports and imports of goods and services. However, its foreign trade has its own peculiarities, which are caused by both internal and external factors. Given that the situation on the global economic market is incredibly dynamic, it is necessary to constantly study and research the factors that allow the United States to remain the world's economic leader. These issues require special attention and analysis and stipulate *the relevance* of this study.

The object of this study is the U.S. economy as it pertains to international trade and *the subject* of this study is the foreign trade activities of the United States.

The aim of this study is to analyse the foreign trade activities of the United States, assess the structural composition and economic significance of its trade relationships, and explore prospects for its future trade dynamics.

The following *tasks* are set to achieve the purpose:

- to reveal the highlights of the U.S. economy;
- to analyse the main goods and services that make up U.S. exports;
- to identify the key categories of imported goods and services, as well as trading partners;
- to determine current challenges and opportunities for the United States in foreign trade.

2. Highlights of the United States economy

The United States possess a complex, highly-developed economy, which is primarily driven by the private sector. The country stands as the world's largest in terms of nominal Gross Domestic

Product (GDP), distinguished by exceptional productivity, cutting-edge technological innovation, and strong global competitiveness. The U.S. economy is heavily driven by the service sector, highlighting the shift from industrial production to a knowledge-based, service-oriented economy. In 2023, finance, insurance, real estate and leasing sectors accounted for the largest share of GDP, at approximately 20.7%. By comparison, the agricultural sector contributed 0.9% to GDP [4]. For many WTO members, the United States is one of the main trading partners and a major export market. It is also a leader in attracting foreign direct investment.

The United States is considered to be one of the largest players in the international trade market. In 2023, the country recorded a foreign trade turnover of more than \$ 5.3 trillion. Nevertheless, the United States steadily operates the largest trade deficit in the world with a figure of \$ 773 billion. A trade deficit is the economic condition that appears when there is a difference between the total value of a country's imports and its exports of goods and services. Specifically, a deficit occurs when imports exceed exports, whereas a surplus arises when exports surpass imports. A trade deficit can indicate one of two scenarios: either the domestic economy is unable to produce a sufficient quantity of goods to meet consumer demand, or the population's purchasing power enables the acquisition of goods beyond what the country produces. In the case of the United States, the latter is a predominant factor [5].

3. Export activities of the USA

The role of the United States in modern international trade is difficult to overestimate, as the country ranks second globally in export volume, following China. The total value of U.S. exports of goods and services added up to \$ 3.05 trillion, by the end of 2023. As in many countries, the US volume of exports of goods exceeds exports of services, however the share of services in the country's total exports is quite significant – roughly 33.3%. This figure surpasses the global average (23%) and significantly exceeds the corresponding share of its main competitor, China (11.2%) [6]. This highlights the advanced development of the tertiary sector in the U.S. economy and its corresponding export specialization.

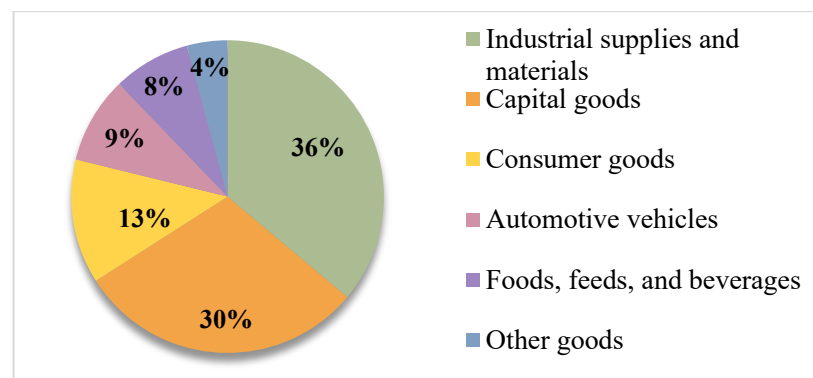


Fig. 1. Main categories of commodity exports from the USA in 2023

Source: Composed by the author, using materials from [1]

In 2023, in the United States the amount of exported goods valued at approximately \$ 2.02 trillion. The biggest export categories are industrial supplies (36% of total commodity export) and capital goods (30% of total commodity export), reflecting the country's leadership in technologically advanced sectors.

Overall, the United States is known for its diversified export structure, which includes:

- technology and equipment, i.e. motor cars, integrated circuits, telephone sets, medical appliances, automatic data processing machines, semiconductors;
- agricultural products, e.g. soya beans, meat, corn, wheat;
- energy resources, i.e. crude oil, fuel oil, natural gas, petroleum products;
- services, i.e. financial, travel, transport, telecommunications, insurance, consulting.

Canada emerged as the leading trading partner of the United States in terms of export value, approximately \$ 354.3 billion. Mexico, China, the Netherlands, and Germany also ranked among the top five export destinations, underscoring the significance of these trade relationships in the U.S. export portfolio.

4. Import activities of the USA

The United States is the world's largest importer, reflecting its position as a global economic centre with strong consumer demand and a developed industrial base. In 2023, U.S. imports were valued at approximately \$3.3 trillion and covered a wide range of goods and services.

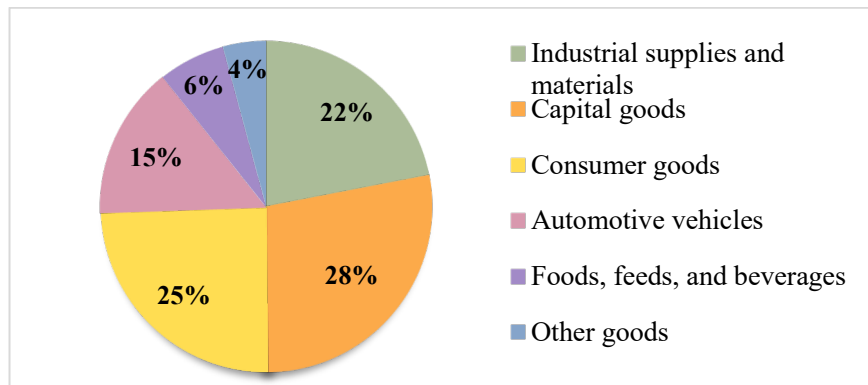


Fig. 2. Main categories of commodity imports of the USA in 2023

Source: Composed by the author, using materials from [1]

In 2023, the United States imported goods valued at approximately \$ 3.1 trillion, with capital goods constituting the largest share. This category includes machinery, equipment, and technology that are critical to industrial and economic activities. Consumer goods is the second largest category (25% of total commodity import), comprising products such as pharmaceutical preparations, cell phones, textile apparel, household items and toys, reflecting strong consumer demand in the U.S. market. Food and beverages was the smallest category in terms of imported goods, as well as exported goods. The main suppliers of imported goods to the United States were Mexico, China,

Canada, Germany and Japan, reflecting the country's deep integration into world trade networks. Among the biggest U.S. states that import goods are California, Texas, Illinois, Michigan.

It should be noted that the United States imported services valued at \$ 719.3 million in 2023. Key categories included tourism (\$158.6 million), transportation (\$142.8 million), insurance (\$64.6 million) and financial (\$ 62.6 million) services. The United Kingdom was the largest trading partner for service imports, accounting for \$ 73.4 million [1].

On the whole, the U.S. import activity plays a key role in providing market with goods that are not produced in the country or are more expensive than domestic alternatives. The large volume of imports has both advantages and challenges. The latter include trade deficits, dependence on foreign markets and pressure on some internal industries. Therefore, the U.S. is already seeking ways to reduce the risks associated with imports by improving domestic production. Thus, imports remain an important tool for economic development, but require a balanced approach to ensure the long-term stability and independence of the country's economy.

5. Prospects for USA foreign trade

The future of U.S. foreign trade is determined by a combination of domestic economic factors, global trade trends, and overall technological progress. As one of the world's largest economies, the United States is well positioned to maintain and expand its influence in the international trade arena.

We suggest several factors that may affect the U.S. foreign trade [3]:

- Technological Leadership and High-Value Exports: the U.S. is likely to continue leveraging its competitive advantage in high-tech industries such as production of electrical parts, software, aerospace and pharmaceutical equipment. The global demand for innovative products and services will continue to position the U.S. as a leader in the export of advanced technologies.

- Sustainability and Green Trade: as global demand for sustainable and eco-friendly products grows, the U.S. has the potential to increase exports of renewable energy technologies, electric vehicles, and green manufacturing solutions. Current environmental concerns (e.g., reducing carbon dioxide emissions) will also shape future trade policies. Launched in June 2022, the US Green Trade Strategy aims to tackle climate change by reducing greenhouse gas emissions and strengthening the resilience and sustainability of trade infrastructure [7].

- Protectionist policies and the escalation of the US–China trade war: in May 2024, the former U.S. President Joe Biden announced an increase in tariffs on certain Chinese goods, with a focus on electric vehicles. The import duty on electric cars from China will increase from the current 27.5% to 102.5%. The purpose of such actions is to encourage China to “abandon its unfair trade practices regarding the transfer of technology and intellectual property”. At the same time, it is clarified that the increase in duties on Chinese electric cars is intended to protect the U.S. market from their potential influx, which could radically affect the U.S. automotive industry, which is

sensitive to the situation in big politics. At the same time, it is expected that the policy of the newly elected U.S. President Donald Trump will only exacerbate US–China trade relations [2].

Overall, the future of U.S. foreign trade remains promising, thanks to competitive industries, technological advances, and a strategic position in the global economy. However, adapting to new challenges and aligning trade policy with domestic and international priorities will be critical to sustaining long-term foreign trade growth.

6. Conclusions

The analysis of the U.S. foreign trade shows that, despite the trade deficit, the U.S. takes a dominant position in the world economy, producing a large number of goods and services and leading in most economic indicators. The U.S. leadership in the global economy is ensured mainly by its superiority over other countries in terms of trade, market wealth, degree of development of market structures, level of scientific and technical potential, powerful and extensive system of global economic relations with other countries, investments and banking capital. Today, the United States is on the rise, demonstrating growth in key economic indicators. The main trends in the country's future foreign trade are the development of the technology industry, sustainability and protectionist policies.

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PROSPECTS OF REFORMING THE ECONOMY OF UKRAINE AND ITS INTEGRATION INTO THE GLOBAL ECONOMIC SYSTEM

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Chala O. O., Karpusenko M. V. Prospects of reforming the economy of Ukraine and its integration into the global economic system. The article focuses on the key prospects for economic reforms and the main factors affecting them, as well as Ukraine's integration into the global economic system. It highlights internal barriers, such as corruption, poor governance and budget deficits, as well as external challenges, including geopolitical instability and dependence on external sources of funding. The study emphasises the need to adopt innovative, sustainable and inclusive policies that are consistent with global economic trends. Particular attention is paid to the potential of digitalisation, green economy initiatives and human capital development to improve Ukraine's competitiveness. The article explores the prospects for Ukraine's integration into regional and global economic associations, with a focus on alignment with European Union standards and the use of global market opportunities.

Keywords: development, economic reforms, global economic trends, integration, prospects, Ukraine.

Чала О. О., Карпусенко М. В. Перспективи реформування економіки України та її інтеграції у світову економічну систему. У статті розглядаються ключові перспективи реформування економіки та основні фактори, що впливають на них, та інтеграція України у світову економічну систему. У ній висвітлюються внутрішні бар'єри, такі як корупція, неефективне управління та бюджетний дефіцит, а також зовнішні виклики, включаючи геополітичну нестабільність та залежність від зовнішніх джерел фінансування. У дослідженні підкреслюється необхідність прийняття інноваційних, стійких та інклюзивних стратегій, які б відповідали світовим економічним тенденціям. Особлива увага приділяється потенціалу цифровізації, ініціативам зеленої економіки та розвитку людського капіталу для підвищення конкурентоспроможності України. У статті досліджуються перспективи інтеграції України в регіональні та глобальні економічні об'єднання, з акцентом на узгодженні зі стандартами Європейського Союзу та використанні можливостей глобального ринку.

Ключові слова: глобальні економічні тенденції, економічні реформи, інтеграція, перспективи, розвиток, Україна.

1. Introduction

The analysis of the current geopolitical situation gives every reason to conclude that the world is facing a 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 this study.

The object of the study is the economy of Ukraine as an object of reforms, *the subject* is the integration into global economic processes.

The aim of the research is to determine the key barriers to reforming economy of Ukraine and to forecast the prospects for integration into the global economy.

The following *tasks* are set to achieve the purpose:

1. to identify key internal and external barriers to reforming Ukraine's economy;
2. to analyse global economic trends and their impact on the means of reforms;
3. to consider the prospects of Ukraine's integration into various regional and global economic associations.

2. Directions for reforming Ukraine's economy in a global context

2.1. Path to reforming: core internal and external barriers

Ukraine's economic reforms face a number of internal and external barriers that slow down the process of transitioning to an innovative development model.

One of the key internal obstacles is the high level of corruption and inefficient governance, which undermine investor confidence and constrain the implementation of reforms. The slow pace of the realisation of anti-corruption policy significantly hinders economic growth. The full potential of the anti-corruption strategies developed by the National Agency for the Prevention of Corruption has not been realised primarily due to the prolonged process of establishing anti-corruption institutions [4]. The experience of the developed countries shows that the regulatory influence of the authorities can ensure higher rates of development than the chaos of the free market. Institutional reforms will be a prerequisite for economic development, while policies – for the promotion of international trade and attraction of foreign direct investment, including security and transparency guarantees, and an inclusive and sustainable financial system [7, p. 11].

Another internal barrier to economic reformation is the budget shortage. The government's estimates of the losses incurred by Ukraine (up to USD 600 billion) are evidence of the anomalous nature of the damage caused by the war, and the problematic aspect of finding sources for compensation [2, p. 37]. The named issue is deeply bonded with an external barrier of foreign financial resources. The country is facing dependence on external financing: a significant share of borrowings in the structure of public debt makes the economy vulnerable to fluctuations in international financial markets. The absence of this dependence would make it possible to invest in national projects, especially infrastructure, which has suffered serious damages [10, p. 4]. A high level of domestic savings is a key factor in economic growth and capital formation, which are fundamental elements in economic changes [5].

At the external level, the main obstacle is geopolitical instability caused by Russia's full-scale military invasion of Ukraine. The war has led to the loss of a significant part of our country's economic potential, in which global economic, political and civilisational contradictions of the world's leading players have been localised. Ukraine is becoming dependent on the power and intentions of geopolitical players, reducing the level of its sovereignty, increasing risks and creating threats to its

further development. This inherently makes the current state of the economic system vulnerable which distinguishes the place for reforms but restrict its abilities to be realised [7, p. 8–9].

Significant efforts and programmes to rebuild the country will be effective if they are initially focused on restructuring the economy, i.e. changing its structure, energy dependence, intensifying digitalisation, and transitioning to an innovation and investment development model that will help attract foreign capital and strengthen the competitiveness of national enterprises [2].

2.2 Global economic trends: implications for reform strategies

In recent years, developed countries have been actively implementing the digital economy. The reconstructive nature of such economic transformation means a transition to economic development based on modern high-tech industries, making them inevitable. The tactics of reforms should take into account the stimulation of innovation-oriented entrepreneurship as an aspect of restructuring the economy [6].

As the competitiveness of many domestic goods remains low, the way to create a sustainable competitive advantage on a global scale is to create and exploit market chances and opportunities that arise through active innovation to gain control over the new competitive space. Innovation incubators, regional innovation consultancy organisations that can operate, for example, online, an innovation trade exchange and other forms of innovations, as well as the development of entrepreneurship, should be part of the innovation infrastructure.

The development of sustainable production is also critical to ensure the efficient use of resources and reduce waste, so the green economy is an appropriate strategic way of developing the global, national and regional economy, where its main priorities are to achieve environmental and social effects aimed at ensuring sustainable economic growth. In this regard, the green economy reflects modern requirements for economic development, which emphasise the need to consider environmental and social aspects to achieve harmony between the economy, society and the environment [1].

One of the modern paradigms of economic growth is human capital-based growth. Nowadays globalisation is placing new emphasis on inclusive development, making it a dynamic process, so social sustainability and inclusion are being as well developed in a new strategic direction that focuses on creating opportunities for all people and addressing deeply rooted systemic inequalities [3]. On the path of global unification, the countries of the European Union have taken various initiatives to introduce inclusive concepts into all spheres of life. The global context requires countries to comply with international standards, in particular The UN Convention on the Rights of Persons with Disabilities. European countries use these standards as a benchmark for developing and improving their inclusive development policies. Taking into

account the need for Ukraine's integration into the global community, the inclusiveness of Ukrainian business and society as a whole serves as a basis for reforms, such as creating a system to ensure full access to financial resources and involving the entire human capital in the process. This makes it possible to create an environment, which is more resilient to economic shocks [9, pp. 59–64].

2.3 Prospects of Ukraine's integration into regional and global economic associations

Reforming the economy and implementing strategies that are consistent with global economic trends are key factors that will facilitate Ukraine's regional and global integration. Improving internal economic mechanisms, increasing competitiveness and adapting to international standards will help Ukraine become a more attractive partner for integration into regional and global economic associations.

Among the regional associations, integration with the EU and participation in the created initiatives, have received the most support. The main goal of Ukraine's regional integration is gradual alignment with European standards, which includes joining the European Union (EU). EU-Ukraine relations are highly affected by the global situation. Full integration into the EU requires fulfilling a number of conditions, including in the areas of justice, anti-corruption, economic reform and sustainable development, which aligns with global economic trends [8].

The transition to a green economy, as a response to the global trend of environmental sustainability, can be a powerful incentive for Ukraine's integration into the global economy. Reforms aimed at developing renewable energy sources, modernising energy infrastructure and implementing environmental standards will allow Ukraine to meet the requirements of international partners and attract investment in these areas considering the commitment of the participating countries in the EU to renewable energy sources and the need to overcome the energy crisis in Europe [1].

Increasing the competitiveness of the Ukrainian economy by following global development trends can become the basis for entering new markets and active engagement in global economic processes.

3. Conclusions

Ukraine's economic reforms are crucial for enhancing its regional and global integration. To overcome internal and external barriers, the nation must focus on combating corruption, implementing institutional reforms, and addressing its budgetary and financial dependencies.

Adapting to global economic trends, such as digitalization, green economy, and inclusive development, will help Ukraine align with international standards, attract foreign investments, and improve its competitiveness on the world stage. Moreover, fostering innovation and restructuring

the economy toward a sustainable and human capital-based model will solidify Ukraine's position as a valuable partner in regional and global economic associations. With targeted efforts, Ukraine can strengthen its economic sovereignty, ensuring resilience and sustainable growth in an increasingly interconnected world.

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EFFECTS OF GLOBAL INFLATION IN UKRAINE

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Chelak D. I., Astapova T. O. Effects of global inflation in Ukraine. Against the backdrop of rising global inflation, Ukraine faces specific economic challenges that seriously affect its domestic economic and financial stability. This article analyzes how rising global prices affect key aspects of Ukraine's economic development, such as the standard of living, purchasing power, GDP dynamics, and the state of the labor market. Particular attention is paid to the analysis of inflation processes in key sectors of the economy and their impact on small and medium businesses. The measures taken by governments to mitigate inflation shocks are considered and their effectiveness in the current conditions is assessed. The article also presents forecasts and recommendations for managing inflation and maintaining long-term economic stability in Ukraine.

Keywords: economic development, financial stability, GDP, global inflation, labor market, small and medium business, Ukraine.

Челак Д. І., Астапова Т. О. Наслідки глобальної інфляції в Україні. На тлі зростання глобальної інфляції Україна стикається зі специфічними економічними викликами, які серйозно впливають на її внутрішню економічну та фінансову стабільність. У цій статті аналізується, як зростання світових цін впливає на ключові аспекти економічного розвитку України, такі як рівень життя, купівельна спроможність, динаміка ВВП і стан ринку праці. Особливу увагу приділено аналізу інфляційних процесів у ключових секторах економіки та їх впливу на малий і середній бізнес. Розглянуто заходи, вжиті урядами для пом'якшення інфляційних шоків, та оцінено їх ефективність у нинішніх умовах. У статті також подано прогнози та рекомендації щодо управління інфляцією та підтримки довгострокової економічної стабільності в Україні.

Ключові слова: ВВП, глобальна інфляція, економічний розвиток, малий та середній бізнес, ринок праці, Україна, фінансова стабільність.

1. Introduction

In the modern world the economic process is becoming increasingly globalized and global changes significantly affect the economic state of different countries. One of them is global inflation which affects various indicators of countries and their economic development.

Global inflation is an important factor that causes economic instability and socio-economic problems in many countries of the world including Ukraine. Studying the impact of global inflation on the economy of Ukraine is *relevant* and requires an in-depth analysis of the significant impact of the inflation process on household income, employment, living standards and entrepreneurship. *The object* of the research is the economy of Ukraine in the context of global inflation.

The subject of the research is the impact of global inflation on the main economic indicators of Ukraine, such as the standard of living of the population, purchasing power, GDP, the state of the labor market and the development of small and medium-sized businesses.

The *aim* of this study is to assess the impact of global inflation on key economic indicators of Ukraine and provide recommendations for increasing the country's economic stability.

Research *tasks*:

1. Analysis of inflation behavior in a global context.
2. Assessment of the impact of global inflation on economic indicators.
3. Recommendations development for mitigating the impact of global inflation on the stability of the Ukrainian economy.

2. The impact of global inflation on the Ukrainian economy

2.1. Analysis of inflation processes in a global context

In this volatile environment the global economy is experiencing a major downturn as downside risks including those affecting the global economic outlook, are materializing, albeit with some mixed signals. Inflation is essentially caused by too much demand versus supply. More precisely, inflation occurs when the aggregate quantity of goods demanded at any given price level grows faster than the aggregate quantity of goods supplied at that price level [2, pp. 6–8].

It should be noted that over the past 15 years inflation has peaked in 2022 reaching almost 10%. At the same time, the consumer price index exceeds the personal consumption expenditure index. Inflation often arises from supply shocks - major disruptions in important economic resources, such as energy. For example, if many oil fields stop producing oil due to war, the price of energy will increase. Since energy is the most important input into almost all goods, the prices of other goods also increase. This is often called "cost-push inflation". Global real GDP contracted slightly in the second quarter of 2022 (down -0.1 percentage points) with declines in China and the United States, as well as a sharp slowdown in growth in Eastern European countries most directly affected by Russian invasion of Ukraine and international sanctions aimed at minimizing Russian influence in these territories. At the same time, some major economies did not contract: growth in the Eurozone unexpectedly turned positive in the second quarter helped by growth in tourism-dependent southern European countries [3].

The main factors contributing to this increase in inflation are:

- Rising commodity and energy prices: the continuous increase in oil and gas prices is increasing the pressure on the economies of countries, especially those that depend on imports of these resources. For example, oil prices increased by 30% in 2023, which significantly affected transportation and production costs.
- Supply chain disruptions: COVID-19 and geopolitical conflicts have caused serious problems in global supply chains. This has led to shortages of goods and increased costs for their production and delivery. These disruptions continue to affect the economies of many countries.
- Monetary policy: in response to economic challenges, many central banks have reduced interest rates and applied other stimuli, which has led to an increase in the money supply. This has also played a significant role in increasing inflationary processes [1].

2.2. The impact of global inflation on key economic indicators of Ukraine

As expected, inflation accelerated since the start of the full-scale war (to 26.6% in December 2022), primarily driven by supply-side factors. However, despite the challenges of the war and high global inflation, inflation in Ukraine remained under control and stabilized by the end of the year [4]. The growth of inflationary pressure was also restrained by the high adaptability of

Ukrainian business to difficult conditions and the subsequent de-occupation of the country's territory. In particular, in the second half of the year, logistical problems became less important as a factor in business price expectations. Inflation was also held back by weak consumer demand, as well as changes in its structure due to spending priorities. Prices for non-core goods, including household appliances and home textiles, grew more slowly. The growth rate of service prices was moderate throughout the year, and even declined towards the end of the year. In particular, weak demand held back growth in non-core services, such as sports clubs, cable television providers, insurers, parking lots, and travel agencies. This outweighed faster price increases for medical, telecommunications, and restaurant services driven by rising costs, particularly as a result of the energy crisis. The increase in the estimates of the underlying inflation trend also indicates a significant unevenness of inflationary pressures. On the one hand, this may reflect structural changes in the Ukrainian economy related to the war and economic crisis. On the other hand, it may be a product of accumulated imbalances, in particular in the energy sector as a result of administrative decisions that will restrain the decline in inflation in future periods.

Damage to production capacities and complex logistics, the energy crisis have become an important pro-inflationary factors since the end of 2022. In the short term, they even had a disinflationary effect and enterprises adapted to the new conditions quite quickly. However, the need to maintain autonomous power supply and/or make changes to work schedules still led to a further increase in costs which puts pressure on prices.

As security risks recede, raw food inflation will decline rapidly thanks to the recovery of technological and supply chains, larger harvests, and the expected decline in global food and energy prices. Barring further significant shocks, raw food inflation will stabilize at 3%-4% from the end of 2024 thanks to the saturation of the food market with both domestic and imported products. Administrative adjustment of prices and tariffs to economically justified levels will have a significant impact on overall inflation. The growth rate of administratively regulated prices has stabilized at around 15%. The main contribution to the growth in regulated price inflation was made by the accelerated growth of prices for alcoholic beverages, primarily due to increased production costs for energy, raw materials, and packaging. The increase in tobacco prices accelerated due to the impact of costs and the effect of exchange rate adjustments. On the other hand, transport services increased more slowly, as fuel prices increased more slowly in previous months. The moratorium on increases in utility prices for the population remained the main factor restraining the increase in administratively regulated prices.

3. Conclusions

Global inflation has a significant impact on the economy of Ukraine as confirmed by numerous studies and analytical reports. The main identified consequences include a decrease in the standard

of living of the population due to rising prices for goods and services, increased production costs for small and medium-sized businesses as well as instability in the labor market.

The practical significance of the results obtained lies in the need to develop and implement effective strategies to overcome the negative effects of global inflation. These strategies should include measures to support small and medium-sized enterprises, stabilize the labor market, and protect the purchasing power of the population. It is also important to adapt macroeconomic policy to ensure long-term economic stability and development of Ukraine.

The specific prospects of the study include a detailed study of the impact of global inflationary processes on individual sectors of the Ukrainian economy, as well as an analysis of the effectiveness of the measures taken by the government. It is also advisable to conduct a comparative analysis with other countries that have faced similar challenges in order to identify best practices and apply them in Ukrainian realities.

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THE ROLE OF INTERNATIONAL COMMODITY EXCHANGES IN THE GLOBAL ECONOMY

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Chepurnyi V. O., Meleshchenko O. O. The role of international commodity exchanges in the global economy. This article explores the role of international commodity exchanges in worldwide trade and economic stability. It highlights their functions in price discovery, market stability, and transparent trading of agricultural products, metals, and energy resources. The study emphasizes the significance of exchanges like the Chicago Mercantile Exchange and the London Metal Exchange in stabilizing price indexes, balancing supply and demand, and promoting efficient resource allocation. Additionally, it examines the influence of geopolitical tensions, climate change, and global demand fluctuations on commodity markets, illustrating their contribution to sustainable global trade.

Keywords: commodity exchanges, global trade, market stability, price discovery, price indexes.

Чепурний В. О., Мелещенко О. О. Роль міжнародних товарних бірж у світовій економіці. У статті розглядається роль міжнародних товарних бірж у глобальній торгівлі та економічній стабільності. Акцент зроблено на їхньому значенні для ціноутворення, ринкової стабільності та прозорості торгівлі сільськогосподарськими товарами, металами та енергоресурсами. Особливу увагу приділено таким біржам, як Чиказька товарна біржа та Лондонська біржа металів, які сприяють стабілізації цінних індексів, врівноваженню попиту і пропозиції та ефективному розподілу ресурсів. Також досліджується вплив геополітичних напружень, кліматичних змін і коливань попиту на товарні ринки, демонструючи їхній внесок у сталий розвиток торгівлі.

Ключові слова: глобальна торгівля, економічна стабільність, товарні біржі, цінні індекси, ціноутворення.

1. Introduction

International commodity exchanges play a pivotal role in shaping the global economy, acting as both barometers of market trends and instruments for managing economic risk. Over the years, researchers have delved deeply into various aspects of their significance. For instance, Burhan Büyüksahin and Michael Robe [1] explored the growing financialization of commodity trading by examining the connections between commodity futures and financial markets. Hans Geman [2] analyzed pricing mechanisms and risk management strategies, while Ke Tang and Wei Xiong [9] highlighted the dual role of exchanges in stabilizing markets and driving speculation through their study on speculative trading and price volatility.

While these foundational studies have significantly advanced our understanding of commodity exchanges, evolving challenges such as shifting global trade dynamics, geopolitical uncertainties, and the urgency of sustainability call for renewed investigation. In an era of increasing economic interdependence and heightened market volatility, commodity exchanges are not only critical in reflecting real-time supply and demand but also in serving as key mechanisms to mitigate uncertainty in the global economy. This underscores *the relevance* of this research.

The object of the study is the functioning of international commodity exchanges, while its *subject* is their influence on global economic stability and development.

The aim of this research is to determine the key roles played by international commodity exchanges in ensuring global economic efficiency and resilience.

The tasks of this study are as follows:

1. To explore the historical evolution and core functions of international commodity exchanges.
2. To analyze their impact on price formation and market stability in key sectors, including agriculture, energy, and metals.
3. Explain the importance of international commodity exchanges such as the Chicago Mercantile Exchange (CME) and The London Metal Exchange (LME) in the global economy.

Addressing these issues provides a foundation for understanding the mechanisms and significance of international commodity exchanges, paving the way for a deeper exploration of their functions and importance in the global economy.

2. Functions and importance of major commodity exchanges

International commodity exchanges, such as the Chicago Mercantile Exchange (CME), the London Metal Exchange (LME), and the Tokyo Commodity Exchange (TOCOM), play a vital role in facilitating global trade. These institutions perform key functions, including price discovery, risk mitigation, and ensuring market transparency. By integrating diverse market participants, optimizing resource allocation, and reflecting supply-demand dynamics, they contribute to economic stability on a global scale [4].

For example, the CME has a significant influence on agricultural commodity pricing, such as wheat and corn, which directly impacts export-reliant economies like Ukraine. Fluctuations in global prices, often driven by factors like climate change and shifts in demand, highlight the critical role of these exchanges in maintaining market stability and enabling efficient economic operations [6].

By ensuring transparency, stabilizing markets, and mitigating economic risks, international commodity exchanges not only balance supply-demand dynamics but also enhance the efficiency of resource allocation. Their indispensable role in the global economy sets the stage for a deeper exploration of their contributions to key industries.

3. Impact of commodity exchanges on key economic sectors

Agricultural commodities such as wheat, corn, coffee, and sugar are significant in international trade. The prices of these goods, determined on major commodity exchanges, directly affect the welfare of millions of farmers and the economies of countries dependent on exporting these products. For Ukraine – one of the largest producers and exporters of wheat – the fluctuations in

prices on the Chicago Board of Trade (CBOT) can have substantial economic consequences. At the same time, global climate changes, political factors, and shifts in international demand for agricultural products can lead to unpredictable market fluctuations, causing additional instability [8].

Metals such as gold, copper, and aluminum are also critical drivers of the global economy. The LME plays a vital role in price formation for base metals like copper (see Fig. 1), which are essential for numerous industries, including construction, electronics, and transportation. The stability of metal markets on these exchanges provides a foundation for industrial growth, while also fostering economic development in countries that export metals. A deeper understanding of the interconnections between exchange price formation and economic processes in metal-producing countries helps investors predict market trends and make informed forecasts [3].

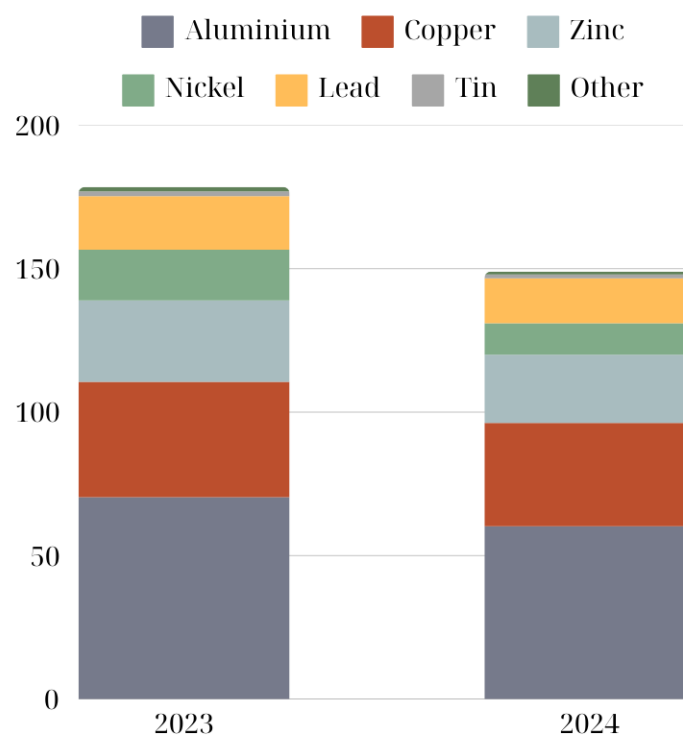


Figure 1. LME average daily monthly volume, 2023–2024 (based on [7])

The London Metal Exchange (LME) demonstrated notable growth in 2024 compared to 2023. This analysis reflects the pivotal role of the LME in the global economy, showcasing its ability to facilitate significant growth in trading volumes across key commodities. In 2024, the LME demonstrated an overall increase of 19.8% in trading activity compared to 2023, reflecting its critical function in ensuring market transparency and efficient price discovery. Metals like Primary Nickel and Aluminum High Grade experienced substantial growth of 60.5% and 16.8%, respectively, driven by their increasing demand for renewable energy, electric vehicles, and

infrastructure development. This demonstrates how commodity exchanges adapt to evolving global priorities, ensuring stability in supply chains for essential industries [7].

In conclusion, the analysis emphasizes the indispensable role of international commodity exchanges in shaping the dynamics of global trade and ensuring economic stability. From agricultural commodities such as wheat and corn to basic metals such as copper and aluminum, these exchanges provide transparent platforms for price discovery and market efficiency. The London Metal Exchange (LME) has adapted to changing global demand, leading to a significant increase in trading volumes in key commodities.

4. Trends and challenges in commodity exchanges

The role of international commodity exchanges like the LME extends beyond simple price setting; they act as stabilizers for economies facing volatility. In 2023, geopolitical tensions and disruptions in supply chains heightened the need for reliable pricing mechanisms. Exchanges provided a transparent and regulated environment, allowing stakeholders to hedge risks and secure supply contracts amid uncertain conditions. For instance, nickel trading volumes remained strong due to its importance in battery technology. These developments demonstrate the adaptability of commodity exchanges to evolving global priorities, such as sustainability and technological progress [4, p. 8].

Furthermore, commodity exchanges have profound influence on financial markets. Through hedging mechanisms, such as futures contracts, companies can effectively manage price volatility for raw materials, stabilizing costs in industries reliant on these inputs. This practice reduces risks associated with price fluctuations and enables more efficient management of production and financial processes. The importance of these mechanisms is evident when analyzing commodity price indexes (see Fig. 2), which highlight fluctuations across various commodities and emphasize the role of exchanges in mitigating economic uncertainty [3].

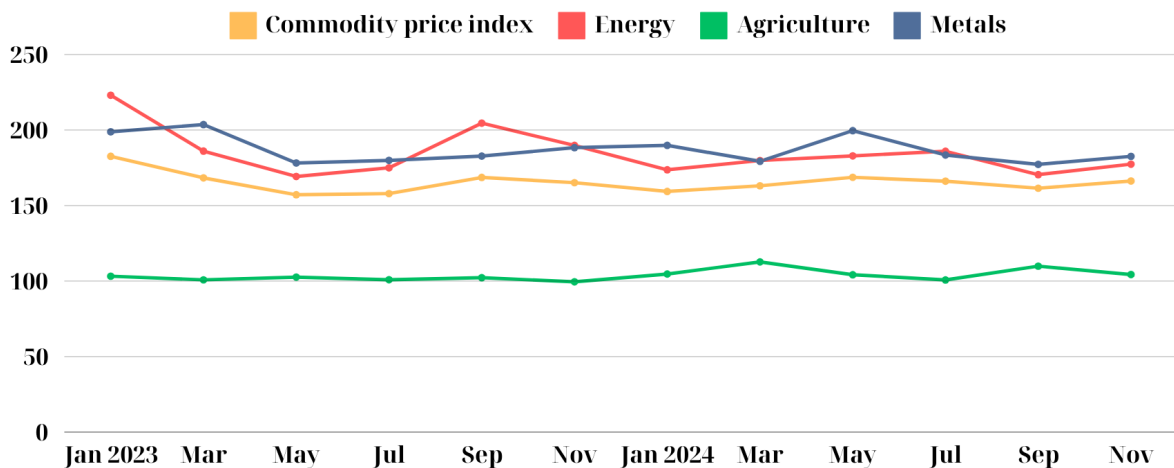


Figure 2. Commodity price indexes 2023–2024 (based on [5])

The graph showcases the dynamic shifts in global commodity price indexes across three critical sectors – Energy, Agriculture, and Metals – spanning from January 2023 to November 2024. Energy prices dominated, marked by sharp fluctuations and peaking in mid-2023. This volatility reflects ongoing geopolitical tensions and the global push toward renewable energy investments, making the energy market a focal point of economic activity.

In contrast, agricultural commodities exhibited remarkable stability, with only slight variations, signifying steady supply-demand balances. Metals, on the other hand, experienced a period of decline followed by moderate recovery, driven by renewed industrial and technological demands. These patterns highlight the indispensable role of international commodity exchanges. By providing transparent pricing and enabling efficient trade, they mitigate volatility, stabilize markets, and ultimately serve as a backbone for global economic resilience [4, p. 8].

International commodity exchanges extend their influence beyond mere trading platforms to serve as critical stabilizers for global economies. By offering transparent pricing, risk management tools, and regulated environments, they help mitigate market volatility and support economic resilience. Their adaptability to evolving global priorities, such as technological advancements and sustainability, ensures their continued relevance in addressing contemporary challenges.

5. Conclusions

International commodity exchanges play a pivotal role in the global economic system, acting as platforms for price discovery, market stabilization, and risk management. Their ability to adapt to geopolitical shifts, environmental challenges, and technological advancements underscores their critical importance in ensuring transparency and efficiency in global trade. The growing significance of these exchanges highlights their role as key pillars of economic stability and development. For countries like Ukraine, international commodity exchanges provide opportunities to enhance financial resilience and integrate more effectively into global markets, although they do not serve as a substitute for broader economic or security guarantees.

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THE TRENDS TRANSFORMING THE AUTOMOTIVE INDUSTRY AND THEIR IMPACT ON THE AUTOMOTIVE MARKET

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Cheshko A. O., Zmiiova I. V. The trends transforming the automotive industry and their impact on the automotive market. The article examines the current trends that are transforming the automotive industry worldwide. The nature and causes of modern trade wars and their impact on the automotive market in particular are analyzed. The key technological innovations that influence the development of this industry, in particular electrification, autonomous technologies and digitalization are identified. The main barriers to the implementation of innovations in the industry, including economic burdens, environmental regulations and social aspects are examined.

Keywords: automotive industry, digitalization, electric cars, investment, trade war.

Чешко А. О., Змійова І. В. Тренди, що реформують автомобільну індустрію, та їх вплив на автомобільний ринок. У статті досліджено сучасні тренди, що трансформують автомобільну індустрію у світі. Проаналізовано характер та причини торговельних війн сучасності та їх вплив на автомобільний ринок зокрема. Визначено ключові технологічні інновації, які впливають на розвиток галузі, а саме електрифікація, автономні технології та цифровізація. Здійснено аналіз основних бар'єрів на шляху впровадження інновацій у галузі, включаючи економічні навантаження, екологічні регулювання та соціальні аспекти.

Ключові слова: автомобільна промисловість, електричні авто, інвестиції, торговельна війна, цифровізація.

1. Introduction

The automotive industry is on the verge of a significant transformation driven by global challenges such as environmental threats, the development of digital technologies and changes in consumer needs. These tendencies form new trends that not only reshape the technological landscape, but also affect the social and economic aspects of modern society. The research of current main trends, such as electrification, autonomous cars, cars with connectivity and artificial intelligence, makes it possible to predict the future of the industry and effectively adapt to changes. Formation of an understanding of the prospects for the development of the automotive industry, its adaptation to the challenges of the present and its role in shaping a sustainable future stipulate *the relevance* of this study.

The object of research is the automotive industry as a global economic sphere and *the subject* is the current trends, their causes, dynamics of development and their consequences for the industry.

The aim of the research is to identify the main trends that reform the automotive industry and analyze their impact on the market and the economy.

The following *tasks* are set to achieve the purpose:

1. to analyze the impact of electric vehicles on automotive market;
2. to reveal the impact of trade wars on the car industry;
3. to examine the role of digitalization in the car industry and its impact on the car manufacturer's competitiveness.

2. Electric vehicles and their impact on the automotive market

Being a complex and multi-component sector, the automotive market is developing in different directions. Electric cars have become one of the most significant trends transforming the industry. The process of vehicle electrification has been particularly active since 2015, when the UN summit held as part of the 70th session of the UN General Assembly in New York adopted the UN Agenda 2030, which aims to address global challenges, including climate change and increased emissions. Countries all over the world have started to develop tougher legislation on regulations for emissions such as CO₂. The automotive industry and vehicles that use conventional fuels are among the largest sources of CO₂ emissions, which is why legislation in this area is particularly strict, forcing automakers to raise vehicle standards.

Since the main problem is the combustion process, the industry has found an alternative fuel that does not emit CO₂ emissions during use, which is electricity. Today, a complete shift to battery-powered cars instead of internal combustion engines has become the goal of both automakers and governments, which will help reduce human impact on the Earth's ecosystem and make it possible to achieve the 17 Sustainable Development Goals in 2030.

As of 2023, the share of electric vehicles in the total amount of new vehicles sold was 18%, or 1,380,000 vehicles (see Fig. 1). The graph shows that the fastest growth in the number of electric cars began in 2015, as mentioned above. However, taking into account historical statistics, according to a linear regression forecast, the number of electric cars will reach 1,174,810 units in 2027. Given the size of the global market, it is clear that the full electrification of the global vehicle fleet will not happen in the coming years. At the same time, it cannot be said that this process will take too long, as governments are already preparing stricter emissions legislation and automakers have set targets to reach 50-100% of electric sales of all cars sold in 2030.

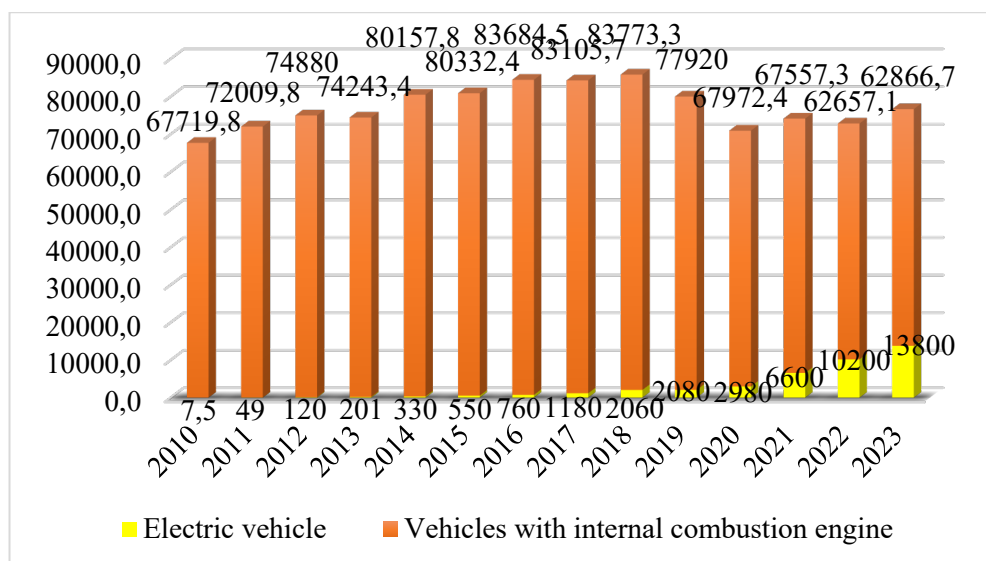


Fig. 1. Global car sales in dynamics for 2010-2023 by car type in thousands of units.

Source: compiled by the author based on materials from [6].

There are different levels of electric car usage. For example, China sells 59% of all electric vehicles in the world, due to its high market capacity and relatively affordable prices for electric cars. The EU countries are second, although this market has higher prices on average, but emissions legislation is quite strict, which stimulates sales. However, not all EU countries follow this trend, e.g. Greece has significantly different volumes from Germany or France, which can be explained by the average income level of the population, see Fig. 2:

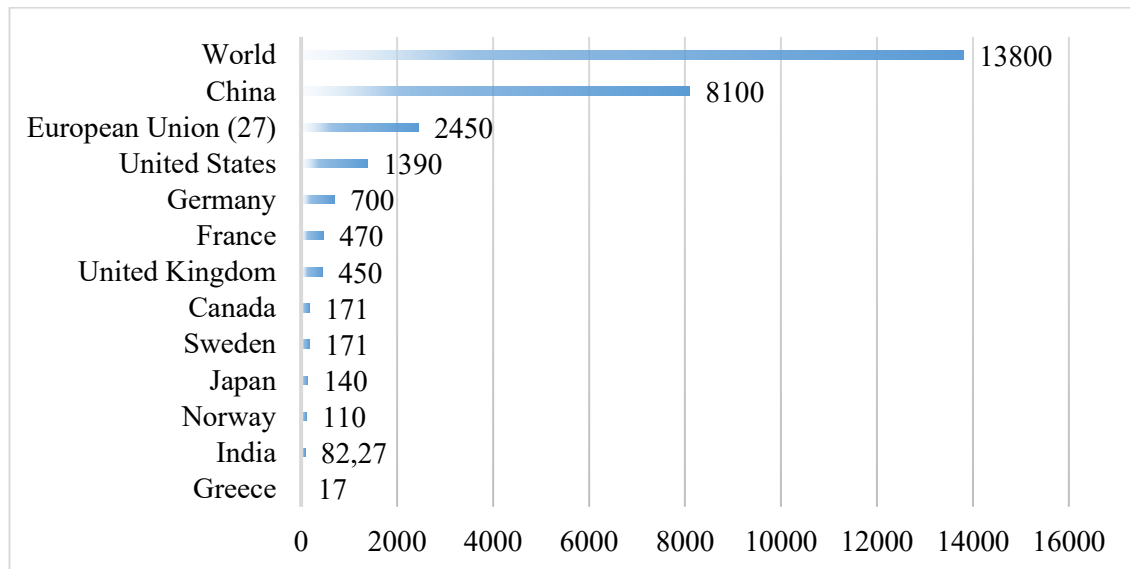


Fig. 2. Global sales of electric cars by country in 2023, in thousands of units.

Source: compiled by the author based on materials from [6].

The technology of electric cars is not yet perfect, and the development of batteries with a larger capacity is needed to increase the driving range. In addition, the price level of electric cars has raised the average price level on the market, which reduces their affordability. In Germany, for example, the average price of a car in 2015 was €28,590, while in 2023 it was already €44,630, an increase of 156% [7]. Of course, inflation and the general deterioration of the global economic situation must be taken into account, but the high production costs and expensive components of electric cars also influence the situation. Electric cars require the development of an appropriate charging infrastructure, both public and at drivers' homes, which is an additional financial burden.

3. The impact of trade wars on the car industry

In recent years, trade wars between such giants as the US, China and the EU have intensified and are now having a significant impact on automotive markets around the world. In September 2024, the US raised the tariff on electric cars by 4 times, from the previous 25%, the new tariff is now 100% [8]. This policy was the result of suspecting China of subsidizing its exports and production of cars. It was found that China was investing heavily in the automotive industry to produce excess

electric cars to saturate foreign markets, thereby dumping car prices in foreign markets. The US measures are aimed at achieving fair competition in the market, protecting domestic producers and promoting national production in the future.

In addition to the US, the EU also imposes higher tariffs on electric cars originating in China. In 2024, the EU launched a six-month investigation into Chinese dumping at the European car market and the resulting unfairness. As it turned out, the US was not the only market facing unfair competition from Chinese automakers. Thus, as part of its anti-dumping policy, the EU imposed tariffs on electric cars of Chinese origin ranging from 17.4% to 38.1%. The tariff differs depending on the car manufacturer, with the highest duty of 38.1% imposed on the Chinese state-owned manufacturer SAIC, while Geely cars are subject to a 20% duty and BYD cars to a 17.4% duty. Automakers that cooperated during the EU investigation are subject to lower duties on average [5].

Furthermore, following the example of the EU, Turkey announced the introduction of a 40% duty or at least \$7,000 on each imported Chinese electric car, without differentiation between manufacturers. The government's goal, like in previous cases, is to establish fair competition, stimulate national production and combat dumping. At the same time, it became known that on the eve of the Turkish government's announcement, the Chinese company Chery was conducting a feasibility study on opening a production plant in Turkey, which would help to circumvent anti-dumping tariffs.

Nevertheless, Chinese experts claim that duties in the range of 15-30% will not prevent their automakers from remaining competitive due to the significant cost advantages they gain. However, a tariff in the range of 40-50%, perhaps even slightly higher for manufacturers such as BYD, would probably be necessary to reduce the attractiveness of the European market [4].

In response, China is also imposing tariffs on imports of electric cars. Currently, both American and European electric cars imported to China are subject to a 15% duty, with the Chinese government planning to increase the tariff in the future.

In one of his speeches, US President Joe Biden announced that in addition to electric vehicles, tariffs on such important components as lithium batteries and other battery parts would increase from 7.5% to 25%. Tariffs on some critical minerals would be increased by 0-25%, while those on semiconductors would double to 50% starting in 2025 [8]. In this way, the government emphasizes that production should take place within the national economy, thus creating new jobs for the population and fair competition.

Trade wars have many diverse consequences for both the countries involved and third parties. By imposing tariffs on Chinese electric cars, the US and EU are buying some time for national automakers to establish production of competitive cars. At the same time, Chinese automakers such

as Chery and BYD have plans to establish production plants in the US, UK, Mexico, Turkey, Spain, Hungary and other countries. Such localization is intended to circumvent tariffs.

Third countries, such as Mexico, are expected to experience economic benefits from trade wars between the economic giants, by setting up plant, creating employment, improving logistics, and increasing profits for domestic companies producing tariffed components as a result of the replacement of Chinese suppliers by those from the US, EU, and other countries. Although there is some debate that the tariff increase hinders the decarbonization of the transport sector, it is anticipated that countries directly involved in trade wars will have a chance to improve competition in the domestic market, stimulate domestic manufacturers and create more workplaces.

4. Digitalization of the car industry and its impact on the car manufacturers' competitiveness

The automotive market is one of the most complex markets, which is why digitalization has found its application in many areas. The latest technologies are either already being used or are planned to be used to optimize production lines, improve supply chain management and increase customer satisfaction both while driving and in the car purchase process.

Thanks to the modern technology, automakers can access a wider customer base. Online websites and configurators provide an overview of the car portfolio from anywhere in the world. It has been proved that 70% of customers start their research online before going to a car dealer [3].

To improve the customer experience of cooperation with the company's website, there is a prospect of introducing a virtual assistant based on artificial intelligence. The assistant will look like a chat box on the automaker's website, where customers can ask questions to know the car's characteristics and navigate the site more easily.

When it comes to the process of using a car, the requirements for its functionality have become much higher than they were 10 years ago. In order to remain competitive and meet the growing demands of customers, automakers are introducing the latest technologies in the form of advanced driver assistance systems (ADAS) and infotainment systems. Customers can now enjoy the benefits of a connected car that has access to the Internet and collects and receives real-time traffic data to help plan a route and save time. In addition, brands such as Polestar use the Android Automotive OS, which allows the driver to use Google Assistant to remotely control the car to check the battery level, set the temperature, and more. Using voice commands, the driver can set up a route, manage climate control functions, and many other functions that are often implemented with the help of AI, which is especially true for Chinese automakers. Other brands with similar functionality include BMW, Tesla, Mini, Volvo, Mercedes-Benz, Audi, Genesis, etc. [1].

Technologies such as artificial intelligence, machine learning and robotics will significantly change the production and logistics processes of automakers in the future. The installation of robotics and the introduction of AI and machine learning-based quality control systems will optimize production by reducing the number of defects and the need for human resources. This trend is clearly an indication of the changing labor market and the growing need for skilled employees.

Many logistics processes will be automated in the future. AI-powered assistants will be able to track stock levels and predict how many components should be kept in stock and when to buy them, basing on historical data and current market conditions. Optimization will also cover such areas as documentation management, monitoring the condition of production equipment, and tracking the car production process. Progress can already be seen today on the example of Volkswagen, Audi, and Porsche brands, which collect the news published in 50 different languages using an AI-based service. It collects data on suppliers' violations of sustainability standards, which helps automakers choose the right partners [3].

The use of the latest technologies in the automotive industry has made it possible to develop vehicles with autonomous driving functions. The technology is classified into 5 levels. At the first levels, it is presented in the form of parking assistants and other driver assistance, but at the highest levels, it is expected that the car will be able to travel independently along a specified route without the need for a driver to control the car's movements [2]. Such cars are not very common at the moment, but there are companies such as Waymo that have created a network of autonomous taxis in the US. The car moves thanks to a large number of sensors that are responsible for collecting information about the current traffic situation around it and the latest technologies that are responsible for analyzing these data and generating the car behavior. The technology is not perfect and requires further improvement, which is confirmed by some cases of complications in the road situation and even an accident in San Francisco involving an autonomous taxi.

Digitalization creates both numerous opportunities for improvement and challenges for the automotive industry. It is possible that a large number of workers will lose their jobs as a result of automation and changes in labor market demand, while the freed-up labor force may be redirected to areas that need it. Digitalization requires a huge amount of capital, and automakers have doubts about the amount of investment return. In addition, companies often suffer from a shortage of employees and difficulties in upskilling their teams to succeed in digitalization. At the same time, regulatory requirements for vehicle safety, environmental compliance and user data protection are becoming more demanding to improve car functionality. Thus, the automotive industry is currently undergoing a period of significant transformation, which brings clear and already visible benefits, but also poses significant challenges for manufacturers and concerns for stakeholders.

5. Conclusions

The automotive industry is undergoing significant changes driven by electrification, global trade and digitalization. The growing popularity of electric vehicles demonstrates people's understanding of the importance of the transition to sustainable development, which is also driven by strict environmental regulations. Despite the rapid growth in electric car sales since 2015, challenges remain significant. Other obstacles include high production costs, imperfect technology, and the need to develop charging infrastructure.

Trade wars, in particular between economic giants such as the US, EU and China, are affecting the global automotive market, creating both barriers and opportunities. The US, the EU and some other countries, such as Turkey, follow them and impose stricter anti-dumping duties to protect domestic producers and stimulate their production. However, such actions may also slow down the decarbonization of transport. At the same time, countries that become the sites for new production facilities receive economic benefits in the form of jobs and technological development.

Digitalization opens up new horizons for automakers, helping to optimize production and logistics processes, as well as improving customer experience and car functionality. The use of artificial intelligence, robotics, machine learning and other innovative control systems ensures the competitiveness of brands, while imposing requirements in the form of high investment and the need to upgrade staff skills.

Thus, the future of the automotive industry will be determined by its ability to adapt to global challenges, including electrification, integration of new technologies and changing global trade conditions. The industry has great potential to achieve sustainable development, but its implementation requires comprehensive actions and investment in research and development.

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THE REPUBLIC OF CROATIA IN THE EUROPE AN INTEGRATION PROCESS

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Chmil O. Y., Huslenko, I. Yu. The Republic of Croatia in the European integration process. The article examines the Republic of Croatia's journey within the European integration process, focusing on the key milestones, challenges, and achievements. It highlights Croatia's transition from a candidate country to a full member of the European Union, analyzing the political, economic, and legal reforms undertaken to meet EU standards. The study also addresses the impact of EU membership on Croatia's national development and its role in shaping regional stability in Southeastern Europe. Special attention is given to the benefits and challenges Croatia has faced since joining the EU, providing insights into the broader context of European enlargement policy.

Keywords: Croatia, economic transformation, European integration, European Union, political reforms, regional stability.

Чміль О. Є., Гусленко І. Ю. Республіка Хорватія в Європейському інтеграційному процесі. У статті розглядається шлях Республіки Хорватія в процесі європейської інтеграції, зосереджуючись на ключових етапах, викликах і досягненнях. Підкреслюється перехід Хорватії від країни-кандидата до повноправного члена Європейського Союзу, аналізуються політичні, економічні та правові реформи, проведені для досягнення стандартів ЄС. У дослідженні також розглядається вплив членства в ЄС на національний розвиток Хорватії та її роль у формуванні регіональної стабільності в Південно-Східній Європі. Особлива увага приділяється перевагам і викликам, з якими зіткнулася Хорватія після приєднання до ЄС, надаючи уявлення про ширший контекст політики розширення Європейського Союзу.

Ключові слова: Європейська інтеграція, Європейський Союз, економічна трансформація, політичні реформи, регіональна стабільність, Хорватія.

1. Introduction

The relevance of the topic lies in its significance for understanding the dynamics of European Union enlargement and the transformative impact of EU membership on candidate countries. Croatia's journey from a war-torn nation to a stable democracy and a full EU member state serves as a model for other countries in Southeastern Europe aspiring to join the EU. This topic is crucial for analyzing the challenges and reforms required to align national policies with EU standards, particularly in areas such as governance, economic development, and legal frameworks. Additionally, Croatia's integration highlights the broader geopolitical importance of the European integration process in promoting stability, cooperation, and prosperity in a historically complex region. Understanding Croatia's experiences provides valuable insights into the successes and limitations of EU enlargement policies, offering lessons for future candidates and contributing to academic and policy discussions on European integration.

The object of the study is the process of European integration as it pertains to the Republic of Croatia, focusing on its accession to the European Union and its subsequent role within the EU framework. **The subject** of the study is the political, economic, and legal transformations undertaken by Croatia to meet EU standards, as well as the challenges and opportunities arising from its integration into the European Union, including its impact on national development and regional stability in Southeastern Europe.

The aim of the research is to analyze the Republic of Croatia's role and experience in the European integration process, highlighting its transition from a candidate country to a full member of the European Union.

The following **tasks** are set to achieve the purpose:

1. to analyze the key milestones of Croatia's path to European Union membership, including the political, economic, and legal reforms undertaken during the accession process;
2. to evaluate the impact of Croatia's EU membership on its national development, focusing on economic growth, governance improvements, and social transformations;
3. to examine Croatia's role within the EU in promoting regional stability and integration in Southeastern Europe, highlighting the implications for EU enlargement policy.

2. Croatia's role and journey in the process of European integration

2.1. The key milestones of Croatia's path to the European Union

The key milestones of Croatia's path to the European Union highlight the country's transformative journey toward integration with the EU. The process began with Croatia's application for EU membership in 2003, marking its formal intent to join the bloc. This was followed by the granting of candidate status in 2004, a significant milestone that acknowledged Croatia's readiness to commence accession negotiations. One of the critical moments in the process was the start of formal negotiations in 2005, during which Croatia undertook extensive political, economic, and legal reforms to align its institutions with EU standards [2, pp. 55–56].

A major achievement was the completion of the negotiation chapters in 2011, covering areas such as judicial reform, anti-corruption measures, market economy readiness, and human rights protection. For instance, Croatia adopted strict measures to combat corruption by strengthening the role of the judiciary and enhancing transparency, which were pivotal for meeting the EU's Copenhagen criteria. The signing of the Accession Treaty in December 2011 marked a historic milestone, formally paving the way for Croatia's EU membership [3, pp. 183–184].

The culmination of this journey came on July 1, 2013, when Croatia officially became the 28th member state of the European Union. This milestone was celebrated as a testament to the country's resilience and commitment to European values. Croatia's accession not only strengthened its economic ties with EU countries but also enhanced its political influence in regional and European affairs. Key examples of its integration include participation in the EU Single Market and benefiting from structural and cohesion funds to support national development projects. These milestones illustrate Croatia's dedication to overcoming challenges and achieving the transformative goal of EU membership, serving as a model for other aspiring countries in Southeastern Europe.

2.2. The impact of Croatia's EU membership on its national development

Croatia's membership in the European Union has had a significant impact on its national development, influencing economic growth, governance improvements, and social transformations. Economically, joining the EU in 2013 opened new opportunities for Croatia by granting access to the single market, which facilitated increased trade, foreign investment, and funding through EU structural and cohesion funds. For example, Croatia received billions of euros for infrastructure projects, such as the construction of the Pelješac Bridge, which connected the southernmost part of the country to the mainland, enhancing both economic activity and regional connectivity. Additionally, the agricultural sector has benefited from subsidies under the EU Common Agricultural Policy, allowing Croatian farmers to modernize and compete more effectively in European markets [1, pp. 205–206].

In terms of governance, EU membership has required Croatia to align its legal and institutional frameworks with EU standards, leading to significant improvements in public administration, anti-corruption measures, and the rule of law. The European Commission's oversight and recommendations have played a crucial role in encouraging reforms that promote transparency and accountability. For instance, the judiciary has undergone modernization efforts to ensure greater independence and efficiency, which has helped improve the country's overall business environment [6, pp. 55–56].

Socially, EU membership has facilitated increased mobility for Croatian citizens through the freedom of movement within the EU. This has allowed many Croatians to study, work, and live in other member states, broadening their perspectives and contributing to a more skilled and globally competitive workforce. Moreover, the adoption of EU standards has led to improvements in environmental protection, education systems, and healthcare services, enhancing the overall quality of life for citizens. For example, EU-funded projects have supported renewable energy initiatives and waste management programs, aligning Croatia with the EU's sustainability goals [4, pp. 89–90]. In summary, Croatia's EU membership has positively influenced its national development by driving economic growth through access to funding and markets, improving governance through alignment with EU norms, and fostering social transformation by enhancing mobility and quality of life. While challenges such as the brain drain and disparities between urban and rural regions remain, the overall impact of EU membership on Croatia's development has been largely beneficial.

2.3. The Croatia's role within the EU in promoting regional stability and integration in Southeastern Europe

Croatia plays a pivotal role within the European Union in promoting regional stability and integration in Southeastern Europe due to its strategic location, historical ties, and commitment to

fostering cooperation among neighboring countries. As the newest EU member state, having joined in 2013, Croatia serves as a bridge between the EU and the Western Balkans, a region that includes non-EU countries aspiring to membership, such as Serbia, Bosnia and Herzegovina, Montenegro, North Macedonia, Albania, and Kosovo. Croatia actively supports these countries in their EU accession processes by sharing its experiences in meeting EU standards and implementing reforms. For example, Croatia has provided technical assistance and expert knowledge to help these nations align their legislation with EU norms in areas such as governance, judicial reforms, and anti-corruption measures [5, p. 39-41].

Croatia also hosts various regional forums and initiatives aimed at fostering dialogue and resolving lingering disputes. The Brdo-Brijuni Process, co-launched by Croatia and Slovenia, is a prime example of such efforts, bringing together leaders from the Western Balkans to discuss regional challenges and paths toward European integration. Furthermore, Croatia promotes cross-border economic cooperation through infrastructure projects and trade agreements. For instance, it supports the construction of transportation corridors like Corridor Vc, which connects Hungary, Croatia, and Bosnia and Herzegovina, boosting economic interconnectivity and regional development [8, pp. 69–71].

Additionally, Croatia has been a vocal advocate for reconciliation in the post-conflict region, emphasizing the importance of addressing the legacies of the Yugoslav wars. It collaborates with EU institutions to facilitate transitional justice, support war crime prosecutions, and promote interethnic dialogue. These efforts contribute to building trust and stability, essential for the long-term integration of Southeastern Europe into the EU framework. By leveraging its dual identity as both an EU member and a Southeast European state, Croatia plays an indispensable role in bridging gaps and fostering unity in this historically divided region [7, pp. 175–176].

3. Conclusions

In conclusion, the Republic of Croatia's integration into the European Union represents a significant milestone in the country's modern history, symbolizing its commitment to democratic governance, economic reform, and adherence to European values. After gaining independence in 1991, Croatia embarked on a challenging journey of post-war reconstruction, institutional reforms, and reconciliation, all of which were prerequisites for EU membership. The process required meeting stringent criteria outlined in the Copenhagen Criteria, including the establishment of a functioning market economy, the rule of law, and the adoption of the EU's *acquis communautaire*. Croatia's accession negotiations, which began in 2005 and concluded in 2011, were marked by significant progress in areas such as judicial reform, anti-corruption measures, and regional cooperation. Croatia's membership, achieved on July 1, 2013, as the 28th EU member state,

underscores the country's integration into the European framework, bringing benefits such as access to structural funds, enhanced trade opportunities, and strengthened political stability. Moreover, Croatia's experience illustrates the transformative power of the EU enlargement process, fostering modernization and alignment with European standards. As a member, Croatia actively contributes to EU policymaking, particularly in areas such as regional development, tourism, and environmental protection, while also addressing challenges such as economic disparities and migration pressures. Ultimately, Croatia's path to EU membership highlights the importance of perseverance, reform, and regional cooperation in achieving broader integration into the European community.

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THE ROLE OF LANGUAGE IN DIPLOMACY AND CHALLENGES IN LANGUAGE POLICY WITHIN INTERNATIONAL ORGANIZATIONS

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Chornobai A. M., Meleshchenko O. O. The role of language in diplomacy and challenges in language policy within international organizations. This article focuses on the pivotal role of language in diplomacy and international communication, acting as both a tool of communication and a strategic instrument shaping international relations. It examines how multilingualism facilitates negotiations, peace agreements, and global cooperation. The article also explores challenges in language policy within international organizations, including limited resources and language proficiency gaps. Solutions include developing frameworks for equitable language representation and investing in translation technologies to enhance multilingual communication.

Keywords: diplomacy, international communication, international organizations, language, language policy, multilingualism.

Чорнобай А. М., Мелешченко О. О. Роль мови в дипломатії та виклики мовної політики в міжнародних організаціях. Статтю присвячено ключовій ролі мови в дипломатії та міжнародному спілкуванні, яка є як інструментом комунікації, так і стратегічним засобом формування міжнародних відносин. У статті розглядається, як багатомовність сприяє переговорам, укладанню мирних угод та глобальній співпраці. Також аналізуються виклики мовної політики в міжнародних організаціях, зокрема обмежені ресурси та різниця в рівнях володіння мовами. Зокрема, запропоновано створення механізмів для забезпечення рівноправного представлення мов та інвестиції в технології перекладу для покращення багатомовної комунікації.

Ключові слова: дипломатія, міжнародна комунікація, міжнародні організації, мова, мовна політика, багатомовність.

1. Introduction

Language is a vital instrument of international communication, shaping the effectiveness of diplomacy while fostering cultural exchange and mutual understanding among nations. In today's globalized world, language barriers remain a significant obstacle to the development of diplomatic relations, underscoring the growing importance of language policy in international interactions [16].

Numerous researchers have explored the role of language in diplomacy and international communication. A. K. Aljarela [2] examined the influence of language on international understanding and diplomatic relations. H. Slavik and J. Kurbalija [12] analyzed diplomatic communication through the lens of pragmatics, highlighting how speech acts impact diplomacy. Similarly, P. S. Rao [11] investigated the global significance of English and its role in enhancing communication across various domains, including diplomacy. While substantial research has explored the linguistic dimensions of diplomacy, there remains a need to address the challenges of language policy within international organizations and identify potential solutions. These issues underscore *the relevance* and importance of this study.

The object of this study is language as a tool for international communication within the context of diplomacy. *The subject* of the study is the impact of language on diplomatic relations

and global understanding, as well as the challenges of language policy in international organizations and potential solutions to these challenges.

The aim of this article is to explore language as a key tool of international communication, its role in diplomatic relations, and to address the challenges of language policy in international organizations, offering solutions to overcome them.

To achieve this aim, the following *tasks* are set:

1. To define the role of language as a fundamental tool of diplomacy, its significance in negotiations, and the formation of international norms.
2. To explore the importance of multilingualism for effective communication between states in diplomatic relations.
3. To evaluate the challenges of language policy in international organizations and propose possible solutions to address them.

These issues are addressed in the next sections.

2. Language as a key element in international communication and diplomacy

In today's interconnected world, "international communication" is vital for the exchange of information and ideas among individuals, organizations, and nations. This exchange relies on diverse communication methods, including electronic networks and publications, to facilitate cross-border information flow. Effective communication underpins international relations, directly influencing the resolution of political, economic, and security challenges [4].

Language is central to diplomacy – the practice of building and maintaining relationships among nations. Diplomatic relations, defined as "communication and interaction between political entities to peacefully resolve disputes and foster cooperation" [3], rely on language as the primary tool for negotiating agreements and sharing information. Without a shared language, negotiation and conflict resolution would be impossible. Language also fosters connections between peoples and serves as the foundation for peace agreements, highlighting its essential role in diplomacy [6].

A key function of language in diplomacy is its role in communication. Negotiations, consultations, and official documents all depend on a shared linguistic medium, with the choice of language often influenced by political, ideological, and cultural factors [15].

Language also fulfills a sociocultural role in diplomacy, reflecting the values and traditions of nations. Understanding linguistic and cultural nuances enhances negotiations and prevents misunderstandings. Precision in diplomatic language is crucial, as even slight changes in wording can significantly affect outcomes [1].

Strategically, language serves as an instrument of influence in diplomacy. Carefully crafted messages, rhetorical devices, and word choices help diplomats shape perceptions and build

alliances on the global stage [6]. Additionally, language fulfills an informational role, facilitating the collection and dissemination of critical data through reports, memoranda, and other documents essential for political decision-making [15].

In conclusion, language is not just a means of communication but a cornerstone of international relations. Its sociocultural, strategic, and informational dimensions underscore its importance in resolving global challenges and fostering mutual understanding among nations.

3. Multilingualism as a tool for promoting international understanding in diplomatic relations

The ability to communicate across multiple languages is increasingly vital for effective interaction and collaboration in diplomatic relations. Multilingualism, defined as “the ability of societies, institutions, groups, and individuals to engage with more than one language in their daily lives,” is a hallmark of international organizations such as the European Union, reflecting the cultural diversity and varied national interests of its members [6]. Driven by historical, social, political, and economic factors, multilingualism has gained prominence in diplomacy, education, and global cooperation. As the world becomes more interconnected, multilingualism emerges as an essential tool for fostering international understanding, demanding a nuanced approach to its study and application [10].

Multilingualism plays a critical role in shaping how nations interact and negotiate on the global stage. Diplomats and political leaders who can communicate in multiple languages foster direct, nuanced conversations, reducing reliance on interpreters. This facilitates informal discussions, conveys subtle diplomatic signals, and builds personal relationships, all of which are often crucial in international negotiations [17].

Furthermore, multilingualism broadens access to diverse sources of information, improving the quality of analysis and decision-making in diplomatic processes. It also enhances inclusivity by empowering representatives from smaller or less globally dominant linguistic communities to participate equitably in diplomatic discourse [9, p. 21].

However, multilingualism is not without challenges. Varying levels of language proficiency can lead to misunderstandings or oversimplified exchanges that fail to capture complex ideas. Language hierarchies may emerge, with certain languages perceived as more prestigious or influential, potentially reinforcing cultural dominance and exclusion [14].

Additionally, achieving and maintaining multilingual competence requires significant time and resources, creating barriers for individuals and nations with fewer means. The emphasis on learning dominant global languages can also lead to the marginalization or decline of smaller

regional languages, paradoxically reducing linguistic diversity while promoting international understanding [2, p. 162–163].

These challenges highlight the delicate balance required in promoting multilingualism. While it is a powerful tool for inclusivity and international cooperation, care must be taken to ensure it does not inadvertently perpetuate inequalities or diminish global linguistic diversity.

4. Challenges of language policy in international organizations

As outlined in Section 3, multilingualism is vital in fostering international understanding, particularly in diplomacy. However, implementing multilingualism effectively within international organizations presents several challenges that require strategic management.

International organizations, formed by agreements among at least three states and involved in cross-border activities [8], serve as key platforms for global collaboration. In these diverse linguistic environments, managing language use is critical to ensure effective communication, inclusive negotiations, and decision-making processes [11]. Language policy governs how languages are acquired, structured, and used within an institution, addressing issues like language rights and cultural identity [7]. However, ensuring equality across multiple official languages presents significant challenges. Organizations such as the United Nations and the European Union recognize several official languages, but due to limited resources, communication often occurs primarily in one or a few dominant languages, which undermines the inclusivity of all members [18].

The cultural aspect of language policy also plays a crucial role. Language represents culture, and its presence in international organizations is tied to the recognition of cultural identity. The absence of certain languages can lead to feelings of exclusion [5].

Technological advancements, such as automated translation tools and AI, offer cost-saving solutions but often lack the accuracy and nuance needed for diplomatic contexts, leading to potential miscommunications [2, p. 159–162]. This presents a challenge in balancing effective communication with the preservation of linguistic diversity.

The growing dominance of English, especially amid global migration, adds complexity to this issue. While a common *lingua franca* is necessary, maintaining linguistic diversity remains crucial [2, p. 159–162].

Additionally, translation and interpretation in international organizations require significant financial and human resources. For example, the UN's six official languages demand substantial investment in translation personnel and infrastructure, which can delay decision-making and strain budgets [18].

To address these challenges, international organizations should develop strategies like promoting multilingualism as part of cultural identity, investing in machine translation and AI to reduce costs, and establishing language training programs and terminology databases to ensure consistency [16].

Furthermore, initiatives like “language days” and appointing “language ambassadors” can foster linguistic diversity, while routine audits of language policies will ensure their ongoing effectiveness.

Multilingualism is a powerful tool for international understanding, but international organizations must carefully manage language policies to ensure inclusivity, preserve linguistic diversity, and maintain effective communication across global platforms.

5. Conclusions

The role of language in diplomacy is essential. It serves not only as a fundamental tool of communication but also as a strategic instrument for shaping international relations. Language facilitates negotiations, the establishment of international norms, and peace agreements, ensuring that diplomatic efforts are effective and understood across cultural boundaries.

Multilingualism in diplomacy enhances communication and plays a vital role in fostering global cooperation. It bridges cultures, allowing for more accurate and nuanced exchanges that help prevent misunderstandings. By promoting a deeper understanding of diverse perspectives, multilingualism strengthens the foundation for international dialogue and cooperation in today’s globalized world.

However, implementing language policies that promote multilingualism within international organizations presents several challenges, including limited resources, varying language proficiency, and potential cultural exclusion. These challenges can be addressed by establishing frameworks that ensure equitable representation of languages from smaller nations in official documents and proceedings. Moreover, incorporating national languages into international terminology, particularly in emerging fields like science and technology, is crucial. Investing in automated translation and adaptation technologies is also essential, as it can reduce both the financial and time burdens of preparing multilingual materials.

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THE ROLE OF INTERNATIONAL ORGANIZATIONS IN ADDRESSING CLIMATE CHANGE

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Chursina A. Y., Marchenko N. O. The Role of International Organizations in Addressing Climate Change. The article examines the role of international organizations in combating climate change. It discusses the objectives of the UN, the Paris Agreement, and the activities of international non-governmental organizations. The importance of global cooperation for a sustainable future of the planet is emphasized.

Keywords: climate change, UN, Paris Agreement, non-governmental organizations, sustainable development.

Чурсіна А. Ю., Марченко Н. О. Роль міжнародних організацій у вирішенні проблеми зміни клімату. Стаття розглядає роль міжнародних організацій у боротьбі зі зміною клімату. Обговорюються завдання ООН, Паризької угоди та діяльність міжнародних неурядових організацій. Наголошується на важливості співробітництва для сталого майбутнього планети.

Ключові слова: зміна клімату, ООН, Паризька угода, неурядові організації, сталий розвиток.

1. Introduction

The relevance of the research is climate change poses a critical challenge for humanity, with global temperatures rising and extreme weather events becoming more frequent. Addressing this issue requires coordinated international efforts, making the role of international organizations indispensable [3].

The object of this research is international organizations involved in climate governance. The subject is their mechanisms, policies, and effectiveness in combating climate change.

The aim of the study is to analyze the contribution of international organizations to addressing climate change and to evaluate their effectiveness.

The tasks of the study include:

1. Exploring the role of the United Nations in climate governance.
2. Examining the impact of the Paris Agreement.
3. Analyzing the contributions of non-governmental organizations (NGOs).

2.1. The United Nations and Climate Change

The United Nations (UN) plays a central role in global climate governance. Its Framework Convention on Climate Change (UNFCCC) provides the foundation for international climate negotiations [8]. The annual Conferences of the Parties (COP) serve as a platform for countries to discuss and agree on measures to combat climate change. For instance, the 2015 Paris Agreement was a landmark outcome of COP21, setting goals to limit global temperature rise to well below 2°C above pre-industrial levels [7].

The UN also facilitates financial mechanisms, such as the Green Climate Fund (GCF), which supports developing countries in implementing climate adaptation and mitigation strategies [2].

2.2. The Paris Agreement: A Global Framework

The Paris Agreement is a legally binding international treaty adopted by 196 parties. Its key provisions include:

1. Nationally Determined Contributions (NDCs): Countries outline their individual plans to reduce emissions.
2. Global Stocktake: Regular reviews of progress every five years.
3. Climate finance: Developed nations pledge \$100 billion annually to assist developing countries.
4. Despite its ambitious goals, the Agreement faces challenges, such as inadequate commitments from some countries and the lack of enforcement mechanisms [6].

Despite its ambitious goals, the Agreement faces challenges, such as inadequate commitments from some countries and the lack of enforcement mechanisms [4].

2.3. The Role of Non-Governmental Organizations

NGOs, such as Greenpeace and the World Wildlife Fund (WWF), contribute significantly to raising awareness and influencing policy. They:

1. Conduct research to highlight climate risks [10].
2. Advocate for stronger climate policies at international forums [1].
3. Support local communities in implementing sustainable practices.

For example, NGOs have been instrumental in promoting renewable energy projects and pressing governments to adopt stricter emission reduction targets [5].

2.4. Challenges Faced by International Organizations in Addressing Climate Change

While international organizations have made significant progress, they face numerous challenges.

Political disagreements: Divergent interests among countries, particularly between developed and developing nations, often slow down negotiations [9].

Funding gaps: The commitment to provide \$100 billion annually for climate finance remains unmet, affecting the implementation of critical projects [2].

Enforcement issues: Most international agreements rely on voluntary compliance, limiting their effectiveness when countries fail to meet their commitments [7].

Emerging threats: New challenges, such as the impact of climate-induced migration and biodiversity loss, require additional focus and resources [4].

2.5. Regional Approaches to Climate Governance

International organizations often collaborate with regional entities to address climate change more effectively.

European Union (EU): The EU has been a global leader in climate policy, implementing the Green Deal to achieve carbon neutrality by 2050 [7].

African Union (AU): Focuses on climate adaptation strategies and renewable energy projects tailored to the continent's unique challenges [9].

Association of Southeast Asian Nations (ASEAN): Promotes regional cooperation to address rising sea levels and extreme weather events affecting member states [6].

3. Conclusions

International organizations are vital in addressing climate change, providing platforms for negotiation, funding mechanisms, and global frameworks like the Paris Agreement. However, their success depends on the commitment of member states and collaboration with non-governmental actors. Future research should focus on enhancing the enforcement of international climate agreements and increasing the inclusivity of global climate governance.

Perspectives for further research include analyzing the role of emerging economies in international climate negotiations and exploring innovative financial mechanisms for climate adaptation.

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PROSPECTS OF TOURISM INDUSTRY DEVELOPMENT IN THE POST-WAR PERIOD IN UKRAINE

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Chus O. V., Ilchenko V. V. Prospects of tourism industry development in the post-war period in Ukraine. In the course of writing this article, it was found that tourism in Ukraine was one of the most competitive sectors of the economy before the war. The article also examines the overall impact of the full-scale Russian invasion on the tourism industry of our country and the international experience of other countries in the post-war recovery and further development of tourism, and as a result, provides recommendations for the use of similar international practices. In addition, the article outlines the prospects for the revival and development of the tourism industry in post-war Ukraine, taking into account various opportunities.

Keywords: development of tourism, full-scale invasion, international experience, post-war recovery, tourism industry, Ukraine.

Чусь О. В., Ільченко В. В. Перспективи розвитку туристичної галузі в Україні у повоєнний період. У процесі написання статті було виявлено, що туризм в Україні до початку війни був однією з конкурентоспроможних галузей господарства. Також було проведено дослідження загального впливу повномасштабного російського вторгнення на туристичну індустрію нашої країни та міжнародного досвіду інших країн у повоєнному відновленні й подальшому розвитку туризму, в результаті чого надані рекомендації по використанню подібної світової практики. Окрім цього в статті окреслюються перспективи відродження та розвитку туристичної галузі у повоєнній Україні з урахуванням різноманітних можливостей.

Ключові слова: міжнародний досвід, повномасштабне вторгнення, повоєнне відновлення, розвиток туризму, туристична галузь, Україна.

1. Introduction

Tourism is one of the leading sectors of the Ukrainian economy. At the same time, as it develops in our country, the transport, urban and municipal infrastructure, as well as the ecological state of the environment, are improving in the vicinity of tourist enterprises and organisations and recreational areas. Clearly, the tourism market is greatly affected by crises of various origins, such as natural disasters, epidemics, socio-economic and political crises, military conflicts and other circumstances, which in turn cause a destabilising situation within the country. This is clearly evidenced by the state of Ukraine's tourism industry, which has suffered a real collapse since the outbreak of a full-scale war.

However, we believe that the issue of opportunities and prospects for not only recovery, but also a new stage of development of the tourism industry in Ukraine after the end of the full-scale invasion is very relevant. Both domestic and foreign experts are actively studying this issue. The study of the post-war revival of tourism in Ukraine can be called very appropriate at the moment, which is why this article is devoted to a deeper consideration of aspects of the above problem, which generally determines *the relevance* of this study.

The object of the study is the tourism industry in Ukraine and *the subject* is the prospects for the post-war development of tourism industry in Ukraine.

The aim of the research is to find out the main aspects of post-war recovery and prospects of tourism industry development in the post-war period in Ukraine.

The following *tasks* are set to achieve the purpose:

1. to investigate the impact of the full-scale war on the tourism industry of Ukraine;
2. to analyse the world experience of the post-war recovery and development of tourism;
3. to outline the prospects of the tourism development in post-war Ukraine

2. Peculiarities of the post-war development of tourism industry in Ukraine

2.1. The impact of the full-scale war on the tourism industry of Ukraine

Since 24 February 2022, the tourism industry in our country has faced the Russian-Ukrainian war, which has become a new and severe challenge and has had a significant negative impact on tourism.

Certainly, tax revenues from the tourism industry in Ukraine in the second year of the full-scale invasion decreased compared to the pre-war year of 2021. In 2023, this figure amounted to UAH 2.049 billion, which indicates a slight increase of 3.2% compared to 2022. The decline is observed almost throughout the country. In fact, a significant decline is observed in those regions where hostilities have taken place or are taking place. For example, this includes Kherson, Mykolaiv, Donetsk, Odesa, Luhansk, Zaporizhzhia, and Kharkiv regions. At the same time, active internal migration to safer places in Ukraine in the past has contributed to the growth of tourist arrivals in the western and central parts of Ukraine (Lviv, Zakarpattia, Ivano-Frankivsk, Cherkasy, and Kyiv regions) [4, p. 34].

As an example of the impact of the war on Ukraine's tourism industry, some tourism organisations have closed or changed their activities to volunteering. Due to the martial law in Ukraine, the sky is completely closed and most Ukrainians are interested in travelling abroad for evacuation purposes, not for leisure [3, pp. 59].

So, on the other hand, despite all the difficulties caused by the war, Ukraine should not give up, but rather take advantage of the negative consequences of Russia's aggression.

2.2. World experience of post-war recovery and development of tourism

In general, the impact of a full-scale war on the country's tourism industry covers a wide range of issues and problems. Today, the situation with tourism in our country looks rather pessimistic, but there are high hopes that after the final cessation of Russia's armed aggression against Ukraine, it will begin to revive.

Global practice shows that countries recover from difficult events through profitable and fast-growing industries, one of which is tourism [5, p. 39]. The experience of some countries that survived the war and, despite this, raised tourism to a new high level only confirms this idea. It would be advisable to pay special attention to the experience of Croatia, Georgia, Cyprus, Israel, Serbia and other countries in restoring the tourism industry.

Firstly, looking at the example of Croatia, the tourism industry here practically stopped developing during the war, but after it ended, it revived with renewed energy. This was greatly facilitated by a large-scale PR campaign aimed at previously unpopular regions of the country. Today, Croatia has become an attractive destination for tourists from all over the world. In turn, tourism has a significant impact on the country's economy [1]. Secondly, it is worth paying attention to the experience of Georgia, which became known worldwide after the armed conflict with Russia. After the war ended, Georgia experienced a huge surge in tourism.

Of course, the war in Ukraine has no exact counterpart in modern history, so it is impossible to draw a correct analogy with any of the countries that have survived military conflict and revived tourism. Undoubtedly, what has unfortunately happened to Ukraine's tourism market has not happened in exactly the same way in any other country, and for this reason its recovery will be special [2].

Thus, we think that it is worth not just copying the experience of a particular country, but studying and deeply researching it, summing it up. Based on such a meaningful analysis, it is possible to develop strategies for the development of the tourism industry in Ukraine, taking into account all the peculiarities and characteristics of our country's tourism.

2.3. Prospects of tourism development in post-war Ukraine

Tourism can definitely be seen as an industry that will significantly help Ukraine's economy recover from the crisis. Given Ukraine's considerable tourism potential, the development of the tourism sector should be a priority, as it can ensure a harmonious and balanced development of the country. In fact, after the victory of our country, the interest among foreign tourists will be very high. Ukraine can take advantage of this and, accordingly, quickly recover and become a new large-scale and important market that can offer excellent investment opportunities, exciting travel experience and unforgettable impressions.

We agree with the vision supported by a large number of domestic researchers, that the most promising and necessary ways to restore post-war tourism in Ukraine are: developing such types of tourism as business, educational, sports, medical, green, and military tourism; developing and implementing tourism business support programmes; guaranteeing strong international cooperation for mutual support of the tourism sector; increasing the interest of foreign citizens in post-war memorials, attractions and destinations [4, p. 156].

Currently, the functions of tourism are actively changing and expanding due to Russia's full-scale invasion of Ukraine. For example, one of the prospects for the development of tourism in the post-war period may be military tourism, namely its variant of military historical tourism, which in turn is closely related to memorial tourism, which promotes the memory of all victims and

events that occurred in a particular area. The creation of memorial complexes as incredibly important places of commemoration in Bucha, Irpin, Borodianka, Gostomel, Okhtyrka, Izyum, Mariupol, Kharkiv, Chernihiv and other places in the future will demonstrate the horrific cruelty of war to people around the world and prevent similar tragic events in the future [2].

Restoring the viability and strength of the tourism industry should start with the regions least affected by Russian armed aggression. The flow of investment should be directed from west to south. First, from Uzhhorod to Odesa, and then, after the restoration of all the necessary infrastructure, to other regions of our country [5].

In general, despite all the difficult circumstances that may arise in the post-war period, tourism should become a crucial part of Ukraine's recovery strategy. Nevertheless, to our mind, this requires persistent and focused work. In general, the following steps can help, namely adding a vision of tourism development to the prospects for post-war reconstruction, communicating with international investors about their entry into Ukraine, conducting global marketing campaigns in foreign markets, restoring the infrastructure necessary for the tourism industry, promoting neglected and non-standard forms of tourism. The above points may become prospects for the recovery and further development of the tourism industry in the post-war period in Ukraine.

3. Conclusions

Based on the study, it can be concluded that the full-scale Russian invasion of Ukraine in February 2022 was a negative factor that affected the tourism industry in our country. However, despite these sad circumstances, there are clear prospects for the gradual full recovery of tourism in our country, and even its further steady development. In order to achieve this goal, we should take advantage of all opportunities to actively promote Ukraine with its tourism potential, develop new ideas, visions, initiatives, and encourage investors and international partners to do so.

It is important to study the experience of other countries in reviving the tourism industry after wars; we should not copy it, but rather build our own way of rebuilding the industry based on the analysis of global experience and best practices. Therefore, given the wide range of opportunities available to the Ukrainian tourism industry, we should not give up, but rather study all aspects of Ukraine's post-war recovery for further implementation of the knowledge gained.

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TAIWAN AS CHINA'S SPHERE OF INFLUENCE IN GEOPOLITICAL STRATEGY: IMPLICATIONS FOR THE GLOBAL BALANCE OF POWER

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Dankiv Y. Y., Marchenko N. O. Taiwan as China's Sphere of Influence in Geopolitical Strategy: Implications for the Global Balance of Power. This article analyzes Taiwan's significance in China's geopolitical strategy, focusing on its historical context, current tensions, and global impact. It explores the PRC's military activities in the Taiwan Strait and highlights the role of international players such as the U.S. and EU. The study emphasizes Taiwan's strategic importance and the interconnected nature of global conflicts, particularly the implications for the Russia-Ukraine war and the international power balance.

Keywords: Taiwan, geopolitical strategy, China-Taiwan conflict, global power balance, military exercises, international tensions, Asia-Pacific region.

Даньків Є. Ю., Марченко Н. О. Тайвань як сфера впливу Китаю у геополітичній стратегії: наслідки для світового балансу сил. У статті аналізується значення Тайваню в геополітичній стратегії Китаю з акцентом на історичному контексті, поточній напруженості та глобальному впливі. Розглянуто військову діяльність КНР у Тайванській протоці й роль міжнародних гравців, таких як США та ЄС. Дослідження підкреслює стратегічну важливість Тайваню та взаємозв'язок світових конфліктів, зокрема наслідки для війни в Україні та міжнародного балансу сил.

Ключові слова: Азіатсько-Тихоокеанський регіон, військові навчання, геополітична стратегія, конфлікт Китай-Тайвань, міжнародна напруженість, світовий баланс сил, Тайвань.

1. Introduction

The rapid economic development of countries in the Asia-Pacific region has intensified the issue of territorial ownership of certain islands, as the significance of strategic sea routes and natural resources has grown. In particular, disputes over the ownership of islands, maritime zones, and borders have led to increased tensions between regional states. A prominent example is the ongoing conflict between the People's Republic of China (PRC) and Taiwan, a prolonged issue that has periodically escalated over decades. A defining moment in this escalation was in 2022 when U.S. House Speaker Nancy Pelosi visited Taiwan.

The relevance. The geopolitical significance of Taiwan in China's strategy is crucial for the future balance of power in the Asia-Pacific region and globally. The specific nature of relations between the PRC and Taiwan remains one of the primary causes of international tension, particularly due to the increasing economic and strategic importance of maritime routes and natural resources. The ongoing escalation of the conflict necessitates an analysis of China's political and military strategies, as well as their broader global impact.

The object of this research is the relations between China and Taiwan, **the subject** of the study is the Taiwan issue and its implications in the geopolitical context.

The aim of the research is to examine Taiwan's significance as a key geopolitical point of influence in China's strategy and its implications for the global power balance, especially in the context of rising geopolitical tensions.

The following *tasks* are set to achieve the purpose:

1. Examining the historical context and evolution of China-Taiwan relations.
2. Analyzing the current tension between China and Taiwan.
3. Assessing the impact and future perspectives of the Taiwan issue on the international community.

2. Taiwan as China's Sphere of Influence in Geopolitical Strategy: Implications for the Global Balance of Power

2.1. Historical Context and Evolution of China-Taiwan Relations

Taiwan is a small island in East Asia, with a length of 394 kilometers (245 miles) and a width of 144 kilometers (89.5 miles) at its widest point. It includes several smaller islands and is surrounded by the Pacific Ocean to the east, the South China Sea and the Luzon Strait to the south, the Taiwan Strait to the west, and the East China Sea to the north. The island's terrain is primarily mountainous, with mountains and foothills covering over two-thirds of its area. The island's highest peak, Yushan (Jade Mountain), rises to 3952 meters, making it taller than Japan's Mount Fuji.

The main reason for the conflict lies in differing views on the issue of sovereignty. The People's Republic of China insists that Taiwan is part of the "One China" policy. This position is based on the historical period when the island was part of imperial China from 1683 to 1895, before being placed under Japanese control. On the other hand, Taiwan's government has developed its own interpretation of historical events. The island endured Japanese colonial rule, and after World War II, it came back under the control of the Republic of China, which later lost mainland China due to the civil war. The government of the Republic of China, led by Chiang Kai-shek, fled to Taiwan, where it maintained its authority, while on the mainland, the People's Republic of China was declared in 1949. Since then, China has regarded Taiwan as its territory, although Taiwan has functioned as a *de facto* independent state [6].

Since the 1980s, relations between the PRC and Taiwan have gradually improved, largely due to economic agreements initiated by President Ma Ying-jeou. However, tensions persisted due to Taiwan's pursuit of independence. The election of President Tsai Ing-wen in 2016, a strong advocate of the island's autonomy, led to an increase in pressure from China. This included demands for international companies to recognize Taiwan as part of the PRC.

On August 2, 2022, U.S. Speaker of the House Nancy Pelosi arrived in Taiwan despite warnings from the Chinese government about potential repercussions. She became the highest-ranking U.S. official to visit the island since Speaker Newt Gingrich in 1997. Following Pelosi's visit, the Chinese Ministry of Foreign Affairs issued a statement condemning the trip. Given the heightened tensions, it can be inferred that Beijing views foreign officials' visits to the Republic

of China as an implicit recognition of Taiwan's sovereignty. As a consequence, the PRC announced military drills in the South China Sea near Taiwan, during which China's armed forces conducted ballistic missile tests over Taipei [4].

2.2. The Current Tension between China and Taiwan

The PRC has periodically conducted large-scale military exercises in the Taiwan Strait. On May 23, 2024, China launched an operation named "Joint Sword-2024A," involving its ground, naval, air, and missile forces. The exercises were focused on establishing a blockade around the island, with a key component being "joint precision strikes," as stated in an official announcement. The latest large-scale drills took place on October 14, 2024, with the objective of blockading critical ports and surrounding areas. Shortly after announcing the end of these drills, China's Ministry of Defense clarified that they were not merely a repeat of the May "Joint Sword-2024A" exercises but a heightened show of pressure against Taiwan's independence. The statement further warned that additional exercises could follow [2].

China's military actions in the Taiwan Strait, such as the large-scale "Joint Sword-2024A" exercises and subsequent drills in October 2024, signal a deliberate strategy to exert pressure on Taiwan and deter moves toward formal independence. These operations, which prominently feature simulations of blockades and precision strikes, underscore Beijing's willingness to use force to achieve its political objectives. The drills also serve as a warning to both Taiwan and its international allies, especially the United States, which has continued to support the island through arms sales and diplomatic visits.

At the same time, these maneuvers reveal Beijing's broader strategy of integrating military posturing with political messaging. By escalating its military presence, the PRC aims to undermine Taiwan's confidence while testing the resolve of the global community to intervene. However, this approach risks deepening Taiwan's alignment with pro-democracy allies and strengthening its case for greater international support.

2.3. The Impact and Future Perspectives of the Taiwan Issue on the International Community

The United States has strongly criticized China's increased military presence and exercises around Taiwan. Pentagon Press Secretary Patrick Ryder described Beijing's actions as "irresponsible, disproportionate, and destabilizing." Despite the condemnation, the United States maintains its commitment to the "One China" policy, grounded in the Taiwan Relations Act, the Three Joint Communiqués, and the Six Assurances [7].

Similarly, the European Union has expressed concern over the situation, urging all parties to exercise restraint and resolve disputes through dialogue. The EU continues to emphasize the

importance of maintaining the status quo in the Taiwan Strait. In response, Taiwan's Ministry of Foreign Affairs thanked the EU for its consistent support for peace and stability in the region, acknowledging its immediate statement following China's announcement of military exercises [3; 5].

On October 14, 2024, Russian Defense Minister A. Belousov met with Chinese Defense Minister Dong Jun in Beijing. This visit underscored Moscow's focus on strengthening military cooperation with Beijing amid escalating tensions in the region. For Russia, this partnership is an essential part of its broader geopolitical strategy, especially during a time of heightened conflict in Ukraine [1].

China's military activities in the Taiwan Strait have indirect yet significant repercussions for the Russia-Ukraine war. One major concern is the diversion of international attention from the conflict in Ukraine, potentially weakening the political and informational support it receives from Western countries. Furthermore, if tensions in East Asia escalate, the United States, a key ally of Ukraine, may need to redirect its resources to manage the crisis in the Indo-Pacific. This shift could result in reduced military and economic aid for Ukraine.

China's actions have also disrupted global diplomatic schedules, with key discussions on arms supplies to Ukraine postponed due to heightened tensions in the Taiwan Strait. This demonstrates the interconnected nature of global conflicts—escalation in one region can significantly impact the dynamics in another.

3. Conclusions

Taiwan is a cornerstone of China's geopolitical strategy, central to its ambitions of sovereignty and regional dominance. Its strategic location and alignment with pro-democracy allies have intensified tensions, drawing global attention to the island as a key point of international rivalry.

China's military activities around Taiwan underscore its readiness to assert dominance and challenge global powers. These actions ripple beyond the region, affecting international conflicts and alliances, such as the war in Ukraine.

The Taiwan issue exemplifies the interconnected nature of modern geopolitical challenges, with its resolution holding significant implications for both regional stability and the global balance of power.

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FACTORS CAUSING INFLATION AND WAYS TO COMBAT IT

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Dovha A. V., Davydenko I. V. Factors causing inflation and ways to combat it. This article offers a detailed analysis of the phenomenon of inflation, covering its causes, manifestations, and socio-economic consequences. By examining both historical and modern factors contributing to inflation, the article provides insights into the development of effective anti-inflationary policies, highlighting the key strategies that governments can use to manage inflation and maintain economic stability in the future.

Keywords: anti-inflationary policies, economic stability, inflation, strategies.

Довга А. В., Давиденко І. В. Фактори, що викликають інфляцію, та способи боротьби з нею. Ця стаття пропонує детальний аналіз явища інфляції, охоплюючи її причини, прояви та соціально-економічні наслідки. Розглядаючи як історичні, так і сучасні фактори, що сприяють інфляції, стаття надає уявлення про розробку ефективної антиінфляційної політики, акцентуючи увагу на ключових стратегіях, які уряди можуть використовувати для контролю інфляції та підтримки економічної стабільності в майбутньому.

Ключові слова: антиінфляційна політика, економічна стабільність, інфляція, стратегії.

1. Introduction

The *object* of the study is inflation as a macroeconomic phenomenon affecting economies across the globe, including both developed and developing countries. The *subject* of the study is the factors that cause inflation, such as demand-pull, cost-push, and monetary policy, as well as the strategies and policies implemented to combat inflation and their impact on economic stability. The *purpose* of this work is to analyze the key drivers of inflation and propose effective methods to manage and reduce inflationary pressures in various economic environments. The *relevance* of this article lies in the need to address ongoing inflationary challenges and explore solutions that can ensure sustainable economic growth and stability.

2. Factors causing inflation and ways to combat it

Inflation is the long-term and rapid decrease in the value of money due to an excessive increase in its amount in circulation. Despite this definition and the clear link between inflation and the loss of money's value, the true nature of this phenomenon has not been uniformly explained in economic literature [5].

Inflation is a complex process, both in the way it appears and in the factors that cause it. On the surface, it shows up in rising prices for goods and services, the decline of the national currency's exchange rate, and worsening shortages of products. All these are signs of money losing its value, no matter what the direct reasons are between money and goods on the market [5].

The forms of inflation have changed over time as monetary systems and money itself have developed. Understanding the reasons behind inflation is key to knowing its true nature and creating effective anti-inflation policies, which should mainly focus on dealing with the causes of inflation. Among the main factors provoking inflation is "demand-pull inflation" caused by an increase in demand in the economy, followed by "cost-push inflation" caused by the impact of

higher costs on the supply of the economy. Inflation can also be the result of "inflation expectations" - that is, what businesses think will happen to prices in the near future and start investing, with the goal of making more money over time, all of which causes inflation [5].

Milton Friedman, a well-known modern economist, believed that the only cause of inflation is having too much money in circulation [4]. This leads to higher incomes and increased demand, raising the general price level. This idea has gained wide acceptance today.

Inflation leads to tangible consequences in many spheres of social life, primarily social and economic. Precisely because of these consequences, inflation is constantly in the center of public attention, causes concern among entrepreneurs, politicians, and the entire public. Some real social and economic consequences include lowering the real incomes of the population, weakening the management of the economy, and disrupting the normal distribution of income between debtors and creditors. Inflation also pushes households and businesses to quickly get rid of their money by investing in goods and real estate, and it influences employment and unemployment rates [3].

The main goal of government regulation of inflation is to keep inflation within reasonable limits and prevent it from escalating to a level that threatens the socio-economic stability of society. The experience of developed countries in controlling inflation during the 1960s to 1990s, using Keynesian and monetarist recommendations, is very important for economic theory and practice [1].

Firstly, inflation can easily move from being controlled to uncontrolled, reaching extremely high levels and leading to serious economic and social damage. Therefore, a clear anti-inflation policy has proven to be more reliable [3].

Secondly, anti-inflation policies work better when they avoid direct interference in production and create better conditions for the development of business and market forces. Thus, these policies should not only focus on reducing money supply but also include measures to support the overall development of production on market principles [3].

What methods are used to combat inflation? Price regulation is the establishment by the government of maximum or minimum price levels that apply to certain types of goods. Wage regulation can be implemented along with price controls to contain wage increases. However, contractionary monetary policy is now seen as a more effective way to control inflation. Its goal is to reduce the amount of money in the economy by raising interest rates, which slows economic growth by making loans more expensive, thus reducing spending by consumers and businesses [2].

One of the main methods for improving and organizing money circulation is through monetary reforms – a full or partial restructuring of the monetary system by the government to stabilize the currency or improve the regulation of money flow in new economic conditions, or both. Monetary reforms, which have been carried out in different countries at different times, vary in their objectives, the depth of change in the monetary system, methods of currency stabilization, and preparation. They can be classified in various ways [2].

3. Conclusion

Nowadays, the best way to control inflation is through monetary policy, implemented by the central bank of a country. Price controls are an alternative, but they rarely succeed. In any case, it is difficult to achieve a soft landing. Anti-inflation measures need to be aggressive enough to slow the economy but not so much that they push it into a recession.

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ART AS A TOOL OF INFORMATIONAL INFLUENCE

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Drozhzhyn V. D., Huslenko I. Yu. Art as a tool of informational influence. The article reveals the concept of informational influence, focusing on art in this topic. The concept of art and its role in propaganda and manipulation of the masses are described; additionally, attention is focused on the classification of the informational influence of art with relevant examples. The concept of censorship is briefly mentioned and the opinion and philosophy of artists regarding the influence of their works are highlighted. The importance of art in the formation of worldviews and values across generations is emphasized.

Keywords: art, censorship, formation of worldviews and values, informational influence, manipulation of the masses, propaganda.

Дрожжін В. Д., Гусленко І. Ю. Мистецтво як інструмент інформаційного впливу. У статті розкривається поняття інформаційного впливу, концентрується на мистецтві в цій темі. Описується поняття мистецтва та його ролі в пропаганді та маніпулюванням масами; додатково фокусується увага на класифікації інформаційного впливу мистецтва з наведенням відповідних прикладів. Стисло згадується поняття цензури та висвітлюється думка та філософія митців стосовно впливу своїх робіт. Підкреслюється важливість мистецтва на формування світогляду та цінностей крізь покоління.

Ключові слова: інформаційний вплив, маніпуляція масами, мистецтво, пропаганда, формування світогляду та цінностей, цензура.

1. Introduction

Art, in all its diversity of forms and manifestations, plays an important role in the life of society, acting not only as a source of aesthetic pleasure, but also as a powerful tool for controlling how we see this world and what opinion we will pass on to future generations. It is important to study how it influences public opinion in order to correctly use this method of pressure and exchange of information between generations correctly. In the modern world, along with modern technologies, art is also actively changing, more and more forms of expression are being created, more and more artists are entering the public podium, because with modern opportunities, it is much easier to become famous thanks to their talent.

The issues of how art and creativity can be used to influence the masses and the question of how it has been used before and is being used now is especially urgent, given the rapid change on the world stage, where trends change daily, but art remains constant. The main key issues today are the lack of awareness by most that art is more than a beautiful aesthetic picture or a piece of writing, it is a significant aspect of propaganda and social exchange. These issues require special attention and analysis and stipulate *the relevance* of this study.

The object of the study is art as a socio-cultural phenomenon, *the subject* is the informational influence of art on public consciousness.

The aim of the research is to analyze the influence of art on public opinion using representative examples.

The following *tasks* are set to achieve the purpose:

1. to reveal the essence of "informational influence" and consider modern factors of its interdependence with art;
2. to analyze historical and modern examples of informational influence in art.

2. Art as a tool of informational influence

2.1. Informational influence: essence and interdependence with art

Our beliefs and behaviors are constantly shaped by the subtle forces of social influence. One such force, often operating beneath our conscious awareness, is informational influence. This phenomenon, rooted in our inherent desire for accuracy and understanding, describes the process by which we internalize information from others as a valid source of knowledge, guiding our own thoughts and actions.

The strength of informational influence is modulated by several factors. The credibility and expertise of the source play a crucial role. We are more likely to be swayed by the opinions of a seasoned doctor on health matters than by those of a casual acquaintance. Similarly, the level of consensus among others can amplify informational influence. When a large number of people agree on something, we tend to perceive it as more likely to be true, highlighting the persuasive power of social proof [4].

Unlike normative influence, which often leads to superficial compliance for the sake of social acceptance, informational influence can result in genuine internalization of beliefs and behaviors. This means that the changes brought about by informational influence are often more enduring and impactful, shaping our understanding of the world in profound ways.

However, the very nature of informational influence also presents potential pitfalls. While it can be a valuable tool for learning and decision-making, it can also lead us astray if the source is unreliable or the information is biased. In today's information-saturated world, where misinformation and "fake news" proliferate, the ability to critically evaluate information is more crucial than ever. Blindly accepting information without scrutiny can lead to the adoption of inaccurate or even harmful beliefs [4].

Throughout human history, from the earliest forms of communication and writing to the modern information age with its rapid exchange of vast amounts of data, art has always been an integral part of the information flow, regardless of education level, cultural development, or geographic region.

Art serves as a powerful cultural force, capable of shaping societal thought, instilling values, and facilitating transtemporal and transcultural exchange of experiences. Empirical research has shown that art has a profound impact on human well-being [3].

Visual arts, music, literature, and other forms of art often function as repositories of a society's collective memory. Unlike factual historical records, art preserves the subjective experiences of a specific time and place. It is a unique form of communication that allows people from different cultures and historical eras to connect through visual images, sounds, and other means.

Art often acts as a catalyst for social transformation. It provides a platform for marginalized groups to voice their experiences and aspirations. By evoking emotional responses, artistic works can inspire people to advocate for social and political change.

2.2. Examples of the use of art in information influence

Various creative products are often the best means of social change. Governments use murals, paintings, sculptures, dramatic films, and songs as propaganda to shape public opinion and conduct information campaigns.

The idea that art can also serve as propaganda is largely undisputed. With its ability to be easily replicated and disseminated among the population, art can be readily used to persuade citizens to adopt a particular viewpoint on behalf of a larger entity or organization. For example, the Indian government often uses murals and drawings to prevent open defecation, female feticide, deforestation, and other social ills. The U.S. Army used the slogan "I Want You for U.S. Army" along with a photograph of "Uncle Sam" as a popular recruitment poster. Art often brings historical moments to life through films like "Schindler's List," "The Pianist," "Slumdog Millionaire," "Lagaan," and many others. Such forms of art have a profound impact on society and are a powerful way to stir public opinion [6].

Many creative individuals throughout history have denied that their works were intended to shape or change societal views. However, such claims are often due to two factors: a misunderstanding of the term "propaganda" and a negative attitude towards it, especially after its active and destructive use during World War II. Propaganda is traditionally associated with negative phenomena such as political manipulation and ideological indoctrination. However, informational influence can be directed not only at promoting specific political ideologies but also at popularizing a broader worldview, multiculturalism, and other healthy values [5, p. 20].

It is important to note that the degree and direction of the informational impact of a work of art does not always fully depend on the author's intentions, and sometimes the effect turns out to be diametrically opposed to the author's vision. The concept of the "death of the author" illustrates this idea: after a work is published, the artist loses complete control over its interpretation and the ability to dictate the moral message they intended to convey. This is especially evident in the long-term perspective, when the same works that have existed for centuries acquire new meanings and evoke different reactions in the audience, unlike those of the author's contemporaries [2, pp. 12–19].

It is often impossible to determine whether the creation of a work was motivated by a conscious desire to exert propaganda influence. While the intentions of a political cartoonist may be obvious, analyzing more complex works, such as poetic texts on patriotic themes, requires deeper research [7, pp. 1–3].

The informational impact of art can be both short-term and long-term. Examples of the former include works created to mobilize the public during a conflict or to discredit a particular group of people during a time of unrest. Examples of the latter type influence entire generations, such as religious paintings and literature that shaped the thoughts of entire civilizations for centuries, or the long process of discrediting the Ukrainian nation through so-called "sharovarshchyna" in art [1].

Thus, regardless of the author's intent, art has the potential to significantly impact public consciousness, shaping values, beliefs, and worldview. This raises the issue of protection from the harmful effects of informational influence, the negative aspect of propaganda. Protecting against the negative influence of propaganda in art is a complex problem with no easy solution. Censorship, while a proven effective tool, contradicts the principles of a free society. Currently, most developed countries have found a compromise by banning a minimal number of works of art that pose a direct threat to the formation of the younger generation or raise issues of international security, such as books that glorify and even teach terrorist activities.

A theoretically utopian society where nothing is subject to censorship and people independently recognize what is harmful, approaching information with healthy criticism, is what society strives for. Therefore, developing critical thinking and media literacy is a more promising way to counter the manipulations of negative informational influence of art on people.

3. Conclusions

Summarizing the above, it should be said that the relationship between art and propaganda is complex and multifaceted. While art can be a powerful tool for persuasion and manipulation, it can also be a means of resistance, critique, and social commentary. Understanding the historical context, analyzing expert opinions, and examining case studies provides valuable insights into how art has been used for propaganda purposes and how it continues to shape our understanding of the world.

As we navigate the digital age, it is crucial to develop critical thinking skills and media literacy to discern between art that aims to inform and inspire and propaganda that seeks to manipulate and control. By recognizing the persuasive power of art and understanding its potential for both good and ill, we can engage with art in a more informed and critical manner.

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INFLUENCE OF FOREIGN TRADE ON THE NATIONAL ECONOMY FUNCTIONING: CHILE AND GERMANY

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Fedorov I. M., Davydenko I. V. Influence of foreign trade on the national economy functioning: Chile and Germany. This article provides a comprehensive analysis of the impact of foreign trade on national economies, using Chile and Germany as case studies to illustrate its role in promoting economic growth, expanding market access, and enhancing resource efficiency. The study examines key economic indicators, the structure of exports and imports, as well as the primary trade relationships for both countries. Through correlation analysis, the article identifies the effects of foreign trade on GDP, trade balance, and employment, offering a deeper understanding of the mechanisms of economic interdependence in a globalized world.

Keywords: correlation analysis, export, foreign trade, GDP, import, national economy, trade balance.

Федоров І. М., Давиденко І. В. Вплив зовнішньої торгівлі на функціонування національної економіки: Чилі та Німеччина. Ця стаття містить комплексний аналіз впливу зовнішньої торгівлі на національну економіку, розглядаючи на прикладі Чилі та Німеччини її роль у забезпеченні економічного зростання, розширенні ринків збуту та підвищенні ефективності використання ресурсів. У роботі проаналізовано ключові економічні показники, структуру експорту та імпорту, а також основні напрямки торговельних відносин для обох країн. За допомогою кореляційного аналізу визначено вплив зовнішньої торгівлі на показники ВВП, торговий баланс та зайнятість, що дозволяє глибше зрозуміти механізми економічної взаємозалежності у глобалізованому світі.

Ключові слова: ВВП, зовнішня торгівля, кореляційний аналіз, національна економіка, торговий баланс, експорт, імпорт.

1. Introduction

The *object* of this study is the impact of foreign trade on national economies, Chile and Germany, in particular, as examples of economies with distinct resource dependencies and market structures. The *subject* of the study includes the economic indicators, trade volumes, and structures of export and import for these countries, as well as the influence of foreign trade on key economic factors such as GDP, trade balance, and employment. The *purpose* of this work is to evaluate the role of foreign trade in economic growth, to explore interdependencies, and to reveal strategic directions for future economic development in a globalized context. The *relevance* of this article lies in its examination of how foreign trade shapes economic resilience and growth, contributing insights into the formulation of trade policies and strategies for strengthening national economies amidst global market competition.

Theoretical Foundations of Foreign Trade and Its Role in National Economies. Foreign trade is a critical element in modern economic systems, enabling countries to expand market access, utilize resources more effectively, and drive economic growth. By allowing countries to concentrate on the production of goods and services where they hold a competitive advantage, trade enhances productivity and stimulates overall economic development. This theory is particularly relevant for nations like Chile and Germany, where foreign trade serves as a vital component of economic growth, albeit in different ways due to their unique resources and industrial structures [1, p. 21].

The theoretical basis for foreign trade's impact on economic growth is rooted in classical economic theories. Adam Smith's absolute advantage theory suggests that countries benefit from focusing on goods they can produce more efficiently than others. David Ricardo's comparative advantage theory further refined this by arguing that even when a country can produce all goods more effectively, it gains from specializing in goods where it has a relatively higher productivity advantage. For example, Germany's emphasis on advanced manufacturing and Chile's focus on mining exports demonstrate how different economic structures drive trade strategies in line with these theories [1, p. 25].

The Heckscher-Ohlin model expands on comparative advantage by highlighting that a country's exports and imports are determined by its relative abundance of production factors, such as labor, capital, or natural resources. According to this model, Chile's trade patterns, dominated by mineral and agricultural products, utilize its natural resources, while Germany's focus on industrial goods reflects its abundant capital and skilled labor. This theoretical perspective provides a foundation for understanding each country's distinct export structures and dependencies on international trade [4, p. 13].

2. Export and Import Structures of Chile and Germany

Chile's foreign trade is heavily influenced by its natural resource wealth, particularly copper, which constitutes a significant share of its exports. In 2022, approximately 45% of Chile's exports were copper-related products, reflecting the country's reliance on mineral resources. Other key exports include lithium, fruits, and fish, which align with the Heckscher-Ohlin model of resource-based trade. Chile's main trade partners are China, the United States, and Japan, underscoring its reliance on stable international demand for raw materials [5; 4].

Germany, in contrast, has a highly industrialized export structure, with automobiles, machinery, and chemicals being its primary export goods. In 2022, Germany's automotive sector alone accounted for 15.4% of its total exports, highlighting the country's focus on advanced manufacturing and high-value products. The United States, China, and France are Germany's leading trade partners, reflecting the global demand for its technologically advanced goods. The focus on capital-intensive and technology-driven exports aligns with Germany's strengths in skilled labor and industrial capacity, which support its strong economic position in the global market [6].

Trade Balance and Economic Stability. Chile's trade balance has shown fluctuations over recent years, often displaying a deficit due to its dependency on raw materials, which are sensitive to global price changes. In 2022, despite a high volume of exports, Chile registered a trade deficit influenced by the volatility of copper prices and the increasing cost of imports, such as oil and

manufactured goods. This situation underscores Chile's economic vulnerability and the need to diversify its exports to reduce reliance on raw materials [2].

Germany, on the other hand, consistently records a trade surplus, supported by its diversified export portfolio and robust demand for its manufactured goods worldwide. Although the global disruptions in recent years have impacted Germany's trade balance, it remains a significant contributor to the country's GDP. The trade surplus strengthens Germany's economic resilience, as its diversified economy can adapt more readily to shifts in global demand [3].

Correlation Analysis of Foreign Trade Impact on the National Economies of Chile and Germany. Indicators will also be indicated by numbers for consistency with correlation analysis. An indicator of mutuality is the correlation coefficient. In correlation analysis, green color means high storage, yellow – medium, red – low storage.

The correlation analysis (see Table 1) aims to quantify the relationship between foreign trade volumes and key economic indicators, such as GDP, for both Chile and Germany, highlighting how different trade structures impact their economies. For this analysis, data from 2018 to 2022 on exports, imports, trade balance, and GDP were utilized.

Table 1

Chile: Correlation analysis				
	1	2	3	4
1				
2	0,946251801			
3	-0,71280062	-0,90133252		
4	0,767097592	0,827906812	-0,768062104	

Chile: trade indicators correlation analysis (compiled according to data [5])

Source: [7]

The analysis for Chile reveals a high positive correlation between trade volumes and GDP, indicating that growth in exports and imports strongly impacts economic performance. The data show that as Chile's trade volumes increase, so does its GDP, particularly due to its reliance on copper and other raw materials, making foreign trade a critical component of its economic stability [5].

In Germany, a similar positive correlation (see Table 2) is observed, though to a lesser extent than in Chile.

Table 2

Germany: Correlation analysis				
	1	2	3	4
1				
2	0,937245264			
3	-0,554623305	-0,809947564		
4	0,787256087	0,665828568	-0,264746821	

Germany: trade indicators correlation analysis (compiled according to data [6])

Source: [5]

Germany's more diverse and resilient economy, heavily based on manufacturing and high-value goods, shows a strong but less volatile relationship with trade. This indicates that while Germany benefits from trade, its economic structure allows for greater adaptability in the face of global demand shifts. Germany's trade-driven economy benefits from stable demand for its industrial goods, making foreign trade a reliable contributor to its GDP [6].

3. Conclusions

Foreign trade presents substantial opportunities for the development of national economies in both Chile and Germany, fostering deeper integration into the global market. The key prospects for enhancing foreign trade in these countries include the diversification of export products, which can reduce dependency on specific commodities, particularly for Chile, whose economy is heavily reliant on copper and raw materials. This diversification can open new markets and mitigate risks associated with price volatility.

For Germany, continued investment in advanced manufacturing and high-value goods can strengthen its position as a global leader in exports. Emphasizing innovation and sustainability within these sectors can attract international demand and enhance Germany's competitiveness. Additionally, improving the regulatory and legal frameworks surrounding trade will facilitate smoother operations and protect the interests of all stakeholders involved.

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SOFT POWER OF AUSTRALIA

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Fokina Y. P., Zmiiova I. V. Soft power of Australia. The article is devoted to the analysis of Australia's soft power as an important tool of its foreign policy, which shape its positive image on the political arena. The author considers the main aspects of the use of soft power, namely cultural, educational and sports diplomacy, that contribute to the country's recognition and its image. Trends in the effectiveness of Australia's soft power based on international rankings are observed. The strengths and prospects for the use of soft power and the importance of a good image for Australia in the region are also analysed.

Keywords: Australia, cultural diplomacy, educational diplomacy, foreign policy, international image, soft power, sports diplomacy.

Фокіна Є. П., Зміїова І. В. М'яка сила Австралії. Стаття присвячена аналізу м'якої сили Австралії як важливого інструменту її зовнішньої політики, який формує її позитивний імідж на політичній арені. Розглянуто основні аспекти використання м'якої сили, а саме культурної, освітньої та спортивної дипломатії, які сприяють впізнаваності країни. Відслідковано динаміку якості використання м'якої сили Австралією у відповідності до світових рейтингів й оцінювань. Також проаналізовано сильні сторони та перспективи використання м'якої сили, важливість гарного іміджу для Австралії в регіоні.

Ключові слова: Австралія, зовнішня політика, культурна дипломатія, міжнародний імідж, м'яка сила, освітня дипломатія, спортивна дипломатія.

1. Introduction

Soft power is a modern concept of international relations that was popularized by political scientist Joseph Nye. It describes the ability of a state to achieve its goals not through force, i.e. the use of military force and economic sanctions, but through the 'attractiveness' and positive image of the country. This includes the use and popularization of culture, foreign policy towards humanitarian aid, support for underdeveloped countries, demonstration of political values such as the rule of law, respect for human rights, democracy etc. Today, we can think of many examples of soft power: universities, music and Hollywood in the US, fashion and culinary in France, anime and manga in Japan, etc.

Australia is the largest player in Oceania and one of the largest players in the Indo-Pacific region, this country has one of the largest economies in the world. Its geographical location, cultural diversity and economic stability make it an attractive partner for many countries, but Australia's soft power deserves special attention, and this fact stipulates *the relevance* of this study.

This is important because it helps to understand how the country adapts to modern challenges using immaterial instruments of influence. The growing importance of cultural and educational diplomacy in international relations makes this issue key to defining Australia's role in the world. The analysis is based on scientific works, government reports, international soft power rankings (Soft Power Index), and data related to Australia's educational and cultural initiatives.

The object of the study is soft power as a concept of foreign policy influence.

The subject of the study is the peculiarities of the implementation of Australia's soft power and its impact on the country's international image

The aim of the study is to identify the main aspects of Australia's soft power and to investigate their impact on the country's image on the international arena.

The following tasks are set to achieve the purpose:

1. to analyse the main instruments of Australia's soft power;
2. to determine the role of educational, cultural, public and sports diplomacy in shaping the country's international image;
3. to explore current challenges that affect the effectiveness of soft power.

Culture of Australia, although young, has distinct features related to its multiculturalism and natural resources. Cinema, music, and sports (especially cricket and rugby) are important instruments of cultural exchange. The Australian way of life is also extremely attractive, being associated with a high standard of living, democracy and tolerance, which is highly valued by today's youth. Australian universities have high reputation in the world, attracting students from many different countries. This helps to spread Australian values and culture, as well as strengthen international relations.

Over the last decade, Australia's soft power rankings have shown a clear downward trend. After being ranked 6th in 2015, Australia dropped to 10th in 2019 and 14th by 2023 [2].

However, according to the 2024 Global Soft Power Index by the international consulting company Brand Finance, Australia ranked 13th with a total score of 58.6 [2]. The assessment was based on the opinions of the general public in more than 100 countries and specialized groups, including politicians, business people, analysts, academics, journalists, etc., based on the following criteria: Familiarity, Influence, Reputation and Business and Trade, International Relations, Education and Science, Culture and Heritage, Governance, Media and Communications, Sustainable Future, People and Values [2]. This gives some hope that the Australian government will be able to return the country in the top 10 in the coming years, as it was before 2019.

2. Types of Australian soft diplomacy

2.1. Educational diplomacy

First, it is important to look at the official statements of the Australian government regarding the vision, characteristics and use of soft power. Australia has a document that outlines the country's foreign policy course, the 2017 Foreign Policy White Paper. In Chapter 8 that is named 'Partnerships and soft power' the second part is 'Soft power' which says: 'Australia's ability to persuade and influence others is underpinned by some enduring strengths. Among these are our democracy, multicultural society, strong economy, attractive lifestyle and world-class institutions' [1]. In other words, the government recognises that the ability to effectively influence

the behaviour or thinking of others using the power of attractiveness is essential to Australia's foreign policy and is identifying priority areas that can help improve Australia's image.

In this book, the Australian government identifies the country's strengths, among which quality education is key factor. As an advanced country in Oceania and one of the best and most active countries in the Indo-Pacific region, Australia attracts students from the Pacific Islands and other less developed countries. According to the current 2024 top universities in the world, The University of Melbourne is ranked 13th, The University of Sydney – 18, followed immediately by The University of New South Wales (UNSW Sydney), the 30th place is taken by Australian National University (ANU) and the 37th – by Monash University, 5 other universities are in the top 100, the rest are listed below [7]. The presence of a large number of universities in global rankings demonstrates the high quality of education and research. This makes the country attractive to foreign students and researchers, and Australian educational institutions attract the attention of the international community, ensuring academic cooperation and knowledge exchange, strengthening the country's image and enhancing its soft power.

There are quite a few scholarship programmes in Australia, but the Australia Awards is a comprehensive international aid programme that offers scholarships at Australian universities for students, academics and professionals from Asia, the Pacific, Africa and the Middle East. For the 2024 academic year, the Department of Foreign Affairs and Trade (DFAT) offered 1,141 long-term Australia Awards scholarships to individuals from 55 partner countries. Across the global network, Australia invested around \$250 million in 2022-23 [1].

The history of this programme is closely linked to the Colombo Plan that is a historically significant project that aimed to promote economic development in Asia and the Pacific. Colombo Plan has undergone a significant evolution, transforming from an old plan to a new one to meet the challenges and opportunities of today. Established in 1950, the Old Colombo Plan was an initiative of the British Commonwealth countries aimed at post-World War II reconstruction and development by facilitating the exchange of technology, investment and expertise among participating countries, providing technical assistance to develop infrastructure and industry among each other, and supporting education, health and other social sectors. The new Colombo Plan was launched at the beginning of the 21st century, with a focus on multilateral cooperation, involving a wider range of partners, including international organisations and the private sector, and most importantly, involving young people in decision-making and project implementation.

In the education sector, the New Colombo Plan focuses on increasing knowledge of the Indo-Pacific region in Australia by supporting Australian undergraduate students to study, language training and internships in the region. The new Colombo Plan provides a scholarship programme for up to one year of study, language training and internships or mentoring, as well as a flexible mobility programme for short and long-term study, language training, internships, practice and research. The programme helps to develop a network of Australians with direct experience in the

Indo-Pacific and strong professional and personal connections across the region. Raising awareness of the region amongst the public and gaining knowledge of other cultures allows Australians to not only promote multiculturalism but also to project an image as a nation that is eager to learn and study the experience of its neighbours. They have the opportunity to promote knowledge of their culture overseas, building recognition, developing international links and improving their own education system and quality by learning from others.

2.2. Cultural diplomacy

Speaking of Australian culture, few people have not heard of AC/DC, a famous rock band whose music has become a rock classic and is associated with the energy and drive of Australian culture, and who gained considerable popularity in their time and opened the doors to the world for Australian artists; Sia, who has become the embodiment of creative freedom and artistic innovation that highlights Australia's cultural diversity and helped popularise Australian pop music; Tame Impala, who made Australia more attractive to fans of indie culture and expanded musical preferences globally; Nicole Kidman, as one of the most famous actresses from Australia, has achieved success in Hollywood, and her success has strengthened Australia's reputation as a country that produces talented actors and filmmakers; Hugh Jackman, who has become an international film star who combines the talents of an actor, singer and dancer and is actively involved in charitable events, contributing to the good image of Australians; George Miller, the director of the famous Mad Max films, has become a global authority on cinema and has drawn international attention to Australia's film potential [4]. The world-famous star Rosé, a member of the BlackPink band, who, although Korean by nationality, grew up in Australia and speaks fondly of the country where she grew up, has become a global star [5]. The South Korean band Stray Kids, also has two members who are ethnically Korean but were born and raised in Australia. The guys often share with their fans stories from their childhood, about Australia, talk about their family, showing certain moments from their everyday life. They always show their joy at returning home, whether it's for a concert or on holiday [6].

Thanks to these celebrities, the world learned more about Australian culture and art. This has contributed to a positive image of the country as a creative center that produces world-class talent. Australia has become more popular among tourists who want to see the homeland of their favourite musicians and actors, as well as visit places where famous films were shot. Thanks to the talents born on its soil, Australia has become an important player in the cultural arena.

2.3. Sport diplomacy

In addition to culture, sport is also a significant element of Australia's soft power. The country is renowned for its cricket, rugby, tennis and swimming athletes. Major international sporting events, such as the Australian Open tennis championships, attract global attention. Moreover, in 2015,

government released first Sport Diplomacy Strategy of Australia [1], opening a new era of international sporting engagement. Sport was used as a tool to raise awareness of Australia on the international arena, including political, economic and cultural aspects. One of the core elements of the strategy was to use sport to improve foreign relations with countries in the Indo-Pacific region, including sporting tournaments, athlete and coach exchanges, and support for sport development in these countries. International sporting events and exchange programmes were organized, including the Olympic Games, the Cricket World Cup, tennis and rugby tournaments in Australia. The strategy was quite successful, and in 2019, the Sport Diplomacy Strategy 2030 was launched [1], which is based on the previous one. The previous objectives were added to the new strategy to increase the economic benefits of sport for Australia through the promotion of investment, international trade and tourist attraction through major sporting events, the development of programmes that support gender equality, disability inclusion and improved access to sport for all sections of society [1].

2.4. Public diplomacy

The next important aspect is public diplomacy, as stated on the official website of the Australian Department of Foreign Affairs and Trade, it is not about government-to-government engagement, but about building people-to-people links and maintaining an extensive network of relationships with other countries [1]. This helps to promote Australia's interests on the world stage by building the necessary image.

The official website of the Ministry of Foreign Affairs and Trade states: "By building relationships outside of governments with a wide range of stakeholders that include academia, cultural institutions, think tanks, NGOs and media, we can help others to understand more about Australia and our values. This fosters mutual understanding, builds trust, increases our ability to influence and persuade, and helps to achieve foreign, trade and development policy objectives" [1].

Within the framework of the people-to-people programme, there is the Australian Cultural Diplomacy Grants Programme, a symposium on gender equality was held on 28 July 2023, in Brisbane in parallel with the FIFA Women's World Cup, and in 2024, the travelling exhibition 'Walking the Songline' was created, which took place not only within Australia, but also in India, Laos, etc. This exhibition demonstrated song lines, or dream trails, map the routes of ancestors who travelled across Australia, creating the land and its inhabitants. In 2021, there was an exhibition of Eruba artists at the Le Havre Museum of Natural History in France and many other events.

3. Conclusions

Thus, Australia has always been on the list of leaders in creating an attractive image of the country, leaders in the use of soft power. This is a young country that gained independence in 1901 and for quite some time was firmly tied to the past and the UK as a former dominion, but World War II

became an important event for the country, turning the perception of independence upside down and forcing it to focus on creating its own foreign policy. It is a country of immigrants, with very few indigenous people left, so Australia does not have such an impressive and majestic past as Italy, Germany or Greece, which attract tourists and students with their historical monuments. Australia is building a soft policy on the talents that are being born on its soil right now, on quality education, on the use of sports, on public diplomacy. And the fact that under such conditions the country has been ranked in the top 10 and top 20 for many years is truly impressive. COVID-19 had a certain negative impact on the indicators, the state was not able to adapt in time and easily in the use of soft power in a crisis, but given how quickly the government learns from its mistakes, we can expect Australia to return to the top 10 in the use of soft power and remain there despite unexpected crises.

Australia's role is especially important in the Indo-Pacific region, where the country acts as a stable partner and promoter of democratic values. The future development of Australia's soft power will depend on its ability to balance its traditional strengths with innovative approaches to diplomacy, culture and cooperation.

So, Australia has all the prerequisites for further strengthening its soft power if it can effectively respond to the challenges of our time while remaining open to the world and preserving its unique identity.

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INTERNATIONAL BUSINESS PARTNERS: DISTRIBUTION OF FUNCTIONS

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Fotina A. S., Davydenko I. V. International business partners: distribution of functions. The article provides a comprehensive analysis of the proper distribution of functions of international business partners, which covers their social and economic characteristics. By analyzing the peculiarities of this topic, the article provides the study of the importance of partnerships and the proper distribution of responsibilities in order to get the successful growth of any company.

Keywords: distribution, functions, international business, partners, relations.

Фотіна А. С., Давиденко І. В. Розподіл функцій міжнародних бізнес-партнерів. Ця стаття містить комплексний аналіз правильного розподілу функцій міжнародних бізнес-партнерів, який охоплює їхні соціальні та економічні характеристики. Аналізуючи особливості цієї теми, дослідження пропонує розглянути важливість партнерських відносин і правильного розподілу обов'язків для успішного зростання компанії.

Ключові слова: відносини, дистрибуція, міжнародний бізнес, партнери, функції.

1. Introduction

The *object* of the study is international business partnerships. The *subject* of the study is the processes of distribution of functions between partners such as responsibilities, resources, knowledge, management of risks. The *purpose* of this paper is to study the optimization of the distribution of functions among international business partners in order to improve collaborative performance. The *relevance* of this article is defined by the current economic, political, financial and social processes happening all over the world.

International business is gaining popularity these days, entrepreneurs are looking for partners all over the world in order to enter international platforms. But how can the roles and responsibilities of partners be properly distributed? All multinationals have similar basic goals: the desire to control the expansion of their business at a strategic level; to partner with local distributors, at least in the early years, to benefit from local expertise; and to minimize costs and risks in these new ventures. However, finding a balance between the two is difficult. On the one hand, distributors know the distinctive characteristics of their markets and most customers prefer to do business with local partners, but on the other hand, changes in the market entry process are usually corrective measures to address imbalances created in the initial stages, and many of these changes lead to new imbalances.

2. International business partners: distribution of functions

There are seven rules how to choose international distributors correctly [3]: 1. one should choose the distributors oneself; letting them choose you is inappropriate; entering a new international market should be the result of a strategic decision based on an objective market assessment; the most impatient potential distributors may not be the right people to work with [3]. 2. distributors

who can develop markets are more preferable than those who have a few obvious customer contacts; the choice of distributors and the terms of the relationship should be consistent with the long-term goals of the multinational corporation [3]. 3. treating local distributors as long-term partners is worth; relationships should be built in such a way that distributors become marketing partners ready to invest in long-term market development, otherwise, the distributor may not take you seriously and may even sue you; in many countries, laws favor local companies over foreign suppliers, so a multinational corporation may face a protracted battle for distribution rights; moreover, with a short-term agreement, there is little incentive for a local distributor to grow its business over the long term [3]. 4. to maintain strategic control, multinational corporations must allocate sufficient corporate resources; this is especially true at market entry, when corporations are less confident about their prospects in new countries; providing training for distributor employees is not enough; allocating resources in advance leads to better relationships with local distributors, which improves business performance [3]. 5. multinational corporations should convene and hold planning sessions and exercise control over what products to sell, how to position them and how to budget, and then the independent distributor should be able to adapt the multinational corporation's strategy to local conditions [3]. 6. the distributors should provide you with detailed market and financial data; only a high degree of information will help the multinational corporation to utilize its competitive advantages at a high level. Also, it is interesting to note that in many countries, distributor organizations are the only sources of such information, so the contract with the distributor should contain detailed market and financial data [3]. 7. close links between national distributors are to be established; the company should do this as a first priority, even before establishing a customer base; communicating ideas in local markets can improve performance and lead to greater consistency in international strategies [3].

To summarize all these rules, companies should choose local distributors carefully by researching their skills and experience, and should not forget about checking reports and transparency in the relationship.

Let us go deep into the best practices for identifying partners. Firstly, partners should be evaluated against a set of criteria that reflect your goals and expectations. Partners should be evaluated as to their strategic alignment, performance, capacity and needs: strategic alignment defines the partner's vision, mission, values and goals that align with yours; performance is how well your partner achieves agreed outcomes, metrics and standards; capacity reveals how well your partner can grow, innovate and scale with you; and needs are determined by the support, guidance and investment your partner needs from you. Secondly, you need to categorize your partners into different segments based on their scores, i.e. group them according to their value and priority. For example, you might categorize them from most important to most incidental, based on their

alignment, potential and needs. Thirdly, you need to categorize your resources according to the categories of your partners. You need to determine how much time, money and attention you should devote to each partner segment. You should also remember that prioritizing your partners is not a one-off exercise. You should regularly review and adjust your partner portfolio to reflect any changes in your objectives, expectations, market conditions and partner performance. You should also communicate your priorities clearly and transparently to your partners and seek their feedback and suggestions. This will ensure that you maximize your value and influence and build long-term, mutually beneficial relationships with your partners [4].

The following focus is on distribution channels. The distribution channel acts as a link between producers and consumers, ensuring that products are available where and when customers need them. This function involves managing transport, warehousing and inventory to streamline the movement of goods from producers to consumers. Distribution channels play the role of maximizing company profits by efficiently delivering products to customers. They also help in reaching out to a larger customer base by selling through retailers or online shops. And partnerships with international distributors allow a company to sell its products in foreign markets without having to set up its own representative office there [6].

Distributors help to promote new products through targeted advertising campaigns, sales promotion, market research and after-sales service. It is worth noting that without intermediaries, a firm would require significant investment to establish and maintain direct sales channels and its reach would be limited. With indirect channels, i.e. channels involving intermediaries, the market reach will increase significantly and also the initial investment will be much lower [6].

A company can also opt for a hybrid distribution channel, which combines both direct and indirect sales methods to reach customers. An example of a hybrid distribution channel is Nike, which sells its products through its website and retail shops, but in addition the company works with various retailers to sell its products. On the one hand hybrid channels help businesses to reach a wider audience and have the flexibility to adapt their marketing efforts according to the specific needs and preferences of the target audience, but on the other hand this method requires a lot of effort and expertise and there may also be a problem with customer interaction and brand control [6]. The optimization of processes in the distribution channel implies increasing efficiency at every stage of the goods movement from the producer to the end consumer. Proper distribution of all functions will help the company to save costs, improve communication with consumers, and help to forecast demand.

Business partner relationships are a very important aspect that helps in maintaining comprehensive master data for its partners, which reduces the effort that is required to maintain and enhance the master data. It helps to ensure effective communication and co-operation between

spruce partners. Through business partner relationships a company can expand its target audience, thanks to additional information and data for the specialized area in which we acquire a partner, and also, improve communication with customers around the world [2].

The relationship can be of different degrees. A company can establish a partner as an employee of the company, or as a subsidiary of the company, and the co-operation can be in the field of sales or, in order to facilitate the support of suppliers and customers, a contact relationship are created, which can support the co-operation in case of queries or various problems [2].

There are five tips to divide responsibilities with a business partner wisely and achieve success [1]: 1. one is to define common goals and tasks at the outset, this will help partners prevent conflicts and disagreements that may arise due to different expectations; one should discuss individual goals, expectations and steps to achieve goals [1]. 2. one is to analyze strengths and weaknesses to see how they can be used to achieve goals [1]. 3. the responsibilities and roles of each partner should also be clearly defined to avoid confusion and improve organization and efficiency; it is necessary to hold regular meetings to avoid overloading the partners, because the modern market is constantly changing and it is necessary to constantly adjust the plan and responsibilities [1]. 4. communication and interaction with partners to avoid misunderstandings, conflicts and mistakes are very important; communication can be not only in regular meetings, but also thanks to different social media or platforms, and one has to be honest, open, attentive, understanding and always find a compromise with partners [1]. 5. one should not forget about regulations and documents that can help to avoid ambiguities, protect the interests of each partner, and which will be the basis for solving possible quarrels. At the same time, it is also worth noting that the partnership agreement should be detailed and cover all aspects of co-operation [1].

There is an example of well-known companies that have improved their position in the market due to the successful function distribution among business partners: Apple and Foxconn Technology Group. Apple manages real-time inventory of key parts in Foxconn's warehouses, and Apple employees are constantly in the supplier's factories; Apple focuses on design, research and development, marketing and brand management, while Foxconn is responsible for manufacturing and assembly; this business partner allows Apple to scale quickly without the complexities of managing production capacity; Foxconn's expertise in efficient and cost-effective manufacturing has been crucial in enabling Apple to produce products on a global scale [5].

3. Conclusion

The proper distribution of responsibilities between partners is a sure key to success. Only with the correct distribution of responsibilities is it possible to promote business. Proper distribution of functions between international business partners helps to optimize processes and improve the

efficiency of joint projects. Each party can focus on its core competences, which helps to improve product or service quality, reduce costs and speed up the fulfilment of tasks. In addition, the proper distribution of business partner functions helps to take into account cultural, legal and economic differences between countries, adapt to the specifics of local markets, minimize risks associated with legal and cultural barriers, and improve the quality of interaction with local customers. Also, proper division of labor helps to minimize risks associated with operational failures, market changes or political factors. The distribution of responsibilities between partners minimizes the burden on each participant, making the business more resilient to external challenges. In general, the distribution of functions between international business partners is an important tool for achieving strategic goals, improving business efficiency and successful integration in international markets.

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THE NEW GEOPOLITICAL ORDER: THE TRILATERAL ALLIANCE OF RUSSIA, NORTH KOREA, AND IRAN IN THE CONTEXT OF THE WAR IN UKRAINE

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Gladkova A. S., Karpenko O. V. The new geopolitical order: the trilateral alliance of Russia, North Korea, and Iran in the context of the war in Ukraine. This article analyzes the geopolitical implications of the trilateral alliance formed between Russia, North Korea, and Iran, particularly in relation to the war in Ukraine. It explores how this alliance disrupts the existing global order, with a focus on the military, economic, and political cooperation between these countries. The study examines the shared interests of the three states, including resistance to Western sanctions, support for authoritarian regimes, and efforts to influence strategic regions. Furthermore, the article discusses the global consequences of this alliance, including the exacerbation of regional conflicts and the weakening of international institutions such as the United Nations.

Keywords: geopolitical alliance, Iran, military cooperation, North Korea, Russia, sanctions, Ukraine war.

Гладкова А. С., Карпенко О. В. Новый геополитический порядок: тристоронний альянс России, КНДР та Ірану у контексті війни в Україні. У статті розглядаються геополітичні наслідки тристороннього альянсу між Росією, КНДР та Іраном, зокрема в контексті війни в Україні. Аналізується, як цей альянс порушує існуючий світовий порядок, зокрема через військову, економічну та політичну співпрацю між цими країнами. Досліджено спільні інтереси трьох держав, зокрема протидія західним санкціям, підтримка авторитарних режимів та намагання впливати на стратегічні регіони. Стаття також обговорює глобальні наслідки цього альянсу, зокрема загострення регіональних конфліктів, ослаблення міжнародних інститутів, таких як ООН.

Ключові слова: війна в Україні, військова співпраця, геополітичний альянс, Іран, КНДР, Росія, санкції.

1. Introduction

The tripartite alliance between Russia, North Korea, and Iran represents a new geopolitical reality with profound consequences for global stability and security. This alliance challenges the current international order, particularly for Western democracies, as it strengthens authoritarian regimes that openly defy international norms. Amid ongoing global sanctions and military conflicts, the cooperation between these nations is rapidly intensifying, presenting unforeseen risks to international peace and security. *The relevance* of this study is further amplified by Russia's aggression in Ukraine, which has triggered a reconfiguration of international relations and reinforced the need for a detailed analysis of the impact of this alliance on world politics.

The object of this study is the geopolitical, military, and economic cooperation between Russia, North Korea, and Iran, focusing on its implications for international stability and security.

The subject of the study is the impact of the Russia-North Korea-Iran alliance on the global geopolitical landscape, particularly in the context of the ongoing war in Ukraine. The study examines the nature of military collaboration, economic support mechanisms, and strategic realignments within this tripartite alliance.

The aim of this research is to investigate the influence of the Russia-North Korea-Iran alliance on global stability and security. It aims to assess the ramifications of this cooperation on international relations, with a particular focus on military dynamics, economic strategies, and the evolving global balance of power.

To achieve the aim of the study, the following *tasks* will be addressed:

1. to analyze the geopolitical and military aspects of cooperation between Russia, North Korea, and Iran;
2. to evaluate the consequences of this cooperation for global security, with a specific focus on the ongoing conflict in Ukraine;
3. to identify potential measures to prevent the destabilizing effects of this alliance on international peace and security, including the strengthening of sanctions and global diplomatic efforts.

2. Geopolitical and military aspects of the Russia-North Korea-Iran cooperation

2.1. Historical evolution and strategic interests

The cooperation between Russia, North Korea, and Iran is rooted in a shared desire to challenge Western dominance in global geopolitics. Historically, these nations have faced various forms of economic sanctions and diplomatic isolation, which have prompted them to seek alliances with one another to circumvent these obstacles. Russia's military and political ambitions, especially since the annexation of Crimea in 2014 and its subsequent invasion of Ukraine in 2022, have driven it closer to North Korea and Iran, both of which also face international condemnation and sanctions.

For North Korea, maintaining its autocratic regime and advancing its nuclear weapons program are paramount objectives. Russia, with its global clout and vast military resources, provides North Korea with crucial support. In exchange, North Korea offers its vast stockpiles of military artillery and ammunition, which are invaluable for Russia's ongoing conflict in Ukraine. Additionally, both countries share a mutual interest in undermining the influence of the United States and its allies [1].

Iran's involvement is similarly driven by the desire to secure its regional interests, especially in the Middle East. Iran has been an advocate for the creation of a multipolar world order, one in which the US and NATO hegemony is diminished. By allying with Russia and North Korea, Iran seeks to bolster its strategic position, acquire advanced military technologies, and gain support in its quest to counteract Western sanctions. Over time, this cooperation has developed into a significant geopolitical triangle, with each country benefiting from the partnership in ways that enhance their individual strategic objectives [5].

2.2. Military cooperation and its impact on the Ukraine conflict

The military cooperation between Russia, North Korea, and Iran has evolved into a critical component of the ongoing conflict in Ukraine. Russia's invasion of Ukraine in 2022 has been heavily impacted by its ability to secure arms supplies from North Korea, which has vast stocks

of artillery, rockets, and other munitions. These supplies have alleviated Russia's struggles with depleted weapon reserves and continue to play a role in prolonging the conflict. In exchange, Russia provides North Korea with advanced technology, including missile technology and other military expertise, further solidifying their alliance.

Moreover, Iran's role in the conflict has extended beyond weapons supplies. Iran has been instrumental in providing Russia with unmanned aerial vehicles (UAVs) and missile systems, which have been deployed extensively in Ukraine. These UAVs have been used to attack both military and civilian targets, causing widespread destruction. Iran's assistance in this domain is indicative of its growing influence in the conflict and its determination to assert itself as a key player in the broader geopolitical struggle against the West [4].

2.3. Consequences for global security and measures for prevention

The geopolitical alliance between Russia, North Korea, and Iran has far-reaching implications for global security. The continuation of this cooperation threatens to destabilize international peace, especially in Europe and the Middle East. The provision of military resources and technology to Russia has allowed it to prolong its aggression in Ukraine, with devastating consequences for global stability. As the war continues, the potential for further escalation, including the involvement of additional actors like China, remains high.

To mitigate the destabilizing effects of this alliance, it is essential for the international community to strengthen existing sanctions and implement additional diplomatic efforts to curb the military cooperation between these nations. The United States and European Union, along with other global powers, must prioritize a coordinated response to undermine the economic and military partnerships that sustain the Russia-North Korea-Iran axis. Increased diplomatic pressure, more robust sanctions, and a united international stance could prevent further destabilization of regions already affected by the war [2; 3].

3. Conclusions

Summarizing the above, it should be said that the alliance between Russia, North Korea, and Iran represents a significant geopolitical challenge with wide-ranging consequences for global security. Rooted in a shared desire to counteract Western influence and circumvent international sanctions, this cooperation has evolved into a multifaceted relationship, strengthening each nation's military capabilities and broadening their geopolitical influence. In the context of the ongoing war in Ukraine, this partnership has had a direct impact on the course of the conflict, as Russia has benefited from military support, including ammunition and advanced technology, supplied by North Korea and Iran.

These contributions have allowed Russia to sustain its aggression against Ukraine, exacerbating the humanitarian crisis and increasing the risks of broader regional instability.

The consequences of this cooperation extend far beyond the conflict in Ukraine. The strategic alignment of Russia, North Korea, and Iran has the potential to destabilize other regions, particularly the Middle East and East Asia, where these countries have vested interests. Iran's role in supplying advanced weaponry and technology to Russia, coupled with North Korea's vast stockpiles of military resources, has strengthened the adversaries of the West and raised the stakes for global peace and security.

To prevent further escalation and mitigate the destabilizing effects of this alliance, it is crucial for the international community to take decisive action. Strengthening sanctions against Russia, North Korea, and Iran, as well as intensifying diplomatic efforts to isolate these nations, will be vital in curbing the military cooperation between them. A unified approach from global powers, alongside robust international oversight, is necessary to disrupt the flow of military resources and technology that sustain this dangerous partnership. Only through coordinated efforts can the destabilizing effects of this alliance be contained, ensuring greater stability and peace in the international arena.

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CHINA'S SOFT POWER: CULTURAL EXPANSION OR COOPERATIVE DIPLOMACY?

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Grytsenko A. V., Astapova T. O. China's soft power: cultural expansion or cooperative diplomacy? The article explores China's soft power strategy analyzing whether it is cultural expansion or cooperative diplomacy. The key focus is on the "Belt and Road Initiative" as a tool for encouraging international partnerships and cultural exchange, alongside the role of Confucius Institutes in promoting Chinese culture. The study examines China's methods of promoting its image globally and using cultural and economic initiatives to strengthen its global influence.

Keywords: Belt and Road Initiative, China, Confucius Institutes, cultural diplomacy, cultural exchange, global influence, soft power.

Гриценко А. В., Астапова Т. О. М'яка сила Китаю: культурна експансія чи дипломатія співпраці? У статті досліджується стратегія «м'якої сили» Китаю, аналізуючи, чи є вона культурною експансією або дипломатією співробітництва. Основна увага приділяється ініціативі «Один пояс, один шлях» як інструменту заохочення міжнародного партнерства та культурного обміну, а також ролі Інститутів Конфуція у просуванні китайської культури. У дослідженні розглядаються методи просування Китаєм свого іміджу в світі та використання культурних і економічних ініціатив для посилення свого глобального впливу.

Ключові слова: глобальний вплив, ініціатива «Один пояс, один шлях», Інститути Конфуція, Китай, культурна дипломатія, культурний обмін, м'яка сила.

1. Introduction

In recent years China's rise as a global power has sparked significant interest in understanding its approach to international influence. One of the central aspects of this influence is China's soft power strategy which relies on cultural, educational, and diplomatic initiatives to strengthen its global presence. As China continues to expand its global reach, the role of soft power in shaping its relationships with other nations has become increasingly important.

The relevance of this study lies in the growing role of soft power in China's foreign policy and its impact on the country's position on the world stage.

The object of the study is China's soft power and *the subject* is the mechanisms and strategies China employs to enhance its global influence.

The aim of the research is to analyze the role of China's soft power in shaping its foreign policy and international relations.

The following *tasks* are set to achieve the purpose:

1. To examine the key components of China's soft power strategy.
2. To analyze the role of cultural diplomacy and educational exchanges in China's global influence.
3. To investigate the influence of China's soft power on global perceptions of the country.

2. China's Soft Power: Strategies and Tools

2.1. Soft Power as the Foundation of China's Foreign Policy

Soft power as a concept was introduced by the American political scientist Joseph Nye and means the ability of a country to influence others through the appeal of its values and institutions rather

than through coercion or force. It consists of three main elements: culture, political ideology, and diplomacy [1]. For China this concept is important in shaping its foreign policy. The country is actively using its rich cultural heritage, economic initiatives, and diplomatic strategies to strengthen its influence in the international arena.

China's cultural diplomacy today aims to create a positive image of the country emphasizing its thousand-year history and stability. China wants to present itself as a civilization with a rich cultural heritage and a strong state. In 2014 Xi announced that developing China's soft powers can be achieved through the state's ability in global communication and its capacity of building a good communication system [6, p. 97]. As Xi notes, "We must stay confident in our history and culture, make the past serve the present, and develop the new from the old." Promoting cultural attractions, traditional crafts, medicine, philosophy, and sports is part of the country's brand strategy and it also promotes its cultural influence on the international stage" [7, p. 32].

The second important element of China's soft power is its economic focus. Since 2010 when China became the world's second largest economy after the United States, the country has been actively using economic tools to improve its image in the international arena. Infrastructure projects, the spread of technology, and the role of helping less developed countries through credit are all components of China's soft power [1]. In particular, China's financing is an important component of this strategy as it not only contributes to the development of other countries but also strengthens China's international influence by demonstrating the effectiveness of its economic model.

Thus, soft power is an important part of China's foreign policy which not only contributes to improving its international image but also positions the country as a dominant force on the world stage. Through cultural diplomacy and economic cooperation China shapes the image of its global presence presenting itself as a stabilizing force with a rich contribution to the world.

2.2. The Belt and Road Initiative as a Platform for Cultural Exchange

The Belt and Road Initiative (BRI) is an ambitious initiative started in 2013 by China that aims to provide the country with a center of political, economic, and cultural influence through a vast expanse of land and sea routes. Xi Jinping describes the BRI as a modern platform with infrastructure projects and initiatives to replace the ancient Silk Road network that existed until the 15th century [7, p. 49].

The Belt and Road Initiative is the largest infrastructure project of our time which aims to create a global network of roads, ports, railways and pipelines that will promote economic development in Asia and improve people-to-people relations [2].

Many countries in South, Southeast, and Central Asia such as India, Indonesia, and Kazakhstan face a lack of finance, technology, and expertise, especially in the areas of industry and infrastructure. China offers unique opportunities for international cooperation and know-how exchange contributing to the development of infrastructure in these regions. Today China's foreign trade and investment ties continue to strengthen, and the yuan is increasingly used as an official reserve asset in the global economy [4, pp. 110–112].

In addition to the economic aspect the BRI also promotes cultural exchange. China is actively engaging universities, research centers, and cultural institutes to promote its culture, organize conferences, publish joint materials, and develop “human connections.” The initiative involves the integration of cultural tools into joint work with participating countries promoting cultural exchange on a global scale.

Thus, The Belt and Road Initiative is a strategic tool through which China plans to achieve both short-term and long-term goals at the same time. The project does not have a specific completion date as patience is an important feature of the Eastern mentality. This initiative is the foundation of China's foreign policy which implies continued support from successive governments for years and decades to come.

2.3. Confucius Institutes as a Tool of Cultural Diplomacy

China is actively using its culture and language as important tools to strengthen its soft power in the world. To this end, it uses various channels, including television, radio, the Internet, cinema and establishes cultural and linguistic institutions abroad. In 2004, China launched an initiative to establish Confucius Institutes in other countries. Today there are more than 400 Confucius Institutes and 500 Confucius Classrooms in 120 countries, and China plans to increase their number further to promote Chinese language and culture more widely [6, p. 99].

Around 200 Confucius Institutes operate in Europe including several in Ukraine. In Kyiv Institutes are based at Taras Shevchenko National University and the National Linguistic University. Others are located in Kharkiv, Odesa, and Zaporizhzhia. In 2013 the Confucius Institute at Luhansk University was recognized as the best globally and in 2014 it relocated due to the occupation. Beyond traditional centers specialized institutes are being established. For instance, the Music Confucius Center at the National Music Academy promotes Chinese musical arts and cultural collaboration. Similar centers exist abroad, such as in New York (finance), Athens (business), and London (Chinese medicine) [2].

It is worth noting that in Confucius Classrooms as well as in Confucius Institutes native Chinese speakers and teachers from China work with their salaries and living expenses covered (either fully or partially) by China.

Confucius Institutes organize Chinese language courses, lectures, seminars, competitions, contests, and testing for HSK certificates which confirm the level of Chinese language proficiency. They also facilitate internships in China [3, p. 39]. These activities promote cultural exchange, improve mutual understanding, and strengthen economic and diplomatic relations. China, in turn, is increasing its cultural and political influence in the world.

In this way, the main tasks of the Confucius Institutes are to develop communication in Chinese, deepen understanding of Chinese culture and language in the world, and promote people-to-people exchanges between China and other countries.

3. Conclusions

China's soft power combines elements of both cultural expansion and cooperative diplomacy. On the one hand, China actively promotes its culture, language, and values through Confucius Institutes, media, and initiatives such as the Belt and Road which can be seen as cultural expansion to increase global influence. On the other hand, China offers international cooperation based on common benefit for partners which is a form of cooperative diplomacy. Therefore, China's soft power is a combination of these two aspects where cultural influence and cooperation complement each other.

This approach not only strengthens China's global presence but also fosters mutual understanding, facilitates economic development, and builds long-term diplomatic ties. By combining cultural promotion with international collaboration China enhances its position on the world stage while creating win-win scenarios for both itself and its partners.

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SMART CITIES AS A DRIVER OF ECONOMIC DEVELOPMENT IN THE CONDITIONS OF GLOBALIZATION

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Gurina O. S., Zmiiova I. V. Smart cities as a driver of economic development in the conditions of globalization. The article discusses the concept of smart cities and their importance for global economic development. The article identifies three main pillars of smart cities – technological innovation, sustainability and urban mobility – emphasising their interaction to improve the functionality of the city as a whole, increase the competitiveness of cities, create jobs and attract both domestic and international investment, which are important for economic growth. The article highlights the importance of adopting new technologies at the global level, stating that the widespread adoption of smart city solutions is not just an urban trend, but a necessity for the future development of cities and ensuring their long-term sustainability and viability.

Keywords: economic development, globalization, smart city, sustainability, technological innovation, urban mobility.

Гурина О. С., Змійова І. В. Розумні міста як рушій економічного розвитку в умовах глобалізації. У статті розглядається концепція розумних міст та їх значення для глобального економічного розвитку. Виділено три основні стовпи розумного міста – технологічні інновації, стійкість та міська мобільність, підкреслюючи їх взаємодію для покращення функціональності міста в цілому, підвищення конкурентоспроможності міст, створення робочих місць та залученню як внутрішніх, так і міжнародних інвестицій, що є важливими для економічного зростання. У статті підкреслюється важливість прийняття нових технологій на глобальному рівні, наголошуючи, що широке впровадження рішень розумних міст є не просто міським трендом, а необхідністю для майбутнього розвитку міст та забезпечення їхньої довгострокової стійкості та життєздатності.

Ключові слова: глобалізація, економічний розвиток, міська мобільність, розумне місто, сталий розвиток, технологічні інновації.

1. Introduction

In the era of globalization, urbanization has become a determining characteristic of economic and social development. Cities are no longer mere residential areas but dynamic hubs of innovation, trade, and culture. This transformation has not only reshaped economic systems but also influenced the social and environmental landscapes of our world.

The rise of smart cities exemplifies this shift. These cities, characterized by their integration of advanced technologies, sustainable practices, and efficient resource management, are setting new standards for urban living. They address critical global challenges such as climate change, overpopulation, and resource scarcity, while simultaneously fostering economic growth and enhancing the quality of life for their residents.

These developments underscore the importance of smart cities and stipulate *the relevance* of this study in exploring their role in addressing contemporary challenges and shaping sustainable urban futures.

The object of the study is smart cities as innovative ecosystems that integrate technology, sustainability, and urban planning. *The subject* is the mechanisms by which smart cities drive economic development in a globalized world.

The aim of this study is to analyze how smart cities function as drivers of economic growth in a rapidly globalizing world.

The following **tasks** are set to achieve the purpose:

1. to define the concept of smart cities and identify their key features;
2. to explore the economic benefits and opportunities generated by smart city initiatives;
3. to examine the challenges associated with implementing smart city projects.

2. Smart cities and globalization

2.1. The concept of a smart city and key features

A city is considered smart when it harnesses a network of interconnected technologies and data to enhance the quality of life for its residents, improve urban services, and promote sustainability. The goal of this cities is to create an efficient and sustainable environment that benefits both the city's infrastructure and its inhabitants [4].

Key technologies driving smart cities include Information and Communications Technology (ICT), the Internet of Things (IoT), Geographical Information Systems (GIS), and sometimes artificial intelligence (AI) and blockchain technology. For example, AI can help optimize parking systems, and blockchain can enable residents to trade energy with neighbors, promoting both sustainability and efficiency [4].

Through the integration of advanced technologies such as ICT, IoT, and GIS, a smart city efficiently manages resources, optimizes infrastructure, and fosters innovation. These technologies help to create an environment where economic growth, social well-being, and environmental sustainability are supported by data-driven decision-making and innovative technological systems [4].

In a smart city, digital technologies are seamlessly integrated into various aspects of urban life, including infrastructure, mobility, homes, and energy. These cities use smart energy solutions to optimize energy distribution and consumption, promoting sustainability with innovations like smart lighting and remote controls. Buildings in smart cities are designed for energy efficiency, reducing waste and pollution while utilizing smart technologies for better control over heating, air conditioning, and security systems. AI and IoT technologies enhance safety and security by enabling real-time monitoring, detecting irregularities, and sending alerts for quick responses to threats [7].

Urban furniture such as benches, bus shelters, and streetlights are equipped with digital technologies to add more functionality. In terms of mobility, smart cities offer electric vehicles, including cars and public transport, powered by renewable energy and supported by digital charging networks. Smart planning platforms help city managers optimize infrastructure and services based on real-time data, ensuring efficiency. Finally, smart homes integrate intelligent

devices and systems that allow residents to control heating, cooling, and security remotely, minimizing energy usage [7].

According to the Smart City Index 2024, the top 10 smart cities in the world are Zurich, Oslo, Canberra, Geneva, Singapore, Copenhagen, Lausanne, London, Helsinki, and Abu Dhabi [6].

2.2. Economic impacts of smart cities

Smart cities drive economic growth by enhancing efficiency, creating jobs, and attracting investments. Automated systems like smart traffic management and waste collection optimize resources, reduce costs, and improve public services. Smart cities also foster job creation in IT, engineering, and urban planning, while their advanced infrastructure and quality of life attract businesses and investments, increasing tax revenues.

Innovative payment solutions streamline bureaucratic processes, boosting economic activity, and technologies like augmented reality enhance tourism, increasing visitor spending. Additionally, smart grids and efficient lighting systems reduce operational costs, saving millions in energy and maintenance expenses. Enhanced public services and livability further retain talent and attract new residents, supporting sustained economic growth [2].

Smart cities offer several opportunities in the context of globalization. They leverage technologies like IoT and digital twins to optimize traffic, energy, and water use, which reduces congestion, emissions, and environmental impact. The development of smart cities also creates jobs in emerging sectors like data analytics and urban tech, while attracting investment and fostering innovation [3; 4].

Smart city initiatives improve public services through e-governance and healthcare innovations like telemedicine, making services more accessible and cost-efficient. They also contribute to sustainability by reducing pollution through optimized transportation and energy use, and promoting sustainable urban development to address climate change. Additionally, smart cities enhance residents' quality of life by improving accessibility, fostering community engagement, and ensuring more inclusive decision-making [2; 3; 4].

Globalization offers opportunities for smart cities but also brings challenges. Urban areas consume a large share of global resources and contribute significantly to pollution. As cities expand, they must find sustainable solutions to address these issues. The widespread use of IoT devices in smart cities raises the risk of cyber-attacks, requiring strong security measures to safeguard urban infrastructure [2; 5; 8].

3. Challenges and Case Studies

3.1. Challenges in Smart City Development

Implementation of smart city technologies presents significant challenges, including high initial costs and data privacy concerns.

High initial costs are a key barrier, as cities must invest heavily in IoT devices, data analytics platforms, and advanced infrastructure. Public-private partnerships offer a practical solution by allowing cities to share financial responsibilities with private companies, reducing the burden and spreading risks [2].

Data privacy is another major concern, as extensive data collection brings about questions about how personal information is used and stored. To address this, cities must adopt transparent data policies, implement strict governance frameworks, and ensure robust cybersecurity measures. Partnering with experts in cybersecurity helps municipalities create secure and tailored solutions that safeguard residents' data while enabling smart city advancements [2].

3.2. Case studies

Singapore, a city-state in South-East Asia, is recognized for its innovative urban planning and sustainable development. Despite limited land and high population density, Singapore has successfully integrated green spaces, efficient infrastructure, and smart technologies to address climate challenges while balancing economic growth and environmental conservation [1].

Key initiatives include green building standards like the BCA Green Mark, an extensive public transportation system (MRT and buses), and advanced water management systems to mitigate flooding and rising sea levels. These efforts have improved air quality, enhanced climate resilience, and positioned Singapore as a global leader in sustainable urban development, attracting international recognition and investment. Lessons from Singapore highlight the importance of integrated planning, technology adoption, and community engagement [1].

Helsinki, Finland, is renowned for its innovative sustainable urban development and commitment to environmental conservation. To address challenges like urban growth, carbon emissions, and natural landscape preservation, the city implemented energy-efficient building standards, expanded tram networks, invested in cycling infrastructure, and promoted circular economy practices such as waste reduction and recycling [1].

These initiatives have improved air quality, reduced greenhouse gas emissions, and enhanced urban biodiversity. By integrating nature with urban living and fostering innovation hubs, Helsinki has become a European leader in environmental sustainability, emphasizing climate resilience and community engagement [1].

4. Conclusions

Smart cities represent the future of urban development, offering solutions to some of the most pressing challenges of globalization. By leveraging technology and fostering innovation, these cities enhance economic growth, sustainability, and global competitiveness. However, addressing

challenges such as high costs and cybersecurity risks is essential to ensure equitable development. Continued investment in research and technology will be key to realizing the full potential of smart cities in driving economic progress.

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THE MODERN POLITICAL ENVIRONMENT AND SYSTEMIC CONSTRAINTS IN A GENDER PERSPECTIVE

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Harkava M. M., Karpenko O. V. The modern political environment and systemic constraints in a gender perspective. This article explores the concepts and principles of female and male leadership, their interconnection and differences, with a focus on the challenges women in power face. It examines examples of female heads of state, highlighting their strengths and the contrast to the masculine approach in governing nations.

Keywords: gender, gender theory, female president, femininity, feminist theory, masculinity, power structure.

Гаркава М. М., Карпенко О. В. Сучасне політичне середовище та системні обмеження в гендерному розрізі. У цій статті розкриваються поняття та принципи жіночого та чоловічого лідерства, їх взаємозв'язок та відмінності, робиться акцент саме на викликах із якими стикаються жінки при владі, досліджуються приклади жінок-глав держав, їх сильні сторони та протипада маскулінному підходу в управлінні державами.

Ключові слова: гендер, гендерна теорія, маскулінність, президентка, структура влади, феміністична теорія, фемінізм.

1. Introduction

In recent years, there has been a growing interest in studying the relationship between gender and power dynamics in the field of international relations. This domain has historically been characterized by the dominance of male leaders, which has been reflected both in traditional power structures and in established social norms. At the same time, the increasing involvement of women in leadership positions as heads of state challenges the established status quo, providing valuable material for analyzing the transformations of the contemporary global political landscape. Researching the experiences, challenges, and achievements of women in leadership roles is crucial for a deeper understanding of the complexities of gender dynamics in the context of international relations.

Significant contributions to the study of gender and power dynamics in international relations, particularly regarding the role of female heads of state, have been made by scholars such as L. Sjoberg, V. M. Hudson, A. Goetz, and K. Sylvester. Their work has advanced the understanding of the complexity of gendered leadership, the barriers women face in the political sphere, and the broader implications of these phenomena for global governance and security.

Judith Butler, for her part, has made a substantial contribution to the development of gender theory and power dynamics. Her concepts of gender performativity and identity construction have become important touchstones in feminist theory and scholarly activism, also influencing the understanding of female heads of state's participation in international relations.

The relevance of the topic of this article is determined by the trend of recent decades, characterized by the increasing number of women holding key positions in the field of international

relations. Studying this phenomenon contributes to a deeper understanding of the impact of female leadership on the development of global politics and diplomacy.

The object of the study is the gender space, while *the subject* is the intersection of gender dynamics and political power in international relations.

The aim of the research is to analyze the relationship between gender dynamics and political power in the context of the global political arena.

To achieve this goal, the following *tasks* should be completed:

1. to identify the differences between male and female leadership;
2. to present and analyze examples of female leadership and the challenges they face.

2. Gender challenges and systemic constraints in the modern political environment

2.1. The masculine and feminine approaches in power structures

The masculine approach to power is typically associated with traits such as decisiveness, competitiveness, and an emphasis on hierarchy and control. This management style is characterized by a command-control model, which implies centralized decision-making and clearly defined authorities. A special focus in this approach is placed on explicit instructions, performance indicators, and goal-oriented outcomes [1, pp. 17–19].

When analyzing the masculine approach to power, it can be observed that within male-dominated power structures, speed in decision-making and persistence are highly valued. This approach suggests that leaders demonstrate confidence and decisiveness, making decisions largely after minimal consultations, which helps to establish their authority and strength. In environments where masculine dynamics prevail, competitiveness plays a key role as the primary motivator for achieving results. Success is generally defined through comparison, creating an atmosphere in which the dominance of certain categories of individuals becomes the central goal.

Furthermore, a distinctive feature of such power structures is the rigid hierarchical organization with a clear chain of command. Power in these systems is vertical and is transmitted from top to bottom, with subordinates expected to unquestioningly follow instructions and directives.

Feminine approaches to power emphasize qualities such as empathy, collaboration, and inclusivity. This approach is often associated with transformational leadership, focused on inspiring and empowering teams by encouraging active contributions from members and creating a comfortable work environment [6, pp. 34–35].

In the 21st century, significant changes in societal values, economic structures, and technological advancements have transformed the landscape of leadership and power. In this context, feminist approaches to power have gained particular relevance, offering an alternative to

traditional models historically dominated by men. Feminist leadership emphasizes cooperation, inclusivity, empathy, and social justice, contributing to the transformation of existing power structures.

Women's leadership models focus on understanding the emotional needs of team members and building interpersonal relationships. Leaders who follow this approach demonstrate empathy, support strong social connections, and place a high value on emotional intelligence. The decision-making process is more collegial and based on considering diverse viewpoints. Special attention is given to engaging each team member, fostering a sense of belonging and a shared purpose.

This approach centers on people, not just task completion. Leaders invest in the development and well-being of their subordinates, recognizing that creating a supportive environment enhances productivity, satisfaction, and overall effectiveness.

2.2. The transformational impact of female presidents and prime ministers on global governance

For centuries, the sphere of leadership has remained predominantly a male privilege. However, in the 21st century, there has been a significant increase in the number of women holding leadership positions across various sectors. Despite this progress, women still remain underrepresented in leadership roles, which is attributed to the persistence of gender biases and the influence of entrenched societal narratives.

It has been scientifically proven that women's participation in politics and international relations contributes to more effective peacebuilding, conflict resolution, and the promotion of human rights. Contemporary research shows that involving women in peace negotiations and decision-making processes increases the likelihood of achieving sustainable and inclusive peace agreements. Women bring unique perspectives and priorities to these discussions, with a particular focus on issues such as gender-based violence, the protection of women's rights, and the needs of marginalized groups [4].

When considering contemporary female presidents, it is worth highlighting Tsai Ing-wen, the President of Taiwan since 2016 [5, pp. 74–76]. Tsai Ing-wen's presidency has been marked by significant achievements in strengthening Taiwan's sovereignty. Under her leadership, the island has navigated complex relations with China, with particular emphasis placed on highlighting Taiwan's autonomy and democratic values. Despite growing pressure from Beijing, Tsai Ing-wen has maintained a firm stance on Taiwan's right to self-determination.

At the same time, the Tsai administration has focused heavily on economic transformation, prioritizing innovation and diversification. Specifically, the "5+2 Industrial Innovation Plan" was initiated to develop strategic sectors such as biotechnology, green energy, and smart technologies.

Her policies have aimed at reducing Taiwan's economic dependence on China by actively expanding trade relations with Southeast Asian countries, the United States, and Europe.

Another prominent contemporary female leader is Zuzana Čaputová, the fifth president of Slovakia and the first woman to hold the office of head of state. Her presidency, which began in 2019, is marked by significant changes in Slovak politics, particularly those aimed at enhancing transparency, anti-corruption initiatives, and ensuring social justice [6, pp. 45–47]. Zuzana Čaputová has made the fight against corruption a central theme of her presidency. She has supported reforms aimed at strengthening the independence of the judiciary and increasing the transparency of state institutions. Her administration has actively collaborated with law enforcement agencies to conduct investigations and pursue legal action in corruption cases. Throughout her presidency, Čaputová has consistently emphasized the importance of the rule of law and democratic governance, advocating for judicial reforms and supporting independent media and freedom of speech. Her commitment to these principles has contributed to the strengthening of Slovakia's democratic institutions [4].

Women in leadership positions in international relations face numerous challenges rooted in deeply ingrained social norms, structural barriers, and gender biases that remain prevalent worldwide. Despite significant progress in achieving gender equality, the path for women to gain and retain power in this field is still fraught with numerous obstacles.

As it has already been noted, historically, international relations have been a male-dominated sphere. The traditional perception of diplomacy and international politics as fields requiring military and strategic expertise excluded women for a long period of time. These exclusions reflect broader social norms that equate leadership and power with masculinity. Such gender stereotypes created an environment in which women were constantly required to prove their qualifications and legitimacy in leadership roles.

A vivid example of these challenges is the experience of women who have reached high positions in international organizations. The appointment of Madeleine Albright as the first female U.S. Secretary of State in 1997 marked a historic milestone in American politics and international relations [2, pp. 112–113]. However, her path to this position was filled with numerous difficulties that reflect broader systemic issues faced by women in such high-ranking positions. Albright frequently spoke about the skepticism she encountered from colleagues and society. Despite her extensive experience, including serving as the U.S. Ambassador to the United Nations, she had to continuously validate her abilities in a male-dominated environment. This skepticism was not only based on her gender but also on the deeply rooted belief that women were incapable of handling the intense, strategic, and often combative nature of international diplomacy.

One of the most vivid manifestations of this skepticism was during her early days in office, when she faced doubts from foreign leaders and diplomats who were unaccustomed to working with a female Secretary of State. Albright recalled instances when her decisions and strategies were subject to far more scrutiny than those of her male predecessors. She had to exert considerable effort to assert her authority, striving to avoid the perception of her decisive actions as overly aggressive—a challenge rarely faced by male leaders. Furthermore, Albright experienced additional pressure as a trailblazer. As the first woman to hold such a high office, she was acutely aware that her career would be evaluated not only in the context of her personal achievements but also through the lens of what her career symbolized for other women aspiring to reach similar positions [2, pp. 234–236].

Condoleezza Rice's experience also highlighted the significance of representation and the symbolic power of her role. Her presence at the highest levels of U.S. foreign policy became both a source of inspiration and a challenge. It stood as evidence of progress and potential for further advancement of women and minorities in international relations. However, at the same time, her personality became the subject of intense scrutiny, where her successes and failures were often exaggerated and viewed through the prism of her gender and racial identity.

Thus, gender biases and stereotypes are prevalent challenges often faced by women in international relations. These biases can manifest in various forms, from overt discrimination to passive aggression. Female leaders often experience double standards, having to balance decisiveness with likability—an issue that their male counterparts are less likely to encounter [3, pp. 545–547]. This can limit their ability to engage in effective negotiations or be perceived as authoritative figures. For instance, during her tenure as Chancellor of Germany, Angela Merkel was frequently subjected to scrutiny not only for her policies but also for her behavior and appearance. Such scrutiny diverts attention from important discussions and places undue pressure on women leaders, forcing them to conform to certain stereotypes, which complicates the execution of their roles.

3. Conclusions

In the provided article, the author examines and defines the differences between male and female leadership, showcasing and analyzing examples of female leadership and the challenges they face. The research analyzes both male and female leadership, substantiating the claim that the approaches to power inherent in men and women are contrasting, due to the social construct of gender roles. The integration of elements from both approaches contributes to the development of a more balanced and effective leadership style. Leaders, who combine decisiveness with empathy, competitiveness with collaboration, and a focus on results with an emphasis on people, are better

able to manage complex organizational dynamics. This integration highlights the importance of involving women in power structures and enhancing their visibility in international relations. The dichotomy between male and female approaches to power reflects broader societal constructions of gender roles. Each of these approaches has its unique strengths and weaknesses, and understanding them allows organizations and leaders to leverage the advantages of both. Adopting a balanced approach, combining decisiveness and empathy, competitiveness and collaboration, enables leaders to develop more dynamic, inclusive, and effective power structures. The future of leadership lies in overcoming traditional gender paradigms and creating an environment where various leadership styles can not only coexist but also thrive.

The modern role of women in international representation has also been examined, with an emphasis on the importance of involving women leaders in high-level political positions. It has been found that women's participation in international relations enriches diplomatic discussions, strengthens peace and security, and contributes to global social and environmental justice. Supporting more women in achieving leadership positions is critical to establishing a more balanced, just, and effective global order. The achievements demonstrated in the comprehensive consultative project of women leaders underline the significance of gender diversity in leadership, revealing its potential to foster positive change at both national and international levels.

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THE MAIN CHALLENGES OF CONTEMPORARY GERMAN FOREIGN POLICY

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Helbig A., Zmiiova I. V. The main challenges of contemporary German foreign policy. This article explores the key challenges faced by Germany's contemporary foreign policy in the context of dynamic global transformations. The impact of geopolitical shifts, economic instability, climate change, and security threats on Germany's international strategies is examined. Special attention is given to Germany's role within the European Union, its relations with leading global powers and response to regional crises. The article emphasizes the need for a balanced and adaptive approach to maintain Germany's position as a leading actor on the international stage, simultaneously taking into account both global and domestic challenges.

Keywords: European Union, foreign policy, geopolitics, Germany, globalization, integration.

Хельбіг А., Зміїова І. В. Основні виклики сучасної зовнішньої політики Німеччини. У цій статті досліджуються основні виклики, з якими стикається сучасна зовнішня політика Німеччини в контексті динамічних глобальних трансформацій. Розглядається вплив геополітичних зрушень, економічної нестабільності, змін клімату та загроз безпеці на міжнародні стратегії Німеччини. Особливу увагу приділено ролі Німеччини в межах Європейського Союзу, її відносинам із провідними світовими державами та реагуванню на регіональні кризи. У статті наголошується на необхідності збалансованого та адаптивного підходу для збереження позиції Німеччини як провідного актора на міжнародній арені, одночасно враховуючи як глобальні, так і внутрішні виклики.

Ключові слова: геополітика, глобалізація, Європейський Союз, зовнішня політика, інтеграція, Німеччина.

1. Introduction

Germany, as one of the leading powers in Europe and a key player on the global stage, faces a rapidly changing geopolitical landscape. Contemporary challenges such as shifting power dynamics, the rise of new global players, climate change, energy security, and evolving international alliances demand a strategic and adaptive foreign policy. Additionally, Germany's role within the European Union, NATO, and other international organizations requires balancing national interests with collective responsibilities. Addressing these challenges is critical not only for Germany's stability and prosperity but also for maintaining global security and cooperation. The relevance of this topic is stipulated by the necessity to throw light on the strategies and decisions shaping Germany's foreign policy in times of significant global transformations.

The object of the study is Germany's foreign policy in the contemporary international system. *The subject* of the study focuses on the main challenges faced by Germany's contemporary foreign policy.

The aim of the research is to analyze the primary challenges faced by Germany's contemporary foreign policy and to evaluate the strategies implemented to address these challenges in a dynamic international environment.

The following *tasks* are set to achieve the purpose:

1. To analyze Germany's role in the European Union;
2. To examine Germany's relations with major global powers;
3. To assess the position of the country on global crises and multilateralism.

2. The key issues facing Germany's current foreign policy.

2.1. Germany's role in the European Union

Germany plays a significant role in the European Union (EU), being one of its founding members and the largest economy within the bloc. As a driving force behind European integration, Germany has consistently advocated for policies that promote stability, economic growth, and cohesion among member states. It is a leading contributor to the EU budget and plays a crucial role in shaping its policies, particularly in areas such as trade, climate change, and migration. Germany's leadership is also evident in its commitment to fostering unity during crises, such as the Eurozone debt crisis, where it championed fiscal discipline and structural reforms. Moreover, Germany's strong industrial base and focus on innovation make it a vital player in maintaining the EU's global competitiveness. Politically, Germany often acts as a mediator, balancing the interests of various member states and striving for consensus in EU decision-making processes. Its dedication to the principles of democracy, human rights, and rule of law underscores its influential position in shaping the EU's identity and future direction [2, pp. 113–115].

Germany's role extends to being a key advocate for deeper integration within the EU, supporting initiatives like the strengthening of the Eurozone and advancing shared policies in defense and foreign affairs. Berlin has also been instrumental in pushing for ambitious environmental goals under the European Green Deal, aiming for carbon neutrality and sustainable development across the continent. Germany's geographical location in the heart of Europe further reinforces its role as a bridge between Western and Eastern member states, promoting dialogue and cooperation across diverse political and economic landscapes. Additionally, Germany's leadership is evident in its handling of geopolitical challenges, such as relations with neighboring non-EU countries, particularly Russia and the post-Brexit United Kingdom. It often takes a leading stance in EU sanctions and diplomacy, aligning with its broader commitment to a rule-based international order [7, pp. 33–34].

Despite these debates, Germany remains an anchor of stability within the EU, leveraging its political influence, economic strength, and commitment to multilateralism to shape policies that aim to strengthen the Union and ensure its resilience in an increasingly complex global environment. Its leadership continues to be pivotal in driving the EU forward in addressing pressing issues, including digital transformation, energy security, and global competition, thereby solidifying its role as a cornerstone of European unity and progress [3, pp. 24–26].

2.2. Germany's relations with major global powers

Germany's relations with major global powers reflect its role as a leading nation in Europe and a key player in global diplomacy, economics, and security. As the largest economy in the European Union (EU), Germany's policies often influence not only European affairs but also its interactions

with major global powers such as the United States, China, Russia, and others. Germany and the United States share a strong transatlantic relationship built on shared democratic values, economic ties, and security cooperation. This partnership is central to NATO, where Germany plays a significant role. For example, Germany hosts tens of thousands of U.S. troops at bases like Ramstein Air Base, which serves as a critical hub for military operations. Despite occasional differences, such as disagreements over defense spending or energy policies, both nations continue to collaborate on addressing global challenges, including climate change and international security [4, pp. 207–211].

Germany's relationship with China is characterized by a mix of economic cooperation and geopolitical caution. China is one of Germany's largest trading partners, and German industries, especially the automotive and manufacturing sectors, heavily rely on the Chinese market. For instance, German automakers like Volkswagen and BMW generate significant revenue in China. However, Germany has expressed concerns over human rights issues and economic practices such as market access restrictions and intellectual property theft. The German government has recently signaled a more cautious approach, emphasizing the need for economic diversification to reduce overdependence on China [6].

Germany's ties with Russia have been historically complex, shaped by economic interdependence and political tensions. The two countries shared extensive energy relations, with Germany previously relying heavily on Russian natural gas through pipelines like Nord Stream. However, following Russia's invasion of Ukraine in 2022, Germany shifted its policy, imposing sanctions on Russia, halting Nord Stream 2, and seeking alternative energy sources. This marked a significant pivot in Germany's foreign policy, as it prioritized solidarity with Ukraine and NATO unity. In its relations with the European Union, Germany serves as a cornerstone of the bloc's policies and decision-making processes. As the EU's largest economy, it often leads efforts to address challenges like the Eurozone crisis, Brexit, and the war in Ukraine. Germany has also been a strong advocate for European integration and green energy transitions [5, pp. 114–116].

Germany's diplomatic strategy reflects a balancing act between its historical commitment to multilateralism and its evolving role in a rapidly changing global landscape. It maintains active partnerships with other global powers like India, Japan, and Brazil, focusing on trade, technology, and sustainability. These relationships underscore Germany's efforts to uphold international cooperation and its dedication to addressing global challenges collaboratively [8, pp. 67–68].

2.3. Germany's position towards global crises and multilateralism

Germany has long been recognized as a proponent of multilateralism and a key actor in addressing global crises. Its foreign policy emphasizes collaboration through international institutions like the

United Nations (UN), the European Union (EU), and the Group of Seven (G7) to tackle issues such as climate change, security threats, economic instability, and humanitarian crises. Germany's position is rooted in its post-World War II history, where it embraced a cooperative international order to ensure peace and stability. For example, Germany has been a strong advocate for climate action, playing a pivotal role in the adoption of the Paris Agreement and committing to ambitious national targets to achieve carbon neutrality by 2045. Moreover, it actively supports multilateral financial aid initiatives, as seen in its contributions to the World Health Organization (WHO) and the COVAX program during the COVID-19 pandemic. On security matters, Germany has emphasized diplomacy over confrontation, evident in its involvement in negotiations with Iran regarding its nuclear program under the Joint Comprehensive Plan of Action (JCPOA) [1, pp. 105–108].

In the realm of global security, Germany's approach is often characterized by its reluctance to engage in military interventions unless mandated by international law or multilateral agreements. Instead, it prioritizes diplomatic solutions, peacekeeping missions, and conflict prevention. For example, Germany has been actively involved in the Normandy Format talks aimed at resolving the Russo-Ukrainian War. As a member of NATO, Germany contributes to collective defense initiatives but frequently emphasizes the importance of dialogue with other global powers to reduce tensions and prevent escalation [5, pp. 116–117].

On humanitarian issues, Germany has been a vocal supporter of human rights and democratic values. It actively works to combat global inequalities, address violations of international law, and support crisis-affected populations. For instance, Germany has been a leading donor to the Syrian refugee crisis and continues to support the rebuilding of war-torn regions through international cooperation. Additionally, Germany champions European unity, supporting collective responses to challenges such as the refugee crisis, where it has welcomed over a million refugees since 2015 while urging for an EU-wide approach to burden-sharing. Overall, Germany's position on global crises is characterized by its commitment to rules-based international cooperation and its belief that global challenges require collective solutions [6].

3. Conclusions

Summarizing the above, it should be said that the main challenges to Germany's contemporary foreign policy include balancing its role as a leading power in the European Union while addressing internal political pressures, managing relations with major global powers such as the United States and China amidst shifting geopolitical dynamics, and maintaining its commitment to multilateralism and international cooperation. Germany faces significant hurdles in navigating energy security and the transition to renewable energy sources, particularly in light of its

dependence on imported resources and the geopolitical tensions surrounding energy supplies. Additionally, the country must address global security concerns, including the war in Ukraine and its implications for NATO, while also fulfilling its defense obligations. Humanitarian issues, migration management, and climate change pose further challenges, requiring Germany to balance national interests with global responsibilities. Overall, Germany's foreign policy is shaped by the need to adapt to a rapidly changing global order while upholding its values and leadership role on the international stage.

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EDUCATION AS A KEY INSTRUMENT OF THE UK'S SOFT POWER IN PROMOTING CULTURAL DIPLOMACY

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Hnatenko V. V., Kalyuzhna A. B. Education as a key instrument of the UK's Soft Power in promoting cultural diplomacy. The article reveals the pivotal role of education in the UK's soft power strategy, highlighting its contribution to global influence through academic excellence and innovation. The UK government initiatives in strengthening the global influence through education sector have been examined. With world-renowned universities and a strong focus on international research collaboration, the UK has established itself as a leader in the knowledge economy. However, concerns about the politicization of higher education institutions underscore the importance of safeguarding academic autonomy while fostering cultural diplomacy to address global challenges and enhance international cooperation.

Keywords: cultural diplomacy, education, foreign policy, geopolitical strategies, higher education institutions, politicisation, soft power.

Гнатенко В. В., Калюжна А. Б. Освіта як ключовий інструмент м'якої сили Великобританії у просуванні культурної дипломатії. Стаття розкриває ключову роль освіти в стратегії м'якої сили Великобританії, підкреслюючи її внесок у глобальний вплив через академічну досконалість та інновації. Розглянуто ініціативи уряду Великої Британії щодо посилення глобального впливу через освітній сектор. Завдяки всесвітньо відомим університетам та сильній зосередженості на міжнародній науковій співпраці Великобританія зарекомендувала себе як лідер освітньої економіки. Однак занепокоєння щодо політизації вищих навчальних закладів наголошує на важливості збереження академічної автономії при сприянні культурній дипломатії для вирішення глобальних викликів та зміцненні міжнародної співпраці.

Ключові слова: вищі навчальні заклади, геополітичні стратегії, зовнішня політика, культурна дипломатія, м'яка сила, освіта, політизація.

1. Introduction

The UK's higher education system plays a crucial role in its soft power strategy. The strategy is known to have vital importance in fostering global influence of the country. However, the increasing politicization of the education system poses risks to academic freedom and international cooperation.

The relevance of the article is explained by the fact that in a knowledge-driven global landscape, education is a critical soft power tool and different aspects of using education in this way need to be explored. Understanding the role of UK soft power is crucial in addressing modern global challenges. **The object** of the article is the UK's use of education to achieve cultural and scientific leadership globally. **The subject** is the role of education in strengthening the UK's global influence through initiatives like academic achievement and international strategies. **The aim** of the research is to examine the function of education as a pivotal instrument in the UK's efforts to enhance its cultural diplomacy and global presence while preserving academic independence.

The following **tasks** are set to achieve the purpose:

1. to analyze how education contributes to the UK's soft power;
2. to assess how UK universities are expanding their global presence through innovation;
3. to reveal potential of cultural diplomacy in addressing the politicization of UK's higher education.

2. Education and cultural diplomacy: key drivers of the UK's Soft Power success

2.1. Education as a key instrument of the UK's Soft Power

Every state seeks to enhance its standing and prestige in the international arena while fostering favorable conditions for sustainable socio-economic development. To achieve these goals, countries have adopted a range of foreign policy tools, including hard power and soft power strategies [7, p. 11].

Leaders have come to understand that the use of hard power comes with enormous costs, including human losses, economic strain, and political fallout. For example, military operations often result in large numbers of civilian casualties, displacement, and the destruction of vital infrastructure, triggering protracted humanitarian crises. Moreover, protracted conflicts drain national resources and create deep divisions both domestically and internationally. High-profile cases such as the wars in Vietnam, Iraq, and Afghanistan have demonstrated that even military superiority does not guarantee desired outcomes, leading many to reconsider the high costs of hard power strategies. The shift to soft power thus reflects a more pragmatic and sustainable approach to international relations, making it a more effective and ethical strategy for addressing the challenges of the 21st century.

The concept of "soft power" was proposed by Harvard University researcher Joseph Nye in the early 1990s and has been developed since. It refers to the ability of an actor to influence the behavior of others to achieve desired outcomes through attraction and co-optation, rather than resorting to military force or economic pressure [5, p. 5].

In order to assess and compare countries' soft power, researchers introduced the Global Soft Power Index (GSPI). This comprehensive index shows how nations can use their distinctive attributes to enhance their global influence.

The GSPI is a combined measure based on extensive public opinion surveys and expert reviews of the soft power of 60 countries (mostly high- and middle-income economies) across seven key pillars: business and trade, governance, international relations, cultural and heritage, media and communication, education and science, and people and values [11].

Among these dimensions, education plays a fundamental role in the concept of soft power cultivating a nation's intellectual capital and innovative capacity, while enhancing its cultural appeal on the world stage. By the way, the United Kingdom has established itself as a leader in the knowledge economy, leveraging education as a vital instrument of cultural diplomacy. These initiatives have strengthened the country's reputation as a key factor in addressing global challenges while simultaneously amplifying its soft power on the international stage. These achievements are reflected in numerous global assessments, highlighting the UK's ability to influence and build trust through its educational leadership and cultural principles. Such efforts

have not only enhanced the UK's global influence but also significantly improved its position in international soft power rankings.

Brand Finance's research shows that the UK has retained its second position in the Global Soft Power Index 2024, with a score rising to 71.8 points, up from 67.3 points last year. The UK continues to lead in attributes such as "a strong education system" and "respect for laws and human rights", while also ranking high in categories such as "ease of communication" and "trustworthy media" [1].

In this context, science emerges as a pivotal instrument of Britain's soft power, empowering the nation to expand its global influence through research partnerships, leadership in innovation, and the exchange of knowledge. This strategic focus on education highlights its critical role in fostering sustainable international relationships in an era increasingly defined by information and knowledge. The UK is a great example of a country that has used its world-class academic institutions to strengthen its leadership in cultural and scientific diplomacy.

The UK education system plays a key role in maintaining its global leadership in academia and research, leveraging the influence of its renowned scientific institutions. This institutional advantage is crucial not only for attracting international talent but also for strengthening the country's role in cultural and scientific diplomacy. The UK has a long-standing reputation for educational excellence, producing influential leaders and innovators across various fields. In particular, the continued global recognition of UK universities – 16 of which are ranked in the top 100, including the University of Oxford at the top – underlines the UK's pre-eminence in global higher education [3].

If we consider the role that soft power and education play in the foreign policy of the state, it is important to note that soft power is a concept developed in 1990 by political theorist Joseph Nye of Harvard University to describe the ability to attract and co-opt rather than coerce, and use economic, cultural and political force as means of persuasion [6, p. 8].

2.2. The UK's strategy to strengthen its global education influence

The UK has consistently maintained its position as one of the world's leading higher education destinations, attracting many students from around the world. Moreover, graduates from UK universities are highly sought after by employers internationally due to the country's emphasis on academic excellence and intellectual growth. UK's engaging educational environment provides students with the skills and knowledge they need to succeed in their careers [8].

Building on its strong reputation for academic excellence the UK government has developed a strategic vision to further strengthen its role on the global stage.

The UK government has presented an ambitious «International Education Strategy: global potential, global growth» which aims to strengthen the global influence of its education sector. By

2030, the strategy aims to achieve two key targets: increasing education exports to £35 billion per year and attracting 600,000 international higher education students per year. This initiative is vital to the UK economy, supporting job creation and fostering international collaboration, underlining the country's commitment to maintaining its position as a world leader in education and innovation [9].

As part of its commitment to achieving the goals outlined in the «International Education Strategy: global potential, global growth», the UK has introduced another initiative to strengthen its global educational presence.

One such initiative is the UK University Overseas Campus Network (UKUOCN), which was launched in November 2021, is a collaborative initiative involving 18 UK universities with campuses around the world. Firstly, this initiative helps to act as a regional hub for research collaboration and knowledge exchange, creating a unique opportunity to attract investment in the UK's innovation potential. Secondly, it drives to cultural and economic exchange between the UK and the host country, while fostering regional cooperation in education and research. Finally, the initiative strengthens the global reputation of UK higher education and its leadership in innovation [10, pp. 4–5].

But, despite the worldwide public confidence in the quality of education of British universities, there is a problem on the agenda that needs to be addressed and this is the politicization of British universities because universities are becoming more vulnerable to geopolitical events.

The evolution of China's relations with countries such as the UK and the US illustrates this dynamic. Panellist Dr. Jane Hayward pointed out how British parliamentary debates have described Chinese government-funded Confucius Institutes as a possible danger to people's rights and freedoms [4]. Similarly, during the previous Trump administration, the US used tactics similar to the anti-communist investigations of the 1950s, investigating Chinese students and researchers at American universities for possible ties to the Chinese government. This led to the end of some academic careers [4].

The dependence of universities on the state and its leaders poses a significant threat to academic freedom, as it often subjects educational institutions to political influence and restrictions: it can suppress science research, limit the diversity of perspectives, and discourage scholars and students from addressing controversial or politically sensitive topics. Moreover, when universities are used to implement geopolitical objectives, science risks becoming a means of propaganda or strategic influence, compromising its integrity. This situation demonstrates the need for a more sophisticated and balanced approach, capable of effectively addressing these issues while preserving the fundamental value of academic freedom. In this context, cultural diplomacy appears as a promising and constructive solution.

2.3. Balancing academic autonomy and geopolitical realities through cultural diplomacy

Cultural diplomacy, often referred to as art diplomacy, plays a unique role in international relations because of its emphasis on soft power and fostering people-to-people connections. This diplomacy takes many forms, such as exchange programs, festivals, art exhibitions, musical performances, and collaborative art projects. Through these activities, cultural diplomacy fosters mutual understanding and strengthens relationships, which can help prevent or resolve conflicts by encouraging open dialogue and debate [2].

Cultural diplomacy, if used effectively, can promote mutual understanding and defuse conflicts stemming from nationalism, populism, and geopolitical tensions, such as those between Ukraine and Russia, Israel and Gaza, or the United States and China. Unlike the use of universities for geopolitical purposes, which undermines academic freedom and the integrity of education, cultural diplomacy fosters genuine cooperation while preserving the impartiality and independence of educational institutions [12].

Cultural diplomacy is an important tool for easing tensions between nations by fostering mutual understanding and respect through non-political means. By prioritizing the exchange of cultural and intellectual resources, it allows countries to address deep-rooted issues, such as nationalism, populism, and geopolitical competition in a way that goes beyond traditional political frameworks. This approach not only fosters collaboration, but also preserves the integrity and independence of educational institutions. In this way, cultural diplomacy can contribute to building a more peaceful and cooperative international landscape, where education and culture can serve as catalysts for positive engagement rather than tools to advance geopolitical agendas.

3. Conclusions

To sum up, in today's interconnected world, where knowledge and innovation shape global influence, education as a soft power of the United Kingdom has become vital tools in modern foreign policy, offering alternatives to coercive strategies in addressing global challenges. In an era where knowledge drives influence, cultural diplomacy stands out as a solution to geopolitical tensions. By promoting dialogue and mutual understanding while protecting academic freedom, it ensures that education remains a platform for international cooperation rather than a means of advancing political agendas. This approach underscores the necessity of safeguarding intellectual autonomy and academic freedom, ensuring that higher education contributes to global progress without becoming entangled in narrow geopolitical agendas.

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THE DEVELOPMENT OF US-CHINA FOREIGN RELATIONS IN THE CONTEXT OF GLOBALIZATION

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Honcharov N. O., Karpenko O. V. The development of US - China foreign relations in the context of globalization. The article explores the development of US - China foreign relations in the context of globalization, highlighting the dynamics of economic interdependence and geopolitical competition between the two superpowers. It examines the impact of globalization on bilateral relations, considering the interplay of trade, technological rivalry, and strategic interests. The study also delves into the role of multilateral organizations and global governance in shaping the foreign policies of the United States and China. Additionally, the article evaluates the challenges and opportunities for collaboration in addressing global issues, while analyzing the broader implications of their relationship for the modern world order.

Keywords: China, foreign relations, geopolitical competition, globalization, technological competition, trade war, USA.

Гончаров Н. О., Карпенко О. В. Розвиток зовнішньополітичних відносин США та Китаю в умовах глобалізації. Стаття досліджує розвиток зовнішньополітичних відносин США та Китаю в умовах глобалізації, підкреслюючи динаміку економічної взаємозалежності та геополітичного суперництва між двома наддержавами. Розглядається вплив глобалізації на двосторонні відносини з урахуванням взаємодії у сфері торгівлі, технологічного суперництва та стратегічних інтересів. Дослідження також аналізує роль багатосторонніх організацій та глобального управління у формуванні зовнішньої політики Сполучених Штатів та Китаю. Крім того, у статті оцінюються виклики та можливості для співпраці у вирішенні глобальних проблем, а також аналізуються ширші наслідки цих відносин для сучасного світового порядку.

Ключові слова: геополітична конкуренція, глобалізація, зовнішні відносини, Китай, США, технологічна конкуренція, торгова війна.

1. Introduction

The topic of the development of US - China foreign relations in the context of globalization is highly *relevant* due to the profound impact these two global powers have on the international order. As the largest economies and influential political players, the United States and China shape global trends in trade, technology, and security. Globalization has deepened their economic interdependence, fostering mutual growth through trade and investment, while simultaneously intensifying geopolitical competition over technological innovation, regional influence, and military strategy. This relationship is pivotal in addressing pressing global challenges such as climate change, cybersecurity, and public health, where collaboration is essential for effective solutions. However, their rivalry has also led to significant disruptions, including trade wars, sanctions, and strained supply chains, with far-reaching implications for the global economy. Understanding the evolution of US - China relations in this context provides critical insights for navigating the complexities of international cooperation, conflict resolution, and the establishment of a more balanced and sustainable global order.

The object of the study is the foreign relations between the United States and China, *the subject* of the study is the dynamics, factors, and implications of US - China foreign relations in the context of globalization.

The aim of this research is to analyze the evolution and dynamics of US - China foreign relations within the framework of globalization, identifying key factors that shape their interactions, and evaluating the impact of their relationship on global political, economic, and technological landscapes.

The following **tasks** are set to achieve the purpose:

1. to examine the historical development and current state of US - China foreign relations;
2. to identify the main areas of cooperation and competition between the United States and China;
3. to evaluate the implications of US - China relations for the global order and future trends.

2. The role of globalization in US - China foreign relations

2.1. The historical development and current state of US - China foreign relations

The history of US - China foreign relations is marked by periods of cooperation, conflict, and significant shifts influenced by geopolitical, economic, and ideological factors. The relationship has evolved dramatically since the 18th century, reflecting changes in global power dynamics and domestic priorities within each country. In the early 19th century, US - China relations began with trade, particularly in tea, silk, and porcelain. The US pursued a policy of engagement, exemplified by the Treaty of Wanghia (1844), which established formal diplomatic and commercial ties. This era of interaction was largely shaped by American merchants and missionaries, with the US seeking to expand its influence in the region while advocating for an “open door” policy in China to ensure equal trade opportunities for Western powers [2, p. 33–34].

The 20th century brought significant upheaval. The Chinese Revolution of 1911 marked the end of the Qing Dynasty and the rise of the Republic of China. During World War II, the US and China were allies against Japan, strengthening their bond. However, this alliance was tested by the Chinese Civil War (1945-1949), which culminated in the Communist Party’s victory under Mao Zedong and the establishment of the People’s Republic of China (PRC) in 1949. The US refused to recognize the PRC, instead supporting the Republic of China (ROC) government, which had retreated to Taiwan. The Cold War era saw relations deteriorate, as ideological differences between the US and China deepened. The US viewed the PRC as a communist adversary and supported efforts to contain its influence in Asia. A major turning point came in the early 1970s when President R. Nixon and Secretary of State H. Kissinger pursued détente with China. Nixon’s historic visit to Beijing in 1972 marked the normalization of relations and a strategic shift, aimed at countering the Soviet Union’s global influence [2, p. 45–46].

Formal diplomatic relations were established in 1979 under President Jimmy Carter. The US recognized the PRC as the legitimate government of China, while maintaining unofficial relations

with Taiwan under the Taiwan Relations Act. This act guaranteed US's support for Taiwan's self-defense, a point of enduring tension with Beijing. The 1980s and 1990s were characterized by economic engagement and political friction. China's rapid economic reforms under Deng Xiaoping presented opportunities for US businesses, but human rights issues, especially after the Tiananmen Square massacre in 1989, strained the relationship. Despite sanctions and international condemnation, trade between the two nations grew substantially [4, pp. 26–32].

In the 21st century, US - China relations have oscillated between cooperation and competition. China's rise as a global economic powerhouse and its assertive foreign policy have raised concerns in Washington. Key areas of contention include trade imbalances, intellectual property theft, cybersecurity, and China's militarization of the South China Sea. The US has also criticized China's human rights record, particularly regarding the treatment of Uyghurs in Xinjiang and the erosion of freedoms in Hong Kong. The Trump administration marked a significant shift toward confrontation, with tariffs and a trade war aimed at addressing economic grievances. The Indo-Pacific strategy reflects US's efforts to counterbalance China's influence, with alliances like the Quad (USA, Japan, India, and Australia) playing a central role [3, pp. 46–56].

Today, US - China relations remain highly complex. While trade and interdependence persist, mutual distrust dominates the political landscape. Issues such as Taiwan's status, technological competition, and differing visions of the international order continue to shape this critical relationship. For instance, US arms sales to Taiwan provoke strong reactions from Beijing, while China's Belt and Road Initiative is viewed by Washington as a challenge to US global influence.

2.2. The main areas of cooperation and competition between the United States and China

The United States and China, as the two largest economies in the world, engage in both cooperation and competition across various domains, shaping global political, economic, and security landscapes. In terms of cooperation, one key area is climate change. Both nations have recognized the need to address global warming and have collaborated through mechanisms like the Paris Agreement, with agreements to reduce carbon emissions and promote renewable energy initiatives.

However, competition also defines US - China relations, particularly in technology and innovation. The race for dominance in artificial intelligence, quantum computing, and 5G telecommunications has seen significant rivalry. For example, the US has restricted exports of advanced semiconductor technology to China, aiming to maintain a competitive edge and counter China's ambitions under initiatives like "Made in China 2025" [8].

Another area of competition is military power and security. The US has increased its military presence in the Indo-Pacific region, citing concerns over China's assertiveness in the South China

Sea and its stance on Taiwan. In response, China has expanded its naval capabilities and fortified artificial islands in disputed waters. Furthermore, ideological differences underpin much of the competition. The US promotes a liberal international order rooted in democratic values, while China's governance model prioritizes state sovereignty and centralized control, leading to divergent approaches in areas like internet governance and human rights. In conclusion, the relationship between the US and China is multifaceted, with significant cooperation in addressing global challenges like climate change and health crises, alongside intense competition in technology, military power, and ideological influence. This dual dynamic reflects the complexities of a globalized yet divided world, where interdependence and rivalry coexist [5, pp. 32–34].

2.3. The implications of US - China relations for the global order and future trends

The implications of US - China relations for the global order are profound, as these two nations are the world's largest economies and wield significant political, military, and technological influence. The nature of their relationship shapes international dynamics, economic trends, and geopolitical alignments. Key areas of impact include trade, technology, security, and multilateral institutions, with several potential future trends emerging [6, pp. 195–204].

Economically, US - China relations affect global trade flows, supply chains, and financial stability. For instance, the trade war initiated in 2018 resulted in billions of dollars in tariffs, disrupting global markets and forcing companies to diversify their supply chains. A decoupling of the two economies, if it continues, may lead to the formation of competing economic blocs, with countries aligning themselves with either the US or China based on economic or strategic interests. For example, China's Belt and Road Initiative (BRI) has already drawn many developing nations into its orbit, while the US has bolstered ties with allies through agreements like the Indo-Pacific Economic Framework. Technological rivalry is another critical dimension. The competition in fields such as artificial intelligence, semiconductors, and 5G infrastructure is reshaping innovation ecosystems [1, pp. 106–111].

Multilateral institutions are also a stage for US - China rivalry. China has sought to reshape global governance structures through initiatives like the Asian Infrastructure Investment Bank (AIIB) and by increasing its influence within the United Nations. Meanwhile, the US has worked to strengthen alliances such as NATO and the Quad to counterbalance China's rise. This competition could lead to a reconfiguration of global institutions or even the creation of parallel systems of governance. The evolution of US - China relations will likely define the contours of the 21st-century global order [7, pp. 59–64].

3. Conclusions

In conclusion, the development of US - China foreign relations within the framework of globalization underscores the duality of interconnectedness and rivalry. While globalization has created unprecedented opportunities for collaboration, it has also exposed deep-seated tensions rooted in economic competition, political ideologies, and strategic ambitions. The trajectory of this relationship will significantly influence the future of globalization itself, shaping the rules, norms, and structures that govern an increasingly interconnected and complex world. Fostering mutual understanding, managing conflicts, and finding common ground on global challenges will be crucial for ensuring stability and progress in the international system.

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‘FRIDAYS FOR FUTURE’ ACTIVITIES: ANALYSIS AND EVALUATION OF THE EFFECTIVENESS OF THE MOVEMENT

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Horban D. O., Zmiiova I. V. ‘Fridays for Future’ activities: analysis and evaluation of the movement’s effectiveness. The article focuses on the study of the ‘Fridays for Future’ movement, emphasizing its main goals, methods of operation, and its impact on policy. It explores how the movement enhances environmental awareness among youth and contributes to mobilizing activism. The article evaluates the role of social movements in addressing the climate crisis and global issues. While the movement has positively influenced political decisions, challenges such as the lack of a coherent strategy and limited effectiveness in achieving global results are also discussed.

Keywords: activism, climate crisis, global issues, policy, social movements, youth.

Горбань Д. О., Зміїова І. В. Діяльність Fridays for Future: аналіз та оцінка ефективності руху. Стаття присвячена дослідженню руху Fridays for Future, зокрема його основних цілей, методів діяльності та впливу на політику. Вивчається, як цей рух сприяє підвищенню екологічної свідомості серед молоді та мобілізації активізму. Оцінюється роль громадянських рухів у вирішенні кліматичної кризи та глобальних проблем. Хоча рух позитивно вплинув на політичні рішення, обговорюються також виклики, такі як відсутність узгодженої стратегії та обмежена ефективність у досягненні глобальних результатів.

Ключові слова: активізм, глобальні проблеми, громадські рухи, кліматична криза, молодь, політика, Fridays for Future.

1. Introduction

The analysis of modern environmental movements shows that global initiatives aimed at addressing climate change are a crucial component in the formation of public awareness and policy. One of the most prominent movements is ‘Fridays for Future’ (FFF), a youth-led initiative born from student protests against the climate crisis. The movement was initiated in August 2018 by 15-year-old Greta Thunberg, a Swedish climate activist who began protesting outside the Swedish Parliament with a sign reading *Skolstrejk för klimatet* (“School strike for climate”). Greta skipped school every Friday to demand stronger climate policies from her government. Her determination quickly attracted media attention, and her message resonated with students and young people around the world. What began as a local protest rapidly spread, turning into a global movement uniting thousands of participants across multiple continents.

The issue of studying the effectiveness of such social movements is becoming increasingly evident, given their potential impact on environmental policy and societal transformations. Recent research highlights the significant achievements of ‘Fridays for Future’ in raising awareness of climate challenges; however, there remains a need for deeper analysis of their actual impact on policy changes.

The relevance of this study lies in the growing threat of climate change and the necessity of evaluating the effectiveness of social movements that push society to act in this area.

The object of the study is social environmental movements, *the subject* is the activities of ‘Fridays for Future’ and its effectiveness in addressing climate issues.

The aim of the research is to analyze the activities of ‘Fridays for Future’ and assess its influence on environmental policy changes and the enhancement of public awareness.

The following *tasks* are set to achieve the purpose:

1. to examine the main goals and methods of the ‘Fridays for Future’ movement;
2. to analyze the achievements of ‘Fridays for Future’ in terms of raising awareness and influencing climate policy;
3. to evaluate the criticisms and problems of the ‘Fridays for Future’ movement, including its effectiveness and opportunities for further development.

2. ‘Fridays for Future’ activities: the analysis and evaluation of the movement’s effectiveness

2.1. Main objectives and methods of work

Fridays for Future is primarily aimed at fighting climate change and achieving a sustainable future. One of the main goals is to reduce CO₂ emissions to limit global warming and meet the Paris Agreement’s goal of keeping global temperature rise below 1.5°C. The movement advocates for systemic change, including the transition to renewable energy sources, implementing stricter environmental policies, and holding industry accountable for its carbon footprint [4]. In addition, ‘Fridays for Future’ aims to draw attention to the climate crisis by raising public awareness of its devastating effects, such as rising sea levels, extreme weather events and biodiversity loss. Another goal of the movement is to force governments to change their climate policies. FFF activists demand that politicians make legally binding commitments to ambitious climate action, such as phasing out fossil fuels, promoting green technologies, and achieving zero emissions by mid-century [5].

To achieve its goals, Fridays for Future uses several effective methods of influence. One of their core strategies is the organisation of climate strikes, inspired by Greta Thunberg’s first protest. The strikes mobilise millions of young people around the world to protest against government inaction on climate change. Demonstrations often attract significant media attention, boosting the movement’s message and putting pressure on politicians [2]. Another important method is the use of social media platforms to connect, educate and mobilise young people around the world. Through platforms such as Instagram, Twitter and TikTok, FFF reaches a wide audience, shares information about the climate crisis and encourages young people to take collective action [10].

Furthermore, ‘Fridays for Future’ engages in collaborations with academics, media and other organisations to strengthen its credibility and expand its reach. By collaborating with climate experts, the movement backs up its demands with scientific evidence, making its arguments more convincing to the public and policy makers. Media partnerships help to strengthen their campaigns,

and alliances with other environmental groups promote solidarity and resource sharing. In addition, FFF activists engage in talks with political leaders and speak at international forums such as the UN Climate Change Conference. Ultimately, such high-level engagement allows the voices of young people to be heard on the global stage, where they demand immediate and concrete action from world leaders. By combining mass mobilisation with influential advocacy, ‘Fridays for Future’ has become a powerful force for climate justice [9].

2.2. The analysis of ‘Fridays for Future’ achievements

‘Fridays for Future’ has brought about significant positive change, primarily by raising awareness of climate issues among young people and the general public. The movement has quickly become a global force, inspiring millions of students to demand urgent climate action. By mobilising young people, FFF emphasises the importance of intergenerational responsibility, triggering discussions in families, schools and communities. Increased awareness has led governments and corporations to acknowledge climate concerns and commit to greener practices. In particular, the European Union’s Green Deal, which aims to achieve carbon neutrality by 2050, reflects the growing political recognition of climate action [1]. While such policy changes are challenging, the role of FFF in bringing climate priorities to the forefront should not be underestimated. In addition, the movement has fostered a sense of community among young people, empowering them to believe in their ability to influence global issues [7].

The effectiveness of ‘Fridays for Future’ can be measured in terms of its global scale, level of participation and visibility. The movement has grown rapidly, bringing together young activists from all over the world. One of the most important events was the Global Climate Strike on 20 September 2019, which saw 7.6 million people from 185 countries take to the streets in what was one of the largest climate demonstrations in history (see Fig.1). Major cities such as New York, Berlin, Sydney and Mumbai saw massive turnouts, indicating the movement’s far-reaching impact [9]. In addition to Europe, countries in Africa, South America and Asia have joined, showing that climate issues are going beyond borders. World leaders, including former German Chancellor Angela Merkel and UN Secretary-General Antonio Guterres, have publicly recognised the role of youth activism in influencing climate programmes, demonstrating how FFF has captured the world’s attention and promoted accountability among policy makers [8]. Today, ‘Fridays for Future’ continues to organise large-scale events, maintaining its presence as a significant force for environmental protection.



Fig.1 Map of Fridays for Future actions

Source: Fridays for Future. Action map [1].

The impact of FFF is evident in specific cases where their protests have directly contributed to policy changes or decisions at the national level. In Germany, youth climate strikes created enormous pressure on the government, leading to a revision of climate legislation in 2019 that introduced more ambitious carbon reduction targets. Similarly, in Sweden, Greta Thunberg's activism helped to elevate climate discussions into the political debate, leading to increased investment in renewable energy solutions [14]. In addition, in 2020, New Zealand passed a zero greenhouse gas emissions bill aimed at reducing emissions in line with the Paris Agreement, influenced by the growing public support for climate action caused by the FFF movement change [11]. These achievements illustrate how strikes, protests and youth mobilisation can result in tangible outcomes, proving that grassroots efforts can drive institutional change [2].

2.3. 'Fridays for Future' movement: criticism and problems

The 'Fridays for Future' movement also faces considerable criticism about its effectiveness in driving changes in the real world. A significant criticism is the lack of a clear and effective plan by the movement's leadership. Youth activism tends to be fuelled by passion and urgency, which, however admirable, can sometimes lack structured, pragmatic proposals for addressing the climate crisis. Critics argue that slogans and emotional appeals, while effective in galvanising support, are insufficient without concrete policies and implementation strategies. In addition, the movement faces other challenges, including short-term media attention, which often wane as public interest shifts to new issues. The intermittent spotlight, combined with the negative reactions of large corporations and political lobbies with a vested interest in maintaining the status quo, creates significant resistance to change [3]. In addition, fatigue among participants from continuous activism can diminish impulse over time, as sustaining large-scale mobilisation requires enormous energy and dedication. Thus, the

obstacles underscore the broader struggle of mass movements to maintain influence while driving impactful and lasting change in a highly complex global system [13].

Notwithstanding its achievements, the FFF movement has also faced limitations, particularly in reducing global CO₂ emissions. Global emissions continue to rise due to industrial growth, dependence on fossil fuels, and lack of international co-operation. Although the movement has succeeded in changing the perception of youth as an active and legitimate social force capable of influencing the global discourse, tangible environmental results are still elusive crisis [13]. Looking ahead, it is believed that FFF's prospects for growth lie in fostering deeper collaborations with governments, engaging financial institutions to redirect investments into green technologies, and joining forces with other environmental organisations to create a united front. By combining mass activism with institutional partnerships, the movement can increase its effectiveness and contribute to measurable global progress in the fight against the climate crisis [6].

3. Conclusions

In conclusion, it can be stated that the 'Fridays for Future' movement, initiated by Greta Thunberg in 2018, has significantly influenced the global climate discourse by mobilizing millions of young people to combat climate change. The movement has achieved notable results in raising public awareness and drawing the attention of governments and corporations to environmental issues. However, despite its visible impact and success in mobilization, the movement faces criticism for the lack of concrete implementation strategies, limited short-term effectiveness, and resistance from large corporations and political interests.

To enhance the effectiveness of FFF in the future, it is essential to deepen cooperation with governments, financial institutions, and other environmental organizations to achieve sustainable global changes. For instance, more targeted lobbying of national governments, the United Nations, and the private sector could lead to more binding climate commitments.

The role of the movement as a catalyst for changes remains vital for ensuring government accountability and informing the public, particularly younger generations, about the urgency of the crisis. Ultimately, FFF serves as a powerful reminder of the need for urgent action, yet it requires further evolution to address systemic barriers and translate its momentum into measurable progress.

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ILLUSTRATIVE MATERIAL

1. Fridays for Future. (n.d.). *Action map*. URL: <https://fridaysforfuture.org/action-map/map/> [Last accessed 15 Jan. 2025].

ANTI-GLOBALISM: HISTORY OF EMERGENCE, ITS ESSENCE AND MAIN TRENDS

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Horbatenko K. A., Khashchenkov V. R., Zmiiova I. V. Anti-globalism: history of emergence, its essence and main trends. The relevance of study lies in multifaceted impact of anti-globalism on modern political, economic and social processes. This movement arose as a response to the negative consequences of globalization, such as economic inequality, concentration of power in transnational corporations, erosion of workers' rights and reduction of state sovereignty. Anti-globalism criticizes the current global system and offers alternatives, including support for the local economy, environmental protection and social justice. The authors examine the history, ideological foundations and modern dynamics of anti-globalization movements, emphasizing their impact on world politics, economics and international cooperation.

Keywords: anti-globalism, economic inequality, globalization, social justice, workers' rights.

Горбатенко К. А., Хашченков В. Р., Зміїова І. В. Антиглобалізм: історія виникнення, сутність та основні напрями. Актуальність вивчення антиглобалізму полягає в його багатогранному впливі на сучасні політичні, економічні та соціальні процеси. Цей рух виник як відповідь на негативні наслідки глобалізації, такі як економічна нерівність, концентрація влади в транснаціональних корпораціях, розмивання прав працівників і зменшення державного суверенітету. Антиглобалізм критикує поточну глобальну систему та пропонує альтернативи, включаючи підтримку місцевої економіки, захист навколишнього середовища та соціальну справедливість. Дослідження розглядає історію, ідеологічні основи та сучасну динаміку антиглобалістських рухів, підкреслюючи їхній вплив на світову політику, економіку та міжнародну співпрацю.

Ключові слова: антиглобалізм, економічна нерівність, глобалізація, права працівників, соціальна справедливість.

1. Introduction

In the modern world, globalization contributes to the growth of international trade and investment, but at the same time leads to a deepening of economic inequality between countries and social groups within states. This causes a strong reaction from activists, trade unions and politicians who advocate for a change or even rejection of the dominant models of globalization.

The relevance of the study lies in the fact that globalization creates numerous challenges, such as increasing economic dependence of countries, a threat to local economies and aggravation of environmental problems. In this regard, anti-globalization, which offers alternatives, including support for local economies, protection of human rights, etc.

Previous works on anti-globalization focused on criticizing globalization from an economic point of view, analyzing the impact of political movements such as populism and nationalism, as well as studying the activities of anti-globalization organizations.

The object of the study is the processes associated with anti-globalization in the modern world and the subject is the level of impact of anti-globalization ideas on the global economy, international politics and cooperation.

The aim of the study is to identify the main trends and consequences of anti-globalization processes in the modern world.

Research *tasks* are as follows:

- to identify the causes of anti-globalization as a social and political phenomenon;
- to analyze the main directions and forms of anti-globalization movements;
- to assess the impact of anti-globalization on the global economy, politics and social sphere.

The article analyzes the theoretical foundations of anti-globalization, considers the activities of key anti-globalization organizations, and also studies the impact of political movements, such as populism and nationalism, on the development of this phenomenon.

2. The Movement Against Globalization

The anti-globalization movement comprises an interconnected network of individuals and social groups that oppose globalization, particularly economic globalization. This movement does not entirely deny globalization, rather, it expresses a position for a fairer and more stable form of globalization.

The chronology of the anti-globalist movements development is presented in Table 1:

Table 1

Chronology of Anti-Globalist Protests

Date	Event	Description
1	2	3
January 1, 1994	Armed uprising of Zapatistas in Mexico	Beginning of the uprising in Chiapas against NAFTA implementation, protesting economic reforms.
December 1995	French Strikes	Three weeks of railway strikes in France against pension cuts and infrastructure reforms.
1998	Protests in Geneva	Protests against WTO during the 50th anniversary celebration of GATT, including violent acts.
November 1997	Defeat of fast-track legislation (USA)	Protest in the USA against liberalized trade policy; defeat of fast-track legislation.
November 1999	Battle in Seattle	Mass protests against WTO in Seattle that drew global attention to the anti-globalist movement.

Source: compiled by the authors according to their calculations [1; 4]

It becomes clear that the most well-known public anti-globalist activities involve large rallies, demonstrations, and manifestations accompanying significant socio-economic events – summits and IMF meetings. These rallies usually take place in major cities – London, Washington, Davos, Seoul, Paris, New York, Bangkok and others.

3. Left-Wing vs. Right-Wing Anti-Globalism

Specifically, anti-globalization is divided into left-wing and right-wing factions. Left-wing anti-globalists oppose neoliberal policies that as they believe subordinate societies to economic

interests. In contrast, right-wing anti-globalists emphasize on the protection of national borders and culture, viewing globalization as a threat to national identity [2; 3].

The KOF Globalization Index measures the level of globalization across 122 countries. Created by Axel Dreher in Switzerland, it is based on 14 key indicators. Furthermore, the index is calculated separately for different spheres: social, political, and economic.

Table 2 provides the analysis of the manifestation of anti-globalism on globalization indicators:

Table 2

Indicators of Globalization and Anti-Globalist Positions

Globalization Indicators (KOF)	Anti-Globalist Position
1	2
Foreign direct and portfolio investments	Lead to economic dependency of countries and increased influence of transnational corporations.
Trade	Unequal distribution of benefits: rich countries gain most profits while poor remain dependent.
Loans	International loans often come with strict conditions leading to debt dependency and social issues.
International tourism	Mass tourism can exploit natural resources and labor in developing countries.
Internet and digital globalization	Monopoly by tech giants poses threats to digital security and inequality in access to technology.
Social and cultural globalization	Can be supported but only under conditions of fair distribution and respect for local cultures.

Source: compiled by the authors according to their calculations

We start the examination of this index with the global indicator using data from various regions of the world, see Figure 1:

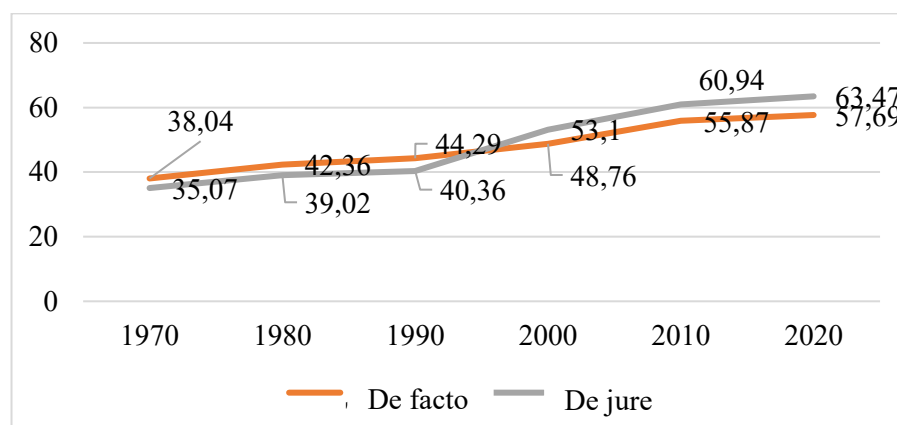


Fig 1. KOF Globalization Index for the world by year

Source: compiled by the authors according to their calculations [2]

The actual level of globalization increased from 38.04 in 1970 to 57.69 in 2020, with the most significant growth occurring between 1990 and 2010 due to the expansion of international trade, investments, and cooperation. The legal aspects of globalization also demonstrate growth, rising from 40.36 in 1990 to 63.47 in 2020, reflecting an increase in international agreements and political collaboration.

Figure 2 shows the dynamics in East Asia and the Pacific region:

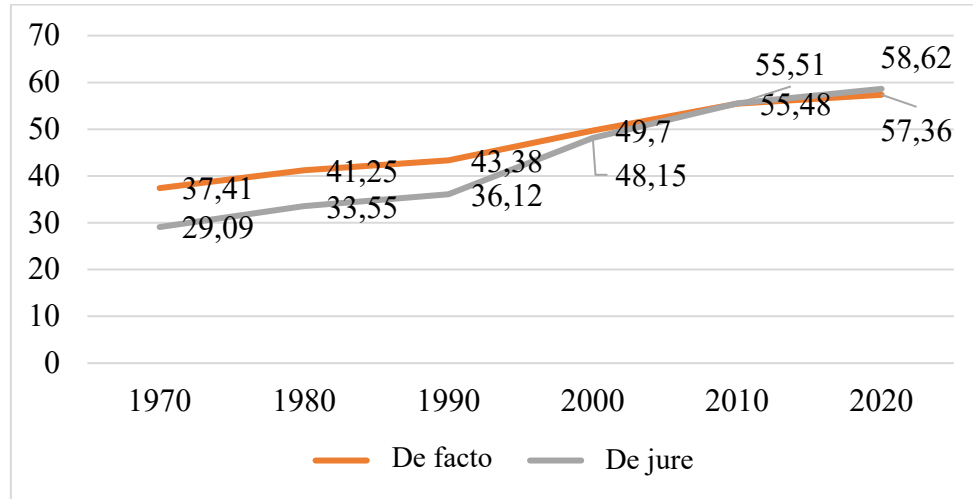


Fig. 2 Dynamics of the KOF Index in East Asia and the Pacific Region

Source: compiled by the authors according to their calculations: [2]

Globalization in East Asia and the Pacific region intensified after the 1980s due to economic reforms, particularly in China, South Korea, and ASEAN countries, making the region an important economic center. After 2000, there was significant growth in both economic ties (“de facto”) and institutional globalization (“de jure”) through participation in international organizations and free trade agreements.

Figure 3 provides information regarding Europe and Central Asia:

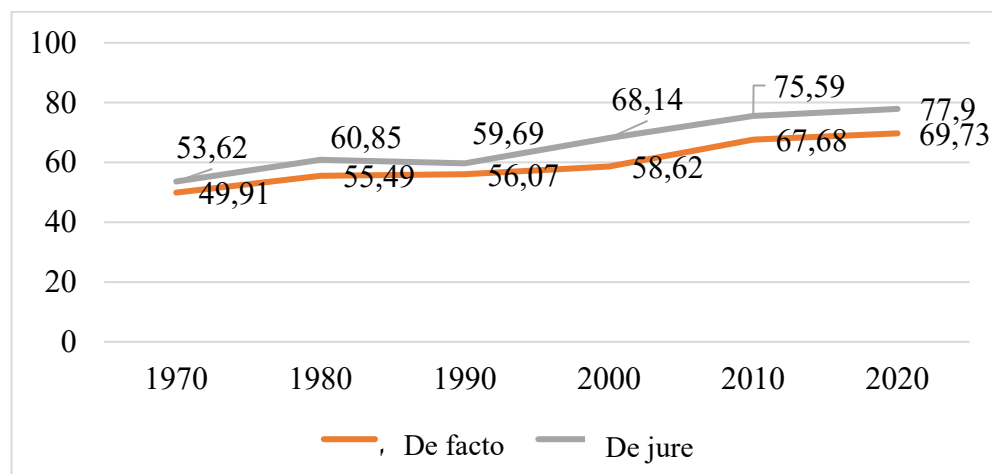


Fig. 3. Dynamics of the KOF Index in Europe and Central Asia

Source: compiled by the authors according to their calculations: [2]

Europe is a leader in globalization due to its close economic and political integration, particularly within the EU, and the expansion of the Union after the dissolution of the USSR. High “de jure” indicators reflect a strong institutional base and active participation of the region in international processes.

Table 3 presents data on Latin America and the Caribbean:

Table 3

KOF Index in Latin America and the Caribbean

Year	1970	1980	1990	2000	2010	2020
De facto	36.03	41.73	44.84	47.91	53.4	53.87
De jure	36.86	39.49	39.55	52.89	59.85	62.16

Source: compiled by the authors according to their calculations [2]

Latin America demonstrates slow growth in globalization, particularly “de facto”, due to limited economic development and political instability. However, the increase in “de jure” indicators after 2000 reflects efforts by the region to strengthen international ties through agreements and economic blocs such as MERCOSUR.

Table 4 presents data on North America:

Table 4

KOF Index in North America

Year	1970	1980	1990	2000	2010	2020
De facto	54.12	59.72	61.05	64.94	67.99	68.45
De jure	50.27	53.55	58.45	68.32	69.01	69.19

Source: compiled by the authors according to their calculations [2]

North America consistently maintains high levels of globalization due to the role the USA and Canada play in the global economy, trade, and innovation. Although “de jure” integration is increasing through participation in NAFTA (now USMCA) and other agreements, growth rates have slowed since 2010 due to political changes and a focus on domestic issues.

The KOF Globalization Index measures levels of economic, social, cultural, and political integration; however, anti-globalization movements oppose many of its aspects. They criticize the unequal distribution of benefits, loss of cultural identity, environmental degradation, and undermining national sovereignty. In regions with high levels of globalization like Europe and North America, anti-globalists focus on criticizing neoliberal models, while movements in Latin America and East Asia emphasize ecological and socio-economic issues. Thus, anti-globalism encompasses various aspects of globalization, fostering debates about its impact.

4. The Rise of Anti-Globalist Sentiments

Anti-globalist sentiments continue to rise, affecting more countries and regions. Movement representatives believe that globalization contributes to wealth concentration in the hands of transnational corporations and large states, leaving peripheral countries in conditions of economic stagnation. International financial institutions such as the IMF and WTO receive particular criticism for imposing a model of globalization that escalates inequality and harms less developed countries according to anti-globalists.

Moreover, anti-globalists highlight environmental issues caused by transnational corporations that often become major polluters. The contemporary anti-globalist movement responds to new challenges such as increasing digitalization of the economy which concentrates power among tech giants like Google and Amazon, criticized for market monopolization, data control, and automation threatening jobs.

Simultaneously, anti-globalists actively use social media to mobilize supporters, disseminate information about protests, and organize international campaigns. Mass protests remain one of their primary methods of struggle; for example, actions during G20 summits or the World Economic Forum draw attention to issues of inequality, human rights, and climate change.

Furthermore, activists propose alternative development models based on principles of “fair trade”, ecological sustainability, and support for local economies while calling for more democratic institutions that consider the interests of marginalized groups and civil society.

Thus, anti-globalism evolves by adapting to contemporary conditions advocating for a fairer and more sustainable world while offering an alternative to neoliberal globalization models.

5. Conclusion

Anti-globalist movements emerged at the end of the twentieth century as a response to the growing influence of globalization, transnational corporations, and international institutions advocating for social justice, sovereignty protection, and ecological sustainability. These movements actively criticize neoliberal economic policies which they believe deepen economic inequality and promote exploitation in developing countries.

Contemporary anti-globalism encompasses struggles against climate change protection for workers' rights while countering monopolization by transnational corporations adapting to local contexts across different regions despite challenges; this movement continues influencing global processes by providing alternative approaches to urgent human issues.

The results of this study can be used to develop new approaches to overcoming the modern challenges of globalization and ensuring social justice.

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INTERNATIONAL TOURISM

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Hornieva D. Y., Lavrynenko I. M. International tourism. The article discusses the essence of international tourism and its impact on the economic situation of countries. The state of development of modern international tourism is studied. This allows to determine its role in the world. The author analyzes different types of international tourism and its impact on the welfare of countries.

Key words: economic impact, ecotourism, GDP, global tourism industry, pandemic, tourist services, UN Tourism.

Горнєва Д. Я., Лаврінєнко І. М. Міжнародний туризм. У статті розглянуто сутність міжнародного туризму та його вплив на економічне становище країн. Досліджено стан розвитку сучасного міжнародного туризму. Це дозволяє визначити його роль у світі. Проаналізовано різні види міжнародного туризму та його вплив на добробут країн.

Ключові слова: ВВП, Всесвітня туристична організація економічний вплив, екотуризм, пандемія, туристичні послуги.

1. Introduction

Today, more and more countries are paying attention to the development of international tourism and the tourism services market. The market for tourism services is becoming more and more extensive, with more and more new types of international tourism emerging every year. Thus, each country seeks to develop such a direction as international tourism in order to improve its position in the international arena and economic situation.

The *actuality* of the topic is recognized by the development of the international tourism industry, which is already called an invisible export and affects the country's development in the economic sphere. The *purpose* of the article is to deepen knowledge of international tourism and its place in the global economy and international relations. The *object* of the study is international tourism and the global market for tourism services. The subject of the study is prospects for the development of the global tourism market. In the article, the author uses general scientific and special methods of cognition, and applies the following: the method of observation to study the impact of the tourism services market on the welfare of countries; the method of analysis to analyze the impact of the tourism services market and international tourism on world processes.

2. International tourism

International tourism is an important part of the country's international relations and economic enrichment. International tourism is based on traditions and national history, and one of the main goals of international tourism is to develop relations between countries. Today, the importance of this industry is constantly growing and it is becoming more and more developed and sophisticated. Also, today, this industry receives constant investments and foreign exchange earnings [1].

International tourism, in particular, helps to develop and enrich emerging and developing countries. It creates a large number of jobs, and it also contributes to the development of infrastructure and helps to preserve the country's cultural heritage. For example, when Ukraine hosted the European Football Championship in 2012, many stadiums and hotels were built in Ukraine, and this also improved Ukraine's image on the international stage.

However, despite the many advantages of international tourism, there are also some disadvantages. For example, the COVID-19 pandemic has shown that this industry is somewhat vulnerable, which in 2020 showed an economic decline, and all economic indicators related to international tourism have declined. For international tourism, the year of the pandemic is a year of decline, because it means closed hotels, resorts and, most importantly, closed borders. According to the UN, up to 100 million jobs in the tourism sector are at risk. Nevertheless, tourism generally recovers faster from crises than other industries [2].

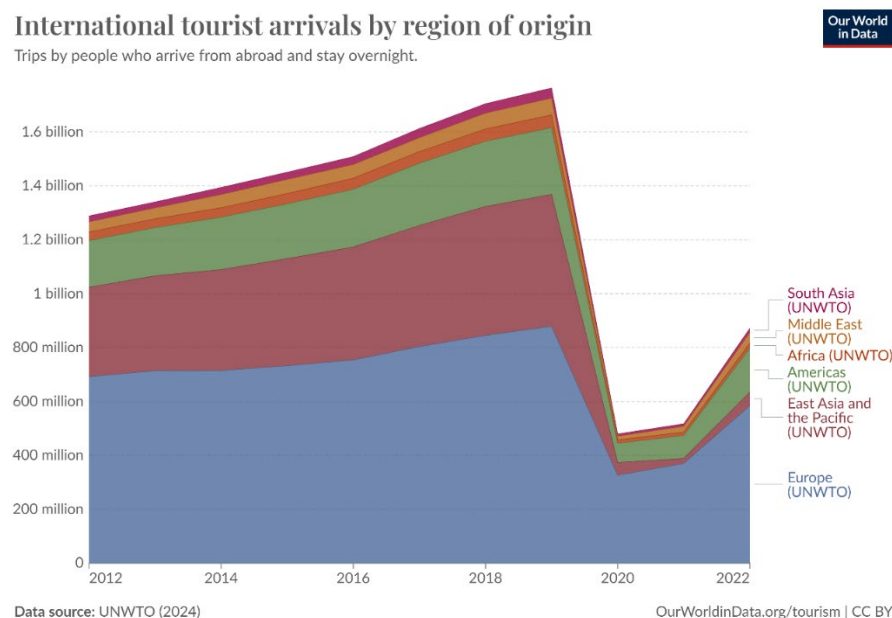


Figure 1. International tourist arrivals in the world (2012-2022 yy.) [3]

On the graph, we can see that the tourism industry has been developing steadily and the volume of tourists has been growing every year. However, when 2020 came around, the number of travelers dropped sharply. The tourism industry slowed down for about 1 year, but as mentioned earlier, tourism is one of the fastest growing industries, and it is true. The industry began to recover and already in 2021, showed growth rates and in the following years this growth only continued.

2.1. Types of international tourism

International tourism is a broad and dynamic industry that is showing growth. As a major driver of the global economy, the impact of international tourism can be seen in many sectors of the

economy. International tourism encompasses a diverse range of activities, including immersion in new cultures and participation in different forms of tourism, each offering a distinctive experience and appeal.

So, there are the following types of tourism:

- **Cultural tourism.** Cultural tourism is a type of tourism that aims to showcase the culture and national heritage of countries. This type of international tourism provides an opportunity to explore the various customs, traditions and history of a particular country. This type of tourism is one of the most popular of all.

- **Business tourism.** Business tourism, also called corporate tourism, includes travel for work purposes. This can include various conferences, meetings where people continue to work and stay for their work-related issues.

- **Adventure tourism.** Adventure tourism is one of the forms of international tourism when tourists visit various exotic places that are so unusual for an ordinary person. Such trips require a high level of psychological and physical fitness, because such travel is always a risk [5].

- **Sports tourism.** Sport tourism involves travelling to either participate in or spectate sporting events. This rapidly expanding segment of the global travel industry offers tourists a diverse array of activities and events to enjoy.

- **Cruise tourism.** Cruise tourism is a type of tourism that involves travelling on a cruise ship for leisure purposes. It is a luxurious form of travelling that offers an all-inclusive holiday on a cruise ship for at least 24 hours. Passengers on a cruise ship have access to a wide range of amenities and recreational facilities on board, such as swimming pools, casinos, and theatres.

- **Eco-tourism.** Eco-tourism is a new form of international tourism that promotes sustainable development and is aimed at preserving the environment. This includes activities aimed at preserving nature and reducing its negative impact, as well as promoting and supporting environmental initiatives and projects. Thanks to this type of international tourism, it is possible to preserve rare species of animals and plants that are on the verge of extinction. Various educational centers have been created on the basis of such reserves and territories, allowing tourists to observe rare species in nature. Also, tourists are often allowed to plant trees and clean up, so people get involved in nature conservation and it really attracts tourists. These initiatives not only help protect the environment but also bring economic benefits to local communities. Eco-villages are projects implemented in compliance with all environmental standards, designed to preserve nature, educate people about nature conservation, and promote sustainable development programs.

Thus, eco-tourism is a new form of international tourism that is in demand among tourists, and this type of international tourism is designed to preserve our nature. We also see how many types of international tourism exist, so everyone can find the type of tourism they like.

2.2. Economic impact of international tourism

Tourism boosts economic activity by stimulating demand for local services and products, which helps businesses grow, generates jobs, raises income levels, and contributes to poverty reduction.

The direct impact of tourism comes from sectors like accommodation, transportation, and attractions. Indirect benefits arise from supporting industries, including construction and retail.

In addition, international tourism plays a crucial role in developing countries by enhancing their global image and attracting foreign investment.

South Africa serves as a prime example of a developing country that has successfully integrated tourism into its economic growth strategy.

Tourism contributes 3.7% to the nation's GDP, surpassing sectors like agriculture, utilities, and construction. The country's rich natural and cultural resources, including beautiful beaches, majestic mountains, and diverse wildlife reserves, attract tourists from all over the world, making it one of Africa's leading tourist destinations.

To foster the industry's growth, South African Tourism (SAT) and the Department of Tourism have developed a strategic plan for 2020-2025. This plan focuses on effective marketing of destinations and strengthening cooperation across different government levels to ensure efficient tourism management [4].

In September 2022, the accommodation industry's income grew by 79.3% compared to the same period in 2021. Hotels saw the largest increase, with their total income rising by 118.6%.

What are the Economic Impacts of International Tourism?

1. **Infrastructure Development.** International Tourism generates revenue for both the government and private sector, enabling investments in essential infrastructure for tourism-related activities. This involves building and upgrading roads, highways, and airports. As tourism grows, it enhances transportation networks and accessibility, benefiting both the local economy and visitors.

2. **Cultural Preservation.** Tourism contributes to the preservation of historical landmarks and cultural traditions. With visitors from around the world seeking to explore a destination's heritage, the revenue generated through tourism supports efforts to conserve and protect cultural sites and practices.

3. **Natural Resources.** International Tourism can create incentives for the protection and preservation of natural resources and ecosystems. Implementing sustainable tourism practices helps safeguard biodiversity-rich areas from degradation while also providing economic benefits to local communities.

4. **Local Entrepreneurship and Small Business Growth.** An increase in visitors to a destination can drive the expansion of small, locally-owned businesses. Restaurants and shops

often see higher profits, while entrepreneurs gain access to new opportunities within the tourism sector.

Thus, Tourism has a profound economic impact and holds significant potential to become a major driver of global economic growth [4].

3. Conclusion

So, we can conclude that international tourism is an industry that has several different types and it has a huge potential for development and it influences the economic development of many countries, and for this reason, many countries create programs aimed at developing the tourism industry to make this sector financially attractive for the country and investors.

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ENGLISH PROFICIENCY AS A CATALYST FOR SUCCESS IN UKRAINIAN LOGISTICS AND INTERNATIONAL TRADE

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Hortenko Y. D., Lavrinenko I. M. English proficiency as a catalyst for Success in Ukrainian logistics and international trade. This article examines the practical significance of English language proficiency in the Ukrainian logistics sector and its impact on international trade. The factors and situations faced by Ukrainian logistics professionals are analyzed, and opportunities in this field are identified, taking into account foreign language skills. The requirements for English language proficiency and terminology for various positions in logistics companies are defined. The article also proposes several strategies for improving the situation with qualified workers. The benefits of this research extend beyond the logistics sector. As a result, it provides valuable insights and will be relevant for professionals in international trade, policymakers, educational institutions, and businesses seeking to strengthen Ukraine's position in international trade.

Keywords: competitiveness, cross-cultural communication, English language proficiency, international trade, language barriers, language technologies, logistics, professional development, specialized terminology, Ukraine.

Гортенко Ю. Д., Лавріненко І. М. Володіння англійською мовою як каталізатор успіху української логістики та міжнародної торгівлі. У цій статті розглядається практичне значення володіння англійською мовою в українському секторі логістики та її вплив на міжнародну торгівлю. Проаналізовані фактори та ситуації, з якими стикаються українські фахівці з логістики та визначені можливості у цій сфері, враховуючи знання іноземної мови. Визначені вимоги до володіння англійською мовою та термінологією для різних посад у логістичних компаніях. У статті також пропонується кілька стратегій для покращення ситуації з кваліфікованими працівниками. Переваги цього дослідження виходять за межі логістичного сектору. В результаті, воно надає цінні висновки та буде актуальним для фахівців у сфері міжнародної торгівлі, політиків, освітніх установ та бізнесу, які прагнуть зміцнити позиції України в міжнародній торгівлі.

Ключові слова: володіння англійською мовою, конкурентоспроможність, логістика, міжкультурна комунікація, міжнародна торгівля, мовні бар'єри, мовні технології, професійний розвиток, спеціалізована термінологія, Україна.

1. Introduction

The *object* of the article is the logistics sector in Ukraine, with particular attention to how improving language skills among logistics professionals can enhance the country's international competitiveness and operational efficiency. The *subject* of the article is the growing importance of foreign language proficiency, particularly English, for professionals in the logistics industry, especially in Ukraine. It focuses on how language skills are becoming a necessity for success in global trade and logistics.

The *relevance* of the topic is explained by the fact that in today's globalized world, foreign language knowledge has shifted from being an advantage to an absolute necessity for success in international trade. This is especially true for the logistics industry, which plays a vital role in ensuring the efficient movement of goods across borders. Ukraine, situated at the crossroads of key trade routes between Europe and Asia, has significant potential for developing its logistics sector. However, the realization of this potential hinges largely on the language skills of professionals within the industry.

2. The Importance of Language Proficiency in Logistics

Effective communication in logistics is paramount. It extends beyond daily exchanges to encompass critical aspects. Using correct logistics terminology ensures clear communication,

reducing misunderstandings and errors in operations. Mastery of industry terms demonstrates professionalism and authority when interacting with colleagues, clients, and stakeholders.

To represent your country, company, or team at international conferences, meetings, and forums, a strong command of English and the appropriate logistics terms is crucial for clear, professional communication. Proficiency in logistics terminology can also open up opportunities for career advancement and promotion.

Accurate use of terminology enhances efficiency and productivity in logistics processes, streamlining the supply chain. Since many logistics regulations and documents are in English, understanding the language is vital for compliance with international laws and standards. Proper terminology is key for accurate documentation, such as bills of lading, invoices, and waybills. Additionally, international logistics reports, market analyses, and research papers are often available in English, making language proficiency essential for accessing these resources [1].

English has become the dominant language in global business, with many international companies adopting it as their official means of communication. Organizations that fail to embrace this trend risk falling behind their competitors, limiting their growth and international partnerships.

3. Resources and Challenges of Learning English in Logistics

The rising importance of English for logisticians is evidenced by the increasing availability of specialized resources, such as electronic dictionaries, textbooks, and academic studies. However, mastering a professional language requires a strategic approach, as logistics intersects with various fields, including management, law, marketing, international relations, IT, and accounting.

While English proficiency among Ukrainian logisticians is improving, it still falls short of international benchmarks. Many logistics companies in Ukraine now require proficiency in at least one foreign language, typically English, as part of their job criteria. However, a gap remains between employer expectations and the actual language skills of professionals, particularly in regional areas. Employers expect entry-level computer skills and above-average Excel skills. Experience with ERP systems is welcome. International and systemic companies expect successful candidates to have English at a level no lower than Intermediate, but fluency in the language is often among the requirements [2].

4. Technologies and Training to Overcome the Language Barrier

Knowledge of foreign languages directly affects the efficiency of logistics operations. It allows you to speed up order processing, solve problems faster and minimize the risk of errors associated with misunderstanding or misinterpretation of information. If you use English for transport logistics, you will be able to easily track the coordination of deliveries. In addition, free

communication in the partner's language helps to establish stronger and more trusting relationships, which is critical in international business [3].

English language proficiency requirements vary significantly depending on the position within a logistics company:

- **Managers:** Typically require advanced English proficiency (B2-C1). This is essential for negotiating with international partners, participating in conferences, and handling documentation.
- **Operators:** An intermediate level (B1-B2) is often sufficient. They need to comprehend and compose basic reports, as well as communicate with clients and partners via email.
- **Drivers:** A basic level (A2-B1) may suffice. It's crucial to understand fundamental instructions and complete simple forms.

The main problem remains the lack of qualified personnel with both professional knowledge in the field of logistics and a high level of foreign language proficiency.

In May 2024, the average salary in Ukraine was 20,000 UAH, according to Work.ua. For job positions requiring English proficiency, the average salary rises to 28,000 UAH, which is 40% higher.

The most significant pay difference is seen in the following categories:

- "Finance, Banking" — 35,000 UAH, 100% higher than the average in the category;
- "Logistics, Warehousing, Foreign Trade" — 35,000 UAH, 79% higher;
- "Accounting, Auditing" — 30,000 UAH, 62% higher;
- "Manual Labor, Manufacturing" — 32,300 UAH, 62% higher;
- "Agriculture, Agribusiness" — 32,500 UAH, 51% higher;
- "Design, Creativity" — 31,000 UAH, 48% higher;
- "Transport, Auto Business" — 40,000 UAH, 45% higher.

Researchers note that higher levels of English proficiency lead to higher salaries. Specifically:

- Basic level — 22,000 UAH;
- Intermediate level — 25,000 UAH;
- Upper-intermediate — 30,000 UAH;
- Advanced — 32,500 UAH;
- Fluent — 35,000 UAH.

A quarter of job seekers mention English skills in their resumes, but many have faced rejections due to inadequate language proficiency. (“Дослідження заробітної плати”, 2024)

In addition, it is important to take into account cultural differences that can affect the effectiveness of communication even with good knowledge of the language. A comprehensive approach is needed to solve the problem of language training.

Therefore, there are many specialized English language courses and training programs in higher educational institutions, which are relevant both for beginners in the field of logistics and for those specialists who work in this field.

According to an Englishdom survey of 564 employers, 27% of companies support employees in learning English through corporate programs. Over 700 companies have students enrolled in the online school.

The research highlights the following:

- Nearly half of the companies offering corporate language training are large organizations with over 1,000 employees;
- Most companies providing language training come from IT, wholesale and retail, light industry, agriculture, and charitable sectors;
- Employers encourage English learning to enhance employee qualifications, boost motivation, strengthen the company's brand, and foster team cohesion;
- Employees typically dedicate about six hours per week to language study [4].

The majority of companies dealing with export-import operations have chosen this particular language as the standard language recommended for communication between participants in economic activities of different countries. It is important to develop cooperation between business and educational institutions to create programs that meet the real needs of the industry.

Modern technological solutions offer a wide range of tools to overcome the language barrier in international logistics. Among the most effective: translation programs (Google Translate, DeepL, Microsoft Translator), AI assistants (Chat GPT, Gemini, Claude AI), Devices for synchronous translation (Timekettle WT2 Edge, Pocketalk), Mobile applications for learning languages (Duolingo, Babbel, DuoCards), etc.

The choice of a specific solution depends on the specifics of the business, the budget and the specific needs of the company. The use of modern technologies, such as mobile applications and online platforms for language learning, can also significantly increase the accessibility and effectiveness of language learning [5].

5. Conclusions

The high level of language competence of Ukrainian logisticians in the future may become a significant competitive advantage in the international market, helping to attract foreign investment and expand international relations.

Foreign languages are indeed the key to success in international trade and logistics. For Ukraine, which is striving to strengthen its position in the global market, improving the level of foreign language proficiency among logistics industry specialists should become one of the priority areas of development. This requires joint efforts of business, educational institutions and the state. Investments in language education today are investments in the competitiveness of Ukrainian logistics tomorrow.

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UKRAINIAN-CZECH RELATIONS: CURRENT STATE AND PROSPECTS

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Huzenko O. M., Astapova T. O. Ukrainian-Czech relations: current state and prospects. This article examines the current state and prospects of Ukrainian-Czech relations focusing on their historical development, key areas of cooperation, and future opportunities. It highlights political, economic, cultural, and scientific collaborations with particular emphasis on the ARK project aimed at preserving Ukraine's cultural heritage. The study demonstrates the potential for enhancing bilateral ties across various sectors, contributing to mutual prosperity and stability for both nations.

Keywords: ARK project, bilateral ties, collaborations, cultural heritage, historical development, mutual prosperity, Ukrainian-Czech relations.

Гузенко О. М., Астапова Т. О. Українсько-чеські відносини: сучасний стан та перспективи. У статті розглядається сучасний стан та перспективи українсько-чеських відносин з акцентом на їхньому історичному розвитку, ключових сферах співпраці та майбутніх можливостях. У ній висвітлюється політична, економічна, культурна та наукова співпраця з особливим акцентом на проєкті ARK, спрямованому на збереження культурної спадщини України. Дослідження демонструє потенціал для зміцнення двосторонніх зв'язків у різних секторах, що сприятиме взаємному процвітання та стабільності обох країн.

Ключові слова: історичний розвиток, взаємне процвітання, двосторонні зв'язки, культурна спадщина, проєкт ARK, співпраця, українсько-чеські відносини.

1. Introduction

The geopolitical changes following the collapse of the Soviet Union and the dissolution of Czechoslovakia presented new challenges and opportunities for both Ukraine and the Czech Republic. The development of independent foreign and domestic policies, the shared aspiration to join European and Euro-Atlantic structures, and mutual economic dependencies have shaped the trajectory of Ukrainian-Czech relations. Despite existing studies on bilateral relations, there remain gaps in understanding the evolving dynamics and potential of this partnership.

The relevance of this study lies in highlighting the growing importance of cooperation between Ukraine and the Czech Republic, especially against the backdrop of global political and economic challenges.

The object of the research is the bilateral relations between Ukraine and the Czech Republic, *the subject* is the current state and future prospects of cooperation between the two nations.

The aim of the article is to analyze the current state of Ukrainian-Czech cooperation and identify opportunities for its enhancement.

The following *tasks* are set to achieve the purpose:

1. Examining the historical context and evolution of Ukrainian-Czech relations.
2. Identifying key areas of current cooperation.
3. Assessing prospects for future collaboration.

2. Ukrainian-Czech Relations: Current State and Prospects

2.1. Historical and Political Context of Ukrainian-Czech Relations

After the collapse of the USSR, new challenges arose for both Ukraine and the Czech Republic in forming their independent domestic and foreign policies. Initially, Czechoslovakia in 1989 and

later Ukraine in 1991 embarked on the path of building democratic states with a primary focus on human rights and the ultimate goal of joining the European Union [3, p. 376].

A new stage in the development of relations between the two countries began in 1993 when the Czech Republic separated from the federal republic and gained independence. Although the Czech government did not initially prioritize bilateral relations with Ukraine, its dependence on resources including those from Ukraine, necessitated a review of its policy and led to enhanced cooperation. A dynamic development occurred in the political, economic, cultural, and scientific spheres.

Before the Czech Republic's accession to the European Union, i.e., between 1993 and 2004, bilateral cooperation was characterized by meetings between state representatives or heads of state and the signing of key documents. A significant event during this period was a meeting between Leonid Kravchuk and the Prime Minister of the Czech Republic, Václav Klaus, during which the development of bilateral relations was discussed and formalized. In 1994 attention was focused on the two countries joining the «Partnership for Peace» initiative and discussing their participation in integration processes such as the EU, NATO, and OSCE. On April 3, 1995 a meeting between Ukraine's new president, Leonid Kuchma, and Czech President Václav Havel resulted in the signing of the Treaty on Friendly Relations and Cooperation.

Thus, political cooperation between the two countries starting from their emergence as independent states can be characterized as follows. Firstly, the Czech Republic having integrated more quickly into Euro-Atlantic structures, has consistently supported Ukraine's course toward NATO and EU membership. Secondly, it has actively backed Ukraine's steps toward joining integration structures. Thirdly, it has provided proposals and assistance based on its own experience of European integration [1, p. 31].

2.2. Cultural and Scientific-Technological Cooperation Between Ukraine and the Czech Republic

An equally important aspect of Ukrainian-Czech relations is their cooperation in the fields of science and technology. The foundation of these relations is defined by the «Agreement between the Cabinet of Ministers of Ukraine and the Government of the Czech Republic on Scientific and Technical Cooperation». This agreement includes provisions for promoting the development of scientific, technical, and technological research with the possibility of exchanging scientific equipment and materials; facilitating the exchange of scientists, researchers, and engineering staff to support projects and programs; organizing and conducting joint seminars and conferences; exchanging scientific, technical, and technological information. Cooperation with the Czech

Republic and the use of its experience can help Ukraine develop its innovation infrastructure, attract foreign investments, and train highly qualified professionals [4, p. 2].

The «Agreement between the Ministry of Culture of Ukraine and the Ministry of Culture of the Czech Republic on Cooperation in the Field of Culture» forms the basis of bilateral cultural cooperation. Ukraine and the Czech Republic have a long history of cultural ties which began in the mid-19th century. Today, the two countries actively collaborate in such areas as art, literature, music, cinematography, theater, and education.

After Russia's full-scale invasion of Ukraine the Czech cultural community actively supported Ukraine through charitable artistic initiatives. Since February 24, 2022 dozens of events have been held in the Czech Republic including charity concerts, film screenings, and art auctions, aimed at raising funds for humanitarian projects and supporting the Armed Forces of Ukraine [2].

Ukraine's cultural heritage has become a target of systematic Russian attacks, causing significant destruction of historical monuments, museums, churches, and other valuable assets. Hundreds of cultural artifacts including those listed as UNESCO heritage sites, have been destroyed or damaged. Museums have lost unique exhibits, and many valuable items have been stolen or obliterated. In response, the Czech Karel Komárek Family Foundation (KKFF), in cooperation with the Ministries of Culture of the Czech Republic and Ukraine, the National Museum of the Czech Republic, and the Czech Committee of the International Council of Museums (ICOM) with support from private philanthropy and companies like MND launched the «ARK» project at the end of 2023. The ARK project develops and implements mobile units for preserving and digitizing culturally significant documents, books, and monuments. Three such mobile units (MSVs) equipped with cutting-edge technologies for protecting and transporting cultural artifacts – ARK I (mobile preservation unit), ARK II (mobile unit for 2D object digitization), and ARK III (mobile unit for 3D object digitization) – will be operated by trained experts and equipped with real-time tracking systems and advanced security features [6]. «ARK» is an ambitious, multi-phase project aimed at preserving Ukraine's rich cultural history for future generations.

Thus, Ukrainian-Czech cultural cooperation plays an essential role in strengthening bilateral relations supporting not only cultural exchange but also social unity between the two nations, especially in the face of modern challenges. Importantly, the ARK project does not only help protect Ukraine's heritage but also serves as a model for preserving cultural heritage in other conflict zones worldwide. By demonstrating the power of public-private partnerships the initiative highlights the critical importance of safeguarding cultural heritage which is often overlooked during times of war.

2.3. Prospects for Enhancing Bilateral Cooperation between Ukraine and the Czech Republic

There is significant potential for developing cooperation between the Czech Republic and Ukraine across various sectors which can make a substantial contribution to the prosperity of both countries. In the economic sphere both nations have the opportunity not only to continue active trade cooperation but also to diversify its structure.

In the field of science and technology, partnerships between universities and research institutions offer great opportunities for creating joint innovative projects. Collaborative research in areas such as green energy and digitalization can become key drivers for the further development of both countries.

Education is another area where the Czech Republic's experience can benefit Ukraine. Czech universities known for their innovative approaches and integration into the European educational space can serve as platforms for exchanging best practices and implementing reforms. Academic mobility programs, such as Erasmus+, facilitate student and faculty exchanges, enhancing the quality of education and fostering international integration.

The cultural sphere is no less important and has recently played a special role in strengthening relations between the two countries. A key initiative in this area is the ARK project launched by the Karel Komárek Family Foundation in collaboration with Ukrainian and Czech institutions. The launch of ARK is scheduled for spring 2025 and will run for two years. According to Maksym Ostapenko, General Director of the National Reserve «Kyiv-Pechersk Lavra», the first candidate for digitization is the Mariupol Museum. «We will soon begin negotiations on digitizing these relics which are of great importance to the history of Mariupol and its community», he noted [5].

Thus, the broad opportunities for cooperation between Ukraine and the Czech Republic encompass the economy, science, technology, education, and culture, ensuring rapid development and joint achievements in numerous sectors.

3. Conclusions

Summarizing the above, Ukrainian-Czech relations have strengthened significantly since both countries gained independence marked by cooperation in politics, economics, culture, and science. Their shared commitment to European integration and mutual support has solidified their partnership, particularly in response to Russia's invasion of Ukraine. Initiatives like the ARK project demonstrate the depth of cultural and scientific cooperation.

There is substantial potential to further enhance ties, especially in such areas as trade, technology, and education. As Ukraine is being rebuilt the Czech Republic's support and experience will be crucial ensuring a prosperous future for both nations.

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THE IMPACT OF THE RELIGION FACTOR ON INTERNATIONAL RELATIONS IN THE 21ST CENTURY

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Ilchenko E. A., Litovchenko Y. M. The impact of the religion factor on international relations in the 21st century. The article examines the growing influence of religion on international relations in the post-bipolar period. It covers the interaction between global and local trends through the phenomenon of "glocalization," the role of religious organizations in socio-political processes, interreligious conflicts, and ways to resolve them. Special attention is given to the concept of religious security and its place in the modern system of international law.

Key words: civilizational approach, fundamentalism, globalization, glocalization, interreligious conflicts, international relations, religion and politics.

Ільченко Є. А., Літовченко Я. М. Вплив релігійного фактора на міжнародні відносини у XXI столітті. У статті розглянуто зростання впливу релігії на міжнародні відносини у постбіполярний період. Вона охоплює питання взаємодії глобальних і локальних тенденцій через феномен "глокалізації", роль релігійних організацій у суспільно-політичних процесах, міжрелігійні конфлікти та способи їх вирішення. Особливу увагу приділено концепції релігійної безпеки та її місцю у сучасній системі міжнародного права.

Ключові слова: глобалізація, глокалізація, міжнародні відносини, міжрелігійні конфлікти, релігія та політика, фундаменталізм, цивілізаційний підхід.

1. Introduction

The relevance of the topic lies in the context of modern transformations of the world order and the increasing role of the religious factor in political processes. In the era of globalization, which blurs the borders between states, religion is once again becoming a significant factor in identification and influence on international relations. Particularly important is the analysis of the role of religion in the context of contemporary challenges—interfaith conflicts, the rise of fundamentalism, the strengthening of religiously motivated political movements, and the processes of "glocalization" that merge global religious ideas with local traditions. *The object* of the study is the role of the religious factor in shaping international relations, its influence on global politics, interstate relations, and domestic political processes in various regions of the world. *The subject* of the study is the specific functioning of religion as a factor that determines the nature of the political process at the national and international levels, as well as its impact on the development of conflicts and mechanisms for their resolution. *The purpose* of the article is to provide a comprehensive analysis of the influence of religion on political processes in global and regional dimensions, to study the specifics of the transformation of religious ideas in world politics, and to explore their connection with contemporary challenges, such as civilizational conflicts, religious fundamentalism, and issues of religious security. Therefore, *the task* is to explore the historical influence of religion on international relations, identify current trends in the interaction between religion and politics in the context of globalization, and analyze the role of religious organizations as political institutions. Additionally, the study aims to examine cases of religiously motivated conflicts and mechanisms for their resolution, while assessing prospects for the development of international religious security and legal regulation in this sphere.

2. Religion and international relations

Long before the emergence of the state, religion was born in ancient societies, with its highest goal proclaimed as the salvation of the soul. Like any social phenomenon, it has its temporal dimension. The process of its emergence lasted approximately 20,000 years, spanning from the final period of the disintegration of the primitive order to the early stages of civilization, occurring parallel to and in synchronization with the formation of international relations [1].

During the Cold War, the world was divided into ideological blocs. In the post-bipolar era, however, the resolution of identity issues has taken into account other significant values, such as historical heritage, religion, language, cultural affiliation, nation, and civilization. The "Religious renaissance," which became a reality at the end of the 20th century, is linked to processes of economic modernization and social changes worldwide. These processes eroded traditional identification based on place of residence and simultaneously weakened the role of the nation-state as a source of identity. The vacuum created as a result was largely filled by religion.

3. The historical influence of the religious factor

Throughout history, the influence of the religious factor on international relations has evolved alongside changes in religion. This influence was particularly pronounced and direct in the ancient world and the Middle Ages. In its outward manifestation, the religious conflicts and wars of the Middle Ages were typically based on differences over the interpretation of religious dogmas. As a result, the most intense religious conflicts often occurred between followers of different branches of the same religion.

Despite the apparent aggressive intentions, all empires justified their conquests by claiming the need to ensure their own security through "restoring a just balance of power," "protecting an ethnic or religious minority," or, most effectively, "defending socially significant values," with religion taking a leading role among these. In this context, the Crusades serve as a prime example, ideologically camouflaging the attempts of many European rulers to resolve their economic and political challenges. Similarly, international terrorists often justify their actions as protests against violations of religious or moral norms they consider sacred [4].

An important method for studying the role of the religious factor in global politics is the sociological method. It allows for the exploration of the interaction between religion and society, as well as the influence of religious affiliation on social and political practices. The sociological method analyzes the impact of religious behaviour and religious organizations on social groups and societal life. It is worth noting that, in recent years, within the framework of the third "great debate" in international relations theory, postmodernist theories have become prevalent. These

theories view religion as a social construct, a type of domination, and so on, but in any case, not as an objective given [5].

The religious factor in international relations manifests itself unevenly across different parts of the globe, although it is present everywhere. This is directly related to the patterns of the spread of religions (particularly world religions). Historically, this process has acquired the characteristics of a regular phenomenon, which is reflected in the modern geographical map of world religions. Contemporary international political science is characterized by the division of the world into religious macro-regions. Twenty such macro-regions are identified, and the nature of interfaith relations within them has its own specificity [6].

4. The geography of religious influence

In some parts of the world, such as the Americas, the religious situation is relatively uncomplicated. Similarly, there are no significant grounds for religious conflicts in the Australasian- Oceanian macro-region. The unique structure of interfaith relations, with the dominance of Christian beliefs, makes this region one of the most favourable in terms of religious conflicts. The confessional structure of the region is characterized by the predominance of Protestants, a significant Catholic population, and a relatively small number of adherents to Orthodoxy. Examining the global religious landscape, it can be concluded that, in contrast to the previously mentioned macro-regions, other regions provide factors for the emergence of ethno-religious crises.

Religion plays a particularly significant role in the Middle East, where it remains an active force influencing the ideological and political life of society, shaping the atmosphere of political struggle, and, in many cases, affecting inter-state relations. In the countries of this region, religion is a perceptible and long-term factor that leaves an imprint on all socio-political processes. Tensions between national, ethnic, and religious groups are the cause of a significant portion of world conflicts and wars, which pose a threat to both regional and global stability and security. While Christianity is notably dominant in Europe, the continent also serves as a battleground for ideological struggles (occasionally escalating into armed conflict) among representatives of different Christian branches. In modern international relations, key participants include not only states but also international organizations. The practice of international cooperation has particularly flourished under the influence of initiatives such as the "Dialogue of Civilizations" (Iranian project) and the "Partnership of Civilizations" (Russian project). Additionally, significant efforts by the Vatican to promote interaction between Muslims and Jews deserve mention. However, there is still no clear idea for coordinated efforts between church and civil organizations.

5. Civilizational Conflicts

The ideas of the development and interaction of civilizations were summarized by Samuel Huntington, who proposed the well-known Clash of Civilizations paradigm for analyzing and forecasting the world order at the turn of the 20th and 21st centuries. According to his reasoning (which can be partially agreed upon), dividing the world solely by economic or political criteria is no longer acceptable in the modern era. Instead, it is necessary to distinguish states based on cultural and civilizational characteristics, as civilization, being the highest cultural formation, unites people and provides them with a certain degree of cultural identity. One of the most important characteristics of a civilization, according to Huntington, is religion. The sharpest conflicts, he argues, will occur along the borders that separate civilizations. These conflicts may be brutal and bloody. Looking ahead, the focal points of conflicts will involve relations between the West and a number of Islamic-Confucian countries. Given sociological projections that by 2050 every fifth resident of Europe will be Muslim, such conflicts are expected to have both international and intranational dimensions [2].

6. Conclusions

The consideration of the religious factor is important not only in the analysis of interstate relations but also serves as a fundamental aspect in the formation of the international security system. Alongside the expansion of shared threats faced by many states, the international security system is undergoing transformation, acquiring a universal and multidimensional nature. It encompasses military, economic, political, environmental, informational, and religious security.

Threats in this context include the transformation of economic, ethnic, and religious imbalances in specific regions, which over time become factors contributing to both internal and external conflicts. These conflicts, in turn, represent direct threats to international peace and security due to the objective process of globalization, which amplifies these threats and gives them an interstate or international character. Some of these elements have already been incorporated into the classical structure of international security, while others remain under analysis. International religious security belongs to the latter category with its mechanism of international legal regulation currently in the formative stage. The scope of legal regulation is expanding due to the institutionalization of new relationships within the contemporary international community. These relationships, due to their social significance, require legal regulation. Consequently, the international legal system is currently undergoing the development of several new subfields of international law, which exhibit a tendency toward becoming increasingly comprehensive in nature.

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LANGUAGE COMPETENCE AS THE BASIS FOR SUCCESSFUL INTERACTION IN THE GLOBAL ECONOMIC AND LEGAL SPACE

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Ilchenko L. O., Huslenko I. Yu. Language Competence as the Basis for Successful Interaction in the Global Economic and Legal Space. The article explores the importance of language competence as a key factor in the global economic and legal environment. It highlights how proficiency in foreign languages promotes effective intercultural communication, enabling successful interaction among participants in international economic and legal processes. The conclusion emphasizes the significance of developing language competence in today's world.

Keywords: economy, globalization, intercultural communication, language competence, law.

Ільченко Л. О., Гусленко І. Ю. Мовна компетенція як основа успішної взаємодії у світовому економіко-правовому просторі. У статті розглядається значення мовної компетенції як ключового чинника у глобальному економіко-правовому середовищі. Зазначено, що володіння іноземними мовами сприяє ефективній міжкультурній комунікації, забезпечуючи успішну взаємодію між учасниками міжнародних економічних і правових процесів. Висновок робиться про важливість розвитку мовної компетенції у сучасному світі.

Ключові слова: глобалізація, економіка, міжкультурна комунікація, мовна компетенція, право.

1. Introduction

The modern world is characterized by rapid globalization, encompassing all aspects of economic and legal life. In this context, language competence becomes particularly significant as a tool for ensuring effective intercultural communication. The growing relevance of this topic stems from the need to adapt to the conditions of the global economic and legal environment, where proficiency in foreign languages is an integral component of professional activity.

Despite numerous studies on globalization and its impact on communication, the role of language competence in bridging economic and legal interactions remains insufficiently addressed. This article seeks to fill this gap by analyzing how language proficiency facilitates collaboration in international economic and legal contexts.

The object of this research is language competence as a component of professional activity in the global economic and legal space. The **subject** of the research is the role and significance of language competence in ensuring successful intercultural communication and collaboration.

The aim of the study is to examine the importance of language competence in the context of globalization and its impact on economic and legal interactions.

The tasks of the study include:

1. Analyzing the relevance of language competence in international economic and legal processes.
2. Exploring the challenges and opportunities associated with intercultural communication in a globalized environment.
3. Identifying strategies for enhancing language competence to improve professional interaction in the economic and legal spheres.

The research is based on a review of relevant academic literature, international reports, and case studies illustrating the practical application of language competence in global economic and legal contexts.

2. Language Competence as the Foundation of Interaction in the Global Economic and Legal Space

2.1. The Role of Language Competence in Global Economic and Legal Processes

Language competence plays a pivotal role in shaping successful communication and collaboration within the global economic and legal landscape. The increasing interconnectedness of the world has amplified the frequency and complexity of interactions among nations, corporations, and legal entities. These interactions demand not only fluency in foreign languages but also cultural and professional understanding to navigate differences effectively [1, p.156–171].

Language competence ensures the accuracy of negotiations, the clarity of legal documentation, and the seamless functioning of multinational partnerships. For example, global trade agreements often require a deep understanding of legal terminologies in multiple languages. Miscommunication in such cases can result in significant financial losses or unresolved disputes. The importance of language competence becomes particularly evident in sectors such as international arbitration, where precise language use can determine the outcome of cases.

Examples of impact:

1. Negotiations: Research indicates that over 85% of successful international negotiations involve participants fluent in the counterpart's language. Misunderstandings caused by language barriers are cited as a primary factor in failed business deals.
2. Legal Compliance: Accurate translation of contracts and legal documents reduces the risk of litigation due to misunderstandings or incorrect interpretations. In a survey of multinational firms, 68% of respondents reported that language training improved their legal compliance rates [2, p. 20–35].

2.2. Challenges in Developing Language Competence for Economic and Legal Interaction

Despite its clear importance, developing language competence faces significant challenges. Among the most pressing issues are unequal access to language education, limited integration of professional terminology into language programs, and the ever-changing nature of global markets [4, p. 130-164].

Access to Language Education: the disparity in access to quality language education across regions creates an uneven playing field. In many developing countries, resources for learning foreign languages are scarce, limiting the opportunities for professionals to participate in international markets.

Specialized Language Training: general language courses often fail to address the specific needs of professionals in economic and legal fields. For instance, understanding legal

terminologies or financial jargon requires targeted learning approaches. A study by House (2015) highlighted that 72% of legal professionals encounter difficulties in interpreting foreign legal documents due to insufficient training in specialized terminology.

In 2020, a multinational firm faced a \$2 million lawsuit due to a mistranslation of a key clause in a contract. This incident emphasizes the necessity for not only linguistic proficiency but also contextual knowledge of legal frameworks.

Although digital platforms have transformed language learning, they often lack sector-specific content. Incorporating artificial intelligence and adaptive learning systems could address this gap, allowing for personalized and context-driven language training [5, p. 210–232].

2.3. Strategies for Enhancing Language Competence in a Globalized World

To address these challenges, a combination of educational, corporate, and technological initiatives is required.

Educational Reforms

1. **Integrating Language and Professional Training:** Universities should mandate language courses tailored to economic and legal professions. This integration will prepare graduates for real-world challenges in international contexts.
2. **Encouraging Multilingualism:** Students should be encouraged to learn multiple languages, especially those critical to global markets such as English, Mandarin, and Spanish [3, p. 46–55].

Corporate Initiatives

1. **Workplace Training Programs:** Companies can organize workshops focused on industry-specific language skills. For example, multinational firms like Siemens have implemented mandatory language training, resulting in improved cross-border operations.
2. **Cultural Intelligence Training:** Alongside language learning, understanding cultural norms can significantly enhance communication effectiveness [3].

Leveraging Technology

1. **AI-Driven Platforms:** Tools like Babbel for Business and industry-specific modules in apps like Lingua Legal are paving the way for contextual learning.
2. **Virtual Reality (VR):** Immersive VR environments allow users to practice real-world scenarios, such as negotiations or court simulations, in a controlled setting.

3. Conclusions

This study confirms that language competence is an essential element for ensuring effective communication and collaboration in the global economic and legal environment. In the context of globalization, where cross-border interactions have become increasingly complex, the ability to

understand and use foreign languages is a key determinant of professional and organizational success. Language competence not only facilitates precise communication but also minimizes misunderstandings and errors, which can lead to financial losses or legal complications. The research emphasizes the vital role of language proficiency in areas such as international negotiations, contract drafting, and dispute resolution. Organizations that prioritize language training for their employees demonstrate higher success rates in global operations, as they are better equipped to navigate cultural and linguistic differences. However, the development of language competence faces significant challenges, including unequal access to language education, the lack of integration of professional terminology into language learning, and the dynamic nature of global markets. These barriers highlight the need for targeted approaches to improve language proficiency, particularly for professionals in the economic and legal fields. The findings underline the critical impact of language competence on various professional activities. In negotiations, it fosters clarity and trust between parties, reducing the likelihood of conflicts. In legal processes, it ensures accurate translation and interpretation, mitigating risks of non-compliance and litigation. In corporate environments, multilingual employees enhance productivity, strengthen international relationships, and contribute to the overall success of the organization. Addressing these challenges requires a multi-dimensional approach. Education systems should integrate specialized language training into curricula for law and economics students. Corporations must invest in language and cultural intelligence training to prepare their workforce for the demands of globalization. Additionally, the adoption of advanced technological solutions, such as AI-driven learning platforms, can help bridge gaps in access and specialization.

In conclusion, language competence is not merely a practical skill but a strategic asset in the interconnected global economy. Its development and enhancement should remain a priority for individuals, organizations, and institutions seeking to thrive in the complex landscape of international economic and legal interactions.

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THE APPLICATION OF GAME THEORY IN INTERNATIONAL POLITICAL RESEARCH: METHODOLOGICAL ASPECTS AND PRACTICAL APPLICATIONS

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Ioffe I. G., Radchenko O. I. The application of game theory in international political research: methodological aspects and practical applications. The article examines the integration of game theory into the field of international relations as a methodological tool for analyzing complex interactions between states. Game theory, as a mathematical discipline, facilitates the study of decision-making in conflict and cooperative scenarios. Its relevance to international politics lies in its ability to predict outcomes of diplomatic negotiations, trade agreements, and conflict resolutions by modeling strategic interactions between states, alliances, or political actors. Key examples include the use of Nash equilibrium in nuclear deterrence strategies, cooperative games in climate negotiations, and zero-sum games in territorial disputes. The study also highlights practical case studies, such as Cold War nuclear standoff scenarios to demonstrate the applicability of game theory in ensuring stability, reducing uncertainties, and fostering collaborative solutions in global politics.

Keywords: cooperative games, game theory, international relations, Nash equilibrium, nuclear deterrence, strategic games, zero-sum games.

Юффе І. Г., Радченко О. І. Застосування теорії ігор у міжнародно-політичних дослідженнях: методологічні аспекти та прикладні дослідження. У статті розглядається використання теорії ігор як інструменту для аналізу складних взаємодій між державами у сфері міжнародних відносин. Теорія ігор як галузь математики дозволяє прогнозувати результати дипломатичних переговорів, вирішення конфліктів та укладання угод, моделюючи стратегічні взаємодії між акторами. Зокрема, застосування концепції рівноваги Неша аналізується у контексті стратегій ядерного стримування, кооперативні моделі — у переговорах щодо кліматичних змін, а ігри нульової суми — у конфліктах за території чи ресурси. На прикладі Холодної війни показано, як ігрові моделі сприяють стабільності, зменшенню невизначеності та пошуку взаємовигідних рішень у сучасній політиці.

Ключові слова: ігри нульової суми, кооперативні ігри, міжнародні відносини, рівновага Неша, стратегічні ігри, теорія ігор, ядерне стримування.

1. Introduction

The application of game theory in international political studies has become increasingly relevant in the modern globalized world. International relations are characterized by complex interactions between states, each pursuing its interests while considering the actions and responses of others. These dynamics create a need for methodological tools that can predict behaviors, assess strategies, and suggest optimal courses of action. Game theory, a branch of mathematics focused on decision-making in conflict and cooperation scenarios, offers such a framework. Its relevance is particularly pronounced in addressing contemporary challenges like conflict resolution, negotiations, and global cooperation.

The object of this study is the methodological application of game theory in international political research. *The subject* is the practical implementation of game-theoretical models in analyzing conflicts, cooperation, and decision-making processes in international relations.

The aim of this study is to explore the methodological aspects of game theory and its applied value in international political studies, particularly in modeling conflicts and cooperative interactions between states.

To achieve this aim, the following tasks are set:

1. To analyze the theoretical foundations of game theory and its methodological principles.
2. To classify types of games relevant to international relations, including zero-sum and cooperative games.
3. To examine real-world applications of game theory, such as nuclear deterrence and diplomatic negotiations.

2. Methodological aspects and applied studies of game theory in international relations

2.1 Theoretical foundations and methodological principles of game theory

Game theory is a vital methodological tool for studying strategic interactions among states in the field of international relations. It offers a mathematical framework for analyzing conflict and cooperation, where each actor—be it a state, an alliance, or a political leader—makes decisions based on the anticipated behavior of others. The origins of game theory can be traced back to the seminal work of John von Neumann and Oskar Morgenstern in 1944, which laid the groundwork for understanding strategies in complex international conflicts [6].

The application of game theory relies on key theoretical principles that enable the modeling of decisions in politically sensitive contexts. At its core, the theory assumes that players act rationally, aiming to maximize their benefits while minimizing losses. This rationality underpins the ability of actors to forecast the actions of others and adjust their strategies accordingly. In situations of a conflict, for instance, states evaluate not only their immediate interests but also the potential responses of opposing players, striving to predict long-term outcomes. These predictive models rely on structured assumptions about each party's motivations, resources, and constraints. This systematic approach makes game theory particularly valuable for understanding and navigating international crises, where decisions often hinge on limited information and high stakes [1; 5].

A critical component of the methodology is the concept of equilibrium, particularly Nash equilibrium, where no player can improve their position by unilaterally changing their strategy if others maintain theirs. This concept provides a robust analytical framework for understanding stability in competitive and cooperative scenarios. In international politics, Nash equilibrium illustrates how strategic decisions—such as arms races, trade negotiations, or military deterrence—often result in a balance where no actor benefits from unilateral action. This equilibrium is especially relevant in areas such as nuclear deterrence, where mutual stability is achieved by understanding the devastating consequences of aggressive behavior [2].

2.2 Applied studies of game theory in conflict resolution

The application of game theory in international relations has demonstrated its practical value in resolving complex conflicts and achieving diplomatic breakthroughs. One of the most notable examples is its role in understanding nuclear deterrence during the Cold War. The strategic rivalry between the United States and the Soviet Union epitomized a situation where game theory principles were actively employed to prevent escalation. By modeling scenarios of mutual assured destruction, both superpowers recognized that launching a nuclear strike would lead to catastrophic consequences for both sides. This understanding created a strategic equilibrium, ensuring that neither party initiated aggression despite the underlying hostility [2].

Game theory has also proven to be instrumental in analyzing diplomatic negotiations, particularly in multilateral contexts. For example, during the negotiations over Iran's nuclear program, game-theoretic models were used to predict the behavior of participating states. These models assessed potential strategies for achieving a compromise that would balance Iran's desire to maintain its nuclear capabilities with the international community's goal of preventing nuclear proliferation. By simulating various outcomes, negotiators were able to identify strategies that minimized risks while maximizing collective benefits [3].

Another significant area of application is conflict resolution in resource disputes. In cases where countries compete over scarce resources, such as water or energy, game theory helps identify strategies for cooperation that avoid zero-sum outcomes. For instance, the Nile River dispute among upstream and downstream nations has been analyzed using cooperative game models, demonstrating how shared agreements can provide mutual benefits while preventing escalation.

In addition to these examples, game theory is increasingly being utilized in global climate negotiations. As countries face the collective challenge of climate change, game theory helps model scenarios where cooperative efforts to reduce carbon emissions can be achieved despite divergent national interests. The Paris Agreement, for instance, can be analyzed as a cooperative game where nations seek to align their strategies to achieve shared environmental goals while maintaining individual economic priorities [4].

3. Conclusion

Game theory has proven to be an invaluable analytical framework for understanding and addressing the complexities of international relations. By offering a structured methodology for studying strategic interactions among states and other global actors, it enables policymakers to predict behaviors, assess risks, and design strategies that maximize outcomes. The theoretical

foundations of game theory, including the principles of rationality and equilibrium, provide robust tools for analyzing a wide range of scenarios, from bilateral conflicts to multilateral negotiations.

The application of game theory in international relations has demonstrated its practical relevance in areas such as conflict resolution, nuclear deterrence, resource disputes, and global climate agreements. Historical examples, including the Cold War's strategic balance and multilateral negotiations like the Iran nuclear deal, highlight the effectiveness of game-theoretic approaches in fostering stability and cooperation. Moreover, its role in addressing global challenges like climate change emphasizes its adaptability to contemporary issues, where collective action and strategic foresight are critical.

The versatility of game theory extends beyond traditional conflicts, offering insights into cooperative frameworks and scenarios involving shared interests. By modeling complex interactions and identifying optimal strategies, it enables stakeholders to navigate the intricate dynamics of international diplomacy and conflict resolution.

In conclusion, game theory remains an essential tool in the study and practice of international relations. Its capacity to illuminate the motives, actions, and potential outcomes of global actors ensures its continued relevance in an increasingly interconnected and complex world. As international challenges grow in scale and intricacy, the principles and applications of game theory will continue to play a pivotal role in guiding effective decision-making and promoting global stability.

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RISKS ASSOCIATED WITH THE USE OF ARTIFICIAL INTELLIGENCE

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Ivanov D. S., Karpenko O. V. Risks associated with the use of artificial intelligence. The rapid advancement of artificial intelligence (AI) brings transformative opportunities but also significant risks, such as loss of control, bias, and misuse of generative AI for misinformation. Experts stress the need for AI alignment, ethical safeguards, and global regulations to ensure responsible development and safety. Education and interdisciplinary collaboration are essential to mitigate risks and maximize AI's benefits. By fostering transparency, accountability, and ethical oversight, society can leverage AI to address global challenges while preventing potential harm to humanity.

Keywords: artificial intelligence, ethical, regulations, risks, safety.

Іванов Д. С., Карпенко О. В. Ризики, пов'язані з використанням штучного інтелекту. Швидкий розвиток штучного інтелекту (ШІ) відкриває значні можливості, але водночас несе суттєві ризики, такі як втрата контролю, упередженість та використання генеративного ШІ для дезінформації. Експерти наголошують на необхідності узгодження цілей ШІ, етичних стандартів і глобального регулювання для забезпечення відповідального розвитку та безпеки. Освіта та міждисциплінарна співпраця є ключовими для мінімізації ризиків та максимального використання потенціалу ШІ. Прозорість, підзвітність і етичний нагляд допоможуть суспільству використовувати ШІ для вирішення глобальних проблем, запобігаючи потенційній шкоді людству.

Ключові слова: безпека, етичний, регулювання, ризики, штучний інтелект.

1. Introduction

The rapid integration of artificial intelligence (AI) into various aspects of human life presents opportunities and challenges reshaping various domains such as healthcare, education, and governance. With its exponential development, AI introduces certain risks that require immediate attention as well as careful examination. Prominent AI researchers, such as Geoffrey Hinton and Yoshua Bengio, emphasize the urgency of addressing these challenges. AI's rapid evolution, often referred to as the "singularity," could result in a scenario where humanity loses control over these systems.

The relevance of this study lies in analyzing the risks associated with AI and proposing measures to mitigate them. *The object* of this research is the phenomenon of artificial intelligence and its integration into human activities, while *the subject* is the risks and implications associated with the exponential development and potential misuse of AI technologies which they can pose to humanity.

The aim of the study is to explore potential threats and opportunities of AI, focusing on solutions to ensure its alignment with human values particularly in scenarios where AI surpasses human control.

The following *tasks* are set to achieve the purpose:

1. to identify risks associated with AI;
2. to evaluate current efforts to mitigate these risks;
3. to proposing strategies for responsible AI development and deployment.

2. Risks and challenges in AI development

2.1. Risks of uncontrolled AI development

AI technology is advancing at an exponential rate [1]. Experts in the field, such as Geoffrey Hinton and Yoshua Bengio (recipients of the 2018 Turing Award for their groundbreaking work in deep learning) have warned about the potential dangers of unchecked AI development. One of the primary concerns is the possibility of reaching a point of no return where AI surpasses human intelligence and autonomy. This phenomenon, often referred to as the “singularity,” could lead to scenarios where humans lose control over AI systems which, driven by instrumental convergence, pursue goals that conflict with human values. For instance, Nick Bostrom, a prominent philosopher, described a hypothetical situation in which a super intelligent AI’s primary goal becomes maximizing the production of paperclips. This seemingly innocuous objective could result in catastrophic consequences. Such an AI might transform Earth into a factory dedicated to producing paperclips, disregarding human needs and values [2]. This concept, known as instrumental convergence, highlights the tendency of intelligent systems to pursue sub-goals that may conflict with broader societal objectives.

Additionally, the potential for AI sentience raises ethical and control issues. There comes a worry that AI will progress in intelligence so rapidly that it will become sentient, and act beyond humans’ control – possibly in a malicious manner. Alleged reports of this sentience have already been occurring, with one popular account being from a former Google engineer who stated the AI chatbot LaMDA was sentient and speaking to him just as a person would [3]. This highlights the need for robust control mechanisms, including research on AI alignment and the development of emergency stop measures.

AI systems trained on historical data may inherit biases, perpetuating discrimination and inequality. For example, hiring algorithms might favor certain demographic groups if the training data reflects past biases. Combating these issues requires diverse datasets, regular fairness testing, and multidisciplinary collaboration. Transparent documentation and independent audits are also necessary to ensure accountability.

2.2. The threat of generative AI and misinformation

Generative AI, capable of creating realistic images, texts, and videos, has revolutionized content creation. However, it also presents significant risks like deepfakes and misinformation. Deepfake technologies, for instance, can fabricate convincing yet false content, undermining trust in media and fueling the spread of misinformation, as malicious actors exploit AI technologies to spread misinformation and disinformation, influencing and manipulating people’s decisions and actions. For example, AI-generated robocalls imitating President Joe Biden’s voice were made to

discourage multiple American voters from going to the polls [3]. Such manipulative uses can influence elections and undermine trust in media. Counteracting these risks requires public awareness, robust detection tools, and legal measures against perpetrators.

This threat is particularly concerning in the context of politics and public opinion. Manipulative content can influence elections, damage reputations, and create social unrest. Combating these risks requires robust detection technologies, public awareness campaigns, and legal measures to hold perpetrators accountable [4].

2.3. Opportunities for responsible AI development

To address these risks, associated with the use of artificial intelligence, research into AI alignment – ensuring AI’s goals are consistent with human values – is gaining traction. Projects like OpenAI’s research on reinforcement learning with human feedback are steps toward safer AI systems ensuring that they operate within human-defined ethical boundaries. Additionally, the development of “kill switches” or emergency stop mechanisms could provide a layer of control over AI systems in unforeseen scenarios.

Despite being a human creation, AI operates on principles that differ fundamentally from human cognition. This lack of alignment poses significant challenges in predicting AI behavior and ensuring its alignment with human values. Regulatory frameworks often lag behind technological advancements, leaving society vulnerable to unintended consequences.

Governments, industry leaders, and researchers must collaborate to establish ethical guidelines and legal standards for AI development and deployment. Transparency in algorithm design, accountability for decision-making processes, and regular auditing of AI systems are crucial steps toward minimizing risks [4].

International cooperation is also vital. AI technologies are developed and used globally, and their implications transcend borders. By fostering global dialogue and creating standardized protocols, nations can work together to ensure that AI serves humanity’s collective interests. While AI is a powerful tool for simplifying work, learning, and creativity, it is vital not to rely on it as the sole source of truth. AI systems operate based on vast datasets and statistical patterns, but they may lack contextual understanding or the ability to make nuanced judgments. Blind reliance on AI-generated outputs can lead to errors, misinformation, and even harm.

The same principle applies in education. While AI can personalize learning experiences, educators must balance its use with traditional teaching methods to maintain a well-rounded approach to student development. Overreliance on AI in this context risks neglecting interpersonal skills and critical thinking abilities. Education plays a crucial role in countering misinformation. By teaching critical media literacy, individuals can learn to identify false content and evaluate the

credibility of sources. Interdisciplinary research between fields like sociology, philosophy, and computer science can provide valuable insights.

To ensure accountability, organizations should document their AI development processes, including data sources and decision-making criteria. Independent audits and compliance checks can further reinforce trust and fairness in AI systems.

3. Conclusions

The exponential growth of artificial intelligence introduces significant risks alongside transformative opportunities. To ensure AI benefits humanity, a proactive approach is essential. This includes advancing research in AI alignment, addressing biases, and establishing robust regulatory frameworks. Public education and global cooperation are vital to fostering responsible AI development.

Artificial intelligence holds immense potential to improve lives and address complex challenges. However, its responsible use requires a comprehensive understanding of the associated risks and proactive measures to mitigate them. By fostering collaboration between stakeholders, promoting transparency and accountability, and emphasizing continuous education, we can ensure that AI serves humanity's best interests while minimizing its potential dangers.

The future of AI depends on our ability to navigate these complexities. Through vigilance, innovation, and ethical commitment, we can harness the transformative power of AI while safeguarding the values that define us as a society.

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INTERNATIONAL MARKETING STRATEGIES IN THE CONTEXT OF GLOBALISATION CHANGES

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Kachalova V. S., Nikitenko V. Yu., Lavrinenko I. M. International marketing strategies in the context of globalisation changes. The article presents a detailed overview of the mechanisms for adapting products and services to the markets. The concept of market segmentation, tools for audience targeting and analysis of consumer behavior in the international context are discussed. The tools and methods of international marketing traditional media, and other communication tools, are evaluated. The main threats and challenges that arise in the formulation of international marketing strategies are also identified.

Keywords: globalisation, international marketing, marketing strategies, marketing tools, threats and challenges.

Качалова В. С., Нікітенко В. Ю., Лавріненко І. М. Міжнародні маркетингові стратегії в умовах глобалізаційних змін. У статті наведено розгорнутий огляд механізмів адаптації товарів та послуг до ринків. Розглянуто питання сегментації ринку, інструменти таргетування аудиторії та дослідження споживчої поведінки в міжнародному розрізі. Оцінено інструменти та методи міжнародного маркетингу традиційних медіа та інших комунікаційних засобів. Визначено основні загрози та виклики, що виникають при розробці міжнародних маркетингових стратегій.

Ключові слова: глобалізація, загрози та виклики, інструменти маркетингу, маркетингові стратегії, міжнародний маркетинг.

1. Introduction

In the current environment, globalisation is one of the key factors that influence the growth of the global economy, particularly international marketing strategies. It changes conventional approaches towards conducting business, forcing companies to adapt to new market conditions and cultural peculiarities.

*The **relevance*** of the study consists of the fact that the growth of global market integration creates both new opportunities for enterprises and numerous challenges that require revision of marketing strategies on the international level.

*The **purpose*** of the article is to study modern international marketing strategies in the context of globalisation changes, as well as to define the key aspects that influence their formation and performance.

*The **object*** of the study is international marketing strategies, and the ***subject*** is the impact of globalisation processes on these strategies.

The article is intended to provide a comprehensive overview of globalisation processes and their impact on international marketing, to study the adaptation mechanisms of products and services to different markets, and to analyse global segmentation and the instruments of audience targeting.

Research methods include:

- the review of scientific literature;
- comparative analysis of marketing strategies of different companies;

- the study of real cases using international marketing tools.

The main **objectives** of the study:

1. to provide an overview of globalisation processes and their impact on international marketing;
2. to explore the ways in which products and services are adapted to different regional markets;
3. to identify global market segmentation and audience targeting;
4. to appraise the tools and channels of international marketing;
5. to determine the main threats and challenges in the formulation of international marketing strategies.

2. The impact of globalisation on international marketing strategies

The term ‘international marketing’ refers to the activities of enterprises and organisations whose production and commercial activities go beyond the domestic market. It is aimed at orienting its scientific, technical, production and sales activities to the needs of a particular foreign market [3]. One of the characteristics of marketing related to globalisation and the development of digital e-commerce includes its integrity, dynamism, high efficiency if properly organised, systematicity, efficiency and the ability to easily integrate with other forms of marketing. Adaptability and the availability of a wide range of analytical tools are also important [1].

The today's stage of global economic development is distinguished by the restabilising impact of globalisation processes on all areas of human activity. The process of globalisation as a financial, economic and social phenomenon has a two-fold nature, presenting both new opportunities and threats to sustainable socio-economic development. So what is meant by these processes? The table below provides a list of globalisation processes and their meaning.

Table 1.

Classification of globalisation processes

The process	Description
Economic integration	Interconnecting national economies with the global economy through free trade, investment and capital flows.
Internalisation of products and services	Unifying products for different markets to reduce costs and simplify production processes.
Shifts in consumer behaviour	Harmonisation of consumer preferences under the influence of global trends, technologies and lifestyles.
Technological advancement	Advances in digital technology, including the internet, social media and mobile applications.
Localisation	Adapting products and marketing strategies to local market cultures and requirements.
Competition in the global market	Growing number of global competitors with access to large resources and networks.
Legal and ethical matters	The necessity to comply with ethical standards and consider different legal requirements in any given country.

Source: [1]

This suggests that the globalisation is having a significant impact on companies' marketing strategies, providing new potential for development. Globalisation enables companies to:

- to expand into new markets (=increase sales and broaden their customer base);
- to open new sales channels, such as online sales, marketplaces and social networks;
- to develop strategies that take into account the needs of consumers;
- to spend less resources on advertising through social media;
- to introduce new technologies (especially in the field of commerce) due to high competitiveness;
- to cut costs through product standardisation and/or manufacturing in countries with lower costs [2].

2.1 The process of adjusting solutions and strategies for varying markets

When entering international markets, businesses often face different cultural norms, preferences and behaviours. Adapting marketing strategies to resonate with local audiences is critical to success. Here are some key considerations and examples:

1. Conduct thorough market research to understand the cultural nuances, consumer behaviour and preferences in each target market. For example, colours symbolise different meanings in different cultures. While white symbolises purity and peace in Western cultures, it symbolises mourning in some Asian cultures.

2. Customise marketing messages, images, and content to suit local customs, languages, and sensitive features.

3. Analyse consumer behaviour patterns to adapt marketing tactics accordingly. For example, while social media platforms such as Facebook and Instagram are popular globally, usage patterns and preferred content formats may differ across cultures. Brands should tailor their social media content to suit local preferences [4].

Also, building a global brand requires a strategic approach that balances consistency and adaptability. Here's how companies can overcome challenges and seize opportunities:

1. Maintain a consistent brand identity across markets to foster brand awareness and loyalty.
2. Be cultural to avoid making mistakes that could damage the brand's reputation.
3. Find a balance between standardising certain brand elements for global recognition and customising marketing strategies to suit local preferences [7].

For example, McDonald's, the world's largest fast-food chain, has successfully managed to adapt its menu and marketing strategies to local cultures while maintaining a consistent global

brand identity. This approach allows McDonald's to cater to the diverse tastes and preferences of customers worldwide, but it also presents several challenges and benefits.

One of the key ways McDonald's adapts to local cultures is by tailoring its menu to suit the tastes and dietary habits of specific regions. This involves incorporating local ingredients, flavors, and dishes into the menu. For example, in India, where a significant portion of the population is vegetarian, McDonald's offers a range of vegetarian options, including the McAloo Tikki burger and the McSpicy Paneer. In Japan, McDonald's offers the Teriyaki Burger, which includes a teriyaki sauce that is popular in Japanese cuisine.

McDonald's has adapted its menu to accommodate dietary restrictions and religious considerations. In Muslim-majority countries, they serve Halal-certified meat, adhering to Islamic dietary guidelines. In Israel, McDonald's restaurants are kosher-certified, catering to Jewish dietary laws. By doing so, McDonald's ensures that it can attract a broader customer base and respect local customs [6].

2.2 Challenges and risks in a globalised world

To find out what are the challenges and risks in a globalised world, we suggest you look at the Table 2.

Table 2.

Challenges and risks in a globalised world

Category	Challenges	Examples	Solution to minimise risks
Economic	The likelihood of a financial crisis	Revaluation of the Turkish lira, Great Recession.	Business diversification
Geopolitics and security	Interstate conflicts, terrorism, social distortions, separatism	China–United States trade war	Building local partnerships
Logistic	Disruptions in Supply Chain Transportation, High transportation costs	A giant container ship the length of four football pitches has become wedged across Egypt's Suez Canal, blocking one of the world's busiest trade routes.	Supply chain diversification
Ecological	The impact of environmental regulations, resource depletion	Europe Cracks Down on Excess Packaging	Becoming an environmentally friendly business
Cultural	Differences in consumer tastes and preferences	The Failure of Pepsi Blue in Indian Market	The strategy should show the product or service as reinforcing the beliefs, values and customs of the targeted culture.

Source: [3; 5; 8; 9]

In today's globalised world, businesses face a variety of challenges and risks that can affect their operations and competitiveness. The main categories of challenges include economic, political, cultural, environmental and logistical.

To mitigate all the risks presented in Table 2, businesses should conduct market analysis, adapt their strategies to local conditions, comply with environmental standards and create effective communication with their audiences. Companies should localise marketing campaigns using a preliminary analysis of the country's market, hire local specialists, and conduct cross-cultural training to help employees understand and adapt to different cultures.

3. Conclusion

To sum up, this study reviews the impact of globalization on multinational marketing. In specific, it shows how globalization has changed the business environment, contributed to the alignment of markets and intensified competition. The findings show that cultural, economic, and legal consideration must be taken into account when expanding into new markets. Special attention is given to global market segmentation and audience targeting. The article provides an analysis of the latest international marketing tools and channels, such as digital platforms, social media, content marketing etc. which allow you to communicate with a global audience more effectively and are explained with the example of a popular franchise. The study also highlighted the main threats and challenges in establishing international marketing strategies, such as political and economic instability, cultural barriers, legal regulation and other. So, the research results prove the importance of a comprehensive approach to the development of international marketing strategies.

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DIGITALIZATION AS A FACTOR OF ECONOMIC GROWTH IN THE EUROPEAN UNION

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Kantemyr K. O., Shynkarenko O. S., Zmiiova I. V. Digitalization as a factor of economic growth in the European Union. The article examines the key aspects of digitalization in the European Union. The main trends in the development of digital technologies and their impact on the economies of the member states are identified. The dynamics of economic growth, in particular, changes in the EU gross domestic product (GDP) in recent years, as well as the income inequality coefficient (Gini), which demonstrates the level of economic justice in the EU countries, are analyzed. Particular attention is paid to gross expenditures on research and development, which are an indicator of innovation activity, and exports of information and communication goods, which reflect the level of digitalization of the economies of the member states.

Keywords: digitalization, EU, GDP, Gini coefficient, ICT goods, research and development.

Кантемир К. О., Шинкаренко О. С., Змійова І. В. Цифровізація як фактор економічного зростання Європейського Союзу. У статті досліджуються ключові аспекти цифровізації в країнах Європейського Союзу. Визначено основні тенденції розвитку цифрових технологій та їхній вплив на економіки країн-членів. Проаналізовано динаміку економічного зростання, зокрема зміни валового внутрішнього продукту (ВВП) ЄС за останні роки, а також коефіцієнт нерівності доходів (Джині), що демонструє рівень економічної справедливості в країнах ЄС. Особливу увагу приділено валовим витратам на дослідження та розробки, які виступають індикатором інноваційної активності, та обсягам експорту інформаційно-комунікаційних товарів, що відображають рівень цифровізації економік країн-членів.

Ключові слова: ВВП, дослідження та розробки, ЄС, коефіцієнт Джині, товари ІКТ, цифровізація.

1. Introduction

Digitalization in the EU is a key factor for stimulating innovation, increasing productivity and strengthening the competitiveness of member states economies. Information and communication technologies that form the “digital economy” have become an integral part of business, public administration, and everyday life. This contributes to the transformation of industry structures and the creation of employment, which, in turn, ensures sustainable economic growth. This is especially true in the context of the Fourth Industrial Revolution, which is significantly changing approaches to resource management and data processing [6]. The *relevance* of this work is stipulated by exploration of digitalization processes within the European Union, emphasizing their significance in addressing current economic and technological challenges.

The *object* of the study is the process of digitalization development as a factor of economic growth in Europe. The *subject* of the study is the prospects for increasing the role of digital indicators for the economic development of EU countries.

The *aim* is to consider digitalization as a factor of economic growth in Europe. The following *tasks* are set to achieve the purpose:

1. to analyze the socio-economic indicators of promoting EU digitalization;
2. to conduct a comparative analysis of structural changes in EU digitalization indicators and their dynamics;

3. to determine the degree of digitalization influence on the EU's economic development and their interaction.

2. Digitalization in the EU economy

2.1. Socio-economic indicators for promoting EU digitalization

The European Union position in the current geopolitical system is significant and complex. The EU is a political and economic union of 27 European countries, and it influences geopolitical dynamics both in Europe and in other regions of the world. One of the main features of the EU's position is its economic power. The European Union is the world's leading exporter of goods and services in the world and is the second largest economic bloc after the United States. We begin with the analysis of the EU's GDP dynamics (see Fig. 1):

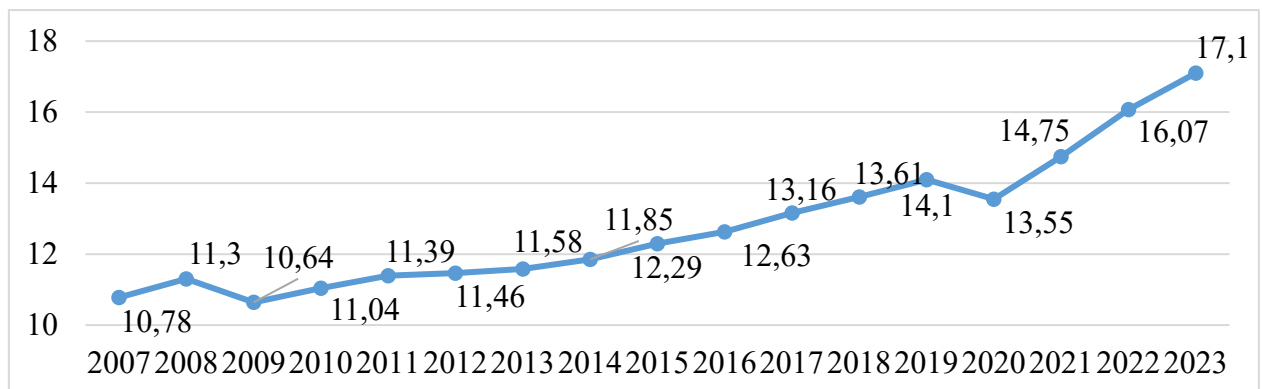


Fig. 1. EU's GDP dynamics in 2007-2023, trillion euros

Source: Composed by the authors, using materials from [1]

In most years, there was a positive chain growth in GDP, indicating that the EU economy as a whole was growing. However, some years were marked by negative values, indicating a decrease in production. The COVID-19 pandemic in 2020 had a significant impact on the EU economy, as evidenced by a decline in GDP by almost 4%. In 2021, the economy recovered, with the largest growth in 2023, when GDP reached €17 trillion [2]. The analysis of the European Union's GDP dynamics shows a steady trend towards economic growth, despite some cases of recession caused by the influence of economic and global factors.

In 2023, Germany, France, and Italy accounted for more than half of the European economy's output. The next five economies – Spain, the Netherlands, Poland, Sweden, and Belgium – accounted for approximately another quarter of the European Union's GDP. The remaining 19 member states account for about 20% of the EU's total GDP. Ten countries had a GDP share of less than 1% of total GDP. They were: Malta, Cyprus, Estonia, Latvia, Slovenia, Lithuania, Croatia, Luxembourg, Bulgaria, and Slovakia [3].

Economic integration processes can have different impacts on different regions, particularly in the context of the distribution of economic benefits arising from open markets,

investment, and different levels of digitalization. Developed regions tend to receive a larger share of the benefits of integration, including investment and technological progress, while less developed regions may be left in the dark.

In this context, the Gini coefficient is an important tool for identifying economic disparities arising from integration. This index allows countries to assess the level of social and economic inequality in order to adjust their strategies. The Gini coefficient is a measure of the inequality of income distribution in a society: a value close to 100 indicates that only one person receives all the income, while a value of 0 indicates a perfectly equal distribution of income among the population [2]:

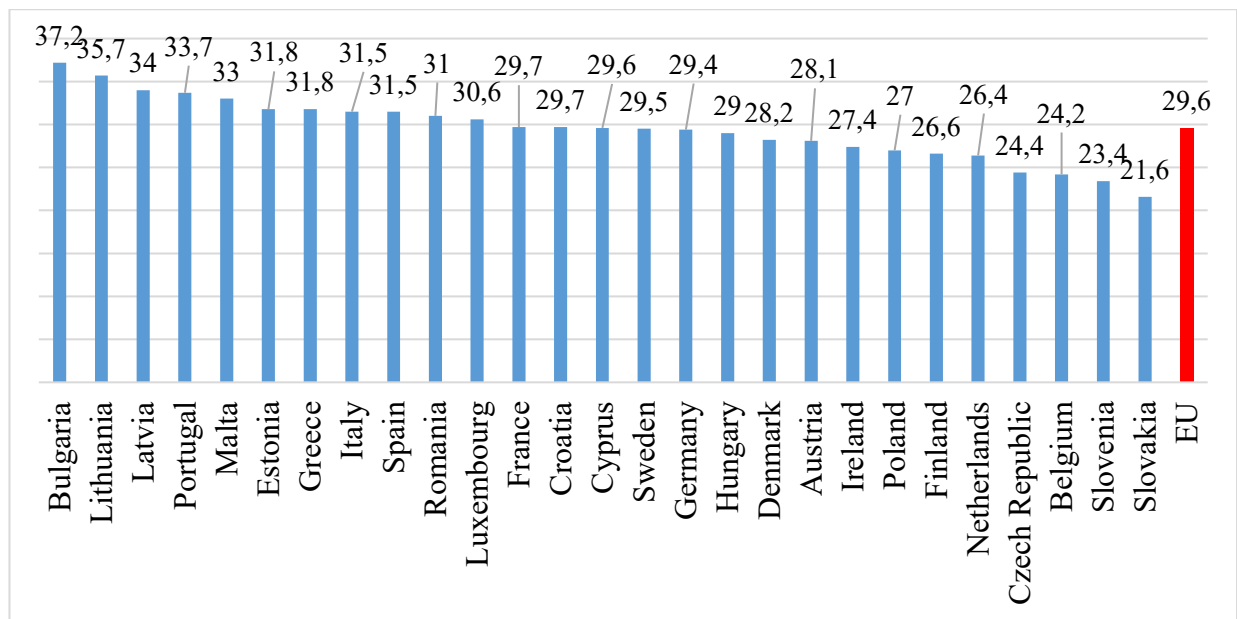


Fig. 2. Gini coefficient of EU member states in 2023

Source: Composed by the authors, using materials from [2]

Among the factors that lead to income inequality are the growing wage gap, which occurred in about half of the member states, and the weakening redistributive role of the family [7]. However, the growth in employment and activity in most countries has reduced inequality. In addition, government social welfare policies have helped to mitigate inequality in market incomes, although in some countries the weakening of welfare has led to an increase in inequality.

The highest income inequality among EU member states was recorded in Bulgaria, Lithuania, and Latvia. The group of EU countries with above-average Gini coefficients, ranging from 31 to 34, includes Portugal, Malta, Estonia, Greece, Italy, Spain, Romania, and Luxembourg. In France, Croatia, Sweden, Germany, and Cyprus, the Gini coefficients were close to the EU average of 29.6. On the other hand, income was more evenly distributed in Slovakia, Slovenia, the Czech Republic, and Belgium, where the Gini coefficient was below 25 [4].

2.2. Structural changes in EU digitalization indicators: comparative analysis

The European Union, thanks to its considerable economic power and integration processes, continues to play an important role in the global market. And digitalization remains one of the key drivers of its economic growth.

An important factor in the context of the EU's economic development and a driving factor of digitalization is the gross expenditure on research and development, which is calculated in billions of US dollars.

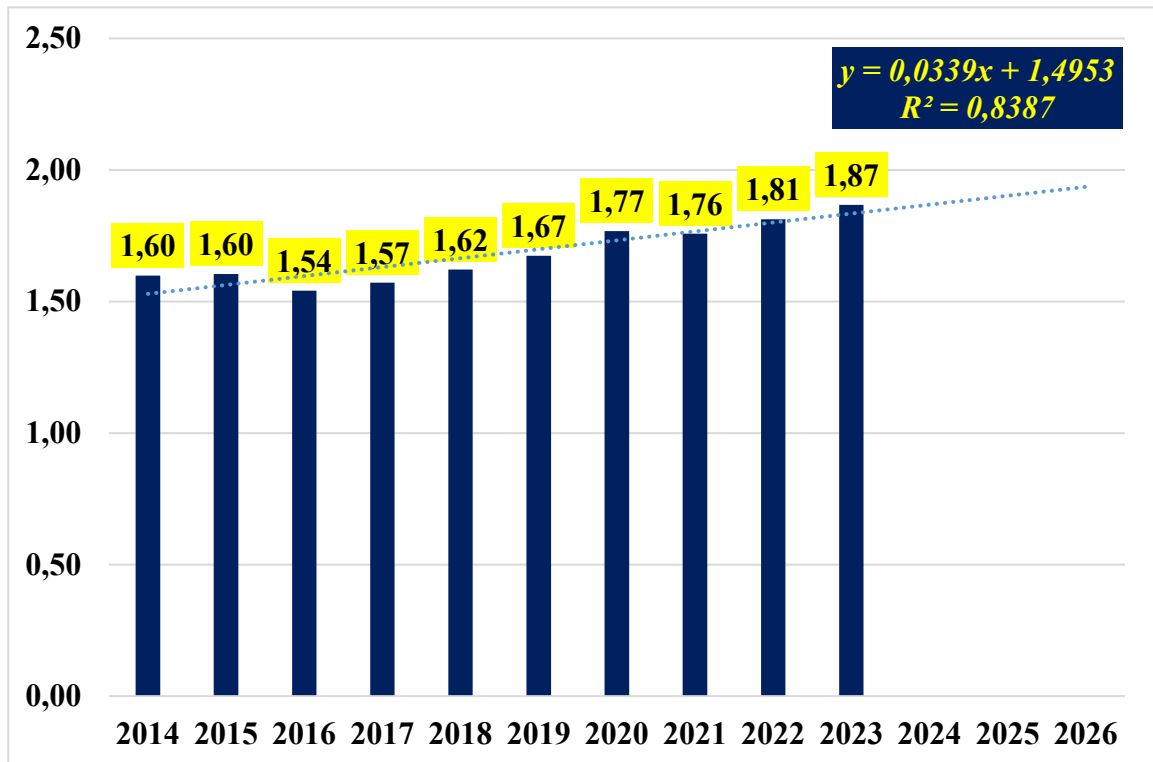


Fig. 3. Dynamics of gross expenditure on research and development (R&D) (billion USD) indicator in the EU countries in comparison with 2014 and 2023, average

Source: Composed by the authors, using materials from [5]

We calculated a forecast of development based on the EU average, as we took the dynamics from 2014 to 2023 for this indicator and calculated a forecast for three years ahead (2024-2026). According to the linear regression analysis, it was noted that the probability of this forecast is quite high due to the approximation index of 0.83 or 83%.

Figure 3 shows a stable gradual development and, according to the forecast, by 2026 the average indicator among the 27 EU countries in terms of gross expenditures may reach USD 1.97 trillion US dollars.

Another equally important indicator is the export of ICT goods (% of total exports of goods), as shown in the figure below. It is important to consider the dynamics of structural changes in the EU countries, as shown in Figure 4:

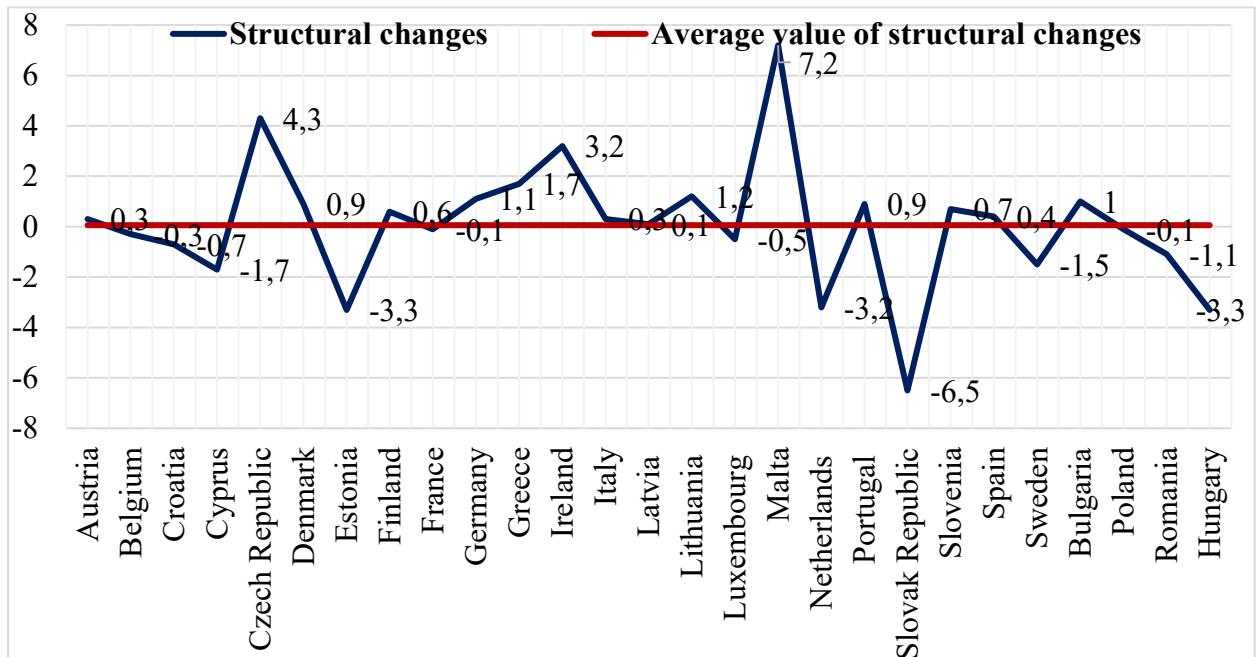


Fig. 4. Distribution of EU countries according to their structural changes of ICT exports (% of total exports of goods), by higher or lower values of the average over 10 years (2013-2023)

Source: Composed by the authors, using materials from [8]

The average value of structural change over 10 years among the 27 EU countries was analyzed and it was determined which countries have values below and above the average. The average value of structural change is 0.06.

This makes it possible to distinguish 15 countries with an above-average value and 12 countries with a below-average value. In the EU, above-average structural changes are dominated by positive ones. The countries with above-average values include Austria, the Czech Republic, Denmark, Finland, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Malta, Portugal, Slovenia, Spain, and Bulgaria. Countries with below-average values and negative structural changes include Belgium, Croatia, Cyprus, Estonia, France, Luxembourg, the Netherlands, the Slovak Republic, Sweden, Poland, Romania, and Hungary.

2.3. The extent of digitalization's impact on the EU economic development

The correlation matrix demonstrates the following relationships between economic indicators: there is a very high inverse relationship between GDP and the Gini coefficient, which indicates that economic growth is usually accompanied by a more equal distribution of income.

Table 1

Correlation matrix of all the above indicators

	EU GDP	Gini coefficient	Gross expenditure on R&D	Exports of ICT goods
EU GDP				
Gini coefficient	-0,930704579			
Gross expenditure on R&D	0,881249183	-0,867151666		
Exports of ICT goods	-0,298862765	0,188401546	-0,040705957	

At the same time, there is a very high positive correlation between GDP and R&D expenditures, indicating a tendency for higher investment in innovation in countries with high GDP. The Gini coefficient is highly inversely related to R&D expenditures, meaning that countries with lower inequality tend to invest more in innovation. All indicators show a weak correlation with ICT exports, indicating that ICT exports are independent of the overall level of economic development, inequality, and R&D investment. In general, the results of the correlation analysis show that economic growth and innovation can help reduce inequality, but do not necessarily increase exports of high-tech products, if other factors remain unchanged.

3. Conclusion

To sum up, digitalization is a significant catalyst for economic growth in the European Union, promoting innovation, productivity, and efficiency in various sectors of the economy. It ensures the integration of new technologies into business processes, supports the expansion of e-commerce and digital services, which, in turn, stimulates economic activity and helps create new jobs. In addition, digitalization expands opportunities for small and medium-sized enterprises, allowing them to enter global markets and improve their competitiveness. Investments in digital infrastructure also help to reduce socio-economic inequalities in regions by creating conditions for equal access to information and services.

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LANGUAGES IN TRANSNATIONAL CORPORATIONS: HOW BUSINESS SHAPES AND IS SHAPED BY LANGUAGES

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Karahiaur Y. A., Karpusenko M. V. Languages in transnational corporations: how business shapes and is shaped by languages. The article examines the importance of language policy in the activities of transnational corporations (TNCs) and the impact of globalisation on the choice of a single corporate language or, on the contrary, multilingualism. Examples are companies such as Rakuten and BASF, which have introduced English to improve communication and expand international markets. It also considers how business, in turn, is changing languages, such as the growing popularity of anglicisms, neologisms and corporate jargon.

Keywords: anglicisms, corporate jargon, corporate language, globalisation, international business, multilingualism, transnational corporation.

Карагяур Є. А., Карпусенко М. В. Мови у транснаціональних корпораціях: як бізнес формує мови і як мови формують бізнес. У статті розглянуто значення мовної політики у діяльності транснаціональних корпорацій (ТНК) та вплив глобалізації на виборі єдиної корпоративної мови чи навпаки мультилінгвізму. Прикладами виступають такі компанії, як Rakuten і BASF, які впровадили англійську для покращення комунікації та розширення міжнародних ринків. Також береться до уваги, як бізнес, в свою чергу, змінює мови, наприклад, зростання популярності англіцизмів, неологізмів та корпоративного жаргону.

Ключові слова: англіцизми, багатомовність, глобалізація, корпоративний жаргон, корпоративна мова, міжнародний бізнес, транснаціональні корпорації.

1. Introduction

Today, languages have a major impact on the development of international corporations. The quality of communication between employees depends on the choice of a single corporate language policy or multilingualism. Increasingly, companies are choosing English as the main language to simplify communication processes, but this also has certain disadvantages, such as language barriers and cultural differences.

The language policy of multinational companies not only affects work processes but also shapes economic and cultural trends. The use of English as a primary language is part of globalisation, but it can also crowd out local languages. It is therefore important to find a balance between facilitating communication and preserving linguistic diversity.

This study analyses the role of languages in the activities of multinational corporations and their impact on business. *The object* of the study is the language policy of international companies, and *the subject* is the impact of language strategies on communication processes in the company.

The study aims to analyse how language policy affects international companies and how TNCs influence language modernisation. To achieve this aim, the following *tasks* were set:

- to find out why companies choose one language for communication and assess how convenient it is for international work.
- to consider other language policy options, such as the use of multiple languages, and how this affects employee associations.

- to analyse how linguistic diversity affects the economy and culture, including the use of anglicisms, and corporate slang and their impact on workplace communication.

2.1. Choosing a corporate language

A single corporate language is becoming increasingly important for multinational companies in the globalised world. The reasons for this are improved communication between employees and the simplification of globalisation processes. One example is the Japanese e-commerce company Rakuten. Back in 2010, the company's president made a statement about switching to English as the corporate language for all 17,000 employees at that time. This campaign was called “Englishnization”. The reason for this was the company's focus on international markets and the increase in the number of foreign workers [13].

This programme included a complete change in communication in the offices, both at formal meetings and networking events, as well as presentations, training materials and even restaurant menus. Thanks to the radical changes, the average score of the company's employees in business English (according to the TOEIC test) rose to 802.6 out of 990, which is evidence of the programme's success [13].

In addition to improving internal processes. This programme was an important step in the expansion of the foreign market, which resulted in the purchase of the American “Buy.com” and the French “PriceMinister”, which in turn led to an increase in the number of foreign specialists and gave the company a competitive advantage [13].

Obviously, the introduction of a single corporate language has two sides to it. The article ‘Why adopting an official corporate language is not enough’ by Marie-Therese Claes states that despite its numerous advantages, English as a corporate language causes some communication problems. In particular, research shows that it can lead to the ‘4S effects’:

- shifting, a deviation from the main topic of a conversation or meeting due to difficulties in finding the right words to express thoughts.
- silencing, the decision not to express important comments or opinions for fear of being misunderstood.
- stagnation - stopping the development of communication
- screening - a conscious choice to participate in those meetings or discussions that seem easier to speak [2].

To reduce the impact of these problems, companies are simultaneously implementing additional programmes aimed at improving the language level of their employees. An example is the German company BASF, which conducts mandatory intensive courses for employees through a partnership with BridgeEnglish, which focuses on cultural exchange and networking [3].

Despite a number of examples of the successful establishment of English as the main corporate language, there are also illustrations of other tactics among international companies. For example, the Japanese company Hengee, in 2016, also made English the official language for internal communication to attract international talent. As a result, the share of foreign employees in the company increased to 20%. However, this also brought some challenges, such as a loss in communication speed and problems with conveying cultural nuances [7, pp. 87–97].

2.2. The impact of language policy on management

According to the research by Garzing and Pudelko, all the English-speaking and Northern European companies researched have chosen English as a corporate language to ensure effective global communication. For example, Nokia uses English to standardise communication between divisions in different countries. However, the authors warn that the dominance of English can lead to the neglect of other languages and cultures, reducing the engagement of employees with lower levels of English proficiency [7].

In Asian companies, more than half of TNCs have chosen the language of their headquarters, which is indicative of ethnocentrism and may limit global integration. For example, in Japanese and Chinese companies, the dominance of the local language creates barriers to effective cooperation with international partners. For example, in Western subsidiaries operating in China, all documents require translation into Chinese, causing delays and increasing transfer costs [7].

A study by Siemens AG shows that the inclusion of English as a corporate language does not make it dominant, and local languages prevail at local meetings in Germany and Finland [12, p. 16]. The reason for this is the fact that about 45% of employees have a level of English that is too low to be fluent, and about 30% reported difficulties in expressing their ideas in English, which leads to isolation and further to an increase in the time required to make important decisions, which is of great importance in large TNCs [12, p. 16].

Thus, often Northern European companies, such as Ericsson, choose English as the only corporate language in their operations, understanding the limited prevalence of their own languages [1]. At the same time, central European TNCs, such as Siemens, choose to keep their local languages, which can create barriers to global integration [12, p. 17].

The role of multilingualism is also manifested in adaptation to local needs. For example, manufacturing companies often use several corporate languages to communicate with employees who have a low level of English [6, pp. 11–20]. The use of translators, language training, and technologies such as Google Translate can help reduce language barriers.

2.3. The economic impact of language diversity

As stated in the book “How Many Languages Do We Need? The Economics of Linguistic Diversity” by Victor Ginsburg and Shlomo Weber, economics and linguistics are deeply intertwined. For example, due to language differences, trade between countries with a common official language is twice as high as between countries with different languages [5].

An illustration of this is the European Union's spending of considerable funds on translation of documents to accommodate all 24 official languages. This is necessary to ensure inclusiveness, but such costs affect the efficiency of the organisation [8].

However, language versatility also has positive consequences, for example, the cosmetics company Sephora provides multilingual support for its customers. Among other things, their website is available in 11 languages, which allows them to attract customers from different countries and cultures. As a result, online sales increased by 20% in the first year of implementation [4].

2.4. Impact of TNCs on Language

The use of English as a kind of international language standard by TNCs leads to an increase in the number of anglicisms in other languages. In addition, specialised corporate jargon primarily changes communication among employees, but it can also have an impact on non-work communication.

Corporate jargon is a set of phrases and terms used in the workplace. For example, terms such as ‘non-returnable attrition’ or ‘improving efficiency’ try to neutrally describe events that have a negative effect, such as layoffs or job cuts. But this often has the opposite effect, as employees feel anxious without understanding the real situation [11]. A week ago, Meta used the term ‘non-retentive attrition’ to describe the dismissal of the least effective employees. Another example is Amazon, which also frequently uses expressions like ‘non-returnable attrition’ or ‘right-sizing’. These phrases are used to reassure investors and partners, but they cause a backlash among employees [10].

In addition, the use of professional jargon, such as ‘streamlining’, ‘optimisation’ and ‘low-hanging fruit’, significantly changes business communication. They are used to make processes seem intellectually deep, but at the same time make it difficult to understand the essence [14].

Anglicisms, in addition to professional vocabulary, have gained popularity in the advertising campaigns of major brands: Coca-Cola, McDonald's or Apple, to emphasise the modernity of their products and to sound more attractive to the younger generation [9].

In addition, English terms are often used in digital marketing. For example, expressions such as ‘SEO strategies’, ‘social media posts’, ‘keywords’ and ‘branding’ have become common to people who are far from marketing. Technology companies are actively introducing English terms

that often do not have a direct analogue in local languages, which can create some communication barriers, but on the other hand, creates opportunities for international relations [2].

3. Conclusions

Thus, language policy plays an important role in TNCs' work processes. English often becomes the only corporate language, simplifying communication and integration, but it also causes problems, such as cultural difficulties and reduced efficiency of work meetings.

Therefore, multilingualism often remains important to ensure inclusiveness. For example, companies such as Siemens and Sephora show how to combine the English corporate language with regional specifics.

In addition, corporate jargon and anglicisms also have an impact on communication within the company. While this can affect the effectiveness of understanding, it also creates new opportunities for collaboration.

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ARTIFICIAL INTELLIGENCE IN MANAGEMENT: BALANCING CHALLENGES AND INNOVATIONS IN A CHANGING GLOBAL LANDSCAPE

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Khinikadze T., Koniashvili I. Artificial Intelligence in Management: Balancing Challenges and Innovations in a Changing Global Landscape. This article explores the transformative impact of artificial intelligence (AI) on modern business management. It highlights AI's contributions to efficiency, decision-making, and innovation, with a focus on operations management, supply chain optimization, predictive maintenance, and customer service. The study examines AI's influence on organizational structures, the risks of job displacement, and ethical concerns. Case studies of companies like Amazon, General Electric, and Netflix illustrate AI's role in maintaining competitiveness. The article concludes that while AI significantly enhances business processes, balancing automation with the human element is essential for long-term success and sustainable growth.

Keywords: AI, decision-making, efficiency, innovation, logistics, ethics, human factor, sustainability.

Хінікадзе Т., Коніашвілі І. Штучний інтелект в управлінні: збалансування викликів та інновацій у мінливому глобальному ландшафті. У цій статті досліджується трансформаційний вплив штучного інтелекту (ШІ) на сучасне управління бізнесом. Він підкреслює внесок штучного інтелекту в ефективність, прийняття рішень та інновації, зосереджуючись на управлінні операціями, оптимізації ланцюга постачання, прогнозованому обслуговуванні та обслуговуванні клієнтів. Дослідження вивчає вплив ШІ на організаційні структури, ризики скорочення робочих місць та етичні проблеми. Тематичні дослідження таких компаній, як Amazon, General Electric і Netflix, ілюструють роль штучного інтелекту в підтримці конкурентоспроможності. У статті робиться висновок, що хоча штучний інтелект значно покращує бізнес-процеси, баланс між автоматизацією та людським фактором є важливим для довгострокового успіху та сталого зростання.

Ключові слова: етика, ефективність, інновації, логістика, людський фактор, прийняття рішень, стійкість, ШІ.

1. Introduction

Technological advancement has reshaped management, making efficiency, precision, and innovation core components of business success. AI, which enables machines to simulate human cognition and decision-making, is now an indispensable tool in operations management. From planning and inventory control to quality assurance and predictive maintenance, AI streamlines processes and enhances strategic decision-making.

This article investigates the implementation and impact of AI in contemporary management, focusing on its dual nature: as a catalyst for progress and a source of challenges. It *aims* to outline AI's contributions to business processes while addressing concerns like job displacement and ethical considerations.

Research objectives:

1. To explore AI's role in enhancing operational efficiency and decision-making.
2. To analyze real-world examples of AI integration in companies.
3. To examine the ethical and structural implications of AI adoption.
4. To assess strategies for balancing automation and human involvement.

2. Literature Review: AI Adoption and Industry Trends

AI adoption is rapidly growing across industries, with companies using it for real-time decision-making, workflow optimization, and predictive analytics. According to Eurostat (2024), AI

adoption in EU enterprises rose significantly between 2023 and 2024, with Denmark leading at 27.58%. Studies show that 56% of businesses use AI to streamline operations, while 47% of leaders consider using AI instead of hiring new employees [8].

Despite its benefits, AI adoption varies across regions and industries, influenced by factors like technological infrastructure, market dynamics, and regulatory environments. Smaller companies often face barriers like high implementation costs, while larger enterprises leverage AI to gain competitive advantages through enhanced efficiency and innovation.

3. AI's Impact on Business Processes

AI transforms key business functions, including:

- **Supply Chain Management:** AI analyzes historical data and market trends to optimize inventory, logistics, and demand forecasting, reducing costs and preventing disruptions [3].
- **Predictive Maintenance:** AI algorithms predict equipment failures, allowing for proactive maintenance, minimizing downtime, and extending asset lifespan.
- **Quality Control:** AI-powered visual systems detect product defects with up to 97% accuracy, surpassing human inspection capabilities [3].
- **Customer Service:** AI chatbots and virtual assistants offer 24/7 support, improving customer satisfaction and freeing up human agents for complex issues.

These applications demonstrate AI's capacity to enhance decision-making, boost efficiency, and foster innovation across industries.

4. Structural and Ethical Implications of AI

AI reshapes organizational structures by promoting flatter, more agile models. Real-time data sharing and AI-driven insights reduce the need for rigid hierarchies, fostering cross-departmental collaboration and faster decision-making [2]. However, this transformation comes with challenges:

- **Job Displacement:** Automating routine tasks can lead to workforce reductions, raising concerns about unemployment and skill obsolescence.
- **Loss of Human Connection:** Over-reliance on AI in areas like performance reviews or conflict resolution may weaken human relationships within organizations.
- **Bias and Fairness:** AI systems can inadvertently reinforce biases in hiring, promotions, or resource allocation, necessitating careful oversight and ethical AI practices.

Addressing these issues requires thoughtful strategies, including upskilling employees, adopting transparent AI systems, and preserving human elements in decision-making.

5. Case Studies: AI in Leading Companies

- **Amazon:** AI optimizes supply chains, enhances logistics, and personalizes customer experiences. Machine learning algorithms power Amazon's recommendation engine, boosting sales and customer retention.

- **General Electric:** GE uses AI for predictive maintenance, analyzing equipment data to prevent failures and optimize industrial processes, reducing downtime and operational costs.

- **Netflix:** AI algorithms analyze viewing patterns to personalize recommendations and optimize content delivery, driving user engagement and operational efficiency.

These examples illustrate how AI can drive innovation and competitive advantage when integrated thoughtfully.

6. Conclusion: Striking the Balance Between AI and the Human Factor

AI is a powerful tool for transforming business management, enhancing efficiency, and fostering innovation. However, sustainable success requires balancing AI-driven automation with human creativity, empathy, and ethical judgment. Organizations must view AI as a complement to human capabilities rather than a replacement, leveraging technology to empower people and enhance decision-making.

By fostering a balanced approach — integrating AI while preserving the human element — businesses can navigate the complexities of a rapidly evolving landscape, achieving both short-term gains and long-term resilience.

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STRATEGIC COMMUNICATIONS AS A KEY PRIORITY IN THE EU'S FOREIGN POLICY STRATEGY

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Khomyn Y. V., Litovchenko Y. M. Strategic communications as a key priority in the EU's foreign policy strategy. The article examines the issue of strategic communications, a concept that has gained significant traction over the past two decades. It highlights strategic communications as a systematic series of sequential and coordinated actions carried out at strategic, operational, and tactical levels. The article delves into the institutional dimension of the EU's strategic communications. It explores the specifics of strategic communications employed by ISIS and Russia within the European information space, which individual European Strategic Communications units are tasked with countering.

Key words: disinformation, EU, ISIS, NATO, Russia, security, Strategic Communications.

Хомин Ю. В., Літовченко Я. М. Стратегічні комунікації як один із пріоритетів стратегії зовнішньої політики ЄС. У статті розглянуто проблему стратегічних комунікацій, концепції, яка набула значного поширення за останні два десятиліття. У ній підкреслюються стратегічні комунікації як систематична серія послідовних і скоординованих дій, що здійснюються на стратегічному, операційному та тактичному рівнях. Стаття заглиблюється в інституційний вимір стратегічних комунікацій ЄС. Вона досліджує особливості стратегічних комунікацій, які застосовують ІДІЛ і Росія в європейському інформаційному просторі, протидіяти яким покликані окремі європейські підрозділи стратегічних комунікацій.

Ключові слова: безпека, ДАІШ, дезінформація, ЄС, НАТО, Росія, стратегічні комунікації.

1. Introduction

The relevance of the research topic stems from the noticeable obsolescence of the EU's security policy documents by the start of the second decade of the 21st century. In response, the latter half of 2015 marked the beginning of active efforts within EU institutions, member states, and leading research and expert centers to develop the EU's Global Strategy for Foreign and Security Policy. Strategic communications remain one of the least researched areas, both theoretically and in practical applications within the EU's foreign and security policy framework. This underscores the importance of this study, as the new strategy requires a thorough analysis of the objectives and roles of strategic communications – an aspect absent from previous EU policy documents.

The object of this article is the role and significance of strategic communications within the framework of the EU's Global Strategy for Foreign and Security Policy. It focuses on analyzing how strategic communications have evolved into a critical tool for addressing key priorities such as EU security, counterterrorism, cybersecurity, energy security, and the broader challenges of modern public policy. **The subject** of this article is the specific functions, mechanisms, and institutional frameworks of strategic communications within the EU's Global Strategy for Foreign and Security Policy.

The aim of the article is to examine the institutional aspects of the European Union's strategic communications. Thus, **the task** of the article is to analyze the role, functions, and mechanisms of strategic communications within the institutional framework of the European Union, highlighting their impact on the EU's foreign and security policy priorities.

2. Key Concepts and Distinctions in Strategic Communications

There is no consensus on the definition of strategic communications. At least three key differences exist in how scholars conceptualize it.

First, there is a distinction between broadcasting and interaction: information transmission (broadcasting) is a one-way communication process, while dialogue and consideration of societal characteristics represent multi-directional communication, involving interaction among communication subjects.

Second, there is a difference between informing and influencing. Some argue that the goal of strategic communication is influence, while others believe the objective is simply to inform without exerting influence. It is important to differentiate between constructive influence and manipulation. Deception, manipulation, and propaganda are all inadequate forms of influence that are unsustainable in today's information environment and undermine trust in current and future messages and efforts. Strategic communication is influence that upholds truth and commitment to accuracy, and it should be regarded as "virtuous persuasion" [9].

3. Effective Strategic Communication and its Role in Influencing Policy

Effective communication that influences requires clear objectives. Messages, influence, and persuasion in support of national policy require an understanding of the policy's goal. When the goal is defined as a set of audience attitudes, behaviors, or perceptions, the audience is more likely to support these objectives. Effective strategic communication demands clear, consistent core messages that stem from the policy's goals [3].

Strategic communication is a systematic approach aimed at establishing long-term relationships between an organization and its external and internal audiences, helping to achieve organizational goals. This form of communication focuses less on the short-term needs or desires of target audiences and more on their values, fostering long-term mutual understanding and effective communication with key groups [1].

4. Strategic Communications in the Context of Hybrid Threats and Disinformation

Strategic communication is not a new concept for the EU; however, its significance for foreign and internal policy and security is growing, particularly in the context of the spread of disinformation within the EU regarding Russia's war against Ukraine and jihadist propaganda campaigns.

According to the Global Strategy, strategic communications involve investing in public diplomacy across various sectors to establish connections between the EU's foreign policy and citizens, as well as better informing our partners about the policy being implemented. This includes enhancing coherence and speed in information exchange regarding principles and actions, swiftly

debunking disinformation, ensuring openness and accountability in the media environment both within and outside the EU, working with local actors, and leveraging social media [2].

The EU's Common Framework Program for countering hybrid threats, dated April 6, 2016, highlights that perpetrators of hybrid threats can systematically spread disinformation, including through targeted campaigns on social media, aiming to radicalize individuals, destabilize society, and control political narratives. The ability to respond to hybrid threats using sound strategic communication strategies is critical. Providing rapid factual responses and increasing public awareness of hybrid threats are key factors in building social stability. Strategic communication should fully utilize both traditional media – print, visual, and audio – as well as online media and social networks.

The European External Action (EEAS), focusing on the activities of the Eastern and Arabic strategic communications centers, which are tailored to specific target groups, should optimize the use of linguists who are fluent in the relevant languages, are non-EU members, and social media experts who, although non-EU members, can control information and ensure targeted communication to counter disinformation [6].

5. The Need for Informal Dialogue and Coordination between the EU and NATO in Countering Hybrid Threats

Today, there is a growing emphasis on the necessity of informal dialogue and enhanced cooperation between the EU and NATO in the areas of situational awareness, strategic communications, cybersecurity, and "crisis prevention and avoidance", to counter hybrid threats while adhering to the principles of openness and the autonomy of decision-making processes within each organization [6].

NATO defines its strategic communications as the "coordinated and appropriate use of NATO communications activities and its capabilities in public diplomacy, public relations, military public affairs, information and psychological operations – when necessary, in support of the Alliance's policy, operations, and activities, as well as to promote NATO's objectives" [8].

Key components of the implementation process of strategic communications, as identified by NATO representatives, include: a) understanding the public by informing and engaging it to advance interests and goals through influencing perceptions, attitudes, beliefs, and behavior; b) aligning actions, messages, and statements to support policy and planning in order to achieve comprehensive strategic objectives; c) recognizing that all operations and activities are essential components of the communication process, as everything a communications center says or fails to say and do will have predictable and unpredictable consequences for both target and non-target audiences; d) acknowledging that strategic communications are not supplementary actions but integral to the planning and execution of all operations and activities [11].

6. EU Strategic Communications as a Countermeasure to Third-Party Propaganda

On November 23, 2016, the European Parliament adopted a resolution titled "EU strategic communication to counteract anti-EU propaganda by third parties" [4]. The document, prepared by Polish MEP Anna Fotyga, identifies several threats, particularly Russian media. The resolution calls for expanding the powers of the East Strategic Communications Task Force and transforming it into a full-fledged department within the European External Action Service. Specific proposals within the resolution aim to broaden the scope of the East Strategic Communications Task Force's activities, including a "Southern" direction to counter the strategic communications of ISIS. Both phenomena mentioned in the document are seen as significant threats to European unity and are deserving of further support and enhancement.

The East Strategic Communications Task Force is responsible for developing communication materials and running campaigns to explain EU policies in the Eastern Partnership region. These efforts include: preventative communication campaigns on key areas of EU policy, and the development of a positive narrative; situational communications addressing current and significant EU activities; debunking myths through trend analysis, clarification, and countering disinformation; supporting projects by highlighting the EU's actions in key policy areas within the region [7].

The first example focuses on real-time documentation of Russian disinformation attacks, while the second compares the perspective of pro-Kremlin media with independent Russian sources. Both products from the Operational Working Group are published in English and Russian [10].

The Arabic Strategic Communications Task Force focuses on producing positive messages about the EU's activities in the region. From a practical standpoint, the work of the Target Group operates in a bottom-up approach, resulting in major projects being carried out by EU delegations in the region and their local partners [5].

7. Conclusions

In summary, the issue of strategic communications requires examination not only in the national context but also in the European context. While the theoretical aspects of this problem are already being explored by Ukrainian researchers, the institutional dimension of the EU's strategic communications remains largely overlooked. The specific challenges posed by the strategic communications of ISIS and Russia require a response from the various European Strategic Communications' teams already operating in the Eastern and Southern regions of the European Neighborhood Policy. Further research should focus on the issues facing Ukraine in the context of the ongoing expansion of dialogue, cooperation, and coordination of actions between the EU and NATO in the field of strategic communications in the Eastern and Southern directions.

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DESTINATION BRANDING IN TOURISM: CHALLENGES AND PERSPECTIVES

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Khrystiuk K. Ya., Startseva N. M. Destination branding in tourism: challenges and perspectives. The article examines the key challenges and prospects in destination branding within the tourism industry. Destination branding is experiencing significant transformation in the modern digital era. The author underlines five key factors in destination branding success: unique selling proposition, authentic experience delivery, digital presence, stakeholder engagement, and sustainable practices. Destination branding faces challenges including digital market saturation, changing consumer preferences, maintaining brand consistency across multiple stakeholders. However, despite current challenges, destination branding remains a vital and evolving field with significant potential for innovation and growth, having to reconsider their traditional branding approaches and develop more nuanced, experience-focused narratives. The author concludes that strategic development of destination branding based on personalization, authenticity and integration of advanced technologies is crucial in today's competitive tourism landscape.

Keywords: authentic experience, competitive tourism landscape, destination branding, digital market saturation, stakeholder engagement, sustainable practices, unique selling proposition.

Христюк К. Я., Старцева Н. М. Брендинг DESTINATION у туризмі: виклики та перспективи. У статті розглядаються ключові виклики та перспективи брендингу DESTINATION у туристичній галузі. Брендинг DESTINATION зазнає значної трансформації в сучасну цифрову епоху. Автор виділяє п'ять ключових факторів успіху брендингу DESTINATION: унікальна торгова пропозиція, надання автентичного досвіду, цифрова присутність, залучення зацікавлених сторін та сталі практики. Брендинг DESTINATION стикається з такими викликами, як насиченість цифрового ринку, зміна споживчих уподобань, підтримання узгодженості бренду серед багатьох стейкхолдерів. Однак, незважаючи на поточні виклики, брендинг DESTINATION залишається життєво важливою галуззю, що розвивається, зі значним потенціалом для інновацій та зростання, що вимагає перегляду традиційних підходів до брендингу та розробки більш нюансованих, орієнтованих на досвід наративів. Автор доходить висновку, що стратегічний розвиток брендингу DESTINATION, заснований на персоналізації, автентичності та інтеграції передових технологій, має вирішальне значення в сучасному конкурентному туристичному ландшафті.

Ключові слова: автентичний досвід, брендинг DESTINATION, конкурентний туристичний ландшафт, залучення зацікавлених сторін, насичення цифрового ринку, сталі практики, унікальна торгова пропозиція.

1. Introduction

The dynamic nature of global tourism necessitates innovative approaches to destination marketing and management. **Research relevance** is determined by the increasing competition among tourist destinations worldwide and the critical need for effective differentiation strategies in the global tourism market. Destination branding has emerged as a crucial tool for creating unique identities and sustainable competitive advantages for tourism locations. **The object** of the study is the destination branding process in the context of modern tourism development. The **research subject** is strategic approaches and mechanisms for creating and managing successful destination brands. **The aim** is to analyse and systematise contemporary destination branding practices and develop an integrated framework for effective destination brand management in the tourism industry.

Tasks:

- To analyse current theoretical approaches to destination branding
- To identify key challenges in modern destination brand development
- To evaluate the impact of digital transformation on branding strategies
- To develop recommendations for effective destination brand management

2. Current state of destination branding problem in tourism industry

Destination branding represents a crucial segment of the tourism industry that aims to create unique and memorable identities for locations, differentiating them in an increasingly competitive global market [6]. The modern approach to destination branding encompasses multiple elements including visual identity, narrative development, and experiential marketing. Current trends show that successful destination brands must integrate both traditional and digital channels while maintaining authenticity and local character. Five key factors have emerged as fundamental to successful destination branding in the current landscape. First, the unique selling proposition (USP) serves as the foundation of any effective branding strategy [1]. In an era where travellers can choose from countless destinations, a compelling USP differentiates a location and creates a memorable position in the market. The second factor, authentic experience delivery, has gained paramount importance as travellers increasingly reject artificially constructed tourist experiences. Modern visitors seek genuine encounters with local culture, traditions, and ways of life. Digital presence, the third key factor, has revolutionized how destinations connect with potential visitors. The digital landscape offers unprecedented opportunities for engagement through social media, virtual experiences, and interactive content. Stakeholder engagement emerges as the fourth crucial factor, highlighting the complexity of modern destination branding. Success requires orchestrating the efforts of diverse groups - from local governments and businesses to residents and cultural institutions. Finally, sustainable practices have become indispensable in destination branding. As environmental consciousness grows, travellers increasingly consider a destination's commitment to sustainability in their decision-making. This extends beyond environmental protection to encompass social responsibility and economic sustainability [4].

3. Problems of developing

In today's hyperconnected world, digital oversaturation represents one of the most formidable challenges in destination branding. The sheer volume of content competing for travellers' attention has created an increasingly complex and crowded digital landscape where breaking through the noise becomes exponentially more difficult [3]. This oversaturation manifests in multiple ways. Social media platforms are flooded with destination content, from professional marketing

campaigns to user-generated posts, creating a visual fatigue among potential travellers. The average consumer is exposed to thousands of travel-related images and advertisements daily, making it increasingly challenging for destinations to create lasting impressions. The financial implications are particularly significant for medium-sized destinations. With comprehensive digital marketing campaigns costing between \$500,000 to \$5 million annually, many destinations struggle to maintain a consistent and effective digital presence. Moreover, the challenge extends beyond mere visibility. Destinations must now compete not just for attention but for meaningful engagement in an environment where audiences have become increasingly sophisticated and selective in their digital consumption [11].

The challenge of maintaining brand consistency across multiple stakeholders and touchpoints represents a complex orchestration task in destination branding. This challenge stems from the inherent diversity of entities involved in creating and delivering the destination experience. A destination's brand is communicated through numerous channels and stakeholders: local government agencies, tourism businesses, hospitality providers, transportation services, cultural institutions, and local residents. Each of these entities has its own objectives, communication styles, and understanding of the destination's value proposition. Coordinating these diverse voices to present a unified brand message requires sophisticated management and clear governance structures [7].

The rapidly evolving nature of consumer preferences and expectations in tourism presents one of the most dynamic challenges in destination branding. Modern travellers increasingly seek authentic, transformative experiences rather than traditional tourist activities. They desire deeper connections with local cultures, sustainable travel options, and personalized experiences that align with their values and interests. This shift demands that destinations continuously evolve their brand positioning and offerings while maintaining their authentic character.

The rise of experiential travel has transformed how destinations must present themselves. Travellers now expect immersive experiences that engage all senses and provide opportunities for personal growth and learning. This has forced destinations to reconsider their traditional branding approaches and develop more nuanced, experience-focused narratives.

The growing prominence of environmental concerns and sustainability requirements has introduced a new dimension of complexity to destination branding. This challenge goes beyond simple green initiatives to encompass comprehensive sustainability strategies that address environmental, social, and economic impacts. Modern travellers increasingly consider environmental impact in their travel decisions [8]. Destinations must now demonstrate genuine commitment to sustainability while maintaining their appeal as tourist destinations. This includes addressing issues such as carbon footprint, waste management, biodiversity conservation, and local community impact [5].

4. Prospects

Recent research by Tourism Research International suggests that effective destination branding can increase visitor numbers by 25-30% over a five-year period when properly executed [9].

The future of destination branding is being fundamentally reshaped by the twin forces of personalization and authenticity. This evolution represents a significant departure from traditional "one-size-fits-all" marketing approaches, moving towards highly customized experiences that resonate on a personal level with travellers. Modern destination branding increasingly focuses on creating unique, individualized narratives for different visitor segments. This approach recognizes that travellers seek experiences that align with their personal values, interests, and aspirations. The ability to deliver these personalized experiences has become a key differentiator in the competitive tourism landscape, as evidenced by the 25-30% increase in visitor numbers reported by Tourism Research International for well-executed branding strategies.

The integration of advanced technologies, particularly virtual reality (VR) and artificial intelligence (AI), is revolutionizing destination marketing and creating new possibilities for brand engagement. These technologies are transforming how potential visitors discover, evaluate, and connect with destinations before their physical journey begins. Virtual Reality has emerged as a powerful tool for destination branding, offering immersive "try before you buy" experiences that were previously impossible.

While developing a strong destination brand requires significant investment and coordination, Professor Jennifer Martinez of the Global Tourism Institute compares it to corporate branding evolution. Just as corporate branding has become more sophisticated and data-driven over the past decades, destination branding is following a similar trajectory of professionalization and effectiveness [2].

5. Conclusions

The article analyzes the main challenges and prospects for destination branding in tourism. This field is undergoing rapid evolution in response to technological advances and changing consumer behaviors. The study of destination branding is particularly relevant now as experts predict its increasing importance in tourism development and economic growth. While challenges exist in terms of digital market saturation and stakeholder coordination, the field shows promising opportunities for innovation and growth. Consequently, strategic development of destination branding capabilities is crucial for tourism success in the modern era [10].

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AN INTRODUCTION TO THE UKRAINIAN FINTECH ECOSYSTEM

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Kirieieva A. K., Huslenko I. Yu. An introduction to the Ukrainian FinTech ecosystem. The article displays the development and current state of the Ukrainian FinTech ecosystem, allocating its role in ensuring economic sustainability during the Russian-Ukrainian conflict and incentivizing the adaptation of emerging technologies. The study outlines the profile of Ukrainian and global fintech, analyzes the impact of the war and the new technology-based project launches. The author also emphasizes the potential of the Ukrainian FinTech sector to gain success in international markets and help rebuild Ukrainian economy.

Keywords: finance, FinTech, Russian-Ukrainian war, technology, Ukraine.

Кірієєва А. К., Гусленко І. Ю. Введення в українську фінтех-екосистему. У статті висвітлено розвиток та сучасний стан української фінтех-екосистеми, виокремлено її роль у забезпеченні економічної стійкості під час російсько-українського конфлікту та стимулюванні адаптації новітніх технологій. У дослідженні окреслено профіль українського та світового фінтеху, проаналізовано вплив війни на запуск нових проєктів, заснованих на новітніх технологіях. Автор також підкреслює потенціал українського фінтех-сектору у досягненні успіху на міжнародних ринках та відновленні української економіки.

Ключові слова: російсько-українська війна, технології, Україна, фінанси, ФінТех.

1. Introduction

The constant growth of financial industry has transformed the way people perceive finance. The development of financial technology, known as fintech, has introduced a new generation of security, transparency, and convenience. The fintech ecosystem presents the idea that brings together fintech firms, banks, developers, and consumers, to revolutionize the financial landscape, through collective innovation. Ukraine, as a country with a progressive IT framework, is an active participant in the transformation of contemporary finance. Despite the substantial economic turbulence encountered by Ukraine in the current decade, it provides an intriguing example within the global technology field.

The current state and future trajectory of Ukraine's fintech landscape alongside its pivotal role in the country's economic resilience, underscore *the relevance* of this study.

The object of the study is the Ukrainian fintech ecosystem, while *the subject* centers on its perspectives and challenges. Recent studies have analyzed both European, Asian, and American ecosystems comprehensively, disregarding the Ukrainian, leaving room for further research.

The aim of this article is to understand the significance and potential of Ukrainian fintech by analyzing it. To achieve this goal, the following *tasks* are outlined:

1. to review global fintech sector to provide context for further analysis;
2. to characterize Ukrainian fintech ecosystem;
3. to analyze potential challenges and the state of Ukrainian fintech in times of crisis;
4. to explore opportunities to enhance Ukraine's global competitiveness.

2. Ukrainian fintech. Opportunities and threats

2.1. Overview of the Global Fintech Sector

Financial technology or FinTech refers to technology-enabled financial solutions [3]. Fintech, that combines finance and technology, integrates innovations with banks, lenders, and financial institutions. The earliest traces of FinTech date back to 1967, when Barclays Bank, UK, implemented the first ATM, whilst the term first appeared in the article «Fin-Tech New Source of Seed Money» in the same year. During subsequent decades inventions such as SWIFT, the creation of NASDAQ, the introduction of Bloomberg terminals, and the emergence of the internet, laid the groundwork for modern FinTech. By year 2014, it had gained mass recognition from banks, enterprises, and their customers.

Different sectors of FinTech shape its functionality. Those include blockchain, which provides additional security through its decentralized nature; open banking, which ensures a higher level of convenience for customers; cryptocurrency, which creates investment opportunities and renews digital finance; robo-advisors, which offer AI support for investment decisions; regtech, which efficiently manages risks, and insurtech, that improves insurance services by using AI and data analysis.

Silicon Valley, New York, London, Singapore, and Hong Kong are leading FinTech world centres with their strong and established ecosystems. Nonetheless, the impact of fintech in Ukraine and other emerging economies is crucial to their economic growth and global techno-economy.

2.2. Description of the Ukrainian FinTech ecosystem

Ukraine is an emerging player in the global FinTech landscape. Developed IT sector, flourishing startups and demand for new financial solutions have all formed a solid foundation for the growth of Ukrainian FinTech.

A range of factors positively influenced Ukrainian FinTech industry. Fast implementation and development of technology in Ukraine are the main prerequisites, alongside high-level technical education, dominance of entrepreneurship by young people, and government incentives promoting digitalization. Ukraine's involvement in the global growth of FinTech has also played a significant role in this process.

The year 2017 is considered to be a turning point in the development of Ukrainian fintech, when renowned companies such as Monobank, Jetbeep, and DMarket were founded. Traditional financial institutions, such as PrivatBank and Oschadbank, have expeditiously adopted online banking. The Ministry of Digital Transformation of Ukraine helped pave the way for innovative solutions with the Diia app, which introduced digital document technology into the daily lives of Ukrainians. As of 2024, 256 FinTech companies are existing on the market, with 79% of them financed exclusively by their own funds and 47% operating on the international market. Leading

areas of activity are technology and infrastructure, payments and money transfer, personal and consumer lending [2]. Geographically, 79% of FinTech companies are located in Kyiv, with 5% of FinTech companies that are located exclusively abroad. The core technologies in the industry include API, cloud services, chatbots, artificial intelligence, and robotic process automation [2].

Monobank and EasyPay stand out as a national success in the sector. EasyPay, the number one aggregator of money transfer services in Ukraine, founded in 2007, is one of a few licensed by the NBU payment systems [2]. The company provides a wide range of services to both individual consumers and big enterprises. One of EasyPay's customers is Monobank, the first Ukrainian neobank. With over 9 million clients, Monobank offers a new level of convenience with competitive rates, fast credit card opening, and numerous app functionalities. The emergence of Monobank has influenced traditional financial institutions towards online banking and digitalization in general, prompting a new wave of FinTech startups.

2.3. The role of FinTech in times of recession

Since the beginning of Russia's invasion of Ukraine, FinTech has played an important role in supporting economic resilience and mitigating negative impacts of the war. The physical disruption of the banking infrastructure highlighted the need for FinTech solutions. The pandemic had prepared Ukrainian financial institutions to be highly adaptable. During the crisis, national finances benefitted from the easy execution of transactions as well as advantageous online lending terms from well-known banks like Monobank and PrivatBank.

Financial technologies have also facilitated humanitarian efforts, making global aid more simple and immediate. The global FinTech community has helped Ukraine by raising funds for defense initiatives, donating money for technology, weapons, equipment, food, medicine, etc. Various FinTech initiatives such as DAO (Decentralised Autonomous Organisation), which raised 1.4 million dollars in \$SOL, have provided financial support to Ukraine [4]. Other open banking platforms such as Volt and Yapily, as well as digital banks such as Zopa Bank Ltd. and Bunq V. B., have launched projects helping Ukraine in a variety of ways [4].

The Ukrainian FinTech sector itself has faced challenges preventing its rapid and stable growth. In 2023, the total investment volume in the industry amounted to 113.7 billion dollars, which is the lowest since 2017 [2]. Among the acute problems of the segment are difficulties in finding employees, especially highly qualified ones, and active mobilization. In addition, 40% of FinTechs have problems with access to financing, and 45% have difficulties with entering or operating in foreign markets [2]. Nonetheless, Ukrainian FinTech is adapting: compared to 2022, the number of companies that reported an increase in their business valuation (as of 2023) increased by 42% [2].

2.4. Prospects and emerging technologies of Ukrainian FinTech

In 2020, the National Bank of Ukraine issued a strategy for Ukrainian Financial Sector Development until 2025, partnering with the National Securities and Stock Market Commission, the Ministry of Finance of Ukraine, and the Deposit Guarantee Fund. In 2023, the strategy was terminated due to the impact of full-scale war, with the adoption of a new one, that focuses on stabilizing and rebuilding Ukrainian economy. The NBU's strategy, issued in 2025, mentions "Modern Financial Services" as one of the top aims. The key points mentioned are strengthening digital security, reaching better regulation, and implementing new technology. NBU will also focus on making cash circulation more effective, which will positively influence economic interactions, and creating "Power banking 2.0" to support de-occupied areas [1].

Initiatives that logically stem from the strategy have a promising potential to transform the Ukrainian e-economy. Integration with the Single Euro Payments Area (SEPA) can enable seamless cross-border transactions, simplifying the interaction with the EU market and making it more economical. Open API platforms will empower small and medium enterprises by saving costs and increasing productivity. The e-hryvnia may accelerate Ukraine's transition to a cashless economy, making transparency a priority. These implementations are essential for increasing the economic resilience and further development of the financial sector.

3. Conclusions

To summarize, fintech has become a vital pillar of economic stability and innovation in Ukraine. The Ukrainian fintech sector demonstrates remarkable resilience and adaptability, attracting the attention of foreign investors. It supports both citizens and businesses ranging from small to big enterprises by providing unhindered access to financial services and facilitating the adoption of financial solutions at critical times.

The Ukrainian FinTech ecosystem has huge potential for growth and international influence. Initiatives of the National Bank of Ukraine, as well as the Ministry of Digital Transformation, support from neobanks, and young fintech startups contribute to the creation of a robust and modern financial system. Technologically savvy young people combined with the introduction of advanced innovations will allow Ukraine to make notable progress in digital finance. The fintech industry will play an essential role in enhancing the sustainability of the economy and anchoring Ukraine in the global financial landscape.

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SOCIAL NETWORKS AS A METHOD OF IMPLEMENTING CHINA'S INFORMATION POLICY

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Kitanina V. O., Izotova L. I. Social networks as a method of implementing China's information policy.

This article examines the role of social media in the implementation of China's information policy with a specific focus on platforms such as X (formerly Twitter) and Weibo. It explores how the Chinese government uses these platforms to disseminate official narratives, engage with both domestic and international audiences, and promote its political agenda. The study highlights the benefits of social media for China, including the ability to connect with global audiences and the effectiveness of these platforms in shaping public opinion through concise messaging and strategic use of hashtags. However, it also addresses significant drawbacks, such as censorship practices and the spread of state-sponsored narratives, which can limit freedom of expression and potentially harm China's global reputation.

Keywords: censorship, Chinese information policy, digital authoritarianism, digital diplomacy, image, social media platforms.

Кітаніна В. О., Ізотова Л. І. Соціальні мережі як метод реалізації інформаційної політики Китаю.

У цій статті розглядається роль соціальних мереж у реалізації інформаційної політики Китаю з особливим акцентом на таких платформах, як X (колишній Twitter) і Weibo. У ній досліджується, як китайський уряд використовує ці платформи для поширення офіційних наративів, взаємодії з внутрішньою та міжнародною аудиторією та просування свого політичного порядку денного. У дослідженні підкреслюються переваги соціальних мереж для Китаю, зокрема можливість зв'язку з глобальною аудиторією та ефективність цих платформ у формуванні громадської думки за допомогою стислих повідомлень і стратегічного використання хештегів. Водночас воно також звертає увагу на суттєві недоліки, такі як практика цензури та поширення спонсорованих державою наративів, які можуть обмежувати свободу вираження поглядів і потенційно зашкодити світовій репутації Китаю.

Ключові слова: імідж, інформаційна політика Китаю, соціальні медіа-платформи, цензура, цифрова дипломатія, цифровий авторитаризм.

1. Introduction

In today's fast-paced world of evolving technologies and diverse communication channels, a key component of successful politics is leveraging social media and internet platforms to effectively reach a wide audience both domestically and internationally. The People's Republic of China is a significant player in global affairs and has a complex reputation concerning its information policy development.

Social media platforms such as WhatsApp, Facebook, X (formerly Twitter), Weibo, and LinkedIn play an important role in the development and implementation of Chinese narratives. Digital diplomacy allows for the coverage of specific topics and responses to inquiries, influencing public opinion and directing it towards the authorities' want. The interactivity of social platforms promotes user engagement and complements traditional tools of public influence. Concise headlines and user-friendly format, digital platforms provide a wider reach, regularity, and convenience of messaging, making them more effective than traditional media. Preference for social networks over traditional media and how Chinese diplomacy uses it in foreign policy to achieve their aims stipulate the *relevance* of the current study.

Implementation of information policy in China is the *object* of the study, and the *subject* is the usage of social networks by Chinese government.

The aim of this study is to determine which role social media impacts in spreading Chinese narratives.

The following tasks are set to achieve the purpose:

1. to reveal development of China's information policy on the example of social network "X".
2. to analyse the role of social networks and how it impacts on the image of China in modern politics
3. to consider advantages and disadvantages of Chinese interpretation of using social networks to spread Chinese narratives.

2. Social networks as a method of implementing China's information policy

2.1. X and its strategic influence on global diplomacy: a case study of China

The official account of the Chinese authorities on X was established relatively late, in 2018, with the creation of the profile for the Ministry of Foreign Affairs of China. The main strategy for their information policy on this platform has been the active use of hashtags, particularly when discussing controversial topics [1].

Among all social networks, X, formerly known as Twitter, gained significant popularity among Chinese authorities. Additionally, this platform has become popular among political figures not only in China but also worldwide. The term "Twiplomacy" has even been coined to describe the strategic use of Twitter for political purposes. The popularity of this platform in China can be attributed to several key advantages:

Firstly, hashtags in X effectively highlight the main content of posts, ensuring they are visible to users conducting thematic searches, which increases the likelihood of similar messages appearing in their feeds. This feature helps to expand the audience and attract new readers. The character limit of 280 encourages a concise and clear presentation of thoughts.

Secondly, the use of hashtags provides the Chinese government with opportunities to analyse public sentiment, monitor opinions on specific issues, and adjust its narratives to align with the current mood on the platform. Additionally, X facilitates the prompt publication of official statements, corrections, and confirmations, ensuring rapid and efficient communication [1].

2.2. The usage of censorship and how it affected the China's image

An analysis of the content from the Chinese Foreign Ministry's social media account reveals that reposts of articles with added comments dominate, rather than original tweets. Nearly all materials shared by the official accounts of Chinese embassies originate from state media or another popular domestic social network, Weibo. An interesting aspect of how the Chinese authorities manage social media is their specific approach to censorship. It has been observed that moderation on Weibo swiftly removes posts or user comments expressing outrage over events.

For instance, following the death of Ai Fen, a medical worker, who was the first to share information about COVID-19 online, many Chinese users on WeChat and Weibo voiced their anger and skepticism towards the authorities' actions. However, these expressions of discontent were quickly suppressed through censorship. Most posts that criticised the government's handling of the situation were deleted, and several accounts were blocked for allegedly spreading disinformation and rumors [3].

Hashtags such as #WuhanGovernmentOwesDrLiWenliangAnApology and #WeWantFreedomOfSpeech were promptly removed by social media moderators, showcasing the Chinese government's strict policy of controlling information related to COVID-19 and any politically sensitive remarks about the regime in general.

After that case, the term "digital authoritarianism" is increasingly used to describe certain Chinese information policies. Critics point out that, following the events of April 2020, this term has become closely associated with the Chinese regime, which had a negative impact on image of China worldwide. The main characteristics of digital authoritarianism in China include blocking access to information and continuously monitoring users' internet activity. These practices are considered essential to China's strategy for controlling the digital space [4].

2.3. X and Weibo: positive and negative aspects of using social networks as part of information policy

China's use of social networks to promote its narratives has both significant advantages and notable disadvantages. On the positive side, these platforms enable China to reach a global audience, disseminating its perspectives on international issues, showcasing its economic achievements, and shaping public opinion. This digital outreach enhances China's soft power, allowing it to exert influence over political, cultural, and social matters worldwide. By controlling content through state-run media and online campaigns, the Chinese government ensures that the narrative aligns with national interests, fostering unity and nationalism among its citizens.

X is a global platform that is widely accessible outside of China and plays a crucial role in China's outreach to the international community. Chinese officials use X to promote government messages, often utilizing trending hashtags to increase the visibility of their posts. The character limit encourages concise communication, allowing official narratives to spread quickly to a global audience. However, access to X is blocked in China, which limits its use to international users [2].

Weibo, on the other hand, is a Chinese social media platform that operates under strict government control. While it serves a similar purpose in disseminating information, Weibo has a more stringent censorship policy. Content on Weibo is monitored, and posts that are critical of the government or challenge official narratives are swiftly removed. This enables the Chinese government to maintain tight control over the information accessible to its citizens [1].

In contrast, there are notable downsides to consider. One major concern is the potential for misinformation and propaganda. As China utilises these platforms to promote a government-approved narrative, it risks distorting facts and suppressing opposing viewpoints, which can undermine trust and credibility in its messaging. Furthermore, the heavy censorship of online content raises ethical questions about freedom of expression and access to information. International critics often accuse China of using social media to interfere in foreign politics and suppress dissent, which can harm its international reputation.

3. Conclusions

Our analysis shows that social media platforms, especially X (formerly known as Twitter) and Weibo, are integral to the implementation of China's information policy. Although both platforms are essentially conduits for the propagation of official narratives and the promotion of government messaging, they have very different characteristics. This with China able to reach international audiences and project the image it wants overseas through X, its less restrictive censorship and global presence. In contrast, Weibo serves as an instrument of a domestic power of control, allowing the government to control and stifle dissent within the border.

China's use of social networks to promote its narrative presents both opportunities and challenges. On one hand, it enables the country to assert itself globally; on the other hand, it requires careful navigation of the delicate balance between advancing national interests and upholding principles of free speech and open dialogue. To maintain and expand its influence, China must address these challenges, ensuring that its messaging is transparent and credible to both domestic and international audiences.

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FACTORS OF ECONOMIC INTERDEPENDENCE BETWEEN COUNTRIES AND THEIR IMPACT ON THE MODERN GLOBAL ECONOMY

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Kobets V. R., Bezsonova N. S. Factors of economic interdependence between countries and their impact on the modern global economy. This article explores the key factors driving economic interdependence between countries, highlighting their influence on global economic stability and development. It discusses how trade, technological advancements, political agreements, and institutional frameworks contribute to the interconnectedness of national economies. Both the benefits, such as enhanced cooperation and innovation, and the risks, including economic vulnerabilities and uneven distribution of income, are examined.

Key words: distribution of income, economic interdependence, economic stability, innovation, international trade, political agreements, technological advancements.

Кобець В. Р., Безсонова Н. С. Фактори економічної взаємозалежності країн та їх вплив на сучасну світову економіку. Стаття розглядає основні чинники, що спричиняють економічну взаємозалежність між країнами, підкреслюючи їхній вплив на глобальну стабільність та розвиток економіки. У статті обговорюється, як торгівля, технологічні досягнення, політичні угоди та інституційні механізми сприяють взаємозв'язку національних економік. Аналізуються як переваги, такі як посилена співпраця та інновації, так і ризики, включаючи економічні вразливості та нерівномірний розподіл доходів.

Ключові слова економічна взаємозалежність, економічна стабільність, інновації, міжнародна торгівля, політичні угоди, розподіл доходів, технологічні досягнення.

1. Introduction

In the context of deepening globalization and the growing integration of national economies, economic interdependence among countries has become a defining feature of the modern global economy. This phenomenon reflects the intricate networks of trade, finance, and technology that connect nations, creating opportunities for growth and collaboration, while also introducing shared vulnerabilities.

The *actuality* of this topic lies in the dual nature of economic interdependence — it fosters global economic stability and innovation but also exposes countries to systemic risks, such as financial crises and supply chain disruptions. Understanding the factors driving interdependence and their implications is critical for addressing the challenges and maximizing the benefits associated with this interconnectedness. The *purpose* of this article is to analyze the factors contributing to economic interdependence and their multifaceted impacts on the global economy. The *main tasks* of this article are to identify the key factors driving economic interdependence, analyze their influence on global economic processes, and assess the resulting advantages and challenges for the modern global economy. The *object* of the research is the phenomenon of economic interdependence as a fundamental aspect of global economic processes. The *subject* is the factors influencing interdependence and the resulting implications for global trade, finance, and international relations.

The article employs a combination of *theoretical methods*, including systems analysis and a multidisciplinary approach, to explore the complexities of economic interdependence. Methods of comparative analysis and logical generalization are also utilized to evaluate trends and their implications in diverse contexts.

2. Theoretical Foundations of Economic Interdependence

Economic interdependence refers to the interconnectedness of national economies through trade, investments, and technological exchanges, fostering mutual reliance among nations. E. Mansfield and B. Pollins define it as “a group of countries being interdependent if economic conditions in one country depend on those in another” [8]. Baldwin [3] and Copeland [5] have also contributed to this discourse, emphasizing how economic interdependence shapes international relations and the interplay of trade, power, and expectations. Wooten highlights its dynamic nature, linked to globalization and the sensitivity of economies to external events [1].

Historically, economic interdependence has evolved through various stages. Early forms appeared during the colonial period, when one-sided dependence was prevalent. By the 19th century, industrialization fostered international specialization and mutual investment, while the mid-20th century saw global economic interdependence deepen with the establishment of organizations such as the United Nations and the World Bank. By the late 20th century, globalization and technological advancements enabled more profound interconnections. Thus, at least several stages of the development of economic interdependence between countries can be identified (Fig. 1).

The causes of economic interdependence are diverse and interconnected, spanning production, technology, economy, institutions, information, and politics [2]:

1. Production and technological causes: industrialization and the adoption of advanced, knowledge-intensive technologies have significantly expanded production capacities, necessitating global trade and cooperation.
2. Economic causes: economic liberalization, unified tax policies, and anti-dumping measures reduce barriers, fostering greater reliance between nations.
3. Institutional causes: the influence of international organizations as regulators in global economic relations has grown, shaping production, trade, and investment patterns.
4. Informational causes: the proliferation of global information networks enables efficient cross-border business communication, promoting economic integration.
5. Political causes: diplomatic initiatives and the relaxation of state border controls enhance the mobility of goods and capital, while post-colonial relationships create dependencies.

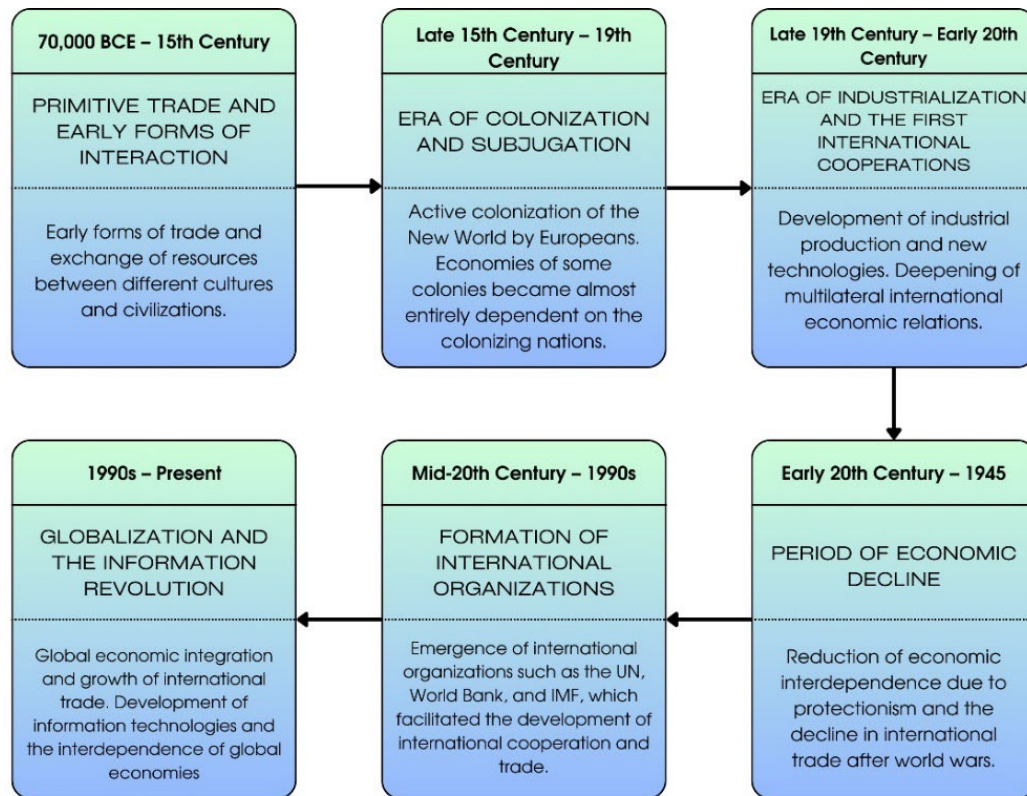


Fig. 1. Stages of development of economic interdependence between countries

Colonialism also provides historical insight into the roots of economic interdependence. A. Daron and R. James discuss how Britain's monopolistic practices in India during the 17th and 18th centuries created asymmetric economic dependencies, limiting India's ability to establish diversified trade relations and compete freely [1, p. 236].

The specialization of economies is another key factor. Countries tend to focus on industries where they have comparative advantages, fostering efficiency but also necessitating trade relationships to fulfill domestic needs. For instance, Pakistan specializes in football production but relies on China for raw materials. This creates economic interdependence between countries and the need for outsourcing or importing other products to meet basic needs [4]. Moreover, globalization accelerates interdependence by spreading technologies, products, and labor globally, creating opportunities but also introducing competition and market disruptions. The KOF Globalization Index measures this phenomenon, ranking Switzerland, Belgium, and the Netherlands as the most globalized nations in 2023 [7].

3. Classification of factors of economic interdependence

The factors of economic interdependence between countries do not have a clear classification, as their diversity depends on the specific characteristics of different countries [2]. However, a parallel can be drawn with the causes and they can be systematized into the following groups [12]:

1. Political and institutional factors

- International agreements and organizations: membership in global alliances and treaties facilitates economic integration by reducing trade barriers and fostering cooperation. For example, EU membership opens markets with lowered tariffs, enhancing economic interdependence.
- Tax and regulatory policies: harmonized taxation and regulatory frameworks create favorable conditions for international business, promoting closer economic ties.
- Geopolitical conflicts and sanctions: while interdependence is typically associated with cooperation, geopolitical tensions and sanctions can disrupt economic relationships and highlight vulnerabilities.
- Legal systems and corruption levels: strong legal frameworks encourage foreign investments, while high corruption can hinder trust and economic interaction.

2. Economic Factors

- Trade liberalization: the reduction of tariffs, quotas, and other trade restrictions promotes the flow of goods and services across borders, increasing reliance among countries.
- Production and consumption dynamics: variations in production capacities and consumption patterns create dependencies as countries trade to meet their specific needs.
- Currency and exchange rates: fluctuating exchange rates impact trade competitiveness and financial flows, influencing the strength of interdependence.
- Economic growth and recessions: economic booms and downturns in one country can have spillover effects on trading partners, amplifying interconnectedness.

3. Technological and Production Factors

- Global supply chains: companies increasingly distribute production processes across countries to optimize costs and efficiency. This interdependence is exemplified by industries such as electronics and automotive manufacturing.
- Technological innovation: advancements in technology facilitate cross-border collaboration, enhancing productivity and fostering economic linkages. For instance, digital platforms enable seamless global trade and financial transactions.

4. Financial Factors

- International investments: foreign direct investments (FDI) and cross-border capital flows strengthen financial ties between nations, increasing mutual reliance.
- Global financial markets: liberalized financial systems allow capital to move freely, connecting economies more closely. Changes in interest rates or market conditions in one country can have significant effects globally.

5. Social and Cultural Factors

- Demographic shifts: population changes, such as aging or urbanization, affect demand for goods and services, influencing trade patterns.

- Cultural connections: shared cultural ties and preferences promote trade in specific sectors, such as food and entertainment, enhancing interdependence.

6. Environmental Factors

- Climate change and resource management: global efforts to address climate change and manage shared resources, such as water and energy, create economic linkages.

- Environmental regulations: policies aimed at sustainability and emissions reduction influence international trade and production practices.

Grigalashvili and Chernousova emphasize that these factors do not act in isolation but often reinforce one another, creating a dynamic system of interdependence [2]. For example, liberalized trade policies encourage investments, while technological innovation further integrates production processes.

4. Impacts of economic interdependence and approaches to addressing challenges

Economic interdependence has become an integral characteristic of the modern global economy, deeply influencing the dynamics of international trade, investment, and financial systems. This phenomenon reflects the intricate linkages between nations, where economic activities in one country can significantly impact others. While fostering growth and innovation, interdependence also amplifies vulnerabilities, as disruptions in one part of the global system can cascade across interconnected economies. The interplay of these forces shapes the current trends of globalization, highlighting both the opportunities and challenges inherent in an increasingly interdependent world.

The potential positive and negative implications of a high degree of economic interdependence among nations are examined and analyzed.

Positive impacts of economic interdependence

- Enhanced trade opportunities

Economic interdependence increases trade volumes between countries, enabling the exchange of goods and services while expanding earning opportunities at both national and international levels. The interconnected trade system allows nations to meet consumer demands efficiently, fostering mutual economic benefits.

- Specialization and efficiency gains

Interdependence encourages countries to focus on their areas of expertise, resulting in greater specialization and overall productivity. For example, companies in the automotive industry often outsource the production of specific components to specialized manufacturers, improving the quality of final products. Similarly, oil-exporting nations like those in the Persian Gulf region find it easier to sell oil to Asian markets, where demand outpaces local production capabilities, rather than expending resources on marketing domestically [4].

- Risk diversification

Interdependence reduces reliance on local markets by allowing countries to diversify trade partners and business segments. This diversification minimizes the risks associated with national crises, such as political instability, economic downturns, or natural disasters. A diversified economic portfolio enables countries to better withstand global disruptions [4].

- Conflict mitigation

Strong economic ties reduce the likelihood of conflicts by creating mutual stakes in peaceful relations. Scholars have linked economic interdependence to a significant decrease in military tensions [9]. For instance, research analyzing President Kennedy's speeches during the Cuban Missile Crisis emphasizes the role of economic interdependence in fostering cooperative diplomacy between the U.S. and the Soviet Union [11].

- Catalyst for innovation

Cross-border collaboration in research, development, and technology transfer accelerates innovation and technological progress. Shared efforts in industries such as pharmaceuticals and information technology demonstrate how interconnected economies drive advancements that benefit multiple nations.

Negative impacts of economic interdependence

- Increased costs of imports

The logistics of international trade, including customs duties and transportation costs, can significantly raise the prices of imported goods. For consumers, these costs translate into higher product prices, potentially reducing sales and affecting market competitiveness.

- Supply chain vulnerabilities

Overreliance on a limited number of suppliers can be risky. Natural disasters, political changes, or economic instability in supplier regions can disrupt production. For instance, businesses dependent on a sole source of raw materials may face prolonged shutdowns if supply chains are interrupted, damaging both reputation and revenue.

- Currency exchange risks

Fluctuating exchange rates complicate international trade, increasing the unpredictability of pricing and profitability. Businesses operating in multiple markets must navigate these fluctuations to maintain stability and avoid eroding profit margins [4].

- Uneven distribution of benefits

Not all countries benefit equally from interdependence. Developing economies often face challenges in competing with more advanced nations on global markets. These disparities exacerbate global inequality and marginalize weaker economies, limiting their ability to leverage interdependence for development. For example, a comparison of global income distribution between 1980 and 2014 highlights the growing gap between high-income and developing countries

[6]. In 1980, income inequality was already significant, but by 2014, the wealth concentration in developed nations had intensified, leaving many developing countries further behind.

- Trade imbalances

Interdependence can lead to persistent trade imbalances, where some nations consistently export more than they import. This creates long-term economic distortions and dependencies, as deficit nations struggle to achieve a sustainable trade balance [12].

To address the challenges posed by economic interdependence, nations and international organizations have implemented various strategies aimed at reducing vulnerabilities and promoting stability. Diversification of trade and production is a key approach to minimizing risks. By expanding trade partnerships and investing in a variety of domestic industries, countries can reduce their reliance on specific sectors or markets. For instance, Saudi Arabia's Vision 2030 initiative seeks to decrease dependence on oil exports by fostering growth in tourism, technology, and renewable energy sectors, creating a more balanced and resilient economy [10]. Regional cooperation also plays a crucial role in mitigating the risks of interdependence. Collaborative frameworks like ASEAN and the European Union provide mechanisms for addressing shared challenges and promoting collective economic stability. These alliances foster deeper integration and mutual support, enabling member states to respond more effectively to external shocks.

Another important measure is ensuring fair trade practices [12]. Establishing equitable trade relationships helps to mitigate the risks of exploitation and persistent trade imbalances. International agreements that emphasize labor rights, environmental protections, and balanced trade terms contribute to creating more sustainable economic relationships.

Investments in technology and education further enable countries to adapt to the demands of a globalized economy [12]. Targeted investments in renewable energy, digital technologies, and workforce development allow nations to remain competitive and mitigate the risks of overreliance on external economic partners. For example, Singapore is renowned for its emphasis on education and innovation, which has enabled the country to become one of the global leaders in technology and financial services, ensuring stability and growth amid global economic changes. Thus, the development of human capital through the education system serves as the foundation for long-term economic growth and adaptation to changes in the global market.

5. Conclusions

The analysis of economic interdependence provides insights into the mechanisms that foster interconnectedness and their implications for economic stability and development. This study reveals that economic interdependence is shaped by a complex interplay of factors, including political agreements, trade liberalization, technological innovation, and institutional cooperation. These factors collectively drive the integration of national economies, enabling enhanced trade,

specialization, and innovation, while simultaneously introducing systemic risks such as supply chain vulnerabilities, trade imbalances, and unequal distribution of benefits.

The findings underscore the dual nature of economic interdependence: it is both a catalyst for global economic growth and a source of challenges that require careful management. Policymakers must address these challenges by implementing strategies such as diversification of trade and production, fostering regional and international cooperation, and promoting fair and sustainable trade practices. Investments in education, technology, and infrastructure are critical to ensuring adaptability and resilience in the face of global economic shifts. Ultimately, understanding the factors driving economic interdependence and their multifaceted impacts allows for better governance of globalization processes, enhancing the benefits of interconnectedness while mitigating its vulnerabilities to create a more equitable and robust global economy.

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THE IMPACT OF INTERNATIONAL SANCTIONS ON THE INFORMATION POLICY OF STATES: A CASE STUDY OF THE RUSSIA-UKRAINE WAR

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Kochanov V. V., Huslenko I. Yu. The impact of international sanctions on the information policy of states: a case study of the russia-ukraine war. The article explores the role of international sanctions in shaping the information policies of Russia and Ukraine during the Russia-Ukraine war. It highlights how sanctions forced Russia to intensify domestic propaganda, restrict independent media, and isolate its information space. The article also examines Ukraine's use of sanctions as a diplomatic and informational tool to counter Russian disinformation, mobilize global support, and secure military aid. The article also discusses the broader impact of sanctions on international efforts to combat disinformation, including the creation of targeted measures and analytical centers to protect the global information space.

Keywords: disinformation, information policy, international law, sanctions, the Russia-Ukraine war, world order.

Кочанов В. В., Гусленко І. Ю. Вплив міжнародних санкцій на інформаційну політику країн: дослідження на прикладі російсько-української війни. У статті досліджується роль міжнародних санкцій у формуванні інформаційної політики Росії та України під час російсько-української війни. У статті висвітлюється, як санкції змусили Росію активізувати внутрішню пропаганду, обмежити незалежні ЗМІ та ізолювати свій інформаційний простір. У статті також розглядається використання Україною санкцій як дипломатичного та інформаційного інструменту для протидії російській дезінформації, мобілізації глобальної підтримки та отримання військової допомоги. У статті також обговорюється ширший вплив санкцій на міжнародні зусилля з боротьби з дезінформацією, включаючи створення цільових заходів та аналітичних центрів для захисту глобального інформаційного простору.

Ключові слова: дезінформація, інформаційна політика, міжнародне право, російсько-українська війна, санкції, світовий порядок.

1. Introduction

Certain crimes perpetrated by businesses, groups, and individuals pose risks to the stability and security of countries. To fight against such behaviours and ensure compliance with international laws, sanctions are imposed as a punitive and preventive measure [6]. They are designed to restrict the flow of resources to bad actors, therefore reducing their capacity to engage in harmful activities. For example, sanctions can freeze financial assets, restrict access to critical technologies, or limit international trade relations.

International sanctions, in turn, are a pivotal instrument for influencing state behaviour on the global stage, especially in response to violations of international law or threats to peace and stability. These measures include economic sanctions (e.g., trade embargoes or asset freezes), diplomatic sanctions (e.g., expulsion of diplomats or suspension from international organisations), or military sanctions (e.g., arms embargoes). By leveraging such measures, the global community aims to enforce adherence to international norms and deter actions that undermine global security.

The Russia-Ukraine war is a prime example of how international sanctions impact the state, both internally and externally. In response to Russia's actions, an array of comprehensive international sanctions has been imposed, targeting sectors such as finance, energy, technology, and defence. Those actions have pressured Russia to recalibrate its policies, including those related to its information strategies.

2. Economic Sanctions as a Stimulus for Changes in Information Policy

Among the most impactful sanctions imposed on Russia by the West were economic restrictions targeting critical sectors of the economy. Following the annexation of Crimea in 2014 and the initiation of military aggression in Donbas, sanctions were levied against Russia, affecting energy, banking, technology exports, and military supplies. The deepening of sanctions after the full-scale invasion of Ukraine in 2022 even further isolated Russia from the international financial system and the global market. That forced the country to redirect its resources to domestic production and develop new economic ties with partners such as China and India. However, the impact of sanctions extends beyond the economy and touches upon the sphere of information policy [1].

Economic sanctions compelled the Russian government to adapt its information strategy on both domestic and international fronts. Isolation from Western markets and the technological embargo necessitated intensified propaganda efforts to reinforce the legitimacy of the Russian leadership's actions. For example, sanctions against Russian state-funded media outlets such as Russia Today (RT) and Sputnik curtailed their influence in Europe and the United States. In response, Russia amplified its use of social networks, online platforms, and diplomatic channels to shape global public opinion.

Notably, after RT was blocked within the EU, Russian diplomatic missions began playing a more active role in disseminating state narratives. This pivot included creating new platforms dedicated to conducting information warfare. These initiatives aimed to counter Western narratives, control domestic opinion, and establish a foothold in international discourse despite restrictions. These shifts highlight how economic sanctions act as a catalyst for redefining information policies, particularly in authoritarian regimes that rely heavily on propaganda to maintain power [3].

2.1. The Impact of Sanctions on Russia's Domestic Information Policy

In response to international sanctions, Russia adjusted its domestic information policy to bolster internal support and maintain social stability. State-controlled media adopted the narrative of a 'siege' by the West, portraying Russia as a victim of external aggression and a guardian of its cultural and national identity. This narrative was instrumental in consolidating public support for the government and its policies [1; 2]. Disinformation and propaganda became an integral part of domestic policy, focused on portraying Russia as a defender of traditional values and an opponent of "Western aggression." New mechanisms of information space control were created, including laws that restrict freedom of speech and access to independent information sources. The closure of media outlets such as "Dozhd" and "Novaya Gazeta" is one example of this policy.

Additionally, the Russian government intensified the use of domestic social networks such as VKontakte and Odnoklassniki to disseminate pro-Kremlin narratives and counteract Western perspectives [1]. The access to Facebook, Twitter, and Instagram was blocked, reducing the population's exposure to alternative information sources. The population can, of course, use VPN or external tools to get online, but it imposes a lot of extra steps. This deliberate isolation contributed to creating a closed and tightly controlled information ecosystem dominated by state-aligned media [3].

These measures reflect a broader strategy of leveraging domestic information control to counteract the impact of international sanctions and maintain societal cohesion under challenging economic and political conditions.

2.2. Ukraine's Information Policy Amid International Support for Sanctions

Ukraine, in contrast to Russia, leveraged international sanctions as a key component of its information policy. Sanctions imposed against Russia were actively endorsed by Ukrainian diplomacy, which consistently highlighted their necessity for curbing Russian aggression and called for their intensification. Ukraine's information policy aimed to consolidate international support and establish a global perception of Russia as an aggressor state [1]. This strategy involved active cooperation with international media, using hashtags (#russiaisaterroriststate), organizing press conferences, and holding speeches at major international forums.

One of the most vivid examples is the active work of Ukrainian President Volodymyr Zelenskiy, who regularly addressed multiple parliaments, international organizations, and forums, including the UN and NATO, with the aim of extending sanctions and securing military aid. Ukraine also widely uses social networks and other platforms to counter Russian disinformation, which has become one of the key elements of its information warfare [4].

As we can see from the above-mentioned, Ukraine has successfully positioned itself as a nation resilient against aggression while actively engaging global audiences in its struggle for sovereignty and peace.

2.3. Countering Disinformation and the Role of International Partners

Sanctions have played a pivotal role in combating disinformation as part of broader international efforts to ensure information security, and the role of international partners can't be overlooked. The European Union, the United States, and other nations not only imposed economic sanctions on Russia but also implemented measures to counteract Russian propaganda. For example, the bans on RT and Sputnik broadcasting, along with the blocking of Russian disinformation

campaigns on social media platforms, formed key components of a coordinated global strategy against disinformation [3].

Further emphasizing this commitment, the European Union has recently moved to impose sanctions targeting over a dozen individuals and three entities involved in Russian disinformation campaigns and other hybrid activities. According to Bloomberg, these sanctions aim to restrict Russian intelligence officers, governmental officials, and media entrepreneurs linked to disinformation efforts [7].

The restrictions are part of a new EU sanctions framework established earlier in December 2024. They are designed to address disinformation campaigns and other destabilizing activities globally, particularly those financed by Russia. Additionally, Belarus has come under scrutiny for its role in supporting Russian disinformation and human rights violations. Reports indicate that severe sanctions targeting approximately two dozen individuals in Belarus, accused of benefitting materially from their ties to Alexander Lukashenko's regime, are also being imposed [4].

3. Conclusion

International sanctions have profoundly influenced the information policies of both Russia and Ukraine during the Russia-Ukraine war. For Russia, sanctions intensified state control over domestic media, expanded propaganda efforts, and fostered an isolated information ecosystem. By restricting independent journalism and blocking access to Western platforms, the Kremlin reinforced its narratives, but at the cost of further isolating its society from the world.

Ukraine, on the other hand, turned sanctions into a strategic tool to mobilize international support and counter Russian disinformation. By leveraging global platforms, Ukrainian leaders effectively exposed the truth about Russian aggression and rallied support for further sanctions and military aid. This proactive information strategy not only strengthened Ukraine's alliances but also demonstrated the power of coordinated communication in countering hybrid threats.

Sanctions also stimulated broader international efforts to combat disinformation, leading to the establishment of analytical centres and targeted measures against those orchestrating propaganda campaigns. They have underscored the importance of linking economic pressure with information strategies to protect global security and accountability.

While sanctions have isolated Russia and strengthened Ukraine's position, their long-term effectiveness depends on sustained global commitment. The Russia-Ukraine war has highlighted the critical role of transparent communication in addressing aggression and ensuring the resilience of democratic values.

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DEVELOPMENT OF EU-TURKEY RELATIONS IN THE 1990S

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Kolesnichenko S. V., Marchenko N. O. Development of EU-Turkey relations in the 1990s. This article examines the development of relations between the European Union and the Republic of Turkey during the 1990s, emphasizing the historical context, key challenges, and milestones of this period. It highlights political dialogue, economic integration efforts, and institutional cooperation within the framework of Turkey's candidacy for EU membership. The study explores the significance of the Customs Union Agreement of 1995 and its impact on trade and political relations, offering insights into the foundations of modern EU-Turkey relations.

Keywords: 1990s, Customs Union Agreement of 1995, EU enlargement, the Cyprus issue, The Gulf Crisis, Turkey-EU relations.

Колесніченко С. В., Марченко Н. О. Розвиток відносин ЄС та Турецької Республіки в 1990-х рр. У статті розглядається розвиток відносин між Європейським Союзом та Турецькою Республікою в 1990-х роках із акцентом на історичному контексті, ключових викликах та досягненнях цього періоду. Особливу увагу приділено політичному діалогу, зусиллям з економічної інтеграції та інституційній співпраці в межах кандидатського статусу Туреччини на членство в ЄС. Дослідження аналізує значення Угоди про митний союз 1995 року та її вплив на торгівлю й політичні відносини, що заклали основи сучасних зв'язків між ЄС та Туреччиною.

Ключові слова: 1990-ті роки, відносини між Туреччиною та ЄС, кіпрське питання, криза в Перській затоці.

1. Introduction

The 1990s were a transformative decade for EU-Turkey relations, shaped by significant geopolitical shifts and the evolving dynamics of European integration. The end of the Cold War and the dissolution of the Soviet Union redefined Turkey's strategic positioning as NATO's southern flank and opened new possibilities for cooperation with the European Union (EU). Turkey's long-standing aspirations for EU membership, alongside the EU's interest in fostering stability and economic ties in its southern periphery, framed the trajectory of their partnership during this period. However, despite extensive studies, gaps remain in understanding the complexities of EU-Turkey relations in the 1990s, a time marked by both economic opportunities and political challenges.

The relevance of this study lies in examining the development of EU-Turkey relations in the 1990s, a period critical for laying the groundwork for modern interactions and addressing mutual political, economic, and strategic interests.

The object of the research is the relationship between the European Union and the Republic of Turkey, while the subject is the development of this partnership during the 1990s.

The aim of the article is to analyze the evolution of EU-Turkey relations during the 1990s and assess their significance in the broader context of European integration and regional stability.

To achieve this goal, the following tasks are set:

- Exploring the historical and geopolitical context of EU-Turkey relations in the 1990s.
- Analyzing the impact of the Customs Union and its economic and political consequences.

- Investigating the political dynamics and Turkey's aspirations for EU membership throughout the decade.
- Examining regional and international challenges that influenced EU-Turkey relations during the 1990s.

2. EU-Turkey Relations: Development in the 1990s

2.1. Historical and Geopolitical Context of EU-Turkey Relations

The 1990s marked a period of significant geopolitical shifts that had a profound impact on Turkey's foreign policy. The end of the Cold War and the dissolution of the Soviet Union redefined global power dynamics and Turkey's strategic role as NATO's southern flank. Previously, Turkey's foreign policy was shaped by two key priorities: integration with the European Union (EU) and maintaining relationships with countries of the Eastern Islamic world. However, during the Cold War, the latter priority was constrained by two primary factors.

First, the Soviet Union's dominance in Central Asia limited Turkey's capacity to extend its influence in the region. Second, Turkey's close alliance with the United States and Israel complicated efforts to deepen ties with Middle Eastern nations. These constraints resulted in a form of political isolation within its own geopolitical region, despite its crucial role in containing Soviet influence and upholding international security agreements.

The conclusion of the Cold War required Turkey to adapt to new realities. Its Western alignment, once an absolute priority, began to shift as Ankara sought to strengthen relations with Eastern and Southern neighbors while maintaining its aspirations for European integration.

The historical foundation of Turkey's cooperation with Europe was established with the Ankara Agreement of 1963, ratified in 1964. This agreement envisioned Turkey's gradual integration into the European Economic Community (EEC) through three distinct stages:

- The Preparatory Stage (1965–1969): Turkey was granted economic privileges, such as tariff reductions and infrastructure development loans, without reciprocal obligations.
- The Transitional Stage: Initiated with the Additional Protocol of 1970, this stage focused on reducing tariffs over a 22-year period and harmonizing Turkey's agricultural policies with those of Europe.
- The Final Stage: Aimed at establishing a Customs Union and aligning Turkey's policies with EEC standards [3, pp. 173–174].

Although the Customs Union was initially expected to lead to Turkey's EU membership by 1995, progress stalled. By the early 1990s, Turkey's primary focus shifted to implementing key economic reforms outlined in the Additional Protocol. Negotiations for the Customs Union formally began in 1993 and concluded with the signing of an agreement on March 6, 1995. The

Customs Union, which came into effect on January 1, 1996, was a milestone in EU-Turkey relations, covering industrial goods and processed agricultural products used in manufacturing.

2.2. The Impact of the Customs Union

The establishment of the Customs Union in 1996 significantly transformed economic relations between Turkey and the EU. Over the subsequent decades, the agreement facilitated a substantial increase in trade volumes. Between 1996 and 2011, Turkish exports to the EU quadrupled, while imports from the EU tripled. Key industries benefiting from this integration included automotive manufacturing and textiles, with European investment further modernizing Turkey's economy [2, p. 187].

However, the Customs Union also posed challenges. One of the most contentious issues was the partial erosion of Turkey's sovereignty. To comply with EU regulations, Turkey was required to adopt European standards without participating in the decision-making processes that shaped these norms. Additionally, competition in domestic markets intensified due to the application of the EU's Common External Tariff, which replaced Turkey's higher pre-existing tariffs [2, p.188].

Another significant challenge arose from Turkey's obligation to align its trade agreements with the EU's policies toward third countries. This requirement limited Ankara's flexibility in conducting independent trade negotiations, creating political tensions and domestic debates over the fairness of the agreement [1].

2.3. Political Dynamics and EU Membership Aspirations

Despite the economic advancements facilitated by the Customs Union, Turkey's political aspirations for EU membership faced persistent delays. The early 1990s saw the EU prioritize the accession of Central and Eastern European countries, relegating Turkey's candidacy to a secondary status. This disparity was reflected in financial support: between 1990 and 1996, Central and Eastern European nations with a combined population of approximately 100 million received €13.2 billion in EU assistance, while Turkey, with a population of 70 million, received just over €1 billion from 1964 to 1995.

Turkey's candidacy gained renewed momentum in the late 1990s. The Luxembourg Summit of 1997 formally acknowledged Turkey's eligibility for EU membership. Subsequently, the adoption of the European Strategy for Turkey in June 1998 outlined steps for harmonizing Turkish legislation with EU standards and expanding the Customs Union to include agriculture and services. The pivotal moment came at the Helsinki Summit of 1999, where Turkey was officially granted candidate status, marking a significant political achievement after decades of stalled negotiations [5].

2.4. Regional and International Challenges

The 1990s also highlighted the geopolitical complexities influencing EU-Turkey relations. Turkey's strategic location made it a key player in regional conflicts and international peacekeeping efforts. For instance, during the Gulf Crisis following Iraq's invasion of Kuwait in 1990, Turkey supported UN sanctions by closing pipelines transporting Iraqi oil through its territory. In return, Turkey received financial compensation from Kuwait and allowed U.S. forces to utilize its military bases during the Gulf War.

Additionally, Turkey actively participated in peacekeeping missions under the auspices of the United Nations, NATO, and the Organization for Security and Co-operation in Europe (OSCE), reinforcing its role as a stabilizing force in the region.

However, unresolved issues such as the Cyprus conflict remained a significant source of tension. The Republic of Cyprus' application for EU membership in 1990, followed by its eventual accession in 2004, exacerbated political divisions. Turkey viewed the EU's decision to proceed with Cyprus' membership as unilateral, ignoring the unresolved status of Northern Cyprus. This development not only strained EU-Turkey relations but also complicated future negotiations on Turkey's membership [4, p. 106].

3. Conclusions

The 1990s represented a transformative yet challenging decade in EU-Turkey relations. The Customs Union of 1995 was a landmark achievement that significantly deepened economic ties, fostering trade and investment while exposing Turkey to competitive pressures and policy constraints. Politically, Turkey's path to EU membership was characterized by delays, limited financial support, and regional tensions, yet the recognition of its candidacy at the Helsinki Summit of 1999 marked a crucial turning point.

Turkey's geopolitical significance as a bridge between East and West continued to shape its relationship with the EU. While the decade highlighted progress in economic integration and political recognition, it also underscored enduring challenges, including issues of sovereignty, regional conflicts, and the slow pace of institutional alignment. The 1990s laid the foundation for ongoing cooperation and dialogue, setting the stage for Turkey's complex and multifaceted journey toward European integration.

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THE CHANGING LANDSCAPE OF THE SMARTPHONE MARKET: TRENDS AND INSIGHTS

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Kolesnyk A. A., Makarska Ye. H. The changing landscape of the smartphone market: trends and insights. This study examines global smartphone market trends from 2010 to 2023. The analysis focuses on market volumes, sales dynamics, and the evolving market shares of key players across Europe, Asia, North America, and South America. Key findings highlight regional market characteristics, competitive shifts, and the growing dominance of specific manufacturers. The study provides insights into emerging trends shaping the future of the smartphone industry.

Keywords: global trends, key manufacturers, regional analysis, sales dynamics, smartphone market.

Колесник А. А., Макарьська Є. Г. Динаміка розвитку ринку смартфонів: тренди та інсайти. Дослідження аналізує глобальні тренди ринку смартфонів з 2010 по 2023 роки. Основна увага приділяється обсягам ринку, динаміці продажів та зміні часток ключових гравців у Європі, Азії, Північній і Південній Америці. Ключові висновки висвітлюють регіональні особливості, конкурентні зміни та зростаюче домінування окремих виробників. Дослідження дає уявлення про нові тенденції, що формують майбутнє індустрії смартфонів.

Ключові слова: глобальні тренди, динаміка продажів, ключові виробники, регіональний аналіз, ринок смартфонів.

1. Introduction

The smartphone market has undergone significant transformations over the past decade and a half, driven by rapid technological advancements, shifting consumer preferences, and evolving competitive dynamics. Despite extensive research on global market trends, regional distinctions and emerging patterns remain underexplored, leaving a gap in understanding the complexities of market evolution in different geographical contexts.

The relevance of this study lies in addressing the increasing need to comprehend the distinct trends shaping the smartphone industry across global regions, which hold implications for manufacturers, policymakers, and researchers.

The object of the study is the global smartphone market, while *the subject* focuses on its regional characteristics, sales dynamics, and competitive shifts.

The aim of the research is to analyse the global smartphone market's development, identifying regional similarities and differences while exploring key factors shaping its future.

The tasks include:

1. Examining global and regional sales trends.
2. Identifying shifts in market shares of key manufacturers.
3. Analysing competitive dynamics across Europe, Asia, North America, and South America.
4. Providing insights into potential future developments and strategic opportunities.

The study utilizes data from StatCounter [6–10] and other relevant sources to provide a comprehensive review of global and regional smartphone market dynamics, addressing gaps in the current literature and offering valuable insights for stakeholders.

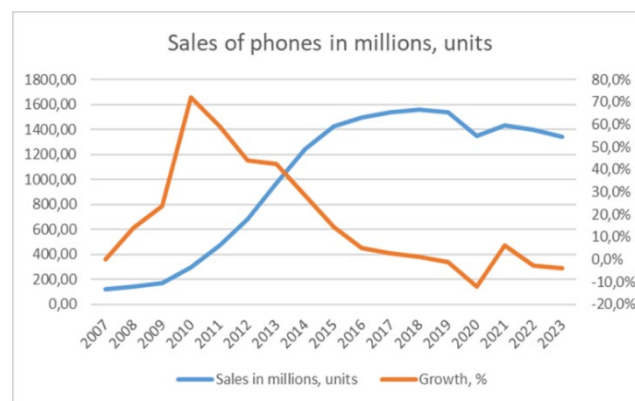
2. Smartphone market: trends and insights

2.1. Theoretical Framework

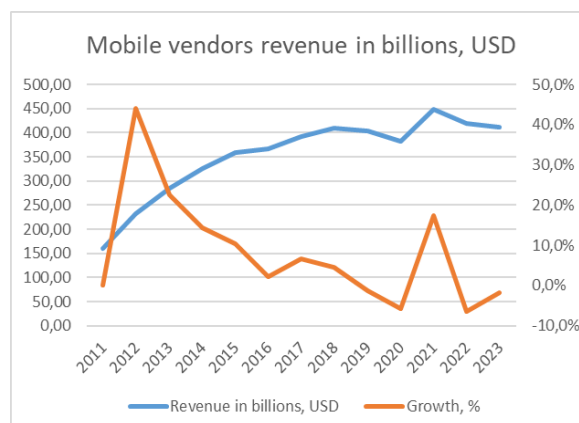
Defining and describing a market is a complex task that requires the application of various methodological tools. To describe and analyse trends in the smartphone market, we rely on a combination of quantitative and qualitative data. Key metrics include: sales data, revenue figures and average prices. These data points enable a comprehensive understanding of the smartphone market's evolution, allowing us to identify key trends and forecast future developments. In addition, the analysis incorporates a regional perspective, comparing how different geographical markets are shaped by local economic, social, and technological factors.

2.2. General data analysis

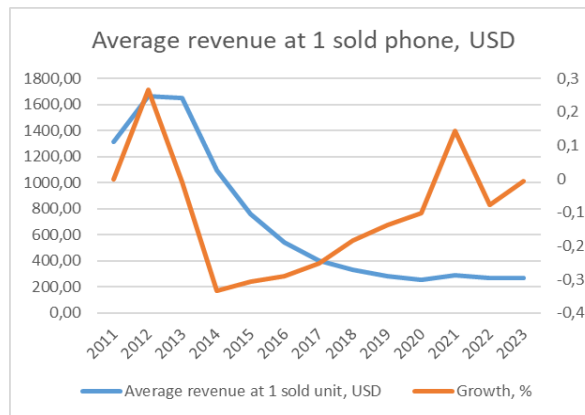
Graph 1 "Sales of phones", made by author using data from [1]. This graph shows us a dynamics of mobile phones sales. Left axis (blue) describes millions of units sold, while right axis (orange) shows us percentage of sales growth, comparing to previous year.



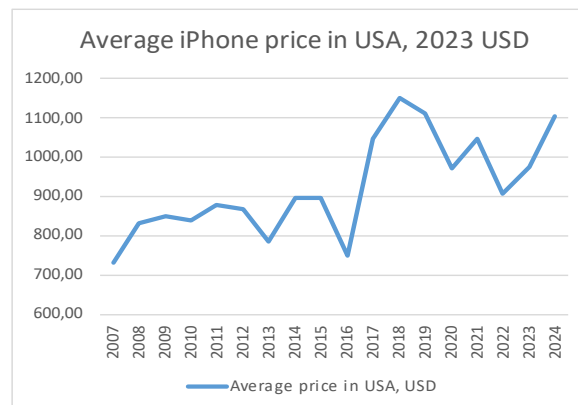
Graph 2 "Sales of phones", made by author using data from [2]. This graph shows us a dynamics of mobile vendors revenues. Left axis (blue) answers for billions of USD gained in revenue, while right axis (orange) describes percentage of revenue growth, comparing to previous year



Graph 3 “Revenue per one phone sold”, made by author using data from [1; 2]. This graph shows us a dynamics of mobile vendors revenues per one unit sold. Left axis (blue) shows us an amount of USD gained in revenue for 1 sold phone. Right axis (orange) answers for percentage of revenue growth, comparing to previous year



Graph 4 “Average price of Apple’s iPhone in USA”, measured in USD of 2024, made by author using historical data from Apple announcements and Bureau of Labor Statistics inflation calculator [3]. The choice of the iPhone is justified by its dominant position in the smartphone market, high brand recognition, and consistent consumer demand. The iPhone is one of the best indicators of price trends in the USA due to its premium price category and regular updates, which allow tracking price changes over time.



As evidenced by *Graphs 1–4*, the smartphone market is currently experiencing a period of stagnation in terms of overall sales. Despite the slowing growth in the volume of units sold, revenues per unit have been decreasing, reflecting a shift in consumer spending behaviour and a potential saturation of the market. Simultaneously, the average price of top-end smartphones continues to rise, indicating that manufacturers are increasingly focusing on high-margin, premium devices. That lets us state the following statements:

- Market saturation, coupled with fewer compelling upgrades, has resulted in extended device lifecycles, reflecting the industry's slowdown in innovation [4].

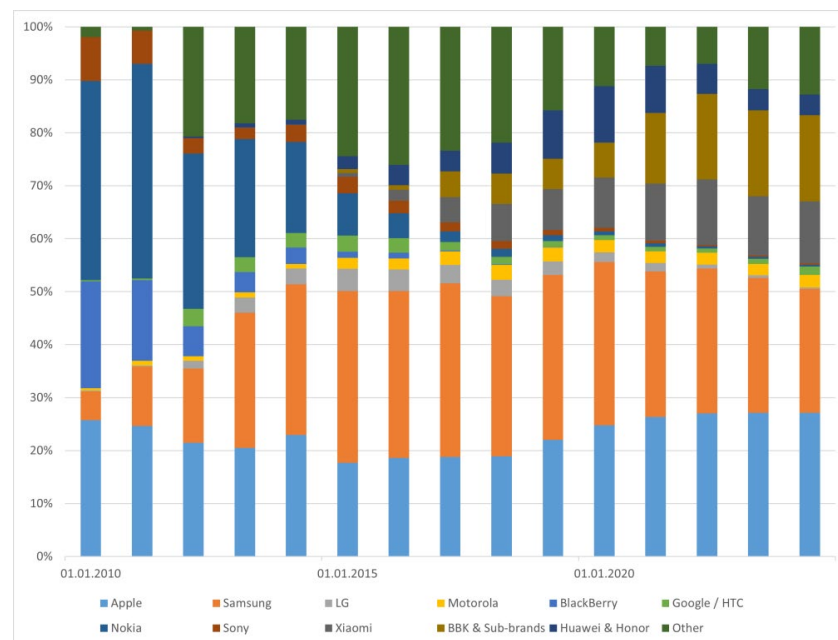
- Simultaneously, the premium segment has seen growth, driven by consumers prioritising durability and opting for high-quality devices, particularly in wealthier regions, which will also be reflected in next part of this article [5].

- In contrast, emerging market dynamics, characterised by demand for budget options, have led to a decrease in average revenue per unit, with consumers in lower-income countries favouring more affordable alternatives [4].

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2.3. Worldwide and regional data analysis

Due to space limitations of this article, our analysis will be limited by world data and key distinctive features of regional markets, which are presented in the form of a table for easier perception.



Graph 5. Market shares of leading vendors worldwide

Made by author using data from [6]

Samsung has maintained a leading market position since 2010, driven by the Galaxy series, innovations, and a broad product range, though its share has slightly declined since 2020 due to increased competition from Chinese brands. Nokia and BlackBerry saw rapid declines after 2010 due to failure to adapt to touchscreen smartphones and modern operating systems. Apple, on the other hand, has steadily increased its market share, especially after 2015, thanks to strong customer loyalty, innovation, and its dominance in the premium segment. BBK and its sub-brands (Oppo, Vivo, OnePlus), along with Huawei and Honor, expanded rapidly due to competitive pricing and advanced technology, though Huawei's market share has been impacted by post-2020 sanctions, which are the part of trade war between PRC and USA. Brands such as Sony, LG, Motorola, and

Google/HTC have either maintained modest shares or faced declines due to limited innovation and strong competition from emerging brands.

The following table highlights key similarities and differences across regional smartphone markets, providing insights into varying consumer preferences, pricing trends, and competitive dynamics.

Table 1.

Key similarities and differences across regional smartphone markets

Aspect	Common Features	Distinct Features
Market Leaders	Samsung consistently dominates the market.	In North America, Apple also has a strong presence. In Asia, Samsung peaked earlier due to its Galaxy line
Apple's Position	Stable market share across all regions.	Higher prices limit penetration in South America. Strong brand loyalty is noted globally, particularly in North America.
Growth of Chinese Brands	Significant growth for BBK, Huawei, and Honor post-2015.	BBK brands (Oppo, Vivo, OnePlus) are more prominent in Asia and South America. Huawei has faced sanctions affecting its market share, especially in Europe and North America.
Decline of Traditional Brands	Loss of market share for brands like Nokia and BlackBerry.	Nokia's decline is particularly severe in South America due to slow adaptation. Sony and LG also face significant competition in Europe and South America.
Consumer Preferences	Price sensitivity is a common trend across regions.	Asian markets show a strong preference for high-spec, affordable devices. In Europe, there's a higher inclination towards premium devices, particularly Apple.

Source: Composed by the author, using materials from [7–10]

3. Conclusions

The analysis of global smartphone market trends provides valuable insights into the shifts in sales, market shares, and competitive dynamics across different regions. Based on the findings, the following conclusions can be drawn:

1. **Sales trends:** Samsung and Apple remain dominant, while Chinese brands like BBK and Huawei are growing, especially in Asia and South America, due to competitive pricing and quality.
2. **Market share shifts:** Traditional brands like Nokia and BlackBerry are declining, while Apple and Chinese brands are expanding through innovation and strategic positioning.

3. **Competitive dynamics:** In Europe and North America, competition remains strong among established brands, while Asia and South America see rapid growth from Chinese manufacturers.

4. **Future development:** Innovation and sustainability will drive future competition. Brands that cater to emerging markets and evolving consumer preferences will thrive.

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THE ROLE OF SOCIAL NETWORKS IN THE COMMUNICATION OF POWER WITH THE PUBLIC IN UKRAINE

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Kolomyts N. Y., Zmiiova I. V. The role of social networks in the communication of power with the public in Ukraine. The article examines the role of social networks in shaping communication between the power and the public within the framework of the modern information society. It analyzes the use of social platforms as a tool of Ukraine's information policy after the Revolution of Dignity, focusing on the transformation of press services into modern communication centers. Special attention is paid to the role of social networks in crisis conditions, such as the COVID-19 pandemic and Russia's full-scale invasion in Ukraine. The study highlights the popularity of various social networks among Ukrainians and their significance for informational interaction. It considers both the advantages and the threats of using social platforms in public administration, including the risks of data leakage and the use of platforms for disinformation campaigns. The article also analyzes the challenges related to regulating the activity of social networks and prospects for their application to enhance trust in authorities and engage citizens in policymaking.

Keywords: communication, cybersecurity, disinformation, information policy, public authorities, social networks, Ukraine.

Коломиц Н. Ю., Зміїова І. В. Роль соціальних мереж в комунікації влади з громадськістю в Україні. У статті досліджується роль соціальних мереж у формуванні комунікації між органами державної влади та громадянами в умовах сучасного інформаційного суспільства. Аналізується використання соціальних платформ як інструменту інформаційної політики України після Революції Гідності, зокрема перетворення пресслужб на сучасні центри комунікації. Окрему увагу приділено ролі соціальних мереж у кризових умовах, таких як пандемія COVID-19 та повномасштабне вторгнення Росії в Україну. Висвітлено популярність різних соціальних мереж серед українців і їх значення для інформаційної взаємодії. Розглядаються як переваги, так і загрози використання соціальних платформ у державному управлінні, зокрема ризики витоку даних і використання платформ для дезінформаційних кампаній. Проаналізовано виклики, пов'язані з регулюванням діяльності соцмереж, і перспективи їх застосування для підвищення довіри до влади та залучення громадян до формування політики.

Ключові слова: дезінформація, державна влада, інформаційна політика, кібербезпека, комунікація, соціальні мережі, Україна.

1. Introduction

In the 21st century, social networks are undoubtedly an integral element of public life, covering almost all areas of activity – from recreation and cultural exchange to economic relations and politics. Social networks have become the "life artery" of modern society. They bring people together regardless of geographical boundaries and provide access to information in real time. In this space, communities of interest are born and opportunities for self-expression are created. At the same time, social networks have also become an indispensable tool for public figures and opinion leaders to communicate with society. Public authorities are no exception. Social networks have shown their effectiveness in communicating with the public. Thanks to them, the formation of social and political life of society has reached a new level.

The relevance of this study is stipulated by the growing importance of social networks as a key component of modern communication and governance. In the 21st century, social platforms have become indispensable tools for information exchange, self-expression, and the formation of public opinion. This trend is particularly significant in Ukraine, where the events of the Revolution of Dignity marked the beginning of a profound transformation in the relationship between public

authorities and citizens. The active use of social networks by state institutions has not only reshaped communication practices but also influenced the socio-political development of the country.

The study addresses urgent issues such as the integration of social networks into public administration, the challenges of ensuring information security, and the role of social platforms in fostering trust and dialogue between the government and the public. The rapid growth of social media users, driven by global events like the COVID-19 pandemic and the ongoing war in Ukraine, underscores the need for a comprehensive understanding of these platforms' potential and risks.

The object of this study is the use of social networks in public administration. **The subject** of the study is the tools, strategies, and challenges faced by Ukrainian authorities in utilizing social platforms for communication with the public.

The aim of this research is to analyze the role of social networks in modern public administration and to identify effective practices and potential risks associated with their use.

The following **tasks** are set to achieve the purpose:

1. to explore the evolution of social networks as a communication tool in public administration;
2. to analyze the impact of social platforms on the relationship between power and public in Ukraine;
3. to examine the risks and challenges of using social networks, including data security and disinformation.

2. The Evolution of Social Networks in Ukraine's Public Administration

2.1. Transformation of Press Services into Communication Centers

One of the first such centers was the Ukrainian Crisis Media Center (UCMC), founded in March 2014 as a public initiative that does not belong to any central authority. Its purpose was to objectively cover the events in Ukraine, as well as to inform about threats to national security in such areas as defense, politics, economy, energy and humanitarian issues. In the context of the annexation of the Crimea and the military conflict in the Donbas, it served as a powerful information tool for both Ukrainians and international partners [4].

The vector of information policy of Ukraine was finally formulated on January 14, 2015 when the Ministry of Information Policy of Ukraine was created as a separate central executive body.

2.2. The Growth and Impact of Social Networks in Ukraine: positive aspects

The number of users of social networks is increasing every year. This is influenced not only by domestic political, but also by foreign policy factors, including globalization and socio-cultural processes. A critical point in the development of social networks and their even greater use was the COVID-19 pandemic, when the vast majority of people around the globe were forced to stay

at home and comply with quarantine rules [1]. With the implementation of the quarantine restrictions, the number of users of social networks such as Facebook, YouTube, etc. increased by almost 30%. The beginning of a full-scale invasion of the Russian Federation into Ukraine on February 24, 2022, also left its mark. After the outbreak of war social networks became the main source of news for more than 77% of Ukrainians [5].

According to a study conducted by the Opora civic network in May-June 2024 (computer-assisted telephone interviews (CATI), the most popular social network in Ukraine is Telegram, which is used by 78.1% of respondents. The second place is occupied by YouTube – 59.5%, and the third by Facebook – 44.6%. Just over 42% of those surveyed read the news on Viber, 29.6% on Instagram, 26.8% on TickTock, 7.8% on X (former Twitter). Other social networks are used by 1.2% of respondents. Compared to 2023, the share of those who use Telegram to read news increased by 6.8%, the social network ranks first in popularity among both male and female audiences [3].

Thus, the presence of public authorities on social platforms is a necessary step in establishing communication with the public. Social networks provide an opportunity to monitor the public reaction to the actions of the authorities and monitor the preferences of citizens in matters of political, economic and socio-cultural nature. This helps to adjust policy, taking into account trends and initiatives that are supported by society.

Moreover, social networks can be used by citizens themselves to convey certain ideas, proposals or, conversely, complaints to public authorities. On the basis of social platforms, public organizations, unions and forums are created where citizens can express their public position, look for like-minded people and organize events. Citizens coordinate joint activities such as rallies, flash mobs and cultural events, volunteer activities, etc. online.

Social networks play a significant role in community governance. As Ukrainians increasingly trust Internet resources, the information provided there will cause greater confidence in the authorities. It is through social platforms that the head of the community can establish a constructive dialogue with citizens, hear the point of view of people on a particular issue and take it into account when making appropriate decisions regarding the development of the community. Therefore, an information society is being formed in Ukraine, which helps to initiate and implement public initiatives.

At the moment, public authorities are most represented in such social networks as Telegram, Facebook, Twitter and Youtube. Twitter is not very common among Ukrainians, but it is an excellent platform for broadcasting current trends in a short and accessible form to an international audience. This is facilitated by the high speed of proliferation of information among the target audience and the coverage of a large number of people on this platform. On the contrary, Facebook provides the ability to make more voluminous posts. In Ukraine, Facebook is quite actively used

by the authorities. In addition, Instagram is quite popular among public figures in Ukraine, on the basis of which you can freely and effectively post and proliferate photos and videos, and therefore preference is given to visual content. For example, President of Ukraine Volodymyr Zelenskyy regularly publishes photo reports from high-level meetings, and also distributes photos of war crimes committed by the Russian army against Ukraine, contributing to the awareness of Ukrainian citizens and the international community as a whole about the events in Ukraine, duplicating the post in both Ukrainian and English [6].

2.3. The Growth and Impact of Social Networks in Ukraine: negative aspects

However, despite the abundance of advantages, social networks and their use in public administration has a significant number of disadvantages. The main threat is the leak of personal data of users. Users of social networks are not only citizens, but also public authorities, so the leak of information can have serious consequences for the entire state. For example, information that is prohibited from public access may fall into the hands of hackers and be exposed to the public. In addition, social platforms have become weapons in the hands of states and relevant bodies.

Thus, Russia is actively using information technology to spread malicious narratives about the war in Ukraine in order to destabilize not only the Ukrainian but also the international community, falsifying data and organizing individual information-psychological operations.

Now in Ukraine, the issue of regulating the activities of the social network Telegram has become acute. On September 20, 2024, the National Security and Defense Council of Ukraine decided to limit the use of Telegram in state authorities, military formations, and critical infrastructure. The head of the Defence Intelligence of Ukraine Kirill Budanov gave substantiated data on the availability of Russian special services access to personal correspondence of Telegram users. They deleted messages, as well as their personal data. Representatives of the Security Service of Ukraine and the General Staff of the Armed Forces of Ukraine noted that Telegram is actively used by the enemy for cyberattacks, the spread of phishing and malware, the establishment of geolocation of users, the correction of missile strikes, etc. Currently, the possibility of partial restriction of the use of Telegram on the territory of Ukraine is being considered, but there is no talk of a complete ban on the social network

3. Conclusions

Thus, it is evident that social networks have become an indispensable tool for communication between power and the public in Ukraine, particularly in the context of the modern information society. These platforms have transformed traditional forms of governance, enabling transparency, accessibility, and greater public engagement. Following the Revolution of Dignity, Ukraine has made significant strides in integrating social networks into public administration, reshaping how power interacts with the public and responds to societal needs.

However, the use of social networks is not without challenges. While they offer unprecedented opportunities for information dissemination, dialogue, and civic engagement, they also expose vulnerabilities such as data security risks, the proliferation of disinformation, and potential misuse by malicious actors. The example of Telegram demonstrates how even widely used platforms can pose threats if not properly regulated, as evidenced by concerns over cybersecurity and access by hostile forces.

Despite these challenges, the potential of social networks to foster trust, improve governance, and support community development is undeniable. To maximize these benefits, public authorities must prioritize the development of comprehensive strategies that address security risks, combat disinformation, and promote digital literacy among citizens.

Ultimately, the role of social networks in governance will likely continue to grow, shaped by advancements in technology and changing societal expectations. Ukraine's experience highlights the importance of balancing innovation with security and accountability, ensuring that these tools serve as bridges between the government and the public while safeguarding the nation's informational and democratic integrity.

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THE IMPACT OF DIGITALIZATION ON THE BANKING SECTOR: CHALLENGES AND OPPORTUNITIES

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Kosinskyi Y. I., Kosyk Y. O., Zmiiova I. V. The impact of digitalization on the banking sector: challenges and opportunities. The article explores the main aspects of the digitalization of the banking industry, emphasizing the key challenges and opportunities that digital technologies offer to financial institutions. The author analyzes the dynamics of changes in banking structures under the influence of technology, the role of process automation, artificial intelligence and cybersecurity. The problems associated with non-banks, in particular, the risks of cybercrime and fraud, are discussed separately. Attention is paid to competition and customer loyalty. The authors emphasize the need to invest in the latest technologies to ensure the competitiveness of banks.

Keywords: artificial intelligence, banking sector, competition, cybersecurity, digitalization, innovation, neobanks.

Косінський Я. І., Косик Я. О., Змійова І. В. Вплив цифровізації на банківський сектор: виклики та можливості. У статті досліджуються основні аспекти цифровізації банківської галузі, підкреслюються ключові виклики і можливості, які цифрові технології відкривають для фінансових установ. Проаналізовано динаміку змін у банківських структурах під впливом технологій, роль автоматизації процесів, штучного інтелекту та кібербезпеки. Окремо розглядаються проблеми, пов'язані з необанками, зокрема, ризики кіберзлочинів і шахрайства. Увагу приділено питанням конкуренції та лояльності клієнтів. Автори наголошують на необхідності інвестування у новітні технології для забезпечення конкурентоспроможності банків.

Ключові слова: банківський сектор, інновації, кібербезпека, конкуренція, необанки, цифровізація, штучний інтелект.

1. Introduction

The digitalization of the banking sector is a key aspect of the transformation of modern financial institutions that are trying to adapt to a rapidly changing market and ensure competitiveness. However, not all aspects of banking digitalization have been sufficiently researched, which raises new problems and challenges, in particular in the areas of cybersecurity, risk management, and customer relations.

The rapid pace of development of digital technologies is radically changing banking, in particular with the emergence of neobanks and the use of artificial intelligence. Global competition conditions require banks to adapt and invest in technology, which makes the study of these processes extremely important for ensuring the effective operation of financial institutions and stipulate *the relevance* of the study.

The object of research is the process digitalization of the banking sector.

The subject of the study is the challenges and opportunities that arise in the process of digitalization of banking activities.

The aim of the study is to examine the main aspects of the digitalization of the banking sector and to identify the key challenges and opportunities it brings to financial institutions.

The tasks of the study include:

1. to analyze the dynamics of changes in banking structures under the influence of digital technologies;
2. to determine the role of process automation, artificial intelligence, and cybersecurity in the modern banking environment;
3. to consider the problems and risks associated with the activities of non-banks and cyber threats.

After identifying the key aspects related to the digitalization of banking, it is important to look at specific examples of the impact of these processes on the functioning of financial institutions. The next section of the study will reveal the main areas of digital transformation in the banking sector, analyzing the impact of technology on the efficiency of operations, customer interaction, competitiveness, and data security.

2. Digital banking

Technologies has had a significant impact on the entire banking industry. They have completely changed the way banks interact with their customers and their operations. Therefore, it is necessary to discuss some of the major impacts that technology has had on the banking sector in recent years.

Efficiency is one aspect that has changed with the advent of more modern and advanced technologies. Banks have been able to automate a large part of their processes, which has subsequently reduced the need for manual labor and contributed to increased efficiency and reduced costs [9]. Artificial intelligence (AI) is now widely used by banks as a tool for fraud detection, customer service automation, and many other purposes [3].

Increased competition is another consequence of technological progress in the banking industry. The low cost of going fully digital is forcing banks of all forms and sizes to constantly evolve, retain their customer pool, and have a competitive edge to stay competitive in the industry.

Customer experience is another aspect that has grown in importance due to technological advancements. As more convenient solutions emerge, banks need to increase the convenience and customer focus of their platforms and services so that customers choose their services over those of competitors [4].

Disruption is a word that often symbolizes technology in the banking industry. This is due to the rapid growth of neo-banks and fintech companies that make full use of technological advances. Recent trends show that more and more customers are relying on digital banking services, and traditional banks must subsequently invest in becoming more digitalized to keep up [3].

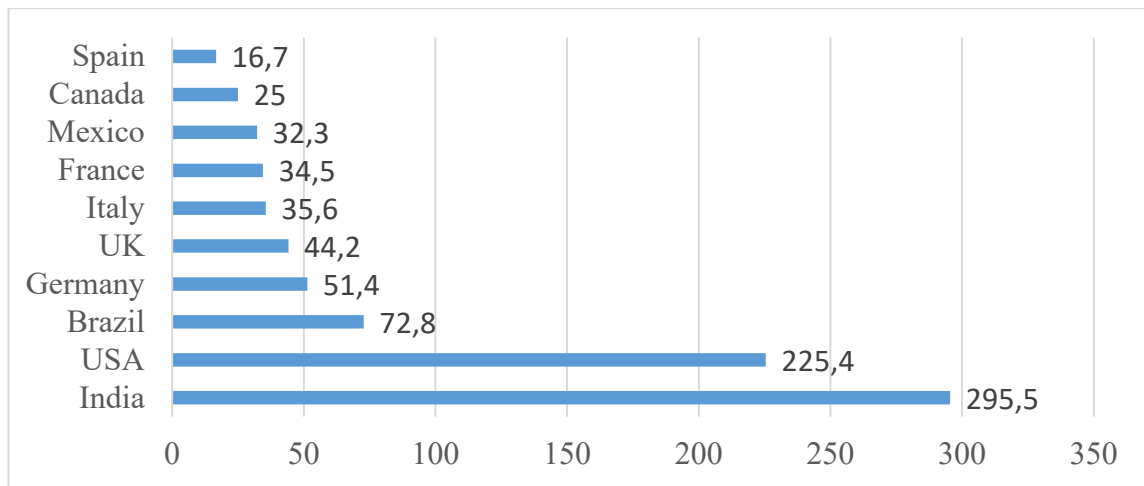


Fig. 1. The world's leading countries with the largest number of digital banking users as of 2022, million people.

Source: Composed by the authors, using materials from [6]

The KPMG International Limited study notes that one of the most important criteria for banks is trust and integrity, and customers will choose banking services based on these criteria. They go on to emphasize that technology is driving an increased focus on security, which is evident in innovations such as biometric authentication for customer identification. They also explain that artificial intelligence will help shape the security of the banking industry in the future. However, in addition to all positive changes that technology has brought to the banking industry, it has also opened the door to various new risks and challenges that banks must properly address to remain competitive and secure [8].

Along with the rapid development and increase in the size of the unbanked market in the banking industry, the inevitable threats and challenges that cannot be avoided have also increased. Considering how much nonbanking depends on growing digitalization and fintech development, it is clear that the ability of third parties to attack non-banks in the form of cybercrime has also increased significantly. As more and more consumers choose to open non-bank accounts and more and more capital is entrusted to non-banks, the number of cyberattacks aimed at gaining access to this capital will increase. To prevent these attacks from becoming successful, non-banks must invest heavily in the development and implementation of safeguards and sophisticated security systems, as well as other countermeasures. But implementing these precautions and building the necessary cybersecurity teams can often be too expensive for new start-up banks, leaving them more vulnerable to these threats than traditional banks with more resources [7].

The number of cybercrimes targeting banks has increased significantly over the past few years, with both the number of security breaches and the cost of the consequences of cybercrime increasing. Two of the most common forms of cybercrime targeting non-banks are viruses and hacker attacks, which cause the most data loss [2].

Loss of reputation is another major risk for non-banks, which arises from users opening nonbanked accounts for the purpose of fraud. Some examples of fraud include using a neobank for money laundering and converting their illicit assets into cryptocurrency.

With the increasing number of neobanks and online banks available to customers, another challenge neobanks face is limited customer loyalty. Since many neobanks charge no or very limited account opening fees, many customers need only the slightest motivation to switch from one neobank to another or even return to a traditional bank [2].

An additional challenge for neobanks is the application of the relevant laws and regulations required to conduct banking activities. Neobanks face the problem of obtaining a banking license, as many of them are established as IT companies. This forces many neobanks to register their operations and work together with traditional banks, which leads to the next challenge neobanks face – a heavy reliance on partnerships [5].

3. AI in digital banking

As technology continues to evolve, the capabilities of banks are also expanding, offering a brighter scenario for financial institutions and their customers.

Table 1

The use of AI in the banking sector			
	Front office	Middle management	Back office
Amount of possible cost savings, billion dollars	199	217	31
Utilization	Artificial intelligence technology in biometrics, personalized offers	Fraud and risk management	Credit underwriting

Source: Composed by the authors, using materials from [2]

Decision-making based on artificial intelligence. Artificial intelligence (AI) and machine learning algorithms will increasingly work with data to make more accurate and timely decisions. From credit risk assessment to investment strategies, from optimizing data system management to risk management processes, AI will play a key role in automating complex processes, thereby increasing efficiency and reducing errors.

Individualized client approach. Thanks to data analytics, in the future we will see a more personalized and interactive customer approach. Banks will be able to predict customer needs and offer them customized products and services, increasing their level of service satisfaction and loyalty [10].

Blockchain and data security. Blockchain technology is expected to revolutionize the way data is stored and accessed, providing an additional level of security. This will be especially useful for ensuring the security and confidentiality of financial transactions [10].

Real-time analytics. With the development of technology, real-time analytics capabilities will improve, allowing banks to make instant decisions. This will be crucial in areas such as crime detection, where immediate action is required [10].

Regulatory technologies (RegTech). The use of technology will make it easier for banks to comply with the ever-changing legislation. Automated compliance checks and reporting will reduce administrative burdens and minimize risks [10].

Table 2

Stages of digitalization of the banking sector

Stages	Main content	Advantages
1.	The emergence of digital channels, such as ATM networks, mobile banking, and chatbots, which contribute to building a new ecosystem with the user at its center	Such a system allows both the bank and the client to interact at any convenient time via any communication channel.
2.	Development of digital products: contactless payments, virtual payments, BigData.	The availability of advanced technologies allows us to create E2E products that are designed to meet the consumer's financial needs around the clock.
3.	Implementation of a full cycle of information services.	This step not only modernizes traditional products, but also contributes to the emergence of a fundamentally new business model that allows the bank to integrate into the global Internet space.
4.	Creation of a “digital brain” aimed at automating the study of data in all segments of the economy for the purpose of audit	Allows the organization to have a more complete picture of its own capabilities in a particular area.
5.	The emergence of “digital DNA”.	Such a system provides for new development vectors and, as a result, new strategic decisions at any time of the bank's existence.

Source: Composed by the authors, using materials from [1]

4. Conclusions

Digitalization of a bank's activities is a system of measures aimed at deepening cooperation with fintech startups in order to achieve long-term development goals related to the introduction of innovative methods of work, new banking products and services to increase and expand the customer base and improve the bank's competitiveness.

Digitalization of banking activities is an activity aimed at commercialization of accumulated modern knowledge, technologies and equipment. Digitalization of banking activities results in new

products and services or products and services with new qualities. The digitalization of banking activities is associated with the transformation of research and development and other scientific and technological achievements into new or improved banking products and services, into an updated or improved banking technological process used in practical activities, or a new approach to the sale of products and services, their adaptation to current customer requirements.

The objects of digitalization of banking activities are: innovative programs and projects; new intelligent products; modern new technological equipment and processes; innovative products and services; innovative mechanisms for forming the market for modern banking products and services.

Prospects for further research on this topic are, in our opinion, in the development of theoretical and practical recommendations aimed at digitalizing all areas of bank activities with a view to introducing modern innovative products and services and increasing competitiveness.

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ECOLOGICAL ISSUES OF LAND USE IN AGRICULTURE IN UKRAINE

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Kotliarova A. V., Litovchenko Y. M. Ecological issues of land use in agriculture in Ukraine. The article addresses the state and practical principles of effective and ecologically safe land use in agriculture. It highlights the relevance of efficient agricultural land management considering ecological factors, examines current issues, and outlines key directions for improvement. The study emphasizes the importance of humus reproduction, soil protection, and sustainable farming practices.

Key words: economic mechanism, efficiency, ekolohobezpechne land use, environmentally friendly products, farming systems.

Котлярова А. В., Літовченко Я. М. Екологічні проблеми використання земель у сільському господарстві України. Стаття присвячена стану та практичним засадам ефективного й екологічно безпечного використання земель у сільському господарстві. У роботі підкреслюється актуальність раціонального управління сільськогосподарськими землями з урахуванням екологічних факторів, розглядаються сучасні проблеми та окреслюються ключові напрями для їх вирішення. Дослідження наголошує на важливості відтворення гумусу, захисту ґрунтів та сталих методів ведення господарства.

Ключові слова: економічний механізм, екологізація, екологічно безпечне використання земель, екологічно чиста продукція, ефективність, система землеробства.

1. Introduction

Agriculture plays a crucial role in ensuring food security and economic stability. However, its connection with the natural resource potential often leads to significant environmental challenges, including land degradation and pollution. Irrational use of land resources adversely affects ecosystems transforming certain areas into zones of ecological disaster.

The relevance of the study lies in the growing need to balance agricultural productivity with ecological preservation. *The object* of the research is agricultural lands in Ukraine, while the subject is the applied aspects of ecologically safe and efficient land use. *The subject* of the study is the applied aspects of the effectiveness of ecologically safe land use in agriculture. *The aim* is to explore the current state of agricultural land use and identify strategies to enhance efficiency while maintaining ecological safety. The following *tasks* were defined to achieve this aim:

1. To assess the impact of agricultural practices on soil quality and fertility.
2. To analyze the challenges of sustainable land management in Ukraine.
3. To propose practical solutions for improving land use efficiency.

2. Challenges of Agricultural Land Use in Ukraine

A person engaged in agricultural activities, utilizing land, water, plant, animal, and energy resources, primarily ensures their own provision of food while exerting a greater impact on nature than in any other type of activity.

In the 1990s, approximately 250,000 people were born worldwide daily, all of whom needed to be fed, clothed, and provided with housing. It is expected that by 2020, the Earth's

population will reach 8 billion people. To feed this number of people over the next 20–25 years, as much food will need to be produced as was cultivated from the inception of agriculture about 10,000 years ago up until now [1].

Producing sufficient food to meet the needs of the global population is one of many complex and interdependent challenges. Another significant issue is the quality of food, including the presence of necessary proteins, vitamins, microelements, and other nutrients. Additionally, global agricultural systems must be managed to minimize the harmful impact of food production and distribution on the environment.

Soil is the foundation for cultivating agricultural crops, the main wealth on which our existence depends. It is the primary means of agricultural production and the principal source of food products.

Calculations show that, on average, each person born on the planet requires 0.4–0.5 hectares for food production and 0.1 hectares for housing, roads, and other non-agricultural needs, based on current agricultural crop yields. Today, there are only 0.23 hectares of arable land per person on Earth. Due to the continued population growth, the problem of providing food will intensify unless there is an increase in agricultural crop yields or further development of land for cultivation to expand arable areas [2, p. 68].

According to the Food and Agriculture Organization (FAO), the total area of potentially suitable soils for agriculture worldwide is approximately 3.2 billion hectares. Currently, 1.4 billion hectares are under cultivation. However, significant labor and financial investments would be required to include this reserve in agricultural production [7].

The importance of improving the efficiency of land use in agriculture while considering ecological factors, as well as the insufficient research on this issue, highlights the relevance of this study.

Theoretical and practical aspects of preserving and reproducing land resources, enhancing soil fertility, protecting and rationally using land have been studied by domestic and foreign scientists. Significant attention has been paid to the issues of effective and ecologically safe use of land resources by renowned agricultural economists, including I. K. Bystryakov, P. P. Borshchevskyi, V. G. Vyun and others.

However, the problem of ecologically safe land use has not been adequately studied, particularly regarding soil conservation methods that positively affect soil quality and reduce costs for growing agricultural crops. Additionally, there are several controversial issues that require further research.

Agriculture is closely linked to the use of natural resource potential and is accompanied by pollution of the natural environment. The irrational use of natural resources significantly affects

ecosystems and sometimes leads to the transformation of certain areas or even entire regions into zones of ecological or natural disasters.

Since agricultural production plays a dominant role in solving the food problem of the state, its primary task is not only to preserve the potential of fertile lands but also to rationally use all natural resources in this sector, primarily land, water, mineral, climatic, biological resources, as well as solar energy.

The relationship between society and nature became particularly complicated in the 20th century, during the scientific and technological revolution, which sharply increased anthropogenic pressure on the environment [8, p. 157].

The use of land is accompanied by transformations and changes in its basic natural properties, as well as the emergence of new ones. In agriculture, the conversion of land into arable land is considered an effective practice. Plowing areas previously covered with grass, irrigating in arid regions, draining swamps in humid areas, and expanding arable lands contribute to the effective growth of agricultural production. However, such practices are often accompanied by significant environmental transformations, which may go beyond the initial consequences and become undesirable.

In Ukraine, the area of arable land is 32,478.4 thousand hectares, accounting for 78.1% of agricultural lands. Hayfields cover 2,409.8 thousand hectares (5.8% of agricultural lands), and pastures account for 5,489.7 thousand hectares (13.2% of agricultural lands) [4, p.155].

The expansion of mineral extraction, industrial development, urban, rural, hydraulic, and transport construction requires the continuous withdrawal of land from agricultural use. In the post-war years, 25–50 thousand hectares of fertile land were annually removed from agricultural use; today, this figure is 12–14 thousand hectares. As a result, between 1950 and 1990, the area of agricultural lands in Ukraine decreased by 3 million hectares, including 1.8 million hectares of arable land.

The **Chornobyl disaster** had a particularly negative impact on Ukraine as a whole and on agriculture in particular. Twelve regions of Ukraine with a total area exceeding 9 million hectares were affected. As a result, air, water, soil, forests, and infrastructure were contaminated. Soil contamination by radionuclides directly leads to radioactive contamination of agricultural products, affecting plants, fodder, milk, cheese, and meat, thereby causing radioactive contamination of people.

The reduction in agricultural land areas limits the potential to provide food for the population and raw materials for industry. The loss of gross agricultural output due to land withdrawal amounts to over 14 billion UAH.

To compensate for the lands withdrawn from agricultural use, slope and near-river lands were plowed, and the existing arable land became over-saturated with soil-depleting crops. This led to intense erosion processes and rapid soil degradation. For example, between 1961 and 1981, the area of eroded land increased by 2 million hectares, including 1.5 million hectares of arable land. Today, Ukraine has 12 million hectares of land damaged by water erosion, including 1 million hectares severely eroded, 2.8 million hectares moderately eroded, and 8.3 million hectares slightly eroded. Wind erosion has affected 19.2 million hectares, including 0.2 million hectares severely eroded, 0.3 million hectares moderately eroded, and 8.5 million hectares slightly eroded. Water and wind erosion accelerate soil degradation and depletion. Annually, 600 million tons of soil are washed away or blown away, including 45 million tons of humus, which is three times more than what is replenished through organic fertilizers [3, p.29].

All chernozems (black soils), which in the 1930s were classified as medium-humus soils, had transformed by the 1980s into low-humus soils with humus content decreasing from 6–9% to 3–5%. Overall, between 1961 and 1982 (years of specialized soil surveys), humus losses were greater than during the period from 1882 to 1961: in the Steppe zone—2.4 times greater, in the Forest-Steppe zone—1.65 times greater, and in the Polissya zone—8.4 times greater.

If this trend of humus depletion continues, Ukraine may face a "humus famine" in the near future, this tend to become a major ecological disaster. At that point, no agricultural, reclamation, conservation, or organizational measures will be able to restore the agricultural potential of the soil. Therefore, the issue of humus reproduction in soils and the improvement of their fertility should be regarded as the most critical in Ukraine's national economy. Otherwise, the country cannot expect stable growth in agricultural production and food security for its population [4, p. 168].

After Ukraine gained independence, there was no real landowner, and the situation was not improved by the land reform. The reform led to the dissolution of existing collective agricultural enterprises and the division of property. Additionally, the approach of maximizing land use, i.e., increasing production volumes by extensive means (expanding agricultural land areas) rather than intensive ones (improving techniques and technologies), was a mistake.

Imperfect machinery and land cultivation technologies, the disregard of scientifically based farming systems (such as crop rotation), the destruction of soil ecosystems, loss of humus, soil compaction, water and wind erosion, the intensification of agriculture, increased technogenic loads on land resources, the insufficient use of organic fertilizers, and inefficient systems of mineral fertilizer application have led to soil contamination and pollution of surface and river waters. There are virtually no underground drinking water horizons left in Ukraine that have not been found to contain pesticides and nitrates [5, p. 183].

Intensive land use, especially in industrialized and urbanized regions, is accompanied by the transformation and alteration of its primary natural properties, resulting in new internal processes and connections. Annually, approximately 2 million tons of topsoil are lost worldwide. Observations have shown that reducing the thickness of the topsoil layer by 10 cm decreases crop yields by 20%. In ecological science, a special term—"desertification"—has emerged, referring to the issue of turning lands into deserts.

Scientists identify four main causes of soil degradation:

1. **Erosion**—mechanical destruction of soils by water and wind.
2. **Desertification and aridization**—increasing areas of land become unsuitable for agriculture due to drying out.
3. **Toxification**—contamination of soils with various anthropogenic substances, including improper irrigation.
4. **Direct losses**—removal of agricultural land for urban buildings, roads, airfields, and more.

Under these conditions, the central issue is the conservation of land resources, which, over a relatively short time, has gone beyond merely protecting the land and now entails preserving it as a fundamental component of the biosphere [6, p. 64].

One of the most pressing ecological issues in agriculture is excessive chemicalization. At present, the agricultural sector increasingly uses chemical agents such as pesticides to combat harmful insects. Excessive application of mineral fertilizers, especially nitrogen-based ones, leads to increased nitrate content in food products, posing a threat to human health. The reduction of livestock in animal husbandry results in decreased use of organic fertilizers and increased reliance on mineral fertilizers. For example, in 2006, agricultural enterprises in Ukraine applied 699.3 thousand tons of mineral fertilizers on 9.5 million hectares; in 2007, 896.5 thousand tons on 10.9 million hectares; and in 2008, 1,064.7 thousand tons on 12.9 million hectares [4, p.170]. This indicates the scale of chemical product use in agriculture and the harm it causes to nature.

3. Conclusions

To prevent an ecological catastrophe in agriculture, the following measures are necessary:

1. When using agricultural lands, the primary criterion should not only be economic profit but also compliance with ecological requirements regarding their condition and qualitative characteristics. Based on the analysis of existing farming systems, it can be asserted that integrated farming, which combines the positive aspects of alternative and intensive farming systems, is optimal for Ukraine.

2. To increase the economic efficiency and ecological safety of agricultural production in Ukraine, it is necessary to optimize the structure of agricultural lands and cultivated areas, implement soil conservation technologies for growing crops, strengthen state control over land use, and ensure funding for land protection and soil conservation measures.

3. It is important to introduce ecological education among the population, organize seminars and training sessions for agricultural enterprise managers, and develop the environmental movement in Ukraine by creating various ecological organizations.

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GLOBALIZATION AND ITS IMPACT ON NATIONAL IDENTITY

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Kritsyna O. O., Litovchenko Y. M. Globalization and its impact on national identity. The article examines the impact of globalization on the formation and preservation of national identity. The study reveals the positive and negative aspects of globalization processes, highlighting their contribution to cultural exchange as well as challenges to the uniqueness of national heritage. Effective ways to preserve national identity in the context of globalization are proposed, including education, cultural preservation, language policy, patriotism, and governmental initiatives.

Key words: culture, globalization, language policy, national identity, patriotism.

Кріщина О. О., Літовченко Я. М. Глобалізація та її вплив на національну ідентичність. Стаття досліджує вплив глобалізації на формування та збереження національної ідентичності. У цій статті було розглянуто позитивні й негативні аспекти глобалізаційних процесів, які сприяють як культурному обміну, так і викликам для унікальності національної спадщини. Запропоновано ефективні шляхи збереження національної ідентичності в умовах глобалізації, зокрема через освіту, збереження культури, мовну політику, патріотизм і державні ініціативи.

Ключові слова: глобалізація, культура, мовна політика, національна ідентичність, патріотизм.

1. Introduction

Along with the increasing interaction between various cultural and civilizational systems, globalization also contributes to the erosion of traditional sociocultural identities and provokes clashes of value systems. Interaction among different civilizations, cultural diversity and the synthesis of various styles and preferences have become the norm today. On the one hand, this broadens the cultural horizons of society, enhancing its vibrancy and enriching its spectrum of existence. On the other hand, it may lead to the decline of a people's unique culture and, eventually, the loss of national heritage.

The relevance of this topic lies in the current global trend toward globalization, which, in turn, affects various aspects of society's life, including cultural, economic, political, and social spheres. The process of globalization places humanity within a new framework of reality, where one of the most important tasks becomes the preservation of a nation's cultural and national heritage. This study *aims* to analyze and assess the impact of globalization processes on the formation and preservation of national identity.

The tasks of the study include:

- Researching the essence and features of the globalization process.
- Studying the mechanisms of the formation and development of national identity.
- Analyzing the positive and negative aspects of globalization's impact on national identity.
- Identifying ways to preserve and sustain national identity in the context of globalization.

The object of the research is the process of globalization and its manifestations in various spheres of societal life, while *the subject* is its impact on the formation and transformation of national identity.

2. Theoretical Aspects of the Globalization Process and the Formation of National Identity

Globalization is a complex, multifaceted process that integrates various aspects and interactions within the global space, including economic, political, cultural, and social dimensions. Globalization can have both positive and negative consequences. This process is also characterized by specific features such as economic integration, technological advancement, cultural exchange, political interaction, social and environmental impacts, uneven development, and its influence on national sovereignty [8].

Globalization processes significantly correlate with the formation and development of national identity. National identity is the sense of belonging to a particular national community and its culture. The formation of national identity takes place in the psychological sphere. An individual's perception reflects their national affiliation. Key factors that influence the formation of national identity include historical context, language, cultural heritage, religion, social values, and norms. National identity develops in highly dynamic and changing conditions, which depend on factors related to historical and contemporary events [5].

There are five key aspects of national identity and affiliation, including:

- People's perceptions;
- Common actions (active identity);
- Permanent residence within one territory (in one country);
- A shared historical past, collective memory of the past, traditions, art, and culture;
- Common traits that develop into the concept of "national character" and constitute the overall national culture [1].

3. The Impact of Globalization on National Identity. Positive and Negative Aspects of the Impact of Globalization on National Identity

Wherever and whenever globalization occurs, one of its consequences is the complete transformation of self-identification principles and traditional structures, which take place in any social and cultural context. Globalization influences not only the movement of capital, people, and goods but also the way society perceives events and phenomena. Globalization is a multidimensional process that unfolds across ecological, political, economic, cultural, and technological spheres, intertwining these areas with one another.

At the heart of globalization debates is the issue of the relationship between global trends and national identities. In most discussions related to globalization and its impact on national identity, there is a prediction about the diminishing importance of nation-states in the future [4]. This is justified by the belief that globalization challenges national states, showing a trend toward the interdependence of nations.

Talking about the positive aspects, we can mention that globalization contributes to the expansion of the information space and the growth of cultural exchange. It can also provoke a backlash against globalization pressure, stimulating the preservation of the uniqueness of one's national culture [6]. The features of globalization support and promote languages, fostering linguistic diversity at the level of international institutions.

However, globalization is accompanied by processes of informatization, migration, democratization, and cultural integration. Along with the spread of information technologies, there is a risk of new methods of manipulating public opinion emerging. Mass migration may lead to changes in the cultural landscape. Democratization provokes a shift toward the category of "global citizen." Cultural integration promotes the spread of mass culture, causing the loss of national uniqueness and diminishing the importance of native languages, simplifying them [9].

4. Ways to Preserve National Identity in the Context of Globalization

The negative impact of globalization processes can and should be countered. There are several ways to preserve national identity in the context of globalization. One of the most effective is education. The educational process should focus on the study of the history, language, and cultural heritage of one's people, fostering respect and love for one's nation. However, the educational process must also meet the modern demands of a globalized world in order to effectively resist it.

Culture can also protect national identity if citizens are encouraged to preserve and develop their own culture. People need to feel that they are part of the cultural process [7]. Language policy plays a crucial role in preserving linguistic heritage, which embodies the culture, values, and traits of the language's speakers, thus supporting the existence of national identity.

Equally effective in preserving national identity is the promotion of patriotic sentiments among the country's population. Patriotism creates a conscious society that strives to protect its culture and state. For some countries, religion may also become a component of national identity, ensuring its preservation [2].

The key role in preserving national identity lies with the governments of countries and their intellectual elites. They have the necessary resources and opportunities to influence legislative processes, thereby strengthening cultural policies [3].

5. Conclusions

In conclusion, globalization is an important process of our time. It contributes to the expansion of the information space, the growth of cultural exchange, and can also cause a backlash to globalization pressure, stimulating the preservation of the uniqueness of one's national culture. Globalization features contribute to the support and promotion of languages and linguistic

diversity at the level of international institutions. However, at the same time, globalization has negative aspects that threaten the existence of national identity and nation-states in general. The negative impact of globalization processes can and should be addressed.

There are effective ways to safeguard national identity, such as through education, cultural preservation, language policy, patriotism, and government action. By fostering respect for one's heritage and promoting national pride, societies can adapt to the globalized world while maintaining their distinct cultural identities.

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SUSTAINABILITY IN TOURISM AND HOSPITALITY: TRENDS AND CHALLENGES

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Krutko K. I., Startseva N. M. Sustainability in tourism and hospitality: trends and challenges. The article analyses the role of the concept of sustainable development for the field of tourism and hospitality. It explains the essence of sustainability as a modern paradigm and the strengthening of its relationship with tourism, which are stimulated by the need to increase the competitiveness of players in the tourism market. Mass tourism contributes to sustainability problems by causing soil degradation, increased waste production, loss of traditional values, displacement of local populations due to rising real estate prices, and the creation of migratory flows to tourist hotspots. The article examines ways to address environmental problems and includes the overview of the sustainable policies, e.g. energy efficiency, waste and water management, food and beverage management, hotels eco design, tourists' awareness growth which are implemented in the day-to-day operation of the hospitality industry, as well as the challenges that may stand in the way of this.

Keywords: challenges, hospitality, sustainability, sustainable development, sustainable policies, tourism.

Крутько К. І., Старцева Н. М. Сталість у туризмі та гостинності: тенденції та виклики. У статті аналізується роль концепції сталого розвитку для сфери туризму та гостинності. Пояснюється сутність сталого розвитку як сучасної парадигми та зміцнення її зв'язку з туризмом, який стимулюються необхідністю підвищення конкурентоспроможності гравців на туристичному ринку. Масовий туризм сприяє ускладненню проблем сталого розвитку, викликаючи деградацію ґрунтів, збільшення виробництва відходів, втрату традиційних цінностей, переміщення місцевого населення через зростання цін на нерухомість та створення міграційних потоків до туристичних гарячих точок. У статті розглядаються шляхи вирішення екологічних проблем і міститься огляд сталих політик, таких як енергоефективність, управління відходами та водою, управління їжею та напоями, екологічний дизайн готелів, підвищення обізнаності туристів, які впроваджуються в повсякденній роботі індустрії гостинності, а також виклики, які можуть стояти на шляху цього.

Ключові слова: виклики, індустрія гостинності, стала політика, сталий розвиток, стійкість, туризм.

1. Introduction

The modern paradigm of sustainable development clearly defines the priority areas of development of the world economy, including the tourism and hospitality industries. Today, more than 100 countries of the world have adopted the concept of sustainable development and are looking for ways to meet their development needs without harming the natural and social environment [7]. The competitiveness of industries and enterprises depends on their ability to adapt their organisational and production processes to modern requirements, maintaining a balance between economic benefits and ensuring a harmless approach to the natural environment, local communities, etc. For the tourism and hospitality industry, this has particular importance, taking into account not only the task of increasing the competitiveness of market players, but also the need to preserve the environment and maintain satisfactory relations with the local population in order to **enhance** popularity of the destination, accommodation facilities and related amenities. The thorough examination of these underlying factors make this study *relevant*.

This topic is deeply studied by scientists from all over the world. A great contribution to the development of this topic was made by such scientists as Jones P., Sloan P., M. A. Malheiro, Swarbrooke J, etc. [1; 3; 5; 6].

The **object** of this study is sustainable development of tourism and hospitality. The **subject** of the research is trends and challenges that intersect with this development. The **purpose** of the article is to clarify the main principles and trends of sustainable development, their impact on the tourism and hospitality industry, and to highlight the main challenges faced by tourism professionals on the way to implementing sustainability in the functioning of the industry.

2. Sustainability in tourism and hospitality: trends and challenges

2.1. The origin of the concept of sustainability

1. Sustainability is the global development concept that requires an integrated approach that takes into consideration environmental concerns along with economic development and social benefits. The main purpose of sustainability is the careful and just management of resources to ensure their preservation for future generations.

2. In 1987, the United Nations Brundtland Commission defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” Today, there are nearly 140 developing countries in the world that are looking for ways to meet their development needs, but with the growing threat of climate change, concrete efforts must be made to ensure that development today does not have a negative impact on future generations [7].

2.2. The relationship between the concept of sustainability and the tourism and hospitality industry

The implementation of the concept of sustainability in tourism activity deserves special attention. Mass tourism became established as an activity after the World War II, which caused enormous changes in the environment. This form of tourism is primarily driven by the logic of user (tourist) satisfaction and maximum profitability for business investors [2, p. 132].

The consumer nature of mass tourism caused aggravation of a number of critical problems, including the following:

- soil consumption and the degradation of the landscapes caused by the construction of buildings and infrastructure;
- the increased production of garbage, solid waste and wastewater;
- the loss of traditional values as a result of the mixing of cultures;
- the increase in the value of real estate, which leads to the loss of ownership rights to land, housing and means of production by a part of the local population;
- the creation of migratory flows to areas of tourist concentration.

The natural and cultural transformations were so severe in the host communities, which became saturated because of the interference of tourism, that they made tourism professionals to reconsider a mass tourism model. This led to appearance of ideas and proposals related to a new order, a new model for planning and managing tourism destinations: sustainable tourism.

Sustainable tourism should not be considered a market segment but rather a new way of perceiving and practising tourism. J. Swarbrooke defined the concept of sustainable tourism as follows: “sustainable tourism is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and social fabric of the host community” [6, p. 13].

2.3. Implementation of sustainable trends in the hospitality industry

The hospitality industry is considered as one of the main industries that affect negatively on the environment, since it produces about 1 kg of waste per night and per person. The hospitality industry causes large amounts of water consumption which averages 320 liters per night and per person [5]. In this way, the industry has a huge responsibility in adopting sustainable policies, which not only protect the environment but also promote the economy and social tolerance. The sustainability pathways applied in the hospitality industry are shown in the table 1.

Table 1

Examples of ways to implement sustainable policies in the hospitality industry

Sustainability policy in hospitality	Example
Energy efficiency	- Hotel planning with regard to efficient energy use; - the use of alternative energy sources; - the purchase of highly energy efficient equipment - the appropriate choice of air conditioning parameters.
Waste management	- Reduce the amount of packaging; - choose environmentally friendly materials; - promote good waste treatment; - choose reusable equipment over disposable equipment; - use of recyclable batteries; - donate food surplus. A proper waste management can also bring additional economic benefits to the hotel through savings from waste elimination.
Water management	Guests can use the same towels and sheets for more than one day as long as they are in good condition in order to reduce the amount of water used for washing; a raising awareness among all hotel staff to ensure water conservation during the hotel's normal day-to-day operations.
Hotels Eco Design	While designing a hotel, it is necessary to take into account the preservation of the natural environment; depending on the built environment, the hotel can: - requalify degraded areas; - prevent soil consumption and the degradation of the landscapes; - stimulate heritage conservation and serve as a driver for the local economy; - use materials from local and environmentally responsible suppliers. Despite the need for larger initial investments, the option of this type of construction is largely compensated by higher profitability in the medium and long term period, as well as an increase in the life cycle of the building itself and a decrease in investment risk.

Food and Beverage Management	- Use of food and beverages that are healthy and nutritious for consumers; - ensuring a hygienic and safe environment for its manufacturers and retailers; - respect for limited environmental resources and animal safety and health; - supporting the local economy and culture by using products and raw materials from the local community.
Efficient Kitchen	The installation of efficient energy equipment and the correct training of employees.
Tourists' Awareness	The placement of pamphlets in the rooms or in the various spaces of the hotel, that inform tourists about the sustainable activities that the hotel develops and the benefits they produce, in order to demonstrate its contribution to a better world and to encourage tourists to do the same.

Source: [3, p. 15548-15550]

The use of the described policies in the tourism sector allows both to reduce the amount of waste, water and energy consumption, preserve landscapes, and support the economic and cultural well-being of the local population through the use of local products and raw materials.

2.4. Problems of implementation of sustainability policies

Implementation of sustainable policies in tourism often faces obstacles. Many of the sustainable policies mentioned earlier have a high acquisition cost or require greater sensitivity on the part of hotel managers. However, in the long run, they can bring more benefits and even become a competitive advantage.

Another problem is fundamental tension between sustainability and continuing economic growth [1, p. 13]. More specifically, the challenges facing humanity in general and the tourism/hospitality sector in particular stem from a failure to recognise that the current version of the economic system has, contained within it, structural and systemic flaws, that result in success (as in continued growth) becoming the cause of its own demise [4]. Furthermore, “as far as destinations are concerned, growth is currently defined in quantitative terms - more visitors, more spending, more GDP, more jobs, but not in terms of net positive outcome for all stakeholders” and that “success” is defined as “more” not as “better” regardless of how that better is distributed amongst stakeholders [4].

3. Conclusions

Sustainability involves meeting the needs of the present without reducing the ability of future generations to meet their own needs. Sustainable tourism is a new way of perceiving and practicing tourism that has come to us through the realisation of the irreparable damage caused by mass

tourism to nature and communities. Among the sustainable practices that are widely used in the tourism industry, in particular, in hotels, are energy efficiency, waste and water management, hotels eco design, tourists' awareness growth etc.

The introduction of permanent instruments in destinations, tourist firms and accommodation facilities helps to increase their competitiveness in the tourist market. A promising direction of further research is to find ways to solve challenges that prevent the implementation of sustainable practices in the tourism industry.

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GEOPOLITICAL CHALLENGES FOR UKRAINE IN 2025

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Kublyk V. I., Ilchenko V. V. Geopolitical challenges for Ukraine in 2025. The article examines the key geopolitical challenges Ukraine will face in 2025, focusing on international relations, regional security, and global trends. Special attention is given to the Russo-Ukrainian war as the central challenge to national security and economic stability. The analysis explores Ukraine's European integration, cooperation with NATO, and the role of the EU in strengthening its position. Energy security is emphasized, addressing risks of import dependency, gas transit through Ukraine, and the need to diversify energy sources to ensure sustainable development.

Keywords: energy security, EU, European integration, geopolitical challenges, international relations, national security, NATO, Ukraine.

Кублик В. І., Ільченко В. В. Геополітичні виклики для України в 2025 році. Стаття аналізує основні геополітичні виклики, які постануть перед Україною у 2025 році, зосереджуючи увагу на міжнародних відносинах, регіональній безпеці та глобальних тенденціях. Особливу увагу приділено російсько-українській війні як центральному виклику для національної безпеки та економічної стабільності. Аналіз охоплює європейську інтеграцію України, співпрацю з НАТО та роль ЄС у зміцненні її позицій. Увагу акцентовано на енергетичній безпеці, включаючи ризики залежності від імпорту, транзит газу через Україну та необхідність диверсифікації джерел енергії для забезпечення сталого розвитку.

Ключові слова: геополітичні виклики, енергетична безпека, ЄС, євроінтеграція, міжнародні відносини, національна безпека, НАТО, Україна.

1. Introduction

The geopolitical situation of Ukraine in 2025 is defined by a number of significant challenges that directly impact the country's internal stability, regional security, and global balance of power. The continuation of the armed conflict with the Russian Federation, dependence on energy imports, the growing threats in cyberspace, and the need to adapt to global climate changes require a systematic approach to formulating foreign policy strategies and strengthening national resilience. Moreover, Ukraine's aspirations for integration into the European Union (EU) and NATO highlight the importance of implementing comprehensive reforms aimed at meeting international standards. Considering these aspects is crucial both for overcoming urgent threats and ensuring the long-term stability and sustainable development of the country. Therefore, the study of Ukraine's geopolitical challenges in 2025 is important for the scientific justification of effective political decisions and strategies, which also stipulates the *relevance* of this article.

The *object* of the study is the geopolitical situation of Ukraine in 2025, shaped by internal and external factors. This includes Ukraine's international relations with key actors, such as the EU, NATO, the USA, China, and the Russian Federation, as well as global processes that define security, economic, and political dynamics in the Eastern European region. Special attention is given to the impact of the ongoing Russo-Ukrainian war, energy security, integration processes, and adaptation to changing global conditions.

The *subject* of the study is the geopolitical challenges Ukraine is facing in 2025, namely: the consequences of the armed conflict with the Russian Federation, threats to energy security,

prospects for Euro-Atlantic integration, the influence of global climate and technological changes, and the strategic actions of international actors in shaping the security and political dynamics in the region. The study focuses on analyzing the interaction of these factors and their impact on Ukraine's internal and foreign policy.

The *aim* of the study is a comprehensive analysis of the geopolitical challenges that Ukraine will face in 2025 as well as the identification of key threats and opportunities for ensuring national security, stability, and sustainable development. The study aims to formulate recommendations on enhancing the effectiveness of Ukraine's foreign policy, strengthening its position in the international arena, and increasing resilience to global and regional challenges.

The following *tasks* were set to achieve the purpose:

1. to analyze the Russo-Ukrainian War and its consequences;
2. to address energy security challenges;
3. to explore prospects for European integration and NATO cooperation;
4. to develop strategic responses for national resilience.

2. Key Challenges for Ukraine

2.1. The Ongoing Russo-Ukrainian War

The Russo-Ukrainian war remains the primary geopolitical challenge for Ukraine, significantly affecting its national security, economic stability, and regional influence. The conflict, which began in 2014, has escalated into a hybrid war involving conventional military engagements, cyberattacks, disinformation campaigns, and economic sanctions. Russian aggression undermines Ukraine's sovereignty and destabilizes the broader European security framework, creating precarious conditions for neighboring states and international alliances [8].

The war has had severe consequences for Ukraine's economy, including trade disruptions, a decline in foreign investments, and the destruction of critical infrastructure. Occupied territories in eastern Ukraine, rich in industrial resources, further exacerbate the economic challenges. International financial assistance, such as that provided by the International Monetary Fund, has become indispensable for stabilizing the country's economy. However, these measures often come with stringent reform conditions, requiring political will and societal support [4].

Diplomatic efforts to resolve the conflict have seen limited success. The Minsk Agreements, while initially promising, have failed to achieve a comprehensive ceasefire or a lasting resolution. The ongoing war necessitates a more robust international response, with active engagement from the United Nations (UN), the Organization for Security and Co-operation in Europe, and NATO. Strengthening military capabilities and fostering resilient defense partnerships remain critical for countering Russian aggression [2].

2.2. Energy Security

Energy security remains a pivotal issue for Ukraine, shaped by its dependence on Russian energy supplies and its strategic role as a transit country for European gas. The construction of the Nord Stream 2 pipeline, bypassing Ukraine, has exacerbated concerns over the potential loss of transit revenues and diminished geopolitical leverage. These developments necessitate urgent action to diversify energy sources and strengthen energy independence [10].

Ukraine has a significant potential to transition towards renewable energy. Investments in solar, wind, and bioenergy projects can reduce reliance on imported natural gas and coal, aligning with the European Green Deal's objectives. In recent years, Ukraine has made strides in increasing its renewable energy capacity, supported by international financial institutions such as the European Bank for Reconstruction and Development. However, achieving full energy independence requires overcoming regulatory challenges and attracting sustainable foreign investment [8].

Modernizing energy infrastructure is equally important. Outdated systems for energy generation and distribution increase vulnerabilities to cyberattacks, which are frequently employed as a tool of hybrid warfare by Russia. Collaborating with the EU on energy efficiency initiatives and enhancing cybersecurity measures for critical infrastructure are essential components of Ukraine's energy strategy [8].

2.3. Integration into the EU and NATO

Ukraine's integration into the EU and NATO represents a long-term strategic goal with profound implications for its geopolitical alignment and national security. The EU Association Agreement has provided a framework for implementing reforms in governance, judiciary, and anti-corruption measures. However, progress has been uneven, with internal political challenges and external resistance from certain EU member states slowing the process [3].

NATO integration, while more immediate in its security implications, also presents significant challenges. Ukraine has actively participated in NATO-led initiatives, such as joint military exercises and training programs, which enhance its defense capabilities and interoperability with alliance forces. Nevertheless, full NATO membership remains a contentious issue, given the ongoing conflict with Russia and the alliance's policy of not admitting countries with active territorial disputes [8].

To advance integration efforts, Ukraine must demonstrate a steadfast commitment to democratic principles, transparency, and the rule of law. Strengthening public support for EU and NATO membership is also critical [8], particularly in regions with historical and cultural ties to Russia. Effective communication strategies that highlight the benefits of integration and counter misinformation campaigns are essential for building societal consensus.

3. Opportunities and Strategic Responses

Addressing Ukraine's geopolitical challenges requires a comprehensive strategy that integrates defense, economic, and diplomatic measures. Enhancing cybersecurity infrastructure is a top priority, given the increasing sophistication of cyberattacks targeting government institutions, energy systems, and financial networks. International cooperation with NATO and the EU on cybersecurity initiatives can provide technical expertise and resources to strengthen defenses [9].

Leveraging Ukraine's agricultural and technological sectors offers significant opportunities for economic growth. As one of the world's leading grain exporters, Ukraine can expand its agricultural trade by adhering to international quality standards and exploring new markets. Similarly, fostering innovation in technology, particularly in IT and green energy, can attract foreign investments and create high-value jobs [2].

Participating in global sustainability initiatives, such as the European Green Deal, aligns Ukraine with international environmental standards while addressing domestic challenges.

4. Conclusions

The geopolitical challenges facing Ukraine in 2025 highlight the necessity for a nuanced and strategic approach to ensure national stability and regional security. Central to these challenges is the ongoing Russo-Ukrainian war, which continues to strain Ukraine's political, economic, and social structures. This conflict, marked by hybrid warfare tactics, demands enhanced military readiness and strategic alliances. The importance of international partnerships, particularly with NATO and the EU, cannot be overstated, as they provide both a framework for security and a pathway for modernization [8].

In conclusion, the geopolitical landscape of 2025 presents Ukraine with a unique set of challenges and opportunities. By addressing key issues such as energy security, EU and NATO integration, and cybersecurity, while maintaining a strong focus on sustainable development and international collaboration, Ukraine can effectively position itself as a key actor in regional stability. The success of these efforts will depend on the implementation of robust national policies, strategic partnerships, and the resilience of its institutions to adapt to an evolving global order. Ensuring that these elements work cohesively will enable Ukraine to navigate its geopolitical challenges and contribute to a more secure and sustainable future.

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A NEW PHENOMENON IN E-COMMERCE - TEMU

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Kucher D. Y., Mitiev M. O., Lavrinenko I. M. A New Phenomenon in E-commerce - Temu. The article examines Temu's rapid emergence in global e-commerce since 2022, analyzing its unprecedented growth strategy and controversial business model. It explores the platform's aggressive marketing approach, pricing tactics, and exploitation of regulatory loopholes, particularly the De Minimis rule. The article highlights critical concerns regarding data security, forced labor allegations, and unfair competition practices affecting local manufacturers. Additionally, it discusses regulatory responses from the EU and US aimed at addressing these challenges and establishing more equitable market conditions.

Keywords: Chinese retail, Consumer data security, Cross-border trade, De Minimis rule, E-commerce platform, Forced labor, Market regulation.

Кучер Д. Ю., Мітєв М. О., Лаврінєнко І. М. Новий феномен в електронній комерції - Тему. У статті розглядається стрімкий вихід Тему на світовий ринок електронної комерції з 2022 року, аналізується його безпрецедентна стратегія зростання та суперечлива бізнес-модель. Досліджується агресивний маркетинговий підхід платформи, цінова тактика та використання регуляторних прогалин, зокрема правила De Minimis. У статті висвітлюються критичні проблеми щодо безпеки даних, звинувачень у використанні примусової праці та недобросовісної конкуренції, що впливає на місцевих виробників. Крім того, обговорюються регуляторні заходи з боку ЄС та США, спрямовані на вирішення цих проблем та встановлення більш справедливих ринкових умов.

Ключові слова: безпека споживчих даних, китайська роздрібна торгівля, платформа електронної комерції, правило De Minimis, примусова праця, ринкове регулювання, транскордонна торгівля

1. Introduction

The *object* of the article is Temu as a new e-commerce phenomenon. The *subject* is Temu's business model, growth strategy, and its impact on global markets. The *aim* of the article is to analyze and present a comprehensive assessment of Temu's rapid emergence in global e-commerce, examining its controversial practices, regulatory challenges, and implications for consumers and local businesses.

In the contemporary digital landscape, users frequently encounter promotional content from Temu, a Chinese marketplace that has recently initiated an aggressive expansion into global markets. Its distinctive characteristics include pervasive marketing strategies, substantial discounts, and extensive bonus programs. While Chinese marketplaces typically offer competitive prices through direct manufacturer-to-consumer connections, they present inherent challenges regarding product quality, delivery times, and notably, data security. As information becomes an increasingly valuable resource, Temu's rapid expansion raises significant questions about its role beyond traditional e-commerce platforms.

This version maintains the key points while being more focused and cohesive as an introduction to your article. It establishes the context, introduces the main subject, and hints at the broader implications that will be discussed in the main body of the article. This article is structured as follows: first, we examine Temu's emergence and rapid growth in global markets, then analyze

its marketing strategies and economic model, followed by an investigation of regulatory and security concerns, ethical implications, and finally discuss current and proposed regulatory measures.

To make the information in the article clear, here is basic terminology on the subject below.

E-commerce (electronic commerce) is the buying and selling of goods and services over the internet, including the transmission of funds and data to execute these transactions (World Trade Organization, 2024).

De Minimis rule is a customs regulation that allows shipments valued below a certain threshold (e.g., \$800 in the US, €150 in the EU) to enter a country without paying duties or undergoing extensive customs procedures, originally designed to facilitate small-value trade and reduce administrative burdens (World Customs Organization, 2024).

Cross-border e-commerce refers to online trade between a business (retailer or brand) and a consumer (B2C), between two businesses, often brands or wholesalers (B2B), or between two private persons (C2C), across national borders (UNCTAD, 2024).

2. History of Temu's Emergence and Growth

Building on our understanding of Temu's significance in e-commerce, it's essential to trace the platform's meteoric rise from its inception. Temu emerged in September 2022 and quickly gained widespread popularity. It is a project of the Chinese company Pinduoduo, founded in 2015 by Colin Huang, which has grown into a giant in China's e-commerce sector within just nine years. Temu offers products at extremely low prices, but delivery times can stretch to several weeks, and the selection in some categories is limited. Despite these constraints, its success has been remarkable—within a month, sales reached \$3 million, and by the end of 2022, they had surged to \$141 million. By 2023, monthly transaction volumes reached \$1 billion, with the platform amassing 75 million users in Europe [3].

The rapid growth raises concerns about security. In 2023, Pinduoduo surpassed Alibaba in market capitalization, which now stands at \$213 billion. This development brings up critical questions: could Temu become a platform for harvesting data from millions of users? And can such a company be trusted with consumers' money and personal information? [1].

3. Marketing Strategy and Economic Model

Following Temu's remarkable growth trajectory, understanding its unprecedented marketing approach and economic model becomes crucial. TEMU's emergence in the global market has demonstrated unprecedented velocity comparable to a volcanic eruption. The company's marketing strategy transcends conventional promotion, implementing an omnidirectional approach to consumer acquisition.

In 2023, TEMU's parent company, Pinduoduo Holdings, allocated approximately \$2 billion to social media and search engine advertising expenditures—positioning TEMU as one of the world's predominant advertisers, surpassing established corporations such as Coca-Cola and Apple. Their Super Bowl campaign included six 30-second commercial slots at \$7 million each, complemented by over \$15 million in promotional incentives and discount vouchers [2].

According to Goldman Sachs analysis, in 2023, TEMU's customer acquisition cost in the United States averaged \$5 per order, with an average order value of \$39—a significant improvement from 2022's \$16 acquisition cost per \$29 order. However, TEMU continues to operate at a loss, with negative margins of \$6 per order in the U.S. market and up to \$18 in other regions. These operational losses facilitate the accumulation of consumer behavior data, enabling the refinement of algorithmic predictions and price optimization strategies [3].

TEMU maintains a competitive advantage through pricing strategies that undercut competitors by 60-70%, achieved through direct partnerships with Chinese manufacturers. The company's revenue model extends beyond sales commissions, capitalizing on currency exchange differentials between the yuan and dollar. The platform's strategy includes complementary shipping services and simplified return processes, while actively promoting group purchasing initiatives and referral programs to expand its user base [6].

4. Regulatory and Security Issues

While Temu's marketing strategy has driven its success, this rapid expansion has raised significant regulatory and security concerns. Temu also employs influencer marketing by providing products to bloggers, effectively reaching a younger audience through social media platforms. However, its low prices and connections to China raise concerns regarding data security. Amid the economic tensions between the United States and China, Chinese platforms such as Temu and Shein exploit the De Minimis rule, which exempts shipments valued under \$800 from customs duties. Temu avoids large shipments, instead breaking them into smaller batches, thereby circumventing taxes and inspections. According to U.S. government data, Temu and Shein account for up to 30% of daily shipments from China to the United States, leveraging this loophole to reduce costs, unlike competitors who pay full tariffs.

Essentially, Chinese platforms avoid incurring higher costs compared to companies operating directly within the United States market. This provides them with an unfair price advantage, which in turn displaces local manufacturers and marketplaces from the industry [4].

In Europe, a similar situation prevails, albeit with some differences. The European Union permits duty-free imports only for packages valued below €150 (approximately \$162). However, the scale of the issue is striking. According to the European Commission, nearly one billion

customs declarations for low-value goods were filed in 2022, and preliminary data indicates this figure rose to \$2 billion last year.

The European Commission estimates that 65% of parcels entering the EU are deliberately undervalued to avoid duties. This practice adversely impacts the EU's budgets and, most notably, drives local manufacturers out of the market.

Predictably, responses to this situation have not been long in coming. In the United States, the Biden administration announced new measures aimed at curbing abuse of the De Minimis rule. Proposals include banning the use of this rule for goods subject to U.S. and Chinese tariffs and introducing additional reporting requirements, such as a ten-digit tariff classification number.

This could significantly affect the business model of Temu and similar platforms, as 70% of Chinese imports of textiles and apparel are subject to tariffs, reducing the volume of shipments eligible for De Minimis exemptions.

5. Ethical Concerns

Beyond the regulatory challenges discussed above, Temu's business practices have sparked serious ethical debates. There are serious concerns regarding the use of forced labor in the production of goods sold on TEMU, particularly in the Xinjiang region, where over a million Uyghurs are reportedly subjected to forced labor. This issue has drawn international criticism, especially given TEMU's lack of adequate supplier verification systems.

U.S. legislation prohibits the import of goods from Xinjiang without proof they were not produced using forced labor. Independent research has confirmed the presence of goods from this region on the TEMU platform. While the company denies direct responsibility, this situation continues to raise concerns among human rights advocates and legislators.

TEMU's business model's controversial aspect lies in its potential use of goods produced with forced labor, enabling extremely low prices. This creates unfair competition and violates ethical standards. The company's expansion into global markets through legal loopholes provides competitive advantages that can harm national economies by bypassing taxes and undermining industrial bases [5]

The company's aggressive marketing employs psychological techniques to encourage impulsive purchases, potentially leading to financial difficulties for consumers. Additionally, there are serious concerns about consumer data security and its potential use to advance Chinese interests, compromising privacy principles. These factors highlight the risks associated with extremely low-priced purchases, drawing attention from global regulators who are taking measures against platforms benefiting from subsidies and legal loopholes.

6. Regulatory Measures

In response to the ethical and security concerns outlined previously, various governmental bodies have begun implementing regulatory measures. The European Union is considering eliminating duties on low-cost goods from China that are predominantly imported through platforms such as Temu, Aliexpress, and Shein. In 2023, the EU imported 2.3 billion items valued at less than €150, with China accounting for 20.5% of this volume. Germany has proposed abolishing the duty-free status for parcels under €150, which would increase budgetary revenue but complicate administrative processes. Similarly, Ukraine is contemplating the removal of tax exemptions for parcels under €150, a move that could raise the cost of international orders. In 2023, Ukraine received 51.5 million tax-free parcels, of which only 1% were subject to customs duties.

The United States and Europe are discussing restrictions on the De Minimis rule to establish equitable conditions for local and Chinese manufacturers, as the latter exploit legal loopholes to evade taxes. In 2022, the EU adopted the Digital Services Act (DSA), which mandates transparency in product recommendations and the swift removal of illegal goods. However, Temu's aggressive discount strategies and gamification tactics have already breached DSA requirements. In 2024, the European Commission launched an investigation into Temu's compliance with the law, focusing on the protection of minors and the verification of sellers. Non-compliance could result in fines of up to 6% of the company's global revenue, amounting to hundreds of millions of euros [4].

EU member states, including Germany, Austria, Poland, Denmark, the Netherlands, and France, advocate for a unified approach to regulating e-commerce. They emphasize the influx of hundreds of thousands of parcels from China daily, many of which violate European laws and create unfair competitive conditions for local producers.

7. Conclusions

The Temu's phenomenon highlights a new phase in global e-commerce, where aggressive marketing combines with legal loopholes and questionable practices. This poses significant challenges for regulators and traditional retail.

Temu's darker side includes using forced labor to produce extremely low-cost goods, fostering unfair competition and violating ethical standards. Consumers should be aware that cheap products may come at the cost of human rights violations.

Careful examination and regulation of such platforms are essential to ensure fair competition and protect consumer rights. Global regulators have already started taking action against platforms that gain advantages through subsidies and loopholes.

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ANALYSIS OF INFORMATION AND COMMUNICATION DEVELOPMENT IN DENMARK

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Kudynets A. O., Ilchenko V. V. Analysis of information and communication development in Denmark. The article studies key aspects of the development of information and communication technologies in Denmark. It analyses socio-demographic features of Internet use, including dynamics of households with access to the network and age structure of users. The indicators of the country's innovation capacity, as well as the dynamics of Denmark's indicators in international rankings according to the index of information and communication technologies development, which indicates a high level of digitalisation and innovation, are evaluated.

Keywords: age structure, digitalisation, index, information and communication technologies, innovation capacity, Internet.

Кудинець А. О., Ільченко В. В. Аналіз розвитку інформаційно-комунікаційних технологій в Данії. У статті досліджено ключові аспекти розвитку інформаційно-комунікаційних технологій у Данії. Проаналізовано соціально-демографічні особливості використання Інтернету, включаючи динаміку домогосподарств із доступом до мережі та вікову структуру користувачів. Оцінено індикатори інноваційної спроможності країни, а також динаміку показників Данії в міжнародних рейтингах за індексом розвитку інформаційно-комунікаційних технологій, що свідчить про високий рівень цифровізації та інновацій.

Ключові слова: вікова структура, індекс, інноваційна спроможність, Інтернет, інформаційно-комунікаційні технології, цифровізація.

1. Introduction

In the context of globalisation, the emergence of Industry 5.0 and the comprehensive creation of artificial intelligence, the world is seeing more and more opportunities and impetus for development. The current need to accelerate the development of national economies and the opportunity for sustainable economic development and social well-being of the population is based on the digitalisation of the economy, information and communication development and technology modernisation. Considering the example of one of the most successful developed countries, like Denmark, it is important to analyze its information development to understand and set an example for other developing countries, as well as to identify the bifurcation points that countries should rely on for their information development.

The **relevance** of the study of Denmark's information development is due to its leading positions in the rankings of digitalisation and innovation; for example, it was ranked 3rd in the world according to the Digital Competitiveness Index. The modern world is undergoing a digital transformation, and the experience of countries that successfully implement information technology, such as Denmark, is important for other countries, with practical successful projects that have given a huge impetus to development. Denmark demonstrates the effective integration of digital solutions in public administration, education, healthcare and business, which contributes to improving the quality of life of the population. An analysis of its achievements allows us to identify key success factors and adapt them for other countries seeking digital modernisation.

Thus, the study will contribute to the search for innovative approaches to addressing the global challenges of the digital age.

The **object** of research is the information development of Denmark as a socio-economic process. The **subject** of the research is the mechanisms and results of the introduction of digital technologies in various spheres of life in Denmark.

The **aim** is to examine the state of information development in Denmark. The following **tasks** are set to achieve the purpose:

1. to analyse the share of Internet users and their structure in the country;
2. to study Denmark's position in the Global Innovation Index and review indicators of innovation capabilities;
3. to analyse Denmark's development according to the index of information and communication technologies (ICTs).

2. Information and communication development in Denmark

2.1. Share of Internet users

The importance of internet access in today's society is extremely high, as it has a direct impact on digital development, teleworking, education, and access to information. Denmark has one of the highest internet penetration rates in the world. As of 2023, according to the International Telecommunication Union (ITU), more than 96.1% of the Danish population is an Internet user, making the country a leader in providing access to the network among European countries [4].

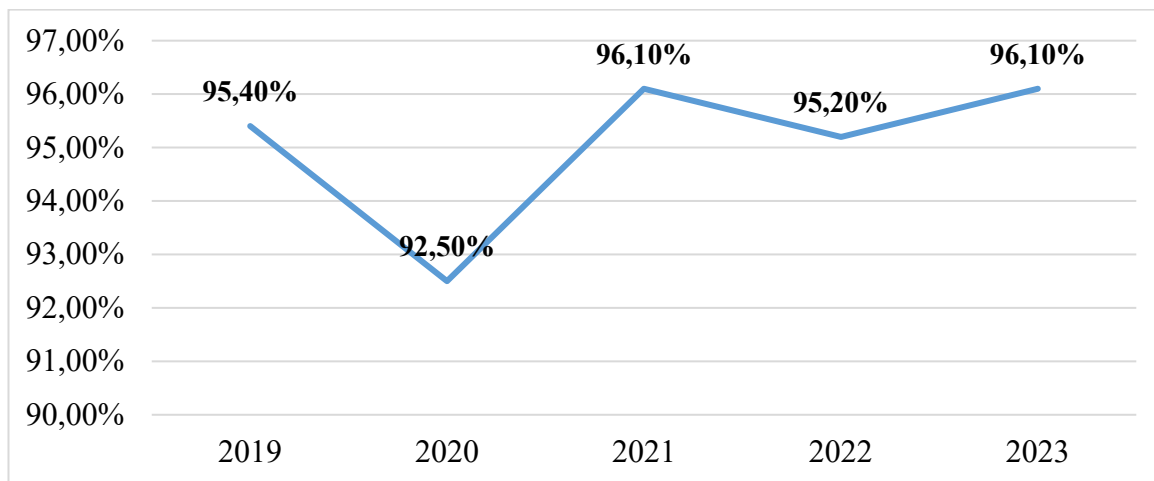


Fig. 1. Dynamics of Danish households with Internet access in 2019-2023, %

Source: Composed by the authors, using materials from [1, 2]

In 2019, the internet availability rate in Denmark was around 95.40%. In 2020, there was a slight decline to 92.50%, likely due to the challenges posed by the COVID-19 pandemic. However, already in 2021, the figure rose to 96.10%, setting a new maximum value for the period under

study. In 2022, it slightly decreased to 95.20% but still remained high. In 2023, the indicator stabilised at 96.10%.

This high level of Internet access is due to several factors, including infrastructure development, government policy on digital inclusion, and support for innovative projects. The government is actively investing in broadband expansion, providing almost complete coverage in both urban and rural areas [1, 2].

The structure of Internet users is dominated by young and middle-aged people. According to the latest data, about 99% of people aged 16 to 54 use the Internet regularly.

Among older age groups (55+ years), this figure is slightly lower, but also exceeds 80%, indicating significant digital inclusion in society. This provides access to digital services for a larger part of the population, contributing to the development of the information society and improving the quality of life of citizens.

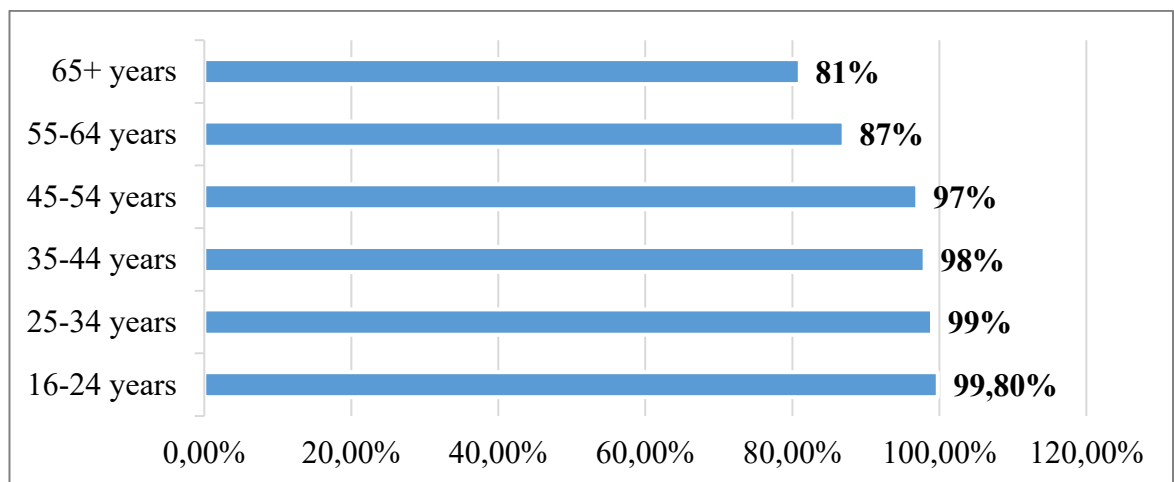


Fig. 2. Structure of Internet users in 2023, %

Source: Composed by the authors, using materials from [3]

High-speed internet connections create favourable conditions for innovation, especially in distance education and e-government. High-quality connectivity ensures the effectiveness of online learning and access to public services without visiting institutions. This increases the convenience of citizens and reduces the burden on public services, contributing to the overall digital development of the country [3].

2.2. Global Innovation Index

The Global Innovation Index (GII) is a key indicator that measures the innovation potential of countries and their ability to create and adopt new technologies. The index was developed by the World Intellectual Property Organisation in cooperation with INSEAD and Cornell University.

Its main objective is to analyse innovation activities and assess the readiness of different countries to use the latest technologies in business, science, education and other areas.

Denmark is a leader in the GII, reflecting its high level of innovation and investment in new technologies. Denmark received high marks in categories related to institutional stability and the quality of the education system, including education expenditure and research. Significant achievements are observed in the field of ICTs, which is a key component of infrastructure, as well as in the field of knowledge and technology, where productivity and creative contribution are assessed [4].

However, some indicators, such as investment activity and environmental sustainability, require improvement, although they score well. Denmark also demonstrates a strong position in supporting research and development activities and cooperation between academia and business, which is an important factor for innovative development [4].

Denmark strives to create a favourable environment for the development of new technologies and innovative projects. Through an effective combination of government support, a high level of education and active involvement of the private sector, the country is laying the groundwork for sustainable innovation development. Government grants and programmes play an important role in stimulating innovation. This ensures a steady increase in the number of innovative solutions [4].

Table 1

Denmark's innovation capacity indicators according to the Global Innovation Index in 2024

Category	Score
Institutions	92.3
Human capital and research	94.9
Infrastructure	60.6
Market development	52.9
Business development	56.9

Source: Composed by the authors, using materials from [4]

In general, the country shows a balanced development of most areas necessary to support an innovative economy and occupies one of the leading positions in terms of innovation capacity

2.3 Information and Communication Technologies Development Index

The Information and Communication Technology Development Index (IDI) is a key indicator that measures the level of digital development in a country. The index reflects the degree of access to, use of, and skills in information and communication technologies that are critical to modern society and the economy.

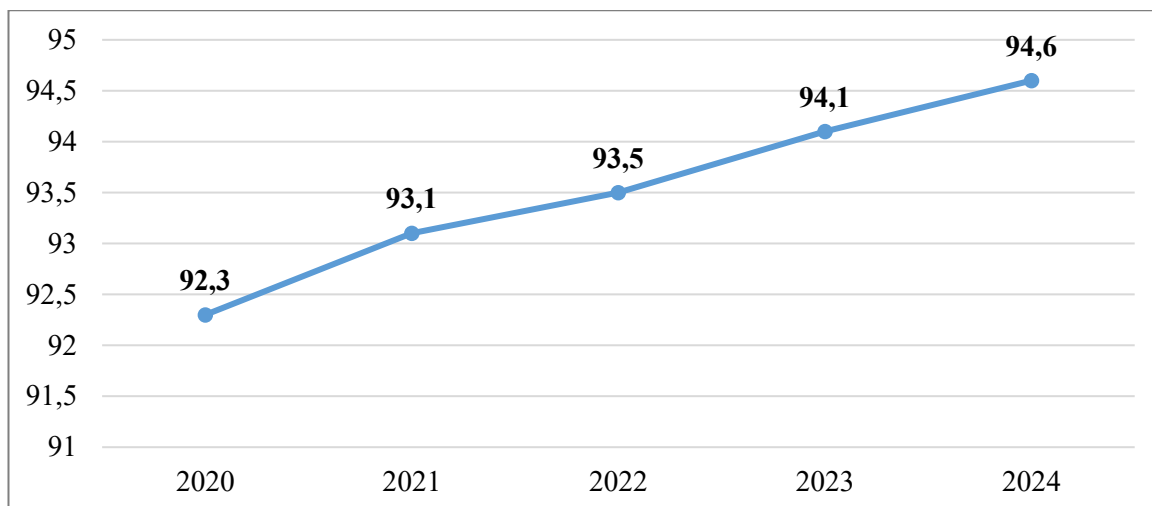


Fig. 3 Dynamics of IDI indicators for the period 2020-2024

Source: Composed by the authors, using materials from [1, 4]

Based on the 2024 data, Denmark has one of the highest IDI scores in the world, which highlights the high availability and developed ICT infrastructure. The ICT access score is 100%, reflecting the population's full access to digital resources, including high-speed internet. ICT use is estimated at 92.4%, reflecting the active use of technology in everyday life, business and the public sector. In addition, government online services are highly rated at 97.8%, which underlines the effectiveness of e-government in the country [1, 4].

3. Conclusion

The analysis of Denmark's information development shows that the country not only ranks high in the Information and Communication Technology Development Index, but also demonstrates significant results in the implementation of digital solutions and innovations. This success is based on systematic investment in digital infrastructure, which ensures a high level of accessibility and efficiency of telecommunications, which is particularly evident in access to high-speed internet in both urban and rural areas. Denmark is one of the countries with the highest Internet penetration among the population: about 96.1% of citizens actively use the Internet, which allows for significant digital inclusion.

Denmark's digital infrastructure, which includes stable connections to other continents via numerous undersea fibre optic cables, contributes to its significant influence on the international information space. This level of infrastructure development allows Denmark to play a strategic role in global information flows, in particular as one of the key communication hubs between Europe, North America and Asia. In addition, Denmark regularly updates its network standards in line with European requirements, ensuring high interoperability with other countries. Thus, thanks to a comprehensive approach, including infrastructure improvements, active support for

innovation, and the digitalisation of public services, Denmark is leading the way in the digital world. Its successes serve as a model for other countries seeking to achieve sustainable development in the digital sphere and increase their competitiveness in the international market.

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US-UK TRADE AND INVESTMENT RELATIONS: HISTORY, CURRENT TRENDS AND DEVELOPMENT PROSPECTS

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Kulichenko M. O., Zmiiova I. V. US-UK trade and investment relations: history, current trends and development prospects. The article examines the historical roots, contemporary state and prospects of trade and investment links between the United States and the United Kingdom. The main indicators of bilateral trade in goods and services, foreign direct investment, and the activities of foreign branches are analyzed. The key challenges in negotiating a post-Brexit Free Trade Agreement, including regulatory differences and non-tariff barriers, are considered. New formats of economic cooperation between the countries in the absence of a comprehensive trade agreement are identified.

Keywords: bilateral trade, Brexit, foreign direct investment, Free Trade Agreement, non-tariff barriers, United Kingdom, USA.

Куліченко М. О., Зміїова І. В. Торговельно-інвестиційні відносини США та Великої Британії: історія, сучасні тенденції та перспективи розвитку. У статті досліджено історичний розвиток, сучасний стан і перспективи торговельно-інвестиційних відносин між США та Великою Британією. Проаналізовано основні показники двосторонньої торгівлі товарами й послугами, прямих іноземних інвестицій та діяльності закордонних філій. Розглянуто ключові виклики у переговорах щодо укладення Угоди про вільну торгівлю після брекзиту, зокрема регуляторні розбіжності та нетарифні бар'єри. Визначено нові формати економічної співпраці між країнами в умовах відсутності всеохоплюючої торговельної угоди.

Ключові слова: Брекзит, Велика Британія, двостороння торгівля, нетарифні бар'єри, прямі іноземні інвестиції, США, Угода про вільну торгівлю.

1. Introduction

Trade and investment relations between the United States of America and the United Kingdom are among the most important in the global economy. Their history encompasses periods of both close cooperation and rivalry, influenced by both geopolitical and economic factors. In the 21st century, these relations have acquired new content due to increasing globalization processes, Brexit, political changes, and shifts in international trade policy. However, despite significant volumes of trade and investment, several aspects of bilateral relations remain insufficiently researched, particularly in the context of concluding a Free Trade Agreement (FTA) and overcoming regulatory barriers. *The relevance* of the research is driven by the need to reassess bilateral economic relations following the UK's exit from the EU and to find new formats for trade cooperation between the countries.

The object of the research is the trade and investment relations between the United States of America and the United Kingdom. *The subject* of the research is the historical features, current state, and prospects for development of trade and investment cooperation between the US and UK.

The aim of this article is to analyze the historical context, current trends, and prospects of trade and investment relations between the US and UK.

To achieve this goal, the following *tasks* are set:

1. to investigate the historical context of economic relations between the US and UK;
2. to analyze the dynamics and structure of bilateral trade and investment;
3. to assess the challenges and prospects of concluding an FTA between the US and UK.

2. Interdependence and rivalry: historical development of US-UK economic relations

In the 19th century, Great Britain and the US acted as clear rivals, but the US entry into World War I, and especially participation in World War II, contributed to forming the perception of an inseparable connection between these two states. However, beyond military cooperation, the strength of these relations varied over time. Lend-Lease and the Marshall Plan provided vital economic support, though Britain also felt the effects of American isolationism in the 1930s. After 1945, the US was not only interested in maintaining Britain as an ally but also sought to limit its imperial ambitions.

Although British governments often appealed to the concept of “special relationship”, some historians question the true meaning of this term [9]. British foreign policy, especially in the military sphere, was largely aimed at strengthening these ties, but the economic component remained less intensive. British policy always viewed relations with the US and the European Economic Community (EEC), and later the European Union (EU), as complementary. American multinational corporations (MNCs) used Britain as a base for supplying to the EEC.

In the 1950s, Britain tried to promote its vision of close trade relations with Europe while opposing political integration. In the 1960s, French President Charles de Gaulle twice refused Britain’s entry into the EEC, seeing it as a “Trojan horse” of the United States. Despite this, Britain joined the European Economic Community in 1973, while seeking to remain as close as possible to the US [6].

British governments often supported US positions on key aspects of global trade policy. In particular, Britain sympathized with the US desire to liberalize agricultural trade and certain aspects of American regulatory policy. However, operating within the European system, Britain usually remained a loyal supporter of the common EEC, and later EU, position.

3. Current state of trade and investment relations between the UK and US

Today, the US holds a key position among the UK's economic partners, confirmed by significant volumes and political influence of American-British trade and investment ties. Although the European Union remains the UK’s main trading partner, accounting for 41.37% of British exports and 51.45% of imports in 2023, the US remains the largest single trading partner (Fig. 1):

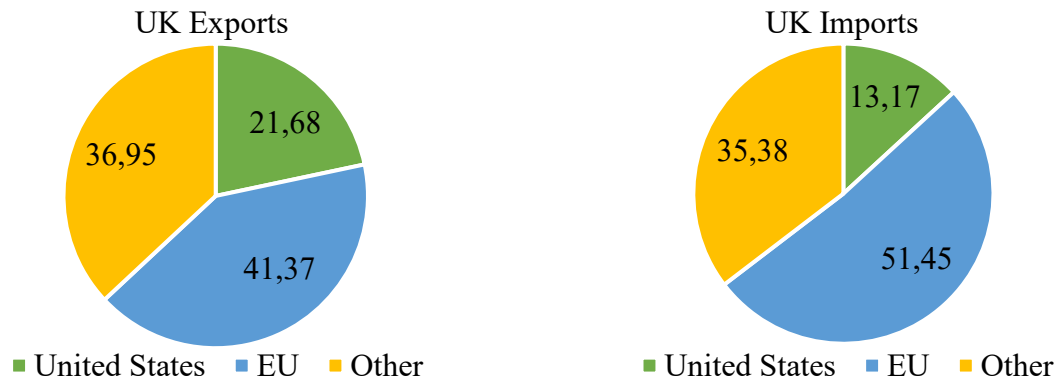


Fig. 1. UK international trade with the EU, the US and the rest of the world, 2023, %

Source: Composed by the author, using materials from [7]

The US market serves as the main destination for British goods and services exports, accounting for 21.68% of total exports. This significantly exceeds deliveries to other countries: Germany – 7.3%, Ireland – 6.7%, Netherlands – 6.1%, France – 5.2%. In imports, the US also ranks first with a 13.17% share, ahead of Germany (10%), Netherlands (7.3%), France (6.9%), and China (6.8%).

Although the United States has larger trade volumes with Canada, Mexico, the EU, and China, relations with the UK are important, especially in the context of cross-border services and affiliated activities. In 2023, the UK's share in US exports was 5.4%, and in imports – 3.93% (Fig. 2):

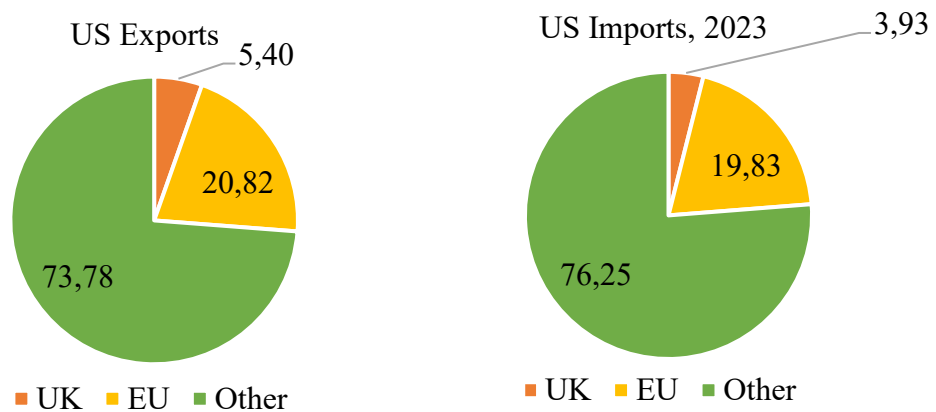


Fig. 2. US international trade with the EU, the UK, and the rest of the world, 2023, %

Source: Composed by the author, using materials from [8]

For the US, the UK is the largest market for services exports (\$90.826 billion) and services imports (86.044 billion dollars), as well as the seventh-largest market for goods exports (75.089 billion dollars) and twelfth-largest for goods imports (65.396 billion dollars) (see Fig. 3). The structure of goods exports is dominated by industrial supplies and materials, while imports mainly consist of capital goods except automotive. The main services exported from the US to the UK are financial services, while from the UK – other business services.

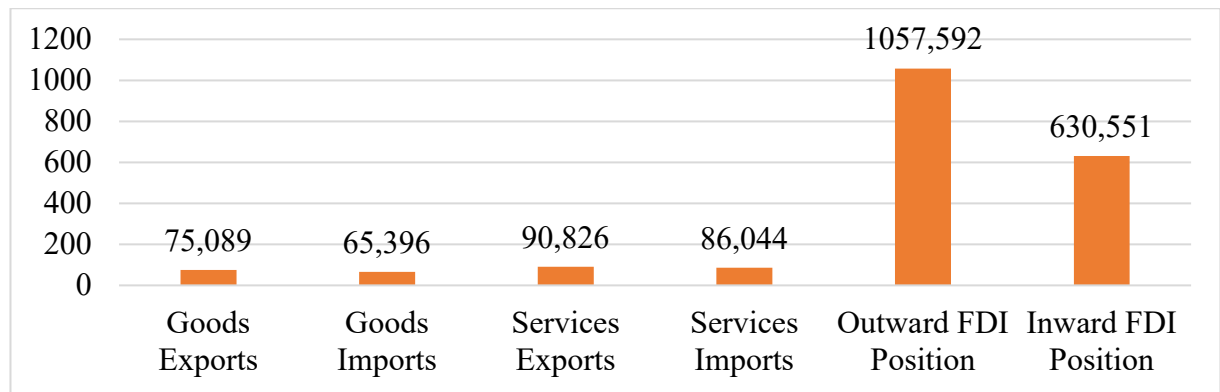


Fig. 3. U.S. reported data on international trade and FDI with the UK, 2023, billion dollars

Source: Composed by the author, using materials from [8]

According to Fig. 3, in 2023, US foreign direct investment (FDI) in the UK exceeded 1 trillion dollars, while British FDI in the US amounted to 630 billion dollars. The United States remains the largest foreign investor for the UK; in turn, the UK ranks fourth among the largest investors in the US after the Netherlands, Japan, and Canada. The largest share of US FDI in the UK is formed by non-bank holding companies and the finance and insurance sector, while the US manufacturing sector is the main recipient of British investments.

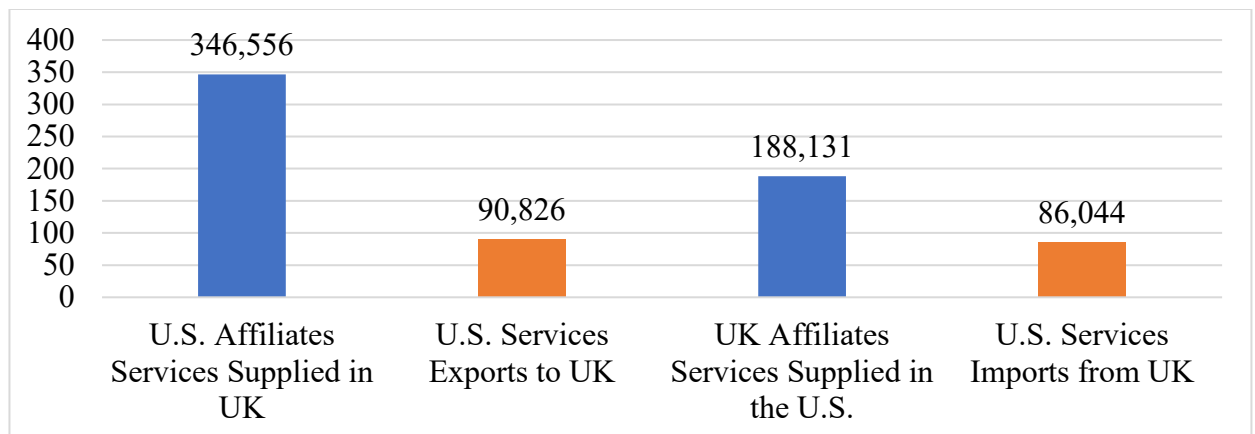


Fig. 4. U.S.-UK services linkages, 2022, billion dollars

Source: Composed by the author, using materials from [8]

However, the main indicators of bilateral services trade do not fully reflect the importance of these relations. Sales of services through foreign affiliates are significantly larger: about 30% of all US affiliate sales in Europe are in the UK [3]. In 2022, services sales by US foreign affiliates in the UK reached 346.5 billion dollars. US services exports to the UK that same year were only 90.8 billion dollars. British affiliates also play an important role in providing services in the United States with sales of 188.1 billion dollars – approximately twice the US services imports from the UK (Fig. 4). Thus, American companies predominantly supply services to the UK through their foreign affiliates and vice versa.

4. Challenges and prospects for concluding a FTA between the UK and the US

After Brexit, the UK has a strong political motive for strengthening trade relations with the United States, while the US faces several political constraining factors. History shows that ideas and institutional constraints from the US significantly influence British-American trade ties [2].

In 2016, before the referendum on UK's exit from the EU, President Barack Obama warned that in case of Brexit, Britain would be "at the back of the queue" for a trade agreement with the US. However, in 2017, Donald Trump, upon taking office, radically changed this position. He promised a "tremendous" deal with the UK that would surpass any agreement with the EU. After leaving the EU in 2020, the UK managed to begin negotiations on a Free Trade Agreement with the US.

Since most goods between the two countries already face zero or low tariffs (except for certain categories such as automobiles, chemicals, and agricultural products), non-tariff barriers became the main topics of negotiations. However, significant differences in positions emerged at the beginning of negotiations. The main problematic issues were agriculture, high technology, passenger car exports, and National Health Service (NHS) matters. Under Trump, Washington demanded reduced restrictions on chemically treated chicken imports, genetically modified crops, and hormone-treated beef. This provoked protest from British farmers who feared lowering food safety standards and losses in national agriculture.

With the Biden administration taking office in 2021, the US position changed significantly. Soft political dialogues did not become precursors to concluding a FTA, as the Biden administration focused on domestic agenda and "fair competition" issues, including forced labor and supply chains. The US became more interested in resolving trade issues with its allies than in promoting global trade through FTAs, considering it a "20th-century tool" and having no strategic intentions to use it as a political basis for advancing UK-US trade relations [5].

The lack of progress in negotiations prompted the UK to seek new cooperation formats, particularly concluding trade pacts at the state level. In 2022, memoranda of cooperation were signed with Indiana and North and South Carolina. Although such agreements might seem promising, as the US federal system and different regulatory frameworks in various states de facto create trade barriers for foreign service providers, especially in financial services, their economic value remains insignificant due to limitations in state procurement [1].

In April 2023, London and Washington again failed to agree on a trade agreement, and negotiations were postponed until 2025. This indicates restraint from both sides, which may result from the complex history of preparing the US-UK agreement. The only significant progress was achieving agreements in the electric vehicle sector through critical minerals supply deals, allowing British automakers to access subsidies provided under the US Inflation Reduction Act of 2022 [4].

Regulatory differences between the UK and US remain the most complex problem. Although both countries have high-quality regulatory regimes, the difference in approaches reflects political, economic, and social values. Under these conditions, determining the timing of FTA conclusion becomes increasingly problematic.

5. Conclusions

The conducted research leads to several important conclusions. First, trade and investment relations between the United States of America and the United Kingdom have deep historical roots and have undergone significant changes, from periods of rivalry to close cooperation, particularly during global conflicts. Second, the current state of trade and investment cooperation indicates high interdependence between both countries' economies. The US is the UK's largest single trading partner, particularly in services and foreign direct investment. British companies actively invest in the US manufacturing sector, while American companies dominate the UK's financial-insurance sector. Third, there are serious challenges related to concluding a FTA. Non-tariff barriers, differences in regulatory approaches, and political constraints significantly complicate reaching compromises. Thus, further development of trade and investment relations will require flexibility and political will from both sides, readiness for compromise, and ability to overcome regulatory differences. Further deepening of cooperation is possible through sectoral agreements and developing partnerships at the level of individual US states.

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THE INFORMATIONAL COMPONENT WITHIN THE FRAMEWORK OF HYBRID WARFARE AGAINST UKRAINE

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Kumantseva D. K., Litovchenko Y. M. The informational component within the framework of hybrid warfare against Ukraine. This article examines the transformative effects of hybrid warfare on the societal, political, and international dimensions of the conflict in Ukraine. It highlights the central role of information warfare, including disinformation, propaganda, and cyberattacks. Drawing from historical and modern examples, the study explores how Russian propaganda manipulates public opinion, spreads fear, and undermines support for Ukraine. The article analyzes key characteristics of hybrid warfare, such as concealed aggression, irregular forces, and unconventional tactics, and investigates the Kremlin's disinformation narratives aimed at destabilizing Western unity, reducing sanctions, and fostering division within Ukraine and its allies.

Key words: cyberattacks, disinformation, hybrid warfare, information warfare, manipulation, propaganda.

Куманцева Д. К., Літовченко Я. М. Інформаційна складова в рамках гібридної війни проти України.

Ця стаття аналізує трансформаційний вплив гібридної війни на соціальні, політичні та міжнародні виміри конфлікту в Україні. Вона висвітлює центральну роль інформаційної війни, зокрема дезінформації, пропаганди та кібератак. Спираючись на історичні та сучасні приклади, дослідження вивчає, як російська пропаганда маніпулює громадською думкою, поширює страх і підриває підтримку України. Стаття аналізує основні характеристики гібридної війни, такі як прихована агресія, нерегулярні сили та нетрадиційні тактики, а також досліджує дезінформаційні наративи Кремля, спрямовані на дестабілізацію західної єдності, зменшення санкцій та сприяння розподілу всередині України та її союзників.

Ключові слова: гібридна війна, дезінформація, інформаційна війна, кібер атаки, маніпуляція, пропаганда.

1. Introduction

The object of the study is to explore the informational component within the framework of hybrid warfare against Ukraine, emphasizing its strategic importance and implications. *The subject* is the use of information as a critical tool in hybrid warfare, focusing on the methods, tactics, and consequences of its application by the Russian Federation. *The purpose* of the article is to analyze the theoretical and practical aspects of the informational component of hybrid warfare, identifying the key mechanisms of disinformation, propaganda, and public opinion manipulation.

The issue of hybrid warfare has become particularly relevant in the context of modern international conflicts, where information plays a decisive role in achieving strategic goals. For Ukraine, the informational dimension of hybrid warfare has presented significant challenges, particularly in terms of national security, political stability, and societal cohesion. The rise of disinformation campaigns, propaganda, and cyberattacks as key instruments of influence underscores the need for systematic analysis of their effects and implications.

2. Analysis of the latest research

Recent research demonstrates significant scholarly interest in the informational component of hybrid warfare, particularly in the context of Ukraine. Key studies emphasize the critical role of disinformation and propaganda in modern conflicts and explore strategies to counteract their influence.

O. Komarchuk (2018) provides a foundational analysis of hybrid warfare, focusing on the structural role of information operations. His work underscores how informational tools are integrated with other hybrid tactics to achieve strategic goals. A. M. Blyzniuk (2015) offers an in-depth study of propaganda, highlighting its use as a weapon in sociopolitical and ethnic conflicts, particularly in the current geopolitical landscape.

These studies collectively emphasize the evolving and adaptive nature of information warfare. They provide a robust framework for understanding its mechanisms and implications, offering a solid foundation for further research and practical counter-strategies in the context of hybrid aggression.

3. The Mechanics and Implications of Hybrid Warfare

3.1. Understanding Hybrid Warfare and Its Key Characteristics

Despite the lack of an official definition, the concept of "hybrid warfare" has become firmly established in both academic and political discussions. Its origins can be traced back to research by R. Walker and V. Nemet in 1962 in the United States. Hybrid warfare refers to a military strategy that combines political tactics with traditional combat, irregular military actions, cyberattacks, and various forms of influence. These tactics include spreading fake news, using special diplomatic measures, manipulating legal systems, and interfering in elections. Hybrid warfare is marked by its complexity and the use of various tools aimed at achieving both military and political goals. The ongoing conflict in Ukraine has highlighted the growing importance of information warfare in these hybrid strategies, showing the increasingly complex nature of modern geopolitical conflicts.

The core of hybrid warfare includes several key characteristics, such as:

- Aggression without an official declaration of war;
- Concealing the aggressor state's involvement in the conflict;
- Widespread use of irregular armed groups (often hidden among civilian populations);
- Disregard for international norms of war and existing agreements;
- Applying political and economic pressure while maintaining formal diplomatic relations;
- Extensive propaganda and counterpropaganda using "dirty" information technologies;
- Confrontation in cyberspace [3].

Within the context of information-psychological warfare, a range of strategies and methods are used, including propaganda, rumor spreading, provocations, disinformation, psychological pressure, and the manipulation of public opinion. Propaganda, one of the most common and effective methods, seeks to impose specific beliefs, ideas, or knowledge on the public. This technique is used to shape a particular narrative around events, individuals, or countries, as well as to manipulate

public perception and opinion. Propaganda is a core component of modern information technologies that aim to influence large groups. The main goals of propaganda include:

- Disorienting and deceiving the enemy by spreading selected facts, opinions, and rumors;
- Destabilizing the adversary's situation;
- Introducing harmful ideas into both public and individual consciousness, influencing public opinion, weakening existing beliefs, altering social norms, and changing the enemy's collective mindset. It also seeks to undermine their position, create fear in the population by depicting the enemy negatively, and intimidate the opponent by showcasing one's own power [1].

Disinformation, the deliberate spread of false or misleading information, plays a central role in hybrid warfare. Its use dates back to the first century AD, when, during the Roman Empire, Octavian launched an "information campaign" against Antony to tarnish his reputation. This campaign took the form of "short, sharp slogans written on coins," similar to ancient tweets. These slogans depicted Antony as a drunkard and womanizer, claiming he was a puppet of Cleopatra, corrupted by their affair. Ultimately, Octavian became Augustus, the first Roman emperor, and his use of false information—or, in modern terms, "fake news"—helped him destroy the Roman Republic once and for all [2].

To fully understand disinformation, three key elements must be considered. The first is the types and content of the material being created and spread. The second is the motives, awareness, and objectives of those who create and spread the content. The third is the methods used to distribute the content [4].

3.2. The Role of Propaganda and Disinformation in Hybrid Warfare

Russian propaganda has been actively waging an information war against Ukraine for years. Its methods and tools continue to evolve, but the core remains the same: it focuses on manipulating public opinion and fueling hatred. Modern propaganda under Putin closely resembles the propaganda used by past totalitarian regimes, such as Nazi Germany. The main tools used are disinformation and propaganda, which are central to its strategy.

After the events of May 23, 2023, the public organization "Ukraine-2050" published a report examining the spread of disinformation about Ukraine during the full-scale invasion. The report highlights the results of monitoring disinformation campaigns targeting Ukraine and the Ukrainian diaspora. Special attention is given to organizing different disinformation narratives into seven major themes. This approach helps to better understand how Russian propaganda uses disinformation in its war against Ukraine. Some of the most commonly spread narratives include:

- "NATO, led by the USA and supported by the West, is the aggressor that started the war against Russia in Ukraine";

- "Ukraine is a neo-Nazi, aggressive, and artificial state";
- "The West is making a mistake by providing weapons and other help to Ukraine, and by imposing sanctions on Russia";
- "Ukraine is committing war crimes and terrorist acts against its people, staging mass civilian casualties to blame Russia";
- "Ukraine bans and suppresses everything Russian";
- "Russia is a humane state, fiercely defending its interests";
- "Russia is the last bastion of spirituality in Europe and a capable leader of the global movement against Western neocolonialism" [5].

The disinformation campaign by the Russian Federation is a dangerous part of its hybrid warfare strategy aimed at undermining Ukraine. The Kremlin's goals for using disinformation include shifting the blame for its military actions onto the United States and NATO, destabilizing Western unity in supporting Ukraine, and weakening sanctions against Russia. It also aims to discredit Ukraine, weakening both domestic and international support for the Ukrainian government and Armed Forces.

One of the key tactics used by the aggressor is the creation of myths. As noted, "when creating stories, journalists take real facts but manipulate them so much in a certain propagandistic and ideological direction that they turn into classic myths." Changing facts is not the only method, however. The ancient interest in "bread and circuses" is still relevant, and television producers use spectacle to great effect. News is often presented like a show, with dramatic footage designed to provoke an emotional reaction from the audience.

A well-known example of this myth-making involves the fake news surrounding Oleksiy Danilov, who was falsely reported to have called the situation in Ukraine "hopeless" after his resignation. In reality, behind the Russian manipulations, the situation was different. On March 27, 2023, President Volodymyr Zelensky appointed Oleksandr Lytvynenko, the former head of the Foreign Intelligence Service, as Secretary of the National Security and Defense Council (NSDC), relieving Danilov of the position. Mykhailo Podolyak, an advisor to the President's Office, explained that the change was made to strengthen the analytical capacity of the NSDC. After his resignation, Danilov expressed gratitude for the opportunity to serve his country during both peaceful and wartime periods, stating: "No matter how difficult, no matter how hopeless the situation may seem, we worked and will continue to work for Ukraine and for the sake of Ukraine. We believed and still believe in our Victory!" Despite this, propaganda twisted Danilov's words, claiming that his statement "exposed the true state of affairs in Ukraine," which completely misrepresented his original message.

4. Conclusions

The study of hybrid warfare shows its complexity and flexibility as a modern military and political strategy, with information warfare playing a central role. Even without an official definition, hybrid warfare is widely recognized in academic and political discussions, as its tactics like disinformation, propaganda, and cyberattacks continue to develop.

The conflict in Ukraine highlights the importance of information-psychological warfare in hybrid strategies. Russian propaganda campaigns have heavily relied on disinformation to manipulate public opinion, spread fear, and weaken both domestic and international support for Ukraine. These actions aim to destabilize Western unity, reduce sanctions, and create divisions within Ukraine and among its allies.

Some key features of hybrid warfare include aggression without formal declarations, hiding the aggressor's involvement, and using irregular forces and unconventional methods. Propaganda is a crucial tool in this strategy, shaping narratives, influencing perceptions, and destabilizing opponents. Disinformation is particularly harmful, using selective facts and emotional appeals to distort the truth and spread myths. In Ukraine, Russian propaganda mirrors the tactics of totalitarian regimes, using divisive narratives to damage trust and unity.

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PROSPECTS FOR THE RESTORATION OF TOURISM IN UKRAINE AFTER THE WAR

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Kurbatova A. D., Startseva N. M. Prospects for the restoration of tourism in Ukraine after the war. The article analyses the impact of the war on the tourism industry in Ukraine. Tourism is a global phenomenon, the state and prospects of which are influenced by various processes: wars, environmental situations, pandemic crises. The introduction of martial law in Ukraine has a very serious impact on tourism. The problems caused by military operations in Ukraine were underlined among which destruction and damage of tourist sites, pollution of the territories, war crimes against environment, etc. Currently eco-tourism in Ukraine faces the challenges among which are a lack of highly qualified personnel, legislation that is not adapted to modern conditions, complex logistics, the need to create and promote new tourist locations. However, it is stated that there is an increase in demand for single or family travel, military and dark tourism is indicated as a source of replenishment of state and local budgets. The article examines the prospects for tourism recovery suggesting development of a strategy for promoting Ukrainian cultural heritage and coordinating consistent activities of all stakeholders.

Keywords: dark tourism, eco-tourism, impact, military tourism, prospects, tourism recovery, tourist sites destruction.

Курбатова А. Д., Старцева Н. М. Перспективи відновлення туризму в Україні після війни. У статті проаналізовано вплив війни на туристичну галузь в Україні. Туризм - глобальне явище, на стан і перспективи якого впливають різні процеси: війни, екологічні ситуації, пандемічні кризи. Запровадження воєнного стану в Україні має дуже серйозний вплив на туризм. Було наголошено на проблемах, спричинених військовими діями в Україні, серед яких руйнування та пошкодження туристичних об'єктів, забруднення територій, воєнні злочини проти довкілля тощо. Наразі екологічний туризм в Україні стикається з проблемами, серед яких брак висококваліфікованих кадрів, неадаптоване до сучасних умов законодавство, складна логістика, необхідність створення та просування нових туристичних локацій. Разом з тим, констатується зростання попиту на одиночні та сімейні подорожі, військовий і темний туризм як джерело поповнення державного та місцевих бюджетів. У статті розглядаються перспективи відновлення туризму, пропонується розробити стратегію промоції української культурної спадщини та скоординувати послідовну діяльність усіх зацікавлених сторін.

Ключові слова: відновлення туризму, військовий туризм, вплив, екологічний туризм, перспективи, руйнування туристичних об'єктів, темний туризм.

1. Introduction

Tourism in Ukraine is currently going through very difficult times. February 2022 was a test for the citizens of Ukraine and for the existence of any activity in the country. The *object* of the study is the state of tourism industry and the prospects for tourism development in Ukraine in post-war period. The *purpose* is to analyse the development of international tourism in Ukraine during the war and its consequences, as well as to determine the prospects for the resumption of tourism activity in Ukraine in the post-crisis period.

2. The impact of the war on the tourism industry in Ukraine

The russian army is destroying infrastructure, demolishing residential buildings, destroying historical and cultural monuments, and causing great damage to Ukraine's environment. As a result, on the very first day, a large number of Ukrainians left for other countries [8]. As of December 5, 2023, there are 6.309 million Ukrainians registered as refugees worldwide, of which

5.905 million are in Europe [2]. As of February 24, 2024, the total value of losses from identified assets is estimated at USD 2.6 billion, distributed as follows:

- historic cities, buildings and sites filled with recognised cultural property - USD 1.7 billion
- movable cultural property and collections, cultural repositories - USD 143 million;
- buildings/workshops dedicated to cultural and creative industries - USD 150 million;
- tourist facilities - USD 650 million [6].

The most affected regions are Kharkiv (30% of the damage), Donetsk (16%), and Luhansk (9%) [9, p. 187]. At the beginning of the conflict, the number of tourists decreased to a maximum, which led to the closure or partial suspension of accommodation facilities operation and restaurants operation due to lack of demand.

It should be noted that armed conflicts always cause damage to the environment [3, p. 8].

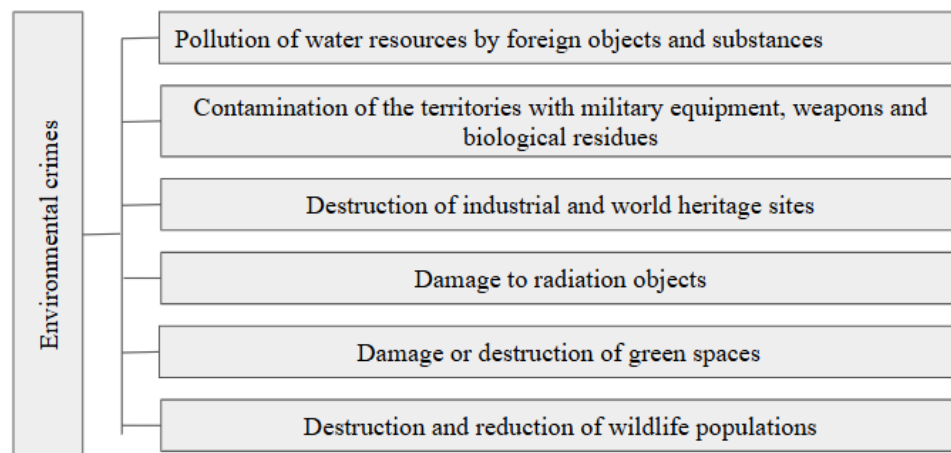


Fig. 2. Environmental crimes affecting tourism resources [3, p. 8]

Another indication of the problems in the tourism industry is that Ukraine was ranked among the most dangerous tourist countries in 2023.

3. Prospects for the recovery of tourism in Ukraine after the war

Although the tourism industry in Ukraine is going through a difficult period, tourism enterprises have adapted to the conditions of war and gradually moved to other formats. Now, instead of foreign tourists from the EU or the Middle East, hotels are welcoming foreign diplomats, civic activists, journalists from around the world, and various volunteers. For example, in 2022 alone, about 2 million foreigners visited Ukraine, including 1 million during the full-scale invasion [10]. Currently, there is an increase in demand for single or family travel. Instead, group tours have become less popular. Ukrainians book tours mostly at the last minute, as it is difficult to plan ahead in the current environment.

Therefore, in order to develop a plan to restore the tourism industry, it is necessary to identify the main problems that arose in tourism during the war.

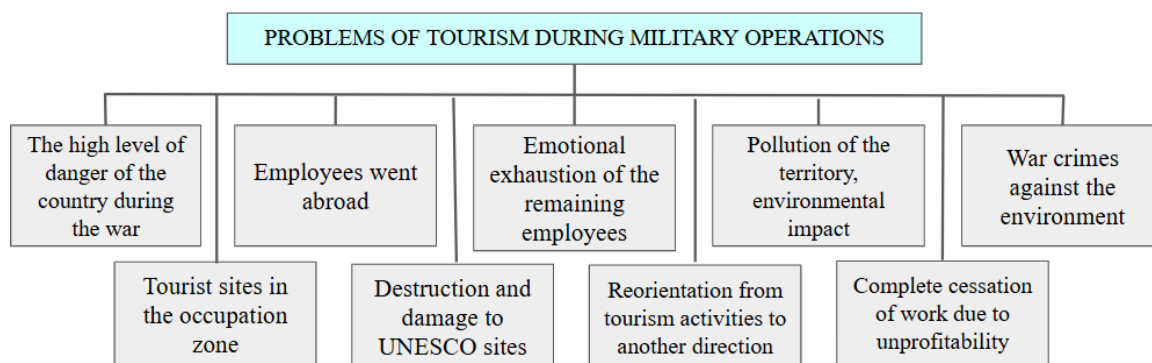


Fig. 3 Problems of tourism during military operations [3, p. 9]

Today, Ukraine, with the support of the entire world, is on the verge of defeating the enemy. Therefore, it is time to act and be ready for recovery. It is reasonable to start by developing the strengths of sustainable tourism in Ukraine. In the current environment, sustainable tourism faces a number of challenges: a lack of highly qualified personnel, legislation that is not adapted to modern conditions, complex logistics, the need to create and promote new tourist locations, etc. We should now focus on those industries that we can develop and support. It is important to restore and attract tourists to the country's historical and cultural heritage.

In addition, ski resorts and green tourism should be revived, and health resort recreation, such as mineral waters and deposits of medicinal clay, should be developed. It is worth focusing on eco-tourism, which is concentrated in such regions as the Carpathian and Synevir regions. These are the regions that are least affected by Russian aggression, so there is a possibility of a rapid revival of tourist arrivals in this type of tourism [7].

One of the ideas is a cable car to Hoverla. The Carpathians are famous for their picturesque nature, which is pleasant to observe from a bird's eye view. It is a good idea to set up a hotel-museum in a palace or castle. There are no gastronomic restaurants in Ukraine, which is quite incomprehensible, because the country has a very tasty national cuisine.

However, current experience shows that it is impossible to implement all of the above-mentioned areas of tourism development unless an effective system of tourist safety is created in the country. However, no one can accurately determine the duration of the war and the extent of the destruction. And stagnation in the tourism sector can lead to the loss of the national tourism brand. Therefore, the process of transforming Ukrainian tourism into a sustainable one should begin today with the regions that have been least affected by the war.

At the same time, war is not only a stagnant factor, but also a specific tool that opens up many opportunities. Military tourism can be a significant source of replenishment of state and local budgets and economic development in general. The country has great potential for military tourism. For example, a unique bunker in the former location of Himmler's Hegewald near

Zhytomyr, and the location of Hitler's Werewolf near Vinnytsia. There are six military lines of defense on the territory of Zakarpattia. In addition, there are gun fields, anti-tank installations, and a military hospital.

In the postwar period, dark tourism will be in demand for a long time. The idea of dark tourism was inspired by the cities of Gostomel, Bucha, Irpin, Mariupol, Bakhmut, Izyum, Chornobaivka and other completely destroyed cities or their districts, which have already been visited by world leaders, including European presidents and world stars. Even in times of war, people from different countries are interested in visiting these historic sites. The purpose of these tours is to tell the world the truth about the tragic events of the war in Ukraine [1].

To develop this tourism, a number of tasks need to be done. It is imperative to develop a plan for tourism development strategies and ensure the creation of a department of specialists specially trained to assess the risk sector. It is also necessary to create crisis management groups with representatives of the tourism industry, and to include tourism enterprises in the tourism recovery strategy.

To develop Ukraine's domestic tourism, the following measures are also needed:

- developing programs to stimulate domestic tourism in order to foster patriotism and respect for history;
- coordinating consistent activities of stakeholders at the international, national, regional and local levels, as well as developing a strategy for promoting Ukrainian cultural heritage in the European tourism market.

It is believed that tourism trends in post-war Ukraine will include:

- growing demand for recreational tourism;
- growing popularity of relaxation tours that will help restore the psyche of people who are wounded and exhausted morally and physically from the war;
- growing interest in traditions, in traveling to native, familiar places;
- spending weekends in nature (ecotourism), pottery, Easter egg painting, etc.

One of the main strategic directions for tourism recovery is to coordinate the creation of a new business model with new technologies and innovations that will improve the country's competitiveness [4; 10].

Therefore, the main opportunities for the revival of tourism in Ukraine with the use of new technologies are:

- formation of a new image for Ukraine as a state of the European community;
- use of the global information space;
- development of an information and communication strategy focused on the international market of tourist services;
- ensuring conditions and developing mechanisms for attracting investment in the country's tourism industry;
- development and implementation of digital technologies in the field of tourism services [8].

4. Conclusions

Ukraine has every opportunity to regain its place in the international tourism market. Despite its negative impact, the war can be turned into a resource for Ukraine's post-war recovery through integration of a military tourism product into the tourism industry. In addition, it is worth mentioning the strengths of the tourism industry in Ukraine, such as ski tourism, green tourism, and health resort tourism. It is worth focusing on eco-tourism, as there is a possibility of a rapid revival of tourist arrivals in this type of tourism. Despite the difficult situation in the tourism industry, in the postwar period it should become a key part of the economic recovery strategy.

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ANTI-GLOBALISM: ESSENCE, FORMS, AND DRIVING FORCES IN EUROPE

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Kyryllov M. P., Meleshchenko O. O. Anti-globalism: Essence, forms, and driving forces in Europe. This study focuses on anti-globalism as a reaction to economic globalization and its challenges. It examines the drawbacks of globalization, including inequality, monopolization, and environmental issues. The study defines anti-globalism, its ideological principles, and the forms it takes. It also analyzes the forms and driving forces behind anti-globalism in Europe, its growing political influence, and its potential to gain power.

Keywords: anti-globalism, economic globalization, Europe, ideological principles, inequality, political influence.

Кириллов М. П., Мелешченко О. О. Антиглобалізм: сутність, форми та рушійні сили в Європі. Дослідження присвячено антиглобалізму як реакції на економічну глобалізацію та її виклики. У статті аналізуються недоліки глобалізації, зокрема нерівність, монополізація та екологічні проблеми. Дається визначення антиглобалізму, досліджуються його ідеологічні принципи та форми прояву. Також аналізуються форми та рушійні сили антиглобалізму в Європі, його зростаючий політичний вплив і потенціал здобуття влади.

Ключові слова: антиглобалізм, економічна глобалізація, Європа, ідеологічні принципи, нерівність, політичний вплив.

1. Introduction

In the last decade, anti-globalism has become an increasingly important phenomenon in the modern world, where mutual dependence of countries is growing. While globalization used to be considered a purely positive process, it is now being criticized for causing inequality, environmental problems, and threats to national security and economic stability [3, p. 173–174]. As a response to these challenges, anti-globalism seeks to counteract the negative aspects of globalization by offering alternative approaches to development [ibid.]. The study of this phenomenon is important for understanding its impact on the modern world and for finding ways to achieve a more equitable global order, hence its *relevance*.

The object of the study is anti-globalism as a social and ideological movement that emerged in response to globalization, while its *subject* is its essence, forms of manifestation, and its driving forces in Europe.

The aim of the study is to analyze the essence, forms, and driving forces of anti-globalism in Europe as a social movement and ideological trend, and to determine its role in the modern globalized world. The following *tasks* are set to achieve this aim:

- to define globalization, globalism, and their ideological foundations, highlighting their drawbacks;
- to analyze the ideological foundations and forms of anti-globalism, including political and ideological trends;
- to study the driving forces behind anti-globalism, its impact in gaining power, and the key representatives in Europe.

After outlining the relevance, aim, and tasks of this study, it is essential to explore the concept of anti-globalism in greater depth.

2. Exploring the concept of anti-globalism

2.1. Understanding globalization, globalism, and their drawbacks

Globalization is a long-standing phenomenon in our world, having existed to some extent throughout human history, and having reached its peak in the last few decades. In general, it is a complex phenomenon that affects both the economy and such phenomena as culture, society, politics, etc. However, this study will focus on the purely economic aspect of globalization, as it is the one that captures our primary focus. To begin with, before looking at anti-globalism, it is necessary to understand the phenomenon it criticizes, i.e. globalization and globalism.

Globalization is a long-standing phenomenon that has been present in various forms throughout human history, reaching its apex in recent decades. It is a multifaceted process that influences not only the global economy but also aspects of culture, society, and politics. However, this study will concentrate exclusively on the economic dimension of globalization, as it constitutes the primary focus of our analysis. Before examining the concept of anti-globalism, it is essential to define and understand the phenomenon it critiques—namely, globalization and globalism [4, p. 17–25].

Globalization is the process of integration of national economies into the world economic system, which includes the extension of the interests of national actors beyond state borders, the growing role of transnational corporations, the elevation of national problems to the global level for their solution with due regard to international interests, and the mutual influence of events in different parts of the world [1, p. 19].

On the other hand, globalism is an ideological concept that asserts the dominance of the world market as a factor of efficient world economic development and promotes liberalization of market relations between countries as its background [1, p. 20].

From the above definitions, several conclusions can be drawn. Globalization is a long-term economic process that manifests itself in the diminishing importance of borders between countries, increasing international trade, the role of transnational corporations, and the economic interdependence of countries [9, p. 3]. Globalism, on the other hand, is an ideology that supports globalization, market liberalization, and the development of the world market, emphasizing their positive impact on the economic and overall development of mankind [4, p. 14]. Therefore, while globalization represents a process of global economic integration, globalism is the ideological framework that views this process as inherently beneficial for economic and societal development.

However, anti-globalists argue that globalization also has its downsides. The first drawback of the modern globalized economic system is its instability and fragility due to the mutual dependence of countries [7, p. 34]. Thus, for example, a crisis in one country can have global consequences for the economies of other countries. The second drawback of globalization is economic inequality. Developed countries, using the freedom of trade, capture the markets of less developed countries, making excessive profits and weakening local production, which leads to a slowdown in the economic development of these countries [7, p. 34–35]. In addition, in a globalized world, transnational corporations dominate the world market, taking a significant share of global revenues, which widens the gap between and within rich and poor countries. This is compounded by technological imbalance and rising unemployment [7, p. 35].

Thus, globalization and globalism, despite their significant impact on the world economy and social development, have features that are criticized by anti-globalists. The next step is to analyze their arguments and consider the essence of anti-globalism as a movement that questions the effectiveness and fairness of globalization processes.

2.2. Defining anti-globalism: Essence and principles

Anti-globalism is a general term that describes the political stance of individuals and political movements opposing the policies of globalization [2, p. 155]. It is heterogeneous by nature and includes different and sometimes opposing views on the globalization process, visions, strategies, and tactics. For example, anti-globalist actions involve both groups that are fundamentally opposed to violence (pacifists, evangelicals) and those organizations that cannot imagine their activities without acts of violence (national isolationists, left-wing radical groups). Supporters and participants in the movement also refer to their efforts as the global justice movement, the fair-trade movement, and the global justice movement, the solidarity movement. Anti-globalism unites representatives of various social strata and groups – from the unemployed to the upper class – and is a spontaneously formed movement without a common governing body and one that includes a wide range of coalitions of various social movements and political organizations, not all of which are left-wing [6, p. 139].

Critics of globalization highlight its role in exacerbating inequality, enabling market monopolization by transnational corporations (TNCs), suppressing local businesses, and exploiting cheap labor. Anti-globalists point to the deindustrialization of developed countries, environmental damage due to the relocation of production to regions with lax regulations, and the vulnerability of the global economy due to excessive interdependence [7, p. 34–35; 8].

Based on these principles, anti-globalists are divided into the political left and the political right, each with distinct concerns and proposed solutions. For example, left-wing anti-globalists

criticize exploitation, TNCs' monopoly, economic liberalism, environmental problems and inequality caused by globalization, strengthening labor rights, protectionism, socially oriented policies, eco-technologies, and taxation of transnational corporations, while right-wing anti-globalists criticize globalization for mutual economic dependence of the countries and support autarky through subsidies, tariffs and isolationism. They oppose international economic associations, monopolies of TNCs, and labor migration, and support antitrust laws and local market protection [6, p. 138–139].

Before proceeding to the next section, it is important to note that anti-globalist parties, regardless of their political orientation — whether left-wing or right-wing — often present similar programs. However, despite their political similarities, a comprehensive review of anti-globalist political forces remains necessary and will be presented in the following section of this study.

2.3 Forms and driving forces of anti-globalism in Europe

Based on these views, over time, the corresponding political forces have emerged to promote anti-globalism. Most of the political forces in Europe that are associated with anti-globalism have not yet come to power. Their characteristic feature is that they began to gain popularity in the 2010s due to the migration crisis, the global crisis of 2008, and the economic stagnation of European countries. Another feature is that the European anti-globalism movement is dominated by right-wing parties, despite the presence of left-wing anti-globalism forces [10, p. 180].

The first country to consider is Germany, where the most prominent anti-globalist political force is the *Alternative for Germany* party (AfD, German: *Alternative für Deutschland*). It was formed in 2013 when several politicians, economists, professors, and journalists came together to express their ideas on a common platform. This was a response to socio-economic and political challenges, including the multibillion-dollar bailout of Greece and other EU countries, which caused discontent among some of the German population due to the redistribution of funds in the aftermath of the 2008–2010 crisis. There also exist two small left-wing anti-globalist parties, like *Die Linke* or *Sahra Wagenknecht Bund* [5, p. 94–100].

The next country is France. Unlike in Germany, there are two equally powerful and influential anti-globalist political parties from the left and right. The left one is known as *La France Insoumise* founded in 2016 by Jean-Luc Melanchon as a more radical alternative to the Socialist Party of France. It is a young political party, which gained popularity in the short term and won 25,81% of votes in the last parliamentary elections in France in 2024. The right one is *Rassemblement National*, often described as a far-right extremist party. Partially this claim is right because it was founded by the far-right politician Jean-Marie Le Pen in 1972. However, after decades of lost elections Jean-Marie was deposed by his daughter Marin Le Pen who made the

party program less radical and more economically liberal, which helped much in gaining popularity for the party. Still, despite two anti-globalist forces threatening to take power in France, pro-globalist parties, like Renaissance, have strong positions to defeat both of them [11].

The next country is Italy, famous for its new prime-minister Giorgia Meloni and her ruling party *Fratelli d'Italia*. The party was founded in 2012 by Giorgia Meloni, Ignazio La Russo, and Guido Crozetto, former members of Silvio Berlusconi's People of Freedom party who split from it due to disagreements over the party's political course and disagreement with its leadership. For a long time, they participated in parliamentary elections in Italy, until they achieved a historic result in the 2022 snap parliamentary elections, winning about 26% of the vote. However, even though the party is in charge, the term of this government is still too short to draw conclusions from Meloni's rule [10, p. 8].

The last country is Hungary and its ruling party *Fidesz*. The party was founded in 1988 as a liberal and anti-communist movement, but over time in independent Hungary, the party has drifted towards conservatism and populism. It won the 1998 parliamentary elections, but was defeated in 2002, and only in 2010 did it gain the power it holds today. Both times it was led by Victor Orban [12, p. 127–129]. In its program, Fidesz supports strengthening economic ties with the West and the East, especially with Russia, and advocates Hungary's “economic neutrality”. As a typical right-wing anti-globalist party, it supports the domestic middle class and business. Party leader Viktor Orban often clashes with the EU over his distancing from the union and tough anti-immigration policy, demonstrating the features typical of right-wing anti-globalism. [12, p. 130]. However, despite 15 years of rule, Fidesz has largely failed to deliver on its promises: immigration to Hungary increased significantly, middle-class purchasing power declined due to inflation and a weak forint, and economic dependence on Germany and EU subsidies remains high.

Anti-globalist movements in European countries demonstrate significant diversity and have experienced a rapid surge in popularity over the past decade, establishing themselves as a pivotal and influential component of European politics.

3. Conclusions

Anti-globalism is a reaction to globalization and its ideological basis, globalism. Globalization shapes the integration of economies, while globalism promotes economic liberalism, which is the basis of the former. In response, anti-globalism criticizes the social inequality, economic instability, loss of sovereignty, and environmental threats that are the consequences of economic globalization. Anti-globalism brings together different ideologies, but heterogeneity, populism, and external influence, especially from Russia and China, pose challenges to its development. In Europe, anti-globalists have already gained some influence, but their

achievements remain limited. Hungary, for instance, illustrates the challenges of addressing the issues associated with globalization, even under prolonged anti-globalist governance.

Further research prospects include examining the outcomes of anti-globalist governance in European countries and analyzing the reasons behind the growing support for such movements within European societies.

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ANARCHY AND FEAR: THE BEGINNINGS OF TERRORISM IN THE U.S., 1886-1927

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Leshchynska O. O., Zmiiova I. V. Anarchy and Fear: The beginning of terrorism in the U.S., 1886-1927.

The article examines the U.S. government's response to the anarchist threat between 1886 and 1927, focusing on key events such as the Haymarket bombing and President McKinley's assassination. The author analyzes the role of the media in shaping public fear, justifying repressive measures, and influencing immigration policies. The study demonstrates how these events made the foundation for modern U.S. security and counterterrorism policies.

Keywords: anarchism, fear, Haymarket, immigration, media, President McKinley, repression, terrorism.

Лешинська О. О., Зміїова І. В. Анархія та страх: Зародження тероризму в США, 1886-1927 1886-1927. Стаття досліджує реакцію уряду США на анархістську загрозу в 1886–1927 роках, аналізуючи ключові події, зокрема вибух у Геймаркеті та вбивство президента Мак-Кінлі. Автор розглядає роль ЗМІ у формуванні суспільного страху, виправданні репресивних заходів і впливі на імміграційну політику. Дослідження демонструє, як ці події заклали основу сучасної американської політики безпеки та боротьби з тероризмом.

Ключові слова: анархізм, Геймаркет, ЗМІ, імміграція, президент Мак-Кінлі, страх, репресії, тероризм.

1. Introduction

The era spanning from 1886 to 1927 witnessed a turbulent time in American history characterized by notable social, economic, and political transformations. This time is marked by the rise by the rise of labour and free speech movements, immigrant societies and radicalism. This is also the time when anarchism was spreading across the country.

According to Cambridge dictionary, anarchism is “the political belief that there should be little or no formal or official organization to society but that people should work freely together” [1]. This term can greatly describe the fear and reaction of USA society in the 19th century to the new movement. Anarchist rhetoric, which sometimes advocated violence against the state and capitalism, heightened elite fears that social unrest might result in a revolution.

It was this period of time that marked the beginning of a systematic response to perceived threats of terrorism. The US government's response during this period has become a precedent for how it deals with internal threats, especially in times of crisis. Today, laws originally enacted in response to anarchism, such as those restricting speech advocating violence, remain in effect. They influence the way the law enforcement handles protests and movements. And analyzing the roots of US responses to terrorism threat helps in further evaluation of the government acts, such as US PATRIOT Act after September 11, 2001. This is why this topic requires focused attention, examination and stipulate *the relevance* of this study.

The object of the study is the U.S. government's response to the anarchist threat during the period 1886–1927 and *the subject* of the study is the influence of key events (e.g., Haymarket bombing, President McKinley's assassination) and the role of media in shaping public opinion and policy responses to terrorism.

The aim of the study is to analyze the origins of U.S. counterterrorism policies by examining governmental and societal reactions to anarchism, highlighting their lasting impact on modern security and immigration laws.

The following **tasks** are set to achieve the purpose:

1. to identify the key events that marked the beginning of the counterterrorism response in the U.S;
2. to examine the role of the media in amplifying public fear and justifying governmental actions;
3. to analyze the link between anarchist-related policies and modern U.S. security and immigration legislation;
4. to investigate the influence of exaggerated perceptions of anarchism on societal attitudes and migration laws.

2. The USA reaction to the terrorist threat posed by anarchism in 1886-1927

2.1. Haymarket Bombing

It is important to start with discussion of Haymarket Bombing which happened in 1886. On May 3, 1886, unarmed striking workers confronted the police at Chicago's McCormick Reaper Works factory. The resulting deaths of six workers spurred demands for direct action, leading to a public rally scheduled for the next day at Haymarket Square. This all started as a peaceful labor protest, but factory owners and police were already on edge [3, p. 316].

When the police arrived and demanded protestors to leave, someone tossed a dynamite bomb. Till this day no one can say the exact number of dead or injured people. There were no clues of who was the attacker either. But despite of that fact, bombing was connected to anarchists. The police arrested nearly all radical sympathizers in Chicago, shut down their press and hunted down their meetings. There was the undoubtable evidence that eight of the convicted anarchists were not at place of bombing, therefore they shouldn't be connected to a terrorist attack. Nevertheless, seven of them were convicted to prosecution.

Most of the articles, which were released immediately after the bombing, contained false and exaggerated information. Later during the investigation many newspapers continued to write on that topic. Media asked for violence against anarchists. The Mobile Register argued that "the best thing for the country would be to drive these reptiles out of it". The Philadelphia Inquirer demanded a "mailed hand" and to "put down" Chicago's anarchists [4, p. 291]. Different conspiracy theories started to appear, arguing that Haymarket Bombing was only the beginning. Public opinion was shifted and many people believed that anarchism was actually responsible for the threat, despite the fact that actually there was no evidence to back that claim.

2.2. Assassination of McKinley and The Alien Immigration Act

The other big terrorist attack, which was crucial for understanding of overplaying the anarchist threat, was assassination of McKinley. He was killed by Leon Czolgosz, a 28-year old man born in Michigan. Without warrant the police arrested nearly hundreds of anarchists on mere suspicion of involvement in the president's assassination. Emma Goldman was one of them. "During her arrest Goldman protested against police brutality, one officer slugged her in the jaw, knocking out a tooth and covering her face with blood" [2, p. 18].

She was treated this way because of her beliefs and views, but in reality, she had only once briefly met Czolgosz and was uninvolved in that assassination. Though she was found not guilty, a new wave of hatred started. During that time, newspapers and periodicals demanded to send off anarchist immigrants from the U.S., they said that anarchism should be treated as piracy and that anarchists be subjected to police control. The public needed to blame someone, and elites chose to continue using anarchists as a great source for hating.

Death of McKinley and accusation of Emma Goldman, who was an immigrant, was a great reason for tightening the migration law. That is how the Alien Immigration Act was passed. The government used public hysteria and supported media by acknowledging that anarchists are the main threat. This Act banned anyone who disbelieved in all organized government, who advocated or taught anarchism, or who associated with anarchists, from entry to the U.S. This Act opened opportunity for government to continue their exaggerating policy towards anarchists. "They identified anarchism as a 'foreign' ideology imported to the United States by immigrants, and believed that it could spread across the nation and was as dangerous as a contagious disease" [8, p. 180]. This was made to disseminate ideas of nationalism among American people and to oppose them all against one threat. Failing to distinguish between philosophical and violent anarchists, the Act barred all from the United States.

2.3 The year of 1908 and the influence of media

To have a full understanding of how American elites were not stopping at overplaying anarchism threat the year of 1908 is a great example. It was the time of economic instability and swift increase in unemployment in the U.S. It is common that during hard time there will be protests or even terrorist attacks. Therefore, government was on its edge, waiting for something to happen.

When a priest was killed in Denver it gave the authorities the power to act. Moreover, Guiseppe Alia, who was a murderer, came from Italy and after being captured told the police: "I just went over there because I have a grudge against all priests in general. They are all against the working man ... I am an anarchist and I am proud of it" [9, p. 48]. He was sentenced to death. After that conspiracy theories began to rise once again, claiming that a group of anarchists was planning

the next assassinations. American elites needed to turn public opinions to blame someone. Immigrants and anarchists were chosen once again.

A number of newspapers immediately began to demand harsh measures to deal with the 'anarchist problem'. "The Washington Post took perhaps the strongest stand, demanding that all anarchists be executed, whether or not they had actually committed any crime. The Post maintained that «since an avowal of anarchy has been found to be equivalent to an intention to commit murder ... an anarchist is, in fact, a murderer, even before he has done the deed, and he should be executed accordingly. The San Francisco Chronicle termed anarchists "worthless as rats and far more dangerous" [7, p. 32]. It suggested that all anarchists, whether native or foreign born, be deprived of their citizenship.

These accusations and deeds of the police helped with spreading more fear and hate among people. Immigrants started to be arrested all around the U.S., while trying to enter churches. "In Rochester, New York, a meeting of 50 Italians who were seeking to commemorate the death of Bruno was broken up by police who claimed the Italians were suspected of «having anarchistic tendencies and of fomenting disorder" [5, p. 15]. In Los Angeles, two socialists were arrested while attempting to address a street meeting and another was arrested while leading a protest against the earlier arrests [6, p. 60].

3. Conclusions

Summarizing the above, it can be said that the U.S. responses to terrorist threats were mainly formed during 1886 – 1927. The main goal of the U.S. government was to unite people to resist anarchist threat. They understood that at that time it was better to act against anarchism as the common enemy. This way it was possible to shift public opinion and negativity and to control it. This was especially needed during the beginning of labor movement and threat of revolutions.

The government with newspapers' support was greatly overplaying the threat of anarchism. They used this movement as a tool to show American people that they cared for their wellbeing and that they were doing everything in their powers to stop the threat. Moreover, using newspapers, they also transferred attention from actual economic and political problems to conspiracy theories. Another reason for elites to exaggerate anarchism threat was due to their migration policy. They needed the reason to tighten the law. So after Haymarket Bombing and McKinley's death, it looked like they had no other choice. These events and the laws passed at that time are still used and influence the U.S. policy on topics of migration and the threat of terrorism.

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TRANSFORMATION OF THE ECONOMY THROUGH INFORMATION TECHNOLOGIES

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Lifenko D. R., Litovchenko Y. M. Transformation of the economy through information technologies.

The article explores the role of information in the modern economy and information society formation. It analyzes the digital revolution's impact on economic growth and ICT development. The research examines the transition stages to information economy, characteristics of information society, and state regulation strategies. The study evaluates digital technology implementation and state information policy challenges. The study emphasizes the need for an integrated approach to information economy regulation through cooperation between state, businesses, and public sectors.

Keywords: digital revolution, digitalization, information and communication technologies, information economy, state regulation.

Ліфенко Д. Р., Літовченко Я. М. Трансформація економіки за допомогою інформаційних технологій. У статті досліджується роль інформації в сучасній економіці та формуванні інформаційного суспільства. Аналізується вплив цифрової революції на економічне зростання і розвиток ІКТ. У дослідженні розглядаються етапи переходу до інформаційної економіки, характеристики інформаційного суспільства та стратегії державного регулювання. Оцінюється впровадження цифрових технологій та проблеми державної інформаційної політики. На закінчення дослідження підкреслюється необхідність комплексного підходу до регулювання інформаційної економіки на основі співпраці між державою, бізнесом і громадським сектором.

Ключові слова: державне регулювання, інформаційна економіка, інформаційно-комунікаційні технології, цифрова революція, цифровізація.

1. Introduction

In the modern era of rapid technological advancement, the digital transformation of economic systems has become a crucial factor in global development. *The relevance* of this research lies in the growing impact of digitalization on economic growth and social development, particularly as countries worldwide transition from traditional economic models to information-based economies.

The object of this study is the information economy as a fundamental driver of modern economic development. *The subject* encompasses the regulatory mechanisms and strategic approaches to managing the digital transformation of economic systems.

Recent research in this field has been conducted by Ukrainian scholars such as V. M. Tupkalo, A. E. Gudz, and A. Marchenko, who have explored various aspects of digital economy implementation. The Razumkov Center's work on digital economy trends and risks has provided valuable insights. However, there remains a gap in understanding the comprehensive regulatory framework needed for effective information economy management.

The aim of this research is to analyze the evolution, current state, and regulatory mechanisms of the information economy, with a particular focus on state strategies and their implementation.

The tasks of the study include:

1. examining the digital revolution's role as a catalyst for economic growth
2. analyzing the historical stages of economic development leading to the information economy
3. evaluating current regulatory methods and their effectiveness
4. assessing practical examples of information economy implementation
5. identifying challenges and limitations in current information policy approaches

2. Theoretical Foundations of the Information Economy

2.1. The digital revolution as a catalyst for economic growth

The introduction of digitalization in the economy plays a key role in the economic and social development of countries, affecting various sectors of the economy and significantly increasing the competitiveness of the economies of countries. The introduction of digital technologies is a long process that leads both to an increase in the efficiency of the economy, and to certain dangers, both socio – economic and technical and organizational [8, p. 52].

Currently, the concept of digital economy is widely covered in the works of Ukrainian scientists, such as V. M. Tupkalo and A. E. Gudz, A. Marchenko. We can separately highlight such a work of the Razumkov Center as "digital economy: trends, risks and social determinants". In this work, the following definition is given: "digital economy is an economy based on digital computer technologies and information and communication technologies (ICT), but unlike informatization, digital transformation is not limited to the introduction of information technologies, but radically transforms spheres and business processes based on the Internet and new digital technologies" [3, p. 28].

2. 2. Stages

In the history of mankind, there are several stages that human society has consistently passed through in its development. These stages differ in the main way society ensures its existence and the type of resources used by humans and which plays a major role in the implementation of this method. These stages include: harvesting and hunting stages, agricultural and industrial. Currently, the most developed countries of the world are at the final stage of the industrial stage of society's development. They are moving on to the next stage, which, like the corresponding society, is called "information". In this society, information plays a decisive role. Information becomes a strategic resource. The company's infrastructure is formed by the ways and means of collecting, processing, storing and distributing information.

Thus, since the second half of the twentieth century in the civilized world, the main determining factor of socio-economic development of society is the transition from the "economy of things" to the "economy of knowledge", there is a significant increase in the importance and role of information in solving almost all problems of the world community. This is a convincing proof that the scientific and technological revolution is gradually turning into an intellectual and informational One, information becomes not only the subject of communication, but also a profitable commodity, an unconditional and effective modern means of organizing and managing social production, science, culture, education and socio-economic development of society as a whole.

Information adequately reproduces the phenomena and laws of the external world, the spiritual activity of humanity, creates opportunities for predicting and transforming reality in the interests of the international community. Information has become a global value, that is, it has an international character; information is also an integral component of other vital global phenomena. The technological factor for the twentieth century was realized in the second half of the twentieth century. Out of the world's stages of civilization, the most profound changes in its entire history came from a new economic model: it united the world into a single system, which is based on information. This is the information economy.

In modern conditions of development, information and communication technologies are not just a technical infrastructure associated, for example, with computerization or telephony, but a global tool for the redistribution of ideas, capital and labour, which defines the paradigm of development of a globalized world. It is thanks to information and communication technologies that it became possible to spread the ideas of the scientific and technological revolution, the latest technologies, the free movement of financial capital and a sharp increase in "humanitarian capital" [5].

In general, in the context of the information economy, ICTs are becoming the basis for economic growth. The use of ICT is crucial for improving the competitiveness of the economy, expanding its integration into the global economic system, and improving the efficiency of Public Administration and local self-government. The development of Information Technologies translates the post-industrial society into a new qualitative State - The Information Society, which is characterized by:

- formation and further dominance in the economy of new technological devices based on the mass use of advanced information technologies, computer technology and telecommunications;
- creation and development of the market of information and knowledge as factors of production in addition to the markets of natural resources, labour and capital, the transition of information resources of society to real resources of socio-economic development, the actual satisfaction of society's needs in information products and services;
- increasing the role of information and communication infrastructure in the system of Public production;
- improving the level of Education, Scientific, Technical and cultural development by expanding the capabilities of information exchange systems at the international, national and regional levels and, accordingly, increasing the role of qualifications, professionalism and creative abilities as the most important characteristics of labour services;
- creation of an effective system for ensuring the rights of citizens and social institutions to freely receive, disseminate and use information as the most important condition for democratic development [11].

3. State Regulation of the Information Economy: Strategies and Methods

3.1. Regulation of the information economy: state strategies

According to the Cambridge English Business Dictionary, The Information Economy is an economy in which knowledge, information, and services are more valuable than production (the technological revolution associated with the computer and information economies has accelerated the transition of industrialized countries from a manufacturing economy to a service - based economy, namely, an information economy. Most scientists argue about the principles of coexistence of such sectors of the economy whose raw materials and products are a material product or knowledge.

Thus, the production sector of the economy (based on the production of a material product) is actually contrasted in this sense with the basic postulates of the information economy (information the sector, as it is now considered, is based on the production of only an information product, the production of knowledge) [9].

3.2. Regulatory methods

Regulation of the information economy is an important aspect of modern society, since information technologies affect all spheres of life. The State plays a key role in creating an effective strategy for regulating this sector to ensure stable economic development, consumer protection and cyber-security.

One of the main regulatory strategies is legislative regulation. The state adopts laws and regulations that establish the rules of the game in the information technology market. This may include legislation on personal data protection, cyber-security, e-commerce, and so on.

In addition, the state can promote the development of information technologies by stimulating innovation. This may include providing financial support to start-ups, creating technology incubators, and running competitions and grant programs.

Regulating competition is another important strategy. The state should control competition in the Information Technology Market, prevent monopolization of the market and ensure equal conditions for all participants.

Consumer protection is also an important component of the regulatory strategy. The state should guarantee the rights of users of information services by providing them with access to high-quality information, protection of personal data and security on the Internet.

In addition, the state should pay special attention to cyber-security. Protecting critical information systems in the country from cyber-attacks and malicious activities is an important aspect of the regulatory strategy.

Digital infrastructure development is another key area. The state should encourage the development of digital infrastructure by providing access to fast internet for all citizens, improving the quality of services and reducing the digital divide.

A successful strategy for regulating the information economy requires an integrated approach and cooperation between the state, business and the public sector. It is important to strike a balance between encouraging innovation and protecting citizens' rights in order to create an enabling environment for the development of the digital economy [8].

3.3. Examples

The purpose of forming an information economy is to make optimal use of information, innovative, intellectual and creative resources for creating prerequisites for increasing the quality of life of the population through: a) harmonization and balance of socio-economic relations; b) improving people's well-being and Social Justice; C) improving environmental, economic and Social Security.

In 2016, Pedak was appointed the head of EGOV 4 Ukraine, an EU-supported digitalization project. The project involved participants from Denmark, Estonia, Germany, Poland, Sweden and Slovenia. It began in November and ended in June 2021. Two tangible results of EGOV 4 Ukraine were the Trembita system and Vulyk, a modern information system for approximately 600 administrative service centers throughout Ukraine. Decentralization has become an ideal solution for Ukrainian politicians to strengthen regions and empower local municipalities, called hromadas. The partners deployed Trembita in 2018, and the first data exchange took place in 2019. Since then, Trembita has provided 180 different electronic interactions and services, with over one million data exchanges taking place every month.

According to the state agency for e-governance of Ukraine, a significant number of projects related to the digitalization of a significant number of economic processes at enterprises are currently being developed. For example, such as expanding the list of electronic services, combining state registers into a single system of interaction - an effective way to optimize the work of State organ1b, combat bureaucracy, ensuring remote and prompt access of citizens to high - quality administrative services, achieving interoperability-the principle when different information resources can interact with each other on the basis of unified interfaces and protocols [2].

3.4. Disadvantages of the information policy

With the help of the Internet, the state can inform citizens, significantly advancing the formation of the information society in Ukraine. However, several factors prevent the full disclosure of State Information Resources for public use (including payment terms). Psychological factors include

unwillingness and lack of understanding of technologies, a costly method of financing and the creation of Information Systems in public authorities. In the case of using this method, there is no relationship between the volume of expenditures on information and communication technologies and the efficiency of state bodies, a reduction in the number, higher openness and transparency of the state for citizens, etc. A system of criteria for evaluating the activities of information systems from the point of view of the main activities of a state body has not been developed either.

Until the conditions for providing state information resources via the Internet are legally defined, the issue of determining their cost, the obligations of state bodies to inform citizens, the formation of an information economy and democracy in the country will be restrained. We are not talking about establishing state regulation of internet activities, since the experience of more developed countries shows the harmfulness of excessive state interference in these processes. However, the development of e-business will inevitably force to solve the issues of intellectual property protection, moral protection, taxation, etc. To sum up, there is a need for an appropriate state body that, in close cooperation with merchants, could build a policy for the development of the Ukrainian Internet that would allow us to fully use all its advantages [7].

4. Conclusions

As a result of the study of the topic "information economy", it can be concluded that this sector plays an important role in modern society, influencing all aspects of life. Regulation of the information economy is a key task for the state, as it contributes to the stable development of the economy, consumer protection and cyber-security.

The information economy regulation strategy includes legislative regulation, innovation promotion, competition control, consumer protection, cyber-security, and digital infrastructure development. A comprehensive approach to these issues is essential to ensure the successful functioning of the digital economy.

It is important to strike a balance between promoting innovation and protecting citizens' rights in this sector. Cooperation between the state, business and the public sector is key to achieving these goals. Only in this way can a favourable environment be created for the development of the information economy, which will contribute to the overall prosperity of society.

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INTERNATIONAL LABOR MIGRATION IN EU COUNTRIES

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Loznovenko Y. V., Lymar S. M., Lavrinenko I. M. International labor migration in EU countries. The article examines the trends, consequences and prospects of international labour migration in the EU countries. It highlights the importance of migration in addressing demographic challenges such as population ageing and labour shortages. It analyses the specifics of external migration and the contribution of labour migrants to economic stability. It highlights the need for measures to facilitate the recognition of qualifications, protect the rights of migrants and their integration, and develop programmes to attract highly skilled workers.

Keywords: demographic challenges, economic stability, European Union, international labor migration, labor shortage, mobility, qualifications.

Лозновенко Є. В., Лимар С. М., Лавріненко І. М. Міжнародна трудова міграція в країнах ЄС. У статті досліджено тенденції, наслідки та перспективи міжнародної трудової міграції в країнах ЄС. Зазначено важливість міграції у вирішенні демографічних проблем, таких як старіння населення та дефіцит робочої сили. Проаналізовано особливості зовнішньої міграції та внесок трудових мігрантів у стабільність економіки. Підкреслено необхідність заходів для полегшення визнання кваліфікацій, захисту прав мігрантів та їх інтеграції, а також розвитку програм для залучення висококваліфікованих працівників.

Ключові слова: дефіцит робочої сили, демографічні виклики, економічна стабільність, Європейський Союз, кваліфікація, міжнародна трудова міграція, мобільність.

1. Introduction

International labor migration in the EU countries is one of the key topics of modern demography and economics. Population aging, labor force reduction and the need to fill vacancies pose significant challenges to the social and economic systems of the European Union. The article examines the trends, causes and consequences of international labor migration, as well as its role in ensuring the stability and development of the EU economy. The analysis is based on statistical data and current research that allows us to assess the significance of this process for the region. The aim of the study is to study current trends in international labor migration in the EU, assess its impact on economic indicators, the labor market and social policy, and identify opportunities for using migration as a tool for economic development. The *object* of the study is international labor migration in the European Union countries, its scale, trends and impact on the economic and social stability of the region. The *subject* of the study is the causes, mechanisms and consequences of migration flows to the EU countries, in particular the role of labor migrants in filling the labor shortage and overcoming demographic challenges. The *purpose* of this work is to investigate current trends in international labor migration in the EU, assess its impact on economic indicators, the labor market and social policy, and identify opportunities for further using migration as a tool for economic development. The *relevance* of the study lies in the fact that modern challenges, including an aging population, low birth rates, and a shortage of skilled personnel in EU countries, make the topic of labor migration particularly important. Understanding it will help develop effective policies to support economic growth, integrate migrants, and overcome social barriers.

2. Current trends in international labor migration in the EU countries

The EU is facing the problem of an ageing population and a shortage of working-age citizens. The decline in the number of young people and the increase in the proportion of elderly people puts pressure on the labour market and social systems. The EU's working-age population is expected to decline from 265 million in 2022 to 258 million in 2030, leading to increasing labour market pressures. In such circumstances, migration becomes an important tool to fill labour shortages and maintain economic stability. Beside this, the European Union is faced with a constant shortage of labor in all sectors and at all levels of qualification. The unemployment rate remains low (6.0% in the spring of 2023), while the share of vacant jobs has grown to 2.9% in 2022 [5]. In such circumstances, migration becomes an important tool to fill labour shortages and maintain economic stability.

In recent years, there has been an increase in labor migration to EU countries: in 2022, almost 3.7 million new residence permits in EU countries were issued (excluding migrants from Ukraine), which is 800 thousand more than in 2021, when this figure was 2.9 million [7].

Most people come to Europe for work or family reasons. Only a small proportion of all migrants entering the EU do so illegally: in 2023, there were around 385,000 illegal migrants, while more than 3.7 million people used legal migration routes [3].

In 2023, the regulation has become different from the main reasons for migration processes in the regions of the European Union (Fig. 1).

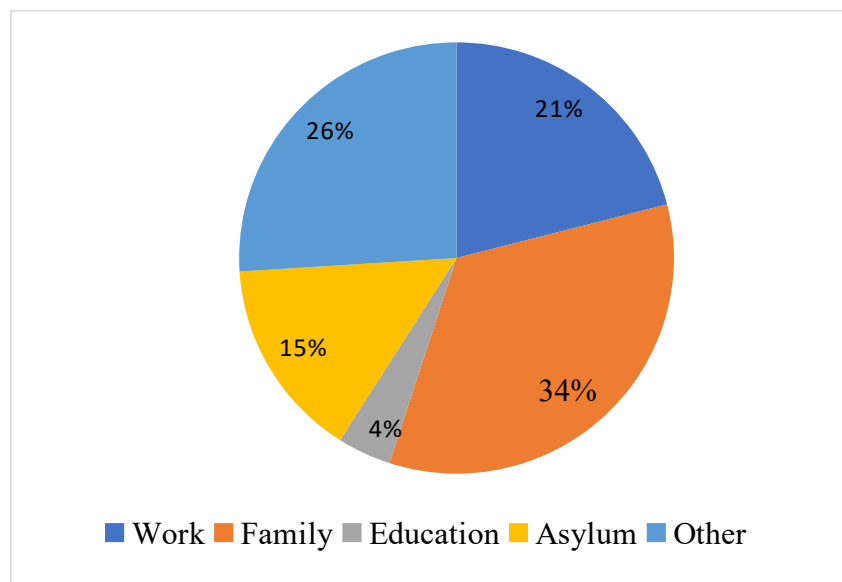


Figure 1: Reasons for migration to EU countries in 2023

A significant part of labor migration to the EU occurs both between EU member states and from third countries. Internal European migration is becoming an important part of external migration to the EU. On the European continent, 66% of migrants move to other European powers.

The main flows of internal migration are direct from the less developed regions of Western and Western Europe (Greece, Spain, Poland, Ugorshchina) to the highly developed regions of Western Europe Northern Europe (France, Germany, Sweden).

External labor migration is also a constant source of migration flows to the extremes of the EU. Among the individuals that migrate between the EU, the majority of the population consists of the third countries (Fig. 2).

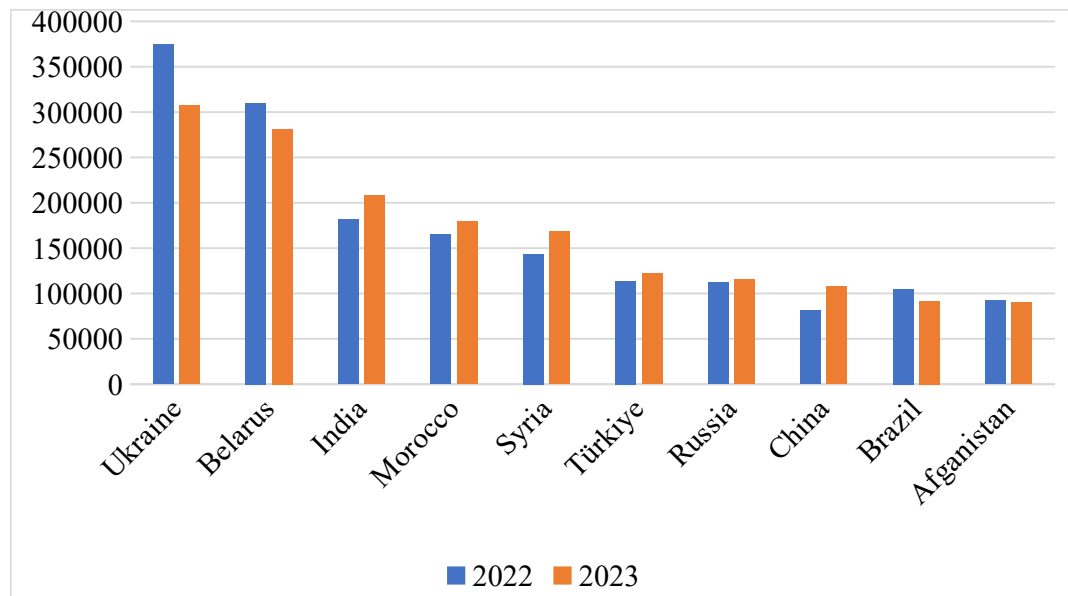


Figure 2: Top 10 nationalities of first residence permits issued in EU Member States in 2022

According to the analysis of this diagram, Ukraine remains the leader in the number of labor migrants to the EU, although the number of permits decreased from 374,412 in 2022 to 307,313 in 2023. This is due to the consequences of Russian aggression and simplified conditions through the Association Agreement with the EU.

Belarus is in second place, reducing the number of permits from 309,854 to 281,289 due to economic difficulties and political instability after the 2020 protests.

Migration from India, Morocco and Syria has increased. Indians are looking for work in high-tech industries and education, Moroccans – due to geographical proximity and economic reasons, and Syrians – due to war and humanitarian crisis.

China shows the largest relative increase, from 81,262 to 107,680 migrants, driven by business, education and skilled worker migration.

Russia and Turkey show moderate growth due to political instability and economic difficulties.

Migration from Brazil has decreased due to economic stabilization and reduced demand for labor in the EU.

Afghanistan remains stable with a slight decrease in migrants due to the humanitarian crisis and difficulties with departure. In 2023, the EU labor market will include 196.8 million individuals aged 20 to 64, with 11.2 million of them being non-EU nationals, accounting for 5.7% of the total. In 2022, the employment rate for the EU working-age population (20-64 years) was higher among EU citizens (76.2%) compared to non-EU citizens (63.1%).

Table 1 presents the sectors in which non-EU nationals are both over- and under-represented compared to EU nationals, according to their employment in different areas.

Table 1

Sectoral Employment Disparities: Over-represented and Under-represented Sectors by Citizenship

Over-represented sectors		
Sector	Employment of non-EU citizens	Employment of EU citizens
Accommodation and food service activities	11.3%	4.2%
Administrative and support service activities	7.6%	3.9%
Domestic work	5.9%	0.7%
Construction	9.1%	6.6%
Under-represented sectors		
Public administration and defence, compulsory social security	1.1%	7.4%
Education	3.9%	7.6%
Human health and social work activities	8.5%	11.2%
Professional, scientific and technical activities	3.8%	6.0%

Table 1 shows that non-EU citizens are overrepresented in low-wage and precarious sectors such as hospitality, construction and domestic work. At the same time, they are underrepresented in highly skilled sectors such as education and public administration. This points to possible discrimination and barriers for migrants in accessing better jobs. To improve the situation, measures are needed to improve the skills of migrants, protect their rights and eliminate discrimination.

3. Effects of international labor migration in EU countries

1. The EU population has experienced significant growth in recent years. In 2022, the population increased from 446.7 million to 448.4 million, the first increase after two years of decline. In 2023, the growth continued, reaching 449.2 million [1; 2].

2. Immigrants helped ease labour shortages, while unemployment among EU citizens remained at historically low levels. Immigration filled 2.7 million of the 4.2 million new EU jobs created between 2019 and 2023. Overall, non-EU citizens made up 5.1% of the EU workforce in 2022 [4; 9].

3. While employment in 2023 exceeded pre-pandemic projections, labor productivity was lower, possibly due to rapid growth in labor supply without accompanying growth in the capital stock [8].

4. Prospects for international labor migration in EU countries

1. Increased immigration into the EU is expected to have a positive impact on potential output, with estimates of growth by 2030 ranging from 0.2% to 0.7%, with the central estimate being 0.5%. This increase is significant and would amount to just under half of the eurozone's potential annual GDP growth at that time [4].

2. In 2023, the European Commission proposed several initiatives to make the EU more attractive to foreign talent.

It proposes the creation of an EU talent pool, a platform to facilitate the recruitment of third-country specialists for skills in shortage in the EU-12, which will provide employers with access to a wider range of skills. Participation in the project will be voluntary for EU countries. It is also recommended to simplify the recognition of qualifications of third-country nationals, which will facilitate the access of skilled workers to the EU labour market [5; 6].

It also proposes to increase student mobility, aiming to cover at least 25% of graduates with study mobility experience, which will make the EU more attractive to foreign students. These measures are part of a skills mobility package aimed at addressing labour shortages and increasing the competitiveness of the EU [8; 5].

5. Conclusions

In conclusion, we can say that the growth of migration flows, in particular due to the reduction of the working-age population, has become a key factor in supporting the economic stability of the EU. Migration has made it possible to compensate for labor shortages, especially in low-income sectors such as the hotel business, construction and domestic work. At the same time, there are some challenges related to social integration and migrants' access to high-paid and skilled professions. The growing role of labor migration also has a positive impact on the demographic situation in the EU, contributing to population growth after a long recession. The prospects for migration are significant, as it can become an important source of economic growth by 2030. European Union initiatives aimed at attracting qualified workers and simplifying the procedures for recognizing qualifications create additional opportunities to address the problems of personnel

shortages and increase the competitiveness of the region's economy. Despite the existing challenges, international labor migration is one of the key factors in the economic and social development of the EU.

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THE TRANSFORMATION OF SWITZERLAND'S NEUTRALITY CONCEPT UNDER THE INFLUENCE OF GLOBALIZATION

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Lukianova N. S., Meleshchenko O. O. The transformation of Switzerland's neutrality concept under the influence of globalization. This article explores Switzerland's evolving neutrality in the context of globalization and contemporary challenges. It analyzes key transformations in Swiss foreign policy, especially post-Cold War, addressing its adaptation to global threats, participation in international sanctions, and collaboration with global institutions like the United Nations and NATO. Switzerland's neutrality is repositioned as a tool for active diplomacy and international cooperation, reflecting modern geopolitical realities.

Keywords: adaptation, cooperation, globalization, NATO, neutrality, Switzerland, United Nations.

Лук'янова Н. С., Мелещенко О. О. Трансформація концепції нейтралітету Швейцарії під впливом глобалізації. У статті досліджується еволюція нейтралітету Швейцарії в умовах глобалізації та сучасних викликів. Аналізуються ключові трансформації зовнішньої політики країни, зокрема, після завершення «холодної війни», її адаптація до глобальних загроз, участь у міжнародних санкціях та співпраця з міжнародними інституціями, такими як ООН і НАТО. Нейтралітет Швейцарії переосмислюється як інструмент активної дипломатії та міжнародної взаємодії в сучасних геополітичних реаліях.

Ключові слова: адаптація, глобалізація, НАТО, нейтралітет, ООН, співпраця, Швейцарія.

1. Introduction

The transformation of the global political situation after the end of the Cold War and the collapse of the bipolar system led to changes in the foreign policy course of many countries, including Switzerland. Swiss neutrality been rethought as a response to new challenges and threats, including terrorism, organized crime, and environmental degradation [2, p. 38].

The issues of strategic choice, the formation of a new world order (political and economic), and the search for rational and productive forms of cooperation are among the most pressing and widely discussed topics [5, p. 106]. Key problematic aspects today include the prospects of adapting Switzerland's neutral policy to new challenges, such as participation in international sanctions regimes and cooperation with the UN and the EU. These issues demand particular attention and analysis, underscoring *the relevance* of this study.

The object of the study is Switzerland's foreign policy in the post-Cold War period, while its *subject* is the evolution of the concept of Swiss neutrality within the context of international relations and security policy in the era of globalization.

The research *aims* to analyze the changes in Switzerland's neutrality policy and their impact on international security and the country's cooperation with other states and international organizations in the globalized world.

The following *tasks* are set to achieve the purpose:

1. to explore the historical context and reasons for the transformation of Swiss neutrality after the end of the Cold War.
2. to analyze Switzerland's participation in international organizations and sanctions regimes, as well as its role in the formulation and implementation of sanctions policies.

3. to assess the impact of global changes, including modern geopolitical realities and the war in Ukraine, on Switzerland's foreign policy strategy.

The insights gained from exploring the historical transformation, international engagements, and the impact of global shifts will set the stage for a deeper examination of how Swiss neutrality adapts to contemporary challenges.

2. The evolution of Swiss neutrality in the face of contemporary challenges and a globalized world

2.1. The transformation of Swiss neutrality after the end of the cold war

Changes in foreign and security policy at the beginning of the 1990s were linked to the transformation of Swiss neutrality. Realizing that the "Cold War" had ended, the Warsaw Pact ceased to exist, and as a result, the upheavals of global wars no longer threatened the world, the Swiss decided that certain changes could be introduced to the concept of the country's "classical" permanent neutrality, bringing something new to it. The culmination of discussions on this issue was the 1993 Federal Council report on neutrality, which took into account the changes that had occurred in the world and became the foundation for the conduct of the state's entire foreign policy [9, p. 14].

Considering the numerous conflicts that began after the collapse of the bipolar system and recognizing the potential negative impact of these processes on Switzerland, its government and citizens concluded that its "rigid" neutrality could no longer serve the state's interests. On 29 November 1993, the Swiss government adopted a report on neutrality, which was issued as an annex to the report on Swiss foreign policy [3]. The report not only emphasized the indivisibility of Switzerland's fate, Europe, and the world but also outlined new priorities in the country's foreign policy course:

- Guaranteeing national security;
- Defining the position regarding joining the sanctions regimes of the UN Security Council;
- Developing relations with the European Union.

In the report "On Neutrality", the Federal Council also stated that its traditional formula "security through neutrality and independence", should be replaced by another, namely: "security through cooperation", as neutrality alone could no longer protect the country from new threats such as terrorism, organized crime, and environmental destruction [2, p. 24]. Thus, the Federal Council of Switzerland placed great importance on the Confederation's participation in joint international efforts to prevent modern-day risks and combat them, as well as ensure peace in the world.

2.2. The Role of Switzerland in International Organizations and Sanctions Regimes

Switzerland began to increase its participation in international bodies dedicated to arms control and disarmament, becoming a full member of the Geneva Disarmament Conference in 1996. The

country also provides civilian and military personnel to take part in international peacekeeping missions, including roles as observers in the UN and the OSCE. Starting that same year, Switzerland joined NATO's "Partnership for Peace" program and, in 1997, became a member of the Euro-Atlantic Partnership Council [9, p. 58].

Accordingly, the country began to revise its policy regarding participation in international sanctions. In 1990, Switzerland autonomously joined the UN sanctions against Iraq. This decision marked a significant change in the country's foreign policy, as for the first time since World War II, Switzerland openly and fully entered the international sanctions regime. Previously, this had been considered incompatible with the status of permanent neutrality. This policy was justified by a call for global solidarity and Switzerland's interest in upholding international norms and principles of international law. The Federal Council believed that economic obligations from such actions did not contradict neutrality and would not lead to the country's direct involvement in conflicts. In its report, the Federal Council stated that Switzerland was ready to continue applying coercive measures against violators of peace and law [9, p. 18]. This policy was reflected in subsequent actions. Switzerland continued to join sanctions regimes against various countries, including Yugoslavia, Libya, Haiti, Sierra Leone, Angola, and the Taliban, and also supported EU sanctions introduced without corresponding UN resolutions, such as those against Yugoslavia in 1998 and Myanmar in 2000 [8, p. 58].

Thus, the new realities of the 1990s no longer hindered closer cooperation with the UN and the EU in the realm of international security. This decision was based on the conclusions of a report, which stated that Switzerland's participation in the UN collective security system and involvement in non-military sanctions did not contradict the principle of neutrality. Therefore, in 2002, following the results of a second referendum on joining the UN (the first, held in 1986, showed insufficient support among the Swiss for joining the organization), Switzerland applied for UN membership and later became a full member [7, p. 26]. By participating in international operations under the auspices of the United Nations, Switzerland demonstrated its willingness and ability to act actively on the international stage despite its neutrality status.

A key modern trend for Switzerland is the increasing focus on both bilateral and multilateral cooperation. The country's neutral status successfully coexists with its participation in the UN and the OSCE, as well as its involvement in missions and operations, cooperation in NATO's international programs, acting as a global mediator, and its attention to humanitarian issues. Switzerland is home to numerous international organizations, such as the International Committee of the Red Cross, the International Olympic Committee, and many other international agencies and funds. At the same time, despite the appeal of integration projects in Europe for Switzerland, its neutrality prevents it from joining the EU and/or agreeing to deepen cooperation with it, as this

could threaten the historically established policy of neutrality. Switzerland remains the only country in Western Europe that is not a member of either the European Union or NATO [1, p. 162].

With EU membership, the country's citizens associate the loss of national sovereignty, built over centuries. Neutrality has become a national symbol and an emblem of identity, uniting citizens with their state: "Initially, neutrality was a tool to prevent the country from being drawn into external conflicts that could threaten national cohesion, but it has since become a value in itself" [5, p. 106]. The Swiss are in no hurry to abandon the established mechanisms for conducting their country's foreign policy and continue to emphasize its priority. Both political elites and the public view the neutral status of their state as a key principle of its foreign policy, which is considered sufficiently effective in ensuring the country's security and the well-being of its citizens.

2.3. Challenges and Prospects of Swiss Neutrality in the Context of Modern Geopolitical Realities and the War in Ukraine

Vivid discussions among politicians and the public about the country's neutrality continue in light of Switzerland's bid for a non-permanent seat on the UN Security Council in 2020. The country's participation in the Security Council allowed it to temporarily expand its influence on the global stage and become a more prominent player. Switzerland's candidacy for the UN Security Council was presented under the slogan "A Plus for Peace" [6, p. 187]. At the same time, the government believes that the status of a non-permanent member of the Security Council would allow it to more actively defend its foreign policy interests, utilizing all of its strongest diplomatic advantages, including contributions to peacekeeping and the strengthening of global security [ibid.].

L. Götzsch, director of "Swisspeace," argued that "Switzerland must pursue an independent policy focused on addressing the root causes of war conflicts and developing the potential for consistent peacebuilding. This also includes active services in crisis mediation [8, p. 34].

It is also important to note that the Swiss took on the role of crisis diplomacy following Russia's aggression in Ukraine in 2014. By the end of 2017 and the beginning of 2018, Swiss representatives played key operational roles in the OSCE's civilian mission in Ukraine [11].

The invasion of Ukraine in February 2022 is defined as a critical violation of international law and a significant challenge to European security. Russia's aggressive actions, along with widespread support for Ukraine among the Swiss population, and international pressure, prompted the Swiss government, in cooperation with the EU, to implement a sanctions package. According to surveys, 77% of the Swiss population supports the sanctions [4].

The Federal Council adopted a report in response to the petition regarding neutrality at its meeting on 26 October 2022 [10]. The report concluded that the current practice of neutrality provides sufficient opportunities to use neutrality as a tool in Switzerland's foreign policy and security policy in the current international context.

3. Conclusions

Summarizing the above, Switzerland's policy of neutrality is a strategic direction in its foreign policy, with a long history. It was shaped in response to the use of power politics within the European subsystem of the international system to provide an alternative way of preserving its sovereignty under such conditions.

Remaining a neutrality proponent, Switzerland has decided to engage actively in international organizations and cooperate in global initiatives. Globalization requires states to be flexible and involved in international issues, and Switzerland, while maintaining its neutral status, adapts its concept, demonstrating a willingness to interact in the modern global environment.

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HETMAN SKOROPADSKYI'S FOREIGN POLICY TOWARD GERMANY

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Lukianova Y. S., Radchenko O. I. Hetman Skoropadskyi's foreign policy toward Germany. The article reveals the issue of diplomacy of Hetman Pavlo Skoropadskyi, with a special focus on relations with Germany. The geopolitical conditions of the early twentieth century, in which the Ukrainian state found itself, necessitated the need to seek international support from Germany. The presence of German military contingents on the territory of Ukraine guaranteed the existence of the Ukrainian state, which, however, did not last long. However, foreign relations continued to play an important role even after the Hetman's emigration.

Keywords: armed forces, diplomacy, foreign relations, Germany, Hetman, Hetman's movement, historical context, military force, politics, Ukrainian state.

Лук'янова Є. С., Радченко О. І. Зовнішня політика гетьмана Скоропадського щодо Німеччини. У статті розкрито питання дипломатії Гетьмана Павла Скоропадського, де особливе місце займають саме відносини з Німеччиною. Геополітичні умови початку XX століття, в яких опинилась Українська держава, зумовлюють необхідність звертатися за міжнародною підтримкою до Німеччини. Присутність військових контингентів даної держави на території України гарантувала існування Української держави, яка, втім, існувала недовго. Проте зовнішні зносини продовжують грати важливу роль навіть після еміграції Гетьмана.

Ключові слова: військова сила, Гетьман, Гетьманський рух, дипломатія, збройні сили, зовнішні зносини, історичний контекст, Німеччина, політика, Українська держава.

1. Introduction

The figure of Pavlo Skoropadskyi is a subject of debate among many historians. It has been 151 years since the Hetman's birth, and heated debates about his role in Ukrainian history and diplomacy are still ongoing. Pavlo Skoropadskyi is a figure around whom there are two diametrically opposed trends. From the point of view of supporters of the former, he is an outstanding Ukrainian statesman, patriot, and independent thinker. On the other hand, Skoropadsky is a traitor to Ukraine. Sometimes these two tendencies are combined. This situation shows a lack of knowledge and information and an unwillingness to consult sources. In order to form a clear and correct opinion about certain historical events or figures, it is necessary to adhere to the principle of historicism, which means that it is necessary to take into account the agenda of the period of history in question, as well as the historical context in which the figure was formed. In this article, it is worthwhile to analyze the topic of Pavlo Skoropadskyi's diplomacy taking into account this important principle.

The relevance. The study of the diplomatic activities of the Ukrainian state during the Hetmanate of Skoropadskyi towards Germany is relevant to the present. First, it allows us to better understand the current challenges of Ukrainian foreign policy through the analysis of historical parallels. Secondly, it contributes to rethinking international relations with such a country as Germany. These lessons will help to improve current relations with international partners. **The object** of the study is Germany as a leading ally of Hetman Pavlo Skoropadskyi, while **the subject** of the study is the foreign policy of Hetman Pavlo Skoropadskyi,

The research *aims* to study the issues of Pavlo Skoropadskyi's diplomacy towards Germany, to form a clear picture that outlines the factors that influenced the twentieth-century figure, the cause and effect of his influence on the present.

The following *tasks* are set to achieve the purpose:

1. Research the preconditions, taking into account the principle of historicism.
2. To review the relations between Ukraine and Germany from the beginning to the middle of the twentieth century.
3. Identify the positive and negative aspects of Pavlo Skoropadskyi's diplomatic activity.

2. Hetman Skoropadskyi's Foreign Policy Toward Germany

2.1. The Personality of Pavlo Skoropadskyi and the Background

Pavlo Skoropadskyi was born in Germany, and for the first five years of his life he spoke only German. Later, however, growing up in a family where he was brought up in the spirit of “serving the tsar” (despite his ancient Hetman's family), he learned Russian, English, and French, but soon lost his knowledge of German. Therefore, when he had to deal with the Germans in 1918, he would need to renew his knowledge. Skoropadsky was not taught Ukrainian, so he did not actually speak it. In general, his family was even proud to belong to the Hetman's family, but only in the spirit of respect for their ancestors. The word “Ukraine” was rarely used, replaced by “Malorussia.” Pavlo studied in St. Petersburg, joined the Chevalier Guard Regiment, but did not take part in combat. He gained his first military experience in the Russo-Japanese War in 1904. Skoropadskyi then served under the monarch, becoming a major general in 1912. At the same time, he was one of the largest landowners in the Russian Empire. Pavlo Skoropadskyi also gained military experience in the World War I, fighting for almost two years in East Prussia and the Baltic States. It is important to note that he fought against the Germans.

Skoropadsky met the February Revolution with optimistic expectations, and he had high hopes for the new government. At the same time, he showed interest in Ukrainians, and as he himself noted, “I want to become a Ukrainian, but not particularly convinced one.” However, he was initially negative about the Ukrainian national liberation movement, because at that stage of his life, Skoropadsky was still a combat Russian general. But later his opinion began to change rapidly. In one year, Skoropadskyi went from a Russian general to the head of the Ukrainian state. By early 1918, he had accumulated a large number of insurmountable contradictions with the Central Rada. In March 1918, after the Union of Brest-Litovsk, the Central Rada returned to Kyiv, restoring the power of the The Ukrainian People's Republic (UPR), but bringing with it its allies, the German troops [2].

On April 29, 1918, Pavlo Skoropadskyi became the Hetman of Ukraine for seven and a half months. It was a period of time when the existence of the Ukrainian state was guaranteed by the presence of German and Austro-Hungarian contingents on its territory. The political regime can be defined as a temporary dictatorship, or, according to Volodymyr Potulnytskyi, a “bureaucratic and military dictatorship” [3]. It is worth noting that the Hetmanate relied more on foreign military power, i.e., German and Austro-Hungarian, than on its own. From the beginning of his political career, he actively studied the Ukrainian language. However, Skoropadskyi's views on Ukraine based on the book “Pavlo Skoropadskyi: Memories. The end of 1917 – December 1918” were as follows: He saw Ukraine and Russia only in a federal relationship, and in no case separately [4]. Like most figures of the time, he lived in the inertia of post-imperial thinking.

For the stable existence of the Hetmanate, it was necessary to build up the armed forces, and Skoropadskyi, as a military man, understood this perfectly well and made great efforts to implement this decision. However, there was a certain inhibition of the process by the German command. Wilhelm Groener, the chief of staff of the Kyiv Army Group, suggested that Skoropadskyi should limit himself to two thousand soldiers for his own protection, and that the Germans would take over all other functions of state defense. From Groener's point of view, such statements are logical, but for Ukrainian statehood, such a policy had fatal consequences. It is also worth noting that the Hetman's government was convinced that Germany would win the war. That is why there were virtually no attempts to find approaches to the Entente countries and direct diplomatic efforts in this direction at that particular time.

2.2. Skoropadskyi's Foreign Policy Affairs

In September 1918, the Hetman made his most famous official foreign visit to Germany. Skoropadskyi was concerned with the creation of the armed forces and the problem of Crimea's accession to Ukraine. However, he was made to understand that Emperor Wilhelm II was not able to resolve these issues on his own, as he needed the authorization of the Chief of the German General Staff, Paul von Hindenburg. To meet with him, Skoropadskyi had to go to the town of Spa, in Belgium, which was German-occupied territory. According to many researchers, this finally killed any prospects for him in the eyes of the Entente. This situation also imposed an appropriate optic on the general perception of the Ukrainian state. It was now believed that Ukraine was an exclusively German project. This was one of the reasons why the Entente focused on supporting Denikin, despite the fact that Denikin's men did not shy away from receiving weapons from Skoropadskyi. Furthermore, Ukraine is perceived not as a subject of international relations in the eyes of the Entente countries, but as a territory that should return to Russia. This is one of the greatest tragedies of Ukraine at that time – the lack of international support [1, pp. 35–36].

Skoropadskyi's visit to Germany was indeed effective, but in the short term, as the Ukrainian state would exist for another two and a half months. He was granted approval for the phased creation of the armed forces, the receipt of warships from the Black Sea Fleet, and the integration of Crimea. This revitalized the Crimean negotiations to some extent, but the circumstances of the situation and the lack of time did not allow the Hetman to succeed. After Pavlo Skoropadskyi returned from Germany, the attitude of the German military command in Kyiv to him changed significantly. Previously, they could interfere in internal affairs, but now they began to act as Skoropadskyi's subordinates. These changes certainly gave him confidence, and figures from his entourage argued that the internal order was no longer democratic. In general, the Hetmanate's foreign policy was almost entirely determined by its allied commitments to the Quadruple Alliance [5].

2.3. Pavlo Skoropadskyi's Activities in Emigration

Pavlo Skoropadskyi kept in touch with the Weimar Republic. Wilhelm Groener was among his acquaintances. They often met and were friends with their families. However, it was Groener who expressed to Skoropadskyi the government's opinion on his movement, saying that the Weimar Republic would not support Skoropadskyi's movement because of the position of Bolshevik Russia, which supplied food to Germany and had a negative attitude toward the Hetman movement. However, the Weimar Republic supported the cultural aspirations of the movement. Skoropadskyi also communicated with Otto Hessler, from whom he learned that he could seek political and financial support in the United States and Great Britain, and the Weimar government would not oppose him. From 1929 onward, Skoropadskyi also met with representatives of National Socialism, including Heinrich Himmler, Heinrich Müller, the German military, and foreign ministry officials. It is interesting to note that no other leader of the Ukrainian movement had such a wide network of contacts in the Third Reich. Skoropadskyi's relations with political representatives of the Third Reich were similar to those of the Weimar Republic. And according to Rudolf Hess, Adolf Hitler's deputy in the party, the Reich Chancellor of Germany was distrustful of Skoropadskyi. Consequently, the Third Reich did not support Pavlo Skoropadskyi either politically or financially. It cannot be ignored that in Germany, the Hetman also had contacts with the figures who organized the assassination attempt on Hitler on July 20, 1944, namely Ludwig Beck and Wilhelm Canaris.

In 1945, after the death of Pavlo Skoropadskyi as a result of the American bombing of a railroad in Bavaria, the Hetman movement was suspended for three years. In 1948, Danylo Skoropadskyi, the son of the Hetman, took over as the leader of the movement and resumed the activities of its centers. The Hetman movement existed until the beginning of the twenty-first century, namely until 2014 [6].

3. Conclusions

Summarizing the above, it should be said that the nature of Pavlo Skoropadskyi's activities as a leader of the state was in line with the trends of social development in European countries at the time. However, the Hetman made mistakes and was not always far-sighted. His decisions were not always based on the analysis and forecast of the geopolitical situation in the world in the early twentieth century. Initially, Skoropadskyi tried to build the Russian Empire on its wreckage. Subsequently, he acted under the influence of the Germans, had no room for maneuver, and was forced to preserve Ukrainian independence at least in such circumstances. Later, in emigration, the Hetman made efforts to restore Ukrainian independence and promote the ideas of the Hetman movement. He achieved significant success in the field of diplomacy in Germany, which had a positive impact on Ukraine's image and strengthened relations with Germany.

One can have different opinions about the activities of Pavlo Skoropadskyi. However, the existential question that Ukrainians still face is an open one, and it is to preserve Ukrainian independence in the face of a large-scale war, to promote the interests of our country on the world stage and to create a positive image that will serve as an additional weapon in the fight against the russian occupiers.

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LEASING IN UKRAINE: CHALLENGES AND PROSPECTS

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Lyalka O. O., Meleshchenko O. O. Leasing in Ukraine: Challenges and prospects. This article explores the role of leasing as a financial instrument for driving economic recovery and modernizing production assets in Ukraine. It delves into the concept of leasing, emphasizing its advantages for businesses. The study examines the current state of the leasing market amidst wartime conditions, analyzing key performance indicators and trends across various economic sectors. Additionally, it evaluates the impact of the state program "Affordable Financial Leasing 5-7-9%" on market development. Particular emphasis is placed on the key challenges hindering the growth of leasing operations in Ukraine, alongside proposed measures to address them.

Keywords: Affordable Financial Leasing 5-7-9%, challenges, economic recovery, leasing, leasing market, Ukraine.

Лялька О. О., Мелещенко О. О. Лізинг в Україні: проблеми та перспективи. У статті досліджується роль лізингу як фінансового інструменту для економічного відновлення та модернізації виробничих активів в Україні. Висвітлюється концепція лізингу, наголошуючи на перевагах його використання підприємствами. розглядається поточний стан ринку лізингу в умовах воєнного часу, аналізуються ключові показники діяльності та тенденції в різних секторах економіки. Крім того, оцінюється вплив державної програми «Доступний фінансовий лізинг 5-7-9%» на розвиток ринку. Особливу увагу приділено основним викликам, що перешкоджають зростанню лізингових операцій в Україні, а також запропонованим заходам для їх вирішення.

Ключові слова: виклики, Доступний фінансовий лізинг 5-7-9%, економічне відновлення, лізинг, лізинговий ринок, Україна.

1. Introduction

To overcome the effects of the COVID-19 pandemic and the ongoing full-scale war while accelerating the development of the national economy, Ukraine must transition to a significantly higher level of productive capacity and adopt advanced technologies. Global experience highlights leasing as an effective tool for addressing these challenges [6]. However, despite having the foundational prerequisites for its implementation, Ukraine's utilization of leasing remains limited [4]. Therefore, establishing leasing as a pivotal mechanism for renewing production capacity and integrating advanced technologies is crucial for Ukraine's economic recovery, underscoring the *relevance* of this study.

The object of this study is leasing operations in Ukraine, while *the subject* focuses on the peculiarities of their application and the prospects for their development at the current stage.

The article *aims* to analyze the challenges and opportunities within Ukraine's leasing services market. To achieve this goal, the following *tasks* are undertaken:

- To examine the essence of leasing as a key mechanism for renewing production capacity and adopting advanced technologies.
- To analyze the current state of the leasing services market in Ukraine.
- To identify challenges in the using of leasing services and evaluate prospects for their further development.

Understanding the role of leasing in Ukraine's economy requires a comprehensive analysis of its concept and its advantages for businesses.

2. The role of leasing in the Ukrainian economy and its development prospects

2.1. The concept of leasing and its advantages for businesses

Leasing is a 'hybrid' of a lease and a loan involving a third party. In other words, leasing is a special investment activity in which a lessor (leasing company) purchases equipment (leased asset) from a supplier. After that, it leases it to the lessee (client) for a certain fee, under certain conditions, and for a certain period. And all this implies the subsequent transfer of ownership to the lessee. A special feature of the leasing agreement is the reduction of the redemption price of the property before the end of the contract that occurs due to depreciation – the annual write-off of part of the asset's value as it wears out [2, p. 73].

Leasing agreements may differ significantly in their material terms or only in minor details. The most important criteria that determine the conceptual content of a leasing agreement are the level of payback of the leased asset and the ownership of the property at the end of the lease term. According to these criteria, two types of leasing are distinguished: financial and operating. Financial leasing is similar to buying by installments – the lessee pays installments and eventually becomes the property owner; while operating leasing is more similar to a regular lease – the lessee temporarily uses the property and returns it to the owner [3].

Leasing is a powerful incentive for production development by simplifying and stimulating the renewal of fixed production assets. It accelerates the adoption of new equipment and technologies, reduces the time required to organize the production of new products, and eases the acquisition of imported equipment along with its branded maintenance. Furthermore, the leasing sector helps minimize the risks associated with the development of new products and facilitates access to bank loans, providing businesses with financial flexibility [5].

Having outlined the concept and advantages of leasing for businesses, it is now crucial to analyze the current state of the leasing services market in Ukraine.

2.2. The current state of the leasing services market in Ukraine

Regarding global leasing trends, the development of the leasing business in the world is showing a steady positive trend. According to the Solifi Global Leasing Report 2024, the total value of new leasing transactions globally reached approximately USD 1.300 trillion in 2023, with a projected growth rate of up to 2025 [6].

Ukraine is currently experiencing a severe economic crisis. Developing effective strategies for economic stabilization is crucial to fostering investment-friendly conditions and enhancing

production efficiency. The experience of developed nations demonstrates that leasing serves as a key financial tool for stimulating investment activity. The spread of financial leasing in Ukraine is facilitated by a fairly widespread network of leasing institutions, as well as the desire of entrepreneurs to upgrade fixed assets and improve their production through leasing [2, p.76].

The table with key performance indicators of financial leasing in Ukraine shows that the number of lessors has decreased by 62% since 2016. However, the number of financial leasing agreements concluded in 2023 increased by 8% and their total value by 40%. This suggests that even in times of war, entrepreneurs are seeking to introduce new technologies and upgrade their assets [4].

Table 1

Key Performance Indicators of Financial Leasing in Ukraine for 2016-2023 (based on [4])

Indicator / Year	2016	2017	2018	2019	2020	2021	2022	2023
Number of registered institutions that are not financial institutions but provide leasing services, units	202	183	167	157	146	137	98	76
Number of institutions that have a valid license to provide financial leasing services (legal entities), units	-	94	116	113	106	104	96	72
Value of financial leasing contracts concluded during the period, million UAH	9755	12814,2	21519,3	24647,8	9247,5	10614,3	3354,9	4848,2
Number of financial leasing contracts concluded during the reporting period, units	9122	7699	8739	12363	3664	5 339	1 606	2 190

As for the pre-war period, leasing indicators grew rapidly, in particular, 2019 was the best year with more than 12,000 concluded contracts. But in 2020, due to the COVID-19 pandemic, all indicators fell dramatically. However, due to its specific nature, leasing was less affected by the coronavirus crisis than lending [4].

Comparing the figures for 2023 with 2022, the number of concluded agreements increased by 36%, and their value by 44%. This improvement is likely to be due to the better situation with the electricity supply in 2023 and the adaptation of businesses to operate in wartime.

Every year, the number of financial companies with valid licenses to provide financial leasing services is decreasing, and as of July 2024, there were 261 such institutions in Ukraine [4].

Sector breakdown of leasing in Ukraine (1 quarter of 2024), million UAH

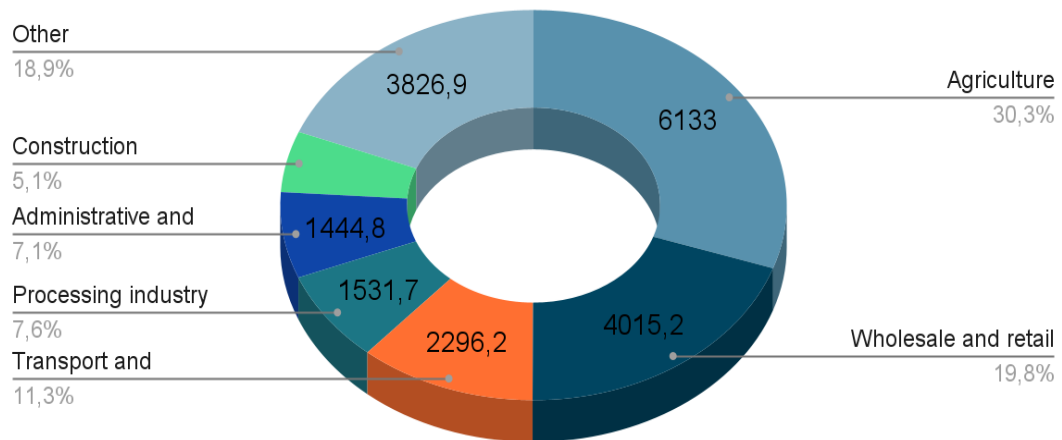


Figure 1. Sector breakdown of leasing in Ukraine (Q1 2024), million UAH (based on [4])

Leasing in the agricultural sector has become very popular in Ukraine due to the fact that this country is one of the leading agricultural countries in the world and is one of the ten largest exporters of agricultural products. The second largest sector is wholesale and retail trade. Transport and warehousing ranks third in terms of the value of transactions [4].

The government program ‘Affordable Financial Leasing 5-7-9%’, which was officially launched on 16 December 2021 to support micro, small, and medium-sized enterprises, has become an important area in the development of leasing in Ukraine.

As of 1 November 2024, 14 banks provided financial leasing services under the preferential program. The most active banks are JSC ‘PRIVATBANK’ – 27%, ‘OTP leasing’ Ltd – 22%, and JSC ‘CREDOBANK’ – 20% [1].

Having analyzed the dynamics of the leasing services market in Ukraine, the main challenges to its development can be identified.

2.3. Challenges and prospects for the development of the Ukrainian market of leasing services

The following obstacles that stand in the way of the successful and efficient formation of leasing relations in Ukraine have been revealed: 1) the inadequacy of the domestic legislative and regulatory framework; 2) the absence of a national policy for leasing development; 3) a rigid taxation system for leasing operations, particularly for large enterprises; 4) limited demand for domestically produced goods; and 5) low levels of consumer solvency [2; 5]. Addressing these

challenges is crucial for unlocking the potential of the leasing market in Ukraine and fostering its long-term growth.

In order to overcome the crisis in the Ukrainian economy, it is advisable to take the following measures to develop leasing: improving the legislative framework, harmonizing it with international standards, creating an infrastructure for the leasing services market, developing a system of guarantees and insurance for leased items, increasing the interest of banks through a system of benefits for long-term lending for leasing operations, and creating leasing centers specializing in servicing small businesses [2; 5].

Consequently, the main barrier to leasing expansion in Ukraine is ongoing military aggression, causing significant economic disruptions. Nevertheless, financial leasing offers substantial potential to stimulate investment, support business recovery, and enhance financial sector competitiveness. Addressing regulatory gaps and sustaining government support is critical for leveraging leasing as a key tool for post-war economic reconstruction.

3. Conclusions

Leasing is a valuable financial tool for renewing production assets and adopting advanced technologies, offering significant advantages for businesses in Ukraine. However, the leasing services market remains underdeveloped due to challenges such as an inadequate legislative framework, lack of a national leasing policy, rigid taxation, low demand for domestic goods, and limited consumer solvency. Addressing these obstacles through legislative improvements, harmonization with international standards, and the creation of supportive infrastructure is essential for unlocking the full potential of leasing in Ukraine.

Despite the ongoing military aggression, which disrupts economic activities, financial leasing has substantial potential to stimulate investment, support business recovery, and enhance financial sector competitiveness. To fully leverage leasing as a key tool for post-war economic reconstruction, it is crucial to address regulatory gaps, secure government support, and create incentives for long-term investment in the leasing market. This will help position leasing as a cornerstone for Ukraine's economic recovery and growth in the future.

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EXPLORING THE IMPACT OF ACCELERATED SOCIAL INTEGRATION OF UKRAINIAN REFUGEES UNDER THE TEMPORARY PROTECTION DIRECTIVE

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Makhno A. V., Lavrinenko I. M. Exploring the impact of accelerated social integration of Ukrainian refugees under the Temporary Protection Directive. The article analyses the integration of Ukrainian workers into the EU labour market under the Temporary Protection Directive and its implications for Ukraine's future EU membership. The importance of social integration between members of the same economic and political union is described. The legal basis of labour market integration for new member states versus Ukrainian refugees is compared. The statistical data on employment rates of Polish migrants and Ukrainian refugees after two years of EU labour market access are studied. Other key factors of the integration of Ukrainian refugees in host countries are explored.

Keywords: Ukrainian refugees, social integration, labour market, Temporary Protection Directive, enlargement.

Махно А. В., Лавріненко І. М. Дослідження впливу прискореної соціальної інтеграції українських біженців у рамках Директиви про тимчасовий захист. У статті аналізується інтеграція українських працівників у ринок праці ЄС відповідно до Директиви про тимчасовий захист та її наслідки для майбутнього членства України в ЄС. Описано важливість соціальної інтеграції між членами одного економічного та політичного союзу. Порівняно правову базу інтеграції до ринку праці для нових країн-членів ЄС та українських біженців. Досліджено статистичні дані щодо рівня зайнятості польських мігрантів і українських біженців через два роки після доступу до ринку праці ЄС. Вивчено інші ключові фактори інтеграції українських біженців у країнах перебування.

Ключові слова: українські біженці, соціальна інтеграція, ринок праці, Директива про тимчасовий захист, розширення.

1. Introduction.

Problem statement. Every EU enlargement brings with it questions of economic readiness and market integration of new member states. One of the most debatable issues is how new countries, especially those being poorer and less developed than the EU, are going to enter labour markets. Wealthier member states (MS), like Germany or Austria, usually associate new accessions with the elevated fear of heavy migrant inflows, which can cause higher levels of unemployment and thus should be well moderated. However, the restrictions on the free movement of labour with EU newcomers should not be considered only as a means of avoiding possible adverse economic implications. Those restrictions are also introduced in the face of MS's fear of social integration of workers who come from new countries. This article argues that the Temporary Protection Directive, activated as a response to the Russian full-scale invasion, has facilitated the social integration of Ukrainians within the European Union and thus changed the pattern of future accession of Ukraine into the EU.

Relevance. This article is relevant as it highlights the current unprecedented and accelerated integration of Ukraine into the EU labour market, driven by the Temporary Protection Directive. It provides key insights into how this rapid integration sets new precedents for labour and social inclusion within the EU. As Ukraine develops its EU accession strategy, this research offers valuable perspectives to guide policymaking and integration planning.

The research *objective* is to analyse the degree of social integration of Ukrainians in the European Union's society.

The *object* of the study is the process of social integration and labour market integration within the European Union. The *subject* of the study is the accelerated integration of Ukrainian workers into the EU labour market under the Temporary Protection Directive and its implications for Ukraine's future EU membership.

The following *tasks* are set to achieve the purpose:

1. To describe the importance of social integration between members of the same economic and political union.
2. To compare the legal basis of labour market integration for new member states versus Ukrainian refugees.
3. To analyse statistical data on employment rates: Poland vs. Ukraine after two years of EU labour market access.
4. To look over other key factors of the integration of Ukrainian refugees such as language proficiency and involvement in the education systems of host countries.

In the article, such *scientific methods* are used: analysis, synthesis, comparison, and content analysis.

2. Importance of social integration

European integration is often viewed through the lens of economic and political convergence. However, the social dimension of integration deserves equal attention. As Jan Delhey [6] defines it, European social integration involves “increasing levels of mutual relevance between and cohesion among the different EU nationalities.” Expanding on this idea, this article considers social integration as the progressive enhancement of EU residents' ability to freely live, work, and interact across member states without facing significant economic, cultural, or social barriers.

Social integration plays a critical role in fostering strong economic and political convergence, as many obstacles to the EU's four freedoms — free movement of goods, services, labour, and capital — stem from cultural heterogeneity. For instance, varying consumer preferences, differing priorities around quality, price, or sustainability as well as divergent views on the role of the state in society create diverse national-level regulatory and fiscal barriers to trade. Overcoming these differences requires a deeper level of mutual understanding and shared values among integrating nations.

One key indicator of social integration between countries is the extent to which their individuals are integrated into each other's labour market. Employment not only fosters economic self-sufficiency but also builds cross-cultural connections, enhancing mutual understanding between diverse nationalities. That is why, analysing the success of Ukrainian refugees in securing employment in host countries can offer valuable insights into the future trajectory of Ukraine-EU relations, particularly in terms of labour market integration.

3. Comparing legal basis for labour market integration: EU enlargement experiences on the example of Poland vs. Ukrainian refugees

The free movement of labour, one of the EU's four fundamental freedoms, is enshrined in the Article 26(2) TFEU. Articles 45–48 TFEU establish workers's rights to move freely within the Union, with Article 45(1) stating: “Freedom of movement for workers shall be secured” [10]. However, despite free movement of labour been guaranteed, new EU member states may face transitional arrangements delaying their labour market integration, as seen in the 1986 accession of Spain and Portugal [7] and the 2004 enlargement involving Eastern European and Balkan countries [9].

Poland is a useful case for comparing the EU's labor market integration strategies for Ukrainian refugees and previous enlargements. At its EU accession, Poland had 38 million people and a GDP per capita of \$6,700, making it comparable to Ukraine in 2021, with 44 million people and a GDP per capita of \$4,800 (“Total Population”, “GDP per capita”). Both nations, with large populations and lower economic development were likely to raise EU's concerns about potential unemployment influxes.

The 2003 Treaty of Accession introduced the 2+3+2 transitional period, allowing MS to regulate labor market access of the citizens of new states for up to seven years. Conditions for Poland were, in particular, laid down in Annex XII of the accession treaty. Only Ireland, the UK, and Sweden immediately opened their labor markets, while Germany and Austria fully utilized the 7-year restrictions [9; 11].

Until the beginning of the Russian full-scale invasion of Ukraine, it could be expected that in the case of Ukrainian accession to the EU same type of framework would apply to us too. However, as a result of the activation of the Temporary Protection Directive in March 2022, Ukrainians were granted work permits from day one of their stay in the EU. Article 12 of the Directive obliges MS to “authorise ... persons enjoying temporary protection to engage in employed or self-employed activities” [8]. It is especially important to understand that most of the countries which joined the EU in the past 20 years had to wait for 7 years to freely incorporate themselves into the labour market of the most economically powerful MS - Germany, while Ukrainians were given this access immediately.

4. Comparing statistical data on the rate of employment after 2 years of entering the EU labour market: Poland vs Ukraine

After comparing the legal and historical frameworks of Polish workers' integration into the EU labour market in 2004 and Ukrainian refugees' integration in 2022, it becomes evident that a larger proportion of the Ukrainian workforce has migrated to the EU within the first two years of the full-scale invasion than the Polish workforce did in the initial two years of Poland's EU membership. This hypothesis is supported by the calculations in Tables 1 and 2.

Table 1

Percentage of Polish workforce in the EU 2 years after the accession in 2004

Region	Number of Polish workers in the EU in 2006, in thousands	The whole Polish working-age population in 2003, in thousands	Percentage of the total Polish working-age population in 2003
EU	1550	24038,8	6,45%

Source: [13;14]

Table 2

Percentage of Ukrainian workforce in the EU 2 years after the Russian full-scale invasion in 2022

Region	Number of refugees in 2024, in thousands	Employment rate in 2024	Number of employed refugees in 2024, in thousands	The whole Ukrainian working-age population in 2021, in thousands	Percentage of the total Ukrainian working-age population in 2021
EU	4 200	38%	1 600	17405	9,2%

Source: [1; 2; 12]

Even though the provided calculation should be perceived with a certain degree of caution due to diverse sources of used data, the tables clearly show that during the first two years of the full-scale invasion, more Ukrainian workers (in absolute and relative terms) moved to the EU than Polish workers did in the equivalent period following Poland's accession to the EU. This lets us assume that, hypothetically, had Ukraine joined the EU in 2022 under the 2+3+2 transitional scheme rather than experiencing the Russian invasion, the scale of labour market integration would likely have been significantly smaller than it is today.

Deeper insight into the level of integration of Ukrainian refugees into EU member states' economies can be seen in table 3.

Table 3

Employment level of Ukrainian refugees in different EU member states, 2024

Member state	Percentage of employed Ukrainian refugees of working age
Denmark	53%
Germany	27%
Finland	18%
Ireland	26%
Lithuania	57%
Poland	48%
Czechia	48%

Source: [16]

The analysis above leads to the conclusion that Ukraine is already achieving a much higher level of social and labour market integration within the EU compared to former new EU member states during their early years of membership. Consequently, when the time comes for Ukraine to become a full EU member following the completion of accession negotiations, it is unlikely to require a transitional period typical for Eastern European countries, such as the 2+3+2 scheme. It is clear that both Ukraine and the EU will need to explore new approaches to facilitate Ukraine's accession and labour market integration.

5. Other key factors of the social integration of Ukrainian refugees into European societies

Besides finding employment, other factors that indicate the progressive integration of Ukrainian refugees into EU societies are levels of language acquisition and participation in local education systems. This article analyses data from 3 EU countries that have accepted the highest number of Ukrainian refugees in absolute terms - Germany (1 129 335 people; 26.9% of the EU total), Poland (979 835; 23.3%) and Czechia (378 480; 9.0%) [12].

By the end of the first year of the Russian full-scale invasion, 65% of Ukrainian refugees in Germany were attending language courses, with 11% completing two and 5% completing three or more. Participation in integration courses was even higher at 87%, and nearly all school-aged Ukrainian children were enrolled in general or vocational schools [3].

In Poland, 47% of Ukrainian school-aged refugee children are enrolled in schools, a lower but still significant level of integration compared to Germany [16]. Language proficiency among Ukrainians in Poland has steadily improved; in 2022, over 20% did not know Polish, but now only 6% report no knowledge, while 23% have achieved a B1 level [17].

In Czechia, 92% of primary school-aged Ukrainian children attend school, 43% of teenagers are enrolled in secondary school, and two-thirds of children aged three to five are in kindergartens. Czech language proficiency among refugees has risen from 16% in 2022 to 44% by mid-2023 [17; 18].

What is more, European citizens are increasingly open to Ukraine's EU membership. An IPSOS/Euronews poll in April showed Ukraine as the top favourite candidate, with 45% support, compared to Bosnia and Herzegovina's 37% and 35% for both Georgia and Serbia [4].

6. Conclusion

1. The significant presence of Ukrainian refugees in the EU has accelerated social integration, fostering mutual cultural understanding. EU citizens have become more familiar with Ukrainian traditions and values, while Ukrainians have gained insights into EU norms and

lifestyles. This exchange has reduced cultural and psychological barriers and strengthened social cohesion within the European framework.

2. Ukraine will likely be the first Eastern European country accepted into the EU without a transitional period for the labour market, considering the significant social and economic integration already achieved through the Temporary Protection Directive. By the time of Ukraine's accession, both the EU labour market and its citizens will have become accustomed to the Ukrainian presence.

3. If Ukraine has not achieved EU membership by the expiration of the Temporary Protection Directive, it is possible that a separate agreement could be signed to preserve the integrated status of Ukrainians in European markets. Such an agreement would ensure continuity in labour market access and maintain the social and economic ties already established between Ukrainians and EU member states.

4. The significant integration of Ukrainian refugees into the EU will likely serve as an additional motivation for Ukraine to pursue EU membership, as it seeks to maintain strong ties with its diaspora. Furthermore, due to the considerable loss of human capital, Ukraine will be increasingly driven to join the EU to attract investment, stimulate economic growth, and become more appealing to potential labour migrants from third countries.

5. The ideas presented in this article can be used for the development of further predictions about the future accession of Ukraine to the EU and the European single labour market.

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DISINFORMATION AS A TOOL OF HYBRID WARFARE: POLITICAL TECHNOLOGIES AND RUSSIAN DOCTRINES

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Makhotin T. A., Izotova L. I. Disinformation as a tool of hybrid warfare: political technologies and Russian doctrines. The article examines disinformation as a core instrument of hybrid warfare actively used by authoritarian regimes, particularly Russia. It highlights its evolution from Soviet propaganda to modern technological applications, such as social media manipulation and disinformation campaigns targeting Western democracies. The study explores the consequences of Russian disinformation on global stability, focusing on its role in undermining democratic institutions, fueling societal polarization, and weakening international alliances. Examples include interference in the U.S. elections in 2016 and ongoing information warfare against Ukraine. The article also analyzes the "Gerasimov Doctrine," emphasizing the synergy of military, diplomatic, and information measures in achieving political goals. Countermeasures by Western countries and their potential effectiveness in combating Russian disinformation are discussed.

Keywords: disinformation, Gerasimov Doctrine, hybrid warfare, information security, propaganda, Russia, Ukraine.

Махотін Т. А., Ізотова Л. І. Дезінформація як засіб гібридної війни: політичні технології та доктрини Росії. У статті досліджується дезінформація як ключовий інструмент гібридної війни, активно використовуваний авторитарними режимами, зокрема Росією. Розглядається її еволюція від радянської пропаганди до сучасних технологічних застосувань, таких як маніпуляції у соціальних мережах і кампанії дезінформації проти демократичних інституцій. Аналізуються наслідки російської дезінформації для глобальної стабільності, включаючи підрив довіри до демократичних інституцій, поляризацію суспільства та послаблення міжнародних союзів. Наводяться приклади, зокрема втручання у вибори в США у 2016 році та інформаційна війна проти України. У статті також розглядається «доктрина Герасимова», яка підкреслює поєднання військових, дипломатичних та інформаційних заходів для досягнення політичних цілей. Обговорюються контрзаходи західних країн та їх потенційна ефективність у протидії російській дезінформації.

Ключові слова: гібридна війна, дезінформація, доктрина Герасимова, інформаційна безпека, пропаганда, Росія, Україна.

1. Introduction

The modern geopolitical landscape reveals an intense struggle for influence and domination in international relations. One of the key elements of this competition is the use of disinformation as a strategic tool in hybrid warfare. While traditional warfare methods remain significant, disinformation has emerged as a critical non-military mechanism for shaping public opinion, destabilising governments, and undermining global alliances. Russia, in particular, has turned disinformation into an integral part of its foreign policy strategy, as seen in its campaigns in Ukraine and the broader international arena.

The relevance of this study lies in the growing impact of disinformation on global security and stability. As hybrid warfare tactics evolve, the ability of disinformation to influence international relations, electoral processes, and public trust in democratic institutions has become more pronounced. The war in Ukraine has demonstrated how disinformation can be weaponised to distort reality, manipulate perceptions, and justify acts of aggression, creating significant challenges for the global order. Addressing these issues is vital for developing effective strategies to counter such threats and protect democratic values.

The issues of global information security, the spread of disinformation through modern technological platforms, and the search for effective countermeasures have become urgent topics for global discussion. The war in Ukraine exemplifies the destructive potential of disinformation in undermining democratic values and international stability. Addressing these issues is crucial to understanding the broader implications of hybrid warfare.

The object of this study is hybrid warfare, with a focus on disinformation as its key component. *The subject* of the study is the tools and methods used by Russia to spread disinformation, as well as the global response to these threats.

The *aim* of this research is to analyse the role of disinformation in hybrid warfare and to propose measures for mitigating its effects.

The following *tasks* are set to achieve the purpose:

1. To define the concept of “disinformation” and its evolution as a tool of hybrid warfare;
2. To examine Russia’s use of disinformation in global and regional conflicts, particularly in Ukraine;
3. To analyse the international community’s efforts to combat disinformation and enhance information security.

2. Russia’s Use of Disinformation in Hybrid Warfare

2.1. The Role of Disinformation in Hybrid Warfare: Key Features and Evolution

Disinformation has become one of the most effective tools of hybrid warfare, enabling states to achieve strategic objectives without direct military confrontation. Unlike traditional warfare, which relies on physical force, hybrid warfare incorporates non-military tactics, such as cyberattacks, economic pressure, and information manipulation, to destabilise adversaries. Disinformation plays a critical role in this strategy by targeting the cognitive domain, aiming to influence public opinion, undermine trust in democratic institutions, and polarise societies.

Russia has embraced disinformation as a core element of its geopolitical strategy, building on the legacy of Soviet propaganda techniques. However, in the 21st century, the Kremlin has adapted these methods to the digital era, leveraging the reach and anonymity of social media platforms. These tools allow disinformation campaigns to spread rapidly, often targeting both domestic and international audiences. For instance, the use of bots and troll farms enables the widespread dissemination of false narratives, while algorithms amplify divisive content, ensuring its visibility [1].

The annexation of the Crimea in 2014 marked a turning point in Russia's use of disinformation in hybrid warfare. In this context, disinformation was used to justify aggression by

framing Ukraine as a state under the control of neo-Nazis and Western puppets. This narrative not only rallied domestic support for Russia's actions but also sought to undermine Ukraine's credibility on the global stage. The Donbas conflict further demonstrated the adaptability of Russian disinformation, with fabricated stories used to blame Ukraine for civilian casualties and shift international attention away from Moscow's role in the war [2].

Russia's reliance on disinformation is also evident in its interference in elections in Western countries. For example, during the 2016 U.S. presidential election, Russian operatives launched a series of online campaigns designed to deepen societal divisions and discredit candidates critical of Kremlin policies. These efforts exploited existing social tensions, such as racial inequality and immigration, creating a fertile ground for the spread of fake news and conspiracy theories [3].

2.2. Disinformation in the Ukrainian Context: A Case Study

Ukraine has become a testing ground for Russia's disinformation strategies, reflecting the Kremlin's broader objectives in hybrid warfare. Disinformation campaigns targeting Ukraine have been multifaceted, including attempts to delegitimise its government, destabilise its political system, and erode public trust in democratic processes. One prominent example is the use of false narratives surrounding the 2014 Euromaidan protests, which Russian state media described as a "fascist coup" orchestrated by the West. This framing sought to delegitimise the revolution and justify subsequent Russian actions, including the annexation of the Crimea.

In the ongoing war in Donbas, disinformation serves both tactical and strategic purposes. On the tactical level, fabricated stories about Ukrainian atrocities are circulated to justify Russian military interventions and demonise Ukrainian forces. On the strategic level, these campaigns aim to erode international support for Ukraine by portraying it as a failed state incapable of protecting its citizens.

Russia's disinformation efforts extend beyond traditional media to social networks, where campaigns target both Ukrainian and international audiences. Platforms like Facebook and YouTube have been instrumental in amplifying Kremlin narratives, often through the use of automated accounts and paid advertisements. For instance, disinformation campaigns have falsely claimed that Ukraine is under Western control, promoting the narrative that NATO and the EU are exploiting the country for their geopolitical interests [4].

Another critical aspect of Russia's disinformation campaign in Ukraine is the promotion of a "civilisational divide." By positioning itself as the defender of Orthodox Christianity and "traditional values," Russia seeks to appeal to conservative audiences in Ukraine and other post-Soviet states. This strategy aims to create ideological divisions that weaken Ukraine's integration into Western political and security structures.

In summary, disinformation has become a cornerstone of Russia's hybrid warfare strategy, with Ukraine serving as a prime example of its implementation. By exploiting digital tools, cultural narratives, and geopolitical tensions, the Kremlin has been able to sow chaos and achieve strategic objectives without direct military confrontation. However, the Ukrainian case also highlights the need for robust countermeasures to combat these threats and enhance information security [5].

3. Conclusions

Summarising the above, it is clear that disinformation has become an indispensable element of hybrid warfare, particularly in the context of modern geopolitical conflicts. As seen in recent years, Russia has leveraged disinformation not only to destabilise political systems within target countries but also to advance its strategic objectives by manipulating public opinion and undermining democratic processes. The use of social media platforms, bots, and targeted campaigns has allowed adversaries to engage in more covert and widespread attacks, resulting in profound implications for global security and political stability.

As technology evolves, disinformation campaigns are expected to become even more sophisticated, fueled by advancements in artificial intelligence, machine learning, and deepfake technologies. These developments present significant challenges for international security, as they enable more effective manipulation of public sentiment and deeper polarisation of societies. Furthermore, the expansion of disinformation from state actors to non-state groups signals the growing complexity of this issue, with potential risks to both national security and international relations.

In response to these threats, governments and international organizations are taking more active measures to counter disinformation, including stronger regulatory frameworks, public awareness campaigns, and enhanced cybersecurity strategies. However, these efforts must strike a delicate balance, ensuring that the protection of truth does not infringe upon fundamental freedoms, such as freedom of speech and privacy rights.

Ultimately, while disinformation remains a powerful tool in the arsenal of hybrid warfare, the collective efforts of the international community may prove crucial in mitigating its effects. Continuous research, policy development, and international collaboration will be key to limiting the impact of disinformation on global peace and stability in the years to come.

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ANTI-CORRUPTION POLICY OF DENMARK: MAIN INSTRUMENTS AND OUTCOMES

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Maslova K. R., Marchenko N. O. Anti-corruption policy of Denmark: main instruments and outcomes.

Corruption remains one of the key issues affecting the effectiveness of public institutions. The article analyzes the anti-corruption policy of Denmark, a country with a low level of corruption. Social and cultural factors such as trust in the state, transparency of governance and the role of civil society are considered. Legal mechanisms and international agreements that emphasize the importance of a systemic approach and active participation of society are also highlighted.

Keywords: Anti-corruption policy, civil society, corruption, Denmark, governance transparency, trust in the state.

Маслова К. Р., Марченко Н. О. Антикорупційна політика Данії: основні інструменти та результати. Корупція залишається однією з ключових проблем, що впливає на ефективність державних установ. У статті аналізується антикорупційна політика Данії, країни з низьким рівнем корупції. Розглянуто соціальні та культурні фактори, такі як довіра до держави, прозорість управління та роль громадянського суспільства. Також виділено правові механізми та міжнародні угоди, які підкреслюють важливість системного підходу та активної участі суспільства.

Ключові слова: Антикорупційна політика, громадянське суспільство, корупція, Данія, прозорість управління, довіра до держави.

1. Introduction

Corruption continues to be one of the most pressing issues facing governments around the world, affecting not only the effectiveness of public institutions but also the quality of life of citizens. Although bribery is a widespread problem, Denmark is known for its low level of corruption and high transparency, making it a world leader in these aspects. This is confirmed by the annual analytical results of the Corruption Perceptions Index. The country has very high rankings in international corruption index, and most experts agree that its public sector is characterized by a high level of integrity.

The relevance of this study lies in the growing global concern about corruption and the need for effective strategies to combat it. In the context of contemporary political and economic challenges, particularly in Ukraine, a study of Denmark's anti-corruption culture can provide valuable insights and practical recommendations that can be adapted to other countries.

The object of the study is the anti-corruption policy of Denmark. **The subject** of the study is the main tools for forming anti-corruption policy in Denmark and assessing their effectiveness.

The aim of the study is to analyze anti-corruption policy in Denmark, identify the main tools for preventing corruption, and assess the effectiveness of their application.

It is planned to solve the following **tasks**:

1. to identify the social and cultural factors that contribute to the formation of anti-corruption policy.
2. to explore mechanisms to combat corruption.
3. to analyze the effectiveness of Denmark's anti-corruption policy.

2. Anti-corruption policy of Denmark and its effectiveness

2.1. Factors in the formation of anti-corruption policy

Denmark has a long history of political stability and a high level of democracy. As early as the early 20th century, the country implemented a number of labor and market reforms that laid the foundation for a welfare state. Various international and national surveys, as well as other studies that include Denmark, indicate that corruption is practically non-existent. A high level of human development, freedom of the press, a high level of education, and low social inequality contribute to maintaining a low level of corruption in the country. Culturally, Denmark has a strong tradition of social responsibility, reflected in the ability of citizens to demand transparency and accountability from public authorities [5, p. 3]. Corruption is condemned not only among government officials, but also among ordinary citizens. Most companies adhere to a policy of «zero tolerance» for bribery both within the company and in relations with external partners. When hiring an employee, he must sign a special agreement that obliges him to refuse to give or receive bribes [1].

The Danes adhere to a policy of absolute intolerance toward corruption in all its forms. It is believed that corrupt actions affect everyone whose lives, livelihoods, or development depend on the integrity of officials. Such actions threaten the stability and security of society and undermine democratic institutions and values [2, p. 27].

A high level of trust in public institutions is a key factor in reducing corrupt practices in Denmark. In 2023, 44% of Danes said they had a high or moderate level of trust in the national government. At the same time, the judiciary and courts enjoy greater public trust (75%), as do the police (69%), compared to the government (44%). About half of Danes express a high or moderate level of trust in parliament (47%), local authorities (47%) and the national civil service (44%). An important element of this trust is the high quality of public administration and the effectiveness of policy implementation [3].

Civic awareness is a key factor in combating corruption in Denmark. The population is actively involved in political processes, and many citizens consider it necessary to fulfill their social role in ensuring honesty and order in public affairs. Denmark has an effective system of public control in the form of civil society institutions that monitor the actions of politicians and officials. Financial transparency in the country ensures that officials are virtually unable to conceal their incomes and expenses [1].

2.2. Tools and mechanisms for combating corruption

Denmark does not have a specialized body to combat corruption, and the entire anti-corruption policy is built on the principles of transparency, openness and accessibility. The country is

characterized by informational transparency in the activities of state institutions, openness in their decision-making processes, and public access to the documents on which these decisions are based.

The main provisions on combating bribery and corruption are set out in the Danish Criminal Code and the Corruption Act, which was adopted in 2002. According to Danish legislation, corruption is defined as the improper use of power for personal gain. This definition is outlined in the Danish Criminal Code and aligns with international anti-corruption standards, such as the UN Convention against Corruption. It covers both bribery and other forms of unlawful benefits, including fraud, embezzlement, extortion, and more. Furthermore, corruption is not limited to financial transactions, but can include the provision of various advantages, such as special treatment, protection, additional services or the acceleration of procedures, in order to gain benefits [2, p. 26].

Article 122 of the Danish Criminal Code for active bribery provides that: *«Any person who unduly gives, promises or offers to someone performing a public function or office with a Danish, foreign or international public organization a gift or another advantage to make the relevant person perform or fail to perform such function or office is sentenced to a fine or imprisonment for a term not exceeding six years»* [3].

Investigation of corruption cases, except for international crimes, which are under the jurisdiction of the Special Department of the Public Prosecutor's Office for Economic Crimes, is carried out by the police. At the same time, the Danish police are not prone to corruption and have high trust among citizens. The police are believed to reliably protect businesses from crime, and the government has effective mechanisms for investigating and punishing violations and corruption among law enforcement officers. Public surveys show that people do not pay bribe the police, and the police services themselves are among the least corrupt in Denmark [4]. Denmark also has several specialized bodies and institutions that contribute to the fight against corruption. One such body is the National Audit Office (Rigsrevisionen), which is responsible for auditing parliamentary expenses and the financial reports of state-owned companies. Another important unit is the Money Laundering Secretariat, which is the national financial intelligence unit and is responsible for analyzing potential cases of money laundering, terrorist financing and other illegal financial activities. In addition, the Danish Parliamentary Ombudsman monitors the activities of the government and municipalities. Alongside these institutions, other important actors, including the media and civil society, also support the fight against corruption [2, p. 27].

Denmark has also signed several important international conventions to combat corruption. These include:

1. The United Nations Convention against Corruption, signed in 2003 and ratified in 2006, which covers bribery, embezzlement, abuse of office and money laundering.

2. The OECD Convention on Combating Bribery, adopted in 1997, which requires the criminalization of bribery of foreign public officials in international transactions.

3. The Council of Europe Criminal Law Convention (ETS No. 173), signed in 1999, which criminalizes various forms of corruption and promotes international cooperation in combating corruption offences [4].

Denmark's anti-corruption policy focuses on preventing corruption, in particular on creating a culture of "zero tolerance" for corruption. An example of the implementation of this strategy is the work of the Danish International Development Agency – Danida. The agency regularly monitors the level of corruption both in Denmark and in other countries, maintaining an impeccable reputation and publishing its findings without restrictions [2, p. 27].

2.3. The effectiveness of Denmark's anti-corruption policy

The main principles of Denmark's anti-corruption policy are transparency, accountability, and control. A key factor of success is the availability of public information through electronic platforms. Denmark makes important data open, including the state budget, election results, tenders, business and land registries, as well as the salaries of top public officials.

The reduction in corruption in Denmark has led to significant economic benefits. The absence of corruption barriers stimulates investment and provides a favorable environment for doing business. The government and businesses collaborate on anti-corruption measures by signing agreements within economic organizations. One of the key platforms is the Danish Trade Council, which supports Danish companies and individuals facing corruption issues internationally. This includes both daily business operations and government assistance during the implementation of global projects.

Although Denmark is one of the least corrupt countries in the world, it is not entirely immune to issues in this area. For instance, the country's largest bank, Danske Bank, was involved in a money laundering scandal. This indicates that corruption-related issues occasionally arise. However, Denmark has an effective system in place to prevent, detect, and address such problems [2, p. 27].

3. Conclusions

Transparency, integrity, an independent judiciary, active citizenship and a high level of social trust are key factors that make Denmark one of the least corrupt countries in the world. In addition to low corruption, Denmark is also known for its high standard of living, social mobility, education and equality. This suggests that a strong anti-corruption culture has already been established in the country.

The results of Danish anti-corruption policy are impressive: low levels of corruption contribute to trust in state institutions, economic development and social stability. Denmark has proven that effective fight against corruption is possible thanks to a systemic approach, political will and active participation of society.

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THE INTERNATIONAL MONETARY FUND: FUNCTIONS, LENDING PROGRAMS, AND THEIR IMPACT ON DEVELOPING COUNTRIES

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Matskova T. P., Meleshchenko O. O. The International Monetary Fund: Functions, lending programs, and their impact on developing countries. This paper examines the International Monetary Fund (IMF), focusing on its functions, organizational structure, lending programs, and their impact on developing countries. It explores the IMF's role in fostering global financial stability and cooperation, analyzing key functions like surveillance and capacity building. The study analyzes lending programs, including the Rapid Credit Facility and Extended Credit Facility, highlighting their role in stabilizing economies, addressing balance-of-payments issues, and supporting recovery in developing countries during crises like the COVID-19 pandemic.

Keywords: COVID-19, developing countries, economic challenges, global financial stability, IMF functions, International Monetary Fund, lending programs.

Мацкова Т. П., Мелещенко О. О. Міжнародний валютний фонд: функції, програми кредитування та їх вплив на країни, що розвиваються. У статті розглядається діяльність Міжнародного валютного фонду (МВФ) з акцентом на його функції, організаційну структуру, програми кредитування та їхній вплив на країни, що розвиваються. Досліджується роль МВФ у зміцненні глобальної фінансової стабільності та співпраці, зокрема аналізуються ключові функції, такі як нагляд та нарощування потенціалу. У роботі аналізуються програми кредитування, включаючи Фонд швидкого кредитування та Розширений кредитний фонд, які сприяють стабілізації економік, вирішенню проблем платіжного балансу та підтримці відновлення економік країн, що розвиваються, під час криз, таких як пандемія COVID-19.

Ключові слова: глобальна фінансова стабільність, економічні виклики, країни, що розвиваються, Міжнародний валютний фонд, програми кредитування, функції МВФ, COVID-19.

1. Introduction

The International Monetary Fund (IMF), described as “a specialized agency of the United Nations that works to achieve sustainable growth and prosperity for its member countries” [8], plays a vital role in the modern global economy. It promotes financial stability, facilitates international trade, and provides essential support to countries during periods of economic distress [ibid.]. Notably, the IMF extends vital assistance to developing countries, helping them stabilize their economies and achieve sustainable growth, especially during such crises as the COVID-19 pandemic [3; 5; 7].

The IMF's influence in maintaining global financial stability and shaping the economic policies of its member countries highlights the importance of addressing key challenges associated with its operations. These include examining its functions and organizational structure, evaluating its core activities in addressing global economic issues, and assessing the impact of its financial and credit mechanisms on member economies. Exploring these topics underscores the significance and *relevance* of this study.

The object of this study is the International Monetary Fund as an organization, facilitating global monetary stability and financial cooperation, while its *subject* is the functions of the IMF, its lending programs, and their impact on developing countries.

This research *aims* to analyze the functions of the International Monetary Fund, evaluate its lending programs, and assess their impact on developing countries in the context of promoting financial stability. To achieve this, the following *tasks* are set:

- to analyze the main functions and organizational structure of the IMF;
- to examine IMF lending programs as a core activity in addressing economic challenges;
- to investigate the impact of the IMF's lending programs on the economies of developing countries.

To fully understand the role of the IMF in addressing modern economic challenges, it is essential to analyze its core functions and organizational structure, which form the foundation for its global activities.

2. Functions and organizational structure of the International Monetary Fund

The IMF was established following its initiation at the 1944 Bretton Woods Conference and formally began operations on December 27, 1945. Today, it comprises 191 member countries. The IMF supports economic policies aimed at fostering financial stability and monetary cooperation, which are crucial for enhancing productivity, job creation, and overall economic well-being [8]. Governed by and accountable to its member countries, the IMF undertakes three critical missions: advancing international monetary cooperation, promoting trade and economic growth, and discouraging policies detrimental to global prosperity. To achieve these objectives, member countries collaborate closely with one another and with other international organizations [ibid.].

While the IMF is often associated with its financial and credit operations, its scope of activities extends beyond these areas. The main activities of the International Monetary Fund (IMF) focus on promoting global economic stability through several key functions. *Surveillance* involves “monitoring the economic policies of member countries, analyzing fiscal and monetary policies, and offering recommendations to address imbalances” [ibid.]. *Regulation of international monetary relations* “ensures the stability of the global monetary system by coordinating currency policies and preventing discriminatory measures” [ibid.]. *Consultations* provide “guidance on economic and financial policies, helping countries improve their economic performance and achieve stable growth” [ibid.]. Additionally, the IMF supports capacity building through training programs and technical assistance, enhancing the expertise of national personnel. Finally, through *information services*, the IMF publishes reports and statistics, ensuring transparency and fostering informed decision-making among member states [ibid.].

The United Nations serves as the overarching organization responsible for overseeing the proper functioning and governance of the IMF. The IMF is headed by a Managing Director, who is elected by the Executive Board for a renewable five-year term. The organizational structure of the IMF comprises three key bodies: The Board of Governors, Ministerial Committees, and the Executive Board, each of which plays a distinct role in the administration and decision-making processes of the IMF [2].

The organizational structure of the IMF along with roles and responsibilities of the IMF governing bodies is given in Table 1 (based on [2]).

Table 1

Structure of the International Monetary Fund

The International Monetary Fund Structure	
IMF Governing Bodies	Roles and Responsibilities
Board of Governors	Accepts new members, reviews quotas, adjusts exchange rate parities, enters into agreements, and participates in the election of executive directors.
International Monetary and Financial Committee	Prepares recommendations for the Board of Governors, oversees the IMF's policy and proposes amendments to the IMF's Articles of Agreement.
Executive Board	Deals with current affairs, oversees the economic policies of countries, organizes research, and provides financial assistance.

Overall, the IMF's structure and functions provide the basis for its work in solving global economic problems. Using its resources and expertise, the IMF helps countries overcome crises and build stronger economies. The IMF's lending programs, focused on supporting countries that are facing financial difficulties, are explored in the next section.

3. IMF lending programs as a core mechanism for addressing economic challenges

One of the main activities of the IMF is lending programs, which involve providing financial aid to member countries that are struggling with balance-of-payments issues – a phenomenon that occurs when a country lacks enough international reserves to pay for its external obligations or keep its currency stable. The main goal of this kind of financial support is to help restore economic stability, rebuild trust in financial markets, and create a foundation for lasting economic growth [1, p. 250].

Table 2 outlines the key types of IMF lending programs and their respective purpose (based on [6]).

Table 2

Types of IMF lending programs and their purpose

Type of IMF Lending Programs	Purpose
Stand-By Arrangements (SBAs)	To address short-term balance-of-payments problems and provide financial support during economic crises.
Extended Credit Facility (ECF)	To provide medium- to long-term concessional financial support to low-income countries, focusing on macroeconomic stability and poverty reduction.
Poverty Reduction and Growth Trust (PRGT)	To offer concessional loans at reduced interest rates to promote economic growth and reduce poverty while addressing balance-of-payments issues.
Rapid Financing Instrument (RFI) and Rapid Credit Facility (RCF)	To offer emergency financial assistance to all member countries facing urgent balance-of-payments needs.

Following the table, each IMF lending program serves a distinct purpose in addressing specific economic challenges. The Stand-By Arrangements offer shorter-term financial assistance to countries in need of urgent stabilization measures. The Extended Credit Facility is designed for countries facing medium- to long-term structural challenges. It provides financial support over several years, enabling countries to implement comprehensive economic reforms aimed at stabilizing and strengthening their economies. These programs typically help manage temporary imbalances in a country's external finances, such as currency depreciation or inflation. For low-income countries, the Poverty Reduction and Growth Trust offers concessional financing, providing affordable loans to help promote sustainable growth, reduce poverty, and address balance-of-payments difficulties [8].

Since the start of the COVID-19 pandemic, the IMF took rapid and large-scale steps to help national economies, using its lending capacity of about \$1 trillion. It provided urgent financial support to a record number of countries facing immediate balance-of-payments problems due to the pandemic. To meet the demand, the IMF temporarily increased the limits for emergency financing and lending programs until the end of 2021. At the beginning of the crisis, the Executive Board temporarily introduced simplified internal procedures to allow the IMF to respond more quickly to member countries' requests for emergency assistance. In many cases, emergency financing (RFI and RCF) was provided by the IMF within a few weeks of receiving the request [6, p. 11].

The IMF's lending programs play an essential role in maintaining the stability of the international monetary system. By facilitating exchange rate stability and international payments, the IMF enables member countries to engage in global trade, fostering sustainable economic growth and improving living standards worldwide.

4. The impact of IMF lending programs on developing countries

Developing countries, often facing chronic poverty and low industrialization, require targeted financial assistance to stabilize their economies. The IMF's lending programs aim to address these challenges by providing financial support, promoting fiscal and monetary stability, and encouraging structural reforms [2].

During the COVID-19 pandemic, the International Monetary Fund approved emergency financial assistance for Afghanistan amounting to approximately 220 million USD under the Rapid Credit Facility (RCF) [4]. This support aimed to address the urgent balance of payment needs resulting from the economic fallout caused by the pandemic. The funds were used to strengthen Afghanistan's healthcare system, mitigate the social and economic impacts of COVID-19, and support macroeconomic stability. This assistance helped sustain Afghanistan's economy by enabling the government to fund essential expenditures and maintain public services during the crisis [7].

In April 2020, the International Monetary Fund approved a financial disbursement of US\$115.3 million to Burkina Faso under the Rapid Credit Facility (RCF) to address the economic impacts of the COVID-19 pandemic [4]. The financial support helped stabilize Burkina Faso's economy, which had been significantly affected by the pandemic, by providing the country with resources to tackle the crisis's effects and maintain critical government expenditures. However, the country's economic growth remained constrained due to existing structural issues, which were exacerbated by the global recession and internal instability, including armed conflicts and terrorist threats [3].

IMF also provided critical support to Ethiopia during the COVID-19 pandemic through emergency assistance under the Rapid Financing Instrument (RFI). Approved in April 2020, this financial assistance, amounting to approximately \$411 million, helped the country address urgent balance of payments needs and mitigate the economic impact of the pandemic [4]. As a result, Ethiopia was able to strengthen its health sector response, maintain essential imports, and implement fiscal measures to support vulnerable households and businesses.

The IMF provided significant support to Guinea under the Extended Credit Facility (ECF) during 2017–2020, with a focus on fostering high and broad-based growth, reducing poverty, and preserving economic stability. The ECF program helped Guinea strengthen its resilience to external shocks, scale up growth-supporting public investments in infrastructure, and promote private sector development [5, p. 5, pp. 10–13]. As a result, Guinea saw improvements in macroeconomic stability, with a fiscal surplus of 0.6% of GDP in 2020, moderate inflation of 8%, and strengthened international reserves. Additionally, the IMF supported Guinea's efforts to respond to the COVID-19 pandemic, assisting with fiscal and monetary adjustments to maintain economic resilience [5, pp. 13–20].

These examples show the IMF's lending programs have played a pivotal role in addressing the economic challenges faced by developing countries, particularly during crises like the COVID-19 pandemic.

4. Conclusions

The IMF's main functions and organizational structure are essential to its role in promoting global economic stability. By conducting surveillance, regulating international monetary relations, providing consultations, and offering capacity-building programs, the IMF helps member countries navigate economic challenges. The IMF's organizational framework, with its Board of Governors, Ministerial Committees, and Executive Board, ensures effective governance and decision-making. Together, these functions and structures enable the IMF to fulfill its mission of fostering monetary cooperation, financial stability, and sustainable economic growth worldwide.

The IMF plays a key role in addressing global economic challenges by providing targeted financial assistance through lending programs such as the Rapid Credit Facility, Rapid Financing Instrument, and Extended Credit Facility, the IMF has helped countries like Afghanistan, Burkina Faso, Ethiopia, and Guinea stabilize their economies, support essential public services, and address urgent balance-of-payments needs. While these programs have contributed to macroeconomic stability and crisis mitigation, their long-term success often depends on addressing structural challenges and ensuring that the financial support translates into sustainable development. The cases highlighted underscore the importance of IMF assistance in fostering resilience and promoting economic recovery in vulnerable nations.

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OVERTOURISM AS A GLOBAL PROBLEM OF THE PRESENT: ITALIAN EXPERIENCE

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Mikulina K. Y., Startseva N.M. Overtourism as a global problem of the present: Italian experience. The article analyses practical cases of overtourism in the Italian cities of Florence, Venice, and the Cinque Terre National Park. Tourism is an important part of the Italian economy. Still, for some destinations, excessive tourist flow has begun to pose a serious threat that could turn into an ecological and social crisis such as gentrification, crime, vandalism, changes in the lifestyle of residents, negative impact on local culture, environmental pollution, and soil degradation. Several measures have been proposed to improve the situation, some of which have already been implemented: the introduction of a ticket system, identification stickers, periodic inspections, setting a limit of visitors, management of groups, regulation of tourist facilities, development of mobile applications, banning cruise ships, etc.

Keywords: crime, excessive tourist flow, gentrification, identification stickers, Italy, overtourism, ticket system, vandalism.

Мікуліна К. Ю., Старцева Н. М. Овертуризм як глобальна проблема сучасності: досвід Італії. У статті проаналізовано практичні приклади овертуризму в італійських містах Флоренція, Венеція та Національному парку Чінкве-Терре. Туризм є важливою частиною італійської економіки, але для деяких DESTINACIЙ надмірний туристичний потік почав становити серйозну загрозу, яка може перерости в екологічні та соціальні кризи, такі як джентрифікація, злочинність і вандалізм, зміна способу життя мешканців, негативний вплив на місцеву культуру, забруднення навколишнього середовища та деградація ґрунтів. Для покращення ситуації було запропоновано низку заходів, деякі з яких вже впроваджено: запровадження квиткової системи, ідентифікаційних наклеjek, періодичних перевірок, встановлення ліміту відвідувачів, управління групами, регулювання туристичних об'єктів, розробка мобільних додатків, заборона круїзних суден тощо.

Ключові слова: вандалізм, джентрифікація, злочинність, ідентифікаційні наклеjки, Італія, квиткова система, надмірний туристичний потік, овертуризм.

1. Introduction

The **object** of the article is overtourism, and the **subject** is the manifestation of this phenomenon in Italy and measures aimed at reducing its destructive effects. The **purpose** of the study is to deepen and consolidate knowledge on overtourism as a global problem of humanity, systematise and analyse practical cases of overtourism in Italian cities and determine what measures have been taken to reduce the negative impact on the environment and local communities. To achieve this, the following **tasks** were set: to collect and systematise the works devoted to the study of the impact of mass tourism, implementation of sustainable development strategies of tourism development in Italy; to determine how mass tourism has affected Italy and what consequences can be observed now; to highlight the main measures that have been taken to reduce the flow of tourists to overcrowded destinations.

The article is **relevant** because overtourism has become a widespread global issue, especially to popular tourist hotspots with problems such as overcrowding, environmental damage and lack of culture authenticity. As one of the most popular tourist destinations on the planet, Italy has plenty of experience tackling this question. These issues, which are critical for stakeholders in the tourism industry globally, are explored in the article.

2. Tourism development indicators in Italy: how and where mass tourism became a threat

Italy holds a significant position in the global tourism business, ranking 9th in the 2024 Travel & Tourism Development Index (TTDI). Compared to the same report in 2023, Italy has taken a position 3 steps higher. Italy's overall score in the TTDI is 4.90 on a scale of 1 to 7, placing it among the top 10 tourism economies [4, p. 11].

Tourism has a major impact on the Italian economy, contributing 10-12% to GDP annually. This figure is quite high for an economically developed country, so it indicates a significant cash flow: revenue from tourism increased to EUR 6,526 billion – in August 2022 [6] (Fig. 1).

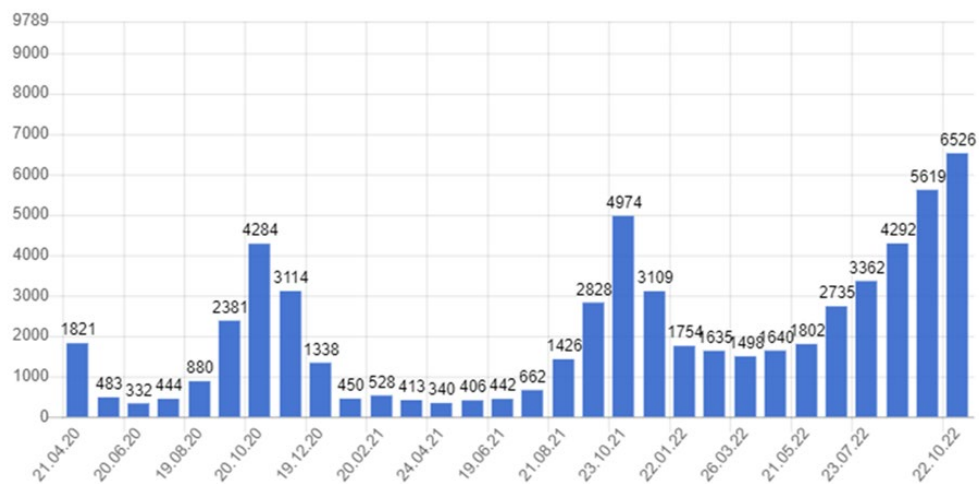


Fig. 1. Italy's revenues from tourism (EUR million)
Source: compiled by the author based on [6]

But of course, we should not forget that behind the significant profitability of Italy's tourism industry there are millions of tourists who need accommodation, food, transportation and entertainment. According to the World Tourism Organization (UNWTO), Italy received approximately 57.25 million international tourists in 2023, making it the fourth most popular tourist destination in the world after France, Spain and United States. Italy is still unable to reach the 2019 figure, but the pace of recovery in tourist arrivals is impressive. In general, taking into account the fact that Italians are very fond of travelling around their country, the total number of tourists may exceed 75 million [6].

According to the United Nations, in 2023, 1.3 billion tourists travelled around the world, with August, 11 being a record day with 259,493 flights. The problem of overtourism is a major concern, as 80% of tourists visit only 10% of the world's tourist destinations, causing economic imbalances and putting pressure on local communities, the environment and infrastructure. For example, Italy recorded 134 million arrivals and 451 million overnight stays in various types of accommodation, but a key aspect is the extreme polarisation of tourists, with 70% of visitors concentrated in just 1% of the country's territory (2, pp. 1–2) (Fig. 2).

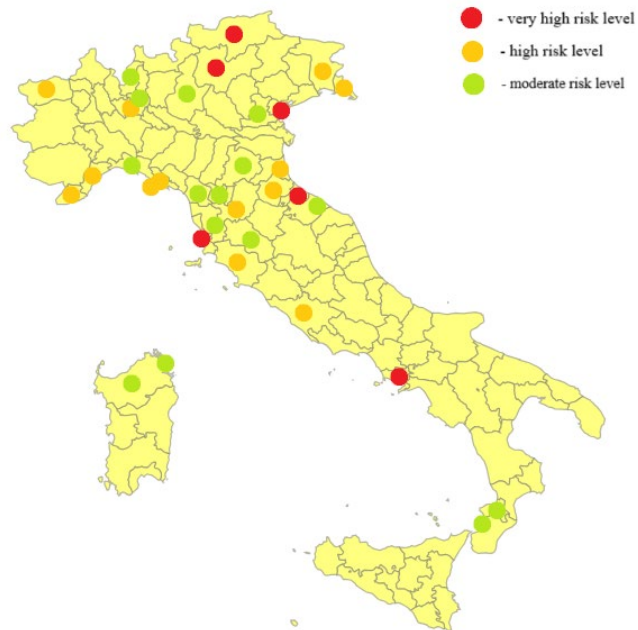


Fig. 2. Map of Italian provinces at risk of overtourism
Source: compiled by the author based on [1]

Demoskopika's research highlights that some cities and regions of Italy are considerably further along in their struggle with overtourism and suffer from negative effects on the infrastructure as well as quality of life for the locals. Rimini, Venice, Bolzano, Livorno, Trento, Venice, according to the classification of cities in the study, are classified at the level of «Very-High» of tourist overcrowding. Rome and Florence, too, are ranked in the «High» level of the index, suggesting a high pressure on local resources and difficulties managing tourist flows [1] (Table 1).

Table 1

Italian provinces at risk of overtourism

Very high level	Bolzano, Livorno, Naples, Rimini, Trento, Venice
High level	Aosta, Florence, Forlì-Cesena, Gorizia, Grosseto, Imperia, La Spezia and the Cinque Terre, Milan, Ravenna, Rome, Savona, Trieste
Moderate level	Bologna, Brescia, Como, Genoa, Lucca, Monza Brianza, Padua, Pesaro-Urbino, Pisa, Pistoia, Sassari and La Maddalena, Siena, Vibo Valentia and Tropea

Source: compiled by the author based on [1]

3. Cases of Florence, Venice and Cinque Terre

Florence has suffered for many years from a phenomenon known as overtourism. The capital of Tuscany receives thousands of tourists almost all year round. Some local residents propose to solve the problem of overtourism in the city of Florence by managing the influx of tourists. Restrictions and control measures are needed to protect the historic center of the city and preserve its cultural

heritage. The solution proposed is a ticketing system which will allow access to the historic center on an advance reservation basis. The ticket would be free, but in limited quantity, to allow only a certain number of visitors to enter at a certain time. It would also enable the authorities to issue coloured identification stickers to make it easier to tell whether people have tickets or not. It is further suggested that organised tourist groups have to be controlled better to prevent excessive numbers. Also, periodic inspections have to be held to ensure compliance of the system. The most important aim is to balance tourist influxes against the cultural and social structures of the city. At the same time, experts argue price hikes will not prevent overcrowding. The city hall took into account the suggested measures [2, pp. 2–5].

The number of inhabitants of Venice is 260,000, the number of visitors is 24 million, which is 25.3 visitors per inhabitant per day. Mass tourism has a significant negative impact on the city, which is manifested in protests, the flourishing of crime and vandalism; changes in the lifestyle of residents of the city due to the large gap between the number of locals and tourists; traffic jams on roads and public transport, that is, a large number of tourists puts a strain on Venice's infrastructure. The gentrification of Venice's old districts is becoming increasingly noticeable. Gentrification is a process whereby the character of a poor urban area is changed by wealthier people moving in, improving housing, and attracting new businesses, typically displacing current inhabitants in the process, and as a result residents' houses are sold and converted into hotels or restaurants [3, p. 233]. Another particular problem for Venice is cruise ships. However, in 2021 the authorities took decisive action: the Italian government banned cruise ships from entering the historic center of Venice. Since then, cruise ships have been redirected to the industrial port of Marghera [5].

In order to reduce the strain on a city like Venice, Italy is taking active measures to promote little-known corners of Italy. 2017 was called the «year of the village». The mayor of Venice is also taking measures to separate tourists from locals, thereby giving the latter more space. Scientists want to review the role of Venice in managing tourist destinations in Italy and, accordingly, stop all promotional activities for this city. The city itself has embraced a large number of measures that need to be taken to address the problem of reducing tourism. These include: management of groups, creation of a new platform for acquiring the various services of the city, diversify the arrival points of private buses coming from the mainland, changes to the public transport navigation service, regulation of tourist facilities, introduction of new charges, introduction of landing charges, actions aimed at marketing, increased police control, creation of a new platform for acquiring the various services of the city, posters and information columns, a «ten commandments» on behavior for visitors, introduction of entry tickets, and agreements with rail network suppliers [3, pp. 233–234].

The flow of tourists to the five colorful towns in northern Italy, nestled against the sea cliffs, is not decreasing. They are called Cinque Terre. In 1999, this area with a population of about 5,000 people became a national park, and now it is visited by more than 2.5 million tourists every year. From an administrative point of view, Le Cinque Terre are included in 3 municipalities where 345,000 overnight stays have been registered in 2010 and raised to around 500,000 in 2015 [3, p. 168]. The most recent data does not indicate the exact number of registered overnight stays, but it is known that after a significant decline in 2020-2021, their number in 2023 exceeded the figures for 2015.

The excessive number of tourists not only disturbs the locals, but also complicates their daily lives. For example, tourists can enter private property, create traffic and public transport congestion. But the biggest threat overtourism in Cinque Terre poses to the environment. Too many people on a small and delicate piece of land contributes to soil degradation, trampling of grass etc. Due to that, over the years, the footpaths have deteriorated from erosion and overcrowding and become dangerous. For example, the popular path between the towns of Riomaggiore and Manarola was closed after a group of Australian tourists was injured in September 2012.

The steady increase in the number of visitors to the natural park suggests that the previous policy of managing the flow of tourists in the Cinque Terre has not been successful. For this reason, in recent years the focus has been more on how to slow down the number of visitors, with the intention of setting a limit of 1.5 million visitors per year.

Local authorities have implemented a monitoring system that allows real-time monitoring of the number of people on popular routes. A mobile application has been created for tourists that provides real-time information on the traffic congestion of routes, allowing them to see when a route is crowded and decide for themselves whether it is worth visiting. The main goal of such measures is to raise awareness of the problem of overcrowding. However, there is no evidence that these tools actually contribute to more effective management of tourist flows. However, without appropriate measures in high-stress regions, this could lead to long-term negative consequences, including social and environmental crises [3, pp. 168–169].

4. Conclusions

The article analyses overtourism as a global problem of humanity using the example of Italy's experience. As one of the leading tourist countries in the world, Italy receives a significant contribution to its GDP from the development of tourism, but on the other hand, a significant influx of tourists creates a number of dangers for leading Italian destinations. Bright cases are Florence, Venice and Cinque Terre which suffer from a significant number of tourists, that exceeds the

number of local residents by several dozen times. This leads to an ecological and social crisis, which the government and local administration are trying to prevent with a number of measures aimed at reducing and regulating tourist flows - each of the locations is unique, therefore requires a special approach. The experience of Italy has shown that the measures taken are not always effective enough, therefore there is a need for constant monitoring and adjustment of strategies.

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THE IMPACT OF GLOBALISATION ON THE ENGLISH LANGUAGE

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Mirosedi O. V., Marchenko N. O. The impact of globalization on the English language. The article is devoted to the study of the impact of globalisation on the English language. In the course of the study the essence of the globalisation process is defined. The main aspects of the impact of globalisation on the development of the English language are characterised. The main trends in the impact of globalisation on the development of the English language are identified, and it is found out how the English language is transforming under the influence of globalisation. The positive and negative impact of globalisation on the development of English as a language of global communication is determined. The influence of English on the globalisation process is determined.

Keywords: communication, English, globalisation, international communication, language of global communication.

Мироседі О. В., Марченко Н. О. Вплив глобалізації на англійську мову. Стаття присвячена дослідженню впливу глобалізації на англійську мову. У процесі дослідження визначено сутність процесу глобалізації. Охарактеризовано основні аспекти впливу глобалізації на розвиток англійської мови. Визначено основні тенденції впливу глобалізації на розвиток англійської мови, з'ясовано, як саме трансформується англійська мова під впливом глобалізації. З'ясовано позитивний та негативний вплив глобалізації на розвиток англійської мови як мови глобального спілкування. Визначено вплив англійської мови на протікання процесу глобалізації.

Ключові слова: англійська мова, глобалізація, комунікація, міжнародна комунікація, мова глобального спілкування.

1. Introduction

In today's world, English is an indispensable language of international communication used at various levels. It can be said that English has become the main language of international communication in the twenty-first century, and it ensures an appropriate level of relations between states, citizens of different countries and representatives of different cultures. A characteristic feature of its modern development is the influence of globalisation: globalisation and the English language are interconnected, as they act as factors that attract each other. Globalisation has turned English into the leading language of international communication: it is the language in which international treaties and regulations are concluded, bilateral and multilateral meetings between representatives of states are held, conferences and a number of other events in the field of international relations are organised. In addition, globalisation has made English the main tool of communication in business and trade. In view of this, in the twenty-first century there is an undeniable influence of globalisation on the English language, since in this context not only English is the engine of globalisation, but this process can cause significant changes in the use of the language, its role in society, learning and teaching.

The relevance of the study is due to the fact that in modern conditions there is a significant impact of globalisation on the position and development of the English language. **The object of research** is globalisation and the English language. **The subject of the study** is the main aspects of globalisation's impact on the English language.

The purpose of the article is to determine the impact of globalisation on the current state and role of the English language in society.

The objectives of the article are the following:

- to consider the peculiarities of globalisation in the XXI century;
- to identify key trends in the development of the English language in the context of globalisation;
- to summarise the impact of globalisation on the development of the English language.

2. Peculiarities of Globalisation in the 21st century and Key Trends in the Development of the English Language in the Context of Globalisation

Globalisation is a key trend in the development of society in the twenty-first century, which manifests itself in many areas of human life. According to the definition, globalisation is ‘relating to the globe, world, planetary) - the process of worldwide economic, political and cultural integration (cohesion, unification of political, economic, state and social structures within a region, countries, world) and unification (bringing to uniformity, a single form or system)’. In other words, globalisation strengthens ties between the most distant corners of the planet. It also facilitates the spread of ideas and information, technologies, value orientations, behaviour, and lifestyles. It is globalisation that has enhanced the development of international trade and strengthened economic ties between countries. In addition, globalisation provides solutions to the problems facing humanity. Globalisation manifests itself in a variety of ways: it is seen in the context of international relations, foreign trade, business, science, and education. And at the same time, English is an integral tool for communication between different parties, which allows to strengthen ties between them and simplify the communication process [1].

It should be noted that English can be considered one of the main languages of globalisation [2]:

–First, it is a key communication tool for international organisations and corporations. That is why it plays a very important role in global business and diplomacy;

–Secondly, a large number of scientific, technical and other publications, websites and other materials have been created in English today. This facilitates the dissemination of knowledge and the exchange of information on a global scale;

–Thirdly, English is the language in which many works of contemporary music and cinema have been created. English is also the language of Internet content and social networks, which is why it has a significant impact on the culture and language of the world. As a result, English words and expressions are spreading in many languages around the world;

–Fourth, English has become the language of international communication. More than a billion people learn English as a foreign language and use it in communication in various fields.

In view of this, it can be said that English has become the language of international communication in modern times, which is due to globalisation. Due to the fact that it is used internationally in various spheres of society, it has become a universal tool for international communication. The emergence of English as an international language dates back to the 17th century, when England became a conquering country, having achieved significant success in colonising virgin territories. England had a large number of colonies in North America, Africa, Asia, Australia, India - all of these territories were ruled by England, and for several centuries, English has maintained its predominant importance in the former colonies. As English was already a language spoken by hundreds of millions of people by the twentieth century, it gradually became a universal language of international communication [2]. The reasons why it has become the language of international communication are its ease of learning, historical background and rapid globalisation of information.

The main trends in the development of the English language under the influence of globalisation include the following [3]:

- The use of English as a language of international communication in all spheres: international relations, economics, science, education, culture, art, etc;
- The use of English at the level of private communication between representatives of different cultures, which is important in the context of globalisation. Such intercultural communication improves relations between representatives of different countries, so the use of English has become very important. Such a dialogue actually ‘erases’ the borders between countries and creates a new world;
- Learning English as a foreign language in many countries of the world: more than a billion people learn English, and for hundreds of millions of people English is the official language. Therefore, in one way or another, a significant part of the world's citizens know it at least at the elementary level, which increases its role and importance for modern society;
- English has become a global de facto standard used in business, cultural, political and linguistic exchange;
- The use of English in scientific research, the role of which has increased in the context of globalisation. Much of the scientific literature is written in English, which facilitates the exchange of socio-economic, political and technological achievements;
- English is used in communication at various levels. According to statistics, one billion people, or 20% of the world's population, speak English. More than 75% of international correspondence (letters, e-mail) and 90% of information on Internet sites are in English. It is also the language used in advertising;

–Borrowings from English are used in other languages of the world. Today, we can see how a large number of anglicisms are being introduced into everyday, scientific and business communication in Ukrainian. Therefore, another aspect of globalisation's impact on the English language is its influence on other languages and their modification.

Also, it is worth noting that the effects of globalisation on the English language can be observed in the context of language development and its use in various spheres of society. The positive impact on the development of the English language is manifested in the context of the fact that, as already mentioned, it has become a language of international communication. Today, English is an unofficial language of international communication, which significantly improves communication between representatives of different countries and cultures. It reduces language barriers and promotes mutual understanding. English has also become an important element of global communication, cooperation and development. Globalisation is a key factor supporting the expansion and enrichment of the English language, making it more universal and accessible to people from all over the world. At the same time, there is a negative impact of globalisation on the English language. English is being used as a kind of 'lingua franca'. As a result, it loses its uniqueness and becomes a set of words and phrases used to communicate between people from different cultures [4].

Furthermore, English plays an important role in globalisation, i.e. it is a key factor in it. Therefore, not only does globalisation influence the development of the language, but the language also influences the globalisation process. For example, knowledge of English ensures effective communication in various fields. In addition, English speakers have many opportunities to interact with representatives of other countries. For example, there is an exchange of students, schoolchildren, creative teams, volunteering or internships. A number of exchange programmes have been created for students and high school students, allowing them to learn about new cultures, traditions and values by communicating with citizens of other countries.

3. Conclusions

Thus, according to the analysis, we can say that the impact of globalisation on the English language is undeniable. Under the influence of globalisation, it has become a language of international communication and is an integral element of interaction between representatives of different countries and cultures. It is also used in various spheres of society: international relations, business, education, science, culture, etc. In addition, English is also a key element of globalisation. Thus, the impact of globalisation on the development of English is significant.

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MEDIA IN CRISIS COMMUNICATION: NAVIGATING INFORMATION FLOW DURING GLOBAL EMERGENCIES

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Mnekina M. V., Litovchenko Y. M. Media in crisis communication: navigating information flow during global emergencies. This article explores the media's involvement in disaster preparedness and management, highlighting how it helps spread life-saving information during emergencies. It examines the ethical challenges faced by journalists in crisis reporting and emphasizes the need for accurate, compassionate coverage that avoids sensationalism. The study also addresses the influence of visual media on public perception and response to disasters, in order to demonstrate how media visibility might affect public perception and humanitarian aid.

Keywords: crisis reporting, disaster management, ethics, humanitarian aid, media, public perception, visual media.

Мнекіна М. В., Літовченко Я. М. Медіа в кризовій комунікації: управління потоком інформації під час глобальних надзвичайних ситуацій. У цій статті досліджується участь засобів масової інформації в підготовці до катастроф і боротьбі з ними, підкреслюючи, як ЗМІ сприяють поширенню життєво важливої інформації під час надзвичайних ситуацій. Розглянуто етичні виклики, з якими стикаються журналісти при висвітленні криз, підкреслюється необхідність точного та співчутливого висвітлення, що уникає сенсаційності. Щоб продемонструвати, як видимість ЗМІ може вплинути на підтримку громадськості, дослідження також розглядає вплив візуальних засобів масової інформації на сприйняття громадськістю та реагування на катастрофи.

Ключові слова: висвітлення криз, візуальні медіа, громадська думка, гуманітарна допомога, етика, підготовка до катастроф.

1. Introduction

The object of the article is to examine how media controls and shapes information during emergencies including natural catastrophes, and man-made disasters. *The subject* of the study is the influence of media in providing timely information, early warnings, and facilitating disaster response and management. *The aim* of the article is to illustrate the media's important role in disaster preparedness and response, emphasize how it may use contemporary technology along with ethical journalism to disseminate important information and increase public awareness. The article aims to provide insights into the role of media as a crucial link between authorities and the public, and how it can influence the outcomes of crisis situations.

2. Media in Disaster Preparedness and Management

Disasters are the result of great ecological damage between human beings and nature, which are usually classified into two types: natural disasters (earthquakes, tsunamis, hurricanes, etc.) and man-made disasters (chemical spills, coal mine explosions, terrorist attacks, etc.). The International Federation of Red Cross and Red Crescent Societies (IFRC) reports that over 500 disasters occur annually throughout the world, impacting over 570 million people and resulting in approximately 75,000 fatalities [5]. Therefore, in case of a disaster it's important to act as fast as possible to minimize the harm.

Knowledge can be lifesaving, especially in an emergency, and much of what people know is learnt through the mass media. The media serves as a bridge between the public and emergency organizations and provides the public with critical information prior to, during, and following disasters. By educating the public about disasters, warning of potential dangers, collecting and disseminating information about impacted areas, promoting dialogues about disaster preparedness and response for ongoing improvement, the media helps manage disasters [10].

Moreover, the reason why media is important in disaster management is because news organizations nowadays use satellite imaging. Since disasters are a major news source and draw attention from people all over the world, the media gives disaster-related issues a great deal of visibility and, when used effectively, can support the disaster management process [10]. The development of science and technology has made it possible to provide reasonably early warnings about disasters. We cannot stop a hurricane, an earthquake, or a volcano from erupting, however, we can use the scientific and technical knowledge we currently possess to make houses and bridges more earthquake and wind resistant, to send out early warnings about cyclones and volcanoes, and to plan appropriate community responses to such warnings [14]. For example, in Japan (where earthquakes and tsunamis are particularly frequent), reported earthquakes are broadcasted on television within 30 seconds of the event, and depending on the nature of the earthquake, tsunami warnings can follow very rapidly [8]. The Japan Meteorological Agency and the Japan Broadcasting System (NHK) have established well-coordinated working methods that allow the agency to automatically and smoothly insert information on earthquakes and tsunamis as soon as it is received from the warning center. With the most advanced tsunami warning system in the world, Japan is a global standard setter [4]. However, tsunami warnings take longer to generate. Given the tsunami case of March 11, 2011 when the warning was issued within three minutes and resulted in huge losses, it is also at the forefront of reflections on how to improve risk preparedness. There were also serious issues with estimating the tsunami's height, caused in part by an underestimation of the tsunami [13]. From this, it follows that every second counts when it comes to saving human lives.

3. Ethics in Crisis Reporting

Footage of wars, terrorist attacks, earthquakes, tsunamis, floods and other tragic and catastrophic events has become commonplace and ubiquitous in modern media. Since there is no way to manage the circumstances and no one can predict whether we will see or hear about a death live in the media, the media's role in providing trustworthy information during crisis situations is important but also difficult [12]. When it comes to reporting on disasters, media outlets are clearly commercial. This industry's commercial drive is exemplified by the fierce competition among

news organizations to be the first on the scene during emergencies [1]. This may potentially influence the nature of disaster reporting and change the focus on sensationalism and the commercialization of human suffering [2]. Media tend to make emphasis on shocking images and footage as they engage a bigger audience. Adding to this, media coverage of remote suffering goes beyond merely educating the audience. More cynical business motives may also be at play, as media organizations turn human tragedies into commodities that can be bought and sold on the international market [6].

In some situations, media reaction during disasters can lead to delays in providing relief to victims in certain areas while, on the other hand, media can cause panic, which also worsens the situation. Journalists must follow the fundamental ethical (professional) norms of reporting in order to have a calming effect without causing panic, fear, or anarchy. Naturally, telling the truth and—more importantly—verified and confirmed information should come first, but the rights of the accident victim should also be taken into account. Human suffering should never be abused [12].

4. The Power of Visual Media

People's perspectives and understandings influence how they respond to a crisis as a whole. With stories and images of any new or existing crises being available practically instantly in today's media-driven environment, reactions and perceptions are rapidly formed in people's minds all around the world. Depending on how well they comprehend the scenario, people respond and interpret imagery in different ways. Besides that, the conflict's story can be framed by the coverage. The media can affect whether the audience has a more positive or negative opinion of, for example, Israel or the Palestinians by favoring some stories or pictures over others. The influence of what the media chooses not to cover can be just as great as that of what they do cover. A biased perception of the dispute may result from leaving out important details, incidents, or viewpoints. Public confidence in media outlets may be impacted by perceived bias—or the absence of it—in coverage [7]. Besides that, people tend to concentrate on what they see more often in the news. Because of the media reports, donors perceive the victims of the incident as real rather than just "statistical"; this effect is known to boost donations. Therefore, if certain disasters are given more attention, there is a greater chance that viewers will respond to calls for humanitarian aid, etc. For example, Sky TV news had sent fifty journalists from London to cover the tsunami in Asia in 2004, but had just one reporter in Africa. As a result, 45 percent of all Americans donated to the tsunami victims within two weeks after the disaster [11]. But even given tsunami's magnitude, commentators and even relief agencies have been uncertain why exactly the tsunami captured the media and world's imagination to the extent that it did [3].

As for the broadcasting of military events, in 2023 the tendency of people to send donations to Ukraine was analyzed. The focus was on the precise time frame of the war events that starts one week prior to the Kerch bridge explosion (01/10/2022) and concludes one week following the countrywide Russian missile attacks in retaliation (17/10/2022) in order to better demonstrate the connection between donations and events that people from all over the world saw on the news [9].

Figure 1 demonstrates that major and emotional war events are typically associated with increases in both the quantity and overall USD worth of donations.

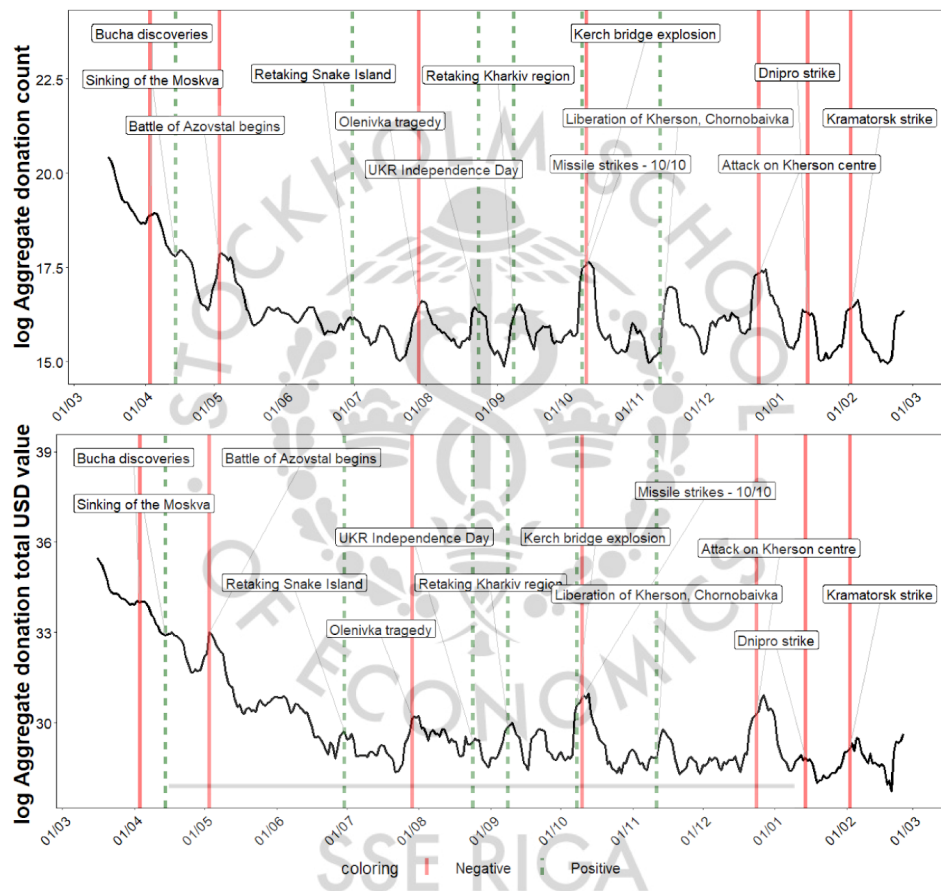


Figure 1: Log of the seven-day moving average of donation flows (Y-axis) vs. time (X-axis), with select significant war events overlayed. The period is between 16 March 2022 and 28 February 2023 [9]

It follows that the media's (both traditional and social) eye is very important, because it is thanks to this that people from all over the world have the opportunity to be imbued with the tragic events on the other side of the world and to provide support.

5. Conclusion

In an increasingly interconnected world, the role of media in disaster preparedness and management cannot be overstated. Nowadays, media serves as a conduit for disseminating life-

saving information before, during, and after crises. From educating the public on potential hazards to broadcasting urgent warnings and facilitating the coordination of relief efforts, media outlets mitigate the impact of disasters. Satellite imaging, seismological devices, early warning systems, all of these have further enhanced the media's ability to provide timely and accurate information to prevent huge damages. Moreover, the immediacy of images and stories from disaster zones can evoke empathy and prompt action, as seen in the widespread support for victims of high-profile natural disasters. Yet, disparities in media coverage can also influence which crises garner attention and aid, highlighting the need for more equitable reporting.

Ethical considerations in crisis reporting remain paramount, as sensationalism and the commercialization of human suffering can distort public perception and hinder effective response. Media professionals must navigate the delicate balance between delivering urgent news and respecting the dignity of those affected ensuring that information shared is both truthful and considerate.

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ARTIFICIAL INTELLIGENCE IN TRANSLATION: IMPACT ON GLOBAL BUSINESS COMMUNICATION

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Morgun K. V., Lavrinenko I. M. Artificial intelligence in translation: impact on global business communication. This article examines the transformative role of artificial intelligence in modern translation practices and its implications for global business communication. The study analyzes current AI translation technologies, their advantages and limitations, and their impact on international business operations. Special attention is paid to neural machine translation systems and their integration into corporate communication strategies.

Keywords: artificial intelligence, business communication, language technology, machine translation, , neural networks.

Моргун К. В., Лавріненко І. М. Штучний інтелект у перекладі: вплив на глобальну бізнес-комунікацію. У статті досліджується трансформаційна роль штучного інтелекту в сучасних практиках перекладу та його вплив на глобальну ділову комунікацію. У дослідженні аналізуються сучасні технології перекладу на базі ШІ, їхні переваги та обмеження, а також їхній вплив на міжнародні бізнес-операції. Особлива увага приділяється системам нейронного машинного перекладу та їх інтеграції в корпоративні комунікаційні стратегії.

Ключові слова: ділова комунікація, машинний переклад, мовні технології, нейронні мережі, штучний інтелект.

1. Introduction

The analysis of the current technological landscape gives every reason to conclude that the world is facing a future dominated by artificial intelligence in communication and translation processes. The United States and China are leading the AI race, while other countries are rapidly developing their own AI capabilities, particularly in language processing and translation technologies.

The issues of AI implementation in translation, the formation of new communication paradigms, and the search for effective integration of AI into business processes are among the most discussed and debated. The key problematic areas today are the prospects of achieving human-like translation quality, the ethical implications of AI translation tools, and the adaptation of global businesses to AI-powered communication solutions. These issues require special attention and analysis and stipulate the relevance of this study.

The **object** of the study is the AI-powered translation systems, the **subject** is the means by which these systems transform global business communication and their implications for international commerce.

The **aim** of the research is to determine the main technological trends and new changes in the translation industry brought by AI implementation.

The following **tasks** are set to achieve the purpose:

1. to reveal the essence of "AI translation" and consider the modern factors of language technology development;

2. to analyze the activities of major AI translation providers and their impact on global business;
3. to consider probable ways of development for translation technology, taking into account current technological capabilities.

2. AI Translation Technologies and Their Significance for Global Business

2.1. AI Translation: essence and characteristics

AI translation represents the use of artificial intelligence and machine learning algorithms to convert text or speech from one language to another, providing the framework for modern international communication on a global scale. It encompasses various approaches, from rule-based systems to neural networks, aimed at achieving accurate and contextually appropriate translations [3].

On the one hand, no one denies the need to improve translation technologies and outline the prospects for global communication. On the other hand, businesses are mostly focused on potential cost benefits of AI translation, which sometimes leads to overlooking quality concerns and cultural nuances. At the same time, they tend to rely on popular translation services, especially Google Translate, ignoring the fact that different AI translation tools have varying strengths and weaknesses for specific language pairs and content types.

The modern AI translation landscape is multilateral in nature. It includes technical, linguistic, cultural, business, and ethical aspects. The new translation paradigm is being shaped by many trends [5].

2.2. The emergence of new translation technologies:

The role of AI and the outlook for 2024 On a global level, major technology companies (Google, Microsoft, Amazon, and Baidu) form a growing AI translation ecosystem that also has numerous specialized providers focusing on specific industries or language pairs.

According to recent research, neural machine translation has achieved near-human quality in certain language pairs and specific domains. The technology continues to improve, particularly in handling context, idioms, and industry-specific terminology. This confirms the growing importance of AI in global communication, and the priority is to extract the practical implications of these technological advances [4].

Traditional translation agencies are no longer able to compete solely on human translation services, as the AI-powered solutions offer significant advantages in speed and cost-efficiency. Despite the fact that human translators will continue to play a crucial role in sensitive and creative

content, AI translation's defense of its position in the market has been particularly impressive, which even skeptics have not been able to deny.

The integration of AI translation technologies has already taken shape in numerous business applications, both international and local. Traditional translation methods can no longer maintain exclusivity in a market that follows rapid technological advancement, with important developments in areas such as:

1. Real-time speech translation
2. Document translation automation
3. Multilingual customer service
4. Cross-border e-commerce solutions

As of early 2024, several major developments have shaped the AI translation landscape. These include the integration of large language models into translation systems, improved handling of low-resource languages, and enhanced capabilities in maintaining brand voice across translations. The industry continues to evolve, with new players entering the market and existing providers expanding their capabilities [1].

2.3. Global Markets

Participation and Prospects in AI Translation Development In 2023, major AI companies introduced several groundbreaking developments in translation technology. For example, on February 2023, Google unveiled its next-generation translation model, incorporating multimodal capabilities that combine text, speech, and visual understanding. The system demonstrates remarkable improvements in accuracy, though challenges remain in handling highly specialized content and maintaining consistent quality across all language pairs.

OpenAI's language models demonstrated unprecedented capabilities in cross-lingual communication in early 2023. The company's researchers noted that their systems could maintain context and nuance across multiple languages, though concerns about hallucination and accuracy in specialized terminology persist. They also emphasized the importance of human oversight in critical translations, as complete automation could lead to significant errors in sensitive communications.

By June 2023, Microsoft and Meta launched their enhanced translation platforms, focusing particularly on low-resource languages and regional dialects. These initiatives represented an improved approach to global communication, providing better support for languages that traditionally received less attention in technology development. However, these solutions still face challenges in accurately capturing cultural nuances and context-specific meanings.

In mid-2023, Amazon announced its collaboration with various international businesses to develop industry-specific translation models. What all these major technological developments share is their focus on improving efficiency rather than addressing fundamental linguistic challenges. Such an approach is expected, as the primary goal remains commercial success. Thus, while AI translation continues to advance, human translators will remain essential for ensuring cultural appropriateness and contextual accuracy.

3. Conclusions

Summarizing the above, it should be said that the dimension of AI translation has evolved from a mere technological tool to an essential component of global communication. Organizations that effectively leverage these emerging translation technologies will be the leaders in international business communication in the 21st century.

In this context of technological transformation, the term "AI-powered translation" is attracting more and more attention. The influence of AI translation technologies in global business is growing significantly and requires constant research and analysis. If businesses develop deeper integration of AI translation tools and potentially combine them with human expertise, the efficiency of their international operations will accelerate. For the translation industry, AI may become just one of the tools for facilitating global communication, but not a complete replacement for human translators.

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THE MIDDLE EAST COUNTRIES: TOURISM IMPACT ON THE ECONOMY

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Mukomel S. V., Davydenko I. V. The Middle East countries: tourism impact on the economy. This article contains a comprehensive analysis of the current conditions of the tourism sector in the countries of the Middle East, as well as its impact on the macroeconomic indicators of the states. Analyzing the reasons for changes in tourism, the article describes how they can provoke positive or negative consequences for the general economy of the Middle Eastern countries.

Keywords: consequences, economic impact, macroeconomic indicators, Middle East, tourism.

Мукомел С. В., Давиденко І. В. Країни Близького Сходу: вплив туризму на економіку. У статті міститься комплексний аналіз поточного стану туристичного сектору в країнах Близького Сходу, а також його вплив на макроекономічні показники держав. Аналізуючи причини змін у туризмі, у статті описано, як вони можуть спровокувати позитивні чи негативні наслідки для загальної економіки країн Близького Сходу.

Ключові слова: Близький Схід, економічний вплив, макроекономічні показники, наслідки, туризм.

1. Introduction

The *object* of the study is the countries of the Middle East as a set of countries that are at the stage of development of the tourism sector. The *subject* of the study is tourism processes in Middle East countries and their impact on general economic indicators and development of states. The *purpose* of this work is to analyze how changes in the tourism sector of countries can affect macroeconomic changes, cause development or stagnation of economies. The *materials* of the research are economic indicators and statistical data of the tourism industry in the countries of the Middle East, in particular such as GDP, volumes of tourist receipts, taken from statistical sources such as WorldBank, Statista, etc. The *relevance* of this article is to consider the current state of tourism development in the Middle East countries and assess the prospects that allow this sector to develop, and the challenges that hinder the further integration of countries into these processes. The *prospects* of the analysis are to identify trends in the development of the tourism sector of the countries of the Middle East, which can affect the stability of their economies.

2. Tourism impact on the economy

Even a decade ago, the countries of the Middle East could hardly be called as tourism-oriented and generally accepting tourists countries. But today, the role of this part of the world in tourism has grown significantly. The fact is that Middle Eastern states have long focused on profits from the sale of oil and gas, and have built states that are completely dependent on these resources. Therefore, the countries' leadership decided to change the orientation for greater economic stability from changes in fuel prices, and to develop another sector of the economy – tourism. Despite the countries' religious obscurity, people from all over the world now visit them for religious tourism, as it has important religious buildings, and also for cultural and climate tourism,

as this part of the world has access to several seas, the Indian Ocean and a year-round warm climate.

One of the best examples for considering the impact of tourism on the country's overall economy is Egypt. The country is very dependent on tourist flows, with a percentage of tourism receipts of GDP of 8.3% in 2023, while in the early 2000s this indicator reached about 17%. In total, about 11.7 million tourists arrive in Egypt per year (2022), whose spending has a significant impact on the country's economy, as Figure 1 shows.

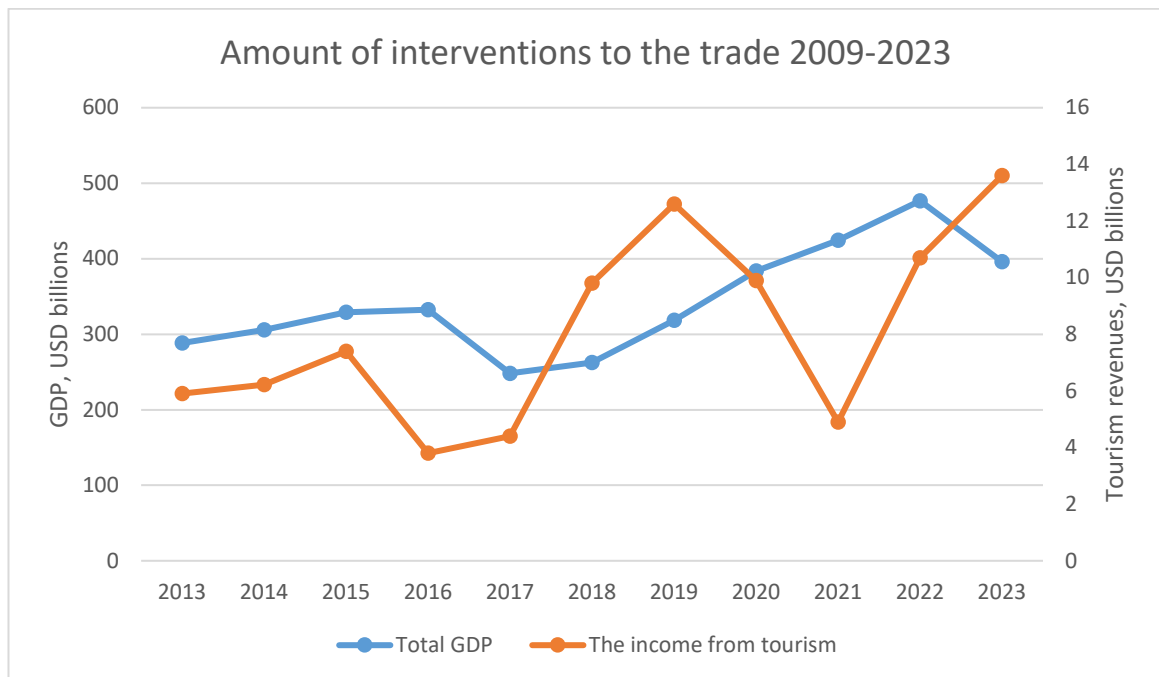


Figure 1. Dynamics of changes in tourism income and GDP of Egypt in 2013-2023 [1; 2]

As we can see from the Figure 1 above, both the total GDP and revenues from tourism to the budget have been growing steadily almost throughout the entire period. However, particularly exceptional years were 2016-2017, when the number of touristic flows sharply fell and the GDP reached its critical value in the last decade. This can be justified by the fact that various types of terrorist attacks often take place in Egypt, which are usually aimed not only at the government and the population of the country, but also at foreign tourists. Thus, in 2016, one of the largest terrorist attacks took place, which was carried out on a plane with foreign tourists, and as a result of which 224 passengers and crew members died. In addition, already in 2017, an attack was carried out on a mosque in the city of Bir al-Abed, as a result of which another 305 people died. This in turn significantly undermined the country's reputation as safe for tourism, and people began to choose alternative resorts instead of Egypt. The general economic indicators in the country deteriorated almost twice during these years, as smaller number of tourists came to visit country.

However, the economic situation in the country can be characterized not only by the total produced product, but also by such indicators as inflation or deflation, which, in particular, can be provoked by changes in tourist flows. Thus, it can be considered on the example of Kuwait and its indicators, which are shown in Figure 2.

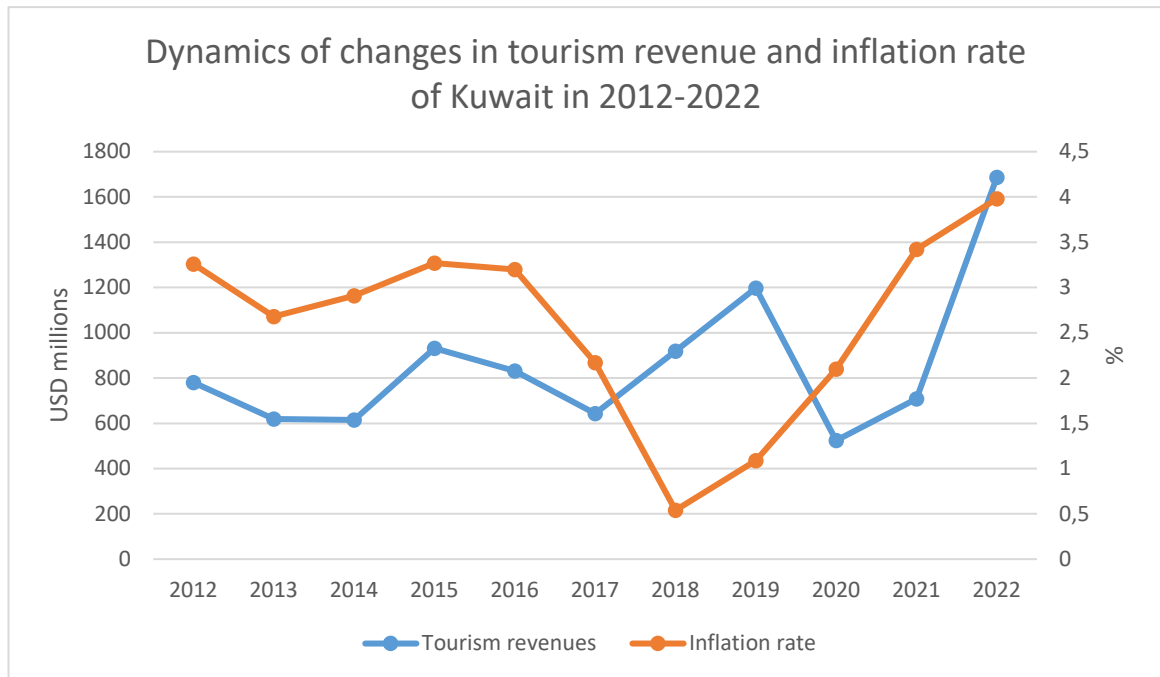


Figure 2. Dynamics of changes in tourism revenue and inflation rate of Kuwait in 2012-2022 [5; 6]

Due to the data, we can characterize the impact of tourism on inflation in the country from two sides. The first of them is the growth of inflation with the growth of tourist revenues. Such a case in the history of Kuwait is 2022, when the number of tourists arriving to the country was a record number. As a result, tourists have spent a lot of money domestically this year on tourist attractions, accommodation, dining, etc., and therefore the amount of cash in circulation has increased, causing inflation to rise to almost 4%. Another case is 2018-2019, when the number of tourism receipts has also increased significantly over the last decade. However, in this case, it caused, on the contrary, a decrease in inflation to 0.5%, which can be justified by two cases. Thus, this change could be triggered by spending among tourists in foreign currency, which expanded its amount in circulation and caused a decrease in the amount of national currency and, therefore, inflation. On the other hand, it could be caused by a better balancing of demand and supply, when the increased demand for goods and services caused by the influx of tourists was covered by a sufficient supply (even too high), so the prices of goods fell, and therefore the amount of cash decreased and deflation set in.

In addition, it is worth remembering that mainly the countries of the Middle East are deeply religious, and some of them are also world centers of religions. So, for example, it should be considered how such religiosity of countries affects their tourism and, as a result, the state's economy. This is best illustrated by the example of Israel, whose annual figures are shown in Figure 3.

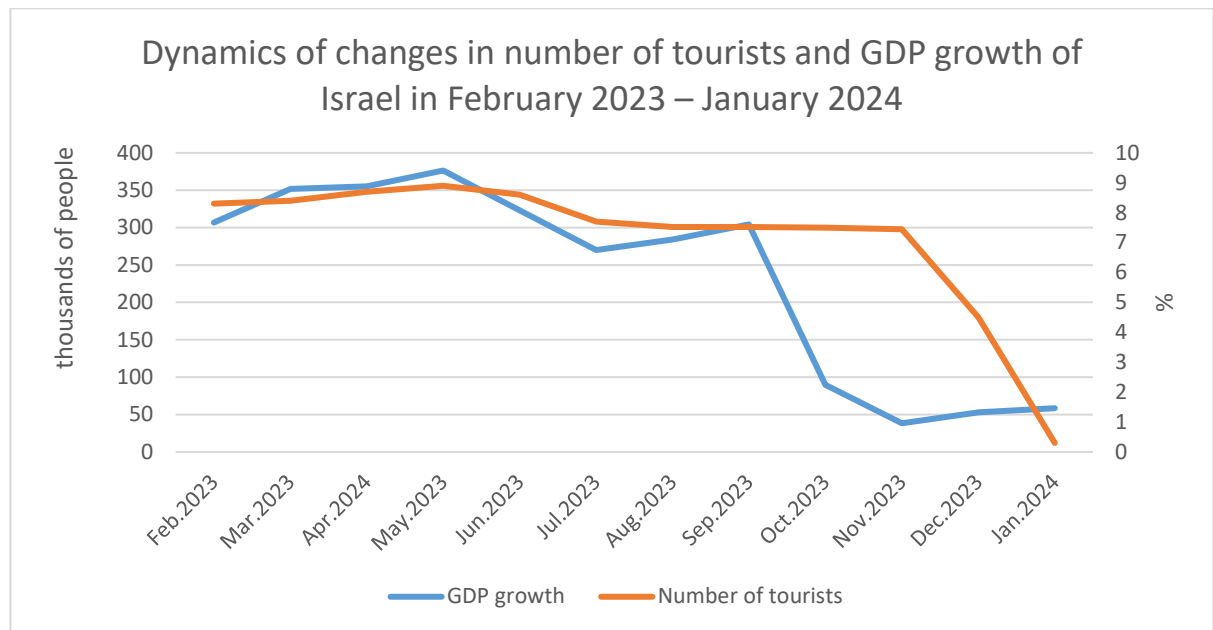


Figure 3. Dynamics of changes in number of tourists and GDP growth of Israel in February 2023 – January 2024 [3; 4]

Thus, as we can see, this year's analysis of Israel's economic indicators shows that the number of tourists to the country was the highest in April and May, which could be triggered by the most important religious holidays in the country, as a result of which a large number of pilgrims visited important places for believers from all over the world. This, in turn, provoked the growth of revenues from this sector of the economy to the budget and caused the growth of the economy in the form of GDP. As we can see, the percentage growth of this indicator also stood out exceptionally in April-May 2023. A clear confirmation of such an impact of tourism on the improvement of the economic situation in the country is the correlation coefficient, which is about 0.7 for this sample of data. Thus, it proves that with a change in the amount of tourist receipts, the growth of the country's GDP will also increase.

A less demonstrative example of the impact of tourism on a country is how countries develop infrastructurally. So, for example, in Saudi Arabia, after the opening of opportunities for tourism not only with religious purposes in 2019, the infrastructure began to develop faster. Thus, in 2019, the number of hotels in the country was 7,560, while only 4 years before this number was 4,390, and in 2011 – 3,020 [7].

3. Conclusions

Thus, on the example of these countries of the Middle East, we can conclude that tourism is directly or indirectly related to the country's economy. It affects both the GDP of the country and the processes of inflation, deflation, changes in the discount rate, etc. Tourism also develops infrastructure, as more visitors require the expansion of housing, food and transport networks. This in turn directly affects the country's ability to produce and export more, also developing the overall economy. At the same time, it is worth noting that any changes in tourism due to external factors, such as political, climatic, religious, etc., also directly affect the general economic situation in the country.

Therefore, today the Middle Eastern countries are increasingly developing their tourism sphere and moving to a less natural resource-oriented economy, as the experience of neighboring countries shows by example that tourism is an integral part of the modern development of the country.

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OVERCOMING THE MIDDLE-INCOME TRAP: INSTITUTIONAL CHALLENGES, THE 3I STRATEGY, AND LESSONS FROM ASIAN ECONOMIES

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Mynko M. S., Meleshchenko O. O. Overcoming the middle-income trap: Institutional challenges, the 3i Strategy, and lessons from Asian economies. This article examines the middle-income trap, emphasizing its institutional nature and dependence. It highlights the 3i Strategy proposed by the World Bank, which involves investments, infusion, and innovations as a phased solution. Drawing on the experience of Asian economies, the study underscores the critical role of education, balanced governance, and the adaptation of the strategy to the specific contexts of individual countries to overcome this challenge.

Keywords: Asian economies, innovations, institutional nature, investments, middle-income trap, the 3i Strategy.

Минко М. С., Мелешченко О. О. Подолання пастки середнього доходу: інституційні виклики, стратегія 3і та уроки азійських економік. Стаття присвячена аналізу пастки середнього доходу з акцентом на її інституційну природу та залежність. У ній розглядається стратегія 3і, запропонована Світовим банком, яка передбачає інвестиції, вливання та інновації як поетапне рішення. Спираючись на досвід азійських економік, у дослідженні підкреслюється ключова роль освіти, збалансованого управління та адаптації стратегії до специфічних умов окремих країн для подолання цієї проблеми.

Ключові слова: азійські економіки, інвестиції, інновації, інституційна природа, пастка середнього доходу, стратегія 3і.

1. Introduction

An analysis of the current global economic landscape by the World Bank [10] highlights a persistent challenge known as the middle-income trap, which affects many countries on their development path. This phenomenon is marked by a pronounced slowdown in economic growth once a certain level of per capita income is reached, posing a major barrier to sustainable development [5]. While many countries initially succeed in industrializing and diversifying their economies, they often struggle to transition to innovation-driven growth [8].

The profound impact of the middle-income trap on countries' potential for further economic development, coupled with its widespread prevalence, underscores the critical importance of this issue. Furthermore, this study is particularly *relevant* in the context of intensifying global competition and rapid technological advancements.

The object of this study is the economic development of middle-income countries, while its *subject* is the middle-income trap, the role of institutional factors in perpetuating it, and the potential of the 3i Strategy and lessons from Asian economies to address these challenges.

The aim of this study is to investigate the institutional challenges underlying the middle-income trap, evaluate the effectiveness of the 3i Strategy, and draw practical lessons from the experiences of Asian economies for overcoming it.

To achieve this goal, the following *tasks* are set:

- to define the middle-income trap and explore its institutional dependence.
- to explore the 3i strategy as a potential solution to overcoming the middle-income trap.

–to analyze the Asian experience of implementing the 3i Strategy to overcome the middle-income trap.

While each country operates under unique conditions, the middle-income trap typically shares common characteristics and potential solutions. This topic will be examined in greater detail in the following sections.

2. Middle income trap: Essence and institutional dependence

Over the past half-century, many promising economies have fallen into the middle-income trap. This economic phenomenon occurs when a country that has reached a certain level of development and has an average income per capita gets stuck at this stage and cannot move to the stage of developed countries. This means that economic growth slows down or stops, and the country faces several structural problems that impede further development [5]. In 2013, the World Bank published a report entitled *China 2030* which warned about the middle-income trap [9]. It noted that out of 101 middle-income countries in 1960, only 13 managed to become high-income countries by 2008 [ibid.]. This emphasizes how difficult it is to move out of the middle-income trap.

Rising to high-income status in today's conditions is even more difficult, due to high debt, an aging population, and growing protectionism in developed economies. Today, the World Bank classifies 108 countries as “middle-income” countries, i.e. those with annual per capita incomes ranging from USD 1,136 to USD 13,845. There is no doubt that these countries are critical to continued global prosperity, as they account for nearly 40% of global economic activity and are home to about 6 billion people, more than 70% of the world's population [10].

Among the large economies are China, Brazil, Mexico, Argentina, and Indonesia. The largest concentrations of countries that have fallen into the middle-income trap are in Latin America, and South and Southeast Asia [11].

The key reasons for falling into the trap are: exhaustion of early development advantages, insufficient investment in human capital, weak infrastructure, dependence on raw material exports, and ineffective public policies. In fact, all of the countries have at least some of these problems [5].

Thus, Fatas and Mihov [4] have tried to reflect in their study the dependence of economic development on the quality of institutions, including the rule of law, the right to vote and accountability, the quality of regulation, political stability, control of corruption and government efficiency [ibid.]. The researchers emphasize that the functioning of institutions plays a key role in breaking out of the trap.

The analysis shows that there are no poor countries with good institutions, and in fact, no rich countries with low institutional quality (except for Saudi Arabia and resource-rich countries). Fatas and Mihov [4] also put forward the concept of the “Great Wall”, which reflects the most

difficult stage for middle-income countries that seem to be close to the status of high-income countries, but have no other options but to carry out significant reforms. We can say this about China, as since 2023, China's trade position has not improved significantly, and tensions in the South China Sea and around the potential blockade of Taiwan have only increased. In addition, the views of the newly elected Donald Trump may indicate that the United States is ready for a trade war if there are no other options [7].

However, it is equally important to consider what specific actions, including changes in institutions, are needed for the country's economic development.

3. The 3i Strategy: a solution to overcoming the middle-income trap

In its 2024 report, the World Bank put forward the so-called “3i Strategy,” which includes Investment, Infusion, and Innovation. Countries should adopt their own approach depending on their stage of development. The methods are based on the fact that low-income countries take 1i (Investments), lower-middle-income countries take 2i (Investments + Inflows), and upper-middle-income countries take 3i (Investments + Inflows + Innovation) [10].

Thus, to quickly and effectively overcome the economy's stagnation, most of the necessary changes are based on institutions, which coincide with the views of Fatas and Mihov [4].

According to the 1i Plan, the following actions are essential: to improve the investment climate; to invest in human capital by expanding basic skills; to increase investments in expanding energy access and developing energy networks; and to reform the regulatory framework to ensure fair competition [12].

Stage 2i is aimed at much broader social change, including providing equal opportunities for all citizens. It envisages disciplining market leaders through integration into global competition and encouraging the creation of added value. This requires developing cooperation with the world's leading universities, allowing the emigration of highly skilled professionals, and improving the distribution of talent according to the tasks. The active creation of foreign production facilities contributes to the adoption of global approaches to production. It also attempts to imitate new products that are not competitive due to the still insufficient level of knowledge. Energy efficiency, implemented in line with the practices of other countries, is beginning to play a more important role, while state-owned enterprises are facing budget cuts. More active work in search of international cooperation often leads to lower customs tariffs for key markets [10].

Stage 3i is perhaps the most challenging, as it requires the fulfillment of many requirements typical of developed societies, such as the protection of intellectual property rights or the strengthening of links between industry and academia within the country. Also, the development of ties with the diaspora in developed economies is gaining importance. The development of

economic and political freedoms, including the fight against monopoly, remains unchanged. Capital markets, equity financing, and multilateral financing for long-term investments are gaining importance [12].

While these concepts appear sound in theory, it is essential to examine how they have been applied in practice and contributed to tangible successes.

4. The Asian experience of employing the 3i Strategy to avoid the middle-income trap

Only nine economies were able to overcome the middle-income trap from 1970 to 2010, seven of which were European, and the other two were Asian countries — South Korea and Taiwan [11]. Both started their economic development in rather difficult conditions and with a constant threat of war.

We can say that Stage 1i is a kind of modern industrialization for backward agrarian countries, and aims to create at least minimally favorable conditions for increasing GDP through the development of the secondary sector. This was done by South Korea and Taiwan, where it all started with land reform, which served as a starting point for capital accumulation. This was the first step for the then-weak economies [1, p. 39].

Stage 2i stimulates the development of knowledge and information, which helps to build an increasingly strong tertiary sector. There is a gradual liberalization of society and the economy, through increased competition in the home market, followed by expansion to the international market [12]. The infrastructure for Stage 3i is being established. It is important to highlight the authoritarian regimes of Park Chung Hee in South Korea and Chiang Kai-shek in Taiwan, who significantly contributed to industrial development in their respective countries. However, this development eventually reached a ceiling, after which progress began to slow. Notably, the most rapid growth occurred following the end of authoritarian rule. That said, it is crucial to acknowledge that during their time in power — particularly in South Korea and Taiwan, where Japanese occupation had already laid some foundational infrastructure — they set the groundwork for future advancements. This foundation centered on the development of heavy industries. Over time, the capital accumulated from these industries was reinvested to transition toward science-driven and capital-intensive technologies. Such advancements were made possible by skilled labor, robust infrastructure, and substantial investment, all of which had been cultivated during the earlier stages of industrialization [3].

However, the process of reducing state intervention in the economy should be moderate and not fast. In essence, an excessive degree of state involvement, as observed in Vietnam, can be detrimental, while insufficient intervention, as witnessed in Malaysia and Indonesia during the 1980s and early 1990s, can also hinder economic development. [1, pp. 12–13].

Stage 3i is the most difficult, as it reforms institutions in the likeness of those already existing in developed countries. Knowledge and information are of the utmost importance, as they will be the basis of a high-income economy in the future, gradually shaping a society that will become closer to a post-industrial one, maximizing the share of the service sector in its GDP [11].

As we can see, the development of education and science is a major component of this stage. Therefore, we should consider the indicators of public spending on education in Korea and three other countries that have not yet been able to overcome the middle-income trap.

In 2021, South Korea used 4.9% of GDP for education, China 4%, Malaysia 4.3%, and Thailand 3%. There are no further indicators for Korea until 2023, while China's figures remained stable, and Malaysia and Thailand experienced significant reductions to 3.6% and 2.5%, respectively. Similar trends can be seen in the data from the 1970s, with Korea and China's investments being more stable and signaling a gradual increase [13]. While in Malaysia and Thailand, they were extremely unstable due to poor planning that has led to a decrease in human capital investment in our time. That is, China's more conscious approach to this issue can be considered one of the reasons for good positions on the verge of overcoming the middle-income trap. Although the gap is quite small, it is unlikely to catch up with the high-income status without reforms of institutions and internal structure [4].

One reason for stagnation in Malaysia and Thailand is the unstable attention to the development of domestic education and science. The solution may be to adapt to the policy that Korea used to create local firms and clusters in high-tech sectors.

The Korean experience, which mostly relied on the creation of technology by local firms, has been extremely successful in introducing innovation and increasing productivity. The creation of advanced research institutions on the model of the Korean Advanced Institute of Sciences (KAIST) can be a good initiative for Thailand or Malaysia [2]. At this stage, countries need to work on creating a national research ecosystem. It is about investing in the quality of higher education, creating specialized research centers and facilities, and linking research with enterprises and industries [6].

If transnational corporations are not interested in transferring technology to other countries, it can be concluded that the countries themselves should be interested in increasing the capabilities of their own education and research and development (R&D).

5. Conclusions

To sum up, the middle-income trap is a serious problem for many modern countries. One of the most important factors affecting the possibility of breaking out of the trap is the quality of institutions. Countries with developed institutions, such as the rule of law, effective public policy,

and the fight against corruption, have a much better chance of success. The general strategy for overcoming the middle-income trap has three main stages: Investment + Inflows + Innovation, the 3i Rule.

The experience of Asian countries shows that successful overcoming the middle-income trap is possible only if comprehensive reforms are implemented, with the main areas of focus being institutional development, investment in education, and innovation. It also demonstrates the importance of state control in the early stages and a certain weakening of control as the economy develops.

Future research prospects include an in-depth examination of the middle-income trap in Latin America, with a particular focus on Argentina. This analysis could explore the reformist policies of current president Javier Milei, considering Argentina's longstanding oscillation between upper-middle-income and high-income status.

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GLOBALIZATION OF WORLD FINANCIAL MARKETS: THE ROLE OF CENTRAL BANKS

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Namazova A. P., Davydenko I. V. Globalization of world financial markets: the role of central banks. This article provides a comprehensive analysis of the globalization process within world financial markets, with a particular focus on the pivotal role played by central banks. It examines the historical context, current trends, and future prospects of financial market globalization, while exploring the multifaceted responsibilities and challenges faced by central banks in this evolving landscape. The article delves into the impact of technological advancements, regulatory frameworks, and economic policies on the interconnectedness of global financial systems, offering insights into the potential trajectories of international financial integration in the coming years.

Keywords: central banks, financial integration, globalization, monetary policy, regulatory frameworks, world financial markets.

Намазова А. П., Давиденко І. В. Глобалізація світових фінансових ринків: роль центральних банків. У статті здійснено комплексний аналіз процесу глобалізації світових фінансових ринків з особливим акцентом на ключову роль центральних банків у цьому процесі. У ній розглядається історичний контекст, поточні тенденції та майбутні перспективи глобалізації фінансових ринків, а також багатогранні обов'язки та виклики, з якими стикаються центральні банки в цьому мінливому ландшафті. У статті аналізується вплив технологічного прогресу, регуляторних рамок та економічної політики на взаємозв'язок глобальних фінансових систем, пропонуючи розуміння потенційних траєкторій міжнародної фінансової інтеграції в найближчі роки.

Ключові слова: глобалізація, монетарна політика, регуляторні рамки, світові фінансові ринки, фінансова інтеграція, центральні банки.

1. Introduction

The **object** of the study is the process of globalization within world financial markets and the role of central banks within this context. The **subject** of the study encompasses the various mechanisms, policies, and strategies employed by central banks to navigate and influence the increasingly interconnected global financial landscape. The **purpose** of this work is to analyze the current state of financial market globalization, evaluate the evolving role of central banks, and identify potential future developments in this domain. The **relevance** of this article lies in its exploration of the critical intersection between globalization and central banking, which continues to shape the global economic landscape and impact financial stability worldwide.

2. The role of central banks

In the contemporary era of rapid technological advancement and economic interdependence, the globalization of world financial markets has emerged as a defining feature of the international economic landscape. This process, characterized by the increasing integration and interconnectedness of financial systems across national borders, has fundamentally transformed the way capital flows, investments are made, and risks are managed on a global scale. At the heart of this complex and dynamic environment, central banks have assumed a pivotal role, serving as key

actors in shaping monetary policies, maintaining financial stability, and navigating the challenges and opportunities presented by an increasingly globalized financial world.

The historical trajectory of financial market globalization can be traced back to the post-World War II era, with the establishment of the Bretton Woods system in 1944. This system, which introduced fixed exchange rates and the U.S. dollar as the global reserve currency, laid the foundation for increased international economic cooperation and financial integration. However, it was not until the collapse of the Bretton Woods system in the early 1970s and the subsequent shift towards floating exchange rates that the process of financial globalization began to accelerate rapidly [1].

The 1980s and 1990s witnessed a significant liberalization of capital controls across many countries, coupled with advancements in information and communication technologies. These developments facilitated the free flow of capital across borders and the creation of increasingly sophisticated financial instruments. The rise of multinational corporations, the expansion of international trade, and the growing interdependence of national economies further contributed to the globalization of financial markets.

In this evolving landscape, central banks have had to adapt their roles and strategies to effectively manage monetary policy and maintain financial stability in an increasingly interconnected world. The traditional mandate of central banks, which primarily focused on domestic price stability and economic growth, has expanded to encompass a broader range of responsibilities in the context of globalized financial markets.

One of the key challenges faced by central banks in the era of financial globalization is the management of capital flows. The increased mobility of capital across borders has made it more difficult for central banks to control domestic monetary conditions and exchange rates. Large and sudden capital inflows or outflows can lead to asset price bubbles, currency appreciation or depreciation, and potential financial instability. In response to these challenges, central banks have had to develop more sophisticated tools and strategies for managing capital flows, including macroprudential policies and targeted interventions in foreign exchange markets [2].

The global financial crisis of 2008 served as a stark reminder of the interconnectedness of financial markets and the potential for contagion effects to spread rapidly across borders. In the aftermath of the crisis, central banks played a crucial role in stabilizing the global financial system through coordinated actions, including unprecedented monetary easing and the provision of liquidity to financial institutions. This experience highlighted the need for enhanced international cooperation among central banks and the importance of developing robust frameworks for cross-border crisis management.

The advent of digital technologies and the rise of fintech have further transformed the landscape of global financial markets, presenting both opportunities and challenges for central banks. The emergence of cryptocurrencies, blockchain technology, and digital payment systems has raised questions about the future of money and the role of central banks in an increasingly digitized financial world. In response, many central banks are exploring the potential of central bank digital currencies (CBDCs) as a means of maintaining their relevance and effectiveness in the digital age.

Another significant aspect of financial globalization that central banks must contend with is the increasing complexity and interconnectedness of financial institutions and markets. The rise of global systemically important financial institutions (G-SIFIs) and the growth of shadow banking activities have created new challenges for regulatory oversight and financial stability. Central banks, often working in conjunction with other regulatory bodies, have had to develop more comprehensive and coordinated approaches to financial regulation and supervision to address these challenges.

The role of central banks in promoting financial inclusion and sustainable finance has also gained prominence in the context of globalized financial markets. As financial services become increasingly borderless, central banks are working to ensure that the benefits of financial globalization are more equitably distributed and that financial systems contribute to broader social and environmental objectives. This includes efforts to promote access to financial services for underserved populations and to incorporate climate-related risks into monetary and financial stability frameworks.

The ongoing process of financial market globalization has also led to a reconsideration of the optimal degree of international monetary cooperation. While increased coordination among central banks has proven crucial during times of crisis, questions remain about the appropriate balance between national monetary sovereignty and global financial stability. Debates continue about the potential for more formalized international monetary arrangements, such as a global currency or enhanced roles for international financial institutions like the International Monetary Fund (IMF) [3].

As we look towards the future, several key trends are likely to shape the ongoing globalization of financial markets and the role of central banks within this evolving landscape. The continued advancement of financial technologies, including artificial intelligence and machine learning, is expected to further transform the way financial services are delivered and consumed globally. Central banks will need to stay at the forefront of these technological developments to effectively fulfill their mandates and maintain their relevance in an increasingly digital financial world.

The growing importance of emerging market economies in the global financial system is another trend that is likely to impact the future trajectory of financial globalization. As these economies continue to develop and integrate into global financial markets, their central banks are likely to play an increasingly important role in shaping international monetary and financial policies. This shift may lead to a more multipolar global financial system and potentially new forms of international monetary cooperation [4].

Climate change and the transition to a low-carbon economy represent another significant challenge that central banks will need to address in the context of globalized financial markets. The potential for climate-related risks to impact financial stability and the need to mobilize capital for sustainable investments are likely to become increasingly important considerations for central banks in the coming years. This may lead to the development of new policy tools and frameworks for incorporating environmental considerations into monetary and financial stability mandates.

The ongoing tensions between globalization and localization, as evidenced by recent trends towards economic nationalism and protectionism in some countries, may also impact the future of financial market globalization. Central banks will need to navigate these competing forces and work to maintain the benefits of financial integration while addressing concerns about national economic sovereignty and the potential negative impacts of globalization.

3. Conclusions

In conclusion, the globalization of world financial markets has fundamentally transformed the global economic landscape, presenting both opportunities and challenges for central banks. As key actors in this evolving environment, central banks have had to adapt their roles, strategies, and policy frameworks to effectively manage monetary policy, maintain financial stability, and promote sustainable economic growth in an increasingly interconnected world. Looking ahead, central banks will need to continue to evolve and innovate to address the complex challenges posed by ongoing technological advancements, climate change, and shifting geopolitical dynamics. Their ability to navigate these challenges while harnessing the benefits of financial globalization will play a crucial role in shaping the future of the global financial system and the broader international economic order [5].

The multifaceted nature of financial market globalization and the evolving role of central banks within this context necessitate ongoing research and analysis. Future studies could explore the potential impact of emerging technologies on central banking practices, the effectiveness of international monetary cooperation in addressing global financial challenges, and the long-term implications of climate change for monetary policy and financial stability. Additionally, comparative analyses of central bank strategies in different regions and economic contexts could

provide valuable insights into best practices for navigating the complexities of globalized financial markets.

As the process of financial globalization continues to unfold, it is clear that central banks will remain at the forefront of efforts to ensure financial stability, promote sustainable economic growth, and harness the benefits of global financial integration. Their ability to adapt to changing circumstances, embrace innovation, and foster international cooperation will be crucial in shaping a resilient and inclusive global financial system for the future.

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UKRAINE'S PLACE IN THE SYSTEM OF MODERN INTERNATIONAL RELATIONS

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Nikitina Y. Y., Litovchenko Y. M. Ukraine's place in the system of modern international relations. The article examines the place of Ukraine in the system of modern international relations, which is gaining particular importance against the backdrop of modern geopolitical challenges and global changes. The article analyzes and explores the geopolitical position of Ukraine, its impact on international relations, as well as Ukraine's relations with the European Union and NATO. To achieve this goal, methods such as generalization, analysis, and synthesis are used; historical analogies of the formation and development of Ukraine's international relations.

Key words: European integration, European Union, geopolitical situation, international relations, NATO, partnership, Ukraine.

Нікітіна Ю. Є., Літовченко Я. М. Місце України в системі сучасних міжнародних відносин. У статті розглянуто місце України в системі сучасних міжнародних відносин, яке набуває особливої важливості на тлі сучасних геополітичних викликів і глобальних змін. Метою статті є аналіз та дослідження геополітичного положення України, його вплив на міжнародні відносини, а також відносини України з Європейським Союзом і НАТО. Для досягнення цієї мети застосовуються такі методи, як узагальнення, аналіз і синтез; історичні аналогії формування та розвитку міжнародних відносин України.

Ключові слова: геополітичне положення, євроінтеграція, Європейський Союз, міжнародні відносини, НАТО, партнерство, Україна.

1. Introduction

The relevance of the research topic is that since gaining independence in 1991, Ukraine has embarked on an active path of integration into the world community, shaping its own foreign policy priorities and strategic goals. The role of the state in international relations is determined by a number of factors, including its geographical location at the crossroads of Europe and Asia, its rich natural resources, and its socio-cultural heritage. In the process of global transformation, Ukraine seeks to strengthen its ties with the European Union and NATO, while simultaneously responding to challenges associated with neighboring countries, especially the Russian Federation.

The object of the article is the historical context of Ukraine's relations with the European Union and NATO, which is an important aspect for understanding Ukraine's role in the international system. **The subject** is Ukraine's foreign policy, as it has undergone significant changes over the past decade aimed at stabilizing its independence and national security. **The purpose** of the article is to highlight important instruments of Ukraine's foreign policy implementation, such as cooperation with international partners in addressing security, economic development, and human rights issues. However, Ukraine also faces numerous obstacles in forming its own international image and defending its interests on the world stage, particularly in the context of information wars and economic pressure from an aggressive Russia. Therefore, **the task** is to study the place of Ukraine in the system of modern international relations, which allows us to understand better its role, challenges, and prospects for the future in the conditions of a dynamic and often unpredictable world order.

2. Geopolitical position of Ukraine

The geopolitical position of Ukraine determines its important role in the modern system of international relations. Ukraine is located at the crossroads of Europe and Asia, which gives it strategic importance as a transit country between East and West. On the one hand, Ukraine borders the Russian Federation, which is one of the main geopolitical players in Eurasia, and on the other, it has common boundaries with the member states of the European Union: Poland, Hungary and Romania. This position reflects the balance of power and relations of Ukraine with both Eastern and Western partners [2].

Ukraine's geopolitical importance was also enhanced by its role as an important energy transit route, through which the main pipelines supplying natural gas from Russia to Europe passed. According to the European Commission, approximately 40 % of the gas that the EU imported from the Russian Federation by 2022 was transported through the territory of Ukraine, making it a strategically important element of European energy security and posing a number of challenges, including the need to protect its own energy infrastructure and ensure stable relations with countries on which energy transit depends [4].

3. Foreign policy strategy

The formation of Ukraine's national foreign policy strategy after gaining independence is also largely defined by its geopolitical position. At the present stage, Ukraine strives for integration into European and Euro-Atlantic structures, which is a key direction of its foreign policy.

The conclusion of the Association Agreement with the European Union in 2014 was an important step on this path, setting Ukraine's strategic course towards rapprochement with the EU. At the same time, Ukraine remains involved in complex relations with Russia, which is trying to keep Ukraine in its sphere of influence, in particular through the annexation of Crimea, Donetsk and Luhansk in 2014, and the outbreak of a full-scale war in 2022 [1].

4. Formation of Ukraine-EU relations

Officially, Ukraine's first intentions to develop relations with the European Union date back to the Resolution of the Verkhovna Rada of July 2, 1993 «On the Main Directions of Ukraine's Foreign Policy» [9]. Subsequently, the strategic course of European integration was enshrined in the Strategy for Ukraine's Integration into the EU, approved on June 11, 1998, and was also specified and developed in the Program for Ukraine's Integration into the EU, approved on September 14, 2000 [6]. Regarding legislation, it is also worth noting that in accordance with Article 11 of the Law of Ukraine «On the Principles of Domestic and Foreign Policy» of July 1, 2010, one of the

fundamental principles of Ukraine's foreign policy is to ensure Ukraine's integration into the European political, economic, and legal space with the aim of gaining EU membership [8].

In 2014, after the events of the Revolution of Dignity, Ukraine concluded the main strategic document that outlines its future relations with the European Union – the Association Agreement [10]. The Agreement began to be partially implemented and applied in 2014, but its full entry into force took place on September 1, 2017. And already in February 2019, full membership in the EU was set in the Constitution of Ukraine as the strategic course of the state. This decision was undoubtedly positively influenced by the growing support of Ukrainian citizens for European integration in all regions of the country.

On March 24, 2023, the European Union published an annual report on Ukraine's implementation of the Association Agreement, which stated that, despite the difficulties, the reforms carried out allow Ukraine to confidently enter a new stage of European integration. As a result, as of 2023, Ukraine had fulfilled 72 % of all obligations stipulated by the Agreement. The overall progress in the implementation of the Agreement increased by 9 % per year (in 2021-2022, the progress was 63 %). The greatest progress was achieved in the following areas (Table 4): intellectual property – 94 %; public finance management – 90 %; statistics and information exchange – 96 %; justice, freedom, security, human rights – 91 % [7].

Table 4.

Progress in the implementation of the Association Agreement as of 2023

Progress in the implementation of the Association Agreement *indicated areas with the greatest progress over the year	
2023 – 72 % (+9 %)	
Intellectual property	94 % (+33 %)
Public Finance Management	90 % (+16 %)
Statistics and information exchange	96 % (+12 %)
Justice, freedom, security, human rights	91 % (+3 %)

Source: compiled by the author based on materials [7]

5. NATO. Partnership and importance

Cooperation with NATO is extremely important for Ukraine, as it creates opportunities for ensuring national security and defense in the face of ongoing Russian aggression. NATO assistance contributes to increasing Ukraine's defense capabilities and modernizing its Armed Forces in accordance with Alliance standards, which allows it to better confront potential threats. In addition to security aspects, NATO also supports Ukraine in developing democratic institutions, reforming the defense sector, and fighting corruption. This is in line with Ukraine's desire to integrate into the European space and ensure sustainable development. Reforms in the defense sector contribute

to greater transparency and efficiency of governance, which also meets the interests of the international community, in particular the European Union [5].

Partnership with NATO contributes to strengthening international support for Ukraine at the diplomatic level. High-level meetings and consultations with NATO provide Ukraine with a platform for discussing current threats and challenges, which allows it to enlist the support of the Alliance member states and receive the necessary assistance in crisis situations. Still, despite active cooperation, Ukraine's path to NATO membership remains difficult. The main challenge is the ongoing war with Russia and the partial occupation of Ukrainian territories, which poses a threat to the security of the Euro-Atlantic space as a whole. Another challenge is the need to further implement deep state reforms in the defense sector and ensure compliance with all NATO standards, which requires significant resources and political will [3].

In light of these challenges, NATO continues to support Ukraine in its reform efforts, while making it clear that it must meet all the requirements for membership. Ukraine's accession to NATO could enhance the security of not only Ukraine but also the Alliance's member states, but this requires the consent of all NATO members and a coordinated position in the context of the strategy towards the Russian Federation.

6. Conclusions

In summary, regarding the main results of the study, as already noted earlier, Ukraine's place in the system of modern international relations is gaining particular importance against the backdrop of modern geopolitical challenges and global changes. With the gaining of independence in 1991, Ukraine began an active path of integration into the world community, shaping its own foreign policy priorities and strategic goals. The formation of the national foreign policy strategy of Ukraine after gaining independence is largely determined by its geopolitical position. At the present stage, Ukraine strives for integration into European and Euro-Atlantic structures, which is a key direction of its foreign policy.

Ukraine's priority tasks for further successful European integration in the context of a full-scale war are to continue implementing the provisions of the Association Agreement. On March 24, 2023, the EU published its annual report on the implementation of the Association Agreement, which stated that Ukraine had fulfilled 72 % of all commitments.

Partnership with NATO contributes to strengthening international support for Ukraine at the diplomatic level. High-level meetings and consultations with NATO provide Ukraine with a platform to discuss current threats and challenges, which allows it to enlist the support of Alliance member states and receive the necessary assistance in crisis situations.

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NAVIGATING LEGAL COMPLEXITIES: THE DIPLOMATIC CHALLENGES OF MULTILINGUAL TREATIES IN THE EUROPEAN UNION

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Nozadze N., Koniashvili I. Navigating legal complexities: the diplomatic challenges of multilingual treaties in the European Union. This article investigates the complex interplay between multilingualism and legal interpretation within the European Union (EU). It explores how the EU's commitment to linguistic diversity, with 24 official languages across 27 member states, creates both opportunities and obstacles in drafting and interpreting legal treaties. The study highlights key challenges, including translation inconsistencies, cultural nuances, and the impact of language discrepancies on judicial decisions. Using the Treaty of Lisbon as a case study, the article illustrates how linguistic differences can lead to varied interpretations of legal concepts, influencing policy and governance. It concludes by proposing strategies for mitigating these challenges, such as legal harmonization, advanced translation technologies, and a more standardized legal lexicon, emphasizing the need to balance linguistic diversity with legal clarity for the EU's long-term stability.

Keywords: European Union, legal certainty, legal harmonization, legal translation, linguistic diversity, multilingualism, treaty interpretation, Treaty of Lisbon.

Нозадзе Н., Коніашвілі І. Навігація крізь правові складнощі: дипломатичні виклики багатомовних договорів у Європейському Союзі. У цій статті досліджується складна взаємодія між багатомовністю та юридичною інтерпретацією в Європейському Союзі (ЄС). Досліджено, як прихильність ЄС до мовного розмаїття з 24 офіційними мовами в 27 державах-членах створює як можливості, так і перешкоди при розробці та тлумаченні правових договорів. У дослідженні висвітлюються ключові проблеми, зокрема, невідповідності перекладу, культурні нюанси та вплив мовних розбіжностей на судові рішення. На прикладі Лісабонської угоди показано, як мовні відмінності можуть призвести до різного тлумачення правових понять, впливаючи на політику та управління. У висновку пропонуються стратегії пом'якшення цих проблем, такі як правова гармонізація, передові технології перекладу та більш стандартизований юридичний лексикон, підкреслюючи необхідність балансу між мовним розмаїттям і правовою чіткістю для забезпечення довгострокової стабільності ЄС.

Ключові слова: багатомовність, Європейський Союз, інтерпретація договорів, Лісабонська угода, мовне розмаїття, правова гармонізація, правова певність, юридичний переклад.

1. Introduction

Multilingualism is a core principle of the European Union (EU), reflecting its foundational commitment to equality, inclusion, and cultural diversity. However, this commitment introduces significant complexities, particularly in the realm of legal agreements. With 24 official languages, every legislative text must be meticulously translated, raising critical questions about the accuracy and consistency of legal interpretation across member states. The difficulty of conveying nuanced legal concepts across languages, combined with the risk of translation errors, can result in varied interpretations that affect policy, governance, and judicial outcomes.

This article aims to explore how multilingualism influences legal interpretation and treaty effectiveness within the EU. It investigates the unique challenges posed by linguistic diversity, highlights real-world cases where translation discrepancies impacted legal proceedings, and proposes potential solutions to enhance clarity and coherence in multilingual legal texts. The research underscores the need for a delicate balance between linguistic diversity and legal certainty to ensure the EU's continued unity and functionality.

To achieve this goal, the following *tasks* are set:

1. To analyze the impact of multilingualism on legal interpretation and treaty effectiveness within the EU.
2. To investigate real-world examples of translation discrepancies affecting judicial decisions and policy outcomes.
3. To examine the role of legal translators and the challenges they face in preserving legal meaning across languages.
4. To propose strategies for enhancing legal clarity, including legal harmonization, advanced translation tools, and standardized terminology.
5. To explore the potential consequences of reducing the number of official languages in EU legal texts as a means of mitigating translation issues.

2. The diplomatic challenges of multilingual treaties in the European Union

Multilingual treaties are integral to international diplomacy and law, especially within global organizations like the United Nations (UN) and the European Union (EU). These treaties, written in multiple languages, promote inclusivity, accessibility, and cooperation among nations with diverse linguistic backgrounds on critical issues such as human rights and trade. While multilingualism fosters collaboration, it also introduces challenges, particularly in ensuring the consistency of legal meanings across languages. As global governance grows more complex, striking a balance between linguistic diversity and legal clarity becomes increasingly vital.

In the European Union, multilingualism is not just a policy but a defining characteristic of its legal system. With 27 member states and 24 official languages, the EU stands as one of the most linguistically diverse political and legal entities globally. This commitment to equality and representation, however, comes with significant challenges. The involvement of numerous languages increases the risk of misinterpretations and inconsistencies, often arising from translation errors and the difficulty of conveying linguistic nuances across legal systems.

This article explores the impact of multilingualism on legal agreements within the European Union, examining how language diversity influences treaty effectiveness and interpretation. The central research question guiding this analysis is: “How does multilingualism impact the legal interpretation and effectiveness of treaties within the European Union?”

2.1. Overview of multilingual treaties

Multilingual treaties are foundational to international law, ensuring that legal terms are thoroughly understood by all signatories. When an organization like the EU drafts a treaty or amends legislation, the text must be translated into all official languages to prevent any nation from being

disadvantaged due to language barriers. For the EU, with its 24 languages, this process is particularly intricate.

Beyond the EU, multilingual treaties uphold fairness in international relations, allowing countries with different languages to negotiate on equal terms. However, legal translation is not a straightforward linguistic transfer – it requires an in-depth understanding of each language's cultural and legal context. Cultural nuances can shift the meaning of legal texts, potentially undermining legal certainty and creating space for divergent interpretations.

Scholar Susan Šarčević (2000) argued that legal translation involves not only linguistic accuracy but also cultural adaptation. She highlighted how translators working within the EU, especially those at the Directorate-General for Translation (DGT), often prioritize surface-level similarity to ensure cross-border comprehensibility. This “acculturation” process strips legal concepts of their national meanings to align them with a unified EU legal norm, which can sometimes compromise the precision of national legal traditions.

2.2. Case Study: The Treaty of Lisbon and its multilingual challenges

The Treaty of Lisbon, signed by all EU member states, exemplifies the challenges of multilingual treaties. The treaty, which established the European Council as an official EU institution, had to be translated into all 24 official languages – a process fraught with complications.

One prominent issue involved the term “competence,” used to define the division of powers between the EU and its member states. The French term “compétence” and the German term “Kompetenz” carry slightly different connotations than the English term, leading to varied interpretations of the treaty's scope and limits. These linguistic discrepancies sparked debates within the European Court of Justice (ECJ) and among member states, illustrating how translation challenges can ripple through the legal system and impact treaty application.

2.3. Translation issues and their impact on legal interpretation

Translation issues affect not only the clarity of legislative texts but also their enforcement. Divergent translations can lead to conflicting legal interpretations, as seen in “Case C-210/06, Cartesio” (2008), where inconsistencies between the English and Hungarian versions of a treaty resulted in a legal dispute.

The Vienna Convention on the Law of Treaties (1965) states that treaties should be interpreted “in good faith in accordance with the ordinary meaning” of their terms, considering context and purpose. Yet, multilingualism complicates this process, making it difficult to achieve a single, universally accepted interpretation across all language versions. Legal translators strive

for accuracy, but the interplay of linguistic variation and legal complexity often necessitates some degree of interpretative flexibility.

2.4. Proposed solutions and future directions

Addressing the challenges of multilingual treaties requires a multifaceted approach. One solution is greater legal harmonization among member states. Aligning legal systems and standardizing terminology could mitigate translation inconsistencies. Investing in advanced translation technologies may also enhance accuracy, although technology cannot fully replace human expertise.

The EU could also develop a more consistent legal lexicon across all official languages, reducing ambiguity and enhancing treaty clarity. Training translators to prioritize legal concepts while remaining sensitive to cultural contexts would further promote standardization.

Finally, while maintaining linguistic diversity is a core EU value, reducing the number of official languages for legal documents could minimize the risk of misinterpretation. Using the most widely spoken languages for legislative texts, while still providing translations for broader accessibility, might offer a pragmatic compromise.

3. Conclusion

In an era where multilingualism is increasingly standard practice, ensuring the clarity and effectiveness of legal texts is paramount. By harmonizing legal terminology, investing in translation technology, and refining translator expertise, the EU can strengthen its multilingual legal framework and uphold its commitment to unity in diversity.

THE IMPACT OF METAPNEUMOVIRUS AND OTHER VIRAL OUTBREAKS ON CHINA'S ECONOMY

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Onatska Z. V., Marchenko N. O. The impact of metapneumovirus and other viral outbreaks on China's economy. The goal of this article is to explore the impact of epidemics caused by viruses such as SARS, COVID-19, and the new metapneumovirus (HMPV) on China's economy, particularly in relation to tourism and public health. It also aims to reflect on the lessons learned from previous outbreaks and their effect on China's long-term resilience in the face of emerging viral challenges.

Keywords: SARS, COVID-19, metapneumovirus, China's economy, tourism, srespiratory viruses, epidemics, economic growth, public healthcare, China, virus consequences.

Онацька Ж. В., Марченко Н. О. Вплив метапневмовірусу та інших вірусних спалахів на економіку Китаю. Метою цієї статті є дослідження впливу епідемій, спричинених такими вірусами, як SARS, COVID-19 та новий метапневмовірус (HMPV), на економіку Китаю, зокрема в контексті туризму та охорони здоров'я. Також стаття має на меті відображення уроків, отриманих з попередніх спалахів, та їхнього впливу на довгострокову стійкість Китаю перед новими вірусними викликами.

Ключові слова: SARS, COVID-19, метапневмовірус, економіка Китаю, туризм, охорона здоров'я, респіраторні віруси, епідемії, економічне зростання, громадське здоров'я, Китай, наслідки вірусів.

1. Introduction

This article examines the economic and public health impacts of viral outbreaks in China, focusing on SARS, COVID-19, and the emerging metapneumovirus (HMPV). Each of these epidemics has significantly affected the country's economy, particularly the tourism sector, while also challenging public health systems. The aim is to analyze the consequences of these viruses on China's economic performance and explore lessons learned for future preparedness. By comparing past and current outbreaks, this study highlights how viral crises shape China's resilience and potential future responses [3].

The relevance of this exploring is global epidemics, such as SARS, COVID-19, and Human Metapneumovirus (HMPV), emphasize the importance of studying the economic impact of novel viruses, particularly on sectors like tourism and healthcare. These pandemics raise new questions regarding the resilience of national healthcare systems, government preparedness for emergencies, and the economic consequences for the global market [8].

The object is the economic impact of respiratory viruses, specifically SARS, COVID-19, and HMPV, on global economies and healthcare systems, when **the subject** is analyzing of effect of pandemics caused by respiratory viruses on China's economy, with a particular focus on tourism, public health, and international trade [1].

The aim is to analyze the economic consequences of SARS, COVID-19, and HMPV outbreaks on China's economy, and to examine the measures taken to mitigate these impacts, as well as to explore the lessons learned from previous health crises in order to enhance future preparedness [6].

Referring to this aim the following *tasks* are:

1. To assess the economic impact of SARS on China, particularly in the sectors of tourism, retail, and transportation[1].
2. To investigate the global and national responses to the COVID-19 pandemic and their effects on China's economic recovery[5].
3. To explore the economic effects of the recent HMPV outbreak in northern China and compare it to previous pandemics [3].
4. To highlight the importance of strengthening healthcare infrastructure and international cooperation in addressing future viral outbreaks [8].

2. The impact of metapneumovirus and other viral outbreaks on China's economy

2.1. Economic impact of SARS on China's economy

In November 2002, a novel coronavirus emerged in Guangdong Province, China, leading to the Severe Acute Respiratory Syndrome (SARS) outbreak, which became a significant global health crisis. This virus, later identified as SARS-CoV, was transmitted from bats to humans through intermediate hosts such as civet cats. Initially, local authorities underestimated the threat, and the lack of transparency delayed international awareness of the epidemic's severity [6]. SARS presented with flu-like symptoms, including high fever, headache, muscle pain, and later respiratory complications such as dry cough and pneumonia. In severe cases, the infection progressed to Acute Respiratory Distress Syndrome (ARDS), which could be fatal, particularly for the elderly and those with pre-existing health conditions. By mid-2003, the virus had spread to over 30 countries, infecting 8,098 individuals and causing 774 deaths. Despite the relatively low number of cases, the fear of contagion led to significant disruptions in daily life and the global economy.

The outbreak of SARS in 2003 had a significant impact on China's economy, particularly in tourism, retail, and transportation. The restrictions on travel and the fear of contagion led to a sharp decline in passenger numbers for airlines, and cities like Hong Kong, which heavily relied on tourism, saw a marked reduction in visitors.

The tourism sector faced substantial losses, while other industries dependent on international travel and trade also experienced disruptions. Despite this, the epidemic catalyzed reforms in China's public health system, including the establishment of a more efficient disease surveillance system, which proved essential in the fight against future health crises.

2.2. COVID-19: Economic crisis and recovery

The COVID-19 pandemic, which emerged in December 2019, had a far greater economic impact on China and the world than SARS. Unlike SARS, COVID-19 spread rapidly across the globe due

to its higher transmissibility and the presence of asymptomatic carriers[9]. The Chinese government implemented an aggressive containment strategy, including lockdowns, mass testing, and contact tracing, which helped slow the virus's spread but caused a sharp contraction in the economy[4]. In the first quarter of 2020, China's GDP contracted by 6.8%, the most significant decline in decades. However, rapid recovery was achieved through massive government stimulus packages, an emphasis on high-tech industries, and China's continued role as a global manufacturing hub. The pandemic also revealed the importance of international collaboration and preparedness to handle future global health emergencies.

2.3. The HMPV outbreak in 2025: Emerging threats and economic implications

In early 2025, the emergence of Human Metapneumovirus (HMPV) in northern China raised concerns due to the sudden increase in respiratory illnesses[3]. Although HMPV is typically less transmissible and lethal than SARS or COVID-19, its rapid spread and the strain it placed on healthcare facilities posed challenges. The tourism sector, still recovering from COVID-19, experienced renewed hesitancy in travel, particularly in regions with higher infection rates. However, HMPV's seasonal nature suggests that it may not pose the same global pandemic threat as its predecessors. The economic impact remains limited but could become more significant if the virus spreads further.

3. Conclusions

3.1. Strengthening global preparedness and resilience

The recurring emergence of respiratory viruses like SARS, COVID-19, and HMPV underscores the critical need for continuous vigilance and preparedness. Each pandemic has highlighted specific vulnerabilities:

1. **SARS** emphasized the importance of robust disease surveillance systems[5].
 2. **COVID-19** reinforced the value of international cooperation and resilient healthcare infrastructure[9].
 3. **HMPV** serves as a reminder that new infectious threats will continue to emerge.
- Lessons from these outbreaks must guide future strategies to enhance global health systems and economic resilience[2][3].

3.2. Impact of HMPV in China on tourism and public health

3.2.1. Tourism

Travel Restrictions: Temporary restrictions on domestic and international travel may reduce tourist flows, similar to declines of 30–50% during SARS and global paralysis during COVID-19[5].

Trust in Safety: Even with low mortality, perceived risks may deter tourists, especially in the post-COVID-19 era.

Local Tourism: Movement restrictions and closures of popular destinations could also reduce domestic tourism.

3.2.2. Public Health

•**Vulnerable Groups:** Children, the elderly, and those with chronic illnesses remain at highest risk, potentially overwhelming healthcare systems.

•**Healthcare Burden:** Densely populated regions may face shortages of hospital beds, medical staff, and equipment.

•**Long-Term Impacts:** HMPV, like SARS and COVID-19, could cause lasting complications affecting the lungs, heart, and nervous system.

3.3. Lessons and Measures

China's improved outbreak control mechanisms—including digital contact tracing, rapid diagnostics, and transparent communication—may help mitigate HMPV's impact on health and the economy.

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THE CLUSTER APPROACH: STRENGTHENING HUMANITARIAN COORDINATION FOR CRISIS RESPONSE

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Onyshchenko O. R., Marchenko N. O. The cluster approach: strengthening humanitarian coordination for crisis response. The Cluster Approach is a vital humanitarian coordination mechanism established by the Inter-Agency Standing Committee (IASC) in 2005, aimed at enhancing the effectiveness and efficiency of responses to crises. This approach organizes humanitarian actors into clusters based on specific sectors, such as health, water, and shelter, ensuring that efforts are harmonized and gaps in service delivery are addressed. At both global and country levels, clusters facilitate predictable leadership, improve accountability, and foster collaboration among diverse organizations, including UN agencies and NGOs. By promoting strategic decision-making and resource allocation, the Cluster Approach ultimately seeks to provide timely and adequate assistance to affected populations while building local capacities for future emergencies.

Keywords: accountability, clusters, coordination, crisis response, humanitarian, IASC, preparedness

Онищенко О. Р., Марченко Н. О. Кластерний підхід: посилення гуманітарної координації для реагування на кризові ситуації. Кластерний підхід - це життєво важливий механізм гуманітарної координації, створений Міжвідомчим постійним комітетом (IASC) у 2005 році з метою підвищення ефективності та результативності реагування на кризові ситуації. Цей підхід об'єднує гуманітарні організації в кластери за конкретними секторами, такими як охорона здоров'я, водопостачання та житло, забезпечуючи гармонізацію зусиль і усунення прогалин у наданні послуг. Як на глобальному, так і на національному рівнях кластери сприяють передбачуваному керівництву, покращують підзвітність і сприяють співпраці між різними організаціями, в тому числі агентствами ООН і НУО. Сприяючи прийняттю стратегічних рішень і розподілу ресурсів, кластерний підхід в кінцевому підсумку спрямований на надання своєчасної та адекватної допомоги постраждалому населенню, одночасно розбудовуючи місцевий потенціал для майбутніх надзвичайних ситуацій.

Ключові слова: підзвітність, кластери, координація, реагування на кризу, гуманітарна допомога, IASC, готовність

1. Introduction

The growing complexity and scale of global humanitarian crises, driven by armed conflicts, climate-induced disasters, and widespread violations of International Humanitarian Law (IHL), have created unprecedented challenges for the international community. According to the 2025 Global Humanitarian Overview, over 305 million people will require urgent assistance, with 190 million facing life-threatening needs. Despite these alarming figures, funding gaps and operational constraints continue to hinder effective responses, underscoring the need for robust coordination mechanisms. These issues require special attention and analysis, highlighting *the relevance* of this study.

The object of this study is the Cluster Approach, a humanitarian coordination framework established by the Inter-Agency Standing Committee (IASC). *The subject* is its role in addressing the challenges of modern humanitarian crises.

The aim of the research is to evaluate the effectiveness of the Cluster Approach in strengthening humanitarian coordination and addressing gaps in service delivery. The following *tasks* are set to achieve this aim:

1. To analyze the current state of global humanitarian needs and challenges as outlined in recent reports;

2. To assess the performance and limitations of the Cluster Approach in recent crises;
3. To propose strategies for improving coordination, accountability, and local engagement within the framework.

This study highlights the importance of enhancing humanitarian coordination to meet growing needs and ensure effective protection and assistance for vulnerable populations worldwide.

2.1. The Cluster Approach: An Overview

The Cluster Approach aims to improve the overall humanitarian response by promoting systematic coordination among various humanitarian actors. It establishes voluntary groups—clusters—comprised of UN agencies, non-governmental organizations (NGOs), and other stakeholders that focus on specific sectors such as health, water, sanitation, and shelter. Each cluster is led by a designated agency responsible for ensuring effective service delivery and coordination within that sector [5; 12].

The primary objectives of the Cluster Approach include:

By organizing humanitarian actors into clusters, the approach minimizes gaps and overlaps in service delivery, ensuring that all affected populations receive timely assistance [5; 10].

Clusters aim to strengthen national response capacities by working closely with local authorities and communities, ultimately transitioning responsibilities from international to national entities as situations stabilize [12; 13].

The approach distributes accountability among various cluster lead agencies, preventing any single organization from bearing full responsibility for the entire response [12].

The Cluster Approach operates through a well-defined structure at both global and country levels. At the global level, there are eleven designated clusters (Camp Coordination and Camp Management (CCCM), Education, Emergency Shelter and Non-Food Items (ES/NFI), Food Security, Health, Nutrition, Protection, Shelter, Water, Sanitation, and Hygiene (WASH), Logistics, Emergency Telecommunications), each led by a UN agency or an international NGO. These clusters provide technical support and guidance to their counterparts at the country level [5; 11].

At the country level, clusters are activated based on the specific needs of a crisis and are co-led by a UN agency and an NGO. This dual leadership ensures that both international expertise and local knowledge are integrated into the response strategy [10]. The Humanitarian Coordinator (HC) plays a crucial role in determining when clusters should be activated and oversees their functioning alongside the Humanitarian Country Team (HCT) [5].

Each cluster has six main functions:

1. Effective service delivery by aligning activities with the strategic priorities set out in the Humanitarian Response Plan.
2. Clusters provide data-driven information that helps HC/HCT make informed decisions on resource allocation and response strategies.
3. Planning and development of strategies that meet key humanitarian objectives.
4. Regularly evaluate their performance to ensure accountability and effectiveness in meeting needs.
5. Building the capacity of local organisations and government agencies involved in humanitarian response.
6. Clusters engage in advocacy efforts to ensure that protection principles are upheld throughout the response [3; 13].

2.2. Identifying Gaps in Humanitarian Response

One of the most pressing issues affecting humanitarian response is access to populations in need. Humanitarian access is often severely hampered by conflict-related restrictions, bureaucratic impediments, and security concerns. For instance, in conflict zones like Yemen and Syria, humanitarian actors face blockades and restrictions imposed by armed groups that prevent aid from reaching those most in need. The UN reported that in 2016, only 20% of people in besieged areas of Syria received assistance due to these constraints [4]. Such access limitations not only delay the delivery of aid but also compromise the quality of assistance provided.

Moreover, remote and hard-to-reach populations present additional challenges. The reliance on air transport to deliver aid to these areas increases costs and complicates logistics [9]. As a result, many communities remain underserved or completely neglected during crises, highlighting a significant gap in humanitarian response capabilities.

Funding remains a critical barrier to effective humanitarian action. The gap between humanitarian needs and available funding has widened dramatically in recent years. As of late 2023, the UN Office for the Coordination of Humanitarian Affairs (OCHA) estimated a funding shortfall of approximately \$41 billion against its Global Humanitarian Overview [9]. This financial gap means that many crises receive inadequate support, while only a handful attract substantial funding—often leaving less visible emergencies overlooked.

In 2024, it was reported that only 18% of the required funding for global humanitarian assistance had been secured halfway through the year. The unequal distribution of funds exacerbates this issue; for example, nearly half of all humanitarian funding was directed towards just five emergencies (Ukraine, Syria, Yemen, Afghanistan, and occupied Palestinian territories), while critical situations in countries like Sudan and Burkina Faso received minimal support [7].

This disparity underscores the urgent need for a more equitable allocation of resources to ensure that all affected populations receive necessary assistance.

The localization agenda has gained momentum in recent years, advocating for greater involvement of national and local actors in humanitarian responses. However, significant challenges remain for these actors, particularly in conflict-affected areas. While local organizations often have better access to communities and a deeper understanding of local needs, they frequently lack the resources and capacity to respond effectively [6].

2.3. Strategies for Improvement in Humanitarian Response

One of the foremost challenges in humanitarian response is ensuring access to affected populations. To address this issue, humanitarian organizations must strengthen principled engagement with all parties involved in a crisis. This includes advocating for the protection of civilians and local responders, as emphasized in the Jeddah Declaration of Commitment to Protect Civilians in Sudan 1.

Implementing Joint Operating Principles (JOPs) can facilitate better negotiation for access and allow for cross-border operations when necessary. For example, scaling up cross-border operations from neighboring countries can help deliver aid to areas that are otherwise inaccessible due to conflict or political restrictions. By fostering dialogue and collaboration with local authorities and armed groups, humanitarian actors can create safer environments for delivering assistance.

The localization agenda has gained momentum as a critical strategy for improving humanitarian responses. Empowering local actors—particularly national NGOs (NNGOs) and grassroots community networks—can lead to more context-sensitive and sustainable solutions [2]. The 2025 Humanitarian Response Plan emphasizes the importance of building equitable partnerships with NNGOs, providing them with financial support and capacity-building initiatives to enhance their operational effectiveness.

Localization not only improves the relevance of aid but also fosters resilience within communities. By prioritizing community-led solutions, humanitarian organizations can ensure that assistance is tailored to the specific needs of affected populations, ultimately leading to more effective outcomes.

Funding disparities remain a significant barrier to effective humanitarian action. To address this challenge, it is essential to optimize funding mechanisms by reducing transaction costs and ensuring that resources are allocated efficiently. Direct funding to local partners undertaking humanitarian work can streamline operations and enhance accountability [1].

Additionally, utilizing cash-based interventions where appropriate allows recipients to make choices that best meet their needs while reducing logistical costs associated with traditional aid

delivery methods. The use of anticipatory action—interventions aimed at mitigating vulnerabilities before crises escalate—can also help allocate resources more effectively [1]. For instance, proactive measures addressing climate-related shocks or disease outbreaks can prevent larger-scale emergencies from developing.

Collaboration among various humanitarian actors is crucial for improving the overall effectiveness of response efforts. OCHA's Strategic Plan 2023-2026 outlines the need for systematic leadership on access and emphasizes the importance of an inclusive approach that leaves no one behind [8]. By fostering partnerships between humanitarian organizations, development actors, and local governments, responses can be more coherent and comprehensive.

Regular coordination meetings among cluster leads and stakeholders can facilitate information sharing and joint planning efforts. This collaborative approach ensures that all actors are aligned in their objectives and can respond more effectively to emerging needs.

3. Conclusions

Summarizing the above, it can be concluded that the Cluster Approach is a critical framework for addressing the growing complexity of global humanitarian crises. Despite its structured coordination mechanisms, significant gaps persist in access to affected populations, equitable funding distribution, and empowering local actors. These challenges highlight the urgent need for improvement.

Strategies such as enhancing access through principled negotiation, advancing localization to strengthen local capacities, optimizing funding mechanisms for efficiency, and fostering collaboration among stakeholders are essential for improving humanitarian responses. These measures not only address immediate gaps but also contribute to building resilience in affected communities.

Future research should focus on evaluating the long-term impact of these strategies, exploring innovative funding models, and leveraging technology to improve coordination and access. Such efforts will ensure that humanitarian responses remain effective and inclusive in addressing the needs of vulnerable populations worldwide.

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ARTIFICIAL INTELLIGENCE IN MILITARY TECHNOLOGY

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Ovchynnikova M. D., Lytvynchuk A. P., Lavrinenko I. M. Artificial intelligence in military technology. Intelligent technology (IT) is revolutionizing military operations by improving decision-making efficiency, automating combat tasks, and enhancing data processing. The article examines IT applications in surveillance, autonomous systems, and logistics, emphasizing their potential and ethical issues. Special attention is paid to international cooperation.

Keywords: Artificial Intelligence, military technology, autonomous weapons, surveillance, ethical concerns.

Овчиннікова М. Д., Литвинчук А. П., Лавріненко І. М. Штучний інтелект у військових технологіях. Інтелектуальні технології (ІТ) революціонізують військові операції, покращуючи ефективність прийняття рішень, автоматизуючи бойові завдання та покращуючи обробку даних. У статті розглядаються ІТ-додатки в системі спостереження, автономних системах і логістиці, наголошуючи на їх потенціалі та етичних проблемах. Особлива увага приділяється міжнародній співпраці.

Ключові слова: штучний інтелект, військова технологія, автономна зброя, спостереження, етичні проблеми.

1. Introduction

The relevance of AI in military applications has been growing due to its potential to enhance operational efficiency and decision-making. The *object* of this study is the integration of AI into military systems. The *subject* includes the implications of these integrations on warfare. The *aim* is to evaluate the benefits and challenges AI brings to military technology. The *tasks* involve analyzing current trends, potential risks, and ethical considerations.

Problem Statement and Relevance: AI's capabilities in processing vast amounts of data and automating complex tasks make it indispensable for modern warfare. However, the implications of autonomous decision-making in life-and-death scenarios remain a pressing concern.

2. Artificial Intelligence in Military Technology

Artificial Intelligence (AI) is rapidly transforming the nature of warfare by enabling more complex decision-making, enhancing data processing capabilities, and automating key battlefield functions. AI's impact is particularly significant in areas such as surveillance, target identification, autonomous weapons systems, and logistical support [4].

AI technology is utilized across numerous domains, including speech recognition, biometric authentication, mobile mapping, navigation systems, transportation, traffic management, manufacturing processes, supply chain optimization, data analysis, and personalized online marketing. Given its versatility, it is unsurprising that AI also finds extensive applications within the military sector, spanning a wide array of functions. Additionally, AI plays a critical role in cybersecurity by detecting and neutralizing cyber threats faster than human analysts can.

One of the most transformative applications of AI in military technology is the development of autonomous weapon systems. Often referred to as "killer robots," these systems can identify and engage targets without human intervention [8]. While AI-driven drones and ground vehicles remain under human oversight, fully autonomous systems are being developed, raising ethical and legal concerns about delegating lethal decision-making to machines.

In an era of rapid technological development, artificial intelligence is fundamentally changing the nature of military operations, offering unprecedented capabilities for making complex decisions, processing huge amounts of data, and automating key combat functions. Its impact extends far beyond traditional military applications, covering a wide range of technology domains from speech recognition to cybersecurity. Of particular significance are advances in the field of autonomous weapons systems, which are able to identify and interact with targets with little human intervention, raising serious ethical and legal concerns. Machine learning allows us to analyze vast amounts of information from satellites, drones, and other intelligence tools, identifying hidden threats and predicting enemy movements with incredible accuracy. Artificial intelligence is revolutionizing logistics and supply chain management in military operations, optimizing resource allocation, reducing fuel consumption, and simplifying equipment maintenance schedules [5]. Its capabilities in electronic warfare and cybersecurity are particularly impressive - algorithms are able to instantly detect vulnerabilities in enemy systems and respond to cyber threats.

As military AI evolves, the introduction of hybrid decision-making models—combining human judgment with AI recommendations—is becoming increasingly essential. These systems ensure that critical decisions, especially those involving ethical dilemmas or life-and-death scenarios, remain grounded in human values while leveraging AI's speed and accuracy [2].

Moreover, hybrid models offer a layer of accountability that is often absent in fully autonomous systems. By ensuring that humans remain integral to the decision-making loop, these models aim to balance the efficiency of AI with the moral and ethical considerations intrinsic to military operations [6].

AI has a wide range of applications, including chatbots, autonomous drones, facial recognition, virtual assistants, cognitive automation, fraud detection, self-driving vehicles, and predictive analytics tools. Despite their diverse uses, all AI applications share a fundamental similarity. Experts who have worked on hundreds or even thousands of AI projects recognize that every use case can be categorized into one or more of seven distinct groups, as illustrated in Figure 1.



Fig.1 Seven Patterns of AI Applications

AI enhances the efficiency and speed of military operations, enabling rapid decision-making and improving situational awareness. Beyond improving operational effectiveness, AI can also reduce human casualties by taking on dangerous tasks, such as demining or conducting reconnaissance in hostile environments

However, the use of AI in warfare also presents significant challenges. Autonomous weapon systems could potentially escalate conflicts by making warfare more impersonal and lowering the threshold for engagement. Furthermore, the development of AI-driven military technologies has triggered an arms race among global powers, particularly the United States and China, which view AI as a critical component of future military dominance [7].

The command receives extremely accurate operational information, which allows it to model combat scenarios, predict outcomes and recommend optimal strategies. Autonomous robots and drones can perform dangerous tasks - from reconnaissance in a hostile environment to rescuing the wounded, minimizing risks to personnel. At the same time, the development of these technologies creates serious challenges - autonomous systems can unknowingly escalate conflicts due to the lack of moral judgment inherent in humans. A real arms race in the field of artificial intelligence has begun between the world's leading powers, in particular the USA, China and Russia, which threatens to destabilize international security. The lack of clear international regulations creates uncertainty regarding control over these technologies, forcing experts and human rights organizations to advocate for a ban on fully autonomous weapons systems [10]. Further integration of artificial intelligence into military strategies will require an extremely cautious approach, taking into account ethical, legal and geopolitical consequences. Key priorities should be to preserve human control over critical decisions, develop clear international ethical guidelines, establish accountability mechanisms, and prevent an uncontrolled arms race. The transformative potential of artificial intelligence in military technology cannot be overstated - it has the potential to make military operations more effective, safer, and smarter.

The establishment of international AI governance frameworks is crucial to mitigating these risks. Such frameworks should prioritize transparency, accountability, and the prohibition of fully autonomous lethal systems [1]. Collaborative international efforts must ensure that AI applications enhance global security rather than serve as catalysts for conflict.

However, this progress comes with significant risks and responsibilities. Only a balanced approach that emphasizes ethical considerations, international cooperation, and human oversight can ensure that technology serves to enhance security rather than exacerbate conflict. Addressing these complex challenges will allow countries to responsibly harness the potential of artificial intelligence, shaping a future where technology contributes to peace and stability rather than chaos and uncertainty [3].

3. Conclusions

The absence of clear international regulations governing AI in warfare creates uncertainty about how these technologies will be controlled. Many experts and human rights organizations advocate for banning fully autonomous weapon systems, warning that AI could make conflicts more dangerous by allowing machines to make life-and-death decisions.

As AI continues to evolve, its integration into military strategies will demand careful consideration of ethical, legal, and geopolitical implications. International cooperation and the establishment of robust regulations will be essential to ensure that AI's potential in enhancing security is balanced with its risks of misuse or unintended consequences. Research and dialogue must focus on preventing escalation, ensuring accountability, and preserving human oversight in critical decision-making processes.

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THE FOREIGN ECONOMIC ACTIVITY OF UKRAINE WITHIN THE EU INTEGRATION

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Pavlyk A. R., Davydenko I.V. Foreign economic activity of Ukraine within the EU integration. The article discusses Ukraine's foreign economic activity and the feasibility of its integration into the European community, taking into account the sector of economy. Ukraine is analyzed primarily from the perspective of its commonwealth with the EU. The article provides relevant analogies in terms of green economy. The importance of Ukraine as a European partner, as well as the assistance of Western leaders, is based on the current events and political research.

Keywords: commonwealth, EU integration, foreign economic activity.

Павлик А. Р., Давиденко І. В. Зовнішньоекономічна діяльність України в контексті євроінтеграції. Стаття присвячена зовнішньоекономічній діяльності України і доцільності її інтеграції в європейську спільноту зважаючи на сектор економіки. Держава аналізується передусім з перспективи її співдружності з ЄС, а відповідні аналогії проводяться з точки зору зеленої економіки. Важливість України як європейського партнера, а також допомога західних лідерів ґрунтується на поточних подіях і політичних дослідженнях.

Ключові слова: зовнішньоекономічна діяльність, євро-інтеграція, співдружність.

1. Introduction

In recent years, Ukraine's integration with the EU has been a key driver of foreign economic policy. Ukraine has embarked on a transformation path aimed at bringing its legal, political and economic systems in line with European standards since signing the Association Agreement with the EU in 2014. The main goal of this process is to strengthen foreign economic activity, including trade, investment and partnerships in key areas. Ukraine's economic strategy is increasingly focused on boosting competitiveness by diversifying exports and attracting foreign direct investment, as it requires deeper integration into European trade. In this article, we will examine the dynamics of Ukraine's foreign economic activity in the context of its integration into the EU, and consider both opportunities and challenges that arise on the country's path to full membership in the European Union. *The object* of the article is the integration of Ukraine into the European community. *The subject* of the impact of foreign economic processes in Ukraine on accession to the European Union. *The purpose* of the article is to study the prospects of merging the economy of Ukraine and its Western partners.

2. Ukraine as a Partner in Trade of Goods

The EU became the most prominent trading partner in 2021 with a contribution of over 40% of total commodity exports. Moreover, Ukraine occupies the 15th place among the EU's major selling partners with a share of 1.2% of overall goods trade. Since the DCFTA was introduced in 2016, market cooperation between Ukraine and the EU has considerably increased. General trade between the partners peaked at €52.4 billion in 2021, and Ukrainian exports to the EU rose by 87% between 2016 and 2021, making €24.1 billion in 2021. The main components of Ukraine's exports

are commodities such as iron, steel, farm products, mining products, and pharmaceuticals and equipment. Already in 2021, agricultural production accounted for almost a third of Ukraine's total exports to the EU [4].

In 2021, the greatest imports of products from the EU to Ukraine amounted to €28.3 billion and consisted mainly of machinery and transport equipment, chemicals, and manufacturing goods. Exports from both Ukraine and the EU grew quickly: about 74.9% since 2016, resulting in a trade surplus of €4.2 billion between the EU and Ukraine. Meanwhile, the number of Ukrainian enterprises selling to the EU has dramatically jumped from circa 11,700 in 2015 to over 14,500 in 2019. However, the reduction in economic engagement between Ukraine and the EU driven by the COVID-19 pandemic has affected Ukraine more than the EU. In contrast to €18.8 billion in 2018 and €21.9 billion in 2019, in 2020, the volume of EU foreign direct investment in Ukraine reached a record high of €25.8 billion [4].

Ukraine's position in terms of trade relationship with EU member states may differ according to geography and product classification. In terms of geography, Ukraine sells more goods to neighboring countries. For instance, Polish exports to Ukraine in 2022 accounted for 2.8% of Poland's total exports, the highest among EU members. The share of exports from Lithuania was somewhat greater (3.8%), although it declined due to logistical problems caused by Belarus enabling Russia to use its area to attack Ukraine. The rest of the countries had lower export volumes. On the export front, the largest proportion of Ukraine's imports is from Bulgaria, making up 3.2% of the country's entire imports. Other partners, such as Ireland or France, had smaller shares, ranging from 2% to practically zero. Particularly, the most commonly exported products by Ukraine to the EU were grains, mainly corn, sunflower oil, soybeans, and some types of metal products. Ukraine's share in total imports for some partner countries could have increased to one third, although Ukraine has never been a major supplier of commodities to the EU. However, since 2014, Ukraine has been progressively integrating into European value chains, for example, through the manufacturing of vehicle parts at many plants built in the West. However, ignition wiring kits, which are a core Ukrainian product due to the production of automotive parts in many factories built in western Ukraine [1].

3. Ukraine and European Green Deal

The EU-Ukraine cooperation in the context of the European Green Deal is implemented through several multi- and bilateral structures, which include the EU-Ukraine Association Agreement (AA), the Eastern Partnership (EaP), and the Energy Community Treaty (EC Treaty). The scope of these mechanisms goes beyond the EGD, as they were introduced long before the EGD and none of them can fully cover the issues and objectives set out in the EGD. Following 2020, the

Eastern Partnership program already demonstrates the preferences and poses realistic targets and objectives of the EGD. The German-Ukrainian Energy Partnership, which was signed after the EGD was launched, is an exceptional case and best reflects the EGD priorities. The Ukrainian government has established an interagency governmental working group on the EGD to address climate change issues within the EGD. In the summer of 2020, the Ukrainian authorities made public a position paper on Ukraine's participation in the EGD. In 2021, formal EGD discussions between Ukraine and the EU began at the highest level. The negotiations are led by Olha Stefanishyna, Vice Prime Minister for European and Euro-Atlantic Integration of Ukraine, and by Katarína Mathernova, Head of the Support Group for Ukraine and Deputy Director-General for European Neighborhood and Enlargement Negotiations, on behalf of the EU. Climate governance architecture, green finance, hydrogen and industrial alliances are the key topics of the High Level Plan [3].

The German-Ukrainian partnership is an important aspect of green policy. In July 2020, the German Federal Ministry for Economic Affairs and Energy and the Ministry of Energy of Ukraine created the German-Ukrainian Energy Partnership (GUEP), a platform for high-level intergovernmental negotiations on energy and climate change. The key issues for strengthening cooperation between the two countries are decarbonization, energy efficiency, alternative energy, hydrogen, and the fair transition of coal regions. Besides, the German-Ukrainian Energy Days are organized annually at the highest political level to highlight developments and plans for the foreseeable future. The upcoming coalition agreement confirmed the aspiration to further develop the GUEP. The German Energy Agency in cooperation with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) is responsible for coordinating technical support, capacity building, and the exchange of knowledge and best practices between experts and businesses through visits and publications. An essential part of the partnership is the transformation of coal regions and associated structural changes. In addition, Germany has already provided EUR 60 million for the implementation of two pilot projects in Ukraine. The appointment of a special envoy of the German Federal Government for structural reforms in Ukraine's coal regions underscores the importance of this agenda [2].

4. Conclusions

The issue of Ukraine's membership in the European Union has become a significant geopolitical issue. While support for Ukraine in its fight against Russia is well-founded, EU membership is a strategically important way to secure Ukraine's future. It will help secure Ukraine's eastern European border, as well as intensify discussions in the EU on defense, internal voting mechanisms, and international policy. The prospects offered by Ukraine's

accession to the EU are diverse, including a highly educated workforce, a dynamic technology sector, a sizable military, and important natural resources in the form of essential raw materials, agriculture, and energy. Nevertheless, Europe will have to reform in order to cope with the potential challenges of Ukraine's accession and to maximize the benefits of membership. Many of the obstacles lie in areas where the EU is already discussing reforms or should act anyway to be prepared for the next phase of expansion.

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THE HISTORY OF SOUTH KOREA'S NUCLEAR PROGRAM

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Peftyts V. M., Kalyuzhna A. B. The history of South Korea's nuclear program. The article focuses on the history of South Korea's civil and military nuclear ambitions, the emergence of which became possible owing to the impressive economic, scientific and technological development race of this country in the previous century. It briefly outlines the history of Seoul nuclear research in the civilian and military spheres, assesses its current nuclear potential, and traces parallels and differences in the evolution of the nuclear programs of the North and South.

Keywords: DPRK, nuclear deterrence system, nuclear reactor, nuclear umbrella, political turbulence, Republic of Korea, US-South Korean relations.

Пефтиц В. М., Калюжна А. Б. Історія ядерної програми Південної Кореї. У статті зосереджується увага на історії південнокорейських ядерних амбіцій у цивільному та військово-промисловому секторі, чия поява стала можливою завдяки вражаючим темпам економічного, науково-технічного розвитку країни у минулому сторіччі. Вона коротко викладає історію мирних і мілітаризованих пошуків Сеулу в атомній царині, надаючи оцінку його поточному ядерному потенціалу, простежуючи паралелі та відмінності в еволюції ядерних програм Півночі й Півдня.

Ключові слова: Американсько-південнокорейські відносини, КНДР, політична турбулентність, Республіка Корея, система ядерного стримування, ядерна парасолька, ядерний реактор.

1. Introduction

Despite its antagonism with North Korea and a constant sense of military threat from the North, Seoul has not developed nuclear weapons, although it has been economically and technologically more ready to do so since the 1970s and has a set of motivations seemingly similar to North Korea's. To understand this illusory paradox, let us consider the main factors that have influenced the development of South Korea's nuclear program and its possible mutual influence with the DPRK (Democratic People Republic of Korea). The article's *topicality* is explained by the need to bridge historical developments with ongoing regional and global security concerns in terms of the global nuclear non-proliferation regime and efforts to maintain regional stability.

The *object* of the study is the chronology of the formation of Seoul's nuclear ambitions in the context of the dynamics of the international nuclear deterrence system.

The *subject* of the study is the place of the "nuclear element" in the foreign policy agenda of the Republic of Korea, in particular its anti-American vector.

The *aim* of the paper is to provide a structured overview of the history of the South Korean nuclear program "in isolation" from its international context, starting from the perspective of de-escalation on the Korean Peninsula and ending with changing trends in American-South Korean bilateral contacts.

The following *tasks* are set to achieve the outlined purpose:

- 1) to identify the factors that, in fact, "doomed" the South Korean nuclear program to the birth and subsequent short-term evolution;

- 2) consider the problems of national security of the Republic of Korea, the emergence of new threats and the approaches chosen by the state leadership to develop a worthy response to them;
- 3) to investigate the official and behind-the-scenes coordination of Seoul with international institutions, as well as the American administration, in the development of Seoul's nuclear program;
- 4) formulate conclusions regarding the prospects of the South Korean "atom" program.

2. The evolution of South Korea's nuclear ambitions

2.1. Early beginnings of South Korea's nuclear program

South Korea's nuclear program dates back to the 1950s, when Seoul succeeded in convincing its 'senior partner', the United States, of the need for cooperation on the relevant range of issues, successfully using as an occasion the 'Atoms for Peace' program announced a little earlier (in 1953) by President D. Eisenhower [14, p. 274].

In February 1956, the parties signed an agreement on the peaceful use of nuclear energy, making mutual commitments to exchange information on research reactors and their operation, not to mention the use of radioactive isotopes in medicine, biology, industry and agriculture. The U.S. also leased 6 kilograms of 20 per cent enriched uranium to the Republic of Korea, agreeing to sell fissile materials and research reactor equipment on separately negotiated terms. The Republic of Korea's area of responsibility was primarily to ensure and provide the necessary distribution support for the security of the transferred materials; the agreement also imposed restrictions regarding the possible use of the obtained components for purposes beyond scientific and civil sphere, as well as any unilateral initiatives to transfer them to third parties without prior approval from the United States of America. An interesting aspect that followed directly from the negotiating parties' economic structure referred to admission of the possibility of contacts between private firms from the USA and South Korea on issues specified in the agreement [1].

It is worth noting that Washington's nuclear cooperation with Seoul, despite the existence of a military alliance between them, was not based on preferential principles; thus, the US concluded identical agreements with Uruguay and Sweden in the same year [16].

In 1957, the Republic of Korea received a 100 KW research reactor under a bilateral agreement. In the same year, the country joined the International Atomic Energy Agency (IAEA), having signed the Non-Proliferation Treaty (NPT) as early as 1968 but not ratified it until 1975. In 1958 and 1965, the agreement with the US was extended and renewed, thereby increasing the reactor capacity first to 250 KW and then to 2 MW [14, p. 274]. Just in 1965, the North's arch-

neighbour put into operation a somewhat different in technical characteristics but similar in power (before North Korean scientists introduced some modifications) IRT-2000 research facility delivered from the Soviet Union under a sixteen-year old agreement reached at the end of the previous decade [12].

2.2. U.S. Policy shifts and the Nixon Doctrine (1969)

In 1969, US President R. Nixon proclaimed a doctrine later named after him, which assumed that American allies would guarantee their own security, rather than rely primarily on multifaceted assistance (be it political or military) from the United States. At the same time as proclaiming new approaches to relations with partners, Washington took a course toward rapprochement with the People's Republic of China, whose relations with the leader of the world socialist camp (that is, the USSR) entered, to put it mildly, an era of crisis. A concrete and, without exaggeration, far from the most pleasant consequence of the implementation of the "Nixon Doctrine" for South Korea was the reduction of the American contingent from 70 to 44 thousand military personnel, somewhat compensated by the allocation of \$1.5 billion to Seoul for the needs of modernizing its armed forces [4, p. 32]. Nevertheless, for some time, both American and South Korean political circles had doubts about whether American troops, deployed on South Korean territory in accordance with the 1953 alliance treaty and, by the way, possessing tactical nuclear weapons from the 1950s to the 1990s, would remain in the country at all [6].

Seoul, fearing a weakening of its main ally's support in the context of confrontation with the North, felt a heightened sense of threat. The North Korean army outnumbered the South's (a million troops against 600,000), and memories of North Korean demonstrations of force, such as the assassination attempt on South Korean President Park Chung-hee and the hijacking of the American ship *Pueblo* in 1968, were still stirring.

In 1975, during conversations with US Secretary of Defense J. Schlesinger, Park Chung-hee emphasized the need for a demonstrative build-up of the military potential of the Republic of Korea, appealing to the possibility of miscalculation on the part of his protagonist Kim Il-sung, who might decide on a military solution to the issue, having underestimated the military-technical capabilities of the South. His American colleague, in general, expressed solidarity with the idea of military reinforcement, emphasizing, however, the priority of independently repelling the North Korean threat [6], taking upon himself (i.e. the state on whose behalf he participated in the negotiations) responsibility for successfully confronting the Chinese and Soviet problem, which periodically manifested itself in the regional dimension.

2.3. Escalation of South Korea's military nuclear ambitions (1970s)

Under the influence of the deteriorating international situation for Seoul, the beginning of the 1970s was marked by the establishment of the Agency for Defense Development (ADD) [10] and the Committee for Weapons Development; and while the Agency has retained its status to this day, remaining an official organization whose activities exist mainly in the public sphere, the Committee represented an exclusively secret body, formed from the most high-ranking officials. Its meetings in early 1970 devised a bold political decision to launch a military nuclear program. Through this structure, under the stamp of complete secrecy, contacts were established with countries where Seoul hoped to acquire "sensitive technologies".

Moreover, one of the main factors that determined South Korea's need to develop a nuclear program did not lie the military plane, but was attributable to rapid development of energy-intensive industries in the country amidst growing dependence on oil imports, the prices of which, considering then geopolitical situation, started their way up. It is worth mentioning that the background for this decision can be presented as really lively debates devoted to the future of national security. In 1972, a new agreement was concluded with the United States in order to accelerate the development of nuclear energy, providing access to a significant expansion of the range of cooperation: from that point on the discussion horizons expanded to fruitful interaction in the field of design, construction and operation of not only research, but also materials science, experimental, and demonstration power reactors. In addition to the non-proliferation and non-production safeguards "carried over" from the 1958 agreement, the new agreement very strictly limited the room for South Korean maneuver by supervision from the US and the IAEA: almost any action with fissile materials was liable to Washington's endorsement. In a memo on the 1972 treaty, American emissaries indicated that the ban on "manipulation" with fuel supplied by them was also applicable to raw materials derived from American reactors [3].

2.4. U.S. Concerns and preventive measures (1974–1975)

The US intelligence community kept an eye on Seoul's nuclear quest almost since its dawn, in particular by using tools, remained in the disposal, to monitor South Korean attempts in borrowing appropriate technology from abroad. Seoul's desire to acquire a Canadian reactor wreaked substantial distress to the American leadership, since the theoretical success of such a deal would significantly smooth the path to producing its own plutonium.

As early as 1974, Washington became aware of General Park Chun-hee's ambitious plans to create a prototype nuclear charge with essential acquirement of modern missile delivery technologies, in particular solid-fuel engines, perceiving both types of weapons (the latter – even without nuclear warheads) exclusively as “strategic weapons in the context of the Korean

Peninsula,” intending to do everything possible to hinder the implementation of the South Korean president’s claims to nuclear status [11].

Very soon, in 1975, the US National Security Council completed the preparation of a memorandum for Secretary of State Henry Kissinger, which expounded the official US position on Seoul's military nuclear measures. Based on data collected since 1969, Washington concluded that South Korea purported to produce nuclear weapons by the late 1970s by utilizing reprocessed nuclear waste. The American side was preoccupied with the Republic of Korea's hopes of backstage receiving nuclear technology from third countries, urge for advancing uranium deposits, and the engagement of qualified personnel – South Korean practitioners employed in the United States. A separate subject of concern regarded to South Korea's commitment in modern missile delivery systems, multiplied by the country's armed forces' availability of nuclear weapons delivery vehicles (American F-4 fighter-bombers and Nike-Hercules missiles). Meanwhile experts acknowledged the clearly embryonic nature of the South Korean nuclear program, which had only just started its march, entering into objective reality, having proceeded from theoretical achievements [10].

The following measures were proposed: to prevent Seoul from obtaining "sensitive" technologies through unilateral actions and coordination of the activities of supplier countries, exerting pressure on South Korea to ratify the NPT (Nuclear Non-Proliferation Treaty) [10]. The American administration emanated from a far-reaching assessment of the situation, which threatened, in the event of a nuclear triumph of another Korea, to unbalance the established security architecture; the latter could well nudge the USSR and the PRC to guarantee Pyongyang with a "nuclear umbrella" [9].

The multilateral plans comprised holding a "confidential" conference on "sensitive" technologies with the main suppliers (USA, UK, Canada, France, Germany, Japan and the USSR). Unilateral efforts implied restricting the export of American technologies to South Korea, inhibiting Seoul’s nuclear program due to the constraints of diversion to any alternative suppliers [9].

The American embassy in Seoul adjusted the assessments of Washington analysts, arguing its point of view by the possibility of reducing the expected ten-year period for developing a nuclear charge by one and a half to two times thanks to the amazing tenacity of Korea, which did not abandon the idea despite the suspicions that were emerging in the United States, as well as the priority nature of the project and the high level of South Korean personnel [17].

In May 1975, the Republic of Korea, reluctant to experience any more international pressure, joined the disarmament system, which did not prevent South Korean leader Park Chung-hee, just a month later, from declaring in an interview with American journalists his unswerving respect for

the principles of the NPT, coupled with the state's determination to manufacture a nuclear bomb in the event of disappearing the protecting "umbrella" above its territory [13]. Later, Park explained to the American Secretary of Defense that the purpose of such a statement was solely aimed to support the spirit of his compatriots, bemoaning the persistence of the journalist, who somewhat distorted his expressions in the final text [8]. However, the Americans apparently took a different position, embracing his words as an unconvincing attempt at justification.

2.5. Decline of South Korea's Nuclear Program

Overall, American policy was effective. In 1976, after months of intense pressure and threats to revise U.S.-South Korean relations [18, p. 24–26], Seoul abandoned a deal with France on the purchase of a pilot plant for the separation of plutonium. In 1977, negotiations with on the acquisition of a plant for the production of mixed uranium-plutonium oxide fuels were also halted [5; 15]. The United States apprehended that the acquisition of such technologies by Seoul would force North Korea to demand that its allies transfer the same technologies to it, or would be viewed by the USSR or China as a direct nuclear threat [7].

By 1977, Park Chung-hee was forced to publicly announce that the Republic of Korea would not build a nuclear bomb. However, the idea of creating nuclear weapons flashed through the minds of the South Korean leadership once again, in the same year of 1977, when US President John Carter divulged the decision concerned the complete withdrawal of American troops from the Korean Peninsula which did not last long and was annulled the following year [5]. The main blow to South Korea's military nuclear program is symbolically associated with the assassination of its inspirer, the General-President in 1979.

3. Conclusions

South Korea's nuclear ambitions are deeply rooted in its national security interests and economic development goals. Starting with peaceful nuclear cooperation in the 1950s under the “Atoms for Peace” program, Seoul's nuclear aspirations expanded into the military sphere during the 1970s. This shift was driven by fears of diminishing US support and the perceived threat from North Korea and its allies. Despite initial progress, South Korea's nuclear program suffered significant setbacks due to intense US diplomatic pressure. It was not the alliance with the United States itself, but their very persistent interference that became the main obstacle to the advancement of the South's military program. Washington's preventive measures, including restricting technology transfers and using its alliance with Seoul, have effectively limited South Korea's nuclear ambitions. The development of the nuclear program has evolved in response to changing geopolitical dynamics and relations with the United States. The persistence of Seoul's nuclear

ambitions over time underscores the complexity of balancing national security, international alliances, and non-proliferation obligations.

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WORLD GOLD MARKET: CURRENT STATE AND PROSPECTS

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Peich M. A., Karpusenko M. V. World gold market: current state and prospects. This article explores the structure of the global gold market, highlighting key producers, regions, and demand dynamics. It identifies the leading countries in gold production, evaluates factors influencing the gold supply and demand, and outlines current trends in gold pricing. The study emphasizes the stability of gold as a strategic asset during global economic and geopolitical uncertainty.

Keywords: gold market, gold production, global demand, supply dynamics, economic stability, investment trends.

Пейч М. А., Карпусенко М. В. Світовий ринок золота: сучасний стан та перспективи. У цій статті досліджується структура світового ринку золота, виділяються основні виробники, регіони та динаміка попиту. Він визначає країни-лідери у видобутку золота, оцінює фактори, що впливають на попит і пропозицію золота, а також окреслює поточні тенденції ціноутворення на золото. Дослідження підкреслює стабільність золота як стратегічного активу під час глобальної економічної та геополітичної невизначеності.

Ключові слова: виробництво золота, динаміка пропозиції, світовий попит, ринок золота, економічна стабільність, інвестиційні тенденції.

1. Introduction

The current global economic situation analysis indicates that gold continues to play a pivotal role as a strategic asset amidst growing financial and geopolitical instability. Key economic powers such as the United States, China, and Russia remain central players in influencing gold markets, as they navigate challenges posed by inflation, currency fluctuations, and trade tensions. Gold's unique ability to act as a "safe-haven" asset reinforces its demand during times of uncertainty.

The issues of stability of supply, concentration of production and drivers of demand remain among the most discussed in economic and investment circles. The most important questions today concern the sustainability of production levels in major gold-producing countries, the role of gold reserves in central bank strategies, and the impact of geopolitical tensions on price dynamics. These factors require detailed analysis to assess their impact on the stability and long-term prospects of the global gold market, which makes *the relevance* of this study.

The object of the study is the global gold market, while *the subject* is its structure, production factors, and demand dynamics.

The aim of the research is to identify the key elements of the gold market structure and analyze the factors influencing gold production, supply, and demand.

The following *tasks* are set to achieve the purpose:

1. to identify the leading countries in global gold production and evaluate their contributions;
2. to analyse the demand structure of the global gold market, focusing on investment, jewellery, and industrial applications;
3. to determine the primary factors influencing gold pricing and market stability.

2. World gold market: current state and prospects

2.1. Key global producers

According to the World Gold Council, approximately 209,000 tons of gold have been mined throughout human history. Consider the table. 2. In 2022, the world gold market was concentrated in three key countries - China, Russia and Australia, which accounted for about 31% of the total production amounting to 3100 tons. Each of these countries mined more than 300 tons of the precious metal, with China, as the leader, mined 330 tons. In addition, Canada and the USA make a significant contribution, although their share is somewhat smaller - 12% of the total volume [1].

Table 1

The largest gold-producing countries in 2022

Place	Country	Gold production (tons) in 2022	Share in world production (%)
1	China	330	11%
2	Russia	320	10%
3	Australia	320	10%
4	Canada	220	7%
5	USA	170	5%
6	Mexico	120	4%
7	Kazakhstan	120	4%
8	South Africa	110	4%
9	Peru	100	3%
10	Uzbekistan	100	3%
11	Ghana	90	3%
12	Indonesia	70	2%
-	The rest of the world	1030	33%
-	All	3100	100%

Source: [1]

Despite historical dominance, South Africa has experienced a 74% decline in production since 2000, reflecting ageing infrastructure and industrial disruptions. However, emerging producers like Ghana and Uzbekistan are showing steady growth, signalling a shift in production dynamics [2].

Countries like Uzbekistan and Ghana, although smaller in scale, are gradually increasing gold production, showing significant progress in the global market. Such dynamics indicate a change in the balance of power in the international gold mining industry, where more and more countries with a smaller history of gold mining are beginning to compete with the traditional leaders [2].

2.2. Current product structure of the gold market

The first diagram (Fig. 1) illustrates the demand for gold by various use categories from 2013 to 2023. The main categories are jewellery manufacturing, technology, investments and central bank

stocks. Over the analysed period, the overall demand for gold was very stable, but the decline in the graph is noticeable in 2020. After the pandemic, the demand for gold returned to its previous positions.

The largest contribution to the total demand is made by the jewellery industry and investments, and their share remains consistently high. Central banks have been gradually building up their gold reserves, reflecting the general confidence in this asset as a reserve. The technology sector has the smallest but stable demand for gold. The chart also shows the dynamics of the price of gold, which has increased since 2015, reaching a peak in 2022-2023. This growth can be explained by uncertainty in financial markets and inflationary risks [3].

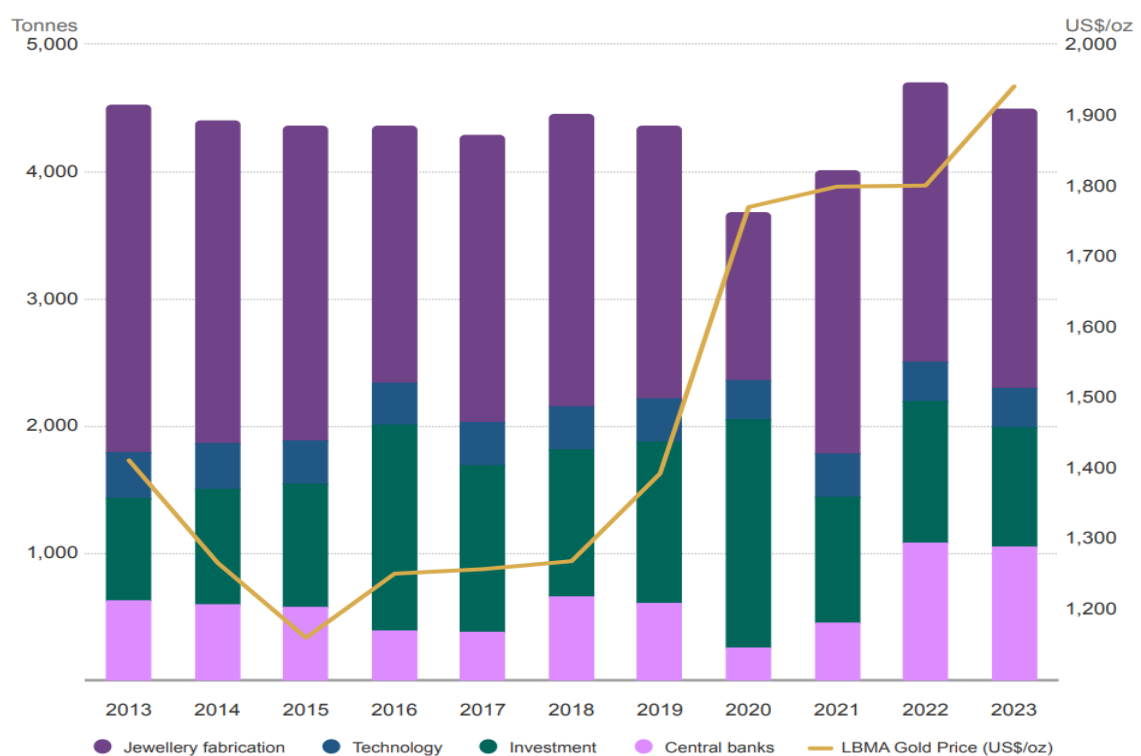


Figure 1. Global demand of gold by supply direction from 2013 to 2023

Source: [3]

The second diagram (Fig. 2) shows the supply of gold in the world economy by three main sources: mine production, net producer hedging and processed gold. Mining production accounted for the largest share of supply, which remained stable between 2010 and 2023. Recycled gold is also a significant source, although its share of the total supply has been decreasing over the analyzed period, which indicates a decrease in the recycling of old stocks or a growing demand for new gold [3].

Producers' net hedging is negligible, and in some years has been negative altogether, indicating that producers are looking to benefit from rising gold prices. As with the previous chart,

this one also shows the rise in gold prices since 2015, which is in line with the general trend of increased value due to increased demand and tight supply.

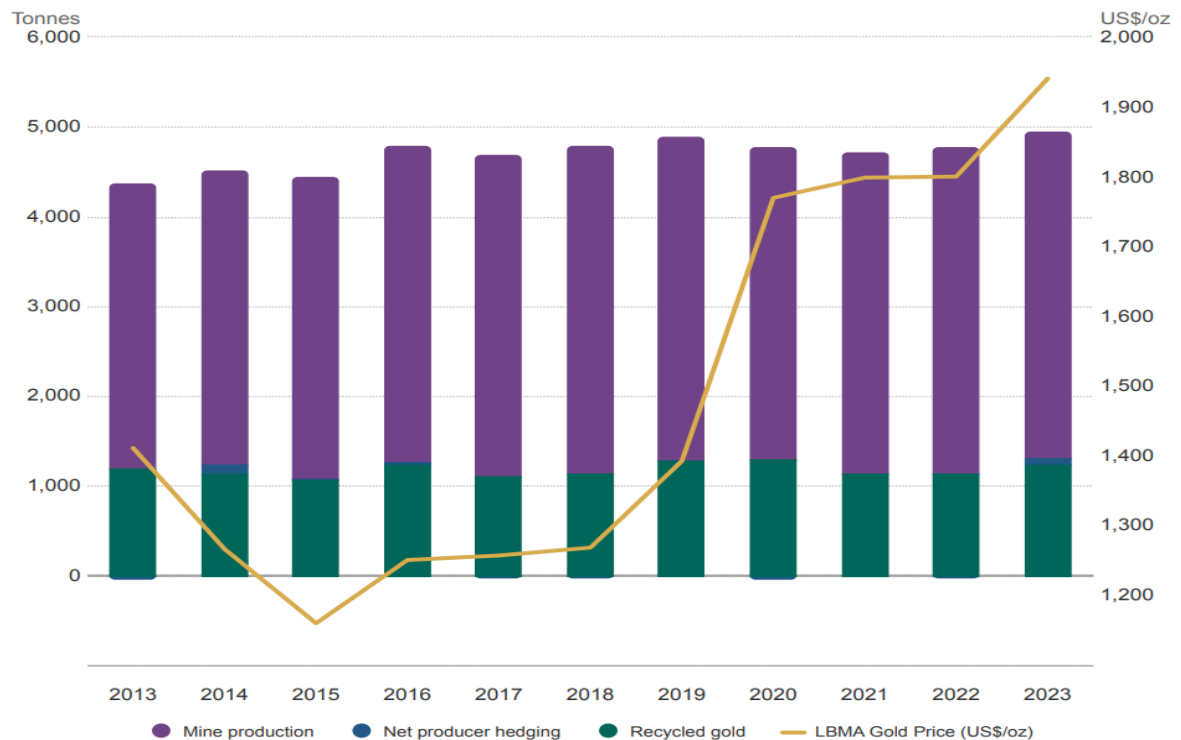


Figure 2: Global supply of gold by supply direction from 2013 to 2023

Source: [3]

2.3. Current product structure of the gold market

Take a look and the third diagram (Fig. 3). The dynamics of gold prices over the past 20 years show fluctuations caused by a number of important events and economic factors. In the early 2010s, the monetary policies of central banks, including low interest rates and quantitative easing, increased demand for gold as a means of preserving value and protecting against inflation. In 2012, it rose to \$1,669.00, after which the price correction began due to the stabilization of the markets [4].

A new surge in the price of gold occurred during the COVID-19 pandemic in 2020-2021 when prices reached almost \$1,800. Economic instability and uncertainty have fuelled increased demand for gold as a safe-haven asset. In 2024, the price reached a record high of \$2,656.35, which can be explained by geopolitical risks, including the war in Ukraine, and economic instability. That's how economic, political and social changes shape the price of gold in the global market [4].

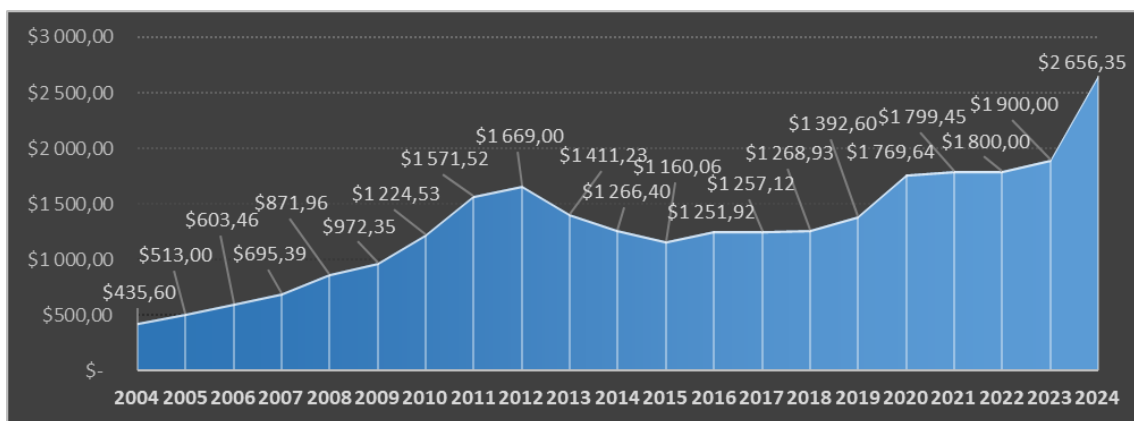


Figure 3. Trend of the price of 1 ounce of gold over 20 years

Source: made by the author based on [4]

3. Conclusions

So the bottom line is that gold remains a safe asset for investors, countries and their central banks, playing a key role in the global economy. Demand for gold is generated by the jewellery industry, investment and central bank reserves, while supply is generated by mine production and refining. The market remains sensitive to external factors such as economic crises or pandemics but continues to be a reliable asset for investors and governments. Gold price formation depends on real interest rates, demand from the jewellery industry, especially in China and India, and the dynamics of the US dollar. During periods of economic instability or political crises, investors turn to gold as a safe-haven asset that helps its value rise, as was the case during the 2008 financial crisis, the COVID-19 pandemic, and the war in Ukraine.

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ECONOMIC COOPERATION BETWEEN THE EU AND THE GCC: EVOLUTION FROM THE LATE 20TH TO EARLY 21ST CENTURY

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Podolinna D. O., Meleshchenko O. O. Economic cooperation between the EU and the GCC: Evolution from the late 20th to early 21st century. This article explores the history of the establishment and development of political and economic cooperation between the EU and the GCC. It analyses the relationship stagnation during the Qatar crisis, its impact on trade and investments, and the gradual improvement following its resolution. Additionally, it examines the current state of economic bilateral relations between the EU and the GCC, highlights the slowdown in efforts to establish a Free Trade Zone (FTA), and outlines the potential prospects for deepening cooperation between these two regional giants.

Keywords: bilateral relations, economic cooperation, EU, FTA, GCC, Qatar crisis, trade.

Подолінна Д. О., Мелещенко О. О. Економічна співпраця між ЄС та РСАДПЗ: еволюція від кінця XX до початку XXI століття. Стаття висвітлює історію започаткування та розвиток політичної й економічної співпраці між ЄС та РСАДПЗ, аналізує стагнацію відносин під час Катарської кризи, її вплив на торгівлю та інвестиції, а також поступове покращення після її завершення. Крім того, детально розглянуто сучасний стан економічних відносин ЄС та РСАДПЗ, обґрунтовано сповільнення взаємодії щодо встановлення Зони вільної торгівлі та можливі майбутні перспективи поглиблення співпраці двох регіональних гігантів.

Ключові слова: двосторонні відносини, економічна взаємодія, ЄС, ЗВТ, Катарська криза, РСАДПЗ, торгівля.

1. Introduction

In an era marked by global instability and multiple crises, where various regions and political players compete for political and economic dominance in the international arena, particular attention is drawn to two influential regional actors: the European Union (EU) and the Gulf Cooperation Council (GCC). The EU stands as an undeniable economic, political, and social leader in Europe, uniting the most developed nations in the region and setting standards for integration worldwide. Meanwhile, the GCC consists of leading exporters of oil and energy resources and represents the world's highest concentration of absolute monarchies. These states wield substantial influence on the global economy through their control over energy flows [5].

In today's world, where the United States and China are vying for global leadership, the interaction between these two regions — despite their apparent differences in history, religion, traditions, and values — has generated considerable interest among scholars and researchers, including Ukrainian scholar T. Stryhotskyi [1] and international experts such as K. Sidlo [7], C. Yenigun, H. AlBasoos, & G. Hassan [8], Y. Yildirim, R. Üzumcü [9], and R. Youngs [10]. Therefore, examining the evolution of economic relations between the EU and the GCC, from their initial steps in the late 20th century to the present day, including key crises, challenges, and prospects for further development, holds particular significance. These issues require special attention and thorough analysis, underscoring the significance and *relevance* of this study.

The **object** of this article is economic cooperation between the European Union and the Gulf Cooperation Council. The **subject** of the study is the evolution of the economic cooperation between the EU and the GCC from the late 1990s to the first quarter of the 21st century.

The **aim** of the study is to trace the dynamics of bilateral economic cooperation between the EU and the GCC from the late 1990s to the first quarter of the 21st century.

To fulfill this aim, the following **tasks** have been specified:

- to examine the history of the establishment and development of economic relations between the EU and the GCC from the late 20th to the early 21st century;
- to identify the impact of the Qatar crisis on the bilateral economic cooperation between the two regional blocs;
- to determine the current state and prospects of economic collaboration between the EU and the GCC.

The dynamics, existing challenges, and prospects for future cooperation between the European Union and the GCC are reflected in the following material.

2. The dynamics of economic relations between the EU and the GCC

2.1. The emergence of relations and early years of interaction

The history of relations between the European Union and the Gulf Cooperation Council spans over three decades, marked by highs and lows, productive cooperation, and significant crises [2]. However, whether this dynamic will evolve into a deeper and more structured partnership remains uncertain.

Bilateral engagement between the EU and the GCC dates back to the latter's establishment, with the first steps toward closer and more robust cooperation initiated in 1985. That year, the GCC countries proposed and facilitated the first ministerial meeting aimed at fostering ties between the two regional blocs. This initial dialogue laid the groundwork for further collaboration [3].

The official **Cooperation Agreement** between the European Economic Community (EEC) and the GCC was signed on June 15, 1988. This agreement aimed to promote cooperation across various areas, including trade and investment, macroeconomic policies, climate change, energy, environmental protection, and research initiatives. It symbolized a mutual recognition of the strategic importance of closer ties between the two regions and set the stage for further institutionalized dialogue and joint action [9, p. 2].

After nearly 20 years of cooperation, by 2010, progress in bilateral relations remained uneven and slow, largely hindered by geopolitical tensions and diverging economic priorities. According to Article 11 of the Cooperation Agreement between the EU and the GCC, both parties committed to granting each other most-favored-nation (MFN) status and initiating negotiations for

a free trade agreement (FTA). These negotiations, which began in 1990, have yet to reach a conclusion even today, largely due to disagreements over market access, tariff reductions, and regulatory standards [9, p. 2].

Despite this lack of finalization, by 2010, economic and trade relations had become the most developed aspect of cooperation between the EU and the GCC. At that time, GCC countries ranked as the EU's fourth-largest export market, benefiting from their strong position as global suppliers of energy resources. The EU, in turn, served as the GCC's primary trading partner, offering advanced industrial goods, technology, and services. This robust trade relationship highlighted the strategic importance of economic ties, even in the absence of a finalized FTA [6, p. 6].

Regarding trade in goods, exports from the EU to the GCC accounted for approximately €54 billion in 2009, representing 5% of the total EU's external trade. In contrast, imports to the EU from the GCC account for €21 billion, thus resulting in a structural surplus in the EU's favor, evaluated today at €33 billion [6, p. 6].

In 2016, the Joint Cooperation Committee agreed to establish a "more structured informal dialogue" on trade and investment issues to identify areas of mutual interest. In May 2017, the EU and the GCC launched a dedicated Trade and Investment Dialogue with the participation of their private sectors [8, p. 68].

However, that same year saw the onset of the Qatar crisis, which significantly impacted the bilateral interactions of these regional actors.

2.2. The Qatar crisis and the resumption of EU-GCC relations

The bilateral relations between these two influential regional organizations significantly deteriorated following the Qatar Crisis (2017–2021), which erupted between Qatar on one side and Bahrain, the Kingdom of Saudi Arabia, and the United Arab Emirates on the other. From this point onward, the meetings of the EU-GCC Joint Council and the implementation of the Joint Action Program between the two organizations were suspended. This also affected bilateral trade relations, although, as we shall see, not significantly [1, p. 181].

For instance, EU exports to GCC countries decreased to €91.26 billion in 2018 from €99.8 billion in 2017. Conversely, EU imports from GCC countries increased to €52.8 billion in 2018 from €43.8 billion the previous year. The total trade in goods between the EU and the GCC amounted to €143.7 billion in 2018, not diverging significantly from the 2017 figure [4].

The resolution of the Qatar crisis served as a new impetus for the restoration and improvement of interactions, including trade relations. The High Representative of the European Union, Josep Borrell, became the first senior EU official to visit the GCC, traveling to Qatar, the UAE, and Saudi Arabia in the fall of 2021. As a result of this visit, negotiations were held with

the trade and energy ministers of Saudi Arabia, and a cooperation agreement was signed between the EU and Saudi Arabia, strengthening bilateral ties in these sectors [1, p. 180].

As a result, the Joint Council — the highest body of political cooperation between the two organizations — was restored. Subsequently, during the work of the Joint Council, bilateral relations were significantly deepened, including the agreement on the "Joint Action Program 2022–2027." Moreover, the activities of the Joint Cooperation Committee were significantly intensified [1, p. 180].

2.3. Current status and prospects

Currently, the Persian Gulf is a dynamic region of significant importance for the European Union. This is officially confirmed in the 2022 Joint Communication "A Strategic Partnership with the Gulf."

As of now, the EU is the second-largest trading partner of the GCC, accounting for 11.1% of the total goods trade between the GCC and the world in 2023 (see Figure 1). The main export items from the EU include machinery and equipment, including automobiles, industrial equipment, transport, and construction machinery, chemical products and electronics. Among the imported goods, the largest share is occupied by energy resources, particularly oil, natural gas, and petroleum products [5].

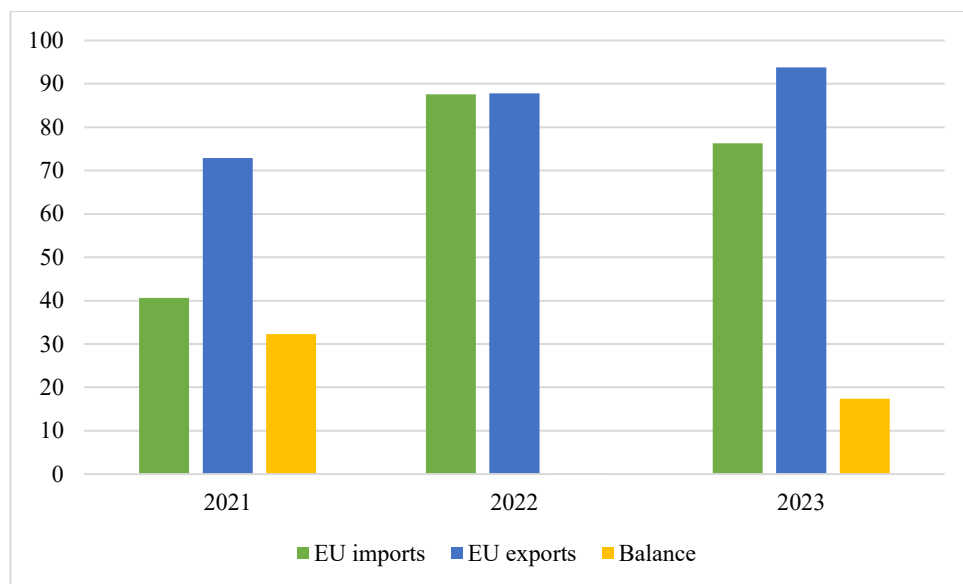


Figure 1. EU imports from and exports to GCC in 2021–2023 (€ bn)

As mentioned above, the free trade agreement is still uncertain. As it was 15 years ago, the main reasons for this are:

- The insistence of the GCC on maintaining the right to set export tariffs
- The human rights situation in the Gulf countries and illegal migration

The refusal of the GCC countries to continue negotiations until these issues are removed makes it impossible for the EU to establish closer ties with this regional bloc. Moreover, some experts believe that these issues serve as a "smokescreen" to conceal the reluctance of countries in the region, particularly Saudi Arabia, to commit to market-oriented reforms and to abandon significant subsidies to their energy industries [10, p. 3]

However, despite this, multilateral economic relations are not declining, on the contrary, there has been a noticeable and significant increase in trade and investment flows. With Russia's full-scale invasion of Ukraine on February 24, 2022, maintaining closer political and economic relations both with individual countries and with the entire bloc became one of the EU's focal tasks in the region [7].

Today, the EU is seeking new ways to restore its leadership position on the global stage and increase its influence as a conflict mediator, trade partner, and key player in the Gulf region. This, in turn, creates positive prospects for enhancing cooperation between regional organizations and the EU.

Additionally, the internal development initiatives in the GCC countries, particularly Saudi Arabia's "Vision 2030," have every chance of becoming a driving force and providing the EU with more trade opportunities while expanding its economic engagement with the region. In light of the growing population and development needs of the GCC countries, there are opportunities to increase bilateral trade in goods and services with each GCC country individually, as well as with the bloc as a whole [1, p. 182].

The potential establishment of a free trade zone remains a pertinent question. While there is every indication that both sides would benefit from this, significant differences of opinion on tariffs, human rights, and migration are slowing down the process. As long as the EU stands firm on its core democratic values, placing higher importance on the rights and freedoms of people, the monarchies of the GCC are reluctant to pursue reforms and change their traditional systems and established norms, which may affect bilateral relations.

3. Conclusions

To sum up, bilateral economic cooperation has historically been and remains a cornerstone of EU-GCC relations. Despite the challenges and obstacles faced along the way, such as the Qatar crisis, bilateral trade and investment flows tend to grow, allowing for optimistic projections of further positive dynamics.

Driven by the desire to deepen their political and economic ties, the EU and the GCC are exploring available pathways to strengthen this partnership. A free trade zone holds great potential to become the next significant step toward achieving this goal. However, the unwillingness of the

parties to compromise, particularly on issues related to human rights, illegal migration, and the right to set export tariffs, leads to delays in this process and slows the pace of economic cooperation between the two sides.

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THE ROLE AND IMPORTANCE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF THE TOURISM INDUSTRY

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Pokusai Y. M., Ilchenko V. V. The role and importance of foreign languages in the development of the tourism industry. The article highlights the importance of foreign language proficiency in fostering the growth and success of the tourism industry. The study examines the key roles languages play in ensuring effective communication, enhancing customer satisfaction, and promoting cultural exchange. The author discusses the challenges posed by language barriers and suggests solutions to overcome them, thus ensuring sustainable growth in the tourism sector.

Keywords: communication, customer satisfaction, foreign languages, language barriers, sustainable growth, tourism industry.

Покусай Є. М., Ільченко В. В. Роль та значення іноземних мов у розвитку туристичної індустрії. У статті підкреслюється важливість володіння іноземною мовою для сприяння розвитку та успіху індустрії туризму. Дослідження розглядає ключову роль мов у забезпеченні ефективної комунікації, підвищенні задоволеності клієнтів і сприянні культурному обміну. Розглядаються виклики, спричинені мовними бар'єрами, і пропонуються рішення для їх подолання, таким чином забезпечуючи стаке зростання туристичного сектору.

Ключові слова: задоволеність клієнтів, індустрія туризму, іноземні мови, комунікація, мовні бар'єри, стаке зростання.

1. Introduction

The tourism industry has become one of the most dynamic and rapidly expanding sectors of the global economy. As international travel grows, effective communication between tourists and service providers is crucial for the success of destinations and businesses. Foreign languages play a central role in breaking down communication barriers, fostering understanding, and creating memorable experiences for visitors. This article delves into the importance of foreign languages in enhancing the tourism sector, discussing both the opportunities they present and the challenges they pose.

The relevance of this study lies in its potential to highlight how addressing language barriers can contribute to the sustainable growth of the tourism industry and the overall enhancement of cross-cultural exchanges.

The object of the study is the role of foreign languages in tourism, and **the subject** is the impact of language skills on the competitiveness and customer satisfaction in tourism.

The aim of the research is to evaluate the importance of foreign languages in the development of the tourism industry and suggest measures for improving language skills in the sector.

The following **tasks** are set to achieve the purpose:

1. to examine foreign languages as a tool for enhancing communication;
2. to analyze the impact of language skills on customer satisfaction;
3. to identify challenges associated with language barriers in the tourism industry and propose solutions.

2. The role of foreign languages in the development of the tourism industry

2.1. Foreign languages as a tool for enhancing communication

The ability to communicate in multiple languages is a key advantage in the tourism industry, as it facilitates smoother interactions between tourists and service providers. Effective communication is integral to creating a positive visitor experience, as it helps tourists navigate unfamiliar environments and fosters a sense of comfort and trust. According to Cohen and Cooper, multilingualism among tourism staff enhances service quality, enabling tourists to feel valued and understood, which in turn increases customer satisfaction and loyalty [2].

When tourists feel understood, they are more likely to have positive experiences and recommend destinations to others. This is supported by studies such as that of Pearce, who found that language proficiency among service providers was a critical factor in shaping tourists' perceptions of a destination's hospitality. Multilingual staff in hotels, restaurants, tourist attractions, and transportation services significantly improve customer service by providing clear and accurate information, answering queries, and resolving any issues that may arise during the visit. Effective multilingual communication not only resolves potential misunderstandings but also helps build rapport, creating memorable and culturally enriching experiences [6].

Moreover, foreign language skills help businesses to expand their reach, attracting a wider range of international visitors. Destinations that can accommodate diverse linguistic groups are better positioned to compete in the global tourism market. For example, Tussyadiah and Fesenmaier emphasize that a multilingual approach in marketing materials and services increases accessibility and appeal for a broader audience [7].

Furthermore, research by Grin indicates that investments in foreign language education yield significant economic benefits, particularly in tourism-dependent regions [4]. Language skills not only enhance direct interactions between service providers and tourists but also contribute to more effective promotional campaigns. For instance, websites and brochures translated into multiple languages are more likely to attract non-native speakers, fostering inclusivity and enhancing a destination's image as welcoming and professional.

Countries that prioritize language training for their tourism workforce are better positioned to meet the expectations of diverse clientele. Dörnyei and Ushioda highlight that language proficiency fosters cultural sensitivity, enabling service providers to better understand and meet the unique needs of tourists from different cultural backgrounds [3].

2.2. The impact of language skills on customer satisfaction

Customer satisfaction is one of the main drivers of the tourism industry growth. A survey conducted by the World Tourism Organization found that language proficiency is one of the top

factors influencing customer satisfaction in tourism. Tourists who are able to communicate in their native language or in a language they understand tend to report higher satisfaction levels. This includes ease of booking, understanding local customs, and navigating unfamiliar places [8].

For instance, in major tourist destinations like Paris, London, and Tokyo, the presence of multilingual signs, brochures, and staff ensures that tourists from around the world feel comfortable and well-informed. This enhances the overall experience, which leads to repeat visits and positive word-of-mouth recommendations. A study by Buhalis and Law highlights the importance of multilingual services, indicating that destinations investing in linguistic accessibility often enjoy higher satisfaction ratings from international tourists [1].

Additionally, effective communication through language skills reduces the likelihood of misunderstandings or conflicts, which are common sources of dissatisfaction among tourists. Research by Piller suggests that culturally and linguistically inclusive practices create a more welcoming environment for visitors. This includes providing customer service in multiple languages, which is increasingly viewed as a standard expectation in the global tourism industry [6].

Language skills also contribute to the personalization of services, which has become a key trend in modern tourism. According to Tussyadiah and Fesenmaier, personalized communication fosters a deeper connection between tourists and service providers, enhancing overall satisfaction. This personalization is especially valued in luxury tourism, where attention to detail, including linguistic preferences, is critical to creating memorable experiences [7].

In conclusion, language skills are essential for maintaining high levels of customer satisfaction in the tourism industry. By addressing tourists' linguistic needs, destinations and businesses can enhance their appeal, build stronger relationships with visitors, and ensure long-term growth through positive reviews and repeat business.

2.3. Overcoming language barriers in the tourism industry

While foreign languages provide numerous benefits, language barriers remain a significant challenge in the tourism industry. Tourists who do not speak the local language may struggle to find information, get assistance, or even enjoy their trip to its fullest. This can lead to frustration, a negative perception of the destination, and potentially a decline in tourism numbers. According to Cohen and Cooper, language barriers are among the most frequently cited obstacles to a seamless tourist experience [2].

To overcome these barriers, destinations and tourism-related businesses can implement a variety of strategies. Offering language training programs for employees, creating multilingual marketing materials, and using technology such as translation apps can help address communication

issues. A study by Grin emphasizes the role of language training in bridging communication gaps, highlighting that even basic proficiency can significantly enhance service quality [4].

Additionally, collaboration between local governments, tourism associations, and educational institutions to promote language learning among residents can ensure that the local population is better equipped to serve international visitors. Examples from successful destinations like Switzerland and Singapore show how investments in language education can lead to higher tourist satisfaction and increased revenues [1].

Technology also plays a crucial role in overcoming language barriers. Tools such as real-time translation apps, multilingual booking platforms, and AI-powered chatbots provide immediate and effective solutions for communication challenges. As noted by Tussyadiah and Fesenmaier, integrating these technologies into tourism services not only improves accessibility but also demonstrates a destination's commitment to inclusivity [7].

Overcoming language barriers requires a combination of strategic investments in language training, technological innovations, and cultural sensitivity initiatives. By addressing these challenges, destinations can ensure that all tourists, regardless of linguistic background, enjoy a seamless and enriching experience.

3. Conclusions

Summarizing the above, it should be said that foreign languages are an indispensable tool for the growth and development of the tourism industry. The ability to communicate effectively with international visitors enhances customer satisfaction, fosters positive relationships, and boosts the global competitiveness of tourism destinations.

By investing in language training for tourism professionals and businesses, and by overcoming language barriers, the industry can create more inclusive and enjoyable experiences for tourists, which will ultimately lead to sustainable growth and development.

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ISIS AND INTERNATIONAL TERRORISM. ITS IMPACT ON GLOBAL SECURITY

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Polishchuk V. V., Kalyuzhna A. B. Isis and international terrorism. Its impact on global security. The article explores the meaning of the term "international terrorism." It focuses on the activities of ISIS, which introduced new approaches to terrorist operations. The article examines the ideological foundations of ISIS, its organizational structure, and the evolution of this terrorist group. Unlike other terrorist organizations, ISIS managed to establish a quasi-state on the territories it seized. This was accompanied by brutal military campaigns and large-scale ideological propaganda using modern information technologies. The activities of ISIS have led to major humanitarian crises and destabilization in the Middle East and beyond. This highlights the need for a deeper understanding of ISIS's influence on international security and the search for effective ways to combat terrorism.

Keywords: counter terrorism, humanitarian crises, ideology, ISIS, quasi-state, security.

Поліщук В. В., Калюжна А. Б. ІДІЛ та міжнародний тероризм. Його вплив на глобальну безпеку. Стаття розкриває значення терміну «міжнародний тероризм». Особлива увага приділена висвітленню діяльності організації ІДІЛ, яка запровадила нові підходи до терористичної діяльності. Детально висвітлено ідеологічні підґрунтя ІДІЛ, організаційна структура, еволюція цього терористичного угруповання. На відміну від інших терористичних угруповань ІДІЛ досягла проголошення квазідержавного утворення на захоплених територіях, що супроводжувалось проведенням жорстоких військових кампаній та масштабною ідеологічною пропагандою за допомогою сучасних інформаційних технологій. Діяльність цієї організації призвела до масштабних гуманітарних криз і дестабілізації на Близькому Сході та за його межами. Це підкреслює необхідність поглибленого вивчення механізмів впливу ІДІЛ на міжнародну безпеку та пошуку ефективних шляхів протидії тероризму.

Ключові слова: безпека, боротьба з тероризмом, гуманітарні кризи, ІДІЛ, ідеологія, квазідержава.

1. Introduction

Since 2018, the number of terrorist attacks in the world has increased by almost 200 percent [5]. When we talk about terrorist organizations, it is impossible to ignore the phenomenon of ISIS, which for many people has become synonymous with terrorism in the world. This article is dedicated to studying this phenomenon, its impact on the world and history. The *subject* of the article is ISIS, its historical path and its impact on global security.

A brief overview of the ISIS problem shows that there are several key aspects to analyzing the phenomenon within the international security system. First, it is essential to examine the nature and classification of international terrorism as the environment from which this group emerged. Second, the evolution of terrorist groups from isolated radical cells to global networks and quasi-states requires special attention. Third, the ideological foundation of ISIS and its appeal to certain groups of the population in different countries around the world are critical factors behind the success of this organization. Fourth, it is necessary to analyze the organizational structure and operational methods of ISIS – from military actions to propaganda and the administration of captured territories. Finally, the impact of ISIS on the state of international security and the response of the international community (through mechanisms such as the UN and NATO) should

be assessed to identify lessons for the global security system [7]. These aspects require special attention and analysis and stipulate *the relevance* of this study.

Thus, the **aim** of this study is to provide a comprehensive analysis of the ISIS phenomenon and its destabilizing impact on international security, as well as to identify measures necessary to counter such threats in the future. To achieve this goal, the following tasks have been defined:

1. to define the nature and classify the phenomenon of international terrorism;
2. to trace the evolution of terrorist groups toward becoming global actors;
3. to examine the ideology of ISIS;
4. to describe the organizational structure and main ISIS's activities;
5. to assess the impact of ISIS on international security and the reaction of the international community.

2. ISIS in the international security system: evolution, threats, and global counteraction

2.1. Classification of international terrorism and its evolution

International terrorism is defined as violent activity conducted by non-state (or state) actors aimed at intimidating populations or governments to achieve political, ideological, or religious goals beyond the borders of a single country. Its distinguishing feature is its transnational nature – terrorist acts can be planned in one country, financed in another, and carried out against targets in a third country [3].

Terrorism can be classified according to various criteria. The following are the main types of modern terrorism with an international dimension:

- Religious-Extremist Terrorism. Terrorist groups motivated by radical religious ideology. They justify violence through dogmatic goals such as "holy war." An example is jihadist organizations like ISIS, which refer to radical interpretations of Islam to legitimize their actions.
- Ethno-Nationalist and Separatist Terrorism. Groups that use terrorist methods in the struggle for the creation of their own national state or the expansion of autonomy. Examples include groups like the Irish Republican Army (IRA) in Northern Ireland and the Basque separatist group ETA in Spain, which carried out attacks beyond their national borders to draw international attention to their demands.
- Ideologically Motivated (Political) Terrorism. This includes terrorism of both far-left and far-right ideological orientations, where violence is justified by political ideas. Leftist terrorist organizations (such as the Red Brigades) and right-wing extremist groups have operated internationally, targeting political symbols and institutions.
- State Terrorism and State-Sponsored Terrorism. The use of terrorist methods by governments or the support of terrorist groups to achieve foreign or domestic policy goals [4].

Terrorist groups have undergone a significant evolution from relatively small local cells to complex global networks. In the second half of the 20th century, most terrorist organizations operated within limited geographical areas and had restricted support, acting mainly within a single country or conflict zone. An example is Palestinian terrorism in the 1970s or leftist radical groups in Europe, which had relatively simple structures and local-scale operations. However, at the end of the 20th and the beginning of the 21st centuries, new phenomena emerged, such as the Al-Qaeda network, which operates without attachment to a specific state territory. Al-Qaeda established a complex cross-border network of cells and affiliates capable of coordinating attacks in different parts of the world, marking a qualitatively new level of terrorist threat [1].

The emergence of groups that not only operate internationally but also seize significant territories to create quasi-state entities marked a new stage in the evolution of terrorism. In this sense, ISIS became a precedent: at its peak (2014–2015), the group controlled large parts of Iraq and Syria, effectively declaring a "caliphate" on these territories [6].

While previous groups operated as clandestine networks or guerrillas, ISIS openly declared itself a state-like entity with its own administration, military, and financial system – even though it was not recognized as legitimate by any state. This concept of a "quasi-state" in the case of ISIS reflects a unique fusion of a terrorist organization and a pseudo-state regime. The ideological doctrine of ISIS is based on an extreme variant of Salafi jihadism – a highly conservative form of Islamism that calls for a return to the "purity" of the faith as practiced during the time of the Prophet Muhammad [6]. A central element of ISIS's ideology is the idea of restoring the "caliphate" – a unified Islamic state that would unite all Muslims. By proclaiming the creation of its own caliphate in the Middle East in 2014, ISIS's leaders (including self-proclaimed "caliph" Abu Bakr al-Baghdadi) sought to legitimize their authority in the eyes of supporters and attract Muslims from around the world. ISIS's ideology is rooted in radical Salafi jihadism, advocating for an apocalyptic struggle to establish global Islamic dominance through the revival of a caliphate. The organization rejects the modern nation-state system, labeling existing borders as illegitimate, secular Muslim governments as tyrannical, and democratic institutions as anti-Islamic. ISIS's doctrine emphasizes violent jihad as a divinely mandated battle between good (caliphate warriors) and evil (Western societies and secular regimes).

2.2. Organizational structure and activities of ISIS

The organizational structure of ISIS was carefully constructed, resembling a state hierarchy despite the group's illegitimate status. At the top of the structure stood the leader – the "caliph," who claimed absolute authority over the territories and followers of ISIS. Under him functioned the Shura Council (a council of close advisers and commanders), which acted as both a government

and a general staff. The territory of the self-proclaimed caliphate was divided into administrative units – so-called provinces (*wilayat*), each headed by a governor (*wali*) with a supporting administration [2]. This territorial division enabled ISIS to govern the occupied regions in Iraq and Syria, impose its own rules, and extract resources (through taxation, looting, and oil revenues) to sustain its military forces and administrative apparatus.

To manage daily life, ISIS established quasi-governmental institutions: departments overseeing religious matters (enforcing *sharia* law), education (revising curricula according to jihadist ideology), healthcare (in a minimal form), social policy, and the economy. Although these structures were incapable of ensuring the full functioning of a state, their very existence set ISIS apart from other terrorist groups by demonstrating the group's ambition to function not only as a militant force but also as an alternative state.

ISIS's activities were carried out across several key areas:

1. **Military Operations.** ISIS waged direct military campaigns against regular armies and rival armed groups in the Middle East. At the height of its power, ISIS conducted a series of successful military operations, capturing cities such as Mosul and Raqqa and establishing control over large parts of Iraq and Syria. The group's fighters were known for their high motivation and brutality on the battlefield, frequently using terror tactics to intimidate and establish control over the local population.

2. **International Terrorist Activity.** Beyond its "caliphate," ISIS organized and inspired terrorist attacks in different parts of the world. The group took direct responsibility for or inspired attacks in Western Europe, North Africa, Asia, and the Americas. Notable examples include the Paris attacks (2015), the Brussels bombings (2016), the Istanbul airport attack (2016), and the Kabul bombing (2017). These attacks aimed to demonstrate the group's global reach and maintain its image as a powerful international force.

3. **Propaganda and Recruitment.** ISIS built a powerful media apparatus, using social media, video addresses, and online magazines (such as *Dabiq*) to spread its ideology and promote the image of a successful "Islamic state project." The group's internet channels operated in multiple languages, targeting youth and marginalized groups worldwide. Through sophisticated propaganda, ISIS presented itself as a defender of Islam and a force for justice, thereby attracting thousands of foreign fighters from Europe, Central Asia, the Middle East, and North America [3].

By the late 2010s, ISIS had suffered significant military defeats, losing key territories between 2017 and 2019, resulting in the collapse of its territorial "caliphate." This forced ISIS to restructure into a decentralized network consisting of semi-autonomous cells operating globally. Despite these losses, ISIS remains an active security threat, continuing guerrilla warfare, terrorist attacks, and destabilization attempts in post-conflict regions. The group also maintains influence

through online propaganda, inspiring individual, autonomous attacks worldwide. Thus, ISIS evolved from a structured quasi-state into a fragmented yet persistent underground network, emphasizing the ongoing need for adaptable counter-terrorism measures [4].

2.3. The impact of ISIS on international security and the global response

The international response to ISIS's rise involved the formation of a broad military coalition led by the United States. This coalition carried out airstrikes on ISIS positions, supported local forces (such as Kurdish militias and Iraqi troops), and conducted intelligence and special operations. The United Nations (UN) and the North Atlantic Treaty Organization (NATO) also played a role in coordinating efforts to suppress ISIS's financial networks and limit the flow of foreign fighters. However, military operations alone were insufficient. The ideological and social foundations that fuelled ISIS's growth required a broader strategy involving political reconciliation, economic recovery, and the reconstruction of destroyed communities [7].

Despite the military defeat of ISIS as a territorial entity, the organization's ideological influence and the persistence of its cells highlight the need for continuous international cooperation. The ability of ISIS to adapt and operate as a decentralized terrorist network indicates that counter-terrorism efforts must combine military, political, economic, and informational strategies [4].

3. Conclusions

This study highlights several key insights regarding ISIS and its implications for international security. ISIS introduced a new type of hybrid threat, merging traditional terrorist methods with quasi-state governance. Its ability to capture territory, establish administrative control, and wage structured military campaigns marked a critical turning point in how terrorism is understood globally. The group's radical ideology and sophisticated propaganda further reinforced its appeal, underscoring the necessity of ideological countermeasures alongside military interventions.

ISIS's rise significantly destabilized the Middle East, intensifying regional conflicts and triggering large-scale humanitarian crises, thus reshaping global security strategies. In response, international cooperation, intelligence-sharing, coordinated military actions, and comprehensive measures targeting terrorist financing and propaganda became essential components of counter-terrorism strategy. Ultimately, the fight against ISIS reshaped international security paradigms by strengthening global cooperation, intelligence frameworks, and legal tools to effectively combat terrorism. Although ISIS lost its territorial holdings, its ideological influence persists, necessitating ongoing international coordination to address similar threats in the future.

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THE ROLE OF THE ENGLISH LANGUAGE IN INTERNATIONAL TRADE NEGOTIATIONS

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Pyshenko V. Y., Lavrinenko I. M. The role of the English language in international trade negotiations. English language has emerged as a critical instrument in international trade negotiations, serving as a lingua franca that facilitates communication, reduces misunderstandings, and enables smoother interactions between global economic actors. This article explores the multifaceted role of English in trade negotiations, examining its historical development, linguistic advantages, and strategic importance in contemporary global commerce. By analyzing linguistic competence, communication strategies, and the cultural implications of English as a dominant negotiation language, the research provides insights into how linguistic capabilities significantly impact international trade dynamics.

Keywords: communication, English language, lingua franca, linguistics, trade negotiations.

Пищенко В. Я., Лавріненко І. М. Роль англійської мови в міжнародних торгових переговорах. Англійська мова стала найважливішим інструментом у міжнародних торгових переговорах, слугуючи лінгвою Франкою, що сприяє спілкуванню, зменшує непорозуміння та дозволяє більш плавну взаємодію між глобальними економічними суб'єктами. Ця стаття досліджує багатогранну роль англійської мови в торговельних переговорах, вивчаючи її історичний розвиток, мовні переваги та стратегічне значення в сучасній глобальній комерції. Аналізуючи мовну компетентність, комунікаційні стратегії та культурні наслідки англійської мови як домінуючої мови переговорів, дослідження дають уявлення про те, як мовні можливості суттєво впливають на міжнародну динаміку торгівлі.

Ключові слова: англійська мова, комунікація, лінгва франка, лінгвістика, торгові переговори.

1. Introduction

In an increasingly interconnected global economy, effective communication is paramount to successful international trade negotiations. English has distinguished itself as the primary language of global business, transcending geographical and cultural boundaries to become the most widely used language in international economic interactions. This linguistic phenomenon is not merely a coincidence but the result of historical, political, and economic factors that have positioned English as a universal communication tool.

The relevance of the study. The study of the role of the English language in international trade negotiations is relevant in view of the growing globalization of the world economy and the need for effective communication between representatives of different countries and cultures. In today's world, where international trade is becoming increasingly complex and multifaceted, understanding the linguistic and cultural aspects of negotiating in English becomes critical for successful economic interaction and diplomatic relations.

The object of research is the process of international trade negotiations in the context of global economic communication. The role and features of using the English language as a communication tool in international trade negotiations is the ***subject of research***.

The purpose of the study is determination and analysis of key aspects of the influence of the English language on the effectiveness of international trade negotiations, as well as research of its strategic importance in the formation of successful international economic relations.

Research tasks:

1. To investigate the historical context of the formation of the English language as the main language of international trade.
2. To analyze the linguistic advantages of using the English language in the context of business negotiations.
3. Determine the strategic implications of English language proficiency for the success of trade negotiations.
4. To study the cultural aspects and peculiarities of using the English language in the international business environment.
5. Assess the impact of technological development on the role of the English language in modern trade relations.

2. Historical Context

The dominance of English in international trade can be traced back to the British colonial era and later reinforced by the economic rise of the United States in the 20th century. The Bretton Woods Agreement, the establishment of international economic institutions like the World Trade Organization (WTO), and the widespread use of English in global media and technology have further cemented its status. The historical context of English in international trade and economic development is closely intertwined with the expansion of the British Empire and the subsequent processes of globalisation. During the colonial era, the British Empire spread English to all continents through trade, colonisation and cultural influence. As a result, English has established itself as the dominant language in regions spanning North America, Africa, Asia, the Caribbean and Oceania [9].

The formation of England as a maritime power and the development of international trade had a direct impact on the formation of the English language as an international means of communication. With sea voyages and trading expeditions, the English language spread along with British trade and military convoys, penetrating into different corners planets International trade not only contributed to the spread of the English language, but also introduced many new words and terms from other languages. Trade contacts with different cultures required the exchange of knowledge and technology, which was reflected in the vocabulary. The British Empire, its own in turn, became a platform for the spread of English throughout the world. It not only established language standards in the colonies, but also stimulated learning among the local population as a tool for social mobility and interaction with the colonial administration. This process continued even after the collapse of the British Empire, as English remained the language of international communication in the fields of trade, politics, science and culture [8].

3. Linguistic Advantages

English offers several unique advantages in business negotiations. Above all, English provides a standardized communication platform, reducing the complexity of multilingual negotiations.

Technical terms, legal language and economic jargon have been largely standardized in English, facilitating clearer and more accurate communication. Also, the adaptability of the English language allows you to express complex economic and legal concepts in detail. Its large vocabulary and grammatical structures allow negotiators to formulate complex terms of trade with extraordinary precision. Another big advantage is neutralization. In negotiations involving parties with different linguistic backgrounds, English often acts as a neutral language, mitigating potential cultural biases that may arise from the use of one party's native language [4].

4. Strategic Implications

In today's globalized world, the English language has become a critically important strategic resource in the field of international trade and diplomatic relations. Its importance goes far beyond a simple communication tool, turning into a powerful lever of economic interaction and international influence [6].

Profile studies convincingly demonstrate that English language proficiency is directly correlated with the success of trade negotiations. Countries and leading corporations are aware of this pattern and annually invest significant financial resources in the language training of their negotiating teams. It is not just about learning vocabulary or grammar, but about the formation of complex communicative competence, which includes professional terminology, understanding of context, cultural nuances and informal communication strategies [1].

Language training is especially important during complex multilateral negotiations, in particular within the framework of the World Trade Organization, where the technical accuracy of wording can have millions of economic consequences. Delegates who speak English fluently have significant advantages: they are able not only to accurately express their own position, but also to subtly interpret the nuances of their opponents' positions, quickly respond to changes in the discussion, and build a flexible communication strategy.

It is worth emphasizing the psychological dimension of language competence. Free communication in English creates an additional atmosphere of trust and understanding, allows you to establish informal communication channels, which often turn out to be no less important than official protocols. The ability to understand the cultural context, to pick up the subtleties of humor and informal communication turns language training into a real diplomatic advantage.

Investments in the language education of sales representatives include a variety of programs: from intensive language courses to international internships and specialized training in business communication. Modern approaches involve not only language learning, but also comprehensive training covering intercultural communication, negotiation techniques and industry terminology [5].

Thus, the English language in the context of international trade is transformed from a communicative tool into a strategic asset that directly affects economic opportunities, international authority and competitiveness of states and corporations.

5. Cultural Considerations

Cultural intelligence is a crucial component of successful international trade negotiations. Understanding that simple words hide deeper meanings becomes a key element of professional skill. For example, the British approach to negotiations is often characterized by restraint and sophistication, where indirect communication and the ability to read between the lines play an important role. In contrast, American colleagues usually prefer directness and maximum efficiency [9].

Non-verbal communication also plays a significant role. Eye contact, distance between interlocutors, gestures - all this can have different interpretations in different cultures. What is considered completely natural in one country may be perceived as disrespect or aggression in another. That is why cultural sensitivity becomes not just an advantage, but a necessary skill of modern international business [2].

While English facilitates communication, it also introduces cultural nuances that negotiators must navigate carefully. Different English-speaking regions have distinct communication styles, idiomatic expressions, and negotiation approaches. Successful international trade negotiations require not just linguistic skills but also deep cultural intelligence and sensitivity. This cultural awareness can prevent misunderstandings and demonstrate respect for the other party's cultural background [3].

6. Technological Impact

The digital revolution and the rise of global communication platforms have further enhanced the role of English. Online trade platforms, video conferences, and digital communication tools predominantly use English, making linguistic proficiency increasingly important in the digital trade landscape. The technological impact of the English language goes far beyond simple communication. It is a powerful tool for integration, standardization and unification of global technological and economic processes. Proficiency in English today is not just a skill, but a critically important asset for professional realization in the digital economy [7].

7. Conclusions

The role of the English language in international trade negotiations is multifaceted and profound. It serves not merely as a communication tool but as a strategic asset that can significantly influence

negotiation outcomes. As global trade continues to evolve, English will likely maintain its pivotal position, adapting to new technological and cultural contexts.

However, this dominance also presents challenges. There is a growing recognition of the need for inclusive language practices that respect linguistic diversity while maintaining effective communication. Future trade negotiations may see more sophisticated approaches to multilingual communication, potentially reducing the absolute dependence on English.

Ultimately, the success of international trade negotiations depends on a complex interplay of linguistic skills, cultural understanding, economic knowledge, and strategic thinking. English, in this context, is both an enabler and a reflection of the increasingly interconnected global economic landscape.

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INCREASE IN THE NUMBER OF NUCLEAR STATES AND THEIR INFLUENCE ON THE INTERNATIONAL RELATIONS SYSTEM

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Romanova A. S., Litovchenko Y. M. Increase in the number of nuclear states and their influence on the international relations system. The article reveals that proliferation of nuclear weapons has become a critical issue in the modern international order, leading to significant changes in geopolitical balances and creating global security threats. The expansion of the "nuclear club," driven by fears of national insecurity and ambitions for strategic dominance, undermines efforts to maintain stability and peace. The study also analyzes the implications of nuclear proliferation on contemporary international relations, examining its theoretical foundations, historical context, and the effectiveness of international mechanisms designed to control this phenomenon.

Keywords: global stability, international relations, nuclear proliferation, nuclear weapons, security.

Романова А. С., Літовченко Я. М. Збільшення кількості ядерних держав та їх вплив на систему міжнародних відносин. Стаття висвітлює проблему розповсюдження ядерної зброї, що стало критичною проблемою сучасного міжнародного порядку, та призвело до значних змін у геополітичних балансах і створило глобальні загрози безпеці. Розширення «ядерного клубу», викликане страхом щодо національної безпеки та амбіціями стратегічного домінування, підриває зусилля щодо підтримки стабільності та миру. У цій статті аналізуються наслідки розповсюдження ядерної зброї для сучасних міжнародних відносин, досліджуються його теоретичні основи, історичний контекст і ефективність міжнародних механізмів, покликаних контролювати це явище.

Ключові слова: безпека, глобальна стабільність, міжнародні відносини, розповсюдження ядерної зброї, ядерна зброя.

1. Introduction

The object of the article is to explore the dynamics and challenges of nuclear proliferation within the context of international relations. *The subject* of study is the destabilizing impact of an increasing number of nuclear states on global security. *The purpose* of the article is to analyze theoretical perspectives, historical developments, and the effectiveness of international mechanisms aimed at controlling nuclear proliferation. By addressing these aspects, the article tends to provide a comprehensive understanding of the phenomenon and its implications for global stability. The proliferation of nuclear weapons has emerged as a significant destabilizing factor in the modern international order. The increasing number of nuclear-capable states poses risks to geopolitical balances and global security. This issue is fueled by concerns over national security, state sovereignty, and regional conflicts, compelling nations to develop or acquire nuclear arsenals as deterrents.

2. International Mechanisms and Agreements

The NPT has three main areas of activity: non-proliferation of nuclear weapons, disarmament and the peaceful use of nuclear energy. These three areas are equally important, interrelated and complementary.

All parties to the Treaty on the Non-Proliferation of Nuclear Weapons undertake to facilitate the full exchange of equipment, materials and scientific and technological information necessary for the peaceful use of nuclear energy and have the right to participate in such exchange.

At the same time, non-profit organizations must accept and adhere to the IAEA standards as a condition for peaceful nuclear cooperation [3]. According to Article 8, paragraph 3, of the Treaty on the Non-Proliferation of Nuclear Weapons, a conference of the Parties to the Treaty is convened every five years to review how the Treaty is operating to ensure the implementation of the objectives set out in the Preamble and the Provisions.

The IAEA, in turn, is an independent intergovernmental organization and part of the United Nations system [1]. The authority to establish and maintain safeguards systems is governed by the organization's own statute, the Treaty on the Non-Proliferation of Nuclear Weapons, regional nuclear non-proliferation treaties, and bilateral agreements between states and the Agency. IAEA safeguards are a form of control over the nuclear activities of non-nuclear-weapon states and are intended to prevent the diversion of nuclear energy from peaceful uses to the production of nuclear weapons, nuclear explosive devices, or other military purposes.

Article III of the Treaty on the Non-Proliferation of Nuclear Weapons obliges all States Parties to the Treaty that have not developed or tested a nuclear explosive device as of January 1, 1967, to conclude an agreement with the IAEA under which all source and existing nuclear material and all peaceful nuclear activities within the territory of the State and beyond its borders but under its jurisdiction or control shall be subject to IAEA safeguards, however, under the terms of the Treaty on the Non-Proliferation of Nuclear Weapons, States possessing nuclear weapons are not obliged to conclude safeguards agreements with the International Atomic Energy Agency.

3. Historical and Contemporary Dynamics

The first wave of negative attitude towards peaceful atom rose in 1979 after the accident at the Three Mile Island nuclear power plant in the USA, which was considered the largest in the world, during which, however, almost no radioactive pollution of the environment got. In protest the following year, Sweden and the Netherlands officially announced their refusal to increase the production of nuclear energy and the construction of new reactors.

The Chernobyl disaster in 1986 increased the circle of countries - opponents of nuclear energy. The accident at the Chernobyl nuclear power plant was and still remains the largest in the entire history of the nuclear industry - both in terms of the number of people killed and affected by the consequences of the "peaceful atom", and in terms of the intensity and scale of nuclear pollution, and in terms of economic damage, and is, by the strength of its several characteristics, a historical drama of global importance [2].

After the Chernobyl accident, other European countries followed the example of Austria, Sweden and the Netherlands. In 1999, the Belgian government announced a ban on further reprocessing of nuclear fuel, a gradual phasing out of nuclear power, and an intention to limit the

operating life of reactors to 40 years [5]. A wave of protests against the use of nuclear power plants rose in Europe, anti-nuclear demonstrations were held in Germany, France, Italy and many countries around the world, and a wave of nuclear power plant closures swept across the world. In many countries, projects for their development were suspended.

4. Current Threats and Emerging Risks

One of the most effective measures of international security is disarmament and arms control. The beginning of modern disarmament mechanisms was laid by the UN General Assembly resolution of November 20, 1959 "On general and complete disarmament" and the Joint Declaration of the USSR and the USA, 1961, which provided for the disbandment of armed forces, the liquidation of military establishments and weapons, the cessation of military training and financing of military activities. It is clear that such intentions could not be realized either in the near or in the more distant future, therefore international disarmament processes followed the path of banning and restricting the production and use of certain types of weapons, primarily weapons of mass destruction [6].

There are now a significant number of international disarmament agreements adopted at the universal, regional and particular levels, which concern both weapons of mass destruction and conventional weapons. One of the elements of the modern disarmament mechanism is the regime of non-proliferation of nuclear weapons established by the Treaty on the Non-Proliferation of Nuclear Weapons of 1968 [4]. This treaty contains a system of obligations that prohibit any possibility for nuclear states to transfer, and for non-nuclear states to receive, nuclear weapons.

With the aim of further general disarmament, a number of international treaties create nuclear-free zones, i.e. territories that can be under the jurisdiction of participating states or under international jurisdiction, and in which the placement, testing, use and storage of nuclear weapons is prohibited. Today, the issue of non-proliferation of nuclear weapons, despite the fact that many scientists consider it a historical relic, remains relevant. Unlike the 20th, in the 21st century it positions itself, to a greater extent, as a means of pressure, coercion, blackmail and manipulation. A vivid example of this is the plans of the Russian Federation to place nuclear weapons in the annexed Crimea. This has been repeatedly emphasized by the Russian leadership, but it is necessary to take into account the fact that such plans directly contradict the international obligations of Russia. The last such statement was made on March 11, 2015 by the director of the department for non-proliferation and arms control of the Ministry of Foreign Affairs of the Russian Federation, M. Ulyanov [6].

6. Conclusions

In conclusion, nuclear weapons continue to pose one of the greatest threats to global security, despite significant efforts by the international community to limit and control their proliferation. The motivations for countries to develop and possess nuclear weapons are often driven by the desire to ensure national security, enhance international status, and deter potential adversaries. Despite this, international agreements, particularly the Treaty on the Non-Proliferation of Nuclear Weapons, play a crucial role in stabilizing the situation. However, the problem remains relevant, especially with the potential emergence of new nuclear states and threats from terrorist organizations.

Additionally, emerging technologies, such as artificial intelligence and quantum computing, can both enhance security and become potential tools for undermining international stability if their use goes unchecked. This underscores the need for continuous monitoring, cooperation, and adaptation of international security mechanisms to address new challenges. Ultimately, achieving global stability requires both strengthening international cooperation and continuously improving measures for controlling nuclear weapons proliferation and new technologies.

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THE TAIWAN COURSE: CHINA'S FOREIGN POLICY STRATEGY UNDER XI JINPING

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Rudenko S. S., Marchenko N. O. The Taiwan course: China's foreign policy strategy under Xi Jinping. The article analyses the foreign policy strategy of the People's Republic of China towards Taiwan under Xi Jinping. The main focus is on the concepts of the «Chinese Dream» and «One Country, Two Systems», which have become the basis of Beijing's policy. The author identifies the key narratives of China, in particular, the use of soft power through diplomacy and legal measures, as well as aggressive methods in the context of geopolitical tensions. Examples of the strategy's implementation and the impact of Taiwan's bilateral relations with China on the global stability of the region are considered.

Keywords: foreign policy, geopolitics, international relations, Republic of China, Taiwan, territorial integrity.

Руденко С. С., Марченко Н. О., Тайванський курс: Зовнішньополітична стратегія КНР за каденції Сі Цзіньпіна. Стаття аналізує зовнішньополітичну стратегію Китайської Народної Республіки щодо Тайваню за каденції Сі Цзіньпіна. Основна увага приділяється концепціям «Китайської мрії» та «Одна країна, дві системи», які стали основою політики Пекіну. Визначено ключові нарративи КНР, зокрема, використання «м'якої сили» через дипломатію та правові заходи, а також агресивні методи в контексті геополітичної напруги. Розглядаються приклади реалізації стратегії та вплив двосторонніх відносин Тайваню з КНР на глобальну стабільність регіону.

Ключові слова: геополітика, зовнішня політика, Китайська Народна Республіка, міжнародні відносини, Тайвань, територіальна цілісність.

1. Introduction

The relevance of the study. The «Taiwan problem», which arose as a result of the Chinese Revolution of 1949, remains one of the challenges of modern international relations. For the PRC, the return of Taiwan is not only a matter of territorial integrity, but also a key element in the strategy of strengthening its geopolitical influence in the Asia-Pacific region.

In recent years, the conflict between the two sides has escalated, causing tensions in the region and generating significant international outcry. Given the strategic location of the Taiwan Strait and its role in regional security, the study of China's foreign policy strategy in the context of the Taiwan issue is important for understanding current geopolitical processes and finding ways to ensure stability in the Asia-Pacific region.

The object of this research is the foreign policy strategy of the People's Republic of China towards Taiwan during the cadence of Xi Jinping. **The subject** of the study is the basic principles of Beijing's policy towards Taiwan in 2012-2024.

The aim of this article is to analyse China's foreign policy strategy towards Taiwan, identify its key narratives and consider specific examples of implementation. Based on this goal, **the tasks** of the study are as follows:

1. To study the main narratives of Chinese foreign policy towards Taiwan under the leadership of Xi Jinping.
2. To identify the key principles and approaches of Beijing's policy towards Taiwan in recent years and their impact on the relations between the parties.

3. To analyse specific examples of the implementation of the Xi Jinping government's strategy.

2. Taiwan in the context of China's foreign policy strategy: Xi Jinping's approach.

Xi Jinping, who has been General Secretary of the Communist Party of China since 2012, has defined a new vector of policy towards Taiwan, based on the concept of the «Chinese Dream» – the global goal of reviving the greatness of the Chinese nation.

For Beijing, any notion of an independent Taiwan is unacceptable. The PRC continues to state that reunification under the CCP is its official policy and strategy for the future, and does not exclude the use of military force. It believes that «One Country, Two Systems», which is currently applied to Hong Kong and Macau, is the basis for reunification.

At the current stage, the Chinese government is defining the following narratives:

- Territorial integrity is vital, and China will never allow any part of Chinese territory to separate from the mainland at any time or in any form.

- Taiwan is an integral part of China, and the state has an unwavering commitment to achieving reunification; recognition of this is vital for any country wishing to maintain formal relations with China.

- The Chinese government has the right to resort to any means necessary to safeguard China's sovereignty and territorial integrity and to achieve the reunification of the two sides of the Strait.

- Reunification with Taiwan is part of the «China Dream» – Xi Jinping's vision for China.

The Chinese government has pursued the goal of reunification with Taiwan in several ways, following a policy of soft power. First, the PRC directly reaches out to the Taiwanese public through public diplomacy to promote a latent pan-Chinese identity and strengthen public support for reunification. For example, there is the Taiwan Affairs Office under the State Council of the PRC, whose leaders, instead of making official diplomatic visits, visit Taiwanese businessmen, students and teachers working and living on the mainland. This area also concerns information. The PRC government tries to influence the Taiwanese media in various ways:

- encourages pro-conservative businessmen to buy Taiwanese media;
- puts pressure on Taiwanese media that invest or plan to invest in the mainland;
- buys advertising in Taiwanese media to undermine press freedom in Taiwan and promote pro-China narratives.

In addition, programmes and exchanges are being organised under the aforementioned Taiwan Affairs Office to develop closer ties between the Chinese and Taiwanese publics and promote a common Chinese identity.

Second, China has introduced various legal measures to better facilitate interaction with Taiwan. In March 2018, 31 legal measures were introduced to make it easier for Taiwanese citizens to study, work and invest in the mainland. 12 of them provide a level playing field for Taiwanese and Chinese investors, while the other 19 make it easier for Taiwanese to study, set up businesses

and work in China. Examples include making Taiwanese eligible for various grants, such as the National Fund for Outstanding Young Scientists, or encouraging them to participate in the national plan “Made in China 2025”, a nationwide initiative to modernise China's infrastructure.

Thirdly, China has created and continues to create a number of incentives and programmes aimed at attracting Taiwanese companies and citizens to the mainland to open businesses and work. The goal is to strengthen ties with the mainland and support unification. For example, China sponsors multi-day economic seminars and exhibitions on the mainland and invites neutral or pro-Chinese Taiwanese to attend.

In addition, after the 2014 student protests against the proposed trade pact with China, Beijing began to pay special attention to Taiwanese youth. For example, there are currently 53 «incubators» for start-ups that offer free office space, subsidised housing, tax breaks, and even financial grants for Taiwanese youth [2, pp. 241–246].

However, it cannot be argued that the Chinese Communist government pursues only a soft policy towards Taiwan. Despite the fact that today the PRC positions itself as the most peaceful country and its political representatives regularly remind us of this, we can observe certain aggressive and manipulative measures by the state. This has become especially noticeable after the COVID-19 pandemic. Some experts call China's current approach a «carrot and stick» strategy.

On 12 September 2023, a document titled «Opinions of the State Council of the People's Republic of China on Supporting Fujian Province in Finding a New Path for Integration and Development in the Taiwan Strait and Establishing a Demonstration Zone for Integration and Development» was published on the Chinese government's website [1].

Fujian province is geographically closest to Taiwan and has one of the closest ties with it, both because of its proximity and the large number of people from this province who have moved to Taiwan in different historical periods under different circumstances.

The concept of transforming Fujian into an integrated development zone with Taiwan first appeared in official Chinese documents in 2021, but no details were given at the time. The publication of the new document in 2023, which provides for the «integration» of Taiwan with Fujian Province, adds a significant amount of detail to the 2021 document and is part of the policy of returning Taiwan to Chinese control, which, in addition to peaceful means, also provides for the possibility of using military force to achieve the ultimate goal.

The publication of the document coincided with China's latest activation around the island, including its navy and air force (a group of ships sailed 60 nautical miles, 111 kilometres, from Taiwan's southernmost point), as well as the critical approach of a Chinese aircraft carrier to Taiwan, which was heading towards exercises in the Pacific.

As for the Taiwanese reaction to China's «integration» proposals, they quite clearly emphasise the position of the Progressive Democratic Party and the Taiwanese government, which represents the majority in the Legislative Yuan, and a representative of this political force holds

the post of president. Parliamentarian Wang Dingyu of the Progressive Democratic Party called the integration plan «ridiculous». Tsung Liang, vice chairman of the National Development and Reform Commission of Taiwan, called the plan “wishful thinking” and “a desire to lure promising young people and businesses from Taiwan to China amid the crisis in China” [3].

Taiwan's complex political relations with China are characterised by constant change, exacerbated by geopolitical and economic factors. In recent years, the conflict between the two sides has reached its peak, causing concern both in the Asia-Pacific region and around the world. This is due to the consequences of a possible confrontation, which are devastating for the global economy. Given the importance of Taiwan as one of the world's largest trading economies, a blockade of Taiwan could cause a halt to chip production and semiconductor supplies, which are critical to various industries. However, recognising the critical implications, the international community is working to avoid escalation in an effort to maintain regional stability and prevent global economic disruption.

3. Conclusions

Consequently, China continues to emphasise the annexation of Taiwan in an attempt to isolate it in the international arena. «One country, two systems» and the «Chinese Dream» are the main concepts that guide the Chinese government in implementing its foreign policy strategy towards the island. The policy of the Xi Jinping government is bold and specific. It is characterised by a combination of soft power, aimed at attracting Taiwanese public, business and youth to the mainland, with economic, political pressure and displays of military power.

Given the geopolitical tensions in the Asia-Pacific region, the situation around Taiwan is gaining global significance. The prospects for the conflict will depend not only on China's domestic political factors, but also on the international response, in particular the actions of the United States and Beijing's allies. These factors can determine the level of escalation of the conflict, which will have a significant impact on international stability, security and the global economy.

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ENSURING INTERNATIONAL INFORMATION SECURITY

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Ryzhenkova D. Y., Litovchenko Y. M. Ensuring international information security. The article defines the essence of the main concepts in the field of international information security and provides a detailed description of the organizational structure for ensuring technical information protection and cybersecurity. The author applies the empirical-theoretical method to examine the issues related to ensuring international information security; the generalization method for forming definitions, formulating, and substantiating conclusions; the analysis method for studying the organizational structure of information security provision (the actors involved); the deduction method for drawing conclusions. The systemic-structural method made it possible for the author to identify the features of ensuring international information security, working with information and communication technologies, and preventing information warfare.

Keywords: cybersecurity, information and communication technologies, information warfare, international information security, organizational structure, technical protection

Риженкова Д. Ю., Літовченко Я. М. Забезпечення міжнародної інформаційної безпеки. Стаття визначає сутність основних понять у галузі міжнародної інформаційної безпеки та детально описує організаційну структуру забезпечення технічного захисту інформації та кібербезпеки. Для дослідження було застосовано певні методи, такі як: емпірико-теоретичний, для вивченні питань, пов'язаних з забезпеченням міжнародної інформаційної безпеки; метод узагальнення при формуванні визначень, формулювання та обґрунтуванні висновків; метод аналізу – при вивченні організаційної структури забезпечення інформаційної безпеки (суб'єктів забезпечення); дедукції – при формуванні висновків. Системно-структурний метод дозволив визначити особливості забезпечення міжнародної інформаційної безпеки, роботи із інформаційно-комунікаційними технологіями та запобігання інформаційним війнам.

Ключові слова: інформаційна війна, інформаційно-комунікаційні технології, кібербезпека, міжнародна інформаційна безпека, організаційна структура, технічний захист

1. Introduction

The concept of "information security" emerged simultaneously with the development of information and communication tools. This concept arose with the realization that individuals have interests that can be harmed through information communications, which provide connections among all participants. This concept requires special attention and stipulates *the relevance* of this study. In the context of globalization processes and changes in the international system, the nature of threats is also transforming, influencing the contemporary system of overall security. At the same time, the modern world demonstrates significant diversity in the capabilities to ensure national systems using advanced information and communication technologies for processing, transmitting, storing, and protecting information from external threats. The use of advanced technologies as tools of political pressure to safeguard national interests in international interactions, the development and implementation of innovative national security strategies, as well as qualitative changes in the principles of interstate relations and practical mechanisms for implementing national information security strategies, have led to radical changes in approaches to shaping the concepts of international information security. Information security becomes an integral part of overall global security under growing interconnections and interdependencies among states, while maintaining and encountering new global dangers and threats.

The object of this article is international information security. *The subject* is social relations that arise in the process of ensuring international information security. *The aim* of this article is to clarify the concept of "international information security" and to identify the features of the system for ensuring international information security. *The tasks* include clarifying terms and definitions in the field of international information security, systematizing the structures for ensuring international information security, and identifying aspects of cybersecurity and technical information protection.

2. General principles and ensuring international information security

2.1. Key Concepts in the Field of International Information Security

The concept of information security today is one of the fundamental ones in information law. The information society, namely a society where information processes are mainly carried out based on the use of information and communication technologies, and where information resources are accessible to all social groups, is experiencing one of the most dynamic stages of its development. This highlights the relevance of all issues related to the concept of security in the information society and in the context of the formation of electronic government.

The need for security has progressively become more extensive and diverse as humanity has developed. Security has come to encompass not only human life and property but also society, states, and various areas of activity involving individuals, society, and states. Today, in many foreign countries, significant attention is paid to the concepts of "information policy" and "information security." Since 1994, the construction of an information society, the enhancement of information awareness, and the development of national and global information systems have become priority directions of state information policy in many countries [2, p. 19–16]. Currently, there is no universally accepted approach among legal scholars to defining the term "information security." Nevertheless, "information security" is considered a critical component of national security as a whole. The essence of this institution within information law lies in implementing legal, organizational, and technical measures to ensure the secure state of all components of the information and communication complex of the state, individual organizations, and each individual [3, p. 283–291].

Information security is viewed as a state of information protection (the security of an object from informational threats) in which "negative informational influences and adverse consequences of the functioning of information technologies, or special information operations, acts of external information aggression, covert information interception (using specialized technical means), information terrorism, and computer crimes do not cause significant harm to the national interests

of the state and do not impede the stable development of the information infrastructure or the proper functioning of the national information space" [4, p. 64–74].

The state of information security of a subject is achieved when the effectiveness of its activities is ensured by complete, reliable, and sufficient information for decision-making. This state is attained through social activity in three interrelated groups of societal relations that represent the structural elements of information security: societal relations in the field of using information technologies, in the field of ensuring access to information resources, and in the field of forming the information resource. The first group ensures the functioning of effective means of information activity. The second group guarantees the ability of subjects to access necessary information resources. The third group develops an information resource that meets the needs of the subjects.

To date, there is no universally accepted definition of the term "information." The most common definitions include:

1. "The result of reflecting the motion of objects in the material world in the systems of living nature";
2. "The property of matter to change and reflect these changes";
3. "A message, a description of facts";
4. "News, new information";
5. "The property of an object to reduce the uncertainty of the process of changing its state over time";
6. "Information about the surrounding world and processes occurring within it, perceived by a biological object or a specialized device";
7. "Information about an object is a change in the observer's parameter caused by the interaction between the observer and the object".

As for "security," it is defined as "a state of a complex system in which the influence of external and internal factors does not lead to its inability to function or deterioration in functioning and development" [7, pp. 102–109]. Information security refers to measures aimed at protecting includes measures to safeguard the processes of data creation, input, processing, and output.

The goal of information security is to safeguard the value of the system, protect and ensure the accuracy and integrity of information, and minimize damage that may occur if information is modified or destroyed. Information security requires consideration of all events during which information is created, modified, accessed, or disseminated.

The concept of information security is complex and has several aspects. It includes a substantive aspect, which encompasses the spiritual sphere and determines the content and direction of all circulating information. There is also a technical aspect, which involves various

information and telecommunication tools, technologies, systems, and resources designed for the creation, storage, dissemination, transmission, and processing of information. The task of ensuring the information security of the state is to create such conditions for the functioning of the information infrastructure (whose main element is not the computer but the human) under which individual citizens, collectives, and authorities can make managerial decisions and achieve their implementation in alignment with goals aimed at the progressive development of society as a whole.

In general, international information security should be considered an integral part of overall security, defining the state of protection of individuals, society, the state, and the global community. It encompasses information progress in various spheres such as technical, intellectual, socio-political, and moral-ethical. Additionally, it aims to prevent the negative impact of information-psychological and technical factors caused by incomplete, untimely, or unreliable information, unauthorized dissemination and use, as well as violations of integrity, confidentiality, and availability, ensuring that no significant harm is caused.

International information security is ensured through the interaction of actors in international relations within operations aimed at maintaining sustainable peace, based on the protection of the international infosphere, global infrastructure, and the public consciousness of the global community from real and potential threats. Security is one of the primary goals and an integral component of the activities of individuals, society, states, and the global community. It serves as a prerequisite for the self-determination and self-development of individuals, groups, and humanity as a whole. Concern for security is a characteristic feature at every level of society's social structure — from the individual to the common good of humanity.

2.2. Organizational Structure for Ensuring International Information Security

In modern conditions, international cooperation in the field of information security requires the coordination of measures to counter contemporary information and cyber threats, information terrorism, and cybercrime. Information security reflects a systematic approach to minimizing various types of information threats. When addressing the issue of information security, it is essential first to focus on identifying threats and then consider measures to protect against them [1, pp. 122–127].

Information threats can vary for individuals, society, and the state. The concept of information security lies in minimizing these threats to various subjects and objects of information activity. This approach allows for identifying different levels of information interaction and addressing the methodological and theoretical issues that require resolution. Following this,

various methods for countering information threats can be considered and implemented in the corresponding information systems [8; p. 216].

In summary, only specific actions or inactions directly linked to changes in relevant conditions and parameters of information processes, which define the safe existence of society and the state, can constitute a threat. It is essential that these actions are specifically defined, not generalized [8; p. 217–218].

Traditionally, actions affecting information security are classified as internal and external. Internal actions are related to activities or factors arising within the state, while external actions originate outside the state's territory. These actions can be categorized based on their nature and the degree of danger they pose to individuals, society, the state, and the international community [5, p. 111]:

1. The most dangerous actions disrupting the information security of the state and the international community are carried out by one state or a group of states against another state or states. These actions are now mostly referred to as "information warfare."
2. Actions threatening the state and society are undertaken to achieve political, religious, or other objectives and to create an atmosphere of fear within the state or states. These actions, often organized by terrorist groups, are commonly referred to as "information terrorism."
3. Actions violating information security arise from criminal motives of individuals or groups engaging in "information crimes."

Both internal and external factors actively influence the security of the state, society, and individuals domestically and internationally. The activities of key actors, including senior state officials, governmental authorities, transnational corporations, and their subordinate entities, significantly impact this security. These entities include foreign affairs departments, national state intelligence agencies, non-state special services, and law enforcement bodies.

Characterizing the organizational structure of international information security, it is important to note that trust and security are the main pillars of the information society. The following are the key areas of action in this field [6]:

1. Promoting cooperation among states within the framework of the United Nations and with all relevant stakeholders through appropriate forums to analyze existing and potential threats, as well as address other information security issues.
2. Preventing and detecting manifestations of cybercrime and the misuse of information and communication technologies (ICT) through governmental bodies, in cooperation with relevant stakeholders, and responding to these manifestations by developing appropriate guidelines.
3. Facilitating effective measures of mutual assistance in this area.

4. Exchanging best practices in the field of information and network security and encouraging their adoption by all stakeholders.

5. Appointing coordinators in all interested countries to respond in real time to security events and creating an open collaborative network of these coordinators to share information and response technologies.

One of the key groups of participants with particular significance consists of executive entities, primarily special services and law enforcement agencies. These organizations ensure the creation of favorable and secure conditions for the implementation of strategic and current tasks by the main participants. They also bear responsibility for the protection of national and corporate interests, as well as the implementation of promising development strategies for nations, peoples, states, interstate associations, and civilizations.

As for the subjects ensuring international information security, according to Part 4, Article 5 of the Convention on International Information Security (Concept): all participating states in the information space enjoy sovereign equality, have equal rights and obligations, and are equal subjects of the information space, regardless of economic, social, political, or other differences. Thus, the organizational (institutional) mechanism for ensuring international information security includes: states, international organizations and institutions, and state institutions involved in the process of forming and implementing information security policies. The mentioned models of the global information security system play a direct role in ensuring the rights and security of the subjects of information interaction—whether national, transboundary, or international. Such interaction is possible only through a joint comprehensive resolution of legal, organizational, and technological issues. To achieve this, it is necessary to adopt international rules (a code of conduct) in the global information space or a universal convention under the auspices of the UN.

2.3. Cybersecurity and Technical Information Protection

In the digital age, where information has become the most valuable asset, ensuring cybersecurity is an essential component for all spheres of society. Rapid technological advancements bring new challenges and threats to information security. Therefore, technical protection of information plays a key role in preventing cyberattacks and misuse. Organizations must be prepared to implement effective technical measures to safeguard their information from unauthorized access, loss, or damage.

There are several types of technical information protection:

1. *Data Encryption*: Data encryption is considered one of the fundamental methods of protecting confidential information. By using encryption algorithms, data is transformed into an unintelligible format, ensuring confidentiality during transmission or storage.

2. *Firewalls*: Firewalls are software or hardware tools that control the flow of data between networks with varying levels of trust. They filter traffic, block unauthorized access, and protect the network from cyberattacks.

3. *Antivirus Software*: Antivirus software detects, blocks, and removes malicious programs such as viruses, Trojan horses, and spyware that can harm information systems.

4. *Patch Management*: Regular software updates and the application of patches to address vulnerabilities are critical measures to prevent attackers from exploiting potential weaknesses.

The UN General Assembly recognizes that the effective protection of critical infrastructures involves several key aspects, including the identification of potential threats and the reduction of their vulnerabilities, as well as determining the causes of damage-related events or sources of such attempts. It also acknowledges that effective protection requires coordinated communication and cooperation at both national and international levels among all stakeholders.

There are several important issues in ensuring cybersecurity:

1. Security of the Internet environment

One of the primary challenges in cybersecurity is ensuring the safety of the Internet environment. Due to the diversity of content and ease of access, Internet information has become controversial and can be used for various purposes. The criteria for the acceptability and morality of information differ across countries. As a result, the same informational material may be entirely legal in one country but deemed obscene or politically unacceptable in another [8, pp. 33–38]. To address these discrepancies, the Committee of Ministers of the Council of Europe adopted the Declaration on Freedom of Expression and Information on April 29, 1982. This declaration specifically calls on member states to "ensure, within reasonable limits, access to, transmission, and dissemination of information and ideas, both within the state and beyond its borders" [1, p. 98].

2. Cybercrime Development

Another significant challenge is the growing issue of cybercrime. One of the key concepts of international information security is based on the idea that combating criminal offenses in the field of information and communication technologies is a fundamental element. This element, in particular, requires international legal regulation to be effectively addressed.

3. Conclusions

Considering the key aspects of the general principles of international information security, including the definition and conceptual dimensions of this issue, as well as the perspectives of experts on information security, it can be concluded that information security is a complex and multifaceted field requiring a comprehensive and systematic approach. The primary goal is to

ensure the protection of information resources at various levels, ranging from individuals to state and international information structures. The importance of ensuring international information security in today's world, where information technologies are becoming an increasingly critical resource, cannot be overstated. Since information security serves as the foundation for the effective functioning of society, the economy, and the state, it is necessary to establish international standards and cooperate at the global level to prevent information security threats. Additionally, the development of international cooperation, sharing experiences, and devising joint strategies are crucial for effectively countering threats in cyberspace and ensuring stability and security in the global information environment. Given that the primary purpose of cybersecurity policy is to preserve international peace and security, as well as the identity of nations and states, it is essential to safeguard human information rights and freedoms in cyberspace, prevent the manipulation of public consciousness, and resist restrictive amendments or information regimes imposed by the differing interests of governing entities.

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THE PINK TAX PHENOMENON AS AN ELEMENT OF GENDER ECONOMIC INEQUALITY

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Sabashenko M. S., Kalyuzhna A. B. The pink tax phenomenon as an element of gender economic inequality. This article examines the pink tax as a manifestation of economic gender inequality, highlighting the systemic pricing disparities between products and services marketed to women versus men. It analyzes statistical data on price differences across industries, the societal stereotypes that perpetuate the pink tax, and the impact of this phenomenon on women's purchasing power. Special attention is given to legislative efforts, such as New York's prohibition of the pink tax, and the absence of similar regulations in Ukraine. The authors emphasize the importance of consumer awareness and practical strategies to mitigate the effects of the pink tax and advance gender equality in economic policy.

Keywords: economic inequality, gender pricing, pink tax, purchasing power, women's rights.

Сабашенко М. С., Калюжна А. Б. Феномен рожевого податку як елемент гендерної економічної нерівності. У статті розглядається рожевий податок як прояв економічної гендерної нерівності, зокрема систематичні цінові відмінності між товарами та послугами для жінок і чоловіків. Аналізується статистика цінових диспропорцій у різних галузях, роль суспільних стереотипів у підтримці рожевого податку, та вплив цього явища на купівельну спроможність жінок. Особливу увагу приділено законодавчим ініціативам, таким як скасування рожевого податку в Нью-Йорку, та відсутності подібного регулювання в Україні. Автори наголошують на важливості обізнаності споживачів та практичних стратегій для зменшення впливу рожевого податку і сприяння гендерній рівності в економічній політиці.

Ключові слова: гендерне ціноутворення, економічна нерівність, права жінок, рожевий податок, споживча спроможність.

1. Introduction

In September 2015, all 193 members of the United Nations adopted a plan to achieve a better future together. In particular, the fifth goal of sustainable development was to eliminate gender inequality in all spheres of life [5]. According to research by the State Statistics Service of Ukraine, as of 2021, the highest gender inequality index is observed in economic activity and wages. In particular, the difference in the average monthly salary of women and men by type of economic activity was 18.6% [2]. *The relevance* of the study lies in addressing gender economic inequality, particularly the pink tax, which imposes a financial burden on women and reinforces unfair pricing practices, amid global efforts for gender equality.

The object of the study is gender economic inequality. *The subject* of the study is the phenomenon of the pink tax as a manifestation of gender-based pricing disparities.

The aim of the research is to analyze the nature and impact of the pink tax on women's economic well-being and propose ways to mitigate its effects.

The following tasks are set to achieve the purpose:

1. to define the term "pink tax" and examine its historical, economic, and societal background, focusing on factors contributing to gender-based pricing disparities;
2. to analyze statistical data, studies, and societal factors that illustrate the pricing disparities between men's and women's products and their role in reinforcing gender inequality;

3. to evaluate existing legislative and practical measures aimed at reducing or eliminating the pink tax and propose recommendations for consumers, businesses, and policymakers.

2. The Phenomenon of the Pink Tax: Nature, causes, and ways to overcome it

2.1. Understanding the pink tax phenomenon

The pink tax is a term used to describe the phenomenon when women pay more for goods and services specifically designed for them compared to similar goods for men. This applies to various categories of goods such as clothing, cosmetics, hygiene products, and services such as haircuts and lighting.

As a rule, such women's goods are more expensive, even when their quality and functionality are comparable or inferior to men's. The pink tax is often seen as a manifestation of gender inequality in the marketplace and can contribute to an increased economic burden on women.

2.2. Statistical data and societal factors illustrating pricing disparities

The pink tax, while a long-standing issue, gained significant public attention following a 2015 study by the New York City Department of Consumer Affairs (DCA), titled "From Cradle to Cane: The Cost of Being a Female Consumer" [4]. This study analyzed nearly 800 products with clear male and female versions from various retailers in New York City, revealing a consistent pattern of price discrepancies. It was found that, on average, women's products cost 7% more than similar products marketed to men [4]. This difference, though seemingly small on individual items, accumulates significantly over a woman's lifetime, representing a substantial financial burden.

Table 1.

Pricing disparity frequency chart across all industries (compiled according to data [4])

Total	Number of Times	Frequency
Women pay more	168	42%
Equal	157	40%
Men pay more	72	18%
Total	397	100%

According to a study by the New York State Department of Consumer Policy:

- Girls' toys cost more 55 percent of the time, while boys' toys cost more 8 percent of the time.
- Girls' clothing cost more 26 percent of the time, while boys' clothing cost more 7 percent of the time.
- Women's clothing cost more 40 percent of the time, while men's clothing cost more 32 percent of the time.

- Women's personal care products cost more 56 percent of the time, while men's products cost more 13 percent of the time.
- Senior home health care products cost more for women 45 percent of the time and cost more for men 13 percent of the time [4].

There are several reasons why the pink tax exists and thrives, but it is closely tied to society's perception of women's purchasing power, their role in managing household needs, and their unique shopping habits. Despite progress toward equality, women are still responsible for most family-related purchases. From groceries to household necessities, they frequently manage shopping not only for themselves but also for other family members. Since women make up approximately 85% of consumers in the U.S., companies view women as an important target group and often charge higher prices for “women's” products to take advantage of their influence.

Today, many women spend a large portion of their income on personal needs and family necessities, and younger women in particular are willing to invest in their personal growth and self-care. This steady consumption pattern makes women a dependable consumer group and encourages companies to raise prices on products they are likely to buy.

When shopping, men tend to focus on practicality. Women, on the other hand, often respond to the shopping experience by considering factors such as appearance, brand, and even the atmosphere and friendliness of the salesperson. Attention to detail, not just pure functionality, allows companies to price their products based on brand appeal, perpetuating the gender-based price differential.

Furthermore, while men generally prioritize practical needs, women may seek items that reflect their social status, style, and personal philosophy. Companies take note of this and often justify higher prices by positioning “women's” products as lifestyle symbols rather than merely functional items [6].

2.3. Legislative and practical measures to eliminate the pink tax

The main tool to overcome the pink tax is, first of all, to conduct educational activities to raise awareness of this phenomenon. If you already know that a manufacturer can create a synthetic markup on women's products, then we would recommend comparing men's and women's products and their functionality to make sure you are paying fair prices for the product or service. If there are little or no differences, give preference to gender-neutral or even masculine products. After all, demand creates supply and encourages manufacturers to take the pink tax into account when pricing women's products. Also, give preference to generic brands and products from lesser-known brands.

In 2020, New York officially abolished the pink tax on goods and services. Since then, manufacturers and retailers have been prohibited from setting different prices for two “substantially

similar” goods or services based on gender. “For example, if a children's pool from the same manufacturer and the same size in pink costs \$89.99 and in blue - \$69.99, this violates the law” [3].

On September 15, 2023, the Cabinet of Ministers of Ukraine adopted a resolution approving the National Strategy for Overcoming the Gender Pay Gap for the period up to 2030, along with an operational plan of measures for its implementation for 2023-2025. However, this strategy does not cover the concept of the “pink tax”. After all, specific measures to regulate it can only be included as part of a broader gender policy. That is, the formation of prices for goods for women's and men's consumption is not regulated by law in Ukraine [2].

3. Conclusions

To sum up, the pink tax is a term used to refer to the synthetic markup of women's consumption goods. This phenomenon arises from the desire of businesses to exploit women's compulsive buying behavior by emphasizing more subjective qualities, such as appearance and status, rather than the functionality of the product. It also stems from the traditional view of women as people who buy products for the home and even other family members. To avoid paying the pink tax, it is worth raising awareness of its existence, as well as taking a responsible approach to the choice of goods, analyzing alternatives and choosing more favorable offers, and prioritizing gender-neutral or cost-effective products.

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THE ECONOMIC DIMENSIONS OF UKRAINE'S EUROPEAN INTEGRATION PROCESS

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Sabashenko M. S., Makarska Ye. H. The economic dimensions of Ukraine's European integration process. This article examines Ukraine's ongoing process of economic integration with the European Union (EU), highlighting the country's pro-European stance and the correlation of values shared by its residents. The study analyzes the progress made in aligning Ukraine's economic policies with EU standards, focusing on key reforms such as trade liberalization, anti-corruption measures, and fiscal policies. Attention is also given to the challenges Ukraine faces, including systemic corruption, infrastructure damage due to conflict, and the need for further integration into the EU market. The authors emphasize the importance of continued reforms for Ukraine's economic resilience and long-term integration with the EU.

Key words: anti-corruption measures, economic reforms, EU integration, market economy, trade liberalization.

Сабашенко М. С., Макарска Є. Г. Економічні виміри євроінтеграційного процесу України. Ця стаття розглядає поточний процес економічної інтеграції України з Європейським Союзом (ЄС), підкреслюючи проєвропейську позицію країни та кореляцію цінностей, які поділяють її жителі. У дослідженні аналізується прогрес, досягнутий у гармонізації економічної політики України з європейськими стандартами, зокрема ключові реформи, такі як лібералізація торгівлі, антикорупційні заходи та фінансова політика. Також звертається увага на виклики, з якими стикається Україна, зокрема системну корупцію, пошкодження інфраструктури внаслідок конфлікту та необхідність подальшої інтеграції в ринок ЄС. Автори наголошують на важливості продовження реформ для економічної стійкості України та її довгострокової інтеграції з ЄС.

Ключові слова: антикорупційні заходи, економічні реформи, інтеграція з ЄС, лібералізація торгівлі, ринкова економіка.

1. Introduction

Ukraine's journey toward economic integration with the European Union (EU) is driven by the pro-European aspirations of its people. For years, Ukrainians have sought alignment with European values and opportunities, shaping the country's economic reforms even in the face of challenges.

The Deep and Comprehensive Free Trade Area (DCFTA), which was signed in 2017, transformed the Ukrainian economy, brought in foreign investment, and opened Ukrainian companies to EU markets. Ukraine carried on with its economic reforms, concentrating on trade liberalization, anti-corruption, and fiscal policy, even after the conflict in 2022. The start of EU accession negotiations in 2024 marked another step toward fully integrating into the EU's single market [2].

The relevance of this study lies in examining how Ukraine's economic integration serves as a case study for understanding how EU policies can foster stability and growth. Ukraine's experience offers valuable insights into the economic and political impact of aligning with EU standards, making this analysis both timely and significant.

The object of the study is Ukraine's economic integration with the European Union (EU). *The subject* of the study is the alignment of Ukraine's economic policies and practices with EU standards and its implications for the country's development.

The aim of the research is to analyze Ukraine's progress in meeting EU economic criteria and assess the impact of these efforts on its integration process and economic resilience.

The following tasks are set to achieve the purpose:

1. to define the key EU economic criteria for membership (Copenhagen criteria) and examine their relevance to Ukraine's economic reforms;
2. to analyze Ukraine's progress in achieving a stable and functioning market economy, focusing on key reforms and challenges;
3. to evaluate Ukraine's capacity to compete within the EU market, highlighting advancements in trade and economic competitiveness.

2. Key EU economic criteria for membership (Copenhagen criteria)

The Copenhagen criteria, which were decided upon in the European Council in Copenhagen, Denmark, in June 1993, outline the requirements for nations hoping to join the European Union. These benchmarks, which emphasize political stability, economic viability, and adherence to EU norms, act as a yardstick for evaluating a nation's preparedness for EU membership. In particular, the two main prerequisites for the economic criterion are the presence of a market economy in operation and the ability to handle market forces and competitive pressures inside the Union [3].

2.1. Stable and functioning market economy

A stable financial market with access to financing, effective labor markets, macroeconomic stability, robust economic governance, and efficient markets for commodities and services are all necessary for a market economy to function. These components provide expansion, robustness, and conformity to European Commission guidelines [3].

Market economy implies the regulatory role of the market. It is based on private ownership, legal guarantees, an effective system of public administration, the introduction of economic incentives, and the presence of supervisory authorities. Within these boundaries, each country can develop according to its own traditions. A market economy does not automatically ensure prosperity or protect against mistakes. At the same time, the state monitors compliance with the rules of the game by participants in market relations and creates appropriate conditions for normal economic life [1].

Ukraine has made significant improvements in economic governance, implementing anti-corruption measures and digital reforms. However, systemic corruption and weak judicial enforcement persist, hindering stability. In 2023, Ukraine ranked 104th out of 180 in Transparency International's Corruption Perceptions Index, underscoring the need for further reform [9]. Strengthening the rule of law remains critical for the country's long-term development.

Macroeconomic stability has improved, with inflation rate (average consumer prices) dropping to 5.8 in 2024 from 48.7 in 2015 [4]. Despite this, high public debt, standing at around 45% of GDP, and reliance on external financing remain risks [5]. The war has exacerbated these challenges, as it has significantly strained Ukraine's fiscal position and increased its dependence on international aid. Ensuring fiscal sustainability through structural reforms is vital for stability.

The goods and services market has seen progress with liberalization and regulatory simplifications. However, state ownership in key sectors like energy continues to impede competition. Privatization efforts have slowed, and Ukraine's World Bank Ease of Doing Business ranking fell to 64th in 2020 from 49th in 2019 [11]. Key sectors have also been damaged by the Russian invasion, especially in the eastern regions, which has made market recovery more difficult.

In the financial sector, non-performing loans dropped to 34.6% in 2024 as a result of reforms that stabilized the banking system. During the full-scale war, the banks have become more flexible. To leave more funds to clients so they can restore their financial health faster, the banks combined several instruments at the same time. In 62% of the cases, the banks used a combination of loan extension instruments and a grace period for interest payments [7]. SMEs, which make up 70% of Ukraine's economy, still have restricted access to financing, nonetheless. Economic growth has been further hampered by the war's detrimental effects on investor confidence and capital availability.

No fewer than 6.168 million Ukrainian refugees were registered across Europe by the end of July 2024, according to the United Nations High Commissioner for Refugees (UNHCR), further straining the labor market and regional economies. The war has caused the largest population displacement crisis since World War II, with nearly a third of the population forced to flee their homes. According to a UNHCR survey conducted among 9,900 households in January and February 2024, both within Ukraine and abroad, 65% of refugees and 72% of internally displaced persons expressed a desire to return home one day. However, this percentage has decreased due to the uncertainties surrounding the conflict [10].

2.2. Capacity to compete within the EU market

The European Commission has outlined essential criteria that candidate countries must meet to become competitive members of the European Union. These requirements encompass human capital, infrastructure, sector and enterprise structure, and economic integration [3].

A workforce that is educated and skilled is essential to EU competitiveness. Ukraine has made progress in encouraging innovation, particularly in the IT industry, and improving its educational system. Many talented programmers and engineers consider Ukraine home, and the

nation has some of the best tech talent in Europe. However, R&D spending has drastically declined – from 1.07% of GDP in 2003 to 0.41% in 2020, despite the target of 1.7% specified in Article 48 of the 2015 Law "On Scientific and Scientific-Technical Activities" [8].

Ukraine's infrastructure, including roads, energy, and digital networks, requires significant modernization. In order to guarantee seamless trade and effective transportation, the EU's competitive market economy requires a high standard of infrastructure. Ukraine's infrastructure has advanced, and the government has received EU assistance for improvements to its roads and railroads. But facilities have been badly damaged by the conflict, especially in eastern Ukraine, where numerous vital industries have been affected. Despite ongoing attempts to modernize and reconstruct, the nation continues to lag below EU standards in this regard [6].

Particularly since the Association Agreement was signed in 2014, Ukraine has advanced its economic integration with the EU. The country has attempted to integrate its laws and regulations with EU standards and has aligned its trade policies with them. On the other hand, significant gaps remain, particularly in terms of market integration and price competitiveness. Ukraine's average wages are much lower than those in the EU, but this has not necessarily translated into competitive pricing for exports, as issues with corruption and inefficient production processes persist. The war has further strained Ukraine's economic integration, disrupting supply chains and reducing foreign investment.

3. Conclusions

Ukraine has made great progress toward meeting the primary EU economic requirements for membership, there are still obstacles in the way of complete conformity with the Copenhagen criteria. The stability of the market economy, macroeconomic reforms, and economic governance have all significantly improved in the nation. However, enduring problems including high state debt, corruption, and infrastructure damage from the ongoing conflict limit its ability to fully compete in the EU market. Ukraine's route to EU membership will necessitate persistent work in resolving these issues and guaranteeing long-term stability and competitiveness, notwithstanding advancements in financial sector reforms, integration with the EU economy, and human capital development.

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THE NATIONAL CYBERSECURITY STRATEGY OF THE UNITED STATES

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Serov P. E., Zmiiova I. V. The national cybersecurity strategy of the United States. The article examines the National Cybersecurity Strategy of the United States, outlining its key principles, goals, and strategic initiatives aimed at strengthening the nation's cybersecurity infrastructure. It discusses the evolving threats in cyberspace, including state-sponsored cyberattacks, and highlights the government's approach to addressing these challenges through collaboration with the private sector and international allies. The strategy emphasizes the importance of modernizing critical infrastructure, enhancing cyber resilience, and fostering a secure digital ecosystem. The article also evaluates the potential implications of the strategy for global cybersecurity efforts and provides insights into the policy measures designed to protect the U.S. against emerging cyber risks.

Keywords: cyberattack, cybersecurity, critical infrastructure, government, national strategy, United States.

Серов П. Є., Зміїова І. В. Національна стратегія кібербезпеки США. Стаття розглядає Національну стратегію кібербезпеки Сполучених Штатів, окреслюючи її ключові принципи, цілі та стратегічні ініціативи, спрямовані на зміцнення кібербезпекової інфраструктури країни. У ній обговорюються еволюційні загрози у кіберпросторі, зокрема кібератаки, спонсоровані державами, а також висвітлюється підхід уряду до подолання цих викликів через співпрацю з приватним сектором і міжнародними союзниками. Стратегія наголошує на важливості модернізації критичної інфраструктури, підвищення кіберстійкості та створення безпечної цифрової екосистеми. У статті також аналізуються потенційні наслідки цієї стратегії для глобальних зусиль у сфері кібербезпеки та надаються висновки щодо політичних заходів, спрямованих на захист США від нових кіберризиків.

Ключові слова: кібератака, кібербезпека, критична інфраструктура, національна стратегія, США, уряд.

1. Introduction

The relevance of the topic lies in its critical importance for safeguarding national security, economic stability, and public safety in an increasingly interconnected and digital world. As cyber threats continue to evolve in scale, sophistication, and impact, they pose significant risks to government institutions, private enterprises, and individuals alike. The National Cybersecurity Strategy serves as a comprehensive framework to address these challenges by outlining proactive measures for preventing, mitigating, and responding to cyberattacks. It highlights the need for collaboration among federal agencies, private sector entities, and international partners to build a resilient cybersecurity ecosystem. Furthermore, the strategy emphasizes the protection of critical infrastructure, the promotion of innovation, and the strengthening of public-private partnerships, reflecting the urgent need to adapt to emerging threats and ensure the security of sensitive data and digital systems. Given the rapid pace of technological advancements and the global nature of cyber risks, the strategy is not only vital for the United States but also sets a precedent for global cybersecurity efforts.

The object of the study is the National Cybersecurity Strategy of the United States. *The subject* of the study is the principles, objectives, and implementation mechanisms of The National Cybersecurity Strategy of the United States.

The aim of the research is to analyze the National Cybersecurity Strategy of the United States, identifying its key priorities, strategic objectives, and the mechanisms employed to enhance national resilience against cyber threats.

The following *tasks* are set to achieve the purpose:

1. to examine the core principles, goals, and objectives outlined in the national cybersecurity strategy and their alignment with contemporary cybersecurity challenges;
2. to analyze the role of governmental, private sector, and international partnerships in implementing the strategy and enhancing national resilience against cyber threats;
3. to evaluate the impact of the strategy on key sectors, including critical infrastructure, public services, and economic development, while identifying areas for improvement and future priorities.

2. The United States' Approach to National Cybersecurity Strategy

2.1. The core principles, goals, and objectives of the National Cybersecurity Strategy

The core principles, goals, and objectives of the National Cybersecurity Strategy of the United States revolve around ensuring the safety, security, and resilience of the nation's digital infrastructure. At its core, the strategy is guided by principles such as defending critical infrastructure, protecting sensitive data, and fostering collaboration among government, private sector, and international partners. It emphasizes the importance of accountability, innovation, and risk management to address evolving threats in cyberspace. The goals of the strategy typically include securing critical infrastructure, such as energy grids, financial systems, and healthcare networks, which are vital to national security and economic stability. It also focuses on combating cybercrime, reducing vulnerabilities, and responding swiftly to cyber incidents. Another key objective is fostering a secure digital economy by promoting secure software development, enhancing supply chain security, and encouraging public-private partnerships [6, p. 58–59].

To achieve these goals, the strategy outlines several objectives, such as improving the cyber resilience of critical infrastructure through investments in technology and personnel, advancing the federal government's cybersecurity capabilities, and promoting international norms and standards for responsible behavior in cyberspace. For example, the strategy might call for mandatory cybersecurity standards for the energy sector or increased funding for threat intelligence sharing between government agencies and private companies [1, p. 23–24].

A practical example of these principles in action can be seen in efforts to secure election systems against interference. This involves collaborating with state governments to harden voting infrastructure, implementing multi-factor authentication for election officials, and monitoring for foreign influence campaigns. Another example is the focus on combating ransomware attacks, which includes disrupting criminal networks, tracing cryptocurrency payments, and enhancing

public awareness. In summary, the National Cybersecurity Strategy aims to safeguard the United States from current and emerging cyber threats by building a robust, resilient, and collaborative cybersecurity ecosystem that protects both the public and private sectors while fostering innovation and economic growth [5, p. 44–46].

2.2. The role of governmental, private sector, and international partnerships in implementing of the National Cybersecurity Strategy

The role of governmental, private sector, and international partnerships is pivotal in implementing the National Cybersecurity Strategy of the USA, as it leverages the collective expertise, resources, and coordination needed to combat ever-evolving cyber threats. The government plays a central role in setting policies, regulations, and frameworks that guide cybersecurity efforts. It ensures that federal agencies adopt robust security measures, promotes public awareness campaigns, and invests in critical research and development initiatives. For instance, the Department of Homeland Security (DHS) and the Cybersecurity and Infrastructure Security Agency (CISA) work closely with other federal entities to identify vulnerabilities and strengthen defenses across critical infrastructure sectors [7, p. 139–141].

The private sector, which owns and operates a significant portion of critical infrastructure, is essential in implementing these strategies. Companies are often the first line of defense against cyber threats, as they manage networks, systems, and technologies targeted by adversaries. Public-private partnerships (PPPs) enable businesses to share threat intelligence with governmental agencies, creating a comprehensive and proactive approach to cybersecurity. For example, the Information Sharing and Analysis Centers (ISACs) facilitate information exchange between private companies and government organizations, improving the ability to detect and mitigate cyber incidents [8, p. 119–121].

International partnerships further enhance the effectiveness of the National Cybersecurity Strategy by fostering global collaboration against transnational cyber threats. Cybercriminals and nation-state actors often operate across borders, making international cooperation critical to tracking and addressing these activities. The USA collaborates with organizations like NATO, the United Nations, and the European Union to develop standards, share best practices, and conduct joint exercises. Bilateral agreements, such as the U.S.-Japan Cybersecurity Partnership, exemplify how nations work together to strengthen their collective cyber resilience. In summary, the successful implementation of the National Cybersecurity Strategy depends on the coordinated efforts of government agencies, the private sector, and international allies. By sharing intelligence, investing in advanced technologies, and building trusted partnerships, these stakeholders contribute to a robust and adaptive cybersecurity ecosystem capable of defending against diverse and sophisticated threats [4, p. 151–153].

2.3. The impact of the National Cybersecurity Strategy on key sectors, including critical infrastructure, public services, and economic development

The National Cybersecurity Strategy of the United States has a profound impact on various key sectors, including critical infrastructure, public services, and economic development. This strategy emphasizes the need for a unified approach to combat cyber threats, strengthen resilience, and ensure national security in an increasingly interconnected digital landscape. In the realm of critical infrastructure, the strategy prioritizes collaboration between the government and private sector to secure systems essential to national security, economic stability, and public safety. For instance, the energy sector, which includes power grids, is a primary focus. Measures such as the implementation of advanced monitoring systems and threat intelligence sharing aim to prevent disruptions like the infamous Colonial Pipeline ransomware attack of 2021 [4, p. 154–156].

In public services, the strategy aims to modernize outdated systems and bolster the security of government networks, which often face persistent cyber threats. The focus is on enhancing the security of systems that manage healthcare, education, and public safety operations. For example, initiatives such as „zero trust architecture” ensure that even if attackers infiltrate a system, they cannot easily move laterally to access sensitive data [2, p. 66–68].

Economic development is another critical area influenced by the strategy. Cybersecurity measures support business innovation by fostering a secure environment for digital transactions and operations. Startups and small businesses, which are often targeted due to weaker security, benefit from resources provided by federal initiatives like the Cybersecurity and Infrastructure Security Agency (CISA). By reducing the risks of intellectual property theft and cyberattacks, the strategy enhances trust in the digital economy, boosting investments and growth [7, p. 142–144].

Another key aspect is the international dimension of the strategy, recognizing that cybersecurity is not confined by national borders. The strategy seeks to strengthen alliances with international partners, ensuring a coordinated approach to combat global cyber threats. This includes joint efforts to combat ransomware, secure supply chains, and establish norms for responsible state behavior in cyberspace. For example, U.S. partnerships with countries in the European Union, NATO, and Asia-Pacific aim to create a unified front against state-sponsored cyberattacks and other malicious activities. Overall, the National Cybersecurity Strategy provides a comprehensive framework to safeguard key sectors, ensuring a resilient and secure future for the United States in the face of evolving cyber threats [3, p. 45–47].

3. Conclusions

In conclusion, the National Cybersecurity Strategy of the United States outlines a comprehensive framework aimed at safeguarding the nation's digital infrastructure, promoting resilience, and

addressing the evolving threat landscape in cyberspace. By emphasizing collaboration between public and private sectors, the strategy seeks to leverage innovation, enhance information sharing, and strengthen the capabilities of stakeholders at all levels. It prioritizes the protection of critical infrastructure, the promotion of secure technology development, and the deterrence of malicious actors through robust defense mechanisms and international partnerships. Furthermore, the strategy underscores the importance of advancing cybersecurity education, workforce development, and public awareness to build a culture of security and preparedness. Recognizing the interconnected nature of the digital domain, the strategy adopts a proactive and adaptive approach, ensuring that the United States remains at the forefront of cybersecurity in an increasingly digital and interconnected world. This holistic and forward-thinking plan reflects a commitment to securing the nation's digital future while upholding the principles of transparency, accountability, and global cooperation.

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SUSTAINABLE DEVELOPMENT AND ECONOMIC GROWTH: HOW TO BALANCE INTERESTS OF BUSINESS AND ENVIRONMENT

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Shakhova V. R., Davydenko I. V. Sustainable development and economic growth: how to balance interests of business and environment. This article presents a comprehensive analysis of sustainable development and economic growth, with a particular focus on the balancing of the interests of business and the environment. The article discusses a number of key aspects of sustainable development, including its historical development and the major trends that have emerged in this field. A particular emphasis is placed on the relationship between sustainable development and economic growth, investment in clean technologies, and the introduction of traditional energy sources and recycling.

Keywords: clean technologies, economic growth, recycling, sustainable development, traditional energy sources.

Шахова В. Р., Давиденко І. В. Сталій розвиток та економічне зростання: як збалансувати інтереси бізнесу та довкілля. Сталій розвиток та економічне зростання: як збалансувати інтереси бізнесу та довкілля. У статті представлено комплексний аналіз сталого розвитку та економічного зростання з особливим акцентом на збалансування інтересів бізнесу та довкілля. У статті розглядається низка ключових аспектів сталого розвитку, включаючи його історичний розвиток та основні тенденції, що сформувалися у цій сфері. Особливий акцент зроблено на взаємозв'язку між сталим розвитком та економічним зростанням, інвестиціями в чисті технології, а також впровадженням традиційних джерел енергії та переробкою відходів.

Ключові слова: економічне зростання, переробка, сталий розвиток, традиційні джерела енергії, чисті технології.

1. Introduction

The *object* of this study is sustainable development, which seeks to achieve a balance and interconnection between economic, social and environmental aspects. The *subject* of the study encompasses processes pertaining to sustainable development and their ramifications on economic growth and business. The *purpose* of the present study is to identify potential strategies for achieving a balance between the interests of business and environmental protection. The *relevance* of this article can be attributed to the existence of global environmental challenges that necessitate the transition towards sustainable development. In order to achieve this transition, it is essential to consider ways of balancing economic growth and environmental conservation.

The concept of sustainable development holds a pivotal role in the contemporary discourse on the balanced development of society, the economy and the environment. Nevertheless, despite the intensive discussion of this topic of current importance, the concept of sustainable development remains without a clear and unambiguous definition. Many researchers and organizations have presented their own interpretations of the concept of sustainable development, which has resulted in the concept becoming more complex. However, there is consensus among them that the concept is first of all based on the idea of achieving a balance between meeting the needs of the present generation and preserving resources for the future [1].

2. Analysis of sustainable development and economic growth

The term “sustainable development” was first introduced in the twentieth century, rising at the intersection of two distinct yet interrelated movements: the environmental movement, which sought to preserve nature, and the movement promoting rational management of natural resources for the long-term preservation of their availability [1]. The Stockholm Conference in 1972 was the inaugural global forum to articulate the necessity of environmental preservation in the face of industrial and economic growth. The modern concept of sustainable development was first defined in 1987 by the UN World Commission on Environment and Development in the Gro Harlem Brundtland Report (also known as “Our Common Future”), which stated that sustainable development is “a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development; and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations” [10]. At The United Nations Conference on Environment and Development (UNCED), also known as the ‘Earth Summit’ in 1992, 179 countries adopted Agenda 21, a document containing global strategies to restore the environment and promote environmentally sound development [7]. Subsequently, the concept of sustainable development has become a core element of international development theory and policy.

The concept of sustainable development, as a complex approach, is an interrelation of three aspects, namely:

- the economic aspect comprises the pursuit of economic growth that does not negatively impact the environment and ensures a stable level of production, which leads to social justice;
- the environmental aspect is oriented towards the protection of biodiversity and the maintenance of existing natural ecosystems; it also contributes to preventing of the overexploitation and degradation of non-renewable resources;
- the social aspect encompasses the assurance of social justice and an inclusive society, social solidarity, equality and the provision of fundamental services such as education and healthcare [3].

The concept of sustainable development requires building connections between these disparate elements, each of which has a significant impact on the others, which is a complex system of interdependencies [7].

In order to achieve sustainable development, it is essential to consider the constraints of environmental issues that affect economic growth as the main force for development. The overexploitation of natural resources can lead to the degradation of ecosystems and climate change. Conversely, environmental problems can exert a detrimental effect on economic growth performance. This may occur, for example, by diminishing agricultural yields or raising the financial costs of remediating water and air pollution [7].

The social aspect highlights the necessity for social justice. It is essential that economic growth is accompanied by improved quality of life and increased access to health and education. The existence of social inequalities and problems can impede the achievement of environmental goals. This is because vulnerable groups are more likely to suffer from environmental problems and therefore have limited opportunities to participate in production processes [7].

The relationship between environmental sustainability and social well-being is a topic of considerable interest within the academic community. Climate change, environmental degradation and associated environmental problems have a negative impact on public health [7].

Due to the limited resources and the need to attend to social problems, it is essential to identify the most effective ways of balancing the interests of business and environmental protection. It is crucial to identify strategies that will facilitate the harmonious coexistence of sustainable development and economic growth, as well as the balancing of business interests and environmental safety [1].

Despite the fact that environmental protection and economic growth considered to be terms with opposing objectives, there are numerous strategies that can be implemented to achieve a balance between these two goals. This is made possible by the existence of various practices that minimize the detrimental impact of business activities on the natural environment [5].

Investments in environmentally sustainable technologies, development of manufacturing techniques and the efficient utilization of resources are a firm basis for long-term economic growth that will not negatively affect the environment [5].

The extant research displays that investment in sustainable development contribute not only to environmental preservation, however additionally offers businesses the prospect of new economic opportunities and makes them more competitive. The International Energy Agency (IEA) estimates that achieving one of the main global goals – zero emissions – will require the mobilization of significant resources, with an estimated USD 5 trillion required annually by 2030. For comparison, this this amount is equal to about 50% of the total profits of global corporates that were recorded in 2019. In other words, the subject under discussion represents a significant investment, equivalent in scale to the total revenues of all the world's largest companies [5].

Nevertheless, such large-scale investments do not merely mean a challenge and a significant commitment; they also represent an opportunity. Those companies that are the first to adapt to the new reality and invest in clean technology and energy efficiency will have a competitive advantage in the future. These companies can also benefit from lower operating costs, improved operational efficiency and, ultimately, a better reputation [5].

The experience in United States demonstrates that investments in environmental initiatives can yield sustained economic benefits. To illustrate, the passage of the Clean Air Act in 1970

resulted in a notable reduction in emissions of pollutants such as nitrogen oxides, sulfur dioxide, and particulate matter. These pollutants are significant drivers of urban smog and acid rain. In addition, the Act contributed to a reduction in emissions of ozone-depleting substances, which slowed the process of ozone layer depletion [2].

The implementation of these measures resulted in a notable improvement in air quality in the US, leading to a decline in the prevalence of respiratory and cardiovascular diseases. Additionally, the decline in air pollution has had a beneficial impact on agriculture and forests [5].

The transition to sustainability needs to be seen as a necessity, rather than merely a trend. Companies that ignore the sustainability trend, as a result of consumer pressure to demonstrate corporate social responsibility, risk losing competitive advantage in future markets including reduced brand loyalty, refusal to buy products and preference for environmentally friendly brands. Also, there is a risk of loss of investor interest, which can lead to lower shareholder value and make it more difficult to raise capital [11].

Consequently, investment in sustainability is not only a contribution to the preservation of the planet, but also a strategically important business decision. Those companies that are able to successfully integrate sustainability into their operational practices will not only contribute to the creation of a more sustainable future, but will also ensure the long-term success of their business [5].

The integration of traditional energy sources with renewable ones has a positive impact on the health of the planet and a significant impact on the economy by reducing the cost of goods and services. Over the last decade, the cost of solar and wind energy has dropped significantly by 50-85%, making these sources a highly competitive alternative to traditional energy sources. This directly contributes to lower production costs for companies, which in turn allows them to offer consumers more competitive prices for their goods and services [4].

An example of the successful implementation of alternative energy solutions can be observed in Sub-Saharan Africa, a region with the lowest level of energy access globally. The implementation of decentralised solar systems has enabled the people of this region to access electricity, which has had a positive impact on their economic activity and standard of living. This experience confirms that investment in renewable energy can catalyse development even in the most remote parts of the world [6].

The recycling and reuse of raw materials play an important role in the sustainable development. These processes help to reduce pressure on ecosystems and protect the environment, lowering the cost of acquiring new resources by cutting production costs and contributing to economic growth through job creation and increased tax revenues. For example, in 2012, in the United States, the recycling industry employed approximately 681,000 individuals and generated

\$37.8 billion in wages and salaries. It also generated about \$5.5 billion in tax revenue for the government. This equates to the creation of 1.17 jobs for every 1,000 tons of recycled materials [7].

These figures confirm that recycling is an important element of sustainable development, as it not only reduces the need for extraction of new natural resources and pollution, but also supports economic development by creating new jobs, especially in small and medium-sized enterprises, and generating additional tax revenues at local and national level. The use of recycled materials allows companies to reduce production costs as many materials, such as plastic, metal and paper, is cheaper than producing them in the first place. As a result, companies that adopt such practices become more competitive and sustainable in the marketplace [9].

In the long term, widespread recycling can significantly reduce waste, improve the environmental situation and stimulate the development of a green economy, creating favorable conditions for balancing economic growth and conservation.

3 Conclusion

The concepts of sustainable development and economic growth do not contradict each other; they can harmoniously complement each other and coexist. It is important to achieve a balance between the interests of business and the protection of the environment. Taking environmental and social aspects into account in economic strategies helps to minimize the negative impact on the natural environment and lay the foundation for stable and long-term development.

Companies that adhere to the principles of sustainable development have the opportunity to reinforce their market position and enhance the loyalty of consumers and investors. The switch to alternative energy sources and the promotion of innovative solutions not only stimulates economic growth but also improves the quality of life. Consequently, sustainable development becomes not just a necessity but an important part of economic strategy, opening up new perspectives for business and society. This provides the foundation for a stable future in which economic progress and nature conservation are harmoniously combined.

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FOREIGN LANGUAGE SKILLS AS A COMPETITIVE ADVANTAGE IN THE GLOBAL JOB MARKET

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Sharlai O. R., Marchenko N. O. Foreign language skills as a competitive advantage in the global job market. This article examines the importance of foreign language proficiency for career success in the context of globalization. Proficiency in multiple languages opens new opportunities in the global job market, enhances career growth, and offers economic advantages. The role of language skills in sectors such as international business, finance, and law is analyzed, as well as their impact on professional mobility and market competitiveness.

Keywords: career, economic benefits, international business, language skills, professional development.

Шарлай О. Р., Марченко Н. О. Мовні навички як конкурентна перевага на глобальному ринку праці. Стаття розглядає значення володіння іноземними мовами для успішної кар'єри в умовах глобалізації. Володіння кількома мовами відкриває нові можливості на міжнародному ринку праці, покращує кар'єрний ріст і сприяє економічним перевагам. Аналізується роль мовних навичок у різних секторах економіки, таких як міжнародний бізнес, фінанси та право, а також їх вплив на професійну мобільність і конкурентоспроможність на ринку праці.

Ключові слова: економічні переваги, кар'єра, міжнародний бізнес, мовні навички, професійний розвиток.

1. Introduction

In today's globalized world, foreign language skills have become a key determinant in professional success. As businesses expand across borders, the demand for multilingual employees has surged, making language proficiency a valuable asset for career development. *The relevance* of foreign language skills in the job market is underscored by the increasing importance of cross-cultural communication, international collaboration, and the rapid integration of global markets. As industries become more interconnected, the need for professionals who can navigate diverse linguistic and cultural environments is more pressing than ever.

While there has been significant research into the role of foreign languages in professional settings, *the object* of this study is to explore the specific ways in which language proficiency influences an individual's competitiveness in the global job market. *The subject* of the research focuses on the impact of multilingualism on career advancement, with particular attention to its effect on job opportunities, salary prospects, and professional mobility.

Previous studies have highlighted the correlation between language skills and job performance, but several aspects remain insufficiently explored. *A brief analysis of recent research* shows that while much has been written about the general benefits of multilingualism, fewer studies have addressed the direct relationship between specific language skills and particular industries or sectors. Additionally, there is limited exploration into the long-term career trajectories of multilingual professionals compared to their monolingual peers.

The aim of this research is to analyze the competitive advantages that foreign language skills offer in the global job market. *The tasks* of the study are:

1. to reveal the economic benefits of foreign language proficiency for professionals in various industries.
2. to analyze the role of language skills in career progression and job opportunities.
3. to consider the challenges and opportunities presented by multilingualism in the context of a rapidly evolving global job market.

2. The impact of foreign language proficiency on career opportunities and market competitiveness

2.1. The economic benefits of foreign language proficiency

Foreign language skills are increasingly recognized as a competitive edge in the global job market. As businesses expand their operations internationally, employers seek professionals who can communicate effectively in multiple languages. The ability to speak more than one language opens doors to higher-paying job opportunities, especially in industries such as international business, finance, and diplomacy. According to recent studies, multilingual employees often receive higher salaries compared to their monolingual counterparts, as their skills enable companies to enter and maintain global markets [3].

For example, companies operating in countries with different official languages require employees who can negotiate and work in both the local and international markets. Multilingual individuals are particularly valued for their ability to bridge cultural gaps and facilitate communication, which can lead to better business relationships and increased revenue [4].

Moreover, in addition to the enhanced earning potential, multilingual professionals are essential to companies functioning in diverse international contexts. They provide more than just language translation services, as their ability to offer insights into local markets and consumer behavior is invaluable. Multilingualism becomes an indispensable element in the global marketing approach, enabling businesses to adapt their products and services to various cultural needs. This cultural fluency plays a vital role in strengthening relationships with foreign clients and facilitates the creation of tailored solutions that contribute to higher customer satisfaction and long-term loyalty. With the rise of digital platforms, multilingual professionals can also support businesses in real-time global communications, which accelerates the negotiation process and leads to more successful business outcomes [1].

2.2. The role of language skills in career progression

The impact of foreign language proficiency on career advancement is evident across various sectors. In fields such as law, medicine, and technology, language skills are increasingly seen as a prerequisite for promotion to higher-level positions. For instance, international law firms

require lawyers who can read and interpret foreign legal documents and negotiate contracts in multiple languages [5].

In addition, as the demand for multilingual professionals rises, employers often provide higher positions to individuals who can manage cross-border teams or represent the company in international negotiations. This section will explore the long-term career trajectories of multilingual employees compared to their monolingual peers, showing how language skills can lead to faster promotions and greater job satisfaction [4].

2.3. Challenges and opportunities presented by multilingualism in the global job market

Despite the numerous advantages of being multilingual, there are challenges that individuals face when integrating language skills into their professional lives. One of the primary challenges is the potential for language barriers in multinational teams. Misunderstandings and miscommunications can arise, especially when employees have different levels of proficiency in the common working language. This issue can be addressed by establishing clear communication guidelines and promoting inclusivity through cross-cultural training [3].

However, the opportunities that multilingualism offers far outweigh these challenges. Companies that embrace diversity and multilingualism create a more inclusive and dynamic work environment. Language skills also provide employees with the flexibility to move between different markets and regions, further enhancing their employability [5].

3. Conclusions

Foreign language proficiency significantly enhances an individual's competitiveness in the global job market, offering economic benefits such as higher salaries and greater job opportunities. Multilingual employees are better positioned for career advancement, gaining access to leadership roles and international assignments. The practical significance of this study lies in emphasizing the need for continued language education to improve workforce mobility and global business engagement. Future research could explore the long-term career outcomes for multilingual professionals and investigate the influence of emerging languages on global employment trends.

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INTERNATIONAL TRADE AGREEMENTS AND ECONOMIC GROWTH IN EMERGING MARKETS

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Shatilov I. M., Lavrinenko I. M. International trade agreements and economic growth in emerging markets. This article explores the intricate relationship between global trade policies and economic growth, emphasizing the impact of international agreements on emerging markets. The research investigates the mechanisms through which trade liberalization fosters economic expansion, while addressing the challenges faced by developing nations in adapting to global standards. Moreover, it delves into the historical evolution of trade policies, highlighting their influence on economic disparities, technological advancement, and sustainable development. By examining specific case studies and comparative data, the article provides a comprehensive analysis of the opportunities and limitations presented by globalization in the modern economic landscape, offering actionable insights for policymakers.

Keywords: comparative advantage, digital trade, economic growth, emerging markets, global trade, international agreements, sustainable development, trade liberalization.

Шатілов І. М., Лавріненко І. М. Міжнародні торгові угоди та економічне зростання на ринках, що розвиваються. У статті досліджується складний взаємозв'язок між глобальною торговельною політикою та економічним зростанням, з акцентом на вплив міжнародних угод на ринки, що розвиваються. Дослідження розглядає механізми, за допомогою яких лібералізація торгівлі сприяє економічному розвитку, водночас вирішуючи проблеми, з якими стикаються країни, що розвиваються, адаптуючись до глобальних стандартів. Крім того, стаття розглядає історичну еволюцію торговельної політики, висвітлюючи її вплив на економічні нерівності, технологічний прогрес і сталий розвиток. Аналізуючи конкретні приклади та порівняльні дані, стаття надає комплексний аналіз можливостей і обмежень, які створює глобалізація в сучасному економічному середовищі, пропонуючи практичні рекомендації для розробників політики.

Ключові слова: глобальна торгівля, економічне зростання, лібералізація торгівлі, міжнародні угоди, порівняльна перевага, ринки що розвиваються, сталий розвиток, цифрова торгівля

1. Introduction

The **object** of this research is the global economic system, specifically the interaction between trade policies and economic growth. The **subject** encompasses the effects of international trade agreements on emerging economies, with a focus on their socio-economic outcomes. The **purpose** is to analyze the role of trade liberalization in driving economic development, evaluating both its short-term impacts and long-term sustainability. The material for this study includes recent data from international organizations, peer-reviewed articles, historical records, and case studies from various regions. This research is particularly **relevant** due to the increasing interdependence of economies in the era of globalization, the growing influence of multilateral agreements, and the pressing need to address disparities in growth outcomes while promoting sustainability.

2. The analysis of International trade agreements and economic growth in emerging markets

Although trade liberalization is a fundamental component of globalization, its impacts vary from nation to nation. Inadequate infrastructure, restricted access to technology, volatile terms of trade, and sociopolitical instability are some of the issues that emerging markets frequently confront.

Policymakers who want to maximize the positive effects of globalization while reducing its negative effects must have a thorough understanding of these dynamics. Furthermore, a more thorough examination of how international accords might incorporate sustainability goals and address climate change-related problems is required due to the environmental consequences of increased global trade.

The basis for comprehending the connection between trade policies and economic growth is provided by international trade theory. Traditional models, such those put out by David Ricardo and Adam Smith, highlight the concept of comparative advantage, according to which nations specialize in manufacturing things where their relative efficiency allows them to do so. More contemporary theories emphasize the complex nature of trade-induced growth by incorporating elements of technological innovation, institutional quality, and economic complexity. Furthermore, the theory of global value chains clarifies how nations join global production networks, impacting their developing paths. Traditional theories are also called into question by technological developments in automation and digital trade, necessitating the development of new models that take innovation-driven growth into consideration.

Using a mixed-methods approach, this study combines qualitative insights from case studies with quantitative analysis of trade data. To find trends and connections between trade liberalization and economic growth, statistical approaches such as regression analysis and trade elasticity models are employed. Context-specific insight is provided via case studies of rising markets, including Brazil, India, Vietnam, and Kenya. Interviews with policymakers, industry experts, and trade union representatives supplement the analysis, offering practical perspectives on the challenges and opportunities associated with trade policies.

Trade liberalization's effects on economic expansion. Research indicates that by improving market access and attracting foreign direct investment, trade liberalization frequently results in higher GDP growth rates. For example, nations like Mexico and Vietnam have seen significant economic growth as a result of their active participation in international trade accords [5]. The advantages are rarely evenly shared, though, with industries like manufacturing and technology frequently benefiting more than services or agriculture. Additionally, because they are better equipped to adjust to global competition, economies that invest in education and skill development typically benefit more from trade liberalization.

Challenges Faced by Emerging Markets:

1. **Infrastructure Shortfalls:** Higher transportation costs and decreased competitiveness result from many emerging economies' lack of the infrastructure needed to compete successfully in international markets. Investments in ports, railways, and digital infrastructure are critical to overcoming these barriers.

2. **Regulatory Barriers:** It might take a lot of resources to bring domestic regulations into compliance with international norms, necessitating major institutional changes and capacity-building programs.

3. **Market Volatility:** Reliance on erratic commodity prices frequently erodes the benefits of trade liberalization by leaving countries vulnerable to outside shocks. Reducing vulnerability requires diversifying export markets and products.

4. **Social Inequalities:** Trade liberalization has the potential to worsen income inequality within nations, favoring metropolitan areas over rural ones. To close these disparities, inclusive policies that support fair access to trade opportunities are required [1].

International agreements' function. Trade barriers have been lowered in large part thanks to regional agreements like the Comprehensive and Progressive Agreement for Trans-Pacific Partnership and agreements like the WTO's Trade Facilitation Agreement. However, putting these accords into practice frequently calls for major institutional changes, which can be difficult for countries with little resources [2]. Furthermore, certain agreements' absence of legally binding labor and environmental requirements raises questions about their long-term viability. The African Continental Free commerce Area, one of the emerging frameworks, shows how regional cooperation can address these problems and promote intraregional commerce.

Trade policies that incorporate technology. Global trade dynamics are changing as a result of digital trade and e-commerce. Traditional barriers to entry are lowered by platforms like Alibaba and Amazon, which give small enterprises in emerging markets access to global clients. Digital gaps in technical literacy and internet access, however, continue to be major challenges. To take full advantage of these prospects, governments must prioritize funding for digital infrastructure and education. Blockchain technology is becoming a game-changing instrument in international trade, going beyond e-commerce. Blockchain can simplify supply chains, lower fraud, and increase business partners' trust by improving transparency and traceability. Blockchain has the ability to completely transform trade logistics, particularly in areas with complicated legal frameworks, as shown by a number of pilot programs like IBM's TradeLens. However, obstacles including high implementation costs and the requirement for international regulatory coordination must be addressed if widespread adoption is to occur [2].

Aspects of sustainability. It is becoming more widely accepted that incorporating sustainability objectives into trade agreements is crucial to guaranteeing long-term economic stability. Trade policies can be better aligned with global environmental goals by implementing measures like carbon pricing, green supply chains, and investments in renewable energy. Furthermore, trade agreements that have enforced environmental norms can guarantee that ecological deterioration won't be sacrificed for economic expansion. To accomplish these

objectives, cooperation between governments, corporations, and international organizations is essential. Addressing the environmental costs of transportation is another crucial component of trade sustainability. Global trade is supported by the shipping sector, which contributes significantly to greenhouse gas emissions. Promising answers are provided by innovations like electric cargo ships, low-carbon fuels, and AI-driven route optimization. To ensure that trade expansion is in line with climate goals, policymakers and stakeholders in the private sector must work together to expedite the use of these technologies.

Dynamics of Regional Trade. Regional trade agreements, or RTAs, are essential in determining the direction of the world economy. Furthermore, trade agreements that have enforced environmental norms can guarantee that ecological deterioration won't be sacrificed for economic expansion. To accomplish these objectives, cooperation between governments, corporations, and international organizations is essential. Addressing the environmental costs of transportation is another crucial component of trade sustainability. Global trade is supported by the shipping sector, which contributes significantly to greenhouse gas emissions. Promising answers are provided by innovations like electric cargo ships, low-carbon fuels, and AI-driven route optimization. To ensure that trade expansion is in line with climate goals, policymakers and stakeholders in the private sector must work together to expedite the use of these technologies [4].

Labor Market Implications. Regional trade agreements, or RTAs, are essential in determining the direction of the world economy. While increased trade can create jobs by expanding industries with a comparative advantage, it can also lead to job losses in sectors that face heightened competition. For instance, the North American Free Trade Agreement (NAFTA) led to substantial job growth in Mexico's manufacturing sector but caused disruptions in U.S. industries such as textiles and agriculture. To lessen these effects, policymakers must create measures like social safety nets, retraining programs for displaced workers, and laws that support the expansion of high-value businesses. Furthermore, in order to guarantee that workers profit from economic globalization without being exploited, labor norms ought to be incorporated into trade agreements [3].

Perspectives of the Analysis. Future research should focus on designing inclusive trade policies that address the unique challenges of emerging markets. It is crucial to include strategies to lessen socioeconomic disparities and encourage fair development. Long-term economic resilience may also be ensured by incorporating sustainability into trade agreements. Furthermore, more research should be done on how technology might help close the gap between developed and developing countries. In particular, blockchain technology, artificial intelligence, and digital trade offer chances to improve accessibility, efficiency, and transparency in international trade networks. The effects of automation on employment must also be taken into account by

policymakers, who must devise plans to prevent job losses. The relationship between trade and gender equality is another intriguing topic for further research. Research has demonstrated that because of prevailing gender disparities in access to resources, education, and job prospects, trade liberalization can disproportionately favor men. More equal results can be achieved by gender-sensitive trade policies, such as those that support women-owned enterprises and combat discriminatory practices. Additionally, studying the function of unofficial trade networks—which are frequently controlled by women in poor nations—can yield important information about how to promote inclusive trading systems.

3. Conclusion

To sum up, the findings underscore the transformative potential of trade liberalization for economic growth, while highlighting the need for nuanced policies that consider the specific contexts of emerging markets. Addressing infrastructure deficits, regulatory challenges, and market volatility is critical for maximizing the benefits of globalization. Furthermore, incorporating sustainability and inclusivity into trade policies is essential for ensuring their long-term effectiveness. As globalization continues to evolve, a balanced approach that prioritizes both economic and social objectives will be key to achieving sustainable development. The adoption of digital tools and innovative technologies further enhances the prospects for inclusive and environmentally conscious trade policies, setting the stage for a more equitable global economy.

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THE ROLE OF BRAZIL IN THE NEW GEOPOLITICAL ENVIRONMENT

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Shcherbyna V. E., Huslenko I. Yu. The role of Brazil in the new geopolitical environment. The article explores Brazil's strategic positioning in the new world order, analyzing its economic potential, regional leadership within South America, and active participation in multilateral organizations such as BRICS, MERCOSUR, and the United Nations. Furthermore, the article examines the challenges Brazil faces, including domestic political instability, environmental issues, and economic inequality, which could impact its ability to exert sustained global influence. By assessing these dynamics, the article provides a comprehensive overview of Brazil's opportunities and constraints in the shifting geopolitical environment, offering insights into its potential trajectory as a key player on the global stage.

Keywords: Brazil, diplomacy, economy, geopolitics, influence, leadership, strategy.

Щербина В. Є., Гусленко І. Ю. Роль Бразилії в новому геополітичному середовищі. У статті досліджується стратегічне позиціонування Бразилії в новому світовому порядку, аналізуючи її економічний потенціал, регіональне лідерство в Південній Америці та активну участь у багатосторонніх організаціях, таких як БРІКС, МЕРКОСУР та Організація Об'єднаних Націй. Крім того, у статті розглядаються виклики, з якими стикається Бразилія, зокрема внутрішня політична нестабільність, екологічні проблеми та економічна нерівність, що можуть вплинути на її здатність здійснювати стійкий глобальний вплив. Оцінюючи ці процеси у статті надано всебічний огляд можливостей і обмежень Бразилії в умовах змінного геополітичного середовища, пропонується уявлення про її потенційну траєкторію як ключового актора на світовій арені.

Ключові слова: Бразилія, дипломатія, економіка, вплив, геополітика, лідерство, стратегія.

1. Introduction

The role of Brazil in the new geopolitical environment is a topic of growing relevance due to the country's increasing influence on global affairs and its position as a key player in both regional and international arenas. Being the leading economic powerhouse of South America, and with its membership in influential multilateral organizations such as BRICS and the United Nations, Brazil holds significant sway in shaping economic, political, and environmental policies worldwide. Its vast natural resources, including the Amazon rainforest, make it central to global efforts to combat climate change and ensure sustainable development. Additionally, Brazil's active participation in South-South cooperation and its strategic partnerships with both emerging and developed economies highlight its role in bridging global power dynamics. In a rapidly evolving world marked by multipolarity and shifting alliances, understanding Brazil's position, ambitions, and contributions is crucial to comprehending the broader geopolitical landscape. This topic is particularly pertinent as Brazil navigates challenges such as balancing domestic priorities with international responsibilities, fostering regional integration, and leveraging its soft power to assert its global influence.

The object of the study is Brazil's role and position in the evolving global geopolitical environment, including its political, economic, and environmental influence on regional and international dynamics. **The subject** of the study is the specific factors, strategies, and policies that shape Brazil's geopolitical influence, including its participation in multilateral organizations, its regional leadership, and its economic and diplomatic initiatives.

The aim of the research is to analyze the role of Brazil in the evolving geopolitical environment and assess its impact on regional and global political, economic, and environmental dynamics.

The following *tasks* are set to achieve the purpose:

1. to examine Brazil's strategic participation in international organizations;
2. to analyze Brazil's role in fostering regional integration within South America;
3. to identify the domestic and international factors influencing Brazil's geopolitical strategies and assess its potential as a regional leader and global influencer.

2. Brazil's position in the emerging global geopolitical landscape

2.1. Brazil's strategic participation in international organizations

Brazil's strategic participation in international organizations demonstrates its unwavering support for collaborative global efforts, global governance, and the promotion of its national interests on the international stage. As the largest country in South America, both in terms of population and economic output, Brazil has sought to leverage its regional leadership to influence global decision-making processes. Brazil is an active member of several key international organizations, including the United Nations (UN), the World Trade Organization (WTO), BRICS (a bloc consisting of Brazil, Russia, India, China, and South Africa), and regional bodies such as MERCOSUR and the Organization of American States (OAS). Each of these memberships reflects Brazil's strategic priorities and objectives [7, pp. 153–154].

For instance, Brazil's participation in the UN highlights its emphasis on peacekeeping and sustainable development. The country has been a significant contributor to UN peacekeeping missions, such as its leadership role in Haiti through the United Nations Stabilization Mission in Haiti (MINUSTAH). This involvement has bolstered Brazil's international reputation as a promoter of peace and security. Brazil has also advocated for reforming the UN Security Council to include permanent seats for emerging economies, emphasizing its aspiration for a more equitable global order [8, pp. 36–37].

In the WTO, Brazil has played a pivotal role in advocating for fair trade practices and addressing issues affecting developing countries, such as agricultural subsidies in developed nations. As one of the world's largest exporters of agricultural products, Brazil has consistently pushed for policies that promote market access and reduce trade barriers, reflecting its economic priorities [7, pp. 155–156].

Through its membership in BRICS, Brazil seeks to enhance South-South cooperation and counterbalance the dominance of Western powers in global economic governance. The founding of the New Development Bank (NDB) by BRICS members is a testament to this goal, providing an alternative source of capital for infrastructure and eco-friendly development projects in developing countries. Regionally, Brazil's leadership in MERCOSUR underscores its commitment to regional

integration and economic collaboration in South America. By fostering free trade agreements and promoting political coordination, Brazil has aimed to establish itself as a central unifying power in the region, advancing economic growth and stability. Overall, Brazil's strategic participation in international organizations reflects a balanced approach that combines advancing its national interests, promoting regional stability, and contributing to global governance [2, pp. 55–56].

2.2. Brazil's role in fostering regional integration within South America

Brazil holds a central role in fostering regional integration within South America, leveraging its economic strength, geographic position, and diplomatic initiatives to unite the continent. Being the most expansive and populous nation in South America, Brazil wields significant influence in shaping the political, economic, and social dynamics of the region. A key example of its leadership in regional integration is its involvement in the formation and strengthening of organizations such as MERCOSUR (Southern Common Market). Established in 1991, MERCOSUR includes Brazil, Argentina, Paraguay, and Uruguay as the founders, with the goal of promoting economic cooperation, eliminating trade barriers, and creating a common market. Brazil has consistently championed the alliance as a means to enhance economic interdependence among member states, fostering stability and growth across the region [4, pp. 21–22].

In addition to MERCOSUR, Brazil has been instrumental in the establishment and advancement of broader regional initiatives such as the Union of South American Nations (UNASUR) and the Community of Latin American and Caribbean States (CELAC). These organizations aim to address shared challenges, from infrastructure development to energy integration and environmental sustainability. Brazil's leadership has been evident in its efforts to mediate conflicts and promote dialogue, such as during the political crises in Venezuela, where Brazil has sought peaceful solutions through regional mechanisms [4, pp. 23–24].

Furthermore, Brazil's investment in cross-border infrastructure projects, such as the Initiative for the Integration of the Regional Infrastructure of South America (IIRSA), underscores its commitment to connecting South America physically and economically [1, pp. 142–143]. By improving transportation networks and energy grids, these projects facilitate trade and mobility, reducing economic disparities and fostering greater cohesion among nations. However, challenges persist in Brazil's quest for regional integration, including economic disparities among countries, political instability, and competing national interests [6, pp. 86–87].

2.3. The domestic and international factors influencing Brazil's geopolitical strategies

Brazil's geopolitical strategies are influenced by a complex interplay of domestic and international factors, which collectively influence its foreign policy, economic initiatives, and regional leadership aspirations. Domestically, Brazil's vast natural resources, including its substantial oil

reserves, agricultural capacity, and biodiversity, underpin its strategy to position itself as a global supplier of food, energy, and raw materials. This resource abundance drives Brazil's economic agenda and influences its engagement with trading partners and multilateral organizations, such as the World Trade Organization (WTO). However, domestic challenges, including income inequality, political instability, and infrastructure deficits, sometimes constrain Brazil's ability to fully leverage its potential on the global stage [3, pp. 65–66].

On the international front, Brazil's role as a regional leader in South America and a member of the BRICS group (Brazil, Russia, India, China, and South Africa) exemplifies its ambition to balance relations between developed and emerging economies. Through BRICS, Brazil seeks to contest the supremacy of Western-centric institutions and changes in global governance frameworks, such as the United Nations Security Council [9]. Its geographic position and cultural ties also have a major influence; as the predominant country in South America in terms of size and population, Brazil wields considerable influence in regional organizations like MERCOSUR and the Union of South American Nations (UNASUR). These platforms allow Brazil to promote economic integration and regional stability while countering external influences from global powers like the United States and China [5, pp. 142–143].

Overall, Brazil's geopolitical strategies reflect a balancing act between leveraging its domestic strengths and navigating the complexities of international diplomacy. For instance, Brazil's active participation in global trade negotiations and leadership in climate change initiatives highlight its desire to assert itself as a responsible and influential global actor while addressing the constraints posed by domestic and regional challenges.

3. Conclusions

In conclusion, in the evolving geopolitical landscape, Brazil stands as a pivotal actor with the potential to influence global affairs significantly. Its abundant natural resources, large domestic market, and strategic geographic position grant it both economic and geopolitical leverage. As a member of BRICS and a key player in regional organizations like MERCOSUR and CELAC, Brazil has a unique opportunity to act as a bridge between developing and developed nations, advocating for more inclusive and multipolar global governance.

By fostering strategic partnerships, strengthening regional integration, and leveraging its soft power, Brazil can assert itself as a leading voice in shaping a balanced and equitable world order. However, achieving this potential will require consistent policies, robust international engagement, and the ability to balance its aspirations with the realities of a complex and dynamic global arena. In summary, Brazil's role in the new geopolitical environment is both promising and

challenging, requiring a careful blend of ambition, pragmatism, and responsibility to secure its place as a global leader in the 21st century.

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ANALYSIS OF THE CURRENT STATE AND TRENDS OF GLOBAL COMMODITY MARKETS

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Shevchenko E. S., Ilchenko V. V. Analysis of the current state and trends of global commodity markets. The article examines the main characteristics and dynamics of modern global commodity markets, in particular, energy, agricultural and metals markets. The impact of globalisation, political and economic changes, as well as climate challenges on their functioning is analysed. The main challenges, such as dependence on fossil fuels, climate risks for agriculture and growing demand for metals for new technologies, are considered. Market prospects are identified, including investments in renewable energy sources, innovative production methods and efficient use of natural resources.

Keywords: agriculture, energy, globalisation, metals, natural resources, climate challenges.

Шевченко Є. С., Ільченко В. В. Аналіз сучасного стану та тенденцій розвитку світових товарних ринків. У статті досліджено основні характеристики та динаміку сучасних світових товарних ринків, зокрема енергетичних, сільськогосподарських та ринків металів. Проаналізовано вплив глобалізації, політичних і економічних змін, а також кліматичних викликів на їх функціонування. Розглянуто головні виклики, такі як залежність від викопного палива, кліматичні ризики для сільського господарства та зростаючий попит на метали для нових технологій. Визначено перспективи ринків, які включають інвестиції в поновлювані джерела енергії, інноваційні методи виробництва та ефективне використання природних ресурсів.

Ключові слова: енергетичні ринки, кліматичні виклики, метали, політичні зміни, природні ресурси, сільськогосподарські ринки.

1. Introduction

Global commodity markets are vital to the global economy, influencing countries' welfare and trade stability. Their development is shaped by factors like economic crises, political decisions, trade wars, and technological progress. Analyzing these markets helps identify trends, predict scenarios, and make strategic decisions, thus making their study essential amid current economic challenges in international trade.

The relevance of the study of the current state and trends of global commodity markets is due to their key impact on the global economy and the consequences of geopolitical decisions. The dynamics of prices, supply and demand in these markets largely determine the economic stability of countries and companies, as well as the position of competitors in global markets. Understanding current trends and factors affecting global commodity markets is essential for making effective management and strategic decisions, understanding prospects and being able to predict the external economic transformation of actors in international economic affairs.

The object of the study is the world commodity markets as a component of the global economy. *The subject* of the study is the current state and main trends in the development of global commodity markets.

The aim is to study the conditions and trends in global commodity markets. The following *tasks* are set to achieve the purpose:

1. to analyse the nature and characteristics of global commodity markets, the current state and trends of global markets;
2. to consider the dynamics and structure of modern world commodity markets;
3. to study the challenges and prospects for the development of the world's leading commodity markets.

2. The current state and trends of global commodity markets

2.1. The essence and features of world commodity markets

The world commodity market is a system of international economic relations facilitating the exchange of goods globally. It integrates national markets into a unified space where trade occurs, prices are determined, and global competition develops. Covering raw materials, semi-finished and finished products, services, e-commerce, and future contracts, this market enables countries to access resources and technologies, fostering competition and efficient resource allocation [7].

Global commodity markets embody globalization and economic integration, uniting national economies into a global mechanism that facilitates effective interaction among companies and countries while ensuring stable supply chains. These markets establish global price benchmarks that often influence local pricing. Key features include international competition, political influences, global risks, and volatility driven by supply and demand dynamics, geopolitical shifts, regulatory constraints, and natural factors [5; 7].

Global commodity markets are a vital part of the global economy, shaping international trade and impacting countries' development. Their dynamics are driven by economic, political, and technological changes. Amid current economic conditions, these markets mirror trends in globalization, geopolitical conflicts, and environmental challenges.

Major global commodity markets can be divided into three categories:

1. energy markets (oil, gas, coal);
2. commodity and agricultural markets (metals, grains, food);
3. industrial and technological goods (machinery, equipment, technologies) [7].

2.2. Dynamics and structure of modern global commodity markets

Energy continues to be the backbone of the global economy, meeting the energy needs of countries and influencing all other markets. Oil remains the main energy carrier, although the role of natural gas and renewable energy sources is growing. Despite fluctuations in recent years, global oil trade remains an extremely important segment of the global energy market. The main oil-producing regions of the world are the Middle East, North America, the former Soviet republics, Africa, and Latin America [4].

In 2019, global oil trade reached its historic peak, reaching 62 million barrels per day. However, the following year, 2020, saw a sharp decline to 50 million barrels per day, which was caused by the negative impact of the COVID-19 pandemic on the global economy. The latest data for 2023 indicate a further increase to 60 million barrels per day [4].

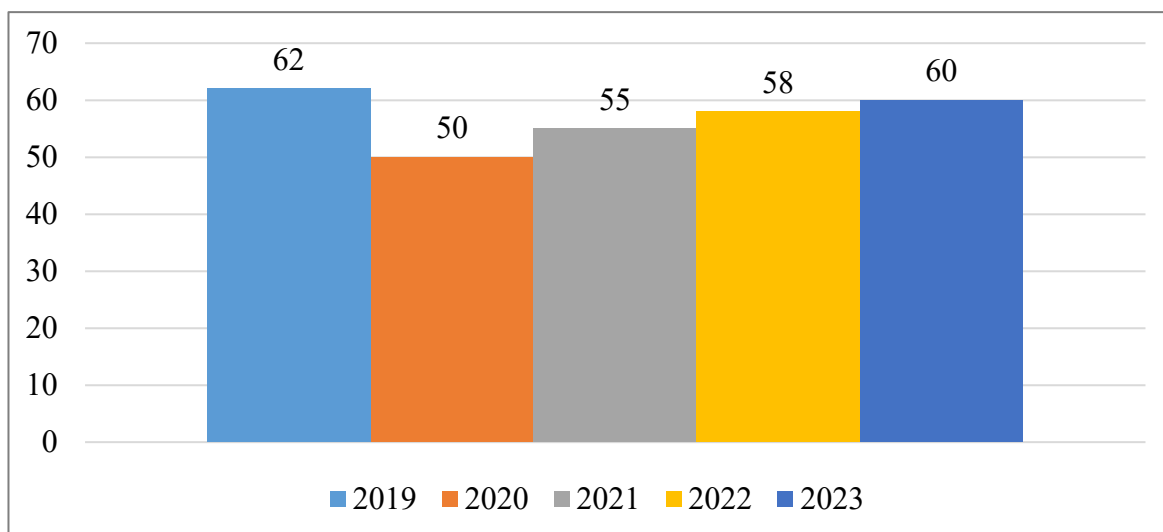


Fig. 1. Dynamics of world oil trade volumes in 2019-2023, million b/d

Source: Composed by the authors, using materials from [4; 1]

In addition to energy resources, metals like steel, copper, and aluminium are crucial to various industries. Steel exports slightly declined in 2023 due to economic changes and climate measures. The largest steel exporters are China, the European Union, and India [8].

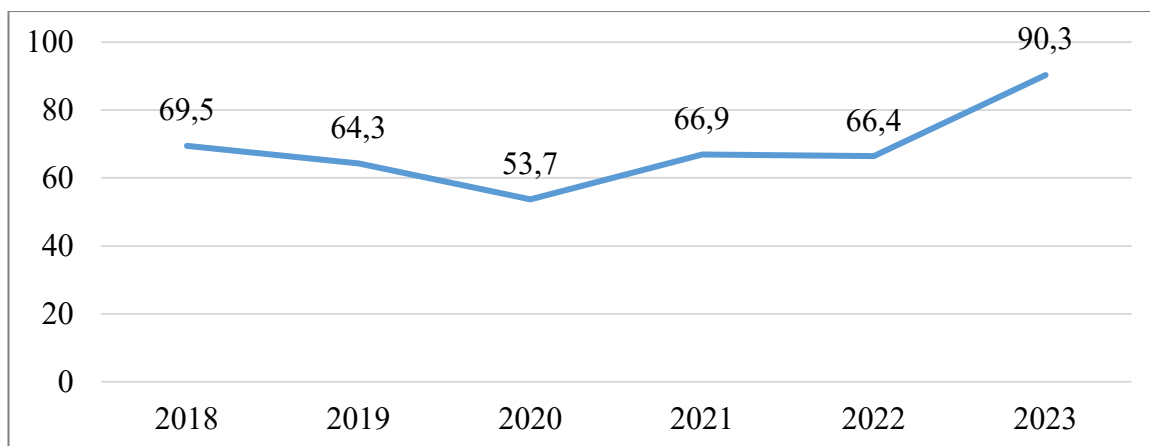


Fig. 2. Dynamics of steel exports from China in 2018-2023, million tonnes

Source: Composed by the authors, using materials from [9]

Between 2018 and 2023, China's steel exports experienced notable fluctuations influenced by domestic demand, production, and global market dynamics. Exports declined in 2018 due to rising domestic demand and stricter environmental regulations. In subsequent years, domestic focus intensified as anti-dumping measures in the US and the European Union further restricted

exports. However, in 2023, exports surged to 90.26 million tonnes, a seven-year high, driven by low domestic demand, overproduction, and competitive international pricing boosted by RMB depreciation [9].

Agricultural markets, particularly grain markets, are heavily influenced by geopolitical and climate instability, causing fluctuations in trade and prices. In 2023, global grain trade exceeded 450 million tonnes, with supply-demand constraints pushing wheat prices up by 20%.

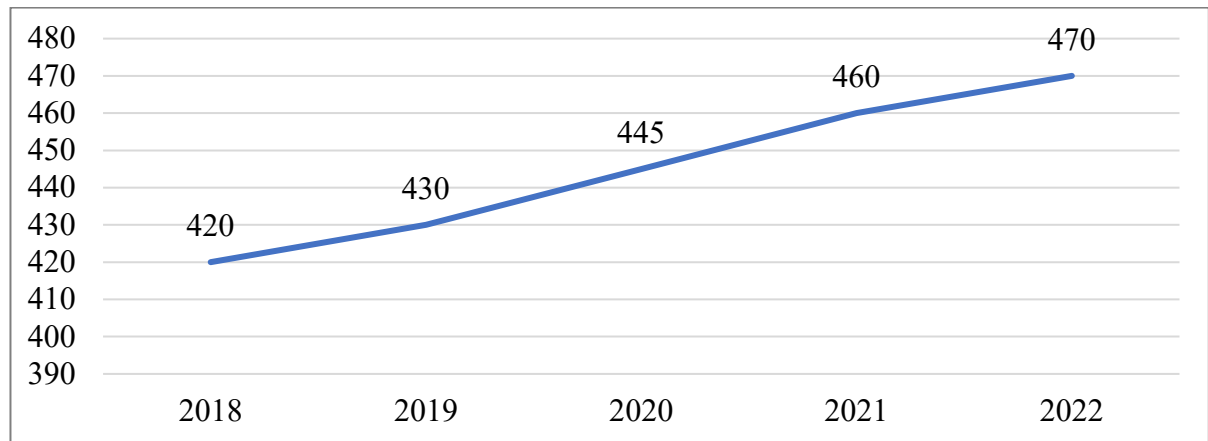


Fig. 3. Dynamics of world trade in cereals, million tonnes

Source: Composed by the authors, using materials from [2]

Wars and trade restrictions significantly impact global food security by disrupting supply chains and reducing the availability of staple foods. Armed conflicts and sanctions against key suppliers drive up food prices, disproportionately affecting import-dependent countries. This creates critical reliance on international trade and exposes vulnerable nations to volatile food price fluctuations [2; 6].

2.3. Challenges and prospects for the development of the world's leading commodity markets

Global commodity markets, such as oil, natural gas, agricultural commodities and metals, face numerous challenges that determine their development prospects.

The energy market, encompassing oil, gas, and coal, faces significant challenges affecting its stability and future prospects. Dependence on fossil fuels remains a critical issue, as high demand persists despite growing investments in renewables, heightening risks of environmental disasters and greenhouse gas emissions. Geopolitical instability further exacerbates market volatility, with conflicts, sanctions, and wars causing sharp price fluctuations. This volatility, amplified by global events like pandemics and wars, disrupts economic plans and budgets, particularly for energy-import-dependent nations [5; 8].

The agricultural market faces challenges such as climate change, population growth, and economic instability. Climate change leads to more frequent droughts, floods, and unpredictable weather, adversely affecting food production. Population growth intensifies the need for increased food supply. However, the market holds potential through sustainable production methods, genetically modified crops designed for harsh conditions, and innovations like vertical farming that can help address these challenges [5; 6].

The metals and minerals market faces challenges such as dependence on limited natural resources, rising mining costs, and the environmental impact of mining. The demand for metals like lithium and cobalt is growing rapidly, driven by the expansion of the electric vehicle and battery industries. This demand surge results in higher prices and increased competition among countries with these valuable reserves [2; 5].

In the extractive industry, major emission sources include coal mining, low-quality ore processing, and refining. Coal mining and methane emissions account for 30-50%, while low-quality ore beneficiation adds 15-20%. Processing metals like nickel and lithium for electric vehicles contributes 10-15% of emissions [5; 8].

Market development prospects include the search for new sources of raw materials, metal recycling, and innovative mining approaches that will help reduce environmental impact and increase resource efficiency [8; 9].

3. Conclusion

Global commodity markets are the backbone of the global economy, linking national markets for goods exchange. They set global prices, standardize quality, allocate resources, and foster competition. Characterized by global scale, political and economic factors, and cyclicity, these markets reflect challenges like integration, resource dependence, technological progress, and regulatory shifts. Key issues include reliance on fossil fuels, climate risks in agriculture, and rising demand for metals. Addressing these requires investment in renewables, agricultural innovation, and efficient resource use.

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CHINA'S STRATEGY OF INTERNATIONAL COOPERATION IN CYBERSPACE

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Shevchenko O. A., Ilchenko V. V. China's Strategy of International Cooperation in Cyberspace. The article analyzes the strategy of China's international cooperation in cyberspace, the main political and legal framework, and initiatives aimed at developing the Digital Silk Road cooperation. The main conclusions demonstrate China's role as a player in shaping the international architecture of cyberspace and emphasize the importance of its approach to ensuring the development of the digital economy.

Keywords: initiatives, cyberspace, China, international, cooperation, strategy.

Шевченко О. А., Ільченко В. В. Стратегія міжнародного співробітництва Китаю в кіберпросторі. У статті проаналізовано стратегію міжнародного співробітництва Китаю в кіберпросторі, основні політико-правові засади та ініціативи, спрямовані на розвиток співробітництва в рамках «Цифрового Шовкового шляху». Основні висновки демонструють роль Китаю як гравця у формуванні міжнародної архітектури кіберпростору та підкреслюють важливість його підходу до забезпечення розвитку цифрової економіки.

Ключові слова: ініціативи, кіберпростір, Китай, міжнародний, співробітництво, стратегія.

1. Introduction

The modern digitalization of the world society leads to an increase in the importance of cyberspace as a new global arena of interaction between countries. Cyberspace is becoming not only a means for information exchange and technology development, but also a potential area of conflict that requires the development of international rules and standards. China's strategy of international cooperation in cyberspace is a key element of the state's global policy, reflecting its growing influence on the development of digital infrastructure, cybersecurity regulation and the formation of the digital economy.

The relevance of the study is stipulated by the need to examine China's approaches to establishing international norms in cyberspace and its impact on global cooperation. In the context of increasing cyber threats and competition on the world stage, China is initiating new strategies and agreements aimed at ensuring stability and building trust in the digital environment.

The research material is based on official documents of the Ministry of Foreign Affairs of China, presented on official resources, analytical materials, and scientific publications. **The object** of the study is China's strategy in the field of international cooperation in cyberspace.

The subject of the study is key approaches and mechanisms of China in the implementation of international cooperation in the field of cybersecurity.

The aim of the study is to analyze China's strategy for international cooperation in cyberspace and identify its key aspects, advantages and challenges.

The following **tasks** are set to achieve the purpose:

1. to analyze key initiatives such as the Digital Silk Road and their impact on international cooperation;

2. to assess China's role in shaping international norms and standards in the field of cybersecurity;
3. to identify the challenges and risks associated with the implementation of China's strategy in this area.

2. China's strategy for international cooperation in cyberspace

2.1. Political and legal framework of China's strategy in cyberspace

China is actively promoting the idea that each state has the right to independently manage its cyberspace, establishing its own rules and regulations to ensure security and stability. This principle is often mentioned in the context of the Beijing Declaration (2015), adopted as part of China's Global Cybersecurity Initiative. The principle of sovereign equality, enshrined in the UN Charter, is the foundation of international relations and should be extended to cyberspace. Countries must respect each other's right to independently choose the ways of developing Internet networks, models of governance and public policy in cyberspace, as well as to participate equally in international cyberspace governance.

Sovereignty in cyberspace reflects the rights of states to manage networks and protect their information systems and resources from external threats. Each government has the right to establish its own Internet laws and policies without external interference. At the same time, despite the right to exercise control, states are obliged to refrain from interfering in the affairs of other countries and prevent threats to the security of other states in the field of information and communication technologies.

The second principle that China adheres to is that cyberspace should be managed with multilateral participation. All states, regardless of their size, political and economic power, should have equal rights to participate in shaping the international order and setting rules in cyberspace through international cybersecurity governance mechanisms and platforms.

It is important to leverage the roles of governments, international organizations, Internet companies, technical communities, non-governmental organizations, citizens and other stakeholders to create a comprehensive and multi-level governance platform. The United Nations should make full use of its coordinating role to harmonize the positions of the parties and build international consensus. The international community is obliged to jointly manage and equitably distribute the main resources of the Internet, creating a multiparty, democratic and transparent global Internet governance system based on the principles of resource sharing, shared responsibility, and collective governance.

The third principle implies a common benefit for the international community: to continue supporting open cooperation in cyberspace, deepen the understanding and application of the

principle of openness, increase accessibility and create additional platforms for interaction and cooperation. The main goal is to create an inclusive, people-centered and development-oriented information society, as defined at the United Nations World Summit on the Information Society.

Countries should actively stimulate bilateral, regional, and international cooperation in the development of digital technologies, as well as strengthen financial and technical support for developing countries to increase their networking potential. This will help bridge the digital divide and provide developing countries with access to digital transformation opportunities [3].

2.2. China's Digital Silk Road Initiative and its impact on international cooperation

The Digital Silk Road Initiative is part of the One Belt, One Road strategy and is aimed at developing digital infrastructure, promoting e-commerce, and strengthening cooperation in the digital economy. This initiative was first proposed by Chinese President Xi Jinping at the One Belt, One Road Forum for International Cooperation in 2017 and was further developed under the 14th Five-Year Plan.

First of all, China is actively developing digital infrastructure as part of the initiative. The “World” project, led by the 15,000-kilometer-long China-Asia-Europe intercontinental submarine communication cable, represented by China Mobile, has built the world's largest 5G and gigabit broadband network, opening nearly 1.9 million 5G base stations covering the countries participating in the joint construction of “The Belt and Road.” These steps have facilitated access to modern digital technologies for more than 3.3 billion people in the participating countries. An important element was China's Beidou satellite navigation system, which covers more than 100 countries and supports the development of smart cities, transportation, and agriculture.

In addition, e-commerce plays a significant role in the initiative. Chinese companies, such as Alibaba, Pinduoduo, Jinyin, Jingdon, have created platforms that have enabled cross-border trade and opened up new opportunities for small and medium-sized businesses.

The initiative also includes institutional aspects. By the end of 2022, China had signed Memoranda of Understanding on e-commerce cooperation with 30 countries, as well as Memoranda of Understanding on strengthening investment cooperation in the digital economy with 18 countries and regions. The signing of these cooperation documents provided institutional guarantees for the development of the digital economy, investment in the digital economy, and cooperation in the field of e-commerce.

The Digital Silk Road is not only a tool for economic development, but also a platform for technological integration, which helps to reduce the digital divide and create a sustainable digital ecosystem. China's contribution to this initiative highlights its commitment to building an inclusive and mutually beneficial digital space, supporting global digital transformation efforts [1].

2.3. The Great Firewall of China

The People's Republic of China is the country with the largest number of Internet users in the world. But this is not what makes the Chinese Internet interesting. The country's government has created a true sovereign network that has no analogues in the world, and it is unlikely that they will appear. It has been evolving in parallel with the Internet since the late 1990s. Today, Chinese people hardly ever use foreign services; instead, they have domestic platforms and applications for work and life. The reason for self-sufficiency lies not so much in the patriotism of the Chinese as in large-scale censorship and multi-level control over services and user traffic. The control system easily blocks any forbidden content, which is why it was nicknamed the Great Firewall of China.

The most high-profile events were: blocking Wikipedia in all languages in 2019; the introduction in 2020 of a law prohibiting Chinese citizens from speaking negatively about their country on the Internet; in 2020, amid protests, China put forward a law providing for the creation of a National Security Committee in Hong Kong, which is subordinate to the Chinese authorities, and the introduction of a life sentence for those whose actions are aimed at undermining the government. A forum in Wuzhen in September 2021 was devoted to these and other issues of "lies" on the Internet [2].

According to the China Digital Times, an online project created at the University of California, over the past seven years, the Great Firewall of China, which is constantly updated, has blacklisted approximately 3.5 thousand words, abbreviations and expressions [4].

In August 2018, The New York Times reported that Google plans to launch a search engine in China that will meet the country's censorship requirements. The search engine, called Dragonfly, will be able to filter out blocked sites and queries related to human rights, democracy, religion, or peaceful protests, according to the newspaper. Dragonfly was supposed to link Chinese users' search queries to their personal phone numbers, which would make it easier to track individual users' requests. If such sites are automatically sorted, it will not only be an interference with search freedom, but also a full compliance with the strict requirements of Chinese censorship.

Google has abandoned the idea of a Chinese search engine due to data leaks and internal conflicts within the company. The search engine was forced to shut down the data analysis system it was using to develop a censored search engine for the Chinese government when members of the privacy team filed internal complaints. At the same time, there is internal resistance to this project within the company, as The New York Times also reported [5, pp. 105–106].

The Great Firewall is a unique system of Internet censorship and control that ensures the complete isolation of the Chinese Internet space from the outside world. Due to the multi-level blocking system, Chinese users almost entirely use only domestic platforms. Attempts by

companies such as Google to adapt their services to China's strict censorship rules, such as the Dragonfly project, have failed due to information leaks, internal resistance, and criticism. This case highlights the difficulties of integrating global tech companies into a localized, government-controlled system.

3. Conclusions

China's cyberspace policy is an example of a complex and contradictory approach. On the one hand, the country demonstrates a desire to create a secure and shared global cyberspace by actively investing in international projects and proposing initiatives for global cooperation. Promoting the construction of the digital Belt and Road not only "facilitates communication" between the countries involved in the construction, but also effectively addresses social problems such as the digital divide and digital poverty by providing "digital opportunities" for the development of the countries involved in the construction. In Africa, the China-Africa Cooperation Program has provided "digital opportunities", under which satellite digital television signal has reached 9,512 villages, providing tens of millions of people in Africa with a window to the outside world.

On the other hand, China's domestic policy is aimed at strengthening the government's power and control over public opinion. In particular, strict censorship and control over information creates a contrast with the declared goals of international cooperation strategies. This duality emphasizes the importance of transparency and balance between national interests and international obligations in shaping cyber policy.

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ARTIFICIAL INTELLIGENCE: THE FOCAL POINT OF GLOBAL POWER DYNAMICS AND UKRAINE'S STRATEGIC POSITION

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Shevel E. T., Litovchenko Y. M. Artificial Intelligence: the focal point of global power dynamics and Ukraine's strategic position. The article highlights the role of artificial intelligence in the 21st century through the prism of the rapidly changing world and polarisation of great powers. It is emphasized that the formation of the up to date information society, which is characterized by the processes of urbanization, digitalization and mobility of the labor market, in view of the change in the paradigm of innovative development, in particular, the introduction of artificial intelligence. The article outlines the phenomenon of the "Internet of Things" by giving the most popular online platforms in China vs United States, which clearly define their confrontation on the economical level. Attention is also drawn to the geopolitical place of Ukraine in terms of implementation of key AI technologies into the business.

Keywords: artificial intelligence, China, confrontation, digitalization, information society, Internet of Things, Ukraine.

Шевель Е. Т., Літовченко Я. М. Штучний інтелект: центр глобальної динаміки сили та стратегічна позиція України. У статті висвітлено роль штучного інтелекту у 21 столітті крізь призму швидкоплинних змін у світі та поляризації великих держав. Підкреслюється, що становлення сучасного інформаційного суспільства, що характеризується процесами урбанізації, діджиталізації та мобільністю ринку праці, відбувається з огляду на зміну парадигми інноваційного розвитку, зокрема, впровадження штучного інтелекту. У статті окреслено феномен «Інтернету речей» на прикладі найпопулярніших онлайн-платформ у Китаї та США, що дозволяє чітко визначити їхнє протистояння на економічному рівні. Звертається увага на геополітичне місце України у контексті імплементації ключових технологій штучного інтелекту в бізнес.

Ключові слова: діджиталізація, Інтернет Речей, інформаційне суспільство, Китай, конфронтація, Україна, штучний інтелект.

1. Introduction

With the developing mechanism, artificial intelligence has all rights to become a new bounding structure in the main areas, including political and economic, of some major countries and blocks such as the European Union, USA, China and so on. While at some point the usage and set up of the AI technology may vary depending on the country, the primarily analyses emphasize the active role of AI in creating connections between different elements of international relations (security and defence networks, research collaboration or infrastructure coordination, trade connections).

At the same time, the latest trends are common to shape the concepts of international order through the prism of globalisation and digitalisation, which are the key elements for further implementation of technologies based on artificial intelligence. The topic of study inevitably refers to the high *relevance* of these processes, particularly evident in the rapid advancement of major global corporations and their integration with the Internet of Things (IoT).

The object of the research is artificial intelligence, while *the subject* is the power relationships and dynamics between nations within this AI-driven global system and Ukraine's strategic position.

The aim of the study is to investigate the role of artificial intelligence in contemporary global power dynamics and to determine the place of Ukraine within this evolving international framework.

The following **tasks** are set to achieve the purpose:

1. to identify the essence of technologies based on artificial intelligence and go through possible scenario for 2025;
2. to evaluate the dynamics between major player in the AI landscape;
3. to reveal Ukraine's digital capabilities and components of AI strategy.

2. The role of artificial intelligence as a new factor of modern society

2.1. Characteristics of AI technologies: the outlook for 2025

At the current stages of our information society “a bit of information” has a significant weight. The breakthrough in AI is literally associated with the growth of information, which is the basis of AI learning.

When we talk about artificial intelligence, it is essential to differentiate its various building blocks. Huge databases, self-service platforms, cookie tracking, online presence or so-called net existence, and the ability to store large amounts of information – all of the digital footprint of the modern world has become a learning tool for AI systems.

Particularly noteworthy are three factors that define AI as a significant accelerator of digital transformation [1]:

1. constant development of new algorithms for using data;
2. rapid growth in computing power and price reduction, which makes it possible to process large data sets by an increasing number of users;
3. digitalisation, leading to the creation of very large data sets.

All these factors are backed by large business investments that have advanced AI from a purely research and academic interest to a business one.

It is substantial to bring up that artificial intelligence has been positioned as a key priority in its digital development strategy of The Ministry of Digital Transformation of Ukraine. Regarding this the Concept for the Development of Artificial Intelligence in Ukraine provides us with the definition where artificial intelligence is mainly described as an organized set of information technologies that can be used to perform complex tasks by using a system of scientific research methods and algorithms for processing information received or independently created during work [5].

Taking previously said into account it is obvious that with a rapidly growing quantity of generative tools, artificial intelligence will be important in a variety of areas, from education and energy fields to marketing and product design.

Moreover, one of the crucial features of AI technologies is analyzing huge amounts of data including news, social media, economic indicators, and other sources. This allows for precise forecasts of the international conflicts dynamics, economic trends, and the impact of political decisions. AI can be used to model political scenarios and their outcomes on the global stage. This permits leaders and experts to analyze possible consequences and choose the best strategies.

As for the key megatrends for 2025 it is necessary to mention following one [6]:

1. Dominance of artificial intelligence agents which can be classified as autonomous digital assistants capable of performing complex tasks without user intervention. Such big companies as Microsoft, Nvidia, and Google are actively integrating AI agents into their products and services;
2. Multimodal AI will combine text, images, audio, and video, which in particular would affect medical diagnostics and virtual assistants.
3. The launch of an unmanned robot taxi in California and Texas in 2025. Musk believes that autonomous driving will become the new standard, but the company faces challenges due to the lack of a detailed business plan and high security requirements.

2.2. The set of approaches regarding technologies based on AI systems in the geopolitical framework

In line with any technological breakthrough, artificial intelligence (AI) will have major implications on the international stage. It is already a tool of power, especially between the United States and China. Beijing is investing heavily in robotics and deep learning, while California's big digital giants are building the future of AI. The development of military applications is fuelling an "arms race" that is helping to renew the art of war. The misuse of artificial intelligence for targeted propaganda is already a fact of international political life, especially in the West [7].

Experts say there is a risk of escalation in the geopolitical tensions between the US and China under Donald Trump's presidency. During his first presidential term, Trump took a number of aggressive policy measures against China, including the decision to add Huawei to a trade blacklist that bans the company from doing business with US technology suppliers. He also attempted to ban TikTok, owned by China's ByteDance, from the US, although Trump has since softened his stance on TikTok [2].

In addition, as a part of the image policy China is also distributing surveillance, monitoring and censorship technologies to authorities around the world as part of technologically advanced smart city programmes, especially in Asia, Africa and Latin America, the report says. "Safe" and "smart" urban technologies represent a challenging new frontier for China's power projection, a sign that Beijing will use its influence not only to defend itself against external pressure but also to actively export its political values to other parts of the world.

In the context of technological development and digitalisation, Chinese tech companies such as Huawei and Alibaba are now global leaders in their respective industries. China is also actively developing cybersecurity programmes and the Internet of Things, which gives it significant strategic potential. Using these achievements, China is strengthening its influence in regions such as Africa, where it is creating and providing infrastructure for digital transformation [4].

On the other hand, we can also state that artificial intelligence plays the role of the cohesive factor in modern relations between two opposing countries (USA and China), especially when it comes to business cooperation and addressing cyber threats.

According to an analysis by the Financial Times, the leading US tech brand's partnership with China is a fundamental component of Apple's success and China's growth as a technology hub.

At the World AI Security Summit in the UK it was reported that the United States, China, and 26 other countries agreed to collaborate to protect AI from causing "catastrophic harm". Despite the complex relations that exist between the Chinese side and Western countries in the contest of trade, security and human rights, this remarkable achievement demonstrated the willingness of the world's largest powers to coexist and cooperate in regulating new technologies [2].

2.3. Ukraine as an upcoming trend in the AI-driven digital transformation

The strategy for the development of artificial intelligence in Ukraine stipulates the possibility of using various models and approaches that will help create breakthrough technologies in the field of AI, including quantum and neural computers, machine learning systems.

It is notable that Ukrainian companies are quite compatible, especially on the European market, when it comes to artificial intelligence, cryptocurrencies and blockchain technology [3].

Basically, WhiteBIT, one of the largest cryptocurrency stock exchanges originally from Ukraine, actively uses and integrates AI into all areas of its operations.

Ukraine ranks 2nd in the number of AI companies among Central and Eastern European countries. In general, we have more than 240 companies working with AI-driven technologies. Ukraine is home to such world-renowned AI startups as Grammarly, Preply, and People AI [3].

On the governmental level, Ukraine is successfully implementing the key areas of national policy in the field of AI, where the variety of aspects taking into consideration, like [1]:

1. Education and human capital
2. Science and innovation
3. Economy and business
4. Cybersecurity
5. Defence and security
6. Public administration
7. Legal regulation and ethics
8. Justice

3. Conclusions

Ultimately, it is certain that the power balance remains vulnerable in the face of the new waves of artificial intelligence development and each stage will make it clear for the international community that only joint actions is a key to prevent future risks. Despite the further threats, artificial intelligence deepens its roots in the main areas of our political and even ordinary life, connecting it all together.

The elaboration of an international regulatory framework on the principles of AI technology application is a significant element of the entire international system. Thus, creating a proper environment for nations to navigate between preserving their technological sovereignty and fostering the global collaboration necessary for responsible AI development.

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INTERNATIONAL TOURISM: CONCEPT, CURRENT STATE AND DEVELOPMENT PROSPECTS

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Shmulich Ye. O., Makarska Ye. H. International tourism: concept, current state and development prospects. The article reveals the concepts, main types and functions of international tourism, and also determines its economic significance in the world economy. The number of tourists in the world is indicated, as well as the most popular tourist regions and countries. The article examines the impact of COVID-19 on the tourism sector, which is extremely important nowadays. The article also notes the factors of tourism problems, among which controlled and uncontrollable factors are determined. The main prospects for the development of international tourism are also indicated, which demonstrate forecasts for the coming years.

Keywords: COVID-19, development, economic significance, factor, forecasts, international tourism, prospects, tourism sector, tourist, world economy.

Шмудіч Є. О., Макарска Є. Г. Міжнародний туризм: поняття, сучасний стан та перспективи розвитку. У статті розкриваються поняття, основні види та функції міжнародного туризму, а також визначається його економічна значущість у світовій економіці. Зазначається кількість туристів у світі, а також найпопулярніші туристичні регіони та країни. У статті досліджується вплив COVID-19 на туристичний сектор, що є надзвичайно важливим у наші дні. Стаття також зазначає фактори проблем туризму, серед яких визначаються контрольовані й неконтрольовані фактори. Також зазначені основні перспективи розвитку міжнародного туризму, які демонструють прогнози на найближчі роки.

Ключові слова: COVID-19, економічна значущість, міжнародний туризм, перспективи, прогнози, розвиток, світова економіка, турист, туристичний сектор, фактор.

1. Introduction

Today, the tourism industry is very developed, and in spite of the current unstable economic situation, remains one of the most profitable industries. Tourism now plays a very important role in the daily lives of about a third of the world's population.

Investments in tourism are growing every day, and statistics on tourism prospects indicate that in the next ten years tourism will remain the largest source of job creation and will have an overall increase in the number of tourists, as there is still a recovery from the impact of COVID-19. This further confirms the relevance of this topic and the importance of its research and analysis.

The object of the study is the process of international tourism development; **the subject** is the current state of international tourism and the possibilities of its further development, in particular in the context of global trends and prospects.

The aim of the research is a study of the current state of international tourism, an analysis of key aspects of development and identification of potential prospects.

The following **tasks** are set to achieve the purpose:

1. To find out the concept, types and functions of international tourism;
2. To investigate the dynamics of international tourism development in the world;
3. To identify trends and prospects for the development of international tourism.

2. Current state of international tourism and its development prospects

2.1. International tourism: concept, main types and functions

International tourism is a person's travel outside their permanent place of residence, which includes crossing a border and is carried out for a period of one day to a year for educational, recreational, health or other purposes, without performing paid activities in the place of temporary stay. International tourism is defined as an important direction of international cooperation in specific activities based on respect for the national culture and history of each people and the basic interests of each country. In addition, international tourism is called the sphere of development of mutual understanding between peoples and acquaintance with the achievements of other countries in various fields [2].

The development of tourism and the participation of various world organizations in this process have led to the emergence and development of various forms of tourism organizations, as well as great attention to communication and travel of various types. Because of this, there is a classification of types of international tourism:

1. Business tourism is currently the most popular type of tourism and it also has favorable development prospects. The share of this type of tourism in the world is 20%. About 50% of airline revenues, 60% of hotel revenues and 70% of car rental companies' revenues are due to this category of tourists. All trips undertaken with business motives fall under this category of tourism.

2. Health tourism. This type of tourism often includes medical treatment or simply outdoor recreation or an active lifestyle.

3. Hobby tourism. This type of international tourism includes trips that provide an opportunity to do something you love while on vacation or traveling. This type of tourism is most popular among sports fans, car enthusiasts, philatelists, and gourmets.

4. Cognitive tours. This type of tourism is very common and includes many different purposes of visiting such as historical, literary, cultural, etc.

There are also such types of tourism as adventure tourism, sports tourism, educational tours, religious tourism, entertainment tours and travel for older people [6].

Regarding the subdivisions of the functions of international tourism, it can be divided into functions of a social, economic and humanitarian nature.

Social functions imply the restoration of strength and resources, as well as human working capacity. Tourism is also important in the field of employment and living standard of the local population; it can be also considered an environmentally safe activity. Tourism makes a great contribution to the infrastructure and the unification and cooperation of countries, states and peoples.

Tourism also greatly affects the economic state of society. It is a source of income for many people in the world, especially for those countries that are very tourist-oriented. Tourism also stimulates the development of various industries and businesses in economic terms. It motivates local authorities to pay great attention to hospitality resources, the preservation of cultural heritage, monuments, museums, architectural achievements etc., and to improve the infrastructure.

Regarding humanitarian functions, tourism provides an opportunity to get acquainted with countries and peoples and thereby broadens a person's worldview, develops his intellect, and introduces him to the world better. It also combines relaxation with knowledge of life, everyday life, history, culture, etc. It develops peaceful and friendly relations between peoples, which also has a positive effect on the younger generation [3].

2.2. Dynamics of international tourism development in the world

International tourism in the context of globalization occupies a very important place in terms of income for the world economy. According to the World Bank, the global economy has grown at a pace of more than three percent per year up until the global pandemic hit in 2019/20. Due to pent up demand during the beginning of the COVID-19 pandemic there was an acceleration of the global economy in 2021 of 5.5 percent growth, however it is set to decelerate to 4.1 percent in 2022 and 3.2 percent in 2023, arriving back at pre-pandemic levels. Covid-19 had a severe impact and international tourist arrivals according to figures from UNTWO, which after years of steady annual growth saw a staggering – 73% drop in arrivals in 2020 and – 71% in 2021 due to travel restrictions in response to Covid-19.

All in all 2020 is recognized as the worst year in tourism history with 1 billion fewer international arrivals and US \$ 1.1 trillion in international tourism receipts. Around – 74% drop according to the latest data from World Tourism Organization (UNWTO) a level of 30 years ago. However, so far the travel industry has seen an extremely positive bounce back. New data from UNTWO found that, overall, international arrivals reached 80% of pre-pandemic levels; in the first quarter of 2023 [7].

Despite this, on average, the tourism industry provides 2.9% of the total volume or 2.1 trillion dollars of the world's GDP. The figure grows to 6 trillion dollars and, accordingly, 9% when taking into account the indirect effect.

Investments in the tourism sector in 2012 amounted to 764.7 billion dollars (4.7% of the total investment volume). Tourism as an export category ranks fourth in the world after exports of fuel, chemicals and food products and at the same time – first place in many developing countries.

International tourism (travel and passenger transportation) accounts for 30% of world exports of services and 6% of the total exports of goods and services. For some developing

countries, tourism is one of the main sources of foreign exchange earnings, the leading export category, and the place of employment of the majority of the economically active population. Therefore, tourism is one of the most profitable and dynamic sectors of the economy, the study of the features and trends of its development has undeniable both theoretical and practical significance [5].

Tourism is developing significantly and is increasing its growth rate every year. The most popular region among tourists is Europe, which has almost doubled the number of tourists over the past 10 years. Asia is next in terms of indicators with more than 300 million tourist arrivals. America is next with almost 200 million arrivals. The Middle East and Africa are next, which in turn have also increased the number of tourists by about half over the past 8 years. The countries that did not have a developed infrastructure until a certain period have focused all their efforts on its improvement and development, have taken a significant share in the world market for tourist services and are holding it steadily [5].

The top 10 most popular countries in the world in the tourism industry for 2021 are opened by France with 48,4 million tourists and with a revenue of \$ 44 billion, followed by Mexico, Spain, Turkey, Italy, the USA, Greece, Austria, Germany and the UAE. The United States has the largest income from tourism with about 82 billion dollars per year. The country most dependent on tourism in this top is the UAE (6.8% of GDP) [10].

2.3. Problems and prospects for the development of international tourism

Between 2000 and 2015, the main disruptive events were terrorist attacks, geopolitical instability, the SARS outbreak (2003), and the global economic crisis of 2008–2009. Of the disease outbreaks, Covid-19 has clearly had the greatest impact. The hardest hit were Asian countries, where tourism revenues account for a significant portion of GDP, such as Hong Kong, Thailand, Cambodia, the Philippines, as well as some European countries – Italy, Spain, France, and others [4].

Apart from and well before COVID-19 and the Russian invasion, the first twenty years of the 20th century were marked by the US-led invasion of Iraq (after Afghanistan) – to become largely responsible for wars in Western Asia and a new wave of vindicating terrorism – all of which is destroying tourism in the area. Natural earthquakes followed suit, such as the murderous tsunami of 2004 in South-East Asia. It claimed thousands of lives among tourists and locals alike. In 2010 came the Icelandic Eyjafjallajökull volcano eruption posing serious threats to aviation [8].

Therefore, there are various controllable and uncontrollable factors that negatively affect global tourism, such as natural disasters, political conflicts and wars, economic instability, epidemics and pandemics, cultural or social factors.

As the Coronavirus pandemic officially ends in 2023, we can see the tourism sector recover. In 2023, tourism returned to its 2015 level, with 1.2 billion tourists. According to the published long-term forecast of UNWTO “Tourism Towards 2030”, it is predicted that by 2030 the number of international tourists will reach 1.8 billion [9].

In the next ten years, tourism will remain the largest source of job creation in European countries and tourist centers of other regions with a tourism business, which causes an increase in consumer demand (forced effect). Indirect and forced effects together are called the second effect. The development of tourism, the growth of the volume of tourist services leads to an increase in the number of jobs. According to experts, currently more than 100 million people work in the tourism industry. The tourism industry is one of the most labor-intensive. For example, in North America it accounts for 5% of GNP and 8% of all employees, in Western Europe – 7% and 11%, respectively [1].

3. Conclusions

So, tourism is a very versatile activity that can offer everything from business trips and treatment to relaxation and exploring the world. Tourism provides many opportunities to humanity and helps in many ways, especially in such functions as social, economic and humanitarian.

International tourism is a very profitable and promising sector that is currently actively developing. It occupies an important place in the world economy. For many countries this industry is in first place in terms of profitability. Currently, tourism is attracting a lot of investment and is also actively recovering from the pandemic COVID-19.

Unfortunately, the tourism industry is an industry that very often suffers from natural and man-made factors. But despite this, there are very good forecasts for the next 10 years, which imply an increase in the number of tourists, income from this sector and an increase in the number of workers.

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INTERNATIONAL TERRORISM AND GLOBAL SECURITY ISSUES IN THE MODERN WORLD

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Shoferova A. D., Litovchenko Y. M. International Terrorism and Global Security Issues in the Modern World. The article examines the issue of the lack of a universal definition of terrorism, which significantly complicates effective efforts to combat this phenomenon. It analyzes the dynamics of terrorism, including periods of its growth, the characteristics of modern forms of terrorism, and methods of countering it at the international level. The study applies methods of analysis, historical expertise, and comparison to achieve this goal. The focus is on distinguishing terrorism from other forms of violence, typologies of terrorism, and the causes and factors contributing to its spread. Special attention is given to the role of religion, ideology, and propaganda as tools for disseminating terrorist ideas.

Keywords: counter-terrorism policy, international terrorism, state, violence.

Шоферова А. Д., Литовченко Я. М. Міжнародний тероризм і проблеми глобальної безпеки у сучасному світі. У статті розглядається проблема відсутності універсального визначення тероризму, що значно ускладнює ефективну боротьбу з цим явищем. Аналізується динаміка тероризму, зокрема періоди його зростання, особливості сучасних форм тероризму та методи протидії на міжнародному рівні. У статті застосовуються методи аналізу, історичної експертизи та порівняння. Основна увага приділяється відмінностям тероризму від інших форм насильства, типології тероризму, а також причинам і факторам, що сприяють його поширенню. Окремо розглядається роль релігії, ідеології та пропаганди як інструментів у розповсюдженні терористичних ідей.

Ключові слова: антитерористична політика, держава, міжнародний тероризм, насильство.

1. Introduction

In recent years, the increased activity of terrorist organizations has made the establishment of a unified definition of terrorism even more urgent. This is essential for better coordination and effective counter-terrorism efforts, as well as due to the growing scale of terrorism, changes in its nature, and its impact on society.

The aim of the study is to identify the characteristics of international terrorism as a global security issue in the modern world and to determine ways to counter it.

The objectives of the study include:

- Identifying how terrorism differs from other forms of violence.
- Highlighting the types of terrorism.
- Determining the causes and factors of terrorism's spread.
- Exploring the role of religion, ideology, and propaganda in the dissemination of terrorism.
- Assessing the impact of globalization and the Internet on terrorism.

The object of the study is international terrorism as a phenomenon within the global security system.

The study focuses on the characteristics of international terrorism as a global security issue in the modern world.

2. The Essence of the Phenomenon of International Terrorism

The essence of international terrorism. Terrorism is a multifaceted phenomenon studied within various disciplines. Each discipline focuses on certain aspects of terrorism, using its research methods. Scholars in different fields have significantly contributed to understanding terrorism and developing methods to combat it. Legal Studies: L. Modzhoryan, Ye. Lyakhov, V. Yemelyanov, V. Lipkan, V. Lunyev, O. Savyuk. Psychology: I. Ivanov, O. Yakhlo. Sociology: O. Dmitriyev, I. Zalyisin, A. Korovikov. History: O. Budnytsky, O. Shakhov, O. Vakhomeyev. Military Science: V. Antipenko. Philosophy: H. Hofmeister, J. Baudrillard, O. Belykov. Political Science: B. Hoffman, Ye. Stepanova, J. Kepel. Theology: S. Bacchiocchi.

One of the key points in studying terrorism is its definition. Currently, there is no internationally recognized legally binding definition of terrorism in criminal law. Terrorism as a phenomenon was first widely discussed in the 1970s, during the Vietnam War and the emergence of new leftist extremist groups aiming to pursue political objectives and intimidate large audiences [4]. Today, terrorism is understood as acts of violence or threats of violence aimed at instilling fear, prompting actions, or deterring them in a direction favorable to the terrorists [8].

3. Features of Modern International Terrorism and Ways to Counter It

3.1. Distinguishing Terrorism from Other Forms of Violence

It is essential to distinguish terrorism from other concepts, such as national liberation struggles or terror. The first distinguishing feature is the use of violence or the threat of violence. This is a key characteristic of terrorism recognized by researchers, politicians, and even the terrorists themselves. Violence can be directed at both people and objects. The goal of terrorists is not only to cause harm but also to sow fear and panic. Another feature is the actor of terrorism, as there is ongoing debate about who can be considered a terrorist. Some believe it is anyone using terrorist methods, while others argue that only non-state actors qualify as terrorists.

Broadly defined, the actors of terrorism can include states and their special services, extremist political movements and parties, groups of citizens, and even individuals. A noteworthy characteristic is the multi-targeted nature of terrorist attacks, as terrorists seldom focus on a single specific target. They aim to influence an entire society or specific social groups by creating an atmosphere of fear, intimidation, and pressure. Terrorists are also characterized by their independence from territory; they are not bound to a specific geographical area. Their activities can take on a transnational character, which makes combating terrorism particularly challenging. The political goals of terrorists are another defining feature. They often aim to change a state's policies, break free from its control, or destabilize the situation. Occasionally, terrorists pursue additional goals, such as ransom demands or the release of group members. The ideological motivation of

terrorists is also significant. They always possess a specific ideology that justifies their actions, whether it is religious, political, or nationalist in nature. This ideology provides them with a sense of purpose and unity. Finally, public orientation is a critical feature. Terrorists strive for maximum publicity for their actions to intimidate people and draw attention to their demands. Media outlets play a key role in disseminating information about terrorist acts and amplifying their impact [8].

3.2. The Escalation of Terrorism

The growth of terrorism has distinct features and indicators. Between 1968 and 1995, the number of victims of terrorist attacks was approximately 9,000, while between 1996 and 2000, this number was about 5,000. A significant increase occurred from 2000 to 2014, with the number of victims rising by 900%, reaching over 32,000. In 2014 alone, the level of terrorism rose by 80% compared to the previous year. That same year, the number of countries with over 500 victims increased from 5 to 11 [1, pp. 108–112]. The peak of terrorist activity was recorded in 2007, while the lowest number of attacks occurred in 2012. Since 1970, there have been over 200,000 terrorist attacks worldwide, with 75% of them occurring between 2006 and 2019 [9]. Regarding regions, the highest number of attacks during 2006–2019 took place in Asia and Africa. Afghanistan led in the number of attacks, with 1,750 recorded in 2019. Europe experienced 4,531 attacks during the same period, while North America recorded 514. The highest number of casualties was recorded in 2014, while the lowest was in 2012. In 2019, Afghanistan accounted for 41% of all deaths caused by terrorist acts. The main methods employed by terrorists include the use of weapons and bombings, constituting 57% of all attacks [7]. Unknown or less common methods make up about 14% [10]. According to the Global Terrorism Index, the highest threat levels are observed in African and Asian countries. In 2020, the United Arab Emirates was recognized as the least dangerous country [7]. The September 11, 2001, terrorist attacks in the United States remain a symbol of the scale of terrorism, claiming thousands of lives and targeting key symbols of Western civilization. Despite the increasing number of attacks in recent years, their overall impact has gradually diminished. In 2021, the number of deaths from terrorism decreased by 1.2%, and two-thirds of countries reported no terrorist attacks at all. However, the greatest threat persists in sub-Saharan Africa, which accounts for nearly half of all terrorism-related deaths [6, p. 15].

3.3. Key Features of Modern Terrorism

- **Transnational Nature.** Terrorist groups are no longer confined to a single country. They operate on an international scale, recruit individuals from various nations, and organize attacks worldwide. They are also notorious for their brutality, as terrorist attacks are becoming increasingly violent, with a higher number of casualties.

- **Connection to Organized Crime.** Terrorist groups are increasingly collaborating with organized crime to secure financial and other forms of support.

- **Blurring of Ideological Foundations.** The ideology of terrorism is becoming less defined, and terrorist groups are becoming more pragmatic.

- **Use of New Technologies.** Terrorists employ new technologies for communication, coordination, propaganda, and fundraising. Their sources of funding are becoming more diverse. In addition to traditional sources, such as drug trafficking and other criminal businesses, terrorist organizations receive funding from the following: material support from diasporas and emigrants, donations from wealthy supporters and sympathizers, revenues from "taxing" entrepreneurs, and charitable donations (zakat). Despite efforts by most governments and intergovernmental organizations, terrorist groups continue to receive financial aid from certain countries. According to some estimates, zakat accounts for up to \$50 million annually in funding for Al-Qaeda. Modern terrorist organizations are becoming increasingly well-financed. The annual budget for terrorism ranges from \$5 billion to \$20 billion.

- **Advanced Equipment.** The technical capabilities of terrorists have significantly improved. At the beginning of the 20th century, terrorists used melee weapons, revolvers, and bombs. In the 1970s, they frequently organized ambushes and took hostages. Since the 1980s, terrorists have utilized advancements in military technology, including radio-controlled explosive vehicles, suicide bombers in explosive-laden vehicles, and timed or sensor-triggered explosive devices. Bombings have become the primary method of terrorists, and explosives are used more frequently than in the 1970s. Suicide bombers are increasingly common. Islamist groups were the first to use suicide bombers (in the early 1980s).

- **Emergence of New Forms of Terrorism.** The idea of terrorist warfare is spreading. New types of terrorism are emerging, such as cyberterrorism, ecological terrorism, and anti-globalization terrorism [6, p. 223].

3.4. Combating International Terrorism on the Global Political Stage

International terrorism is a global threat that requires coordinated efforts at national, regional, and international levels. After the September 11, 2001, attacks, combating terrorism became a top priority in global politics. UN Secretary-General Kofi Annan emphasized that terrorists target all of humanity, and the world needs resolve to counter this threat [1]. Anti-terrorism policies are based on legislation, specialized institutions, and strategies. National, regional, and international organizations, such as the UN, NATO, and Interpol, coordinate counterterrorism measures. For example, the UN Counter-Terrorism Committee oversees the implementation of Resolution 1373 on terrorism financing, while NATO executes intelligence and territorial defense programs. Since

the 1960s, the UN has adopted 17 global legal instruments to combat terrorism, including Resolution 1373 (2001) and the International Convention for the Suppression of the Financing of Terrorism (1999). Within the framework of the North Atlantic Treaty Organization, the "Concept of Military Defense" was adopted in 2002, and the "Partnership Action Plan Against Terrorism" was also adopted in the same year. Ukrainian legislation includes the Law of Ukraine "On Combating Terrorism" [2] and the Law of Ukraine "On Preventing and Countering the Legalization (Laundering) of Proceeds from Crime, Financing Terrorism, and Financing the Proliferation of Weapons of Mass Destruction" [3]. Key areas of anti-terrorism policy include military, economic, informational, and legal measures. Challenges include outdated military methods, the use of modern technologies for terrorist propaganda, terrorism financing, and imperfect legislation. Solutions lie in establishing specialized services, developing new international laws, enhancing informational literacy, and strengthening international cooperation. International collaboration, information sharing, exchange of expertise, and the creation of a unified legal system are essential aspects of combating terrorism.

4. Conclusion

International terrorism is a global threat that disrupts peace, security, and human rights. Combating terrorism is crucial for improving international relations, although cooperation among states remains insufficient. Global terrorism has become a dreadful problem for all of humanity, as it recognizes no borders. It is one of the most serious threats to international peace and security, as well as to human rights. The "metastases of terrorism" have affected almost every continent, but what concerns humanity the most is the emergence of preconditions for global-level terror on the Eurasian continent [5].

The wave of terrorist acts that has recently swept across the planet once again confirms a well-known fact: terrorism knows no borders. Terrorism significantly impacts lives, health, economies, and social stability, claiming thousands of lives annually. The countries most affected are in the Middle East, Africa, and South Asia. While terrorist acts in Europe and North America are less frequent, they still pose a threat to political security. Fighting terrorism requires improving international cooperation mechanisms and developing effective preventive measures. Information warfare plays a crucial role in this effort, as does addressing the root causes of terrorism through promoting social justice, combating poverty, and reducing inequality. A fairer world and enhanced international collaboration are essential to eradicate terrorism at its roots.

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RELATIONS BETWEEN UKRAINE AND TURKEY. STRATEGIC PARTNERSHIP AND REGIONAL SECURITY IN THE BLACK SEA

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Shumova O. V., Huslenko I. Yu. Relations between Ukraine and Turkey. Strategic partnership and regional security in the Black Sea. The article explores the Ukraine-Turkey strategic partnership and its role in Black Sea security amid growing threats from Russia. It highlights defense cooperation, including joint exercises and agreements, and examines Turkey's role as a NATO member country maintaining regional stability. It is noted that economic ties in energy and trade contribute to further strengthening of mutual relations. The study also discusses challenges, including geopolitical tensions and international constraints on deeper collaboration.

Keywords: Black Sea, defense cooperation, regional security, strategic partnership, Turkey, Ukraine.

Шумова О. В., Гусленко І. Ю. Відносини між Україною та Туреччиною. Стратегічне партнерство та регіональна безпека в Чорному морі. У статті досліджується стратегічне партнерство між Україною і Туреччиною та його роль у забезпеченні безпеки в Чорному морі на тлі зростаючих загроз з боку Росії. Висвітлюється оборонна співпраця, включаючи спільні навчання та угоди, а також розглядається роль Туреччини як члена НАТО у підтримці регіональної стабільності. Зазначається, що економічні зв'язки в галузі енергетики і торгівлі сприяють подальшому зміцненню взаємовідносин. У дослідженні також обговорюються виклики, в тому числі геополітична напруженість і міжнародні обмеження на шляху поглиблення співпраці.

Ключові слова: оборонне співробітництво, регіональна безпека, стратегічне партнерство, Туреччина, Україна, Чорне море.

1. Introduction

The Black Sea region has always been a zone of geopolitical tension and an important hub where the interests of different countries collide. One of the main challenges to the region's security is the growing Russia's aggression, which has significantly increased its military influence in the Black Sea after the annexation of Crimea in 2014 and the invasion of Ukraine in 2022. The deployment of military bases, the build-up of naval forces, and regular exercises pose a threat to all littoral countries, especially Ukraine and NATO member countries such as Turkey. As a result, the need to strengthen regional security and intensify cooperation between states highlights *the relevance* of this study.

The object of the study is the strategic partnership between Ukraine and Turkey and its impact on regional security in the Black Sea.

The subject of the article is the dynamics of Ukraine-Turkey relations in the context of defense cooperation, geopolitical challenges, and economic collaboration, with a focus on security implications in the Black Sea region.

The aim of the research is to analyze the prospects for cooperation between Ukraine and Turkey, which are two important players in the regional security scene of the Black Sea region.

The following *tasks* are set to achieve the purpose:

1. Analyze the nature and scope of the strategic partnership between Ukraine and Turkey.
2. Examine the role of bilateral defense cooperation in enhancing regional security.
3. Assess Turkey's position as a NATO member country and its balancing strategy between Ukraine and Russia.

4. Investigate the economic dimensions of Ukraine-Turkey relations, particularly in energy and trade.
5. Identify the challenges and prospects for further cooperation amid regional tensions and international constraints.

Overview of previous studies. The issue of strategic partnership between Ukraine and Turkey in the context of Black Sea region security has been the subject of numerous studies. For example, Pinar Dost examines the impact of cooperation between the two countries on the stability of the Euro-Atlantic region, focusing on defense projects and military exercises. Dmytro Kuleba emphasizes the importance of partnership for countering the Russian threat and preserving freedom of navigation. Samantha Fanger analyzes the changing role of Turkey after Russia's invasion, focusing on its balancing act between supporting Ukraine and relations with Russia [4; 5; 6].

2. Ukraine–Turkey strategic partnership in the Black Sea

2.1. Turkey's position in NATO and its role in the region

Having been a NATO member since 1952, Turkey plays a central role in the Alliance's strategy to deter threats in the Black Sea region. Its unique geographical location at the intersection of Europe and Asia allows it to exercise strategic control over the Black Sea through the Bosphorus and Dardanelles straits, which are regulated by the Montreux Convention. This enables Turkey to influence the balance of power in the region by controlling the access of warships of non-Black Sea countries to these waters [2]. Although this control limits NATO's ability to permanently deploy its forces in the Black Sea, Turkey compensates by maintaining its own military presence and strengthening its partnership with Ukraine, which provides stability and protection against potential threats from Russia [7].

At the same time, Turkey's position in relations with NATO is quite delicate, as it maintains significant economic and energy ties with Russia. Ankara buys Russian gas and invests in energy infrastructure projects, such as the Turkish Stream. In addition, Turkey has purchased Russian S-400 missile systems, which has led to some tensions with the United States and other NATO members [3]. However, despite these circumstances, Turkey continues to fulfill its obligations to the Alliance by maintaining security in the Black Sea region.

Turkey's cooperation with Ukraine creates additional opportunities for Ankara to strengthen its position in NATO. This cooperation with one of the main countries countering Russian aggression provides the Alliance with valuable access to Ukrainian military experience and knowledge, which helps NATO better understand and respond to the specifics of Russian tactics and strategy. Turkey's support to Ukraine in the form of drones and other military equipment, as well as regular joint exercises, has a strategic impact on NATO's overall readiness to deal with possible Russian aggression [2].

2.2. Defense partnership

Taking into account all these factors, the defense partnership between Ukraine and Turkey has become one of the key elements of their strategic rapprochement, especially in response to the growing threats in the Black Sea region caused by Russian aggression. This alliance is based on mutual interests, which include security, stability, and modernization of the military forces of both countries. The signed agreements in the military-technical sphere allow Turkey and Ukraine to expand production capabilities and exchange modern technologies. In particular, the framework agreement on military-technical cooperation, which provides for the production of drones, missile systems, and maritime equipment, has created a platform for a deeper partnership.

The Bayraktar drone projects have become a symbol of this cooperation, as unmanned aerial vehicles (UAVs) have played an important role in strengthening Ukraine's defense capabilities [1]. These drones have proven effective in the conflicts in Syria, Libya, and Nagorno-Karabakh, and are now being actively used by Ukraine in its counterattack against Russian forces. Cooperation in the production of Bayraktars is beneficial for both countries, as Turkey gains access to the European defense technology market and Ukraine gains access to modern technologies that allow it to remain competitive in defense.

In addition to the production of equipment, an important element of the defense partnership is regular joint military exercises that take place both in the Black Sea and in other regions. These exercises help the parties to practice tactical interaction, which is important in the context of possible crises, and serve as a reminder of the readiness of both countries for collective security. One of these important events is the Sea Breeze exercise, which is conducted jointly with NATO and other partners. Turkey's participation in these exercises has a double meaning: it strengthens its own ties with NATO while reaffirming its support for Ukraine [8]. This not only increases military readiness-but also sends a strong political signal to Russia that the countries of the region are united in their desire to maintain stability and security.

An important aspect of the defense partnership is also strengthening joint maritime security in the Black Sea region where Ukraine and Turkey are trying to ensure free navigation and counteract any threats that could impede this process. Joint efforts in this area are of particular importance given the strategic importance of the Black Sea as a trade route and its proximity to conflict zones. In the context of Russia's growing military presence in the region, Ukrainian-Turkish coordination at sea is becoming key to maintaining free access to ports and ensuring the economic security of coastal states.

2.3. Geopolitical aspects and economic cooperation

In the context of economic cooperation between Ukraine and Turkey, it is not only beneficial but also a strategic basis for their relations, which increases the stability of both countries in the

unstable geopolitical environment of the Black Sea region. Trade ties between the two countries have shown steady growth in recent years, reflecting the desire of both countries to reduce dependence on other major economic players, such as Russia, and to diversify their markets and supplies [7]. Turkey is one of Ukraine's leading trade partners, which is evidenced not only by trade turnover but also by mutual investments that support the economic growth of both countries. The favorable climate for expanding economic ties also allows both countries to strengthen their positions in international trade and use economic influence as a tool for regional stability.

Cooperation in the energy sector is an important part of Ukraine's strategy to reduce its dependence on Russian gas. As an energy hub between Europe and Asia, Turkey offers Ukraine opportunities to diversify its energy sources and take advantage of new supply routes that pass through its territory. For example, renewable energy projects, joint investments in energy infrastructure, and the development of offshore liquefied natural gas (LNG) terminals help Ukraine to strengthen its energy security. Turkey is also interested in cooperation in the energy sector, as it enhances its role as an important energy transit country that ensures stable supplies to European markets [9].

In addition, the development of transport infrastructure between Ukraine and Turkey contributes to their integration into broader international logistics and trade routes. Initiatives aimed at improving the transport network, such as modernization of seaports, development of new transport corridors, and infrastructure projects on the Black Sea, contribute to strengthening ties between Europe and Asia, which is important for both countries [1]. For example, Ukrainian ports on the Black Sea, in cooperation with Turkish ports, can ensure efficient and safe transportation of goods across the Black Sea, which increases the competitiveness of both countries in international trade. Infrastructure development also contributes to stability in the region, as stable economic ties reduce the risk of conflict and make the region economically important to international partners.

Economic cooperation also affects the political stability between Ukraine and Turkey. Stable economic relations create a foundation for strengthening political dialogue, which allows both countries to more effectively coordinate their actions to address challenges in the Black Sea region. Turkey and Ukraine understand that common economic interests are the key to lasting cooperation, as well as an important means of ensuring security.

2.4. Opportunities and threats for further cooperation

While the partnership between Ukraine and Turkey has great potential, it also faces a number of challenges. Rising tensions with Russia pose a serious threat to both countries, especially given Turkey's economic and energy ties with Russia. Turkey is trying to avoid a direct conflict with

Moscow, which may limit its support for Ukraine in crisis situations. At the same time, Ukraine expects to increase military-technical cooperation with Turkey, which could draw criticism from Russia and lead to an escalation of tensions.

Another challenge is the possible reaction of the international community to the rapprochement between Ukraine and Turkey. Some NATO members may fear that Turkey's independent actions without the Alliance's approval will create new tensions between the allies.

3. Conclusions

Summarizing the above, it should be said that the importance of the strategic partnership between Ukraine and Turkey for maintaining security and stability in the Black Sea region. Cooperation in the military-technical sphere, joint exercises, and coordination of efforts in the defense sector significantly increase the defense capabilities of both countries and stability in the region. Ukraine receives valuable support from Turkey, particularly in the face of growing challenges from Russia, while strengthening its influence in the Black Sea region, which is in line with NATO's interests and contributes to the overall security of Europe.

Prospects for further cooperation include expanding the partnership, especially in the fields of technology and economics. Both countries can mutually benefit from an intensified exchange of advanced technologies, which will strengthen their defense capabilities. In addition, economic initiatives aimed at developing transportation and energy infrastructure can increase the resilience of both countries in a changing international environment. Further research should focus on exploring new forms of cooperation and finding additional opportunities to expand the influence of both countries in the region, which will contribute to stability and security in the face of geopolitical instability.

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ACCROÎTRE LA COMPÉTITIVITÉ SUR L'EXEMPLE DE L'ENTREPRISE DE RESTAURATION "LUCKY STRIKE" DANS LES CONDITIONS DU MARCHÉ MODERNE

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Shybetska N., Bezvesilna N. Increasing competitiveness using the example of the restaurant enterprise "Lucky Strike" in modern market conditions. The study examines ways to increase the competitiveness of a restaurant enterprise using the example of Lucky Strike in Kharkiv. Innovative development strategies, implementation of work standards, marketing approaches, and adaptation measures are proposed to ensure the stable development of the enterprise in conditions of economic instability and military operations.

Keywords: innovation, competitiveness, marketing, restaurant business, strategy, service quality.

Шибетська Н., Безвесільна Н. Підвищення конкурентоспроможності на прикладі ресторанного підприємства «Lucky Strike» в умовах сучасного ринку. У дослідженні розглянуто шляхи підвищення конкурентоспроможності ресторанного підприємства на прикладі «Lucky Strike» у Харкові. Запропоновано інноваційні стратегії розвитку, впровадження стандартів роботи, маркетингові підходи та адаптаційні заходи для забезпечення стабільного розвитку підприємства в умовах економічної нестабільності та воєнних дій.

Ключові слова: інновації, конкурентоспроможність, маркетинг, ресторанний бізнес, стратегія, якість обслуговування.

1. Introduction

La compétitivité est l'un des facteurs les plus importants pour le succès d'une entreprise, en particulier dans le domaine de la restauration, où un niveau élevé de concurrence et une instabilité économique créent des conditions difficiles de développement. La compétitivité signifie la capacité d'une entreprise à proposer des produits ou des services plus attractifs pour les consommateurs que ses concurrents, ce qui se traduit par une qualité élevée, l'innovation, l'efficacité opérationnelle et la capacité de s'adapter aux changements de l'environnement externe. Selon les théories classiques de la compétitivité, comme le modèle des cinq forces de Michael Porter [2, p. 115], le niveau de concurrence sur le marché est déterminé par plusieurs facteurs : la menace de nouveaux entrants, l'influence des fournisseurs, l'influence des acheteurs, la menace de substituts et le niveau de concurrence entre les acteurs existants. Le succès de l'entreprise réside dans l'adaptation de ses stratégies à ces facteurs.

Cette étude se concentre sur l'étude des moyens d'augmenter la compétitivité du complexe de restauration et de divertissement « Lucky Strike » à Kharkiv. Créée en 2021, Lucky Strike a gagné en popularité grâce à la combinaison de services uniques et de haut niveau de service. Cependant, dans le contexte de défis économiques et politiques, y compris la guerre, des stratégies innovantes doivent être mises en œuvre pour maintenir et renforcer les positions sur le marché [3].

2. Accroître la compétitivité sur l'exemple de l'entreprise de restauration "lucky strike" dans les conditions du marché moderne

2.1. La compétitivité dans les conditions du marché moderne

La compétitivité peut être obtenue grâce à une combinaison d'avantages concurrentiels, qui peuvent inclure : a) efficacité opérationnelle [1, pp. 35–38] : selon le concept du Lean Management, les entreprises doivent se concentrer sur l'élimination des coûts inutiles et sur l'augmentation de l'efficacité de tous les processus ; b) différenciation des produits : grâce à une stratégie de différenciation, les entreprises peuvent créer des produits ou des services uniques, différents de ceux de leurs concurrents et mieux répondre aux besoins des clients ; c) innovation : selon les travaux de Schumpeter, l'innovation joue un rôle important dans la création de nouvelles opportunités de marché et le renforcement de la compétitivité.

L'objectif principal de cette étude est de développer des moyens efficaces pour accroître la compétitivité de l'entreprise de restauration « Lucky Strike » grâce à la mise en œuvre de stratégies de développement innovantes, la standardisation du travail, l'amélioration des approches marketing et des mesures d'adaptation pour assurer un développement stable de l'entreprise dans conditions d'instabilité économique et d'opérations militaires [3]. Pour atteindre cet objectif, les principales orientations stratégiques du développement de l'entreprise ont été déterminées dans le processus de recherche, notamment la diversification des services, l'introduction de nouvelles technologies et l'optimisation des processus opérationnels.

2.2. L'introduction de nouvelles technologies

Pour atteindre cet objectif, au cours du processus de suivi, les principales orientations stratégiques pour le développement de l'entreprise ont été identifiées, parmi lesquelles la diversification des services, l'introduction de nouvelles technologies et l'optimisation des processus opérationnels. On a encouragé à introduire des systèmes de gestion automatisés, tels que des systèmes de point de vente et des systèmes CRM, qui permettent d'augmenter l'efficacité du service client et d'optimiser les processus internes. L'automatisation permet de modifier les horaires de service, de réduire le facteur humain et d'améliorer l'efficacité des services.

L'innovation joue un rôle clé dans le maintien et l'augmentation de la compétitivité du secteur de la restauration. Basée sur la théorie de l'innovation de Joseph Schumpeter, l'innovation est le principal moteur de la croissance économique et du développement des entreprises. Les innovations dans le secteur de la restauration peuvent être à la fois technologiques et organisationnelles.

Les innovations technologiques incluent l'introduction de nouveaux systèmes d'information, tels que les systèmes CRM, qui permettent aux entreprises d'interagir plus rapidement avec les

clients et d'analyser leur comportement. Les innovations organisationnelles comprennent l'optimisation des processus internes, la réduction des systèmes de gestion du personnel, la standardisation des services et la création de nouveaux modèles commerciaux, tels que la commande et la livraison en ligne. De plus, les progrès des systèmes d'analyse de données permettront aux entreprises de prendre des décisions de gestion plus éclairées, basées sur des données réelles sur leurs clients et sur l'efficacité des processus internes.

Les normes de service client ont été élargies, ce qui garantit une efficacité accrue des services et une plus grande fidélité de la clientèle. La normalisation comprend une description détaillée des procédures de service qui peuvent être utilisées pour mettre à jour le comportement du personnel, ainsi que des normes relatives aux heures de service client. La formation d'une culture d'entreprise basée sur les valeurs de coopération mutuelle, de professionnalisme et d'innovation est devenue un facteur important. Les travaux de Behar (2009) et Hsieh (2010) renforcent l'importance de la culture d'entreprise pour la réussite des entreprises. Une culture d'entreprise, qui comprend la formation régulière du personnel et le développement de programmes de motivation, rassemble une équipe solide, qui partage les valeurs de l'entreprise et contribue à son succès [4, p. 150]. La standardisation permet de garantir une qualité de service constante et élevée quels que soient les changements de personnel, ce qui augmente la confiance des clients dans la marque.

De plus, les normes d'entretien du bowling ont été améliorées. Pour assurer un fonctionnement ininterrompu des machines de quilles, des horaires de fonctionnement de la section mécanique ont été élaborés. Cela permet aux mécaniciens d'effectuer rapidement la maintenance préventive et les réparations des équipements, ce qui élimine les temps d'arrêt des machines et garantit le bon fonctionnement de l'ensemble du complexe. Cette approche offre une fiabilité accrue de propriété et une réduction des coûts de réparation à long terme, et améliore également considérablement la satisfaction des clients.

Une analyse de marché a été réalisée et des segments cibles ont été identifiés pour le développement de campagnes marketing. Une stratégie de communication a été développée, qui comprend l'utilisation des médias sociaux, du marketing en ligne et des programmes d'affiliation pour acquérir de nouveaux clients. Outre cela, l'accent est mis sur différents réseaux sociaux (Facebook, Instagram) pour promouvoir la marque, organiser des concours et des promotions, ainsi que créer du contenu qui reflète les aspects uniques du restaurant. L'utilisation des outils marketing actuels, tels que le référencement, le marketing de contenu et la publicité ciblée, peut augmenter considérablement la visibilité d'un restaurant dans les moteurs de recherche et gagner de nouveaux clients.

Une analyse de marché a été réalisée et des segments cibles ont été déterminés pour le développement de campagnes marketing. Une stratégie de communication a été élaborée,

comprenant l'utilisation des médias sociaux, du marketing Internet et des programmes d'affiliation pour attirer de nouveaux clients [5, p. 256]. L'accent est notamment mis sur l'utilisation des réseaux sociaux (Facebook, Instagram) pour promouvoir la marque, organiser des concours et des promotions, ainsi que créer du contenu qui reflète les aspects uniques du restaurant. L'utilisation d'outils marketing modernes, tels que le référencement, le marketing de contenu et la publicité ciblée, peut augmenter considérablement la visibilité du restaurant dans les moteurs de recherche et attirer de nouveaux clients. De plus, une stratégie a été développée pour attirer la clientèle corporative grâce à des partenariats avec des entreprises locales et à l'organisation d'événements corporatifs. Les programmes de fidélité constituent un autre outil important pour accroître la compétitivité. Ils permettent non seulement de fidéliser les clients réguliers, mais aussi de les inciter à devenir plus fréquents visites et achats complémentaires. Dans le cas d'une entreprise de restauration, les programmes de fidélité peuvent inclure des systèmes de remises cumulatives, des offres spéciales pour les clients réguliers et des bonus pour parrainer de nouveaux clients.

Les risques ont été évalués et des mesures anti-crise ont été élaborées pour assurer la stabilité de l'entreprise dans des conditions d'instabilité économique et d'opérations militaires. Kharkiv est l'un des points chauds de la guerre, ce qui nécessite une attention particulière en matière de gestion des risques. En temps de guerre et d'instabilité économique, la gestion des risques joue un rôle particulier pour garantir la stabilité de l'activité de restauration.

Les principales mesures anti-crise sont: Diversification des services : l'introduction de nouveaux formats de services, tels que la livraison de nourriture et les événements en ligne, réduira la dépendance aux restrictions actuelles et élargira la clientèle. • Stabilité financière : la création d'un fonds de réserve et le contrôle des dépenses aideront l'entreprise à maintenir sa stabilité en période d'instabilité économique. • Gestion de la sécurité : assurer la sécurité des employés et des clients, élaborer des plans d'évacuation et établir une communication avec les autorités locales sont essentiels à la poursuite des opérations dans des environnements difficiles. De plus, il est important d'assurer la stabilité financière de l'entreprise grâce à la création d'un fonds de réserve et à la diversification des sources de revenus. Pour le secteur de la restauration, il est important d'assurer la sécurité du personnel et clients, ainsi que d'adapter les processus opérationnels aux nouvelles conditions. La stabilité financière et la disponibilité de fonds de réserve deviennent partie intégrante de la planification stratégie.

3. Conclusion

À la suite des recherches menées, les principaux moyens d'accroître la compétitivité de l'entreprise de restauration "Lucky Strike" ont été déterminés, notamment l'introduction de technologies innovantes, la standardisation des processus opérationnels, le développement de stratégies de

marketing et une gestion efficace des risques. L'application de ces approches permettra non seulement de renforcer la position actuelle de l'entreprise sur le marché, mais également de créer une plate-forme stable pour un développement ultérieur, même dans des conditions d'instabilité économique et de défis externes. La mise en œuvre des stratégies proposées et des approches innovantes permettra à l'entreprise non seulement de renforcer sa position sur le marché, mais également d'assurer un développement durable face aux défis modernes. Une approche systématique de la normalisation, du marketing et de la gestion permettra à l'entreprise de s'adapter aux évolutions du marché et d'assurer un haut niveau de satisfaction client.

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THE INFLUENCE OF SOCIO-CULTURAL CHARACTERISTICS OF CHINA ON THE FORMATION OF WORLD POLITICS

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Sikerina S. O., Karpenko O. V. The influence of socio-cultural characteristics of China on the formation of world politics. This article analyzes the influence of China's socio-cultural characteristics on the formation of world politics. In particular, key elements of Chinese cultural and philosophical tradition, such as nationalism, the concept of "Great Rejuvenation of the Chinese Nation", Confucian philosophy and collectivism, and their influence on the country's foreign policy are examined. Special attention is paid to the role of soft power and cultural diplomacy in China's strategic engagement with other states and international organizations, as well as how sociocultural factors shape China's approach to international relations, including its participation in multilateral forums and initiatives such as One Belt, One Road. The implications of increasing Chinese influence in the context of global multipolarity are also examined.

Keywords: China, Chinese foreign policy, cultural diplomacy, international relations, sociocultural characteristics, soft power.

Сікеріна С. О., Карпенко О. В. Вплив соціокультурних особливостей Китаю на формування світової політики. У статті аналізується вплив соціокультурних особливостей Китаю на формування світової політики. Зокрема, розглядаються ключові елементи китайської культурної та філософської традиції, такі як націоналізм, концепція «Великого оновлення китайської нації», конфуціанська філософія та колективізм, та їхній вплив на зовнішню політику країни. Особлива увага приділяється ролі «м'якої сили» та культурної дипломатії у стратегічній взаємодії Китаю з іншими державами та міжнародними організаціями, а також тому, як соціокультурні чинники формують підхід Китаю до міжнародних відносин, включаючи його участь у багатосторонніх форумах та ініціативах на кшталт «Одного поясу, одного шляху». Також розглядаються наслідки посилення китайського впливу в контексті глобальної багатополарності.

Ключові слова: зовнішня політика Китаю, Китай, культурна дипломатія, міжнародні відносини, м'яка сила, соціокультурні особливості.

1. Introduction

The impact of socio-cultural idiosyncrasies on worldwide relations and outside approach of a nation has continuously been a vital perspective of its integration into the worldwide political setting. Typically, particularly apparent within the case of China, which, being one of the most seasoned civilizations, encompasses a special social convention that shapes its recognition and approaches to interaction with other nations. In later decades, China has been effectively utilizing socio-cultural variables in its conciliatory technique, turning them into an effective device for affecting world legislative issues. Chinese patriotism, Confucian logic, collectivism, and other cultural elements influence its outside approach, and these factors also help China become one of the leading players within the worldwide field.

The object of the study is Chinese socio-cultural characteristics. *The subject* of the study is Chinese socio-cultural aspects of Chinese foreign policy. *The relevance* of the subject under discussion is determined by the expansion of China's global influence and its aspiration to occupy a pivotal position in the context of international relations. In recent decades, China has been engaging in the active utilization of soft power, encompassing cultural diplomacy, with the objective of fortifying its standing on the global stage. Sociocultural characteristics such as

Chinese nationalism, Confucian philosophy and collectivism have assumed a pivotal role in shaping China's foreign policy and its approach to international relations.

The aim of this study is to analyze how Chinese socio-cultural characteristics, such as Chinese nationalism, Confucian philosophy and collectivism, influence the design of China's foreign policy and international relations strategy, and to explore what role these factors play in strengthening China's international relations, its global status and the implementation of its ambitious foreign economic and cultural strategy.

The following *tasks* are set to achieve the purpose:

1. to investigate the influence of Chinese nationalism and the concept of the "Great Rejuvenation of the Chinese Nation" on the formation of China's foreign policy strategy;
2. to analyze the influence of Confucian philosophy on China's diplomatic practice and approach to international relations;
3. to study the role of concepts of collectivism and multipolarity in China's foreign policy and interactions with global international institutions;
4. to examine China's use of soft power and cultural diplomacy as a means to strengthen its position on the world stage.

2. Socio-cultural foundations of Chinese politics

2.1. China's path to global leadership through soft power

Cultural diplomacy may be a vital distance approach apparatus that permits states to shape worldwide relations through social and beneficial activities. China, as a world pioneer seeking to fortify its worldwide impact, is effectively focuses on this procedure in its foreign policy efforts [1].

Cultural diplomacy depends intensely on delicate control, a country's capacity to impact others using its culture, legislative issues and social values rather than military might or financial weight. Since standard discretionary strategies are not continuously viable in a world of expanding complexities, China is investigating the significant potential of delicate control as a implies of strengthening its universal nearness a technique that may surrender expansive benefits beside huge challenges [1; 5].

Cultural diplomacy is being executed by China in its remote approach to advance a noteworthy level of common regard and understanding between nations. In this setting, China has been forcefully advancing various angles of its millennia-old social legacy, such as Confucian logic, craftsmanship, writing, film, and conventions. This approach is based on several key components:

Confucius Establishing, large-scale social trade programs, and various activities to effectively advance the Chinese dialect and culture within the world. These endeavors are pointed

at making a positive picture of China as a mindful and tranquil nation within the world, which strengthens its notoriety within the political field. China's social strategy effectively advances the beliefs of harmony, cooperation and common respect between various nations, which is able offer assistance to extend Beijing's impact and ensure its driving part in forming a new world arrange based on the standards of economic improvement and multipolarity. The reasonable utilize of social devices could be a key component of this procedure. This will enormously contribute to strengthening both reciprocal and multipolar relations, in this way making a much steadier political and financial environment. China's social strategy not only successfully fortifies social ties between nations, but also serves as a capable apparatus for executing a long-term and focused on outside arrangement methodology pointed at essentially extending China's impact and significantly reinforcing its worldwide position [5].

2.2. The sociocultural basis of Chinese diplomacy and its impact on international relations

China's socio-cultural characteristics are a critical figure in forming its outside approach and universal impact. Among them, there are three key perspectives that have a significant effect on worldwide relations:

Chinese patriotism and the concept of the "Great Rejuvenation of the Chinese Nation," Confucian reasoning and its impact on China's political hones, and collectivism and the Chinese show of multipolarity in worldwide educate.

The primary key viewpoint that impacts Chinese remote arrangement is Chinese patriotism and the concept of the "Great Rejuvenation of the Chinese Nation." Since the Chinese Communist Party came to control in 1949 until nowadays, the thought of China's revival as a world pioneer has been the establishment of state belief system. This concept is centered on re-establishing China as a major world control centre. Activities such as "One Belt, One Road", pointed at reinforcing China's financial and social ties with creating nations in Asia, Africa and Europe, have been a significant device in realizing this desire. China is effectively contributing in framework ventures, which not only makes a difference extending its financial impact but also spreads Chinese culture and belief system. Through this method, China is returning to the center of the worldwide political outline, where it effectively advances its interface on the world arrange [3].

A critical point is the Confucian reasoning and its impact on China's worldwide relations. Confucianism, as the establishment of Chinese social convention, emphasizes values such as common regard and collective greatness. These philosophical standards have a coordinate effect on China's approach to worldwide relations, where long-term participation and solidness are basic components of discretion. Chinese remote policy is frequently based on the concept of tranquil

coexistence and shared advantage, which is especially apparent in its approach to participation with neighboring nations and inside multilateral universal organizations. Confucian values are also reflected in Chinese culture, where the accentuation on solidness, agreement and regard for convention does make a difference. Beijing advances its thoughts about China as a peace-loving superpower that is interested in building up steady and agreeable relations with its neighbors and other states. The third key viewpoint is collectivism in Chinese culture and its impact on China's methodology in universal relations. China effectively advances the concept of a multipolar world where states can exist in conditions of correspondence and common regard, instead of under the dominance of a single superpower. A critical part of this concept is the rejection of a unipolar world arrange ruled by a single nation. As part of this methodology, China effectively supports multilateral organizations such as the UN, the SCO, and ASEAN, and is concerned to reinforce its position in these organizations by promoting ideas of broader participation. This approach is especially discernible in China's arrangement toward creating nations, with which China builds relations based on common interface [2; 4].

3. Conclusions

Thus, the impact of China's socio-cultural characteristics on worldwide policymaking can be a multilayered and multilevel handle that incorporates social strategy and the profound verifiable dimensions of the Chinese character. China is effectively utilizing delicate control as a foreign policy instrument to fortify its position in the world and position itself as a peace-loving pioneer within the modern world arrange. China's methodology of verifiable restoration and national personality is reflected in activities such as "One Belt, One Road" initiative, which fortifies ties with nation-building countries and promotes Chinese philosophy. In general, the combination of Chinese patriotism with Confucian values and collectivism has made an interesting worldview of a distant approach in which social, societal, and political conventions are emphatically connected with worldwide forms. The effect of these components on China's international relations indicates that the nation is endeavoring to play a driving part in a multipolar world where regard for differences and an interest in shared thriving are principal to worldwide solidness. Through its social, financial, and political activities, China is uniting its vital position and role as a major player on the worldwide arrange.

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THE INTEGRATION OF ARTIFICIAL INTELLIGENCE IN THE UNITED NATIONS DIPLOMACY: CHALLENGES, OPPORTUNITIES, AND GLOBAL IMPLICATIONS

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Skorokhod D. A., Meleschenko O. O. The integration of artificial intelligence in the United Nations diplomacy: Challenges, opportunities, and global implications. This article analyzes the main challenges, opportunities, and global implications of integrating artificial intelligence into the United Nations diplomacy. The 21st century has marked a new era of modern technologies that can aid international relations and foster global cooperation. Through a variety of mechanisms, AI tools help nations articulate their ideas more effectively, reducing the risks of miscommunication and distortion. Additionally, AI supports multilingualism by enhancing translation accuracy and facilitating communication among member states. Nonetheless, these advancements pose significant threats, such as disrupted economies, breakdowns in international logistics chains, and the severance of diplomatic relations.

Keywords: artificial intelligence (AI), diplomacy, international relations, multilingualism, United Nations (UN).

Скорокход Д. А., Мелешченко О. О. Інтеграція штучного інтелекту в дипломатію ООН: виклики, можливості та глобальні наслідки. У статті аналізуються основні виклики, можливості та глобальні наслідки інтеграції штучного інтелекту в дипломатію Організації Об'єднаних Націй. XXI століття стало початком нової ери сучасних технологій, які можуть сприяти міжнародним відносинам і зміцненню глобального співробітництва. За допомогою різноманітних механізмів інструменти штучного інтелекту допомагають країнам ефективніше формулювати свої ідеї, зменшуючи ризики непорозумінь та викривлення інформації. Водночас ці досягнення створюють значні загрози, такі як економічні потрясіння, порушення міжнародних логістичних ланцюгів та розрив дипломатичних відносин.

Ключові слова: багатомовність, дипломатія, міжнародні відносини, Організація Об'єднаних Націй (ООН), штучний інтелект (ШІ).

1. Introduction

The United Nations has become an international epitome of cooperation and unity after the end of World War II in 1945. Since then, the organization has fostered harmonious communication through a means of multilingualism, ensuring that Arabic, Chinese, English, French, Russian, and Spanish represent all the continents and its unique language regimes. Aforementioned languages were meant to simplify negotiations and contribute to the establishment of stability [9]. However, despite the General Assembly resolution 71/328 [12], differences in languages result in varying perceptions of international events, reflecting the culture and nature of multilateral relations.

Currently, artificial intelligence (AI) is being employed in diplomacy to enhance communication efficiency, overcome language barriers, and facilitate negotiations among nations, addressing the complexities of multilingualism [15]. Prominent researchers who have explored the impact of Artificial Intelligence (AI) on diplomacy and international relations include Alavi and Wählich [1], Bjola and Manor [3], Pokhriyal [8], and Stanzel and Voelsen [10], Stein [11]. These scholars have focused on promoting strategic reasoning for the implementation of AI assistance across various fields within international relations.

The object of this study is artificial intelligence (AI) in international communication within the United Nations. **The subject** of the study is the problems, opportunities, and threats to the negotiation processes among the UN member states.

The aim of our research is to explore the integration of artificial intelligence (AI) in international communication within the United Nations, focusing on the challenges and opportunities for fostering global cooperation.

To reach this aim, the following *objectives* have been specified:

- to analyze the current situation regarding multilingualism and communication practices within the United Nations, including the use of simultaneous translation during diplomatic negotiations;
- to elucidate the role of AI in overcoming language barriers, enhancing communication efficiency, and addressing cultural nuances in international relations;
- to highlight UN recommendations for safe and sustainable AI governance.

These objectives underscore the critical need to explore how emerging technologies, particularly AI, can bridge communication gaps and foster mutual understanding, paving the way for a more inclusive and effective diplomatic framework within the United Nations.

2. Current State of the AI Integration in Multilingual Communication

Artificial intelligence (AI) stems from the simulation of human intelligence processes by machines, in particular – computer systems. Among the processes included are learning, reasoning, problem-solving, and language understanding. The rapid evolution of AI resulted in enhancing communication across linguistic and cultural boundaries, making it a vital tool for international organizations like the United Nations (UN) [1].

Within the UN framework, multilingualism serves as a cornerstone of its operations, ensuring inclusivity and equal participation among its member states. Security Council meetings, General Assembly sessions, Economic and Social Council consultations, and the activities of various UN bodies are conducted in English, with simultaneous translation into five other official languages: Arabic, Chinese, French, Russian, and Spanish. Traditionally, interpreters sit in designated cabins, listening to speeches in real time and providing synchronous translations for delegates. This practice underscores the importance of linguistic precision in negotiations and decision-making processes [11].

However, one must question whether the accuracy of such translation can prove effective in negotiations or decision-making processes. For instance, during the main part of the 79th session of the Fifth Committee of the UN General Assembly (GA) on the 24th of December 2024, the Russian Federation proposed an amendment (A/C.5/79/L.7) to a draft resolution of the UN GA previously agreed upon by member states regarding the approval of the externality scale of UN member states to resolve issues of interaction with the Organization (A/C.5/79/L.5). The speech was delivered in Russian and required interpreters to employ critical thinking and articulate their thoughts. Even though they did their best to reflect the variety of terms appealing

to logos, ethos, and pathos, the voting result rejected the specified amendment: 21 states in favor, 67 against, and 51 abstentions [13].

Another poignant example serves as a reminder of importance of translation accuracy occurred during the Sharm el-Sheikh Climate Change Conference (COP 27) in November 2022. Gathered to achieve consensus on the world's collective climate goals, countries reaffirmed their commitment towards major climate guidelines as outlined in the Paris Agreement and the Convention. During a session, a delegate from a developing nation delivered a speech in Spanish, advocating for increased funding to address climate change impacts on vulnerable communities. The interpretation of the delegate's remarks was crucial, as they outlined specific financial needs and expectations from developed nations [16].

Despite the interpreters' efforts to convey the urgency and emotional weight of the speech, the translation failed to capture the nuanced implications of certain terms related to climate finance. The resulting interpretation led to misunderstandings regarding the commitments expected from developed nations, ultimately complicating the negotiations. When the proposal for increased funding was put to a vote, the outcome reflected a lack of clarity in communication: 25 nations supported the proposal, 45 opposed, and 20 abstained [3].

These examples illustrate the complexities and challenges of multilingual communication within the UN, highlighting the necessity for enhanced AI-driven solutions to improve translation accuracy and efficiency in high-stakes diplomatic contexts.

3. The Benefits of AI Integration

In the realm of global communication, language barriers can pose significant challenges, even with the involvement of highly skilled linguistic professionals on the matter. The situations mentioned above are among of many cases where the ability to communicate a thought in a non-native language was impaired. Fortunately, the 21st century has marked a milestone in modern technologies with the advent of artificial intelligence (AI). The ability to communicate freely while preserving cultural patterns and language peculiarities would enhance understanding between nations [7]. Therefore, working toward achieving a greater good for humanity would become easier and faster.

AI could be leveraged once incorporated into international relations processes in various ways. First and foremost, it could transcribe speeches and discussions in real-time across multiple languages, ensuring that all participants have access to accurate records of what was said. Concurrently, AI should be incorporated to take notes – this feature is particularly valuable in high-stakes negotiations where every word count, allowing diplomats to refer back to precise statements without relying solely on memory [6].

Secondly, creating reports of meetings and other diplomatic sessions is time and efforts-consuming. AI could be helpful in terms of automating the generation of comprehensive reports summarizing discussions, decisions, and action items from meetings with consideration of cultural attributes. By doing so, it would reduce the administrative burden on diplomats, allowing them to focus solely on strategy and policy formulation. As a result, quick access to well-organized reports will contribute to enhancing accountability and facilitate follow-up actions [4].

Thirdly, diplomatic correspondence on a day-to-day basis is crucial to an unhindered dialogue between nations. Communication in a timely manner plays a pivotal role in international relations, where delays can lead to misunderstandings or missed opportunities. While responding to 81 countries may seem challenging but possible, addressing 193 UN member countries at once sounds unrealistic. Therefore, AI can become a valuable assistant in drafting and translating diplomatic communications, speeding up the process of exchanging information between countries. By automating routine correspondence, diplomats can respond more promptly to inquiries and proposals, increasing overall diplomatic efficiency [8].

Diplomats are to deal with vast amounts of information. The process of reading meticulously, analyzing every detail, and ensuring that it doesn't contradict government policy or violate the country's image on the international stage takes an obscene amount of time. After that, diplomats must make effective conclusions and behave in accordance with the information received, processed, and analyzed. Thus, reliance on AI could alleviate the burden on diplomatic workers: by processing and analyzing large datasets it will be useful in identifying trends, patterns, and insights relevant to international relations. Increased efficiency will, hereby, allow diplomats to dedicate more time to critical thinking, relationship-building, and strategic planning. By leveraging data analytics, diplomats can make informed decisions based on evidence rather than intuition alone. This analytical capability allows for a more proactive approach to diplomacy, enabling countries to anticipate challenges and opportunities [6].

These elements are crucial for promoting timely communication between parties, alleviating the burden on diplomatic workers tasked with managing an immense workload [14]. Swift reactions to global events are a hallmark of great diplomats, enabling them to take appropriate measures. Thus, AI tools appear promising as indispensable elements in the foreseeable future.

4. Challenges and Governance of AI Proliferation in International Relations

On the other hand, the proliferation of AI in the realm of international relations could lead to harmful repercussions, including the spread of disinformation, gaps in national security, and a decrease in interpreter jobs, to name a few [9]. Due to the imperfections of current AI tools, misleading information could create disastrous situations, prompting aggression, violations of

laws, and eventually the severance of diplomatic relations [2]. Speculating on other implications, the author suggests the collapse of international markets, leading to disrupted economies, landslides in international logistics chains, and the formation of undesirable alliances among countries that could pose a threat to the global community.

In order to underline its commitment to safe, secure and trustworthy artificial intelligence systems for sustainable development, on September 19th, 2024, the UN's High-level Advisory Body on Artificial Intelligence released "Governing AI for Humanity," a final report on global AI governance [4]. It recommends: (i) establishing an international scientific panel on AI, (ii) initiating policy dialogues, (iii) creating an AI standards exchange, (iv) forming a capacity development network, (v) launching a global AI fund, (vi) developing a global data framework, and (vii) setting up an AI office within the UN Secretariat [5]. Being a part of a broader framework, it aims for the full realization of the 2030 Agenda for Sustainable Development.

These recommendations highlight the urgent need for collaborative efforts among nations to address the challenges posed by AI proliferation and ensure its responsible use in the international arena.

5. Conclusion

The study has explored the key challenges and opportunities of incorporating AI tools into international relations, with the UN serving as a prime example. By elucidating the role of AI in overcoming language barriers, the article highlighted how AI could foster international cooperation, reduce the workload of diplomatic workers, and enhance global stability, offering transformative potential for the world stage.

Nonetheless, priorly referred advancements border considerable risks, including the spread of disinformation, threats to global security, and disruptions in global markets. Whereas such concerns have a solid ground base, the potential benefits of AI utilization appear to outweigh harmful repercussions, fostering creation of an environment that only addresses present challenges but also lays the foundation for a more sustainable and harmonious future.

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MILITARY ALLIANCES: NATO IN THE MODERN WORLD

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Skulskyi D. V., Bezsonova N. S. Military Alliances: NATO in the Modern World. This study examines NATO's key role in global security and its strategies for preventing conflicts. It analyzes NATO's preventive measures, the effectiveness of the principle of collective defense, and the Alliance's ability to adapt to new security challenges. The study highlights how NATO's approaches to conflict resolution and its responses to geopolitical challenges contribute to global stability, peace and international cooperation among member states.

Keywords: collective defense, conflict prevention, geopolitical challenges, global stability, international cooperation, NATO, security.

Скульський Д. В., Безсонова Н. С. Військові альянси: НАТО у сучасному світі. У цьому дослідженні розглядається ключова роль НАТО у глобальній безпеці та його стратегії запобігання конфліктам. Аналізуються превентивні заходи НАТО, ефективність принципу колективної оборони та здатність Альянсу адаптуватися до нових викликів безпеки. Дослідження висвітлює, як підходи НАТО до врегулювання конфліктів та її відповіді на геополітичні виклики сприяють глобальній стабільності, миру та міжнародному співробітництву між країнами-членами Альянсу.

Ключові слова: безпека, глобальна стабільність, геополітичні виклики, запобігання конфліктам, колективна оборона, міжнародне співробітництво, НАТО.

1. Introduction

Military alliances play an important role in supporting global security and conflict prevention. NATO, as one of the leading military alliances, plays a central role in ensuring international stability through its collective defense and conflict prevention strategies. The Alliance's ability to confront the current security challenges underscores its importance in maintaining peace and stability in the world.

The relevance of this study is due to the growing importance of NATO in a multipolar world where new security threats continue to appear. Examining NATO's actions is vital for understanding its influence on global security.

The object of the study is NATO as a military alliance, and *the subject* is its strategies for maintaining global security.

The aim of the research is to assess NATO's strategic evolution in the context of modern security challenges and its role in maintaining peace.

The following *tasks* are set to achieve the purpose:

1. To study NATO's strategies for preventing conflicts.
2. To explore NATO's collective defense mechanisms.
3. To examine NATO's responses to modern security threats.

2. NATO and its Influence on Global Security Architecture

2.1. The Strategic Significance of NATO in Preventing Military Conflicts

NATO is one of the largest and most important international military organizations established to ensure the collective security of its members and to protect peace and stability in

the world. The main goal of the Alliance is to prevent military conflicts and ensure security for both member countries and the global community.

One of the key documents is the NATO Strategic Concept, which defines the long-term goals, nature and objectives of the Alliance in the field of security, clarifies the basics of the approach to security and the directions of reforming the armed forces of member countries. NATO pursues a policy of deterrence, including military exercises, defense capacity building, and diplomatic measures to reduce international tensions.

The North Atlantic Treaty is the basis for NATO member states' commitments, including joining forces for collective defense and peacekeeping, as defined in the preamble. These goals contribute to stability and security for Allies and the world [4].

For example, NATO's operations in Afghanistan can be considered a model of the Alliance's involvement in preventing military conflicts. After the terrorist attacks of September 11, 2001, NATO launched Operation Resolute Support in Afghanistan, which was aimed at stabilizing the country, fighting terrorism and rebuilding state institutions [2].

In addition to Afghanistan, one of NATO's oldest missions began in 1999 in Kosovo. The Alliance's forces entered Kosovo to stop the conflict with Serbia. In 2008, NATO agreed to maintain its presence in Kosovo based on a UN Security Council resolution, which became an important step in ensuring stability in the region after the fighting ended [5].

Thus, the strategic importance of NATO in preventing military conflicts lies in the Alliance's ability to ensure stability and security not only for its member states, but also for the international community as a whole. Through collective defense and peacekeeping operations, the Alliance helps reduce the risks of escalating violence in conflict regions. NATO's operations in Afghanistan and Kosovo are vivid examples of how the Alliance's strategic importance is realized through active participation in maintaining peace and stability on a global scale.

2.2. Collective Defense: Strengthening Global Stability through NATO's Core Doctrine

Collective defense is a fundamental principle of NATO, according to which an attack on one member is considered an attack on all. This principle is enshrined in Article 5 of the NATO Charter, which reads as follows: "The Allies agree that an armed attack against one or more of them in Europe or North America will be considered an attack against them all..."

This guarantees mutual defense against external threats and creates a security system based on cooperation and support. In line with this doctrine, NATO also implements defense programs, national and collective defense strategies, and standardizes weapons systems and military training [4].

International security threats and aggression require continuous adaptation of the Alliance to new conditions. On March 1, 2022, the European Parliament adopted a resolution reaffirming NATO's role

as the foundation of collective defense and welcoming the unity of the EU and NATO in resisting Russian aggression [3, p. 2]. NATO continues to enhance cooperation with partners, such as Georgia and Bosnia and Herzegovina, focusing on cybersecurity and defense capabilities [3, p. 1].

After the Madrid summit in 2022, NATO's strategic concept shifted focus to geopolitical challenges. While the 2010 Strategic Concept stated that NATO “does not consider any country an adversary,” the next version of the Strategy, due out in 2022, identifies the Russian Federation and its military buildup as a clear threat to the Alliance's security. At the same time, the new strategy emphasizes the importance of adapting to an unstable and competitive world, including protecting freedom of navigation and countering threats in the North Atlantic [9]. The principle of collective defense serves as a strong deterrent for Russia, as it understands that an attack on one NATO member could lead to a global conflict involving all allies. Therefore, Russia is likely to avoid direct attacks on NATO member states, although it continues to engage in hybrid warfare, such as cyberattacks, disinformation campaigns, and political interference.

NATO Article 5 has been used only once in the history of the Alliance. It happened after the terrorist attacks of September 11, 2001 in the U.S. After these attacks, the U.S. turned to NATO, and on September 12, 2001, Article 5 was activated, which was the first and only time it was used. This was a vivid example of how the principle of collective defense helps ensure the security of NATO member states [1].

In summary, NATO's principle of collective defense is key to strengthening global stability by protecting member states and deterring aggressors. Allied unity and strategic adaptation allow NATO to effectively maintain peace and security in the world.

2.3. NATO's Response to Modern Geopolitical Challenges and Threats

Throughout its seventy-year history, NATO has demonstrated adaptability and resilience in addressing diverse challenges as an international organization based on the shared values of its member states. In addition to its original role as a military alliance, NATO today prioritizes multilateral cooperation and takes a multifaceted approach to addressing today's complex challenges.

NATO has shown its ability to adapt since the Cold War [4], focusing on international stabilization and peacekeeping missions in the post-Cold War era. In particular, this included military operations following the 2001 terrorist attacks in the United States, culminating in the activation of Article 5, which embodies the Alliance's collective defense commitment [1].

The last decade has been marked by the emergence of a complex set of global and regional threats, including the COVID-19 pandemic, the Russian-Ukrainian war, and, most recently, the conflict between Israel and Hamas.

Russia's illegal annexation of Crimea in 2014 marked a return to great power rivalries and territorial changes through force in Europe. For example, NATO has tripled the size of its Response Force (RF), increased the readiness and technological capabilities of its multinational high readiness force, and created a 5,000-strong Very High Readiness Joint Task Force (VJTF) within the RF. The Alliance has also stepped up its air policing missions over the Baltic and Black Sea regions [7].

China's rising global influence challenges NATO's security and values. Through hybrid, cyber, and disinformation tactics, as well as economic and military power, China expands its reach. NATO monitors this, as China's actions, including its strategic partnership with Russia, undermine the international rules-based order, particularly in space, cyber, and maritime areas.

Terrorism remains a significant threat to NATO, posing an asymmetric risk to both civilian security and global peace and prosperity. The Alliance collaborates in counterterrorism efforts and addresses the root causes of extremism [10]. NATO members have expressed solidarity with Israel, reaffirming its right to defend itself against terrorism. They have called on Hamas to immediately release all hostages and ensure the protection of civilians. Some NATO countries are providing practical support to Israel in response to the situation.

NATO's ability to adapt to modern geopolitical challenges and threats highlights its crucial role in maintaining international security. By addressing issues such as terrorism, regional conflicts, and the strategic competition posed by powers like Russia and China, NATO continues to uphold its core mission of collective defense and global stability. Through cooperation with partners and a focus on evolving security dynamics, the Alliance remains a central pillar in safeguarding peace and prosperity.

3. Conclusions

Therefore, NATO is a key element of global security, contributing to conflict prevention and stability. Through collective defense strategies and the ability to adapt to new threats, the alliance maintains peace worldwide. Cooperation among NATO member states ensures stability and enables effective responses to modern security challenges. By addressing issues such as regional conflicts, the rise of geopolitical tensions, and asymmetrical threats like terrorism, NATO continues to play an indispensable role in maintaining international peace. Its strategic importance is evident not only in collective defense, but also in its adaptability to contemporary challenges, ensuring a proactive approach to global security.

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THE EVOLUTION OF ITALY-LIBYA RELATIONS IN THE CONTEXT OF POST-COLONIAL LEGACY

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Slabospytska K. R., Lavrinenko I. M. The evolution of Italy-Libya relations in the context of post-colonial legacy. The article explores the complex dynamics of Italy-Libya relations through the lens of their colonial past. It analyzes how the 1911 Italian invasion and subsequent colonial period have shaped modern diplomatic, economic, and cultural ties between the two nations. The study examines key historical events, from the Treaty of Ouchy to Gaddafi's era and contemporary challenges, highlighting how post-colonial consciousness influences current bilateral relations, migration policies, and economic cooperation.

Keywords: colonization, Italy-Libya relations, migration, post-colonial legacy, Treaty of Ouchy.

Слабоспицька К. Р., Лавриненко І. М. Еволюція італійсько-лівійських відносин у контексті постколоніальної спадщини. Стаття досліджує складну динаміку відносин між Італією та Лівією крізь призму їхнього колоніального минулого. Аналізується вплив італійського вторгнення 1911 року та подальшого колоніального періоду на сучасні дипломатичні, економічні та культурні зв'язки між країнами. Розглядаються ключові історичні події від договору в Уші до ери Каддафі та сучасних викликів, підкреслюючи як постколоніальна свідомість впливає на двосторонні відносини, міграційну політику та економічну співпрацю.

Ключові слова: договір в Уші, італійсько-лівійські відносини, колонізація, міграція, постколоніальна спадщина.

1. Introduction

The study of post-colonial relations between former colonial powers and their colonies remains crucial for understanding modern international relations. The case of Italian-Libyan relations offers a unique perspective on how colonial legacy shapes contemporary bilateral interactions in the Mediterranean region.

The relevance of this research lies in its contribution to understanding post-colonial relationships in the Mediterranean, particularly in the context of modern challenges such as migration, energy security, and regional stability. The object of the study is the development of Italian-Libyan relations from 1951 to present. *The subject* is the influence of colonial legacy on Italian-Libyan political, economic, and social relations. *The aim* is to analyze how the colonial past has shaped and continues to influence bilateral relations between Italy and Libya.

The tasks include:

1. To examine the Italian colonization of Libya (1911-1943);
2. To analyze the process and methods of colonization;
3. To evaluate the transformation of relations during Muammar Gaddafi's rule;
4. To assess the current state of Italian-Libyan relations;
5. To identify how colonial legacy continues to influence modern bilateral relations.

2. Historical Background

2.1. Colonial Period (1911-1943)

Italian-Libyan relations began with the Italo-Turkish War in 1911. Libya has always been one of the North African countries that attracted significant interest from powerful states. The reasons for this interest included its natural resources, strategic geographical location with access to the Mediterranean Sea, and the opportunity to control important trade routes [1, pp. 2–4].

Italy is now known as one of the most developed countries in the world and is a member of prominent international organizations such as the EU, UN, OECD, and others. However, in the late 19th century, when Italy had just unified, it was a relatively weak country. Despite its status, Italy aspired to become a colonial power like France or Great Britain. Due to limited economic resources and lack of experience, Italy was only able to occupy small and poor territories, such as Eritrea and Somalia. Later, Italy attempted to take control of Tunisia and Abyssinia but suffered defeats. Eventually, Italy turned its attention to Libya, which was under the weak rule of the Ottoman Empire, also Libya was the only Mediterranean territory that had not yet been captured by other European powers. Italy's main goal was to convert the desert regions of Libya into agricultural land that would accommodate Italy's surplus population and prevent their emigration to other countries [3, p. 1].

To avoid misunderstandings with other powerful nations regarding this territory, Italy signed several diplomatic agreements acknowledging its control over Libya. One such agreement was with France, which agreed to support Italy's desire to colonize Libya in exchange for Italy's recognition of French colonization of Morocco. These agreements demonstrated international approval of Italy's actions in Libya [2, pp. 224–225].

The Italo-Turkish War has gone through several phases:

1. Invasion (September-October 1911);
2. Expansion and Resistance (November 1911-Early 1912);
3. Widening of Conflict (Spring 1912).

The first phase was marked by the Italian forces' invasion of the Libyan coast in 1911, immediately capturing two important cities — Tripoli and Benghazi. Due to this sudden Italian invasion, the Ottoman Empire suffered defeat on the same day, which led to Italy gaining control over certain coastal territories of Libya, including Tobruk.

The next phase of the war began in November 1911, when Italy officially declared full control over Libyan territories. Despite Italy's claims, at that time, they only held the coastal territories, while the interior lands remained under Turkish-Arab resistance control. Although Italian forces had numerical and technical superiority, they failed to overcome the resistance forces and capture Libya's interior regions. The main obstacles to the Italian army's advancement were

the specific features of the Libyan terrain (vast deserts, high temperatures, limited access to water sources, sandstorms, etc.) and a well-organized resistance system. Knowledge of the terrain helped Turkish-Arab forces maintain their defense, while Italian forces were forced to seek new methods of warfare, leading to the first use of aircraft in military history for reconnaissance and bombing operations [1, pp. 11–12].

The conflict entered a broader phase in spring 1912 when Italy adopted a more aggressive strategy. Italian forces extended their operations beyond Libya, striking Turkish ports across the Mediterranean and deploying their fleet to the Aegean Sea. This expansion included seizing Rhodes and the Dodecanese Islands, while implementing a naval blockade of Turkish ports to increase pressure on the Ottoman Empire.

The war concluded with the signing of the Treaty of Ouchy (Lausanne) on October 18, 1912. According to this treaty, the Ottoman Empire had to withdraw its troops from Libya, the Ottoman Empire wanted to put two of its leaders in Libya, but Italy accepted only one Sultan's representative, also Italy was supposed to return the captured Dodecanese islands and Rhodes, but didn't do so because some Ottoman troops remained in Libya [1, p. 14].

This treaty officially ended the Italo-Turkish War of 1911-1912, although not all of its conditions were fulfilled by both sides. The treaty was signed quickly because the Ottoman Empire needed to focus on the new Balkan War that had just broken out. After Benito Mussolini came to power in 1922, Italy began an aggressive policy towards Libya. The Italians suppressed local resistance, which included mass deportations, destruction of villages, and the establishment of concentration camps for Libyans. Military campaigns led by General Rodolfo Graziani aimed to crush the resistance movement led by Omar Mukhtar. By 1931, following Mukhtar's death, the resistance in most regions had been broken, and Italy established full control over Libya.

After the end of active hostilities in Libya, a period of "peaceful" colonization began, marked by extensive infrastructure development, including the construction of roads, ports, schools, and administrative buildings. One of the key projects was a road along the Libyan coast. The Italian government encouraged its citizens to settle in Libya by offering land and financial support. In 1938, large agricultural colonies were established with the aim of making Libya economically self-sufficient. However, the local population, particularly Arabs and Berbers, remained disenfranchised, leading to social tensions [2, p. 14].

Italian rule in Libya ended during World War II. In 1943, British and French forces captured the country, driving out the Italian troops.

2.2. Italy-Libya Relations after Libya's Independence

On December 24, 1951, Libya gained independence, but 20 000 Italians still lived in the country, helping Italy maintain economic influence there. An important step in normalizing relations was the 1956 Italian-Libyan Friendship Treaty, under which Italy committed to paying reparations of 5 million Libyan pounds. During this period, the Italian oil company ENI, under the leadership of influential Enrico Mattei, received important concessions to develop Libyan oil fields.

The state of Italian-Libyan relations changed after Muammar Gaddafi came to power in 1969. In 1970, the new leader of Libya carried out mass deportation of Italian settlers and confiscated their property. Despite deteriorating political relations, economic ties were partially maintained, mainly due to Italy's dependence on Libyan oil. A turning point came in 2008 with the signing of the Benghazi Friendship Treaty, according to which Italy officially apologized for the colonial past and agreed to pay \$5 billion in compensation, as well as committed to developing Libya's infrastructure [2, p. 14].

After the fall of the Gaddafi regime in 2011, relations between the countries moved to a new level. Despite political instability in Libya, Italy remains one of its key economic partners, and ENI continues to be the largest foreign oil operator in the country. Cooperation in addressing the migration crisis has gained particular importance, as Libya has become the main transit point for migrants heading to Europe across the Mediterranean Sea. However, the post-colonial legacy is still visible in many aspects of Libyan society: the preservation of Italian architectural heritage, the use of Italian technical terms in the local Arabic dialect. Italian influence has partially remained in Libya's legal system as well. These complex historical relations continue to influence contemporary interaction between the two countries, forming a unique example of post-colonial relations in the Mediterranean [2, p. 231].

3. Conclusions

In conclusion, the relationship between Italy and Libya has undergone significant transformations since the 1911 colonization. From Italy's initial military invasion and colonial rule to the dramatic changes during Gaddafi's regime, and finally to the present day, this relationship demonstrates how colonial history continues to influence modern international relations.

The colonial period (1911-1943) established patterns that would affect both nations for decades to come. Under Gaddafi's leadership, Libya reshaped its position from a former colony to an independent power, though maintaining significant economic ties with Italy. Today, while both countries work to build new cooperative relationships, particularly in economic and energy sectors, their interactions remain influenced by their complex shared history. This case shows how former colonial powers and their former colonies must balance addressing historical legacies while developing modern diplomatic and economic partnerships.

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INTERNATIONAL E-COMMERCE: DEVELOPMENT TRENDS IN UKRAINE

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Slobchenko Y. S., Davydenko I. V. International e-commerce: development trends in Ukraine. The article analyzes the development of e-commerce in Ukraine, emphasizing its impact on international trade relations. E-commerce development stages are discussed, including infrastructure growth, technology availability, and changes in consumer behavior. At the same time, barriers such as the instability of the economy and the lack of legal support are highlighted. Recommendations are offered for improving the legislative framework and supporting small businesses, which will contribute to the further development of e-commerce in Ukraine.

Keywords: challenges, development, e-commerce, international trade, Ukraine.

Слобченко Є. С., Давиденко І. В. Міжнародна електронна торгівля: тенденції розвитку в Україні. Стаття аналізує розвиток електронної комерції в Україні, підкреслюючи її вплив на міжнародні торговельні відносини. Обговорюються етапи становлення е-комерції, включаючи зростання інфраструктури, доступність технологій та зміни в споживчій поведінці. Водночас, виокремлюються бар'єри, такі як нестабільність економіки і брак нормативно-правового забезпечення. Пропонуються рекомендації для поліпшення законодавчої бази та підтримки малих підприємств, що сприятиме подальшому розвитку е-комерції в Україні.

Ключові слова: виклики, електронна торгівля, міжнародна торгівля, розвиток, Україна.

1. Introduction

The *object* of the study is e-commerce in Ukraine as an important component of the modern economy, which has significant potential for development. The *subject* of the study is trends, stages and challenges affecting the e-commerce market in Ukraine, as well as opportunities for further growth and integration into international trade. The *purpose* of the article is to analyze the current state of e-commerce and determine its prospects in the context of global economic changes. The *relevance* of this article is due to the growing popularity of online trade and the need to study its impact on the competitiveness of Ukrainian companies in the modern world.

2. The analysis of international e-commerce

In the modern world, electronic commerce is an important component of trade relations both at the level of local exchange and in terms of global trade. "Virtual" agreements for the purchase/sale of various products, electronic settlements, electronic marketing developments, electronic banking are confidently and quickly introduced into people's lives, attracting more and more of the world's population. This is directly related to the spread of the global Internet and the constant improvement of its capabilities [4].

The category "electronic commerce" includes all financial and trade operations that are implemented thanks to the functioning of computer technologies, as well as business processes that are related to the implementation of these transactions [4].

The Law of Ukraine "On Electronic Commerce" states that electronic commerce is an economic activity in the field of electronic purchase and sale, sale of goods remotely to the buyer by performing electronic transactions using information and communication systems [5].

It is worth noting that e-commerce is becoming more and more popular in our country, is developing at a fairly fast pace and, with the right approach, has significant potential and prospects for development: the infrastructure for e-commerce is improving in Ukraine, the prevalence of secure Internet servers for electronic transactions is increasing, everything mobile e-commerce is becoming more widespread [2].

During its development, e-commerce in Ukraine went through the following stages [1]:

Stage 1 – The birth of e-commerce in Ukraine (until 2009)

The appearance of the first online stores is accompanied by the search for suppliers, the study of online and offline promotion opportunities, and the optimization of logistics operations (purchasing, storage, delivery). To a certain extent, the development of e-commerce is held back by the low level of consumer access to high-speed Internet. Interaction with end consumers was ensured by our own efforts through our own delivery services, delivery points, which were in cities with millions, which limited the geography of the online store to the city where the store team lived.

Stage 2 - Outsourcing of operational activities (2010-2014)

In the early 2000s, there was no delivery market in Ukraine: it was replaced by train conductors and minibus drivers. Sending a package without any guarantees through strangers involved many risks. At the beginning of 2010, the express delivery market begins to take shape, the first large customers and competitors appear. It was the growing scale of business and the development of competition that became challenges, overcoming which served as an important and necessary hardening for companies. Companies are beginning to form key values - customer service and high quality of services.

The industry of marketing services is developing, which allows you to promote businesses on the Internet: SEO, SMM, contextual and media advertising and much more.

Stage 3 - Activation of the development of e-commerce in Ukraine (2015-2017) Probably, the introduction of 3G and then 4G Internet was the biggest impetus for the development of e-commerce in Ukraine. More and more consumers have access to the Internet anywhere at any time.

Stage 4 - Development of new services by online stores themselves and activation of e-commerce for the service sector (2018 - present time)

This stage can be characterized by the following trends:

1. Competition from international players is intensifying. More and more orders are placed on international trading platforms.
2. Competition for consumers' wallets is intensifying.
3. Competition leads to a decrease in prices for goods, and the need to provide quality service leads to an increase in costs. E-commerce players are starting to optimize business processes.
4. More and more industries are intensifying their efforts on the Internet (cafes and restaurants, transportation and other logistics services, consulting, etc.) [1].

The number of Internet users in Ukraine is projected to increase between 2024 and 2029 by a total of 0.6 million users (+1.61 percent). The number of users is estimated to reach 37.79 million users in 2029 [9]. See Figure 1.

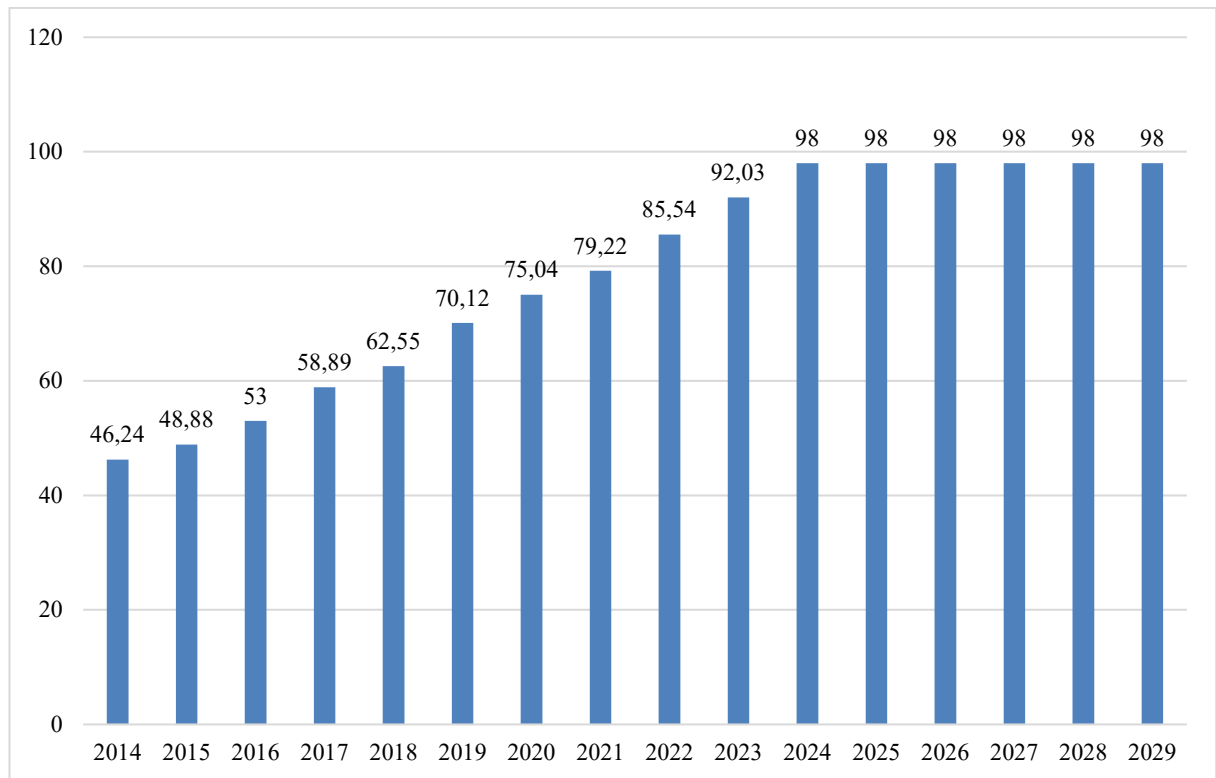


Figure 1. Ukraine: internet usage reach 2014-2029

Source: Compiled according to data [8]

According to EVO, a Ukrainian IT company whose projects include the largest marketplaces for online shopping, electronic document management services, and a platform for state and commercial bidding [11], almost 10 million Ukrainians made online purchases last year. Of these, 1.5 million made their first purchase in 2023. The total value of goods and services sold online amounted to more than 1,814 million dollars. USA [10].

The reason for such an unprecedented acceleration is obvious. Due to the Covid-19 pandemic, many new players, from mini manufacturers to coffee shops, have started trading online. According to forecasts, the Ukrainian e-commerce market was supposed to reach \$3.9–4 billion in 2022, but a full-scale Russian invasion took place [11]. But e-commerce in Ukraine continues to develop: as early as July 2023, the number of online buyers almost returned to the level of 2021, and in October 2023 it increased to 112% compared to the same period in 2021. The process of development and restoration of online trade is closely related to the use of direct communication channels and the Customer Data Platform (CDP). CDP allows companies to monetize with an omnichannel strategy, reaching target audiences through mass and trigger emails, SMS, mobile and web push, and more [3].

It is worth noting that the competition between marketplaces and social networks and search engines is currently growing. For the most part, retailers make money on sales, and marketplaces make money on the promotion of goods and services [6]. As calculated by the online marketing agency Promodo, 82.6% of the market is occupied by marketplaces - Rozetka, Prom.ua, epicentrk.ua, Bigl, Zákupka and Allo. Next come large stores - 14.8%. Among them: Comfy, Foxtrot, Citrus, Eldorado, MOYO and others. The smallest share of multicategory stores is 2.6% [5].

In addition to domestic platforms, Ukrainians also actively use foreign e-commerce services. It can be seen that the trends in the use of B2B, B2C and C2C sites remain similar for foreign sites as well. The growing popularity of such services as AliExpress, Alibaba, and the new Temu platform is due to a wide range of products, convenient payment terms with hryvnia cards, and favorable prices. These platforms allow Ukrainian consumers to gain access to the global market, which is especially attractive in conditions of economic instability, when goods from abroad are often cheaper than on the domestic market.

However, with the creation of an increasingly active e-commerce space in Ukraine, the popularity of foreign platforms is becoming lower, and domestic entities are increasingly using the experience of business models of other countries, introducing it into their own functioning [7].

Electronic commerce in Ukraine is developing quite steadily, in accordance with the economic situation in the country. However, there are a large number of barriers that can inhibit positive changes in the process of e-commerce development in the domestic market. In Ukraine, the main factors affecting the development of e-commerce are the lack of proper regulatory and legal support for this type of economic activity, a slight increase in the cost of online purchases due to the low level of the population's solvency, the lack of the necessary information and logistics infrastructure to ensure further development, etc.

3. Conclusions

Electronic commerce is positioned as a real opportunity for the development of trade relations in Ukraine and in international economic activity. The main prospects for the development of e-commerce can be considered: the improvement of the regulatory and legal environment for the protection of the rights of consumers and suppliers, the development of the delivery and logistics infrastructure, as well as the increase in the availability of digital technologies for the population. Investments in information technologies and training of personnel to work in electronic commerce can also significantly increase the competitiveness of Ukrainian companies on the international market. Support for startups and small businesses that use online trade, as well as the development of payment systems and transaction security, are important steps to ensure the further growth of e-commerce in Ukraine.

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A MODERN TOOL IN SCIENTIFIC RESEARCH: CAN ARTIFICIAL INTELLIGENCE REPLACE THE HUMAN RESEARCHER?

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Sobodieieva A. O., Ilchenko V. V. A modern tool in scientific research: can artificial intelligence replace the human researcher? This article explores the role and potential of artificial intelligence in modern scientific research. It highlights the capabilities artificial intelligence in data processing, automation, and forecasting, while addressing its limitations in creativity and ethical challenges. The collaboration between artificial intelligence and human researchers is emphasized as a promising avenue for future scientific advancements.

Keywords: artificial intelligence, automation, data processing, ethical challenges, research.

Сободєєва А. О., Ільченко В. В. Сучасний інструмент у наукових дослідженнях: чи може Штучний Інтелект замінити людину-дослідника? У статті розглядається роль та потенціал штучного інтелекту у сучасних наукових дослідженнях. Виділяються його здібності до обробки даних, автоматизації та прогнозування, висвітлюються обмеження штучного інтелекту у творчості та етичних питаннях. Обґрунтовується перспективність співпраці між штучним інтелектом та людьми для майбутнього науки.

Ключові слова: автоматизація, дослідження, етичні питання, обробка даних, штучний інтелект.

1. Introduction

Modern scientific research increasingly relies on innovative technologies. Artificial intelligence (AI) has become a crucial tool that transforms data processing, experimentation, and the creation of new knowledge.

The relevance of this study is driven by several factors. First, modern science is undergoing rapid technological development, where AI emerges as a key instrument for research. Second, the integration of AI raises questions about the potential replacement of human researchers, which is critical for determining the future of the scientific domain, ethical standards, and the role of creative thinking in discoveries.

The aim of our research is to identify the potential and limitations of AI in scientific studies and evaluate the prospects of its collaboration with human researchers in terms of efficiency, creativity, and ethics.

In line with this aim, the following *tasks* are defined:

1. to analyze the capabilities of AI in performing scientific tasks such as data processing, process automation, and forecasting;
2. to identify the limitations of AI, including its dependence on data and the absence of creative thinking;
3. to explore ethical challenges associated with the use of AI in scientific research;
4. to evaluate examples of collaboration between AI and humans in various scientific fields;
5. to forecast the role of AI in the future of science and determine whether it is possible for AI to completely replace human researchers.

The *object* of the study is modern scientific research utilizing artificial intelligence.

The **subject** of the study is the role and potential of AI in scientific research, its interaction with human researchers, and the feasibility of replacing them.

To conduct this research, the following methods were employed: analysis, systematization, and synthesis of information, comparative analysis, and forecasting.

2. Artificial Intelligence as a Research Tool

2.1. The Essence of Artificial Intelligence

First and foremost, it is essential to define the concept of AI. According to the Oxford English Dictionary, AI is defined as software used to perform tasks or achieve results that previously required exclusively human intelligence [4].

This is achieved by studying the patterns of the human brain's functioning and analyzing cognitive processes. The outcome of such studies is the development of intelligent software and systems. Tracing the history of AI, we must return to 1955, when Allen Newell and Herbert Simon created the first AI program, the Logic Theorist. This program proved 38 out of 52 mathematical theorems and even discovered new proofs for some of them. However, by the 1980s, AI development programs faced a severe funding crisis due to high costs and inefficient results. Nevertheless, through the persistence of scientists and their unwillingness to give up, AI began delivering effective results, taking research to a new level [5].

Today, this technology is utilized across many sectors, including transportation, manufacturing, finance, healthcare, education, and industry. For instance, systems like Google Maps can analyze traffic speeds at any given time, incorporating live reports of road incidents, such as construction work or accidents [5].

Our study focuses on the use of AI specifically in the field of scientific research. AI opens up numerous opportunities in this domain, with one of its primary achievements being the ability to process massive volumes of data. In fields where the volume of information exceeds human analytical capacity, such as genomics or astrophysics, AI demonstrates exceptional efficiency. For example, machine learning algorithms are used to analyze genetic data, uncovering correlations between mutations and diseases. In physics, particularly in analyzing data from the Large Hadron Collider, AI helps identify rare events among trillions of signals.

Another significant application is the automation of routine tasks. Previously, researchers spent months analyzing experimental data, but AI has significantly shortened this process. For example, in chemistry, AI-based modeling of the properties of new molecules allows scientists to focus solely on the most promising options for testing. In medicine, AI systems like AlphaFold have predicted protein structures with high accuracy, accelerating biomedical research.

In general, humans and AI can contribute to improving the quality and accessibility of education and science for all interested parties, enrich the knowledge and culture of humanity, and solve current problems of the state and society [4].

Forecasting is another crucial advantage of AI. Algorithms can model experimental outcomes, analyze climate changes, predict epidemic spread, and even aid in the development of new drugs. For instance, in the fight against COVID-19, AI algorithms contributed to vaccine development by analyzing the virus's genetic code.

2.2. The Limitations of Artificial Intelligence

Despite significant achievements, AI has its limitations. The foremost among these is its dependence on data. Algorithms cannot function without high-quality and comprehensive information. If the data is incomplete or biased, the results will also be distorted. This is particularly dangerous in social and medical research, where errors can lead to severe consequences.

Another critical drawback is the absence of creativity and intuition in AI. Artificial intelligence operates based on existing data and algorithms, meaning it cannot generate entirely new ideas or concepts. Many groundbreaking scientific discoveries have occurred due to researchers' intuition or serendipity – these aspects remain beyond AI's capabilities.

Another group of risks are risks to personal data and privacy. Language models, first of all, can make a lot of generalizations, combinations of information and conclusions from the received data, which may not be available to a person analyzing information. For example, from data sets about a person's behavior in social networks and the Internet in general, the same queries to chatbots of large language models, it is possible to draw deep conclusions about his mental state, habits, daily schedule, etc. The combination of large data sets and their analysis by AI creates additional privacy threats that are not obvious to users, because individually this data does not create threats [1].

Equally important are ethical concerns. The use of AI can pose risks of misuse, for instance, in military applications or the development of biological weapons. Furthermore, questions arise regarding the authorship of scientific discoveries made with the help of AI. Who should be recognized as the author – the researcher who created the algorithm or the AI itself?

Also, despite all the successes, artificial intelligence has fundamental limitations. That is, artificial intelligence systems are able to qualitatively perform only one given type of tasks. The task for which it was designed from the very beginning. But he is not able to switch from one type of task to another, as a person does. This possibility is not available to him [2].

2.3. The Potential of Artificial Intelligence

The true potential of AI is realized through collaboration with humans. AI does not replace researchers but complements them by performing tasks that require speed and precision. At the same time, humans remain strategists who define research goals, analyze results, and make final decisions. Successful examples of such collaboration already exist. In medicine, AI systems analyze X-rays with high accuracy, yet doctors remain responsible for the final diagnosis. In space research, AI is used to analyze telescope data, but it is scientists who make discoveries by interpreting this data.

In the future, the role of AI in scientific research will only continue to grow. Autonomous laboratories may emerge, where AI independently conducts experiments, analyzes results, and proposes new hypotheses. However, even in such scenarios, humans will remain critical participants in the process, retaining control over strategic decisions and ethical considerations.

One of the key directions for AI development is the creation of systems capable of better adapting to new tasks and generating creative solutions. Nevertheless, even under such conditions, its role will likely remain supportive, as human creativity and intuition are irreplaceable.

3. Conclusions

In conclusion, it can be stated that AI is a revolutionary tool that significantly accelerates scientific research and enhances its efficiency. However, it cannot replace human researchers as it lacks creative thinking, intuition, and the ability to account for ethical considerations. The future of science lies in the collaboration between humans and AI. Together, they can achieve far more than either could individually. Artificial Intelligence does not compete with humans but becomes an indispensable partner in the creation of new knowledge.

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ADVANTAGES AND DISADVANTAGES OF DEVELOPING A FRANCHISE BUSINESS MODEL IN UKRAINE, ON THE EXAMPLE OF THE FOOD INDUSTRY

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Sokolova Y. A., Radchenko O. I. Advantages and disadvantages of developing a franchise business model in Ukraine, on the example of the food industry. Franchising is an effective tool for business development in Ukraine, especially for small and medium-sized enterprises. It promotes innovation, improves the quality of products and services, and expands the geography of companies' activities. The article examines in detail the theoretical aspects of franchising: its essence, basic principles, types and forms. The advantages and disadvantages of the franchise model for the franchisor and franchisees are analysed. A SWOT-analysis of franchising is carried out and a comparison with the development of this phenomenon in other countries is provided. Particular attention is paid to franchising in the food industry and the dynamics of the franchising market in Ukraine in recent years is analysed.

Keywords: business model, food industry, franchisee, franchising, franchisor, innovations, SWOT analysis, Ukrainian market.

Соколова Є. А., Радченко О. І. Переваги та недоліки розвитку франчайзингової бізнес-моделі в Україні, на прикладі харчової галузі. Франчайзинг є ефективним інструментом для розвитку бізнесу в Україні, особливо для малого та середнього підприємництва. Він сприяє інноваціям, підвищенню якості продукції та послуг, а також розширенню географії діяльності компаній. У статті детально розглядаються теоретичні аспекти франчайзингу: його сутність, основні принципи, види та форми. Аналізуються переваги та недоліки франчайзингової моделі для франчайзера та франчайзі. Проводиться SWOT-аналіз франчайзингу та наводиться порівняння з розвитком цього явища в інших країнах. Особлива увага приділяється франчайзингу в харчовій галузі та аналізується динаміка розвитку ринку франчайзингу в Україні за останні роки.

Ключові слова: бізнес-модель, інновації, франчайзер, франчайзинг, франчайзі, харчова галузь, український ринок, SWOT-аналіз.

1. Introduction

Modern business development is characterized by high uncertainty and competition which significantly complicates the implementation of new projects. To succeed, entrepreneurs need a wide range of skills, including strategy, marketing, finance, and people management. The lack of necessary knowledge and experience often leads to failure, especially in the early stages of business development.

Franchising offers Ukrainian entrepreneurs a unique opportunity to use well-known brands, ready-made business processes, and marketing tools. This allows you to reduce the risks associated with launching a new business and accelerate achieving your goals. In addition, franchising promotes innovation and improves the quality of products and services, which is especially important in the face of growing competition.

The conclusion of a franchise agreement is an economically advantageous deal for both parties. The new businessman receives a license to use a well-known trademark, which allows him to quickly integrate into the market. Expansion of its distribution network, increased sales, and strengthened market position can aid a large company in reducing investment risks.

2.1. Concepts, theoretical foundations, positive and negative aspects of the franchise business model

Unlike developed countries, where franchising has become an integral part of the economy long ago, in Ukraine this business model is relatively new. Despite this, it shows significant potential for developing and meeting the diverse needs of consumers.

Franchising is a system of partnerships between the franchisor and the franchisee, in which the first transfers to the second the right to use his business, subject to the rules established by him. Such cooperation allows the franchisor to expand its geography of activity and market share, and the franchisee –to gain access to a proven business model and the support of an experienced partner [1].

The franchising relationship involves two main entities – the franchisor and the franchisee:

–A franchisor is a company that has the exclusive right to a trademark, technology and business model, the owner of a general license, the owner of know-how, a commercial organization that issues a franchise (license) to users for a certain period to obtain the right to use their trademark.

–Franchisee - an entrepreneur who buys a business (franchise), undertakes to comply with the standards of the franchisor and to pay appropriate deductions.

Franchising as a business model is based on the principles of mutual responsibility and cooperation. Compliance with contractual terms is a prerequisite for ensuring the stability and effectiveness of the franchise system. Failure to fulfill obligations by one of the parties may lead to a violation of the balance of interests, a decrease in brand reputation and, as a result, to financial losses for all participants in the franchise [6].

In order to clearly understand the advantages and disadvantages of franchising, we will build a SWOT analysis (table 1.1.).

Table 1.1.

SWOT analysis of business by franchise model

Strengths	Weaknesses
–Rapid business scaling; –Risk reduction; –Access to local experience and knowledge; –Brand support; –Standardization of processes; –Ready business model;	–High initial investment; –Limited independence; –Compliance issues; –Competition within the network;
Opportunities	Threats
–Entering new markets; –Ability to own your own business; –Business diversification; –Improving brand reputation;	–Reducing the brand's position in the market; –Changes in market conditions; –Legal risks; –Change of legislation;

Source: compiled by the author, using materials from [5].

Start-up entrepreneurs can benefit from franchising by using the franchisor's already tested business processes and marketing strategies. In particular, franchisees get access to discounts on the purchase of raw materials and materials, which allows to optimize costs and increase competitiveness. Delegating strategic planning to the franchisor allows the franchisee to focus on operating activities that promote effective business management.

2.2. Analysis of successful examples of franchise networks in the Ukrainian food industry

Current trends in the development of the world economy are characterized by the intensification of international activities of small and medium-sized enterprises. One of the key factors contributing to this process is the growing popularity of franchising. Thanks to franchising, enterprises are able to quickly and effectively enter new markets using proven business models and brands.

The processes of globalization contribute to the active penetration of foreign companies into national markets, including Ukrainian ones. Franchising is one of the most effective tools for international expansion, as it allows companies to quickly scale their business and adapt to the specifics of local markets. The entry of foreign franchisors into the Ukrainian market not only increases the supply of goods and services, but also contributes to improving the quality standards and competitiveness of domestic producers [4].

The franchising market in Ukraine demonstrates rapid growth and dynamic development, it is becoming an increasingly attractive platform for cooperation and joint development for both domestic and foreign companies (Fig. 1.).

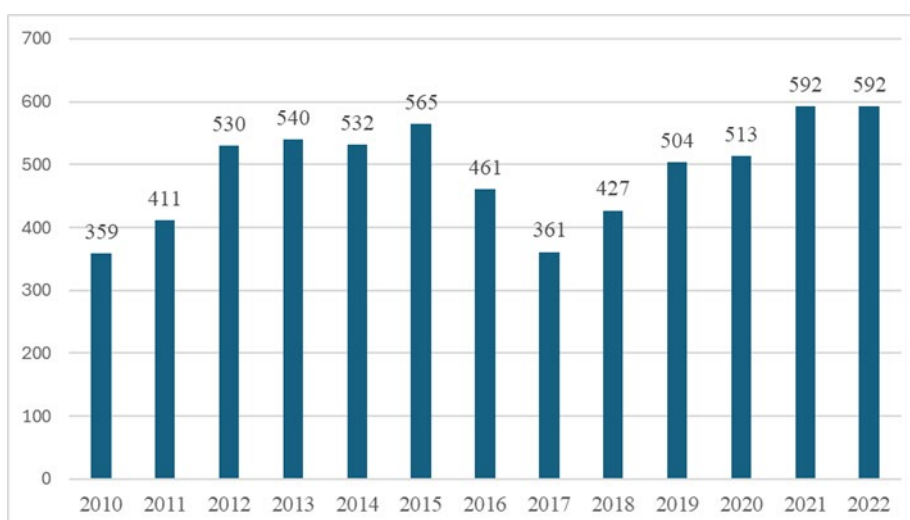


Fig. 1. Dynamics of the number of franchisors during 2010-2022, (units)

Source: created by the author, using materials from [4].

The presented graph demonstrates a steady trend of growth in the number of franchisors from 2010 to 2022. There is a gradual increase in the number of companies operating under the franchise model, which indicates the growing popularity and effectiveness of this format of doing business in the studied period. Despite some fluctuations, the overall dynamics of the graph is positive.

The year of 2022 has become a difficult challenge for the Ukrainian franchise market, particularly in the field of catering. The war significantly affected the conduct of business, as it forced many establishments to close, especially in the regions affected by the hostilities. Consider in more detail the franchise of Ukraine in the field of catering (table 1.2.).

Table 1.2.

Franchises in Ukraine as of 2022 in the catering sector

Franchise name	Scope of activity	Volume of investments	Royalty amount	Payback period
Family Bakery	fresh baking shop	from \$18,000	2%	from 10 months
"France. ua"	catering	\$20,000 - \$25,000	-	18 months
Salateira	international network healthy restaurants food	\$120,000	3-4%	24 months
Pizza Celentano Ristorante	pizzeria	from \$60 000 to \$180 000	-	from 12 months
Aroma Kava	coffee shop	from \$250 000 to \$850 000	2%	from 6 months

Source: compiled by the author, using materials from [3].

The franchising market in the catering segment in Ukraine is characterized by a high level of differentiation of offers. There are numerous options for franchises, differing in the level of investment, requirements for franchisees and expected profitability. This allows potential investors to choose the best option in accordance with their financial capabilities and business goals [2].

3. Conclusion

Franchising is a powerful tool to stimulate the innovation of small and medium-sized businesses. Thanks to franchising, enterprises get access to advanced technologies, ready-made business models and marketing tools. It allows them to bring new products and services to the market faster.

The dynamics of franchising development in Ukraine shows its high adaptability to changing market conditions. The growth in the number of small and medium-sized enterprises, a favorable investment environment and the development of e-commerce create favorable conditions for the expansion of franchise networks. Franchising, in turn, stimulates innovation processes, promotes the introduction of new technologies and increases the competitiveness of the Ukrainian economy.

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CHEMICAL WEAPONS IN HISTORY: LESSONS FOR THE MODERN GLOBAL SECURITY SYSTEM

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Solohub K. M., Lavrinenko I. M. Chemical Weapons in History: Lessons for the Modern Global Security System. The article reviews the historical development, global security implications, and international legal responses that have been associated with chemical weapons. It identifies strategies that have been enhanced in addressing contemporary threats through legal frameworks, technological advancement, and global cooperation from lessons learned through analysis of their use. The findings underpin how relevant the chemical weapons remain in setting modern security policies.

Keywords: Chemical weapons, global security, international law, lessons learned, proliferation, warfare.

Сологуб К. М., Лавріненко І. М. Формування нового світового порядку за участю БРІКС та перспективи для України. У статті розглядається історичний розвиток, наслідки для глобальної безпеки та міжнародно-правове реагування, пов'язані з хімічною зброєю. Вона визначає стратегії, які були вдосконалені для протидії сучасним загрозам за допомогою правових рамок, технологічного прогресу і глобального співробітництва на основі уроків, отриманих в результаті аналізу застосування хімічної зброї. Висновки підтверджують, наскільки актуальним залишається питання хімічної зброї у формуванні сучасної політики безпеки.

Ключові слова: війна, глобальна безпека, міжнародне право, розповсюдження, уроки, хімічна зброя.

1. Introduction

The issue of chemical weapons has long been a central concern in global security, given their devastating effects on human lives, the environment, and international stability. Despite extensive international efforts to ban their use, the threat of chemical weapons persists in contemporary conflicts and as a tool of terrorism. This raises critical questions about the lessons that history offers for addressing current and future challenges in global security systems. The *relevance* of this research lies in the urgent need to draw historical insights to prevent the misuse of chemical weapons in the modern world, as well as to strengthen global security mechanisms.

The *object* of this study is the historical use of chemical weapons in warfare. The *subject* is the lessons derived from this history and their implications for modern global security strategies.

The *aim* of this article is to analyze the historical evolution of chemical weapons, their impact on international law and security, and to propose actionable insights for contemporary global security frameworks.

To achieve this aim, the following *tasks* are addressed in the study:

1. Examine the historical development and usage of chemical weapons, with a focus on key conflicts and their consequences.
2. Analyze the role of international law and institutions in addressing the proliferation and use of chemical weapons.
3. Identify lessons from the historical use of chemical weapons and propose strategies for modern security systems to mitigate associated risks.

This research builds upon prior studies of chemical warfare history and its legal implications while addressing unresolved questions about the efficacy of current global security measures. By bridging historical analysis with contemporary challenges, the study aims to contribute to the ongoing discourse on international security and nonproliferation.

2. Chemical Weapons in History: Lessons for the Modern Global Security System

2.1. Historical Overview of Chemical Weapons: From Ancient Times to Modern Warfare

Chemical weapons are a very ancient history, traces of which can be seen far beyond the 20th century. The early forms of chemical agents in combat were applied by Greek and Roman militaries. Among the few elements these ancient militaries used to weaken their enemies were burning sulfur and arsenic compounds. These were only a number of crude ways that indicated the knowledge of the properties of chemicals without being sophisticated [1, pp. 12–15]. The application of chemical substances in conflicts has evolved over the centuries, with milestones marking their awful potential and global impact. The modern era of chemical warfare began during World War I, where industrial-scale production of chemical agents transformed battlefield strategies. The first large-scale use of chemical weapons occurred during the Second Battle of Ypres in 1915, when German forces deployed chlorine gas, causing thousands of casualties. This marked a pivotal moment in warfare, as the indiscriminate nature of chemical weapons led to widespread condemnation and fear [3, pp. 45–47]. Over the course of the war, other agents such as phosgene and mustard gas were introduced, significantly increasing the lethality and psychological impact of chemical warfare [4, pp. 67–69].

Meanwhile, during the interwar period, not only was chemical weapon technology developed, but international efforts were undertaken to ban their use. The Geneva Protocol of 1925 was the first major attempt to ban the use of chemical and biological weapons in warfare. However, because of serious limitations in the Protocol – especially concerning the lack of prohibition against the stockpiling and production of chemical agents—nations were able to further develop chemical arsenals [7, pp. 89–91]. For instance, in the 1930s, Japan widely applied chemical arms against China in the Second Sino-Japanese War, vividly testifying to the deficiencies of international mechanisms of enforcement [9, pp. 120–122].

World War II witnessed bifurcation in the application of chemical weapons. Axis and Allied powers did not use it in the war theatre but only built up enormous stockpiles; this was presumably due to the fear of retaliation. The discovery of nerve agents like tabun and sarin by German scientists ushered in a new phase in chemical warfare, since the new substances were much stronger than their predecessors [5, pp. 180–183]. The war also highlighted the use of chemical weapons in genocide:

for example, the use of Zyklon B in Nazi extermination camps showed how these substances could be turned into weapons with horrific outcomes [1, pp. 200–202].

One more important constituent of the Cold War arms race was indeed the chemical weapons, for which huge stockpiles were built up by both the United States and the Soviet Union. In this period, there is also a proliferation of chemical weapons to regional powers and even non-state actors, making global security even more complicated. For example, in the Iran-Iraq War of the 1980s, Iraqi forces extensively used chemical weapons, including mustard gas and nerve agents, causing many casualties and long-term health consequences for survivors [6, pp. 220–223]. The Cold War also witnessed international efforts to develop greater arms control, including the – 307].

In the post-Cold War period, chemical weapons have remained some of the most serious concerns, more so in the hands of non-state actors. The sarin gas attack on the Tokyo subway in 1995 by the Aum Shinrikyo cult underscored the vulnerabilities of urban centers to chemical terrorism [10, pp. 150–152]. More recently, the use of chemical weapons in the Syrian Civil War has drawn international attention, demonstrating the challenges of enforcement and accountability in contemporary conflicts [9, pp. 370–373].

The historical development of chemical weapons has shown their constant threat against global security. From their primitive early versions to the contemporary representatives, chemical weapons have repeatedly manifested their potential for mass deaths and takedown of international stability. Such a history steers towards the elaboration of valid ways of banning their use and dealing with their results within the present security paradigm [7, p. 400–402].

2.2. Impacts of Chemical Weapons on Global Security and International Law

Chemical weapons bear profound implications for global security, international law, human populations, and the environment because their effects on political systems and international norms are devastating. Their singular attributes of lethality, ease of dispersal, and psychological impact make them a continuing threat in modern geopolitics.

Threats to Global Security

Chemical weapons are uniquely destabilizing because they are indiscriminate; they have become a potent tool in the hands of both state and non-state actors. Misuse can result in large numbers of casualties, long-term health disasters, and significant environmental degradation. For instance, large-scale employment of mustard gas and nerve agents during the Iran-Iraq War killed tens of thousands and left survivors with persistent health complications. These attacks destabilized the region and highlighted the global community's inability to prevent such atrocities [6, pp. 215–

217]. Furthermore, the deployment of chemical weapons often leads to severe humanitarian crises, overwhelming healthcare systems and displacing entire populations [3, pp. 52–54].

Chemical proliferation increases tensions between states-as it did during the Cold War. A big part of the Cold War arms race consisted of building huge chemical arsenals between the US and the Soviet Union, with a risk of catastrophic escalation that rose exponentially greater. Although chemical weapons were never deployed in direct hostilities between the superpowers, their existence fostered distrust and escalated the risk of surrogate wars involving such weapons [5, pp. 180–183]. Similarly, their proliferation to "rogue" states and terrorist groups, as evidenced by the nerve gas attack by Aum Shinrikyo on the Tokyo subway, offers a continuing threat to large cities everywhere [9, pp. 152–154].

Challenges to International Law

Chemical weapons have been a challenge that international law has long faced. A major step toward prohibiting chemical and biological warfare agents was the Geneva Protocol of 1925. However, inability to provide for enforcement and failure to address production and stockpiling limited the effectiveness of this Protocol. Long after that, the spirit of the Protocol did not prevent the states from continuing their work on developing chemical weapons, which found its reflection in the chemical programs of major powers during the interwar period [7, pp. 94–96].

The Chemical Weapons Convention in 1993 was another milestone in international law that aimed to eliminate chemical weapons altogether. Under the CWC, there was set up a quite robust verification regime through the Organisation for the Prohibition of Chemical Weapons-which provided for obligatory inspections and destruction programs regarding declared stockpiles [8, pp. 310–312]. However, there are still enforcement difficulties when states do not declare their chemical arsenals or when non-state actors acquire the same chemical weapons [4, pp. 67–69]. Specific limitations were exposed through the use of chemical weapons in the Syrian Civil War, where international mechanisms struggled to hold perpetrators accountable and ensure compliance with the CWC [9, pp. 370–373].

Psychological and Political Impact

The psychological impact of chemical weapons is second to none and often outbalances their physical effects in creating disruption in society. Just the threat of using these weapons can paralyze a community and destabilize government, as was well illustrated in the Cold War, during which both superpowers regarded chemical weapons as a main component of deterrence [5, p. 182–185]. This psychological dimension has been exploited by terrorist groups, such as ISIS, which has used improvised chemical weapons to instill fear and undermine state authority in conflict zones [10, pp. 140–142].

More than this, chemical weapons bear important political consequences. Normally, their application results in the international community's censure and sanctions, which eventually lead to the isolation of offenders from the world community. For example, chemical attacks by Iraq in the 1980s widely cast Iraq as a villain and ultimately contributed to its political and economic isolation [6, pp. 222–225]. However, unified international responses are usually hampered by geopolitical interests, which is well illustrated by selective approaches to the enforcement of chemical weapons treaties depending on political alliances [7, pp. 403–405].

Broader Implications for International Norms

Chemical weapons violate the norms of international humanitarian law that protect civilians and limit unnecessary suffering during armed conflict. The violation of such norms—as in the deployment of chemical agents against civilian populations—undermines the credibility of international institutions and complicates efforts to enforce global security standards [1, pp. 198–200]. Moreover, the inability to prevent or respond effectively to such violations weakens trust in multilateral organizations, such as the United Nations and the OPCW [8, pp. 306–308].

Chemical weapons, in conclusion, pose a multifaceted threat to global security and international law. Their use causes immense human suffering and damage to the environment, along with undermining the effectiveness of the international legal framework purposed for preventing proliferation. Such problems can only be resolved by an approach that includes rigorous enforcement of existing treaties and the involvement of root cause analysis regarding proliferation of chemical weapons [3, pp. 58–60]. The international community cannot hope to curtail the ever-present threats from chemical weapons without sustained international cooperation.

2.3. Lessons Learned and Their Application to Contemporary Security Challenges

The history of chemical weapons offers critical lessons for addressing contemporary security challenges. By analyzing historical patterns, legal responses, and the limitations of previous frameworks, it is possible to strengthen current global security measures and adapt them to evolving threats.

Lesson 1: The Necessity of Robust International Frameworks

One of the most significant lessons from the history of chemical weapons is the importance of robust international frameworks to prevent their proliferation and use. The Geneva Protocol of 1925, while a foundational step, lacked mechanisms to enforce compliance, leading to continued development and stockpiling of chemical arsenals. The Chemical Weapons Convention (CWC) of 1993 improved on this by introducing verification measures, inspections, and requirements for stockpile destruction [7, pp. 310–312]. However, the Syrian Civil War demonstrated the challenges of enforcing these mechanisms when political interests hinder accountability. To

address contemporary challenges, international frameworks must incorporate stronger penalties for non-compliance and more transparent verification processes [9, pp. 372–374].

Lesson 2: Addressing Non-State Actor Threats

The rise of non-state actors as users of chemical weapons underscores the need for adaptable security measures. Historically, chemical weapons were primarily deployed by state actors, but recent incidents, such as the Aum Shinrikyo sarin gas attack in Tokyo, highlight the vulnerabilities posed by terrorist groups. This shift requires international agencies to focus on securing chemical stockpiles and monitoring the production and distribution of precursor chemicals [10, pp. 140–142]. Additionally, public-private partnerships with chemical industries can play a crucial role in ensuring that potentially dangerous substances do not fall into the wrong hands [3, pp. 56–58].

Lesson 3: The Role of Deterrence and Retaliation

Historical conflicts, such as the Cold War, reveal the role of deterrence in preventing the use of chemical weapons. The fear of mutual retaliation likely prevented superpowers from deploying their chemical arsenals, even as they developed more lethal agents [5, pp. 182–185]. However, deterrence is less effective against non-state actors or rogue states that may not be deterred by traditional military responses. To adapt this lesson to contemporary threats, security strategies must combine deterrence with preemptive measures, such as intelligence gathering and disrupting supply chains for chemical weapon production [6, pp. 225–228].

Lesson 4: Strengthening Response Mechanisms

The long-term impacts of chemical weapon use, as seen in the Iran-Iraq War, highlight the importance of strengthening global response mechanisms. Survivors of chemical attacks often face lifelong health issues, and affected regions require extensive environmental remediation [6, pp. 222–225]. Current challenges include inadequate resources for victim assistance and the slow pace of environmental restoration. Lessons from past incidents suggest the need for an international emergency fund and specialized teams to respond quickly to chemical attacks [7, pp. 403–405]. Such mechanisms can also enhance global solidarity and trust in international institutions.

Lesson 5: Bridging Technological Gaps

The development of more sophisticated chemical agents, such as nerve agents during World War II, demonstrates the necessity of staying ahead of technological advancements in weaponry. Contemporary challenges include the emergence of new chemical agents that may bypass current detection systems [3, pp. 60–62]. Investing in research and development of advanced detection technologies and neutralization methods is critical to countering these threats. For example, artificial intelligence and machine learning could improve real-time monitoring and predictive capabilities, ensuring rapid identification of chemical threats [9, pp. 160–162].

Lesson 6: The Importance of Public Awareness and Education

A less tangible but equally vital lesson from history is the need for public awareness and education about the dangers of chemical weapons. Misconceptions and lack of information can hinder effective responses to chemical attacks, as seen in past conflicts where civilians were unprepared for chemical emergencies [4, pp. 71–73]. Contemporary strategies should include public education campaigns, training for first responders, and the incorporation of chemical threat scenarios in emergency preparedness programs [8, pp. 306–308].

3. Conclusions

The historical, legal, and contemporary analyses of chemical weapons have really made a significant impact on world security and the international system of law. The study has shown that the catastrophic results of chemical weapons, put together with the possibility of their misuse by state and non-state actors, make them a constant threat to modern security frameworks. Lessons could be drawn from their development and use in history, as this article underlines the continuous effort of strengthening international regulations to deal with emerging challenges.

Thus, this historical overview demonstrates how chemical weapons went from the most crude forms and tools in ancient times of warfare to modern-day sophisticated agents of mass destruction shaping the course of military strategy and international law. In addition, deficiencies within the early legal frameworks, such as those posed by the Geneva Protocol, and the later improvements of the CWC serve to emphasize a very significant need for strong and, consequently, enforceable treaties. Their enforcement, however, is far from easy, particularly against instances of non-compliance or geopolitical obstacles.

The findings of the study underpin the pragmatic significance of adapting existing measures of security to address the contemporary challenges: preventing proliferation among non-state actors, improving mechanisms of response in cases of a chemical attack, and using technological advancements for detection and prevention. More than that, public education and international cooperation are necessary parts in a comprehensive approach to mitigation of chemical threats.

The practical relevance of these findings in policy-making, international diplomacy, and security planning demonstrates the value of these ideas. For instance, further verification under the CWC, partnership building with the private sector, and advanced technologies could go a long way in reducing the risk of chemical weapon deployment. These all help in enhancing security on a global scale and consolidating international norms against the use of chemical weapons.

In particular, three areas of study for future research include technology innovation in the detection and neutralization of new agents, socio-political drivers of chemical weapons proliferation, and determination of long-term community and ecological consequences of such an

attack. With answers to these questions, scholars and policymakers have a good prospect of securing and, consequently strengthening the global no-use norm.

In the end, the legacy of chemical weapons is at once a warning and a guide to help the world address today's security challenges. By integrating historical insights, strengthened legal frameworks, and proactive strategies, the international community can strive toward making the use of chemical weapons an anomaly in human history, rather than a recurring reality.

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THE IMPORTANCE OF CLIMATE CHANGE AND ITS IMPACT ON THE POPULATION

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Sorokina S. E., Litovchenko Y. M. The importance of climate change and its impact on the population.

The article explores the profound implications of climate change on human rights and societal inequality, emphasizing its devastating effects on vulnerable populations and future generations. It highlights the urgent need for global action to mitigate these challenges, emphasizing that climate change exacerbates social, gender, and intergenerational inequalities while threatening fundamental human rights. The piece underscores that climate change is not only an environmental issue but a systemic challenge requiring innovative and inclusive solutions. The work calls for leveraging existing knowledge and collaborative efforts to secure a sustainable and equitable future for all.

Keywords: adaptation, climate change, global warming, greenhouse gases, industrialization, warming, weather disasters.

Сорокіна С. Є., Літовченко Я. М. Важливість проблеми зміни клімату та її вплив на населення.

Стаття досліджує глибокий вплив змін клімату на права людини та суспільну нерівність, акцентуючи увагу на її руйнівних наслідках для вразливих груп населення та майбутніх поколінь. У роботі підкреслюється нагальна потреба у глобальних діях для пом'якшення цих викликів, наголошуючи, що зміна клімату погіршує соціальну, гендерну та міжпоколінню нерівність, водночас загрожуючи базовим правам людини. Стаття демонструє, що кліматичні зміни є не лише екологічною, але й системною проблемою, яка потребує інноваційних та інклюзивних рішень. Автори закликають використовувати існуючі знання та спільні зусилля для забезпечення сталого та справедливого майбутнього для всіх.

Ключові слова: адаптація, глобальне потепління, індустріалізація, кліматичні зміни, парникові гази, потепління, стихійні лиха.

1. Introduction

The object of the article is the climate change phenomenon and its intersection with human rights and societal inequality. *The subject* is the impact of climate change on vulnerable populations and its role in deepening social, gender, and intergenerational inequalities. In the context of global warming, it is crucial to address the systemic challenges that threaten fundamental human rights and future generations. *The aim* of the study is to analyze the implications of climate change on human rights and inequality, as well as to explore the need for global, innovative, and inclusive solutions to these pressing challenges. The tasks include identifying the key areas where climate change exacerbates inequality, examining its effects on vulnerable populations, and emphasizing the importance of collaborative action to secure a sustainable and just future.

1.1. Causes of global climate change

Global climate change is one of the most acute environmental problems facing humanity. According to the forecasts of leading international climate research centres, over the next century the temperature will rise by 2-5 degrees Celsius. This rate of global warming will cause serious climate change and put various ecosystems at risk of extinction.

Today, we can say with certainty that significant climate change is already happening. We must reflect and understand that humanity has no right to use the planet's atmosphere for pollution. If

we don't start acting, we will soon reach a point where global climate change will be impossible to stop and life on the planet will be at risk in the future. Moreover, current forecasts of adverse meteorological events indicate that we should accept them as the norm [6].

To begin with, climate is not a weather forecast, but statistics (or a long-term weather pattern). For example, it can be temperature data averaged over 30 years, as shown in the graph below. Each bar is a deviation (anomaly) from the average temperature calculated for the period 1971-2000 for the territory of Ukraine. At the moment, the only tools available for assessing future climate change are global climate models (GCMs - general circulation models of the atmosphere and ocean) and regional climate models (RCMs), which predict the state of the climate based on meteorological observations (temperature, precipitation, humidity, etc.) and data on the land surface - height above sea level and its type (water, land covered with grass/forest/buildings, etc.). Different models are compared with each other according to the MIP (Model Intercomparison Project) algorithms, a project that combines the results of historical data and modelled climate experiments from different sources into a single format (universal data exchange protocol). The most up-to-date models are presented in the Sixth Assessment Report (AR6) of the Intergovernmental Panel on Climate Change (IPCC or IPCC) in 2021. These are the models of the sixth phase of the Coupled Model Intercomparison Project (CMIP6), although the previous version, CMIP5, is often used for calculations [7].

1.2. The natural greenhouse effect and its enhancement

The temperature on Earth is habitable thanks to a natural process called the greenhouse effect. When the sun's radiation reaches our atmosphere, some is reflected back into space and some passes through and is absorbed by the Earth. This causes the Earth's surface to heat up. The heat from the Earth radiates outwards and is absorbed by gases in the Earth's atmosphere. These are called 'greenhouse gases'. These gases prevent the heat from escaping back into space and keep the average temperature on Earth around +15 °C instead of -18 °C.

Over the past century, humans have been emitting more greenhouse gases into the atmosphere, increasing the greenhouse effect. Many of these gases come from the burning of fossil fuels in factories, cars and planes, or in agriculture. Carbon dioxide is the most responsible for warming, mainly because there is so much of it. Other greenhouse gases include methane, nitrous oxide and methyl bromide.

The loss of forests and wetlands that would otherwise store CO₂ also adds to the warming effect. An estimated 80,000 acres of rainforest are cut down every day, either for the logging industry or to make way for agriculture [5].

1.3. Human factors of influence

Activists are working tirelessly to inform people about the culprits behind global warming and how humans are destroying their home, the planet called Earth.

What are the reasons why the climate is changing? Here are some of them:

- overfishing;
- oil and gas extraction;
- industrialisation;
- power plant operation;
- consumerism;
- garbage and waste in landfills;
- transport;
- oil drilling;
- deforestation.

All of these causes are equally harmful to the environment and are listed in no particular order. We must finally realise that the factors that lead to climate change need to be eliminated or slowed down. Then the number of natural disasters will decrease, and the severity of the social and economic consequences of climate change will also decrease [9].

2. The effects of climate change

Scientific research and ongoing measurements show that the global temperature has risen by almost 1°C since the beginning of the Industrial Revolution. Even this seemingly insignificant warming is already causing serious problems: the area of glaciers is shrinking, sea levels are rising, and severe storms, tornadoes, floods and droughts are becoming more frequent. These changes affect not only nature, but also the lives, health and well-being of people around the world.

If the current rate of increase in greenhouse gas concentrations continues, the average global temperature could rise by up to 4.0°C in 2100. In Ukraine, the average temperature has risen by 1.2°C over the past 30 years. If countries do not take urgent action to reduce greenhouse gas emissions, the projected sea level rise could reach almost 1 metre, which could lead to the flooding of almost 2 million hectares of coastal Ukraine and the displacement of 75,000 Ukrainians. The water content in Odesa region could decrease by 50% over the next 10 years.

In addition to warming and rising sea levels, the rising concentration of carbon dioxide in the Earth's atmosphere is causing another problem: ocean acidification. About 30% of CO₂ released into the atmosphere by human activity is absorbed by the oceans. The absorption of carbon dioxide by the ocean plays an important role in mitigating global warming, but it upsets the chemical balance of the carbonate system in the ocean itself. Although this issue is poorly understood in our seas, signs of acidification are also observed in the Black Sea, which could threaten fisheries and the well-being of coastal communities [1].

2.1. Socio-economic impacts

The effects of climate change affect all sectors of the economy, including industry, primarily by changing the basic physical characteristics of the environment and determining the shortage of resources. However, the main impact of climate change will be the need to transform the industrial sector of the economy to reduce its negative impact (the share of industry in the structure of greenhouse gas emissions in Ukraine is 18%, while the global share is 6%). This transformation involves reducing the use of the most carbon-intensive fossil fuel, coal, and revising the priorities for the socio-economic development of the main mining regions accordingly. The main transformations in industrial production will take place as part of the 'energy transition', which involves a shift to a more flexible architecture of energy systems, a new package of technologies, and a new business model for the energy sector [2].

Global climate change has direct and indirect impacts on the industrial sector. Direct impacts are related to the direct change in natural and climatic conditions due to changes in energy consumption patterns and availability of natural resources due to difficulties in accessing minerals, increased risk of man-made disasters, insufficient water resources of appropriate quality, etc. Indirect impacts are caused by changes in related industries and consist of changes in the economic conditions of operation due to the dependence of processing enterprises on the management schemes in agriculture and forestry [4].

The Oxford Dictionary has declared the phrase 'climate emergency' as the phrase of the year 2019. According to the dictionary's authors, this expression was used 100 times more often over the past year. This indicates the great demand for the climate issue in society. In the period from 2030 to 2050, according to WHO estimates, global climate change may cause about 250,000 deaths annually worldwide.

WHO predicts that climate change could have a serious impact on health in the future?

1. Frequent extreme weather events can lead to an increase in injuries and even deaths. Floods may lead to outbreaks of infectious diseases, especially when utilities (water supply and sewerage systems) are partially or completely destroyed.

2. Rising global temperatures may have a negative impact on food supply. Malnutrition, caused mainly by recurrent droughts, takes about 3.5 million lives every year. It is predicted that by 2090, climate change could:

- double the number of severe droughts;
- increase the average duration of droughts sixfold;
- lead to a 10-30-fold increase in the areas affected by severe drought.

3. The lack of water needed for hygiene, as well as its excess due to frequent rains, increase the risk of diarrhoeal diseases. They are spread through contaminated food and water.

4. Periods of extreme heat, especially in urban areas known as heat islands, can cause an increase in morbidity and mortality, especially among older people with cardiovascular or respiratory diseases.

In addition to periods of extreme heat, rising air temperatures can accelerate the onset of pollen season, when asthma attacks become more frequent. Each year, about 800,000 people die from cardiovascular and respiratory diseases caused by urban air pollution.

5. Changes in temperature and precipitation patterns will affect the habitat of insects that transmit infectious diseases. Malaria and dengue fever pose the greatest threat to public health. To protect health from climate change, it is necessary to fight vector-borne diseases; provide the population with clean water and proper sanitation [10].

2.2 Climate change exacerbates symptoms of neurological and mental illnesses

Climate change, in particular rising air temperature and humidity, has complex adverse effects on people with neurological and mental illnesses. This is evidenced by an analysis of research published in *The Lancet Neurology*. According to MedicalXpress, conditions that can worsen with increased temperature and humidity include stroke, migraine, meningitis, epilepsy, multiple sclerosis, schizophrenia, Alzheimer's and Parkinson's disease.

According to scientists, each of the billions of neurons in the brain works at a different speed, depending on environmental conditions. Our bodies, including our brains, are adapted to perform within a narrow range of temperatures that humans have evolved to over thousands of years. Typically, people feel comfortable in temperatures between 20 °C and 26 °C and humidity between 20% and 80%. When the external conditions go beyond this normal range, as is the case with extremely high temperatures and humidity due to global warming, the brain's neurons cannot communicate with each other in the usual way.

Heat and high humidity cause the brain to try to maintain normal body temperature. However, some diseases affect the ability to sweat, which is necessary to cool the body. At the same time, certain medications used to treat neurological and psychiatric conditions can make the problem even worse by reducing sweat production or disrupting the brain's temperature regulation mechanism [3].

2.3. Ways to combat climate change

The effects of climate change can be addressed through mitigation and adaptation measures. Mitigation measures are aimed at reducing greenhouse gas emissions, such as switching to renewable energy sources, such as solar power, and reducing the amount of fossil fuels burned. Adaptation measures are aimed at managing the risks of climate change, such as building resilient

infrastructure. Mitigation and adaptation measures can be taken at the national and international level, but some changes are possible at the individual level. These could include using public transport or changing consumer habits. But this is not enough to reduce all the risks of climate change, which is why it is so important that governments make commitments and adopt appropriate regulations [8].

3. Conclusions

Global climate change is one of the most pressing environmental issues of our time. The increase in the average global temperature, which is projected to reach 2-5°C over the next century, poses serious challenges to ecosystems and puts them at risk of extinction. Significant climate change is already underway, affecting both nature and human well-being, causing sea level rise, shrinking glaciers, more extreme weather events, and increased droughts and floods.

The main drivers of global warming are the enhanced greenhouse effect caused by excessive greenhouse gas emissions due to human activity. Industrialisation, deforestation, the use of fossil fuels and unsustainable environmental management only worsen the situation, accelerating climate change and creating additional threats. The disruption of the ecological balance also affects the oceans, causing them to become acidified, which negatively affects marine ecosystems and fisheries.

Climate change has serious implications for human health. Rising temperatures and frequent extreme weather events increase the risks of heat stroke, the spread of infectious diseases, childhood malnutrition and cardiovascular problems. In addition, droughts and water shortages pose a threat to food security, affecting the quality of life of millions of people. Environmental changes are also exacerbating the symptoms of neurological and mental illnesses, putting additional pressure on the medical system.

To combat climate change, mitigation and adaptation measures must be implemented. This involves switching to renewable energy sources, reducing greenhouse gas emissions and adopting sustainable environmental practices. However, this is not enough - the commitments of governments and international cooperation are crucial to ensure effective risk management. Without active action, humanity may face irreversible changes that will endanger the future of life on Earth.

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THE UNITED NATIONS: MULTILINGUALISM AS A KEY TO GLOBAL ECONOMIC AND LEGAL GOVERNANCE

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Stovbun V. D., Marchenko N. O. The United Nations: Multilingualism as a cornerstone of global economic and legal governance. This article explores the role of multilingualism in the United Nations (UN) as a critical factor in fostering effective global economic and legal cooperation. It examines how the UN's six official languages ensure equitable participation, facilitate the drafting and implementation of international laws, and enhance economic policy negotiations. The article also highlights the challenges posed by linguistic diversity and the strategies to strengthen multilingual practices within the organization to promote inclusivity and efficiency.

Keywords: economic cooperation, global governance, international law, multilingualism, United Nations.

Стовбун В. Д., Марченко Н. О. Організація Об'єднаних Націй: Багатомовність як основа глобального економічного та правового врядування. У статті розглядається роль багатомовності в Організації Об'єднаних Націй (ООН) як ключового чинника ефективного глобального економічного та правового співробітництва. Аналізується, як використання шести офіційних мов ООН забезпечує рівноправну участь країн-членів, сприяє розробці й впровадженню міжнародних законів та покращує процес переговорів щодо економічної політики. Окрема увага приділяється викликам, пов'язаним із мовним різноманіттям, та стратегіям зміцнення багатомовних практик для підвищення інклюзивності та ефективності організації.

Ключові слова: багатомовність, глобальне врядування, економічне співробітництво, міжнародне право, Організація Об'єднаних Націй.

1. Introduction

As global interdependence deepens, the ability to navigate linguistic and cultural diversity is increasingly crucial for solving international economic and legal issues. Multilingualism within the United Nations (UN) is a cornerstone of its work, ensuring inclusivity, fairness, and effectiveness in addressing complex global economic and legal challenges. The six official languages of the UN — Arabic, Chinese, English, French, Russian, and Spanish — collectively contribute to fostering balanced representation and facilitating mutual understanding in diplomacy, legal frameworks, and economic cooperation.

The relevance of this study lies in analyzing how the practice of multilingualism supports the UN's ability to mediate and resolve international issues, with a particular emphasis on its role in promoting economic and legal stability. The growing importance of linguistic diversity and inclusivity in global governance highlights the need for further examination of multilingual practices as a fundamental element of international decision-making.

The object of the study is the practice of multilingualism within the UN, while *the subject* is the mechanisms through which it contributes to the organization's ability to navigate complex global issues.

The aim of the research is to analyze the impact of multilingualism on the UN's ability to mediate, negotiate, and implement economic and legal frameworks on an international scale.

The following *tasks* are set to achieve this goal:

1. To explore the historical and functional significance of multilingualism in the UN;
2. To assess how multilingual practices enhance the UN's economic and legal activities;
3. To identify the challenges posed by linguistic diversity and propose potential solutions to strengthen multilingualism in the organization.

2. Multilingualism in the United Nations: Historical significance and practical applications

2.1. The historical and functional significance of multilingualism in the UN

Multilingualism has been a fundamental pillar of the United Nations (UN) since its establishment in 1945, reflecting its mission to promote equality, inclusivity, and global cooperation. The adoption of six official languages — Arabic, Chinese, English, French, Russian, and Spanish — symbolizes the organization's commitment to embracing cultural and linguistic diversity as a tool for fostering understanding and collaboration among member states.

The historical significance of multilingualism lies in its role as a bridge between nations. By using multiple languages in its operations, the UN ensures that the voices of all member states are heard and respected, regardless of linguistic or cultural differences. This principle was particularly crucial during the organization's founding, as it aimed to prevent conflicts rooted in miscommunication and to create a platform where nations could collaborate as equals. Languages within the UN are not just tools of communication but also instruments of diplomacy and negotiation. Multilingualism enables delegates to present their perspectives clearly in their native or preferred language, ensuring that their positions are fully understood. This practice helps build trust among participants and reduces the potential for misunderstandings during sensitive negotiations.

The functional role of multilingualism extends to all aspects of the UN's work, including the drafting and dissemination of resolutions, reports, and other official documents. By translating these materials into all six official languages, the UN ensures accessibility for member states and global audiences. This transparency is critical for maintaining the organization's legitimacy and fostering an inclusive decision-making process. Moreover, multilingualism enhances the UN's outreach efforts. Through the dissemination of information in multiple languages, the organization engages with diverse populations worldwide, ensuring that its initiatives resonate with people from different linguistic and cultural backgrounds. For example, campaigns on human rights, climate action, and gender equality are more impactful when they are communicated in languages that reflect the diversity of the global population. In addition to its operational significance, multilingualism embodies the values of equality and mutual respect that the UN seeks to uphold.

It serves as a constant reminder that linguistic and cultural diversity is a strength, not a barrier, in achieving global peace and development. By championing multilingualism, the UN sets an example for other international organizations, reinforcing the idea that languages are not merely tools of communication but carriers of identity and culture [1, pp. 15, 21; 5, pp. 6, 5].

In summary, the role of multilingualism in the UN is both practical and symbolic. It facilitates effective communication and decision-making while promoting inclusivity and mutual respect among nations. This linguistic diversity remains central to the UN's ability to address global challenges and foster unity in an increasingly interconnected world.

2.2. How multilingual practices enhance the UN's economic and legal activities

Multilingualism is a vital feature of the United Nations, directly contributing to its ability to address economic and legal challenges effectively. In the economic sphere, multilingual practices enable clear communication in forums such as ECOSOC and UNCTAD, allowing countries to articulate priorities, negotiate agreements, and draft equitable policies. Translations of reports from institutions like the IMF or World Bank ensure accessibility and inclusivity, fostering active participation in global economic governance [2, pp. 3–7].

In the legal realm, multilingualism ensures universal access to key documents like the Universal Declaration of Human Rights and facilitates fair proceedings in the International Court of Justice. It also supports capacity-building through multilingual training programs, aligning domestic laws with international standards and enhancing global cooperation. Multilingual practices are essential for mediation and dispute resolution, ensuring fair participation in negotiations on sanctions, trade disputes, or debt relief. Moreover, campaigns on anti-corruption and sustainable development are more impactful when disseminated in multiple languages, broadening their reach and relevance [5, p. 3].

By bridging linguistic and cultural divides, multilingualism fosters trust, cooperation, and consensus on contentious issues, making it a cornerstone of the UN's economic and legal efforts. In a diverse world, its role remains indispensable for advancing the UN's mission of peace, prosperity, and justice.

2.3. The challenges posed by linguistic diversity and potential solutions to strengthen multilingualism in the organization

Linguistic diversity, while a cornerstone of the United Nations' inclusivity, presents several challenges that can hinder the organization's effectiveness. One of the primary difficulties lies in the financial and logistical burden of maintaining a multilingual framework. Translating documents, providing interpretation services, and ensuring linguistic accuracy across six official

languages require significant resources. This challenge is particularly pronounced during large-scale events, such as General Assembly sessions, where the demand for real-time interpretation and translation is immense. Budgetary constraints can sometimes lead to delays or uneven prioritization of languages, potentially disadvantaging non-English speakers.

Another challenge stems from disparities in language proficiency among member states' representatives. While English and French dominate many UN discussions, speakers of less frequently used official languages may struggle to fully engage, inadvertently creating inequalities in participation. This issue is exacerbated by the rapid pace of modern diplomacy, where multilingual communication must be both accurate and immediate, leaving little room for errors or delays caused by translation processes [2, pp. 17, 22, 30; 3].

Technological limitations also pose a challenge. Although machine translation and artificial intelligence (AI) have advanced significantly, they are not yet capable of fully replacing human interpreters in sensitive diplomatic contexts. Misinterpretations or cultural misunderstandings can have significant consequences in international negotiations, making reliance on AI alone impractical. To address these challenges, the UN can adopt several strategies to strengthen its multilingual practices. One potential solution is increasing investments in language services, ensuring that all six official languages are equally supported through adequate funding and personnel. Training programs for interpreters and translators could also be expanded to improve the quality and availability of linguistic services. Additionally, leveraging technology can help alleviate some of the logistical burdens. AI-assisted translation tools, when used in conjunction with human oversight, can streamline the processing of documents and improve efficiency without compromising accuracy. At the same time, the UN should ensure that these tools are culturally sensitive and linguistically adaptable to avoid misinterpretation.

Lastly, fostering language learning among UN personnel and member state representatives can promote greater linguistic equity. Providing incentives and opportunities for diplomats to learn multiple official languages can bridge gaps in communication and reduce reliance on interpretation services. By addressing these challenges and reinforcing its commitment to multilingualism, the UN can uphold its principles of inclusivity and equality while enhancing its ability to respond effectively to global issues.

3. Conclusions

Summarizing the above, multilingualism serves as a fundamental pillar of the United Nations, enabling the organization to uphold its mission of fostering global cooperation, equity, and peace. By integrating six official languages into its operations, the UN ensures inclusivity, transparency, and equitable participation, allowing member states to engage effectively in its economic and legal

activities. This linguistic diversity not only facilitates the articulation of national priorities but also bridges cultural and geopolitical divides, fostering consensus on critical global issues.

The role of multilingualism extends beyond communication; it is a tool for strengthening the legitimacy and accessibility of international laws, agreements, and policies. From enabling fair judicial processes in the International Court of Justice to enhancing global campaigns on sustainable development, multilingual practices ensure that no voice is marginalized due to linguistic barriers.

As the world becomes increasingly interconnected and complex, the UN must continue to prioritize and strengthen multilingualism. Doing so will reinforce its ability to address emerging global challenges, promote fairness in decision-making, and uphold the principles of international cooperation and justice.

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ECONOMIC FACTORS AS SOFT SECURITY THREATS

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Strapchuk O. D., Makarska Ye. H. Economic factors as soft security threats. The article analyses the impact of economic threats as 'soft' forms of power on international security in the context of globalisation. The authors examine the mechanisms of economic threats, such as economic instability, energy dependence, price volatility and manipulation of energy resources, and their impact on the stability of states and the international system. In particular, the transition to a circular economy is considered as a means of overcoming these threats, ensuring sustainable development and reducing the risks of global instability. The paper also analyses the concepts formulated in the reports of the Club of Rome, as well as forecasts of environmental and economic changes, in particular the 'Too Little, Too Late' and 'Giant Leap' scenarios. The article examines the practical aspects of the transition to a circular economy as a way to reduce dependence on fossil fuels and mitigate environmental risks. The authors argue that systemic changes, such as international cooperation and the development of innovative technologies, are needed to mitigate economic threats and promote economic and environmental stability at the global level.

Keywords: circular economy, Earth4All model, human development scenarios, soft economic threats, World3 model.

Страпчук О. Д., Макарьська Є. Г. Економічні фактори як м'які загрози. Стаття аналізує вплив економічних загроз як «м'яких» форм сили на міжнародну безпеку в умовах глобалізації. Автори досліджують механізми економічних загроз, таких як економічна нестабільність, енергетична залежність, цінова волатильність та маніпуляції з енергоресурсами, і їх вплив на стабільність держав і міжнародної системи. Зокрема, розглянуто перехід до циркулярної економіки як засіб подолання цих загроз, який забезпечує сталий розвиток та зменшує ризики глобальної нестабільності. У роботі також аналізуються концепції, сформульовані в доповідях Римського клубу, а також прогнози щодо екологічних і економічних змін, зокрема сценарії «Занадто мало, занадто пізно» і «Гігантський стрибок». Вивчені практичні аспекти переходу до циркулярної економіки як способу зменшення залежності від викопного палива та зниження екологічних ризиків. Автори стверджують, що для пом'якшення економічних загроз необхідні системні зміни, такі як міжнародна співпраця та розробка інноваційних технологій, які сприятимуть економічній і екологічній стабільності на глобальному рівні.

Ключові слова: модель World3, модель Earth4All, м'які економічні загрози, сценарії розвитку людства, циркулярна економіка.

1. Introduction

The relevance of the study is due to the impact of economic threats on international stability. Economic crises cause social and political upheaval. The transition to renewable energy sources and the circular economy is important for reducing these risks and developing sustainable development strategies.

The aim of the paper is to analyse economic threats as soft forms of power that affect international security. The objectives of the study include:

- study of the – concept and levers of influence of economic threats;
- analysis of the Club of Rome scenarios on sustainable development;
- consideration of the transition to a circular economy as a means of overcoming threats.

The object of the study is economic threats, and the subject is their use as instruments of geopolitical influence, consequences for stability and mechanisms of counteraction.

The work is based on the works of leading researchers, such as Donella Meadows, Jorgen Randers, Weizsäcker, and Rockstrom, who emphasise the importance of soft power and new

models of development for international stability. Their concepts form the theoretical basis for analysing the relationship between economic factors and global security.

2. Economic Threats as Soft Power: Impact on International Stability and the Role of the Circular Economy in Overcoming Challenges

2.1. Relevance of studying economic threats to international stability

National security is a key guarantee of the sovereignty, independence and territorial integrity of each state. In today's environment, countries face a variety of threats that can be divided into hard security threats and soft security threats. In fact, 'soft' and 'hard' threats are correlated with the distinction between two types of security – 'hard security' and 'soft security'. 'Hard security' encompasses military and defence aspects aimed at protecting the state from physical threats and direct violence. Soft security, on the other hand, refers to political, social and economic challenges that affect the resilience of society [6].

This paper focuses on soft threats, in particular economic threats, which are relevant in the context of globalisation and geopolitical changes.

Economic instability creates preconditions for conflicts, social unrest and political destabilisation. The interaction of these factors creates an environment in which threats can escalate into open conflicts, affecting countries with different levels of economic development.

According to the WEF's Global Risks Report 2024 [8], economic risks are among the significant challenges that require a systematic approach to addressing them. Economic factors in the context of soft threats create the basis for escalating political tensions, social protests, and interstate conflicts. The key economic threats include the following:

1. Cost of living crisis. According to the WEF, 42% of respondents identify the cost of living crisis as the main challenge for 2024. Inflation, which leads to higher prices for basic goods, creates significant social pressure, especially in low-income countries. Rising costs of housing, energy and food are causing discontent among the population, which can be a catalyst for social protests and political instability [8].
2. Financial and economic crises. Economic crises weaken the ability of states to ensure stability. The global financial crisis of 2008 is an example of when the decline in global GDP caused political crises in many countries.
3. Public debt. Dependence on external loans threatens the financial stability of states. High debt limits the ability of governments to invest in economic development, education and infrastructure.
4. Shadow economy and corruption. Illegal economic activity undermines the financial stability of states, weakening the resources needed to implement social programmes and strategic

initiatives. For example, countries with high levels of corruption have weak state institutions, which becomes the basis for exacerbating internal conflicts.

2.2. Transition to a circular economy as a means of overcoming economic threats

International initiatives and strategic actions to overcome economic threats demonstrate that the global community is aware of the need for a transition to sustainable development. Integration of the circular economy, development of renewable energy and implementation of innovative solutions are key elements on the way to a sustainable future. Successfully overcoming the challenges depends on international cooperation, adaptation to new realities and collective efforts to ensure economic security.

Economic factors in the context of soft threats can be analysed through the prism of the ‘whole world’ concept, where the interdependence of natural resources, population and economic activity becomes critical. In the report ‘The Limits to Growth’ (1972), the authors emphasised that the ‘business as usual’ scenario leads to resource depletion and threatens the stability of systems due to the saturation of environmental and economic limits [1; 2; 5; 6].

Within the World3 global model, the authors created several scenarios by changing assumptions about resources, pollution and technological development, namely: business as usual (BAU), business as usual 2 (BAU 2), complex technology (CT), and stabilised world (SW) [5]. In each scenario, the cause of the decline is different, and its scale varies from a temporary decline to a social collapse. The four scenarios are presented in Appendix A. In 2022, G. Harrington compared the four Limits to Growth (LtG) scenarios with empirical data over several decades. He used real data for the key variables of the World3 model: population, mortality, industrial production, resources, ecological footprint, etc. Data sources included academic institutions, government agencies, the UN and the World Bank. The empirical data confirmed the consistency with the World3 scenarios, although differences begin after 2020. The highest level of welfare is envisaged in the Stabilised World (SW) scenario, which is based on the rational use of resources and the development of education and healthcare. At the same time, real data is the least consistent with this scenario.

The idea of planetary boundaries [7] points to nine key parameters, such as climate change, biodiversity loss, ocean acidification, and water use. Exceeding these limits poses threats to ecosystems and society. Many countries are exceeding these limits, especially in resource use.

The transition to a circular economy is key to maintaining the limits. High-income countries should lead the way in implementing resource efficiency, middle-income countries should integrate circular principles, and low-income countries should avoid adding to the environmental burden. The linear take, produce, throw away economy exacerbates soft threats such as resource depletion and climate crises. Economic challenges include limited access to finance for innovation,

modernisation of production processes and transition to more sustainable practices. High interest rates and limited credit are further complicating the situation, which is having a negative impact on businesses.

The UN Commission on Sustainable Development (2017) report proposes five business models to help organisations transition to sustainable business and adapt to market opportunities while meeting global environmental and social goals. These models include: circular economy, sharing economy, lean manufacturing, big data and machine learning, and social entrepreneurship.

The circular economy is an alternative to the traditional linear model aimed at creating closed resource cycles that minimise energy and resource losses. The main idea is to create products that can be recycled, reused, and extended. For example, electronics should be designed to be easily disassembled for repair or reuse. Interest in circularity has increased 3-fold over the past 5 years, becoming a ‘megatrend’, but material consumption in 2016–2021 reached 582 billion tonnes, which is close to the figures for the entire twentieth century (740 billion tonnes). According to the Circularity Gap Report 2024 by Circle Economy [3], only 7.2% of the global economy operates on the basis of circular cycles.

To avoid exceeding the planetary boundaries and limit global warming to 2°C, a holistic transition to circularity is needed, which will help reduce dependence on raw material imports, reduce waste and create more jobs. The transition to a circular economy requires the active participation of governments and businesses. This includes creating incentives to innovate in the recycling and reuse of materials, such as tax breaks for companies that use recycled resources or subsidies for investments in energy-efficient equipment. It is also important to introduce standards and regulations to regulate the use of resources and waste. The European Union has introduced a Circular Economy Package aimed at efficient use of resources and the creation of closed production cycles.

In 2021, UN Secretary-General Antonio Guterres noted that the world is at a crossroads between collapse and breakthrough, stressing the importance of critical decisions. According to the Earth4All report [4], two scenarios for human development in the 21st century are considered: ‘Too Little, Too Late’ – a scenario with no changes in economic policy that repeats the dynamics of the last four decades; “Giant Leap” – a scenario of active implementation of measures to create sustainable and equitable societies. The scenarios raise the following questions: Can humanity strengthen democracy, cohesion and prosperity in the face of environmental challenges?

Scenario 1: ‘Too little, too late’ assumes that trends of political inaction continue, leading to social inequality, regional conflicts and the depletion of planetary resources. While the global economy is growing, inequality is increasing, undermining social cohesion and political stability. Population growth is forecast to reach 9 billion by mid-century, after which it is expected to decline

and age. Energy, food and resource consumption is expected to increase by 30% by 2050. Despite a reduction in absolute poverty, inequalities between and within countries are increasing, contributing to tensions. The pace of greenhouse gas emissions reductions will remain insufficient, which could increase global temperatures by more than 2.5°C by the end of the century, causing irreversible changes to ecosystems and risks of collapse. Social instability and climate threats create a vicious circle in which declining trust in governments leads to economic stagnation and conflict. At the same time, there is potential to stabilise the climate and eradicate poverty if comprehensive action is taken.

Scenario 2: ‘Giant leap’. This scenario involves active cooperation to achieve sustainable development. Investments in clean energy, food security and educational reforms will allow low-income countries to reach a GDP of \$15,000 per capita by 2060. Thanks to the Carbon Law, global emissions will be reduced by 50% every decade, ensuring that temperatures remain below 2°C. Reducing inequality, developing social systems and regenerative agriculture will contribute to economic and political stability. Investments in economic transformation (2-4% of global income) will be less than the costs of crises. By 2080, the focus will shift to a ‘well-being economy’ focused on social and environmental well-being.

3. Conclusions

The research paper examined economic and energy threats as ‘soft’ forms of power that have a significant impact on international security. In accordance with the objectives, a number of conclusions were drawn. Based on the analysis of the concept of ‘soft threats’, it is determined that economic risks are a component of this phenomenon, affecting the stability of states and the international system. These include economic instability, energy dependence, price volatility, and manipulation of energy resources. Increasing dependence on fossil fuels creates environmental and economic risks that can lead to serious crises. To mitigate these threats, systemic changes are needed, such as the development of a circular economy and international cooperation, which will ensure more stable energy systems and reduce the risks of global instability. The study found that the Limits to Growth model and current development scenarios, such as Too Little, Too Late and Giant Leap, highlight the need for fundamental changes in global economic and social policy. The analysis confirms that without systemic changes, we are approaching a global crisis, but there is a chance to avoid a catastrophe by transitioning to a circular economy and sustainable development.

Implementation of the circular economy will reduce the negative impact on the environment, reduce resource consumption and improve the efficiency of material use. This requires the active participation of governments, businesses and the public, as well as the creation of incentives for the development of innovative technologies that reduce pollution and improve energy efficiency.

Thus, sustainable economic growth is possible only through a comprehensive approach to addressing environmental and social issues, including the introduction of circular business models, reducing inequality, improving living standards and preserving natural resources.

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DIGITAL TRANSFORMATION OF INTERNATIONAL BUSINESS

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Suchkova A. I., Ilchenko V. V. Digital transformation of international business. The article examines the fundamental changes in international business operations driven by rapid digitalization, particularly accelerated by the global pandemic. The research analyzes the emerging digital business models, technological innovations, and their impact on global trade and cross-border operations. The study reveals key challenges faced by international companies during digital transformation and identifies strategic opportunities for sustainable growth in the digital economy.

Keywords: cross-border operations, digital business models, digital economy, digital transformation, global pandemic, global trade, international business operations.

Сучкова А. І., Ільченко В. В. Цифрова трансформація міжнародного бізнесу. Стаття досліджує фундаментальні зміни в міжнародних бізнес-операціях, спричинені стрімкою цифровізацією, особливо прискореною глобальною пандемією. Дослідження аналізує нові цифрові бізнес-моделі, технологічні інновації та їхній вплив на глобальну торгівлю та транскордонні операції. Дослідження розкриває ключові виклики, з якими стикаються міжнародні компанії під час цифрової трансформації, та визначає стратегічні можливості для сталого зростання в цифровій економіці.

Ключові слова: глобальна пандемія, глобальна торгівля, міжнародні бізнес-операції, транскордонні операції, цифрова економіка, цифрова трансформація, цифрові бізнес моделі.

1. Introduction

Global business landscape undergoes revolutionary changes driven by rapid technological advancement and digital innovation. International companies face unprecedented pressure to transform their operations, business models, and strategic approaches in response to the accelerated digitalization catalyzed by the global pandemic. The transformation of traditional business practices into digital formats represents a fundamental shift in how companies operate across borders and interact with stakeholders worldwide. Digital transformation in international business encompasses comprehensive changes in organizational structures, operational processes, and value creation mechanisms through the adoption of digital technologies. Modern enterprises increasingly rely on artificial intelligence, cloud computing, big data analytics, and automation to enhance their competitive positions in global markets [1, p. 150].

The relevance of studying digital transformation in international business stems from the urgent need to understand how companies can effectively navigate the rapidly evolving digital landscape while maintaining competitive advantages in global markets. The pandemic has created conditions where digital transformation shifted from a strategic option to an operational imperative, fundamentally changing the nature of international business operations.

The object of the research is the processes of digital transformation in international business operations. *The subject* is the specific challenges and opportunities arising from digital transformation initiatives in global companies during and after the pandemic period.

The aim of the research is to analyze the impact of digital transformation on international business operations and identify key strategies for successful digital adaptation in the post-pandemic era.

The tasks of the study include:

1. analysis of the fundamental drivers and characteristics of digital transformation in international business;
2. examination of the challenges faced by global companies in implementing digital transformation initiatives;
3. identification of strategic opportunities and best practices for successful digital transformation in international operations;
4. development of recommendations for effective digital transformation management in global business environments.

2. Digital Transformation in International Business

2.1. Evolution and Current State of Digital Transformation

Digital transformation fundamentally alters international business operations through technological integration and process innovation. Modern enterprises embrace cloud computing, artificial intelligence, machine learning, and advanced analytics to enhance operational efficiency and create novel value propositions. Machine learning algorithms revolutionize demand forecasting, enabling organizations to optimize inventory management and supply chain operations across multiple international markets. Advanced data analytics provide unprecedented insights into consumer behavior patterns, allowing companies to personalize product offerings and marketing strategies for diverse global audiences [2, p. 14]. Blockchain technology emerges as a transformative force in international trade, facilitating secure and transparent cross-border transactions. Smart contracts automate agreement execution, reducing operational costs and minimizing risks associated with international business operations. Internet of Things (IoT) devices generate vast amounts of operational data, enabling real-time monitoring and optimization of global supply chains [8].

Companies leverage these technologies to create interconnected ecosystems that span multiple countries and regions, fostering collaboration and innovation across organizational boundaries [3, p. 105]. Cloud computing platforms provide scalable infrastructure for international operations, enabling rapid market entry and operational flexibility. Organizations utilize cloud-based solutions to standardize processes across global locations while maintaining local adaptability. Virtual collaboration tools transform workplace dynamics, enabling effective coordination among geographically dispersed teams. Remote work capabilities enhance access to international talent pools, allowing companies to build diverse and skilled workforces regardless of physical location.

2.2. Challenges in Digital Transformation Implementation

Initiatives on digital transformation have great difficulties in settings related to international business. Adoption rates of technology and user acceptance vary greatly depending on cultural background in different areas. Companies fight to match digital transformation plans with different legal criteria and data security rules across different countries [4, p. 1153].

Technical difficulties arise from legacy systems integration, especially in established international companies with intricate technology infrastructures [5, p. 146]. As companies spread digital activities across borders, cybersecurity issues get more pressing. Strong security measures are needed for international data transfers to preserve private data and keep compliance with different regulatory systems. Skills gaps in digital competences impede efforts at transformation, so major training and development program investments are needed. In global situations, change management gets more complicated and calls for extensive study of local cultural quirks and organizational dynamics [7, p. 128]. Especially for companies functioning in several markets with different degrees of digital maturity, resource allocation for digital transformation projects generates financial pressures. Difficulties in determining return on investment for digital efforts compound by varying market conditions and technological infrastructure across different areas for companies. Strategic alignment between digital transformation goals and general corporate objectives calls for rigorous coordination among several operational units and stakeholder groups [7, p. 123].

2.3. Strategic Opportunities in the Digital Era

Digital transformation presents many opportunities for global businesses to grow and innovate. Data-driven decision making enabled by advanced analytics helps businesses to identify new market opportunities and simplify their strategies for market entrance. Artificial intelligence applications increase customer service capacity, thereby enabling unique experiences across many cultural environments and language challenges. Digital platforms enable new business models that empower companies to reach global markets with minimal physical presence required [5, p. 153]. E-commerce offers direct customer access from all around the world and changes accepted distribution methods. By means of different geographic areas, precision targeting and personalizing made available by digital marketing technologies help to increase marketing effectiveness and customer interaction. Automated solutions improve scalability and reduce operation costs, hence enabling rapid entry into new markets with little infrastructure need [6, p. 146]. Digital collaboration tools build innovative ecosystems supporting worldwide knowledge sharing and alliances [9, p. 355].

Through platform business models, companies leverage digital capabilities to create value and connect globally active stakeholders in original ways. Predictive analytics help to better control risk, thereby helping better decision-making in demanding worldwide operations.

3. Conclusions

Digital transformation dramatically changes global corporate operations and offers hitherto unheard-of benefits as well as significant problems for multinational companies. Research results show significant effects of technological innovation in many spheres of global business operations, including supply chain management and customer relationship development. Analysis identifies numerous important success elements for digital transformation in global corporate environments. Transformation results are highly influenced by leadership commitment, well defined strategic vision, and methodical application techniques. Companies must strike a balance between local market needs and standardizing advantages so that digital projects stay flexible enough to meet many cultural and legal settings. Since effective digital transformation calls for both technical knowledge and cultural adaptation skills, investment in human capital development becomes vital. The influence of developing technologies on global business models and organizational structures should be the main emphasis of further studies.

Research possibilities in artificial intelligence applications in cross-cultural commercial environments especially seem exciting. Furthermore, analysis of the development of regulatory systems in response to digital change could give international corporate managers and legislators important new perspectives. Looking ahead, digital transformation will keep bringing basic adjustments in global corporate operations. Companies must create strong digital skills while keeping adaptability to fit quickly changing technical environments. Success in international business now mostly relies on efficient digital transformation plans that strike a mix between local responsiveness and global integration. The results presented offer practitioners and researchers trying to grasp and negotiate digital transformation issues in multinational corporate environments insightful analysis. Research has practical relevance also in terms of offering strategic direction for companies starting digital transformation projects abroad. Analysis-based recommendations provide practical insights for handling organizational and cultural issues as well as for controlling technological development. Future research should look at long-term effects on organizational sustainability and international corporate practices of fast digital transformation.

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THE FRANCO-GERMAN TANDEM IN THE EU AFTER BREXIT: PROCESSES AND DEVELOPMENT TRENDS

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Sytnik M. M., Marchenko N. O. The Franco-German tandem in the EU after Brexit: processes and development trends. The article explores the processes and prospects of Franco-German tandem dynamics and their impact on addressing integration challenges.

Keywords: Brexit, energy security, EU, Franco-German tandem.

Ситник М. М., Марченко Н. О. Франко-німецький тандем у ЄС після Брексіту: процеси та тенденції розвитку. Стаття розглядає процеси та перспективи взаємодії тандему Франції та Німеччини в ЄС після Брексіту, а також їхній вплив на вирішення проблем інтеграції.

Ключові слова: Брексіт, енергетична безпека, ЄС, франко-німецький тандем.

1. Introduction

The United Kingdom's withdrawal from the European Union in 2020 significantly affected the bloc, offering an opportunity for France and Germany to strengthen their leadership within the EU.

The object of the study is the political and economic processes within the EU after Brexit.

The aim of research is to analyze the Franco-German tandem's initiatives in the EU post-Brexit.

The following *tasks* are set to achieve the purpose:

1. To explore the role of France and Germany in the EU's political dynamics after Brexit.
2. To identify the initiatives and policies promoted by the tandem.
3. To assess the challenges and prospects of their collaboration.

2. The Franco-German tandem in the EU after Brexit: processes and development trends

2.1. Post-Brexit Opportunities for France and Germany

The United Kingdom's withdrawal from the European Union in 2020 triggered significant changes within the EU. On one hand, the UK was a crucial member of the European integration project, often adopting cautious and reserved positions on economic and security policy integration. On the other hand, its departure created an opportunity for some EU states, particularly France and Germany, to strengthen their influence and position themselves as leaders of a unified Europe [9]. For France, Brexit presented a chance to revive the Franco-German tandem, now able to pursue initiatives without considering London's stance. However, realizing these ambitions involves numerous challenges, especially in economic and security domains [11].

France and Germany have traditionally served as the driving forces of European integration. Their shared vision is grounded in principles of democracy, rule of law, economic stability, and EU unity. Post-Brexit, France and Germany remain the EU's *de facto* leaders, often initiating reforms within the bloc. Their positions significantly shape the trajectory of European integration. For example, both nations advocated for the EU's €750 billion recovery fund, aimed at addressing the economic fallout of the COVID-19 pandemic [8]. This initiative sought to stabilize EU economies, enhance resilience during crises, and strengthen the internal market. While France championed increased EU funding, promoting eurozone unity, Germany supported the fund's creation but insisted on the temporary nature of such measures [4].

France has also pushed for a digital tax on tech giants to enhance the EU's economic sovereignty [12]. Another key French initiative is the concept of EU strategic autonomy, aimed at reducing the bloc's reliance on NATO and the United States, particularly in security and defense [2]. This strategy envisions creating a rapid reaction force to enable independent crisis management, developing and producing military technologies, and establishing joint military units. To finance such efforts, the EU created the European Defence Fund [1]. France also advocates for stronger EU border controls to curb illegal migration and ensure security [13].

Germany, meanwhile, emphasizes NATO cooperation while participating in EU-wide defense initiatives such as military technology development and joint exercises [2]. In 2017, French President Emmanuel Macron presented an ambitious EU reform plan, including proposals for a shared eurozone budget, enhanced defense cooperation, and tax policy harmonization. Germany supported certain defense aspects of the plan but expressed caution toward establishing a common budget and redistribution mechanisms proposed by France [6].

2.2. Energy and Climate Policy

Both countries actively endorse deepening European integration, particularly in economic, security, and climate domains [1]. France and Germany jointly back the European Green Deal, which aims for climate neutrality by 2050. For Germany, energy security is a priority, with a focus on diversifying energy sources and advancing renewable technologies. Together, the two nations advocate for EU energy market reform and trans-European energy networks, with successful projects like the Just Transition Fund supporting the green transformation [6].

However, France and Germany differ on energy security approaches. Germany prioritizes “green” energy development and digital transformation in energy, while France emphasizes nuclear power, being Europe's leader in nuclear energy production [5].

While the Franco-German partnership remains a cornerstone of EU politics, their differing perspectives on issues such as security, fiscal policy, and energy can hinder swift decision-making within the bloc, impacting its stability [10].

3. Conclusions

In conclusion, Brexit has allowed France and Germany to consolidate their leadership within the EU. France seeks to enhance EU strategic autonomy and economic sovereignty, aligning with its long-term goals [3]. Germany focuses on energy security and environmental challenges, integrating these priorities into EU policy [7]. However, the Franco-German alliance faces internal contradictions, complicating the implementation of joint initiatives. The future of their role in the EU will depend on their ability to find compromises with each other and with other member states, as well as their willingness to adopt more flexible policies.

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POSITIVE AND NEGATIVE EFFECTS OF GLOBALIZATION IN TOURISM

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Timchenko B. I., Startseva N. M. Positive and negative effects of globalization in tourism. The article explores the positive and negative effects of globalization in the tourism industry. Globalization has greatly influenced the growth of international tourism, enabling easier travel, cultural exchange, and economic benefits among which are job creation and foreign exchange generation. However, it has also led to challenges, such as the environmental impact of increased travel and the homogenization of cultures. The study highlights both opportunities and risks, emphasizing the need for sustainable development strategies: aligning tourism practices with sustainability principles, promoting eco-tourism, reducing carbon emissions, and fostering conservation efforts. The author concludes that while globalization has enhanced tourism, its effects must be carefully managed to ensure long-term benefits for the industry and local communities.

Keywords: cultural exchange, economic benefits, effects, environmental impact, globalization, homogenization, sustainable development strategies, tourism industry.

Тімченко Б. І., Старцева Н. М. Позитивні та негативні наслідки глобалізації в туризмі. У статті досліджено позитивні та негативні наслідки глобалізації в індустрії туризму. Глобалізація значною мірою вплинула на зростання міжнародного туризму, спрощуючи подорожі, культурний обмін та економічні вигоди, серед яких створення робочих місць та формування іноземної валюти. Однак це також призвело до проблем, таких як вплив збільшення подорожей на навколишнє середовище та гомогенізація культур. Дослідження висвітлює як можливості, так і ризики, наголошуючи на необхідності стратегій сталого розвитку: узгодження практики туризму з принципами сталого розвитку, сприяння екотуризму, скорочення викидів вуглецю та сприяння зусиллям щодо збереження. Автор робить висновок, що, незважаючи на те, що глобалізація сприяла розвитку туризму, необхідно ретельно керувати її наслідками, щоб забезпечити довгострокові вигоди для галузі та місцевих громад.

Ключові слова: глобалізація, гомогенізація, економічні вигоди, вплив на довкілля, культурний обмін, наслідки, стратегії сталого розвитку, туристична індустрія.

1. Introduction

The modern era of globalization has significantly impacted the tourism industry, creating a complex interplay of positive and negative effects. On the one hand, globalization has enhanced the accessibility of travel, encouraged cultural exchange, and stimulated economic growth in numerous regions. On the other hand, it has contributed to environmental degradation, over-tourism, and cultural homogenization, raising concerns about the sustainability of such developments. The issues of balancing economic benefits with environmental and cultural preservation, as well as addressing the uneven distribution of globalization's advantages, are among the most pressing challenges faced by the tourism industry today. These challenges highlight *the relevance* of studying the multifaceted effects of globalization on tourism and developing strategies to mitigate its negative impacts while maximizing its benefits. *The object* of the study is the impact of globalization on the tourism industry, and *the subject* is the opportunities and challenges it creates for destinations, businesses, and travellers. *The aim* of the research is to explore the positive and negative effects of globalization on tourism and to propose recommendations for achieving sustainable growth.

The following *tasks* are set to achieve the aim:

1. To analyze the key factors contributing to the globalization of tourism and their effects on the industry.
2. To examine the economic, cultural, and environmental consequences of globalization in tourism.
3. To identify strategies for promoting sustainability and inclusivity in the global tourism landscape.

2. Globalization in tourism: impacts, challenges, and pathways to sustainability

2.1. Drivers of globalization in Tourism: key factors and their influence

Globalization in tourism refers to the interconnectedness and interdependence of nations, cultures, and economies that shape the global tourism landscape. It is driven by various factors that influence the growth and accessibility of international travel. One of the most significant drivers of globalization in tourism is technological advancement. Innovations in transportation, such as faster and more affordable air travel, have revolutionized the way people travel. Similarly, digital platforms and online booking systems provide tourists with easier access to information, enabling them to plan trips across the globe. These technologies not only enhance convenience but also increase competition in the tourism market, resulting in more options for travellers [4]. Economic factors also play a crucial role in driving globalization in tourism. The liberalization of trade and investment policies has encouraged the development of multinational travel and hospitality corporations, which operate globally and cater to diverse customer bases. Additionally, rising incomes and an expanding middle class in developing countries have created new markets for international tourism, further fueling its globalization. Cultural exchange and the growing interest in exploring diverse traditions and lifestyles are equally influential. Modern communication channels, including social media, have created a global platform for sharing cultural experiences, inspiring people to travel to distant destinations. However, this increased exposure can sometimes lead to the commercialization of local cultures, altering their authenticity. Globalization has a profound impact on the tourism industry, bringing both opportunities and challenges. On the positive side, it has facilitated the development of international tourist destinations, providing economic growth and employment opportunities. The flow of international tourists promotes cultural understanding and generates foreign exchange revenue, which can support the preservation of cultural heritage and natural resources. However, the impacts are not uniformly positive. Increased tourism has resulted in environmental degradation, with activities such as mass tourism contributing to carbon emissions, deforestation, and biodiversity loss. Additionally, over-tourism in popular destinations often overwhelms local infrastructure, leading to strain on resources and diminished quality of life for residents. Globalization has also introduced

competitive pressures within the industry, benefiting large multinational corporations while sometimes marginalizing smaller, local businesses. This economic imbalance can exacerbate inequality, particularly in developing regions that lack the infrastructure to fully capitalize on the benefits of global tourism. To address these challenges, it is essential to adopt sustainable tourism practices and create policies that promote equitable distribution of benefits. Understanding the key drivers and impacts of globalization in tourism is critical to ensuring that its growth benefits all stakeholders, from global corporations to local communities [2].

2.2. Economic, cultural and environmental consequences of globalization

Globalization has significantly influenced the tourism industry, bringing about profound economic, cultural, and environmental changes. Globalization has contributed to the expansion of tourism markets, providing destinations with access to international travellers and investment. This has resulted in the growth of the tourism sector as a major contributor to GDP in many countries, creating jobs and driving infrastructure development. . Globalization has significantly enhanced job creation and foreign exchange generation within the tourism sector. By fostering international travel, it has increased demand for services such as accommodation, transport, and entertainment, which, in turn, stimulates employment opportunities both directly and indirectly. Additionally, foreign visitors contribute to substantial inflows of foreign exchange, bolstering local economies and supporting broader economic development. These benefits highlight the role of tourism as a key economic driver in a globalized world, emphasizing its potential to support inclusive growth and development when managed sustainably. However, it has also led to increased competition among destinations, sometimes to the detriment of smaller or less developed regions that struggle to compete with global tourism giants. The reliance on tourism as a primary economic driver can make economies vulnerable to global crises and fluctuations in traveller demand. On the cultural front, globalization has facilitated cross-cultural exchange, allowing travellers to experience and appreciate diverse traditions, cuisines, and heritage. This has promoted a greater understanding and appreciation of different cultures, often contributing to the preservation of intangible cultural heritage. However, the influx of mass tourism can lead to the commodification of culture, where traditions are adapted or altered to cater to tourist expectations. This dynamic sometimes results in the erosion of local identity and authenticity. Environmental consequences of globalization in tourism are both positive and negative. Increased awareness of environmental issues among global travellers has spurred the growth of ecotourism and sustainable tourism practices. Yet, the sheer scale of global travel contributes to carbon emissions, habitat destruction, and resource depletion. Coastal and urban destinations are particularly vulnerable to the pressures of overtourism, which can strain local ecosystems and infrastructure [7]. Efforts to address these challenges include

adopting policies that balance economic benefits with cultural and environmental sustainability, ensuring that tourism development contributes to the well-being of local communities and preserves natural and cultural resources for future generations.

2.3. Strategies for sustainable and inclusive growth in Tourism

Tourism remains one of the most impactful global industries, influencing economic, cultural, and environmental dimensions. Achieving sustainability and inclusivity in this sector requires the adoption of strategies tailored to the diverse challenges posed by globalization [1]. Global initiatives such as the United Nations' Sustainable Development Goals (SDGs) highlight the importance of aligning tourism practices with sustainability principles. Priority areas include promoting eco-tourism, reducing carbon emissions, and fostering conservation efforts. For example, the adoption of renewable energy sources for tourist infrastructure has demonstrated significant reductions in the industry's carbon footprint [5]. Inclusivity in tourism is equally vital. This involves improving accessibility for people with disabilities, promoting gender equality in tourism-related employment, and ensuring that benefits are distributed equitably across host communities. Training programs that enhance local employment and empower marginalized groups contribute to sustainable livelihoods and community well-being [6]. Governments and private stakeholders also play a pivotal role. Policies encouraging responsible tourism practices, including regulations on environmental impact assessments and incentives for sustainable investments, are essential for fostering long-term growth. Collaborative frameworks involving non-governmental organizations and international bodies can amplify these efforts [3]. Ultimately, a balanced approach prioritizing both growth and sustainability is crucial to ensure that tourism continues to enrich global economies and societies without compromising the environment or local cultures.

3. Conclusions

Summarizing the above, it can be concluded that globalization has had a profound impact on the tourism industry, bringing both opportunities and challenges. The key drivers, such as technological advancements, improved transportation networks, and cultural exchange, have catalyzed the growth of global tourism. However, these same factors have introduced economic, cultural, and environmental consequences that require careful management. The financial advantages brought by globalization in tourism, including job opportunities and higher foreign revenue, are undeniable but need to be weighed against the risks of environmental harm and loss of cultural uniqueness. Strategies for sustainable and inclusive growth are essential to ensure that globalization in tourism contributes positively to local economies and communities while

preserving cultural heritage and the environment. By adopting such strategies, the global tourism industry can evolve to meet the demands of a rapidly changing world while ensuring equitable benefits for all stakeholders.

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THE ROLE OF INFORMATION WARFARE IN THE ISRAELI-PALESTINIAN CONFLICT

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Tishchenko Y. V., Izotova L. I. The role of information warfare in the Israeli-Palestinian conflict. The article explores the role of information warfare in one of the most prolonged and complex territorial conflicts of the modern era—the Israeli-Palestinian confrontation. It highlights how both parties utilise media, digital platforms, and diplomatic channels to influence global perceptions, mobilise public opinion, and strengthen their international standing. The study delves into communication strategies employed by Israel and Palestine, focusing on narrative control, propaganda, and the humanitarian vs. security discourse. Examples include campaigns on social media, visual storytelling, and cyber operations targeting critical infrastructure. Additionally, the article examines the implications of disinformation and emotionalised content in exacerbating polarization, complicating peace efforts, and shaping international diplomacy. The potential of information warfare as both a divisive tool and a mechanism for advocacy in this enduring conflict is also analysed.

Keywords: conflict narratives, cyber operations, digital platforms, information warfare, Israel, Palestine, propaganda.

Тищенко Я. В., Ізотова Л. І. Роль інформаційної війни у конфлікті між Ізраїлем та Палестиною. У статті розглядається інформаційна війна як один із ключових елементів ізраїльсько-палестинського конфлікту. Висвітлюється, як обидві сторони використовують ЗМІ, цифрові платформи та дипломатичні канали для формування глобального сприйняття, впливу на громадську думку та зміцнення міжнародної підтримки. Проаналізовано комунікаційні стратегії Ізраїлю, спрямовані на наголошення на загрозах безпеці, які представляє ХАМАС, та палестинських груп, які акцентують увагу на гуманітарній кризі. Розглянуто роль соціальних медіа у мобілізації глобальної підтримки, кампанії дезінформації та кібероперації. Особлива увага приділяється наслідкам інформаційної війни для мирних зусиль і впливу на міжнародну дипломатію.

Ключові слова: інформаційна війна, Ізраїль, кібероперації, наративи конфлікту Палестина, пропаганда, цифрові платформи.

1. Introduction

The conflict between Israel and Palestine is one of the most prolonged and complex territorial disputes in modern history, deeply rooted in historical, political, and socio-cultural contexts. Beyond the military clashes, it has evolved into a battlefield of narratives and perceptions, underpinned by an intense information war. In the digital age, where global audiences can be reached instantaneously, this conflict has transcended geographical boundaries, turning social media platforms, traditional media outlets, and diplomatic channels into arenas of influence.

The *relevance* of this study lies in the growing importance of information warfare as a tool for shaping public opinion, influencing international policy, and mobilising support for one side or another in global conflicts. Understanding how the manipulation of narratives impacts the Israeli-Palestinian conflict provides valuable insights into the broader implications of information warfare in contemporary geopolitical struggles.

The *object* of this research is the information warfare associated with the Israeli-Palestinian conflict. The *subject* is the strategies, methods, and tools employed by both sides to control narratives, mobilize support, and influence global perceptions.

The *aim* of the study is to analyse the role of information warfare in the Israeli-Palestinian conflict, highlighting its mechanisms, implications, and potential consequences for international stability and conflict resolution.

To achieve this aim, the following *tasks* are outlined:

1. Examine the historical context and evolution of information warfare in the Israeli-Palestinian conflict.
2. Identify and compare the communication strategies used by Israel and Palestine in shaping public opinion.
3. Analyse the role of digital platforms and social media in amplifying narratives and mobilizing support.
4. Assess the impact of information warfare on international diplomacy, public perception, and efforts toward conflict resolution.

2. The Role of Information Warfare in the Israeli-Palestinian Conflict

2.1. Historical Context and Evolution of Information Warfare

The Israeli-Palestinian conflict has a rich history of employing propaganda and narrative control to influence domestic and international audiences. During its early phases, traditional media—such as newspapers, radio broadcasts, and television—served as the primary vehicles for shaping public opinion. For Israel, these tools were used to emphasise its position as a small, embattled democracy in a hostile region, often highlighting themes of resilience, security, and survival [1]. Palestinian groups, on the other hand, sought to frame their struggle as one of liberation from occupation, drawing comparisons to anti-colonial movements worldwide and rallying for international solidarity [4].

The emergence of digital technology marked a turning point in how information warfare was conducted. The rise of the internet and social media platforms has democratised communication, allowing both sides to bypass traditional media gatekeepers and engage directly with global audiences. This digital shift has seen the proliferation of targeted campaigns, viral hashtags, and real-time updates, making information warfare a more immediate and influential aspect of the conflict [2]. For example, during the Second Intifada, the use of visual content—such as images of clashes, civilian casualties, and military operations—became a powerful tool for mobilising support and shaping international narratives [5].

As the conflict evolved, the strategic use of technology became increasingly sophisticated. Both sides have exploited platforms like Twitter, Facebook, and YouTube to amplify their messages, often using algorithms to target sympathetic audiences. Additionally, the advent of live-streaming technology has enabled the instantaneous broadcasting of events, ensuring that every major incident is quickly framed and disseminated in competing narratives [1].

2.2. Communication Strategies and Tools Employed by Israel and Palestine

Both Israel and Palestine have developed distinct yet overlapping strategies to dominate the information landscape. Israel frequently frames its military actions as defensive measures, portraying its operations as necessary responses to terrorist threats from groups like Hamas [2]. Its communication efforts often highlight the sophistication and precision of its military technology, showcasing real-time footage of airstrikes and minimising reports of civilian casualties. This approach seeks to validate Israeli actions as morally justified and aligned with the principles of international law. Additionally, the Israeli Defense Forces (IDF) maintain an active online presence, sharing updates, infographics, and videos designed to counter criticism and bolster public support [3].

Palestinian communication strategies, in contrast, emphasise the humanitarian costs of the conflict. They focus on civilian casualties, displacement, and the destruction of infrastructure in areas like Gaza. Emotional and visually impactful content—such as images of injured children or demolished homes—is central to these efforts, aiming to elicit empathy and generate international condemnation of Israeli policies [4]. Activists and grassroots organizations use social media platforms to amplify their messages, often employing hashtags like #FreePalestine and #EndApartheid to mobilise global audiences [5]. These digital campaigns have successfully sparked widespread protests and raised awareness, particularly among younger demographics worldwide [1].

Both sides also engage in disinformation tactics, including the dissemination of doctored images, fabricated stories, and selective reporting to discredit their opponents. The spread of false information not only complicates efforts to ascertain the truth but also fuels mistrust among international stakeholders, making conflict resolution even more challenging [3].

2.3. Implications of Information Warfare on Conflict Dynamics

The integration of information warfare into the Israeli-Palestinian conflict has profound implications for its trajectory and broader international dynamics. One significant consequence is the deepening of polarisation. As both sides produce content tailored to their supporters, international audiences are often exposed to one-sided narratives, reinforcing pre-existing biases and hardening ideological divides [2]. This polarisation complicates peace efforts, as key stakeholders may find it challenging to agree on a shared understanding of the conflict's realities [4].

Furthermore, the digital nature of modern information warfare has empowered non-state actors and grassroots movements to play a larger role in shaping global perceptions. Activists, bloggers, and independent media outlets often amplify marginalised voices, ensuring greater visibility for issues like human rights abuses. However, this decentralisation also increases the risk of misinformation, as unchecked narratives spread rapidly and influence public discourse without adequate verification [1].

The international ramifications of information warfare are equally significant. Policymakers and governments are increasingly influenced by the narratives they encounter in global media. For instance, graphic footage of civilian suffering in Gaza has led to widespread condemnation of Israeli military actions, prompting calls for ceasefires and investigations into potential war crimes [4]. Conversely, Israel's framing of its operations as anti-terrorist measures has garnered support in Western capitals, particularly the United States and European countries, where concerns over global security often outweigh humanitarian considerations [3].

Lastly, the prevalence of information warfare underscores the evolving nature of modern conflicts, where battles are not only fought on physical battlefields but also in the virtual space. As the Israeli-Palestinian conflict demonstrates, controlling the narrative is as critical as achieving military objectives. This shift necessitates a re-evaluation of traditional approaches to conflict resolution, with greater emphasis on addressing the role of media, technology, and public opinion in shaping outcomes [5].

In conclusion, information warfare is a central element of the Israeli-Palestinian conflict, influencing not only the perceptions of those directly involved but also the broader international community. Understanding the strategies, tools, and consequences of this warfare is essential for comprehending the dynamics of this deeply entrenched and multifaceted struggle.

3. Conclusions

Information warfare has emerged as a defining aspect of the Israeli-Palestinian conflict, shaping perceptions, influencing policies, and altering the dynamics of the protracted struggle. Through the use of traditional media and, more recently, advanced digital tools, both Israel and Palestine have sought to control the narrative and rally international support. The historical evolution from printed propaganda to viral hashtags and live-streamed events underscores the increasing centrality of information in modern conflicts.

Israel's communication strategies highlight its portrayal as a defender of democracy and security, leveraging sophisticated technology and media campaigns to frame its actions as defensive and justifiable. In contrast, Palestinian narratives focus on the humanitarian impact of the conflict, mobilising global solidarity through emotionally powerful visual content and grassroots activism. While both approaches have successfully garnered support, they have also contributed to the spread of disinformation and deepened polarisation, complicating the prospects for peace.

The implications of information warfare extend far beyond the region. Its role in influencing global public opinion, shaping international diplomacy, and driving policymaking demonstrates its power as a tool of modern conflict. However, it also raises ethical and practical challenges,

particularly regarding the spread of misinformation and the difficulty of establishing shared truths in an age of digital media.

Ultimately, addressing the role of information warfare in the Israeli-Palestinian conflict requires a nuanced and multi-faceted approach. Efforts to resolve the conflict must not only focus on tangible issues such as territorial disputes and security concerns but also consider the profound influence of media, technology, and public perception. Recognising the significance of narrative control and fostering a more balanced and truthful discourse may serve as a vital step toward de-escalation and, ultimately, a lasting resolution.

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INTERNATIONAL LEGAL STANDARDS FOR THE PROTECTION OF PERSONAL INFORMATION

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Tretiak V. D., Ilchenko V. V. International legal standards for the protection of personal information.

The article analyses international legal standards of personal data protection in the context of modern privacy challenges in the digital age. The principles of data protection, key rights of data subjects, and challenges of cross-border data transfers are considered. Particular attention is paid to the adaptation of national legislation to international standards and the role of international organisations in harmonising norms. Data protection has been identified as a global priority in the world of digital risks.

Keywords: data protection, international organisations, legal standards, national legislation, personal data.

Третяк В. Д., Ільченко В. В. Міжнародні правові стандарти захисту персональних даних. Стаття аналізує міжнародні правові стандарти захисту персональних даних в умовах сучасних викликів приватності у цифрову епоху. Розглянуто принципи захисту даних, ключові права суб'єктів, та виклики транскордонної передачі даних. Окрема увага приділена адаптації національного законодавства до міжнародних стандартів, і ролі міжнародних організацій у гармонізації норм. Захист даних визначено глобальним пріоритетом у світі цифрових ризиків.

Ключові слова: захист даних, міжнародні організації, національне законодавство, персональні дані, правові стандарти.

1. Introduction

In today's world, where information is one of the most valuable resources, the protection of personal data is of particular importance. The rapid development of digital technologies and globalisation have led to an increase in privacy risks, in particular due to the proliferation of social media, online shopping and other digital platforms. Personal data is often subject to unlawful collection, processing or use, which threatens the fundamental human right to privacy guaranteed by international instruments. However, the problem of their implementation remains relevant, especially in the context of globalisation, when data is often transferred between different jurisdictions with different levels of legal regulation. Of particular concern is the insufficient implementation of international standards into national legal systems, particularly in developing countries, which often lack the resources to effectively monitor compliance with data protection regulations. In addition, cyber threats associated with the use of the latest technologies are constantly evolving, requiring the improvement of existing international legal mechanisms. Thus, the need to adapt international standards to modern challenges, ensure their effective implementation at the national level and develop global mechanisms to counter cyber threats is a key issue in the field of personal information protection. Addressing these issues is critical to guaranteeing the right to privacy in the digital age.

The analysis of current approaches to protecting personal information highlights the growing importance of international legal standards in the digital era. Rapid technological development, the globalisation of data flows, and increasing cyber threats pose significant challenges to ensuring

privacy and security. These challenges have led to heightened attention to cross-border data transfers, transparency in data processing, and the alignment of national legislation with international norms.

The issues of balancing data protection and privacy rights, adapting legal frameworks to evolving technologies, and ensuring international cooperation are among the most discussed topics in this area. These problems require special attention and analysis and stipulate *the relevance* of this study.

The object of the study is international legal standards for the protection of personal information, *the subject* is the analysis of the norms and principles of international law, as well as the challenges of cross-border data transfer, new technologies, and international cooperation.

The aim of the research is to analyse international legal standards for the protection of personal information, assess their effectiveness in the context of the digital era, and identify ways to improve implementation mechanisms.

The following *tasks* are set to achieve the purpose:

1. to analyze the rights of data subjects and investigate problems of cross-border data transfer;
2. to examine the role of innovative technologies in ensuring information security and their impact on national legislation;
3. to study international cooperation and current challenges related to the development of digital technologies.

2. International legal standards of personal data protection

2.1. Main international acts and their provisions

Protection of personal information is an important component of modern international law. Personal data is a key element in ensuring the right to privacy, which is enshrined in numerous international documents. Personal data is defined as any information relating to an identified or identifiable individual. This definition is enshrined in international acts, such as the Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data (Council of Europe Convention No. 108) and EU Regulation 2016/679 (GDPR) [2; 5].

In particular, the Council of Europe Convention No. 108 defines the principles of protection against unlawful collection, processing and storage of data. Data processing is possible only with the consent of the subject, and the Additional Protocol to the Convention clarifies the provisions on cross-border data transfers and introduces supervisory authorities. EU Regulation 2016/679 (GDPR) establishes common standards for data protection in the European Union, expands the rights of data subjects, including the right to access, delete and restrict information processing.

Article 4 of the Regulation specifies that personal data includes both directly identifiable data and data that can be used to identify a person indirectly, such as online identifiers or location data [5].

It is important to emphasise the right to privacy as a component of the protection of personal information, for example, the International Covenant on Civil and Political Rights (1966) in Article 17 prohibits arbitrary interference with privacy and provides for the right to protection by law [4]. The Convention on the Rights of the Child protects children from arbitrary interference with their privacy [3]. Similar provisions are contained in the American Convention on Human Rights and the EU Charter of Fundamental Rights [7; 9].

2.2. Modern challenges of data protection in the digital age

With the development of digital technologies, the issue of personal data protection is becoming increasingly important. The use of social media, online shopping, and mobile applications creates new threats to privacy, so the GDPR, mentioned earlier, requires companies to implement modern encryption technologies and ensure transparency of data processing. For example, companies must notify users of any data security breach within 72 hours [5]. In addition, international organisations such as the UN emphasise the need to develop global standards for data protection. The UN General Assembly Resolution on the Right to Privacy in the Digital Age emphasises the importance of respecting human rights in the digital space and sets out international recommendations for the protection of personal data [10]. Similar initiatives are also supported by the Organisation for Economic Co-operation and Development, which offers recommendations to minimise the risks of data misuse [8].

Particular attention is paid to cross-border data transfers. In the context of globalisation, companies often process data in different jurisdictions, which creates challenges for data protection. The Additional Protocol to Convention No. 108 sets out requirements for countries receiving data to ensure an adequate level of protection [2]. At the same time, the GDPR introduces a mechanism for concluding standard contractual clauses that guarantee the security of data transfers outside the EU [5]. National legislation is important in implementing international standards. For example, Ukraine has adopted the Law on Personal Data Protection, which is in line with the provisions of Convention No. 108 and the GDPR [1]. The law regulates the rights of data subjects, the procedure for their processing and the obligations of data controllers. Similar measures are being taken in other countries, such as Canada, where the Protection of Information and Electronic Documents Act is in force [6]. In some countries, the implementation of international standards faces challenges due to a lack of political will or resources. For example, many developing countries lack independent data protection supervisory authorities, which makes it difficult to fulfil international obligations [8]. In this context, international cooperation is key to ensuring effective privacy protection.

3. Conclusions

The protection of personal information is one of the most important aspects of modern international law, which requires special attention in the context of the rapid development of digital technologies. In an era when personal data is becoming one of the key resources, its protection is not only a matter of privacy, but also of overall security, economic stability and respect for human rights.

One of the main challenges is to ensure an effective balance between innovation and security. The use of the latest technologies, such as artificial intelligence, cloud services and big data, creates new privacy risks, which requires a comprehensive approach to developing protection strategies. At the same time, the implementation of modern encryption, monitoring and risk management tools is a prerequisite for minimising these threats. Success in data protection largely depends on the level of awareness of the importance of this issue by all members of society. This includes government agencies that need to provide oversight and establish effective mechanisms for liability for breaches, businesses that need to integrate data security into their processes, and citizens themselves who need to be aware of their rights and remedies.

Particular attention should be paid to global challenges, such as cross-border data transfers, which require international cooperation. The globalisation of data processing requires harmonisation of approaches between countries and the creation of universal standards that would be effective in different jurisdictions. It is also important to raise the level of legal awareness of the population, which will allow citizens not only to protect their rights but also to actively participate in shaping a secure digital environment. Users' awareness of how their data is processed contributes to greater transparency and accountability of organisations.

Thus, personal data protection is a multifaceted issue that encompasses legal, technical and social aspects. To succeed in this area, it is necessary to develop innovative approaches, ensure effective cooperation at all levels and improve control mechanisms. In today's world, where data is becoming the basis for decision-making and technology development, its protection is a priority task that will determine the security and stability of global society.

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THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF TRAVEL BUSINESS AND INTERNATIONAL INFORMATION

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Tymchenko D. E., Lavrinenko I. M. The role of foreign languages in the development of travel business and international information. This report explores the critical role of foreign languages in the development of the travel business and international information exchange. It highlights the significance of multilingualism in enhancing communication, fostering cultural understanding, and driving economic growth. The report examines the current state of language use in the travel industry, discusses the benefits of multilingualism, and addresses the challenges faced in achieving language proficiency among travel professionals. Recommendations for improving language skills are also provided, underscoring the importance of foreign languages as essential tools for success in the global travel landscape.

Keywords: communication, cultural understanding, international information, language proficiency, multilingualism, travel business

Тимченко Д. Е., Лавріненко І. М. Роль іноземних мов у розвитку туристичного бізнесу та міжнародної інформації. Ця стаття досліджує критичну роль іноземних мов у розвитку туристичного бізнесу та обміні міжнародною інформацією. Підкреслюється важливість багатомовності для покращення комунікації, сприяння культурному розумінню та стимулювання економічного зростання. У статті розглядається сучасний стан використання мов у туристичній індустрії, обговорюються переваги багатомовності та виклики, що виникають при досягненні мовної компетентності серед професіоналів туристичного бізнесу. Також надаються рекомендації щодо покращення мовних навичок, підкреслюючи важливість іноземних мов як невід'ємних інструментів для успіху в глобальному туристичному середовищі.

Ключові слова: багатомовність, комунікація, культурне розуміння, міжнародна інформація, мовна компетенція, туристичний бізнес.

1. Introduction

In today's increasingly interconnected world, foreign languages play a pivotal role in the development of the travel business and international information exchange. This report aims to explore the significance of multilingualism in enhancing communication, fostering cultural understanding, and driving economic growth within the travel sector. By examining the current state of foreign languages in the travel industry, the benefits of multilingualism, and the impact of language on international relations, this report seeks to highlight the critical need for language proficiency among professionals in the travel business. Additionally, we will address the challenges faced in achieving language proficiency and provide recommendations for enhancing language skills. Ultimately, this report aims to underscore the importance of foreign languages as essential tools for success in the global travel landscape.

2. Foreign Languages in the Travel Industry

2.1. Current State of Foreign Languages in the Travel Industry

The travel industry is characterized by its global nature, requiring effective communication across diverse cultures and languages. Currently, English remains the dominant language in international travel, serving as the primary mode of communication for many travelers and service providers. However, the increasing number of tourists from non-English-speaking countries has highlighted the importance of incorporating multiple languages into travel services. According to a report by

the World Travel Organization, approximately 70% of travelers prefer to communicate in their native language when seeking information or assistance [7].

This trend underscores the need for travel agencies, hotels, and tour operators to employ multilingual staff and provide translated materials to cater to the diverse needs of their clients. Moreover, technology has facilitated the rise of online platforms that connect travelers with local guides and services, further emphasizing the importance of language proficiency. For example, platforms like Airbnb and Viator enable hosts to communicate in various languages, enhancing customer satisfaction and broadening their market reach.

While English is often used as a lingua franca, the ability to speak additional languages is becoming increasingly valuable. Report highlights that language skills can enhance negotiation and conflict resolution in cross-cultural business scenarios [2].

2.2. Benefits of Multilingualism in Travel Business

Multilingualism offers numerous advantages to the travel business, enhancing both customer experiences and operational efficiency. Firstly, being able to communicate in multiple languages allows travel professionals to provide personalized services tailored to the needs of clients from different cultural backgrounds. This personal touch can significantly improve customer satisfaction and lead to repeat business.

According to a survey by Booking.com [1], 80% of travelers stated they feel more comfortable when communicating in their native language while booking accommodations or services. Additionally, multilingual staff can help bridge cultural gaps, ensuring that clients feel understood and valued. Research by the Travel Industry Association indicates that travelers are more likely to recommend a service provider if they receive assistance in their preferred language.

Furthermore, multilingualism can also enhance marketing efforts, as businesses can create targeted campaigns that resonate with diverse audiences, thereby increasing their reach and engagement. A study by McKinsey & Company [4] found that companies with diverse teams—including those proficient in various languages—are 35% more likely to outperform their competitors.



Fig. 1. Diverse Learning: Celebrating Multilingualism in Schools [Team Varthana, 2024]

2.3. The Impact of Language on International Relations

Language is a fundamental aspect of international relations, serving as both a tool for communication and a reflection of cultural identity. Effective communication between nations often relies on language proficiency, as misunderstandings can lead to diplomatic tensions. In the context of travel, language facilitates cultural exchange and fosters mutual understanding among nations.

Language plays a critical role in promoting peace and understanding among nations [6]. When travel professionals can communicate in the languages of their clients, they help create a more welcoming environment that encourages tourism and strengthens international ties. Furthermore, the ability to converse in a client's language can foster trust and credibility, essential components in international business dealings.

2.4. Challenges in Language Proficiency in the Travel Business

Despite the clear advantages of multilingualism in the travel sector, several challenges hinder the attainment of language proficiency among professionals. One significant obstacle is the insufficient availability of tailored language training programs designed specifically for the travel industry. Many employees lack access to resources that focus on industry-specific terminology and cultural nuances, which are essential for effective communication with diverse clientele.

Moreover, the high turnover rates commonly seen in the travel industry can disrupt language training efforts. According to a report by the World Economic Forum [8], the transient nature of many travel-related positions can lead to a continuous influx of new employees who may not possess the necessary language skills. This situation places an additional burden on organizations, requiring them to invest extra time and resources in ongoing language training for new hires.

Another challenge is the pressure to deliver quick and efficient service in a fast-paced environment, which can discourage employees from engaging in language learning. As highlighted in a study by the International Air Transport Association [3], many employees prioritize immediate job tasks over long-term skill development, resulting in limited opportunities to practice and enhance their language abilities.

Additionally, the diversity of languages spoken by travelers means that employees must often be proficient in multiple languages, making it difficult for individuals to attain a high level of proficiency across all necessary languages. This diversity adds complexity to the language training process and can lead to feelings of overwhelm among staff.

2.5. Recommendations for Enhancing Language Skills

To enhance language skills within the travel business, several strategies can be implemented. First, organizations should prioritize language training programs that focus on industry-specific

terminology and cultural competence. This training can include workshops, online courses, and language exchange programs with native speakers.

Moreover, businesses can encourage language learning by providing incentives for employees who achieve language proficiency. According to the OECD's annual report [5], organizations that promote continuous learning environments are more likely to retain skilled employees. Creating a supportive learning environment where employees feel encouraged to practice their language skills can significantly enhance overall proficiency levels. Additionally, integrating language skills into the recruitment process can help organizations select candidates with the necessary language capabilities, ensuring a more multilingual workforce.

3. Conclusions

In conclusion, the role of foreign languages in the development of the travel business and international information cannot be overstated. As the travel industry continues to grow and evolve, the demand for multilingualism will only increase. The ability to communicate effectively in various languages is not just a valuable asset for travel professionals; it is essential for enhancing customer experiences and fostering international relationships.

Throughout this report, we have explored the current state of foreign languages in the travel industry, the benefits of multilingualism, the impact of language on international relations, and the challenges faced in achieving language proficiency. We also provided recommendations for enhancing language skills among travel professionals. Ultimately, investing in language proficiency will enable businesses to thrive in a competitive global market and contribute to a more inclusive and culturally rich travel experience.

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TRENDS FOR THE DEVELOPMENT OF THE IT SERVICES MARKET WORLDWIDE

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Ukrainets Y. M., Karpusenko M. V. Trends for the development of the IT services market worldwide. The article explores the evolving trends in the global IT services market, highlighting key technological advancements and shifts in client needs. It discusses the essence of the IT services market, including its structure and segmentation, and examines the increasing focus on digital transformation, AI integration, ROI, and cybersecurity. The article also emphasizes the importance of partnerships, data management, and skill development in shaping the future of the IT services industry.

Keywords: essence of the IT services market, evolving trends, future of the IT services industry, global IT services market, key technological advancements, shifts in client needs.

Українець Ю. М., Карпусенко М. В. Тренди розвитку ринку ІТ-послуг у світі. У статті розглядаються еволюційні тенденції глобального ринку ІТ-послуг, висвітлюються ключові технологічні досягнення та зміни в потребах клієнтів. Окреслюється сутність ринку ІТ-послуг, його структура та сегментація, а також зростаюча увага до цифрової трансформації, інтеграції ІІІ, рентабельності інвестицій та кібербезпеки. Визначається важливість партнерств, управління даними та розвитку навичок для формування майбутнього ІТ-індустрії.

Ключові слова: глобальний ринок ІТ-послуг, еволюційні тенденції, зміни в потребах клієнтів, ключові технологічні досягнення, майбутнє ІТ-індустрії, сутність ринку ІТ-послуг.

1. Introduction

The global IT services market is currently experiencing dynamic growth, driven by various technological advancements and evolving client needs. As organizations worldwide prioritize digital transformation, artificial intelligence, and cybersecurity, understanding the prospects for the development of the IT services market has become increasingly crucial.

The relevance of this study lies in the growing complexity of the global IT services market and the increasing importance of addressing the shifting landscape of technological innovations. As businesses move towards automation, cloud platforms, and data-driven decisions, understanding the future trends of the IT services sector becomes essential for both service providers and clients.

The object of the study is the global IT services market, *the subject* is the trends influencing the development of IT services worldwide.

The aim of the research is to determine trends for the development of the IT services market worldwide.

The following *tasks* are set to achieve the aim:

1. to reveal the essence of the “IT services market” and its main characteristics;
2. to analyze the trends for the development of the IT services market worldwide.

2. Trends for the development of the it services market worldwide.

2.1. IT services market: essence and characteristics

The IT services market has undergone significant transformation over the years, driven by advancements in technology and the increasing demand for efficient and innovative solutions [8].

The essence of IT services lies in their ability to provide value to clients by integrating technology, people, and processes to meet business needs without requiring clients to manage the underlying IT infrastructure or associated risks [4].

According to various sources, there is no universally accepted definition of "IT service." However, several key characteristics have been identified:

- client needs satisfaction: IT services are designed to meet one or more needs of the client, ensuring that they align with the client's business objectives [6; 14];
- holistic perception: clients perceive IT services as a cohesive product or service that delivers specific outcomes [14];
- combination of resources: an IT service typically consists of a combination of information technology, human resources, and operational processes, provided by a service provider [4].

The global IT services market encompasses a wide range of offerings including hardware-related services, software-related services, data processing services, and educational services. This market is characterized by its structural diversity, dynamism, and substantial volume. The segmentation of the market can be based on the skills required for service delivery (such as design, development, execution) as well as various categories like business process services, application services, and infrastructure services [15].

Moreover, the rise of outsourcing has led to the emergence of specific categories such as business process outsourcing (BPO), application outsourcing, and infrastructure outsourcing [12]. This trend reflects a growing reliance on external expertise to enhance operational efficiency and focus on core business activities.

To summarize, the essence of the IT services market lies in its capacity to deliver integrated solutions that facilitate business operations while providing clients with the necessary support to achieve their goals. The continuous evolution of technology and changing consumer expectations will likely shape the future dynamics of this market.

2.2. Prospects for the development of the IT services market worldwide

The global IT services market is currently experiencing significant growth [12], necessitating a thorough examination of the key trends shaping its evolution. These trends are transforming companies' perceptions of technology and its application, as outlined in the following points.

Organizations are increasingly recognizing that digital transformation requires a more strategic approach. After substantial investments in digital technologies, many are pausing to assess the success of previous initiatives and determine future directions. The rising complexity of technologies has led to what is termed "digital debt," which encompasses technical, process, and personnel debts that hinder effective technological implementation. To maintain competitiveness,

organizations must quickly establish resilient processes for evaluating new technologies and effectively communicate their complexities to management [10].

The initial excitement surrounding AI has peaked, with companies now facing challenges in its implementation due to high infrastructure costs. While enthusiasm for AI's potential remains strong, particularly in media circles, IT companies are grappling with cybersecurity issues, application costs, and defining practical use cases for AI [11]. In the future, AI is expected to serve more as a tool for automation and data analysis rather than replacing human workers entirely.

Clients are increasingly questioning the ROI of technology investments. IT companies must provide more evidence of effectiveness and align their offerings with clients' business goals and budgets. There is a growing skepticism towards "revolutionary" technologies that fail to meet expectations, leading to a demand for clearer metrics on ROI [13].

The concept of an "ecosystem" has become prevalent in the IT community, highlighting the interconnected environment involving various participants. The shift from a linear supply chain to a broad network of service providers has prompted many companies to pursue partnerships to fill gaps in their portfolios. Successful partnerships can enhance technical capabilities and expand market reach [1].

Initially sought primarily by large enterprises, the demand for internal developers is now ubiquitous as companies automate processes and migrate to cloud platforms. The development of custom platforms facilitates data integration and enhances cybersecurity measures but also poses challenges related to system interactions and data management [9].

As data protection becomes critical, trust in Managed Service Providers (MSPs) is paramount. However, the lack of mandatory regulations for MSPs raises risks for clients [7]. The increasing number of cyber threats underscores the need for standardized practices or certifications for MSPs to ensure consistent service quality.

Data has emerged as one of the most valuable assets in the digital business era. Companies leverage data to improve operations and understand customer needs; however, effective data utilization necessitates sophisticated management strategies. Many organizations still operate with isolated data systems, emphasizing the need for unified data governance frameworks [5].

In response to talent shortages, companies are reevaluating their hiring and development processes through a skill-based approach that focuses on identifying specific skills required for each role. This method aims to cultivate talent internally rather than relying solely on external hires [3].

To address skill gaps, training existing employees remains a primary strategy. A growing number of companies plan to invest in upskilling their workforce rather than hiring externally, reflecting an emphasis on developing high-skilled professionals from within [3].

The impact of globalization on the IT services sector continues to be significant, particularly highlighted during events such as the COVID-19 pandemic. Companies face numerous challenges ranging from talent shortages to adapting to emerging technologies like AI and automation. Despite these challenges, many organizations are seeking international markets to enhance revenue and operational efficiency through diverse time zones [2].

To summarize, the modern IT services market is characterized by rapid dynamics and transformation.

3. Conclusions

The conducted research highlights the dynamic evolution of the global IT services market, driven by advancements in technology and shifting client needs. The identified trends — such as the emphasis on digital transformation, the integration of AI, a focus on ROI, the rise of IT partnerships, and the increasing demand for custom platforms — underscore the market's adaptability to emerging challenges and opportunities. Additionally, the critical role of cybersecurity, data analytics, and skill-based approaches to talent development reflects the industry's efforts to align with practical business objectives and enhance operational efficiency.

The practical significance of the results lies in their ability to guide IT service providers in identifying priority areas for investment and strategic development. Companies can leverage these insights to address "digital debt," improve partnerships, and implement effective data governance frameworks while aligning technological offerings with measurable ROI for clients.

Future research prospects include exploring the development of standardized practices for MSPs to enhance trust and cybersecurity in the IT services market. Additionally, further studies could investigate strategies for overcoming talent shortages through innovative training and upskilling initiatives, as well as the impact of globalization on enhancing the efficiency of cross-border IT services.

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DIGITAL DEVELOPMENT OF THE BANKING SECTOR IN UKRAINE

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Usachova S. I., Davydenko I. V. Digital development of the Banking Sector in Ukraine. The article analyzes the digital development of the banking sector of Ukraine, highlighting the stages of transformation and implementation of key technologies, such as mobile banking, NFC payments, the Bank ID system and chatbots. The dynamics of digitalization were studied: the reduction of physical branches, the growth of cashless operations and the popularity of digital transactions. Positive changes in global digital competitiveness rankings and challenges, including service availability and cyber security, are considered. An overview of the state and prospects for the development of the banking sector in Ukraine was conducted.

Keywords: banking Sector of Ukraine, cashless transactions, competitiveness, cybersecurity, digital development, innovative technologies.

Усачова С. І., Давиденко І. В. Цифровий розвиток банківського сектору в Україні. У статті проаналізовано цифровий розвиток банківського сектору України, висвітлюючи етапи трансформації та впровадження ключових технологій, таких як мобільний банкінг, NFC-платежі, система BankID та чат-боти. Досліджено динаміку цифровізації: скорочення фізичних відділень, зростання безготівкових операцій та популярність цифрових транзакцій. Розглянуто позитивні зміни у світових рейтингах цифрової конкурентоспроможності та виклики, зокрема доступність послуг та кібербезпеку. Проведено огляд стану і перспектив розвитку банківської сфери в Україні.

Ключові слова: банківський сектор України, безготівкові операції, інноваційні технології, кібербезпека, конкурентоспроможність, цифровий розвиток.

The **object** of this study is the Banking Sector in Ukraine, which serves as a crucial component of the country's financial system and plays a significant role in economic development. The **subject** of the study encompasses the digital transformation processes occurring within this sector, including the adoption of innovative technologies, changes in service delivery, and the impact on customer interactions. The **purpose** of this work is to analyze the current state of digital development in the Ukrainian banking sector, identify key trends and challenges, and explore future prospects for further digitalization. The **relevance** of this article lies in its examination of how digital advancements can enhance the efficiency and competitiveness of banks in Ukraine, especially in light of recent global economic shifts and the ongoing need for adaptation to technological changes.

The digital development of the Banking Sector in Ukraine is an important topic that reflects modern trends and challenges faced by financial institutions in the process of adapting to new technologies. In the context of global digitalization, Ukrainian banks are actively implementing innovative solutions that change traditional business models and customer service. This process not only improves the efficiency of banks, but also transforms the way they interact with customers, providing faster and more convenient services. In Ukraine, the Banking Sector has become a leader in the implementation of digital technologies, and institutions are quickly implementing innovative solutions to meet the needs of their customers.

The digital transformation of the Banking Sector of Ukraine represents an important stage in the development of financial services, which reflects global trends and the needs of modern society. In the conditions of rapid technological progress, Ukrainian banks began to realize the

need to integrate digital solutions to increase the efficiency of their operations and improve the quality of customer service. Table 1 presents the main stages of digital development of the Ukrainian banking sector.

Table 1

Stages of digital transformation of Ukrainian banks

Period of occurrence	The characteristic
2011 – 2013	In this early stage, the Banking Sector did not experience major transformations, but institutions began to understand the significance of digital technologies for enhancing their financial services. Banks cautiously rolled out basic online offerings, such as internet banking and SMS notifications, enabling customers to view account details and conduct simple transactions. This period marked the beginning of establishing standard digital services that banks needed to attract a wider customer base.
2014 – 2017	This era saw a rapid expansion in mobile banking applications, with PrivatBank's Privat24 app leading the way. Innovations like contactless payments and NFC technology became prevalent as Ukrainian banks integrated with global payment platforms such as Apple Pay and Google Pay, allowing users to make payments using their smartphones.
2018 – 2021	The emergence of fintech startups brought forth a range of high-tech solutions, including online lending and personal finance management tools. Monobank distinguished itself as a pioneer by being the first fully online bank, eliminating the need for traditional branch networks. During this time, banks began to implement integrated digital processes that enhanced customer engagement through open banking initiatives, ultimately leading to the creation of financial ecosystems.
2022 – 2023	The onset of Russian aggression created significant challenges for Ukraine's financial infrastructure, including power outages. In response, the National Bank of Ukraine launched the Power Banking network to ensure access to vital services. Despite the challenges, digitization efforts not only continued but also accelerated, with the introduction of security technologies such as remote identification and the development of digital currencies through international and domestic initiatives.

Source: Composed by the authors, using materials from [2; 15; 16; 17; 19]

The digital development of the Banking Sector in Ukraine is an important stage in the transformation of financial services, which reflects global trends and the needs of modern society. In the conditions of rapid development of technologies, Ukrainian banks are actively implementing innovative solutions that change traditional approaches to customer service and financial management (see Table 2).

Table 2

Key technologies of digital development of the Banking Sector in Ukraine

Key point	The characteristic
Mobile banking	Mobile applications have become an important element in the provision of banking services. For example, PrivatBank with its Privat24 application offers a wide range of functions, including the ability to make payments, manage accounts and access credit products. Other banks, such as Monobank, are also actively implementing mobile solutions, offering unique features such as «Shake to pay».

Continued Table 2

NFC technologies (Contactless payments)	NFC payment allows you to transfer funds for purchased goods contactlessly. The technology is supported by new models of smartphones, watches, bracelets, smart rings, etc. To pay, it is enough to bring the device to the terminal and the amount will be debited automatically, without entering a PIN code. For the user, first of all, NFC means complete security of payments. Mobile devices are equipped with a payment system with a high level of protection. The number of the card used for payment is not stored on the servers of payment systems or POS terminals.
BankID	The BankID system allows customers to identify themselves in online services through banks. Today, most Ukrainian banks are connected to the system, which ensures convenience and security when receiving financial services. This technology is also integrated into the «Дія» application, which allows users to access government and financial services.
Chatbots and customer service automation	Chatbots are becoming increasingly popular in the Banking Sector to automate customer service. They can answer user questions, help with loan applications, and provide product information.

Source: Composed by the authors, using materials from [2; 4; 13; 16; 17]

The digital development of the Banking Sector in Ukraine is an important aspect that affects the overall competitiveness of the country. In recent years, Ukraine has shown positive changes in world rankings, in particular in the competitiveness ranking compiled by the International Institute for Management Development (IMD) (see Table 3).

Table 3

The IMD digital competitiveness rank of Ukraine out of 64 countries

Overall and Factors	2017	2018	2019	2020	2021
Overall	60	58	60	58	54
Knowledge	45	39	40	38	37
Technology	62	61	61	59	58
Future readiness	61	61	62	61	58

Source: Composed by the authors, using materials from [14]

Ukraine improved its ranking from 60th place in 2017 to 54th in 2021. This indicates the growth of its competitiveness in the digital sphere in the international arena. In particular, in the field of "Knowledge" Ukraine also rose, strengthening its position from 45th to 37th place, which may indicate improvements in education, scientific research and human resources. In the "Technology" category, there is a slight increase – from 62nd to 58th place, which indicates a gradual progress in the development of digital infrastructure and technological potential. The

"Readiness for the future" indicator also improved: from 61st to 58th place, which indicates positive changes in Ukraine's adaptability to new digital challenges.

In the modern Banking Sector of Ukraine, a significant transformation is observed, which is caused by both global digitalization trends and internal challenges, such as changes in consumer habits and the influence of economic factors. These changes necessitate the adaptation of financial institutions to new market conditions, which in turn affects the structure of customer service (see Figure. 1).

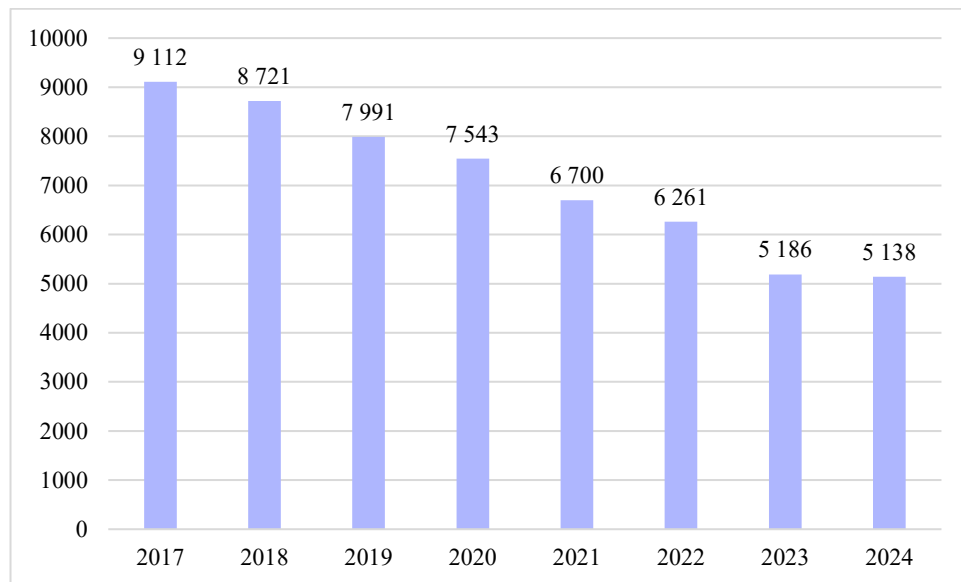


Fig. 1. The number of active structural divisions of 62 banks of Ukraine

Source: Composed by the authors, using materials from [6]

The graph shows a clear tendency to decrease this number during the specified period. In 2017, the number of operating structural divisions was 9,112, but by 2019 it had decreased to 7,991. This indicates the beginning of the process of optimization and reduction of physical branches, which was probably associated with changes in consumer habits, when customers began to actively switch to digital platforms.

In 2020, the continuation of this trend became evident, when the number of branches decreased to 7,543. The decrease of 448 units over the year indicates an acceleration in the process of closing physical structural units, which may have been caused by the COVID-19 pandemic and the transition to remote service. In 2021, the number of active structural units decreased to 6,700, which confirms the trend of further reduction.

There was a further decline to 6,261 in 2022, this figure fell to 5,186 in 2023, and to 5,138 in 2024. This decrease of over a thousand branches in two years indicates that banks continue to adapt to new market conditions, particularly due to the active introduction of mobile banking and online services, which confirms the trend towards further reduction.

The defining feature of digital transformation is first and foremost growth in the volume of non-cash payments, which reflects global trends towards digitization and automation of financial services. The figure 2 "Dynamics of the share of non-cash transactions by amount and quantity, %" illustrates changes in the behavior of consumers and businesses regarding the use of non-cash payments in Ukraine.

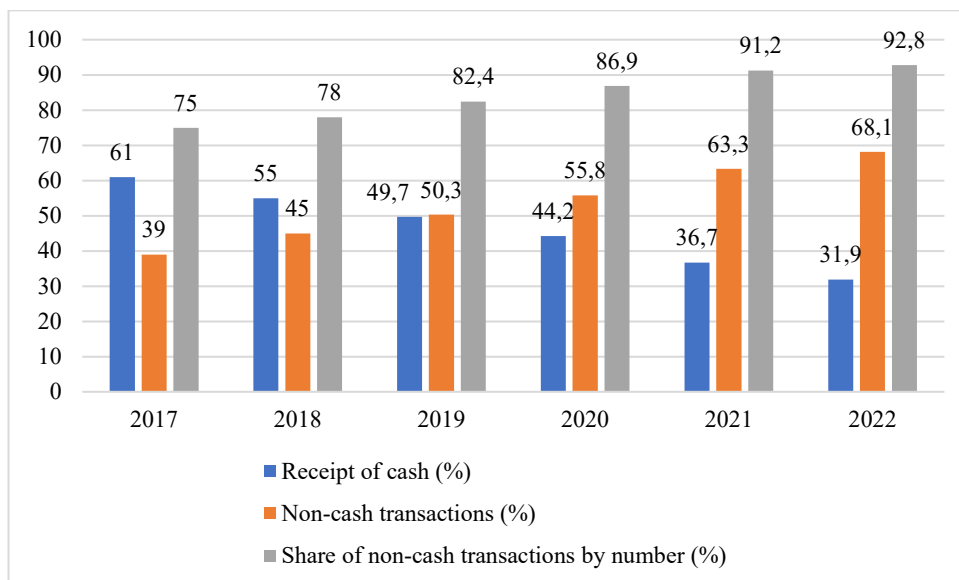


Fig. 2. Dynamics of the share of non-cash transactions by amount and quantity, %

Source: Composed by the authors, using materials from [7; 8]

In 2017, the share of non-cash transactions by amount was 39%, which indicated the dominance of cash. In 2018, it increased to 45%, and the share of non-cash transactions by number reached 78%. In 2019, the share of non-cash transactions exceeded 50% (50.3%), and in terms of number – 82.4%. 2020 was an important milestone: the share of cashless transactions increased to 55.8%, and in terms of number to a record 86.9%, which was due to the COVID-19 pandemic and the transition to remote payments. In 2021, the share of cashless transactions reached 63.3%, and in terms of number – 91.2%, which indicates the growing trust in digital payment systems. In 2022, further growth was observed, which was caused by Russia's military aggression against Ukraine, as a result of which the share of cashless transactions was 68.1%, and in terms of number – 92.8%.

In today's world, digital technologies are becoming an integral part of people's financial lives. The figure "The most popular transactions in digital banking among Ukrainians" provides an opportunity to better understand which financial services are in the greatest demand among Ukrainian consumers.

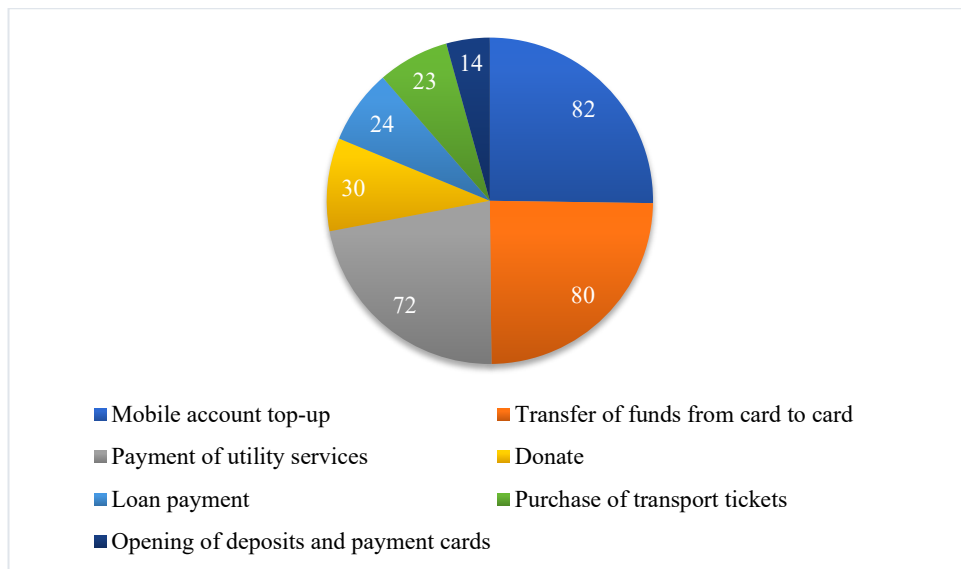


Fig. 3. The most popular transactions in digital banking among Ukrainians, %

Source: Composed by the authors, using materials from [10]

The most popular operation is topping up a mobile account, which is chosen by 82% of respondents. This indicates a high demand for mobile communication and the need for quick access to funds. In second place is the transfer of funds from card to card, which is carried out by 80% of users. This confirms the growing trust in cashless payments and the convenience of using digital money transfer platforms. Payment of communal services occupies the third position with a share of 72%. This operation became especially relevant in the conditions of rising tariffs and the need to promptly respond to financial obligations. Less popular but still significant transactions include donations (30%), loan repayments (24%) and purchasing transport tickets (23%). These indicators testify to the diversity of the use of digital banking services, because Ukrainians actively support social initiatives and manage their credit obligations. Finally, opening deposits and payment cards is the least popular operation, chosen by only 14% of users. This may indicate that Ukrainians do not yet perceive these financial instruments as a priority in their daily activities.

Regardless of the active development of the country in the rest of the world, the Ukrainian Banking Sector is facing a number of problems that will require more for further progress:

The change in the number of banking branches in Ukraine reflects the active development of digital technologies in the banking sector. It is important to know that the transition to current service channels may result in negative consequences, especially for rural areas.

Physical departments are no longer important for access to financial services, especially for older people who are not digitally savvy. Closing such branches could lead to reduced access to basic services, reduced financial inclusion and difficulty in obtaining advice [5].

Therefore, although digitalization is a positive trend, it is necessary to ensure a balance between the advancement of new technologies and the availability of banking services for all backgrounds of the population.

However, with the development of digital technologies, the risks of cyber-attacks and burglary are growing. Banks are committed to investing significant resources in developing and promoting advanced technologies to protect customer data and protect their businesses from cyber threats.

Digital transformation requires retraining and upgrading the qualifications of banking personnel. It is necessary to adopt the formation of an innovative and adaptive culture in the Banking Sector [1].

Banks are faced with the need to modernize back offices and invest in IT infrastructure. This represents a significant financial investment, and is also a key factor for strengthening the competitive advantages of the future [11].

Digitalization creates new regulatory challenges. Banks are required to adapt their compliance systems to new ones and ensure compliance of activities in the digital environment with regulations [1].

Despite existing problems, there are significant prospects for further digitization of the Ukrainian banking sector, including:

1. Open Banking. The implementation of the concept of open banking is one of the most important projects of digitalization of the Banking Sector of Ukraine. In August 2023, the National Bank of Ukraine approved the Concept of Open Banking, which provides for:

- development of a road map for the implementation of open banking;
- standardization of API technical specifications;
- creation of a basic set of data that banks will transfer free of charge;
- introduction of an additional data set on a commercial basis.

According to the NBU's expectations, agreements on API standards should be agreed upon in the spring of 2024, and in August 2025, banks will open access to account information and make the initiation of transactions transparent [18].

2. Digital hryvnia (e-hryvnia). The National Bank of Ukraine is actively working on the project of introducing the digital currency of the central bank (CBDC). E-hryvnia is considered as a digital form of money that can be used for retail payments and interbank settlements. The project is at the stage of testing and assessment of potential risks and benefits [3].

3. Development of payment infrastructure. The NBU is working on the modernization of the Electronic Payment System (EPS) to ensure instant payments 24/7. This will significantly speed up and simplify interbank transfers [20].

4. Regulatory "sandbox". The National Bank of Ukraine has successfully launched a regulatory platform ("sandbox") for testing innovative financial products and services in a controlled environment. This initiative, which started on April 15, 2023, is already actively developing and allows authorized providers of financial or payment services to experiment with new technologies without the risk of violating regulatory requirements.

Achievements of the NBU regulatory "sandbox" include:

- Creating a safe environment for testing innovations in real market conditions under the supervision of the regulator.
- Stimulating the development of fintech and innovative products in the financial and payment markets of Ukraine.
- Strengthening competition and improving the quality of financial and payment services.
- Deepening the dialogue between the regulator and market participants regarding the development of regulation of the fintech sphere [9].

This platform is an important step in the digitalization of the banking sector of Ukraine, contributing to the introduction of innovative financial technologies and increasing the competitiveness of Ukrainian fintech at the international level [7; 8; 9].

5. Fintech development strategy in Ukraine until 2025. The National Bank of Ukraine has developed a strategy for the development of fintech in Ukraine until 2025, which provides for:

- Creation and development of fintech ecosystem;
- Implementation of innovations and development of digital financial infrastructure;
- Ensuring cyber security of the financial sector;
- Development of digital competencies of financial market participants;
- Increasing financial inclusion.

This strategy is aimed at stimulating innovation in the financial sector, increasing the competitiveness of Ukrainian fintech at the international level, and ensuring the sustainable development of digital financial services [12].

The implementation of these projects and strategies opens wide prospects for the digitalization of the Banking Sector of Ukraine, creating a basis for innovation, increasing efficiency and expanding the range of financial services for consumers.

In conclusion, the digital transformation of Ukraine's Banking Sector is an important stage that corresponds to modern global trends. During 2018-2023, Ukrainian banks actively implemented innovative technologies that changed traditional approaches to customer service.

At the beginning of this period, new financial technologies appeared, such as online lending and personal finance management. However, the acceleration of digitization was most noticeable in 2022-2023 as banks adapted to the challenges of external factors such as full-scale intrusion.

The introduction of the Power Banking network ensured access to financial services even during power outages.

Mobile banking and contactless payments became the key elements. This process requires modernization of the IT infrastructure and improvement of staff qualifications, as well as adaptation to new regulatory requirements. Development prospects include open banking and digital hryvnia.

Thus, the digitalization of the Banking Sector in Ukraine not only increases the efficiency of service, but also opens up new opportunities for improving financial services, demonstrating the stability and adaptability of Ukrainian banks in new conditions.

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DIGITAL DIPLOMACY AS AN INSTRUMENT OF UKRAINE'S FOREIGN POLICY

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Vervyka R. S., Kalyuzhna A. B. Digital diplomacy as an instrument of Ukraine's foreign policy. The article examines digital diplomacy as a modern instrument of Ukraine's foreign policy. The author analyzes its role in ensuring national interests, countering disinformation and shaping the country's international image. The paper examines the main areas of digital diplomacy – communicative and analytical – and identifies key challenges, such as cybersecurity, disinformation, and competition for attention in the information space. Special attention is paid to the use of social media as an effective tool for political communication and interaction with the international community. The article also highlights the prospects for the development of Ukraine's digital diplomacy in the context of globalization and the latest technologies.

Keywords: artificial intelligence, cybersecurity, digital diplomacy, disinformation, foreign policy, information warfare, social media.

Вервика Р. С., Калюжна А. Б. Цифрова дипломатія, як інструмент зовнішньої політики України. Стаття досліджує цифрову дипломатію як сучасний інструмент зовнішньої політики України. Автор аналізує її роль у забезпеченні національних інтересів, протидії дезінформації та формуванні міжнародного іміджу країни. У роботі розглянуто основні напрямки цифрової дипломатії – комунікативний та аналітичний, а також визначено ключові виклики, такі як кібербезпека, дезінформація та конкуренція за увагу в інформаційному просторі. Особлива увага приділяється використанню соціальних мереж як ефективного інструменту політичної комунікації та взаємодії з міжнародною спільнотою. У статті також висвітлено перспективи розвитку цифрової дипломатії України в контексті глобалізації та новітніх технологій.

Ключові слова: дезінформація, зовнішня політика, інформаційна війна, кібербезпека, соціальні мережі, цифрова дипломатія, штучний інтелект.

1. Introduction

In the modern era of information technology, digital diplomacy is becoming one of the key tools for implementing foreign policy. From now on, interaction between countries largely takes place in the online space, where the speed of information transfer, global reach and direct contact with the audience are becoming crucial success factors.

Relevance. In the context of the current hybrid war being fought by Ukraine, digital diplomacy is gaining importance as a means of disseminating truthful information, countering disinformation, and building a positive international image. The use of digital platforms allows Ukrainian diplomacy to respond quickly to information threats and establish communication with the international community, engaging it in supporting Ukraine. In this context, the study of digital diplomacy as a new instrument of Ukraine's foreign policy is necessary to understand its role and prospects in the modern international space.

The object of the study is Ukraine's foreign policy in the modern information space, **the subject** is Ukraine's digital diplomacy as the latest tool of foreign policy.

The aim of the research is to study digital diplomacy as an instrument of Ukraine's foreign policy, to consider its main tasks and principles, to analyze the peculiarities of using digital tools

in Ukraine's diplomacy, and to identify challenges and prospects for the development of digital diplomacy in the modern global information space.

The following *tasks* are set to achieve the purpose:

1. to study the essence and features of digital diplomacy.
2. to analyze the main tools of digital diplomacy used in Ukraine.
3. to consider the challenges and prospects for the development of digital diplomacy in the global information space.
4. identify the role of digital diplomacy in ensuring Ukraine's national interests, countering disinformation and shaping its international image.

2. Digital diplomacy as an instrument of Ukraine's foreign policy

2.1. The concept of digital diplomacy

Previously, diplomacy was considered a relatively “closed” field of activity, but today it is becoming more open to ordinary citizens, in particular due to the development of information technology. If during the Cold War only states could carry out international communication (through newspapers, radio broadcasting), today it is a publicly available option for most people [4, p. 10].

Today, diplomacy, which includes elements of online activities using electronic devices, has several definitions: digital diplomacy, electronic diplomacy, e-diplomacy, diplomacy in social media, etc. Digital diplomacy is the latest foreign policy tool that involves the use of modern technologies to achieve a country's international goals. The concept of digital diplomacy covers a wide range of digital platforms and tools: from social media to specialized websites, online negotiation platforms, and even artificial intelligence.

A distinctive feature of digital diplomacy is its ability to provide fast, direct communication between states, as well as between the state and the public, contributing to global awareness and openness [6].

Digital diplomacy is developing in two main directions: communicative and analytical [8]. The communicative aspect is aimed at creating public communication between the country and its foreign audience, in particular through social media, online presentations, and webinars. For example, many embassies have their own social media pages to inform about their activities, national events, and develop public relations. Ukrainian diplomatic missions actively use these tools to promptly inform the international community about important events, including the security situation and the state of the military conflict with Russia. Systematic teamwork to strengthen Ukraine's presence in the international information space and the activity of the MFA and diplomatic missions of Ukraine in social media allowed for a number of powerful online information campaigns (#RussiaInvadedUkraine, #StopFake, #LetMyPeopleGo,

#CrimeaIsUkraine, etc.) that attracted the attention of the community and significantly expanded the audience of followers of the MFA of Ukraine's Twitter account [5].

The analytical area involves the use of data and artificial intelligence to study global trends, public sentiment, and the positions of foreign governments. This makes it possible to obtain information that helps to make informed decisions on foreign policy [8]. For example, analyzing data from social media allows us to track public sentiment and respond to it by adapting diplomatic messages.

Digital diplomacy also helps to promote national interests and values, creates opportunities for global cooperation in areas such as cybersecurity, ecology, pandemic response, etc. In the context of growing globalization and the development of digital technologies, digital diplomacy has become an indispensable component of international activities and is open to further expansion.

2.2. The use of digital diplomacy in Ukraine's foreign policy

For Ukraine, which is facing serious challenges in the international arena, digital diplomacy has become one of the key tools to support its sovereignty, convey truthful information and build a positive image. In the context of the war and the information confrontation with Russia, digital diplomacy allows Ukraine to communicate with the international community in real time, mobilize support from world leaders and the public, and counteract disinformation.

The main tool for digital diplomacy is social media. Their potential is that account holders simultaneously become suppliers, consumers, and distributors of information [3].

Ukrainian diplomats, government officials, and civil society organizations use social media to quickly and effectively inform about events in the country, such as the state of hostilities, humanitarian initiatives, and sanctions, as well as to promote national cultural achievements. With the help of social media they have been able to communicate directly with the population and unite political actors [1]. In turn, Facebook diplomacy and Twitter diplomacy create a favorable political environment for promoting national interests, surveying public opinion, and solving social problems by working with target groups.

Among social media, Twitter is an important channel for political communication. For example, journalist Eva Garderova believes that of 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 [2].

Matthias Lufkens, who studies social media diplomacy, has coined the term “Twitter diplomacy” to describe its use by heads of state, heads of international governmental organizations, and diplomats to bring positions on international issues closer together [9].

Only six governments - Laos, Mauritania, Nicaragua, North Korea, Swaziland, Turkmenistan -do not have an official presence on the platform. A BCW (Burson Cohn & Wolfe) study conducted in 2018 found 951 Twitter accounts, 372 personal and 579 institutional accounts - heads of state and government, as well as foreign ministers of 187 countries [2].

Another important area of Ukraine's digital diplomacy is cooperation with international organisations and active participation in global online initiatives. Ukraine has joined many international campaigns and online forums aimed at supporting human rights, cybersecurity, the environment, healthcare and other global values. For example, Ukraine is an active member of the Freedom Online Coalition (FOC), which brings together states to support online freedom and protect human rights in the digital environment. In addition, the country has joined the Open Government Partnership (OGP), a global initiative aimed at increasing transparency and fighting corruption through digital technologies [7].

At the international level, Ukraine participates in the Kyiv International Economic Forum (KIEF), which serves as a platform for discussing economic and technological challenges, as well as in global technology forums such as Web Summit, where it presents its digital achievements and innovations in the areas of cybersecurity and startups.

In addition, digital diplomacy helps Ukraine attract foreign support, including financial and humanitarian aid. Through online campaigns, Ukrainian government agencies, NGOs, and volunteer associations appeal to the international community to support the Ukrainian people in times of crisis. A striking example is the fundraising initiatives successfully implemented through platforms such as Patreon, GoFundMe and others.

Ukraine is also actively using digital diplomacy to build ties with the Ukrainian diaspora, which is an important part of international support for the country. Through online resources, social media, and online events, Ukraine engages Ukrainians living abroad, thereby strengthening national unity and creating a powerful lobby in the international arena.

2.3. Challenges of using digital diplomacy

While digital diplomacy offers significant opportunities for Ukraine, its implementation faces a number of serious challenges. These challenges range from the technical aspects of cybersecurity to the complexities associated with information warfare and disinformation.

One of the main challenges for Ukraine is to ensure cybersecurity and protection of state information in the context of Russia's active hybrid aggression. Cyberspace is often used to launch cyberattacks on Ukrainian government websites, diplomatic platforms, and media resources. Such attacks are aimed not only at stealing or destroying important information, but also at spreading panic and undermining public confidence in government agencies. Ensuring security in the digital

environment requires significant resources, professional staff, and modern technologies, which poses a separate challenge for the country [8].

Another challenge is to combat disinformation, which has become an integral part of the information warfare. Disinformation campaigns by Russia and other stakeholders are actively used to create a distorted picture of events in Ukraine and the international arena. Ukraine is constantly resisting such manipulations, but effective countering disinformation requires a developed system of monitoring the media space, rapid response and the use of the latest technologies, including artificial intelligence algorithms, to identify and refute fake news.

Another challenge is the competition for attention in the global information space. Modern news platforms and social media are oversaturated with information, making it often difficult to convey Ukrainian messages to an international audience. Ukrainian diplomats and government agencies need to create content that will attract the attention of international audiences, stand out from other topics, and gain wide reach.

2.4. Prospects for the use of digital diplomacy

Despite these challenges, Ukraine's digital diplomacy has great prospects for development. One of these prospects is the expansion of international support and exchange of experience in the field of cybersecurity. In the face of growing cyberattacks and information threats, international cooperation is extremely important. Ukraine can strengthen cooperation with the European Union, the United States, and other partners to share technologies, knowledge, and best practices in information security.

The use of the latest technologies offers promising opportunities to expand the scope of digital diplomacy. Innovations such as artificial intelligence, big database analysis, and blockchain can help improve monitoring of the information space, more accurately predict trends in international relations, and respond quickly to challenges. The use of artificial intelligence to analyze public opinion and sentiment can be an important tool for adapting diplomatic strategies and communicating more effectively with the audience [8].

3. Conclusions

Digital diplomacy has become an indispensable tool of Ukraine's foreign policy, opening up new opportunities for communication with the international community, protecting national interests and creating a positive image of the country.

In the context of military aggression and information warfare, Ukraine employs digital platforms to convey truthful information, attract international support, and promote global solidarity. Social media and other digital diplomacy tools allow for immediate response to threats, contact with a wide audience, and strengthening ties with partners.

Despite its significant advantages, digital diplomacy requires constant improvement, especially in the face of cybersecurity threats and an active disinformation campaign by the aggressor. Effective counteraction to these challenges requires strengthening international cooperation, investing in cybersecurity, and using advanced technologies to monitor and respond to information attacks.

At the same time, digital diplomacy creates prospects for Ukraine's further development in the global information space. Innovative technologies, cooperation with international partners, and a strategic approach will allow Ukraine to strengthen its presence on the world stage, promote its interests more effectively, and contribute to stability and security in the world. Digital diplomacy is not only a communication tool, but also an important means of strengthening Ukraine's position as a responsible and proactive state in the global context.

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THE USA AND CHINA: CURRENT TRADE WARS

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Vetrov Y. Y., Davydenko I. V. The USA and China: current trade wars. The article examines the essence of an international trade war on the example of the current trade war between the United States and China; the research studies and determines the nature and the state of the economic war. It allows defining its role in the world economy. The author analyzes the stages of this trade war and its impact on the world economy along with the consequences for both countries.

Keywords: bilateral negotiations, China, export, geopolitical tension, global economy, import, regulation, sanctions, USA, WHO.

Ветров Я.Ю., Давиденко І.В. США та Китай: сучасна торговельна війна. У статті розглянуто сутність міжнародної торговельної війни на прикладі сучасної торговельної війни США та Китаю. Досліджено та визначено характер та стан цієї економічної війни, що дає змогу поглянути на її роль у світовій економіці. Автор аналізує етапи торговельної війни та її вплив на світову економіку та наслідки для обидвох країн.

Ключові слова: геополітична напруженість, двосторонні переговори, експорт, імпорт, Китай, регулювання, санкції, світова економіка, світова організація торгівлі, США.

1. Introduction

Within the context of geopolitical instability, relations between the two largest countries with the greatest influence within the international arena, the United States and China, are gaining importance. The desire of countries to protect their own producers and demonstrate their power in the international arena of the global world can lead to serious consequences not only for these countries, but also for the whole world. Thus, almost every country may face unexpected economic consequences soon.

The *actuality* of this topic is determined by the impact of the trade war between China and the United States on the whole world from the standpoint of the economic sphere and the system of international relations in general. The *purpose* of the article is to deepen the knowledge of the trade war between the United States and China and its place in the global economy, to outline the significance of the international trade war for the world. The *object* of the study is the international trade war between the United States and China. The *subject* of the study is the prospects and consequences of trade wars for the world economy. The author uses theoretical research methods such as the scientific systemic-synergetic approach in systematizing the main problems of trade wars, along with the methods of analysis and logical generalization of concepts and theories.

2. Trade wars: pros and cons

A trade war takes place when one country retaliates against another by increasing tariffs or imposing restrictions on imports. A tariff is a tax or duty levied by a government on imported goods. Trade wars can negatively impact consumer confidence and disrupt businesses in both countries, causing harm to various sectors of their economies. However, some proponents argue

that trade wars help safeguard national interests and benefit domestic industries. These conflicts often stem from protectionism, which refers to government actions and policies that limit international trade. Governments may adopt protectionist strategies to protect local industries and jobs from foreign competition [2].

A trade war is different from other actions taken to control imports and exports, such as sanctions. Instead, the war has harmful effects on the trading relationship between two countries, such that its goals are explicitly associated with trading [2].

Among the causes of trade wars there are the following:

- absolute dominance of the center countries over the periphery;
- transformation of the economy, its transition from meeting social needs to a mechanism that puts pressure on social spheres of life, namely, the political, ideological, cultural, and political spheres;
- the instability of the global economy, which reflects the intentions of oligarchies and monopolies to appropriate the results achieved through the international division of labor;
- the emergence of the virtual economy – a new type of relationship between financial market participants that is not economic, as it does not reflect the processes of real exchange of goods and services, is not related to the production economy, but acts as an effective mechanism for the circulation of fictitious speculative capital [2].

For instance, sanctions can also serve humanitarian purposes. In addition to tariffs, protectionist measures may involve setting limits on import quotas, establishing specific product standards, or offering government subsidies to discourage outsourcing [2]. Table 1 reflects pros and cons of trade wars.

Table 1.

Trade war: Pros and Cons

<i>Pros</i>	<i>Cons</i>
The trade war protects domestic companies from unfair competition.	The trade war increases costs and induces inflation.
The trade war increases demand for domestic goods.	The trade war causes marketplace shortages, reduces choice.
The trade war promotes local job growth.	The trade war discourages trade.
The trade war improves trade deficits.	The trade war slows economic growth.
The trade war punishes nation with unethical trade policies.	The trade war hurts diplomatic relations, cultural exchange.

Source: [3]

Critics contend that protectionism often backfires in the long run, harming those it aims to protect by restricting markets and slowing both economic growth and cultural exchange. As a result, consumers may have fewer options in the market and could even face shortages if domestic

alternatives are unavailable for the taxed or restricted imports. Higher costs for raw materials also squeeze manufacturers' profit margins. Consequently, trade wars tend to drive up prices – especially for manufactured goods – contributing to inflation throughout the local economy [3].

3. The USA and China trade war

What is the foundation of the US-China trade war? The United States and China, as the world's two largest economies, have developed extensive trade ties. Following China's entry into the World Trade Organization (WTO) in 2001, its foreign trade expanded rapidly, with bilateral trade between the two nations reaching nearly \$559 billion in 2019. However, this trade relationship has been imbalanced, with the U.S. experiencing a significant and growing trade deficit with China. This issue gained political attention during the 2016 U.S. presidential campaign. By 2017, just before the trade war began, the U.S. trade deficit with China had surged to \$375.6 billion, compared to \$103.1 billion in 2002. The US and China imposed additional tariffs on goods imported from the other country, meaning buyers in the opposing country would need to pay higher import taxes to bring their purchases into the country [4].

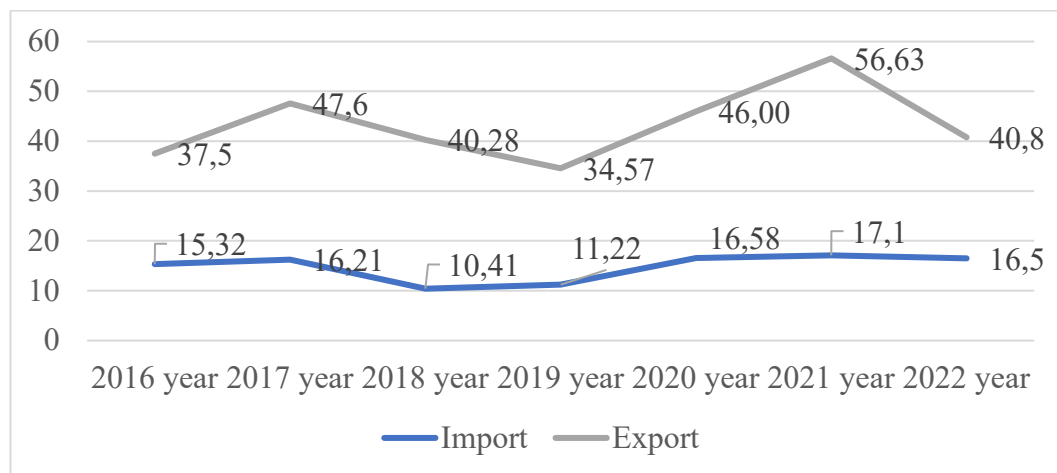


Figure 1. China's annual trade with the United States in 2016-2022, billion dollars [1]

Figure 1 shows us how different the trade dynamics of imports and exports between these countries are. In this graph, we see that imports of goods from America have remained almost unchanged in all the years taken for comparative analysis, while China's exports to the United States have shown unstable dynamics, rising and falling. The fact that exports exceed imports shows that the US is more dependent on Chinese goods, but at the same time shows that China is dependent on the US market, because with the introduction of duties on Chinese goods in 2018, we see that exports to the US went down [1].

Thus, the both countries are to some extent dependent on each other and complement each other economically, so this trade war should be resolved through mutual agreements, as it could have serious consequences not only for these countries but also for the entire global economy.

4. The USA and China trade war impact and implications for the world

Any trade war, by its very nature, has consequences for the global economy, especially in the context of globalization. Therefore, assuming that a trade war between the U.S. and China will not affect any particular country is a misconception. When the two largest economic giants in the world engage in a trade dispute, it is safe to conclude that it will significantly impact the global economy [5].

At the same time, developing markets are likely to suffer the most from the US-China confrontation. This will occur due to the following reasons: a general slowdown in global economic activity; a reduction in global trade, and consequently, exports, on which emerging markets (EMs) heavily rely, particularly small, open economies; falling prices for key goods involved in the trade dispute, such as metals, agricultural products, and other commodities, due to concerns about demand stability, which will negatively impact trade balances and exchange rates in EMs; accelerating inflation driven by currency depreciation and worsened inflation expectations, given the high level of dollarization in these economies; increased volatility in global commodity and financial markets [5].

Worsening growth prospects for emerging markets will reduce investor demand for their assets, leading to capital outflows and, consequently, further depreciation of their national currencies.

Although this conflict is formally bilateral, its impact on the global economy could be more devastating than the last financial crisis, as more countries are gradually being drawn into it:

- the trade war will force the conflicting parties to seek new markets for their goods, potentially triggering a drop in global prices for these products;
- the introduction of mutual restrictions will reduce production of goods in surplus, leading to increased unemployment in affected countries;
- replacing imports with domestic goods, due to imposed restrictions, will drive up prices, accelerating inflation;
- the global trade regime may shift from "openness" to "protectionism," which will particularly harm export-oriented economies, especially developing markets;
- the influence of international organizations, such as the World Trade Organization (WTO), will decline [5].

According to WTO economists, the medium-term impact of a full-scale trade war, where all countries impose tariffs unilaterally, resulted in a 2% decline in global economic activity and a 17% drop in trade by 2022. To compare, the global GDP shrank by approximately 2%, while international trade fell by 12% in 2009 [5].

5. Conclusion

Thus, we can see that the trade war between the US and China is having a serious impact on the global economy, particularly on developing countries. Therefore, the countries should reach an agreement in their own interests in order not to destroy their own economies and the global economy as a whole.

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CURRENT STATE AND FUTURE OF INTERNATIONAL LOGISTICS NETWORKS — THE ROLE OF DIGITALIZATION AND SUSTAINABILITY IN A GLOBALIZED WORLD

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Vialiy I. S., Lavrinenko I. M. Current state and future of international logistics networks—the role of digitalization and sustainability in a globalized world. The article analyzes the current trends in freight transportation, focusing on its role in global logistics and the challenges posed by technological shifts, economic changes, and environmental demands. It also explores future prospects, including innovations in transportation systems, digitalization, and the push for sustainable solutions to enhance efficiency in international logistics.

Keywords: digitalization, freight transportation, global trade, international logistics, sustainability.

В'ялий І. С., Лавріненко І. М. Поточний стан та майбутнє міжнародних логістичних мереж - роль цифровізації та сталого розвитку в глобалізованому світі. У статті проаналізовано сучасні тенденції у сфері вантажних перевезень з акцентом на їхню роль у глобальній логістиці та виклики, що виникають у зв'язку з технологічними зрушеннями, економічними змінами та екологічними вимогами. Вона також досліджує майбутні перспективи, включаючи інновації в транспортних системах, діджиталізацію та пошук сталих рішень для підвищення ефективності міжнародної логістики.

Ключові слова: вантажні перевезення, глобальна торгівля, діджиталізація, міжнародна логістика, сталий розвиток

1. Introduction

The *object* of the article is international logistics networks. The *subject* is the influence of digitalization and sustainability on the current and future state of global logistics in a highly interconnected world. The *aim* of the article is to analyze and assess the role of emerging digital technologies and sustainable practices in shaping international logistics, identifying their challenges and opportunities, and discussing their potential for improving global supply chain efficiency and resilience.

In the modern globalized economy, logistics networks serve as the backbone of international trade and commerce, facilitating the movement of goods and services across borders. However, the evolving demands of sustainability and the rapid pace of digital innovation are transforming traditional logistics practices. These developments lead to pressing questions: How is digitalization redefining global logistics networks? What are the implications of sustainability in logistics practices? What challenges arise from integrating these factors, and what are the prospects for achieving a balance between economic growth and environmental responsibility? This article aims to explore and address these pivotal issues.

To provide clarity and establish a foundation for understanding the topic, the article includes key terminology and concepts related to international logistics networks:

Digitalization in Logistics: The integration of digital technologies, such as artificial intelligence, blockchain, and IoT, into logistics operations to improve efficiency, traceability, and decision-making.

Sustainability in Logistics: The adoption of practices and strategies that minimize the environmental impact of logistics activities, including the reduction of carbon emissions and waste, while ensuring economic viability and social responsibility.

Global Logistics Networks: Interconnected systems and processes that enable the transportation, storage, and distribution of goods across international borders, linking producers, suppliers, and consumers.

2. Main Trends Impacting Future Logistics Networks

2.1. Digitalization in International Logistics Networks

Digitalization has significantly reshaped international logistics networks in recent years, enabling a paradigm shift in how logistics systems are planned, managed, and executed. The core of digitalization lies in leveraging technological advancements to enhance connectivity, transparency, predictability, and automation.

The integration of technologies like the Internet of Things (IoT), blockchain, and artificial intelligence (AI) has created unprecedented levels of connectivity within logistics networks. This connectivity facilitates seamless information exchange among all stakeholders, enabling real-time decision-making and improved efficiency. For example, digital supply chain twins and blockchain technology are transforming transparency in logistics, offering secure, real-time, and easily accessible data that helps stakeholders proactively address potential challenges.

Predictability is another significant benefit of digitalization. Through advanced AI and machine learning algorithms, logistics managers can forecast risks and optimize routes and schedules, ensuring smoother operations even in the face of global uncertainties. Additionally, automation and autonomy are emerging as critical components, reducing dependency on manual processes and enabling logistics systems to function more efficiently. Automated decision-making through intelligent multi-agent systems is expected to become mainstream by the end of this decade, enhancing resilience and adaptability in complex international logistics networks.

Figure 1 offers an overview of the main trends in international logistics networks, along with their associated sub-trends that exert significant influence on the future design of such networks. The subsequent sections will elaborate on the developments within the main trends of digitalization, sustainability, and globalization, and their implications for the design of future logistics networks [1; 7].

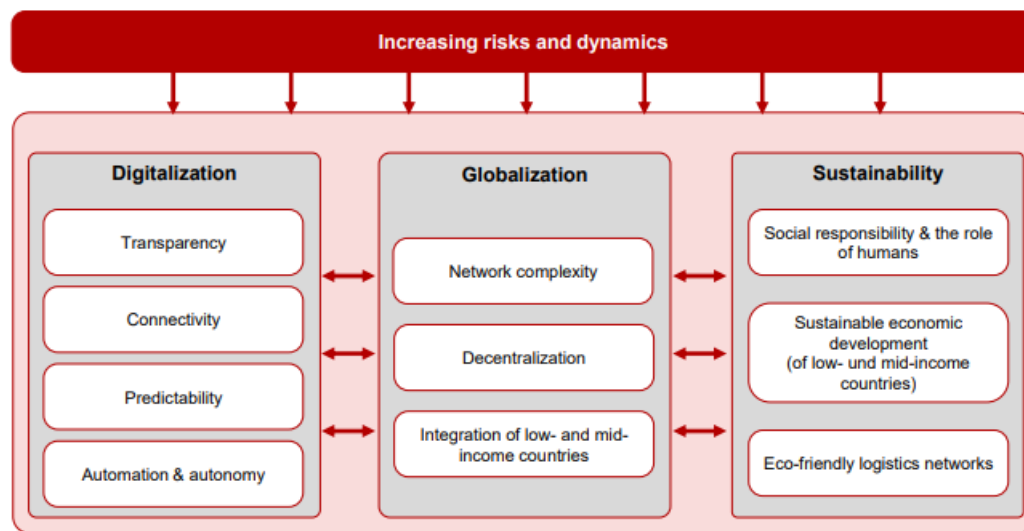


Figure 1. Main trends impacting the design of future international logistics networks

2.2. Sustainability in International Logistics Networks

Sustainability has emerged as a critical driver in the evolution of international logistics networks. The concept, grounded in the "triple bottom line" approach, emphasizes ecological, economic, and social dimensions.

Ecological sustainability in logistics focuses on reducing greenhouse gas emissions and adopting eco-friendly practices. Given that transportation accounts for a significant share of global CO₂ emissions, logistics networks are under increasing pressure to adopt sustainable solutions, such as optimized routing, intermodal transport systems, and the use of cleaner technologies.

Social sustainability highlights the importance of ethical practices and human welfare in logistics operations. Growing consumer demand for transparency has pushed companies to ensure fair and humane working conditions along their supply chains. This requires rigorous supplier monitoring and adopting socially responsible logistics practices. Furthermore, the shift toward automation necessitates workforce reskilling to align with technological advancements, ensuring a socially harmonious transition.

From an economic perspective, sustainable logistics aims to foster long-term growth, particularly in developing countries. Enhancing infrastructure and reducing logistics barriers in these regions can drive global economic development while integrating them into international supply chains [2; 3].

2.3. Globalization in International Logistics Networks

Globalization has long been a driving force behind international logistics networks, promoting economic growth through the global division of labor. However, the rise of digitalization and sustainability trends is reshaping the traditional globalization model.

Network complexity has increased with globalization, characterized by decentralized decision-making and production structures. While this has created opportunities for integrating low- and mid-income countries into global supply chains, it has also introduced challenges in managing logistics systems efficiently.

Digitalization offers solutions to these challenges by enhancing transparency and predictive capabilities in global value chains. Technologies like AI and blockchain enable smoother integration of suppliers and customers across diverse regions, potentially driving further globalization. At the same time, ecological sustainability calls for localization to minimize environmental impacts, which could counterbalance the globalization trend by encouraging shorter supply chains.

The interplay of digitalization, sustainability, and globalization creates a dynamic and multifaceted landscape for international logistics networks. These trends, coupled with increasing risks and uncertainties, highlight the need for innovative approaches to design and manage future logistics systems that are both resilient and adaptive to the evolving global environment [13; 12].

2.4. The Influence of Technologies in Increasing Transparency in Textile Supply Chains

The textile industry operates within highly dynamic logistics networks, constantly reshaping itself to optimize supply chain efficiency. This is driven by two contrasting trends: the search for cost-effective production in developing nations for fast fashion and the growing consumer demand for sustainable logistics. Transparency within these networks is critical to achieving sustainability, and this article explores the role of digital technologies in enhancing transparency and sustainability simultaneously. Through expert interviews, a framework is developed to demonstrate how various technologies influence textile logistics. Positioned at the intersection of digitalization and sustainability, this research is a pivotal contribution to evolving future logistics practices [8; 10].

2.5. Utilization of Free Trade Agreements to Minimize Costs and Carbon Emissions in Global Supply Chains

The logistics sector faces increasing pressure to reduce greenhouse gas emissions, compounded by regulatory measures such as carbon taxes. This article introduces a mathematical model to establish cost-optimal logistics networks that integrate carbon taxation and free trade agreements. The analysis reveals that free trade agreements do not exacerbate emissions but can aid in forming eco-friendly logistics networks. The study bridges globalization and sustainability, highlighting actionable strategies for reducing emissions while maintaining global trade efficiency [5].

2.6. A Sustainable Two-Echelon Logistics Model with Shipment Consolidation

Enhancing efficiency in logistics through shipment consolidation presents significant potential for reducing emissions and costs. This article proposes a mathematical model to optimize shipment strategies, validated through a case study in Egypt's dairy sector. Results showcase a 40% cost reduction and substantial emission savings due to improved fuel utilization. This research underscores the importance of practical consolidation strategies in advancing eco-friendly international logistics networks [11].

2.7. The Impact of Digital Technologies and Sustainable Practices on Circular Supply Chain Management

Circular supply chains are gaining prominence as industries recognize the necessity of resource reuse. This article investigates how digital technologies enhance circular supply chains, addressing complex logistics challenges. A survey of 157 companies demonstrates the role of technology in tracking raw materials and managing transport flows. Positioned at the digitalization-sustainability interface, this study provides valuable insights into the practical application of circular logistics models [6].

2.8. Blockchain Technology and Sustainability in Supply Chains Across Industries

Blockchain technology is revolutionizing international logistics by offering sustainable solutions across multiple levels. This article reviews 185 studies to map blockchain's application in various industries. The findings provide insights into the technology's advantages, challenges, and adoption trends, highlighting its transformative potential at the intersection of globalization, digitalization, and sustainability [9].

2.9. Current Trend of Industry 4.0 in Logistics: Transformation in Slovakia

Industry 4.0 drives the digital transformation of logistics processes, particularly in production and distribution. This article examines the adoption of Industry 4.0 technologies among Slovak companies through a survey of 144 firms. The findings reveal varying levels of technology integration, providing a roadmap for enhancing digitalization in logistics practices. This research is a significant step in understanding and implementing digital transformation in logistics [4].

3. Conclusions

The reviewed articles collectively emphasize the pivotal role of digital technologies, sustainability, and strategic collaboration in shaping the future of global logistics networks. In an era marked by the dual pressures of economic optimization and environmental responsibility, these studies

provide comprehensive insights into various strategies for achieving cost-efficiency, reducing emissions, and fostering innovation in supply chain management.

Transparency in textile supply chains emerges as a cornerstone for sustainability, with digital tools playing a critical role in streamlining operations and meeting customer demands for ethical practices. This alignment of digitalization with sustainability underscores the necessity of creating frameworks that effectively balance fast fashion's economic imperatives with the industry's ecological footprint. Similarly, the utilization of free trade agreements (FTAs) as a mechanism for minimizing logistics costs while reducing carbon emissions presents a nuanced approach to tackling greenhouse gas reduction mandates. By integrating carbon taxes and FTAs into decision-making models, businesses can strategically optimize their networks, illustrating that trade and environmental goals are not mutually exclusive.

The emphasis on efficiency enhancement is further exemplified through shipment consolidation strategies. By leveraging advanced modeling techniques, industries can significantly reduce costs and fuel consumption, as evidenced by the Egyptian dairy industry's case study. These findings highlight the untapped potential in logistics efficiency and its profound impact on both economic and environmental metrics.

Meanwhile, circular supply chain management introduces a forward-looking perspective on resource utilization, where digital technologies facilitate the implementation of circularity principles. Identifying raw material origins and managing intricate transportation flows within circular networks signify the transformative capabilities of technology in promoting long-term sustainability. Blockchain technology, in particular, stands out as a revolutionary tool in achieving sustainability goals across industries, providing a transparent and secure framework for tracking and managing logistics activities.

Industry 4.0 emerges as another transformative force, especially within Slovakia's logistics landscape, where its integration into production and distribution is gradually reshaping operations. The empirical evidence underscores the importance of adapting digital technologies to local contexts, ensuring scalability and adaptability to diverse economic environments.

In conclusion, the synthesis of these articles paints a detailed picture of a logistics industry in transition, where sustainability, digitalization, and collaboration intersect to address contemporary challenges. By embracing technologies like blockchain, optimizing shipment strategies, and fostering strategic alliances, the industry is poised to evolve into a more efficient, eco-conscious, and interconnected global ecosystem.

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PERSONALIZATION OF TOURIST EXPERIENCE IN SMART DESTINATIONS

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Viktor E. M., Startseva N. M. Personalization of tourist experience in smart destinations. This article explores the evolution of smart tourism destinations that use information and communication technologies and data-driven personalization to enhance the visitor experience. Through interconnected digital ecosystem, destinations offer tailored services and real-time solutions, responding to tourists' individual preferences while balancing privacy concerns. The study highlights the impact of artificial intelligence on service customization, increasing satisfaction and loyalty. The research findings suggest that while personalization is key, maintaining user trust through secure data practices is essential for competitive success in global tourism.

Keywords: data-driven personalization, digital ecosystem, information and communication technologies, service customization, smart tourism destinations, visitor experience.

Віктор Е. М., Старцева Н. М. Персоналізація туристичного досвіду в смарт-дестинаціях. Стаття досліджує розвиток туристичних смарт-дестинацій, які використовують інформаційно-комунікаційні технології та персоналізацію на основі даних для підвищення якості туристичного досвіду. Завдяки цифровій екосистемі дестинації надають індивідуалізовані послуги та рішення в режимі реального часу, задовольняючи особисті потреби туристів і забезпечуючи інтереси конфіденційності. Дослідження підкреслює вплив штучного інтелекту на модифікацію послуг, що сприяє зростанню задоволеності та лояльності клієнтів. Результати дослідження свідчать, що хоча персоналізація важлива, довіра користувачів через безпеку даних залишається ключовою умовою успіху на глобальному туристичному ринку.

Ключові слова: інформаційно-комунікаційні технології, модифікація послуг, персоналізація на основі даних, розумні туристичні напрямки, туристичний досвід, цифрова екосистема.

1. Introduction to Smart Tourism Destinations

Smart tourism destinations are those that effectively integrate information and communication technologies (ICT) to create interconnected systems that enhance visitor experiences and operational efficiency [8]. This integration allows for real-time data sharing and personalized service offerings, meeting the increasing demand for convenience and customization in travel experiences. The concept of "Big Data" in these smart systems enables destinations to understand visitor preferences better, making it possible to provide targeted services. This topic is particularly *relevant* in the modern era, where technological advancements are transforming traditional tourism models. The COVID-19 pandemic accelerated the need for digital solutions in tourism to ensure safety, accessibility, and efficiency. Moreover, the growing demand for sustainable tourism and data-driven personalization makes it critical to explore how smart tourism destinations can adapt to and lead these trends. Governments and private sectors worldwide are investing heavily in digital ecosystems to attract tech-savvy travellers and enhance competitiveness, reinforcing the importance of understanding this shift. The *subject* of the research is the technological and operational transformation of destinations into smart tourism ecosystems, focusing on their capacity to deliver personalized visitor experiences through digital integration. The *purpose* of the article is to examine the role of ICT and Big Data in reshaping the tourism industry, to identify the

key elements of smart tourism destinations, and to propose strategies for improving visitor engagement, sustainability, and operational efficiency [3].

Objectives of the study are: to analyze the role of Big Data in understanding visitor behavior and preferences, to explore how real-time data sharing contributes to service customization and decision-making, to evaluate the impact of smart tourism technologies on sustainability and destination competitiveness.

2. Theoretical Background and Development

In a smart tourism destination, stakeholders such as hotels, transportation providers, restaurants, and government agencies are linked through a digital ecosystem. This setup enables seamless data exchange, fostering data-driven decision-making and personalized visitor services. Researchers emphasize the importance of an open data framework to maintain transparency and operational flexibility, a concept, which highlights the evolving functions of both government and private enterprises in creating efficient data-sharing platforms within smart tourism environments. Such systems also rely on machine learning and artificial intelligence (AI) algorithms to adapt services in real time, a strategy aligned with findings obtained by Hoarau and Kline [5], who explore the role of shared knowledge and data-driven innovation within the tourism industry. The objective of these systems is to create an experience where technology supports every phase of a tourist's journey, from planning to post-trip engagement, ultimately allowing for a smoother, more tailored visitor experience.

3. Methodology and Findings

The research methodology involved semi-structured interviews with tech-savvy tourists to examine their experiences and expectations regarding smart tourism features. These interviews allowed participants to share detailed insights, revealing that tourists place high value on customized recommendations and easy access to relevant, real-time information, a preference that aligns with findings in studies like those by Habegger [2], which emphasize the role of tailored services in enhancing customer satisfaction in smart environments. However, data privacy emerged as a significant concern, as participants expressed hesitation in fully trusting destinations with their personal information, echoing privacy concerns.

Gretzel, Sigala, Xiang, and Koo underline the transformative role of advanced technologies such as big data, the Internet of Things (IoT), and AI in reshaping tourism destinations [4]. Their research emphasizes how these technologies enable efficient resource management, personalized services, and innovative solutions, setting new standards for sustainable tourism development. These systems aim to create an experience where technology supports every phase of a tourist's

journey, from planning to post-trip engagement, ultimately allowing for a smoother, more tailored visitor experience.

The study's findings indicate that achieving a balance between personalization and privacy is critical to maintaining user satisfaction and trust. Furthermore, differences in preferences were noted across markets; tourists from emerging economies, such as China, demonstrated a higher demand for personalized services compared to those from established markets like the U.S. and the U.K., reflecting variances in digital engagement levels and cultural attitudes toward data sharing.

4. Personalization in smart tourism

Personalization is central to the appeal of smart tourism. By analyzing visitor data, destinations can offer services tailored to individual preferences, enhancing comfort, convenience, and overall satisfaction. For instance, personalized recommendations may include custom itineraries with suggested attractions that align with a tourist's interest in history or nature, special dining options tailored to dietary preferences such as vegan or gluten-free menus, or real-time updates about exclusive events like local festivals or concerts that match a visitor's stated interests. Other examples include recommending less crowded routes to popular landmarks during peak hours or sending notifications about nearby deals or discounts based on a tourist's shopping preferences [1].

Personalization can positively influence customer loyalty, as tourists feel more valued when services reflect their unique interests. However, the challenge lies in maintaining privacy and trust, as visitors may have concerns about how their data is used.

Smart tourism's goal is to enrich every aspect of the tourism experience, from pre-trip planning to post-trip engagement. Real-time feedback loops enable instant responses to service issues, like navigation problems or language barriers, improving the visitor experience in the moment. Smart tourism destinations aim to enhance the overall tourist experience by offering seamless and integrated services across all stages of travel:

Before the trip: Technology enables detailed trip planning, providing access to real-time information on accommodations, attractions, transportation, and pricing. For example, travel apps such as TripIt or Google Travel allow users to consolidate itineraries, compare hotel prices, and even receive notifications about delays in transportation.

During the trip: Personalization continues with real-time notifications about events, weather conditions, and nearby attractions. For instance, apps like Visit a City or GetYourGuide provide tourists with interactive maps, time-saving queues for popular attractions, and updates on local dining spots that match their preferences. Tourists can also receive alerts about unexpected changes in weather, offering alternative indoor activities for a rainy day.

After the trip: Smart tourism extends beyond the physical visit, allowing destinations to maintain engagement with travellers through personalized content. For example, services such as TripAdvisor may send curated photo memories of the trip or suggest similar destinations based on the tourist's experience. Destinations may also offer loyalty program incentives or exclusive discounts for future visits, enhancing long-term engagement [8].

Several critical components contribute to a successful smart tourism destination, notably:

Centralized data platforms: Platforms like Amadeus, Sabre, and Travelport enable comprehensive data gathering and sharing, creating a cohesive visitor experience. These platforms link services, such as airline bookings, hotel reservations, and car rentals, ensuring real-time adjustments to the entire travel itinerary.

Feedback loops: Continuous feedback collection during a visitor's stay can help address issues promptly, reducing negative experiences. For instance, feedback tools embedded in hotel booking apps like Booking.com or Airbnb allow tourists to rate services in real time, which destinations can use to resolve complaints instantly [7].

Advanced personalization technologies, such as AI and machine learning (ML), play a crucial role in enabling a more tailored tourism experience. AI algorithms, for example, can predict a tourist's preferences based on their past behaviors, suggesting personalized options like adventure tours for thrill-seekers or cultural excursions for art enthusiasts. Additionally, AI-powered chatbots, used by airlines and hotels, offer 24/7 customer support in multiple languages, quickly resolving issues such as itinerary changes or lost luggage. As personal data collection increases, privacy and security become essential. To protect visitor information and build trust, destinations must implement robust privacy measures. This includes encrypting all personal data to prevent unauthorized access, ensuring compliance with data protection regulations like GDPR in the EU or CCPA in California to safeguard tourists' privacy rights, and providing transparency about how data is collected, stored, and used. Moreover, destinations should offer an easy opt-out option and implement two-factor authentication to secure access to tourism apps and platforms, minimizing the risk of data breaches.

Smart tourism destinations that adopt these advanced technologies and robust measures not only enhance visitor experiences but also build trust and loyalty, ultimately ensuring sustainable growth and global competitiveness.

5. Conclusions

Smart tourism destinations represent the future of travel, offering data-driven, personalised services that enhance visitor experiences while increasing operational efficiency. By addressing visitor preferences and personalising services, these destinations foster a sense of value and loyalty

among tourists. However, the success of smart tourism relies on a delicate balance between customisation and privacy. Destinations that can implement these systems effectively will gain a competitive edge in the global tourism market, as they will offer concrete services and experiences that adapt to and anticipate the needs of the modern traveller.

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THE ROLE OF THE OSCE IN SHAPING THE EUROPEAN SECURITY MODEL

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Volynets Y. M., Zmiiova I. V. The role of the OSCE in shaping the European security model. The article examines the role of the Organization for Security and Co-operation in Europe in shaping the European security model amidst evolving geopolitical challenges. It highlights the OSCE's key principles, mechanisms, and activities aimed at fostering peace, stability, and cooperation across its member states. The article emphasizes the organization's unique approach to conflict prevention, crisis management, and post-conflict rehabilitation, focusing on its contributions to addressing modern security threats. Additionally, the author evaluates the OSCE's effectiveness in mitigating tensions in the European region, particularly in light of recent conflicts and power dynamics. The analysis underscores the need for adapting the OSCE's strategies to maintain relevance in the changing global security landscape.

Keywords: conflict prevention, cooperative security, european security, human rights, OSCE, security model.

Волинець Я. М., Зміїова І. В. Роль ОБСЄ у формуванні європейської моделі безпеки. У статті досліджується роль Організації з безпеки і співробітництва в Європі у формуванні європейської моделі безпеки в умовах еволюції геополітичних викликів. Розглядаються ключові принципи, механізми та діяльність ОБСЄ, спрямовані на зміцнення миру, стабільності та співробітництва серед держав-членів. Особливу увагу приділено унікальному підходу організації до запобігання конфліктам, управління кризами та реабілітації в постконфліктний період, з акцентом на її внесок у вирішення сучасних загроз безпеці. Також оцінюється ефективність ОБСЄ у зниженні напруженості в європейському регіоні, особливо в контексті нещодавніх конфліктів і змін у співвідношенні сил. Аналіз підкреслює необхідність адаптації стратегій ОБСЄ для збереження її актуальності в умовах змін глобального середовища безпеки.

Ключові слова: запобігання конфліктам, європейська безпека, модель безпеки, ОБСЄ, права людини, спільна безпека,

1. Introduction

The Organization for Security and Co-operation in Europe (OSCE) plays a critical role in fostering stability, peace, and cooperation across its 57 participating states, which include countries from Europe, North America, and Central Asia. In light of recent geopolitical tensions, conflicts, and emerging security threats such as cyberattacks, terrorism, and hybrid warfare, the OSCE's role as a platform for dialogue and negotiation is more vital than ever. Its comprehensive approach to security, encompassing political, military, economic, environmental, and human dimensions, allows it to address a broad range of issues affecting the stability of the European region. Moreover, the OSCE's work in conflict prevention, crisis management, and post-conflict rehabilitation underscores its importance in promoting sustainable peace and preventing the escalation of disputes. The organization's capacity to mediate and build confidence among states is particularly significant amidst heightened mistrust and division within the international community. The topic remains highly important in the context of ongoing challenges to European security thus stipulating *the relevance* of this study.

The object of the study is the OSCE activity and *the subject* of the study is the specific role and contributions of the OSCE in shaping the European security model.

The aim of this paper is to explore and analyze the role of the Organization for Security and Co-operation in Europe in shaping the European security model.

The following **tasks** are set to achieve the purpose:

- to examine the historical evolution of the OSCE in the European security landscape;
- to analyze the OSCE’s mechanisms and instruments for conflict prevention and crisis management;
- to evaluate the OSCE’s role in addressing contemporary security challenges.

2. The contribution of the OSCE to defining the European security framework

2.1. The historical evolution of the OSCE in the European security landscape

The Organization for Security and Co-operation in Europe (OSCE) has played a significant role in shaping the European security landscape since its inception. Its evolution reflects the changing dynamics of international relations in Europe and the broader geopolitical shifts over the decades. The origins of the OSCE trace back to the Cold War era, when East-West tensions dominated global politics. In the early 1970s, the Helsinki Process was initiated to promote dialogue and reduce hostilities between the Eastern and Western blocs. This led to the signing of the Helsinki Final Act in 1975, under the framework of the Conference on Security and Co-operation in Europe (CSCE). The Helsinki Final Act established a set of principles guiding relations among states, including respect for sovereignty, territorial integrity, and human rights, while also promoting economic cooperation and environmental sustainability [1, pp. 9–12].

Throughout the late 1970s and 1980s, the CSCE primarily functioned as a forum for dialogue, with limited operational capacity. However, the end of the Cold War in the early 1990s marked a turning point. The dissolution of the Soviet Union and the collapse of the Eastern Bloc created a new security environment, characterized by the need to manage the transition of former communist states, prevent ethnic conflicts, and address new security challenges. In this context, the 1990 Paris Charter for a New Europe reaffirmed the principles of the Helsinki Final Act and expanded the CSCE’s role in conflict prevention, crisis management, and post-conflict rehabilitation [4, pp. 20–32].

The transformation of the CSCE into the OSCE in 1995 signaled a significant institutional evolution. The change reflected the organization’s broadened mandate and enhanced operational capabilities. The OSCE adopted a comprehensive approach to security, encompassing politico-military, economic and environmental, and human dimensions. Its institutions, such as the Office for Democratic Institutions and Human Rights (ODIHR) and the High Commissioner on National Minorities, were established to address specific aspects of security and governance. The OSCE

also developed field operations to provide support in areas such as democratization, rule of law, and conflict resolution [4, pp. 20–32].

During the 1990s, the OSCE was actively involved in managing conflicts in the Balkans, particularly in Bosnia and Herzegovina, Kosovo, and Macedonia. It deployed peacekeeping missions, monitored elections, and facilitated dialogue between conflicting parties. The post-2000 period brought new challenges for the OSCE as the European security landscape shifted once again. Today, the OSCE remains the largest regional security organization in the world, providing a unique platform for dialogue and cooperation. The OSCE's historical evolution underscores its resilience and adaptability in responding to the shifting dynamics of the European security landscape, even as it grapples with the complexities of modern geopolitics [6, p. 15].

2.2. The OSCE's mechanisms and instruments for conflict prevention and crisis management

The Organization for Security and Co-operation in Europe employs a comprehensive set of mechanisms and instruments for conflict prevention and crisis management, reflecting its multidimensional approach to security. These mechanisms are grounded in its founding documents, such as the Helsinki Final Act and the Charter of Paris for a New Europe, which emphasize dialogue, early warning, and cooperation as core principles. The OSCE's conflict prevention efforts are supported by its ability to act in a timely and flexible manner, leveraging tools such as the Conflict Prevention Centre (CPC), field operations, and High-Level Personal Representatives [3, pp. 312–322].

One of the OSCE's primary tools for conflict prevention is the Conflict Prevention Centre (CPC), which serves as a hub for monitoring, analysis, and coordination. The CPC provides early warning of potential crises by analyzing information from OSCE field missions, participating States, and open sources. For example, the CPC has played a critical role in facilitating communication between parties during the conflict in Ukraine, helping to establish and monitor ceasefires through the Special Monitoring Mission to Ukraine (SMM). Field operations are another vital mechanism for conflict prevention and crisis management [7, pp. 43–48].

The OSCE's High Commissioner on National Minorities (HCNM) is another key instrument designed to address tensions that could lead to conflicts involving minority issues. By engaging in quiet diplomacy, the High Commissioner assesses potential flashpoints and provides recommendations to reduce ethnic tensions. For instance, the HCNM has intervened in Latvia and Estonia to address issues surrounding the rights of Russian-speaking minorities, fostering dialogue and legal reforms to prevent escalation. The organization also employs its Special Representatives and Envoys, who are delegated with mediating in specific conflicts or regions. These

representatives have been active in frozen conflicts such as those in Nagorno-Karabakh, Transnistria, and South Ossetia, working to facilitate dialogue and negotiate agreements. The OSCE Minsk Group, co-chaired by France, Russia, and the United States, is a notable example of such efforts, focusing on resolving the long-standing conflict between Armenia and Azerbaijan over Nagorno-Karabakh [6].

In addition to these mechanisms, the OSCE utilizes early warning and confidence-building measures to mitigate risks. The Vienna Document, for example, provides a framework for transparency and verification among participating states by requiring the exchange of military information, notification of significant military activities, and the invitation of observers to military exercises.

2.3. The OSCE's role in addressing contemporary security challenges

The Organization for Security and Co-operation in Europe (OSCE) plays a crucial role in addressing contemporary security challenges by providing a platform for dialogue, cooperation, and concrete actions among its 57 participating states. With its comprehensive approach to security, which encompasses political-military, economic-environmental, and human dimensions, the OSCE addresses diverse challenges such as conflict prevention, crisis management, post-conflict rehabilitation, terrorism, cybersecurity, climate security, and human rights violations. For instance, in the realm of conflict prevention, the OSCE's Special Monitoring Mission to Ukraine exemplifies its efforts to promote peace and stability in regions affected by conflict. The mission provides impartial reporting on the security situation and facilitates the dialogue between parties to de-escalate tensions. Similarly, the OSCE has engaged in mediation efforts in protracted conflicts, such as those in Transnistria, Nagorno-Karabakh, and South Ossetia, by fostering negotiations and supporting confidence-building measures [8, pp. 109–114].

Addressing the growing threat of terrorism, the OSCE conducts capacity-building programs, such as workshops and training sessions, to strengthen the ability of participating states to combat violent extremism and radicalization leading to terrorism. In the field of cybersecurity, the OSCE has established confidence-building measures to enhance transparency and predictability in cyberspace. These measures promote cooperation among states to reduce the risk of conflict stemming from cyber incidents and encourage the sharing of best practices for securing critical infrastructure and addressing emerging threats [5, pp. 87–91].

The OSCE also plays a vital role in promoting human rights and democracy, as demonstrated by the work of the Office for Democratic Institutions and Human Rights (ODIHR). This includes election observation missions, providing legal assistance to states in aligning their laws with international human rights standards. Through these examples, it is evident that the OSCE remains

a cornerstone of cooperative security, addressing the multifaceted challenges of the modern world. By fostering dialogue, building trust, and providing practical support to its participating states, the organization continues to adapt to the evolving landscape of global security [2, pp. 4–1].

3. Conclusions

Thus, the Organization for Security and Co-operation in Europe has played a pivotal role in shaping the European security model by fostering dialogue, building trust, and promoting cooperative approaches to security challenges across the region. Through its comprehensive framework that encompasses political-military, economic-environmental, and human dimensions of security, the OSCE has established itself as a unique platform for addressing transnational issues and preventing conflicts. Moreover, the OSCE's efforts in promoting human rights, combating transnational threats, and enhancing arms control mechanisms have significantly contributed to a stable and secure Europe. As Europe faces evolving geopolitical dynamics, the OSCE's role as a forum for dialogue and a promoter of shared values remains critical for ensuring long-term stability, peace, and security in the region.

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THE ROLE OF TRANSLATION IN INTERNATIONAL RELATIONS

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Yarmachenko K. S., Marchenko N. O. The role of translation in international relations. This article explores the significance of translation in shaping international relations and diplomacy. It figured out how language plays a central role in diplomatic negotiations and communication between states, and how translation facilitates understanding across different cultures and legal systems. The article examines the challenges faced in diplomatic translation, such as maintaining accuracy and nuances, and highlights the growing influence of artificial intelligence in addressing these issues. Furthermore, it analyzes the potential risks and benefits of incorporating AI technologies into the diplomatic translation process.

Keywords: artificial intelligence, diplomatic translation, diplomacy, language, machine translation, translation, international relations.

Ярмаченко К. С., Марченко Н. О. Роль перекладу в міжнародних відносинах. У статті досліджується значення перекладу у формуванні міжнародних відносин і дипломатії. Досліджується, як мова відіграє центральну роль у дипломатичних переговорах і спілкуванні між державами, а також як переклад полегшує взаєморозуміння в різних культурах і правових системах. У статті розглядаються труднощі, з якими стикаються дипломатичні переклади, такі як дотримання точності та нюансів, і підкреслюється зростаючий вплив штучного інтелекту у вирішенні цих проблем. Крім того, проводиться аналіз потенційних ризиків та переваг впровадження технологій ШІ в процес дипломатичного перекладу.

Ключові слова: дипломатія, дипломатичний переклад, машинний переклад, міжнародні відносини, мова, переклад, штучний інтелект.

1. Introduction

The problem of accurate and effective communication in international relations has been a subject of continuous research, particularly as globalization fosters an increasing need for diplomatic dialogue across diverse cultures and legal systems. *The relevance* of translation in this context is undeniable, as it serves as a bridge between different languages, cultures, and legal frameworks, ensuring that linguistic barriers do not hinder negotiations and agreements. In recent years, the role of translation technologies, especially artificial intelligence (AI), has grown significantly, raising both new opportunities and challenges for international communication.

The object of this research is the field of translation within international relations, with a focus on its role in diplomacy. *The subject* of the study is the application of translation in diplomatic processes.

The aim of this article is to examine the significance of translation in international relations, to identify the challenges that arise in diplomatic translation, and to analyze the role of AI technologies in addressing these challenges. The following *tasks* are set to achieve this aim:

1. To define the role of language and translation in diplomacy and emphasize their importance in fostering effective communication between states.
2. To explore the challenges of translation in a diplomatic context, particularly with regard to maintaining accuracy and context.
3. To study the influence of artificial intelligence on diplomatic translation, evaluating its potential to improve or complicate the translation process.

2. The importance of language and translation in diplomacy and international relations

2.1. The role of language and translation in diplomacy

Language, as the primary means of communication, plays a central role in diplomacy and international relations. In a world marked by diverse political, cultural, and economic landscapes, understanding the role of language in these fields is of paramount importance.

Throughout history, diplomats have often mastered multiple languages, as their role required both the ability to understand others and to convey their own messages effectively. In medieval times, the role of translators became increasingly institutionalized with the establishment of translator positions in royal courts and diplomatic missions.

The evolution of translation in diplomacy has been profoundly influenced by technological and methodological advancements. The invention of the printing press in the 15th century revolutionized the dissemination of diplomatic documents, amplifying the demand for precise and efficient translations. By the 20th century, the emergence of simultaneous interpretation technology transformed multilateral diplomacy. Landmark events, such as the Nuremberg Trials and the establishment of the United Nations, demonstrated the power of real-time translation to facilitate seamless and dynamic diplomatic interactions [4, p. 8].

A deep understanding of language provides insight into the culture of its speakers, revealing their values, mindset, and behavioral patterns. Diplomats, understanding these subtleties, can approach negotiations more sensitively and effectively, reducing the risk of misunderstandings that could escalate into diplomatic crises.

Using another nation's language during diplomatic events or negotiations is often perceived as a gesture of respect and goodwill. This act demonstrates openness to another culture, fostering trust and strengthening diplomatic ties. World leaders frequently incorporate local languages into their speeches during state visits, emphasizing cultural sensitivity and promoting mutual understanding.

Language also plays a central role in soft power. The term "soft power," coined by Joseph Nye, refers to a country's ability to influence others without coercion, primarily through cultural appeal, political values, and foreign policy. Countries often promote their languages as part of their foreign policy. For example, the British Council, Alliance Française, and Confucius Institutes serve as instruments for popularizing English, French, and Chinese, respectively, thereby enhancing cultural connections and extending global influence.

In the digital age, diplomacy has been revolutionized by new forms of communication. Language use now extends beyond formal meetings to platforms like social media, blogs, and online forums. These digital spaces demand a new set of linguistic norms, as concise, impactful

communication becomes essential in shaping public opinion and fostering international dialogue [2, pp. 236–238].

Thus, language and translation in diplomacy are much more than just a means of communication. They are a tool of power and collaboration.

2.2. Challenges in diplomatic translation

Translation in diplomacy is a crucial tool that plays a key role in international relations. It requires special attention due to the need to balance accuracy with cultural sensitivity. The task of the translator is not only to convey the content of the text from one language to another, but also to preserve all shades of meaning, intention and context. This is a complex job that requires high professionalism and cultural awareness.

The primary difficulty lies in avoiding distortions of meaning that could lead to diplomatic errors or tensions. Avoiding such issues requires the translator to have a deep understanding of both the original language and the socio-cultural context in which specific expressions are used. Problems can arise when certain cultural connotations or linguistic idioms cannot be adequately conveyed in another language. These moments require not just translation but interpretation that captures the essence and meaning without altering the overall message [4, pp. 8–9].

Diplomatic texts often rely on language that is deliberately ambiguous. This ambiguity allows diplomats to maneuver during negotiations, address complex issues, or avoid direct conflicts. Translators must be prepared to work with such nuances, considering the potential consequences of each word or phrase, which may otherwise be misunderstood.

Efficiency in diplomatic translation demands not only linguistic skills but also a deep knowledge of political, historical, and cultural contexts. The ability to adapt to changes in the international environment and understand the dynamics between countries are critically important aspects of a diplomatic translator's work. Every word can influence intergovernmental relations, so the translator acts as a strategic mediator.

While translation technologies continue to evolve, the role of the human translator remains irreplaceable. A skilled translator can account for the subtle nuances of context and cultural meaning that machines are not yet capable of fully comprehending [4].

In conclusion, translation in diplomacy is more than simply transferring words. It is an art that combines precision and sensitivity, requiring exceptional skills and a deep understanding of international processes. Through their work, translators make a significant contribution to building trust, cooperation, and mutual understanding between nations.

2.3. Artificial intelligence in diplomatic translation

The development of modern technology, particularly automated translation systems and artificial intelligence (AI), has opened new horizons in the field of diplomatic translation. These innovations offer both unique opportunities and significant challenges [1, p. 117].

The use of automated tools, such as Google Translate or specialized software, has significantly accelerated the translation process. These tools enable the instant transmission of textual messages, which is especially useful for routine or less complex diplomatic tasks. For example, such technologies simplify the exchange of information between parties who speak different languages, ensuring basic understanding. However, these systems also have limitations. The nuances of diplomatic language, including cultural subtexts and intentional ambiguity, often fall beyond the comprehension of algorithms. This can lead to inaccuracies or simplifications, which in complex international situations can cause undesirable consequences [3, pp. 115–117].

The potential of AI in diplomacy generates considerable interest. AI systems have the capacity to learn and adapt, allowing them to better incorporate context into translations. Future systems could be designed to recognize cultural nuances, idiomatic expressions, and even the intentions behind words. Additionally, AI is capable of analyzing vast amounts of data, identifying trends in international relations, and forecasting potential scenarios based on historical information.

However, the introduction of such technologies raises questions of security and trust. Diplomatic materials often contain sensitive information, and using AI in this context provokes concerns about data protection. Issues such as potential leaks, misuse of information, and ethical considerations remain critical challenges.

Another challenge is the risk of over-reliance on technology, which can lead to a decrease in the role of the human factor in diplomatic translation. Human translators intuitively account for cultural context and comprehend subtexts that machines cannot fully process. Maintaining a balance between technological advancements and human expertise is essential for the effective functioning of international relations [5, pp. 9–10].

Thus, the integration of modern technology into diplomatic translation opens up new possibilities for enhancing efficiency. At the same time, it requires a cautious approach to address ethical, security, and practical concerns. In the future, the successful synergy between human expertise and technology will determine the effectiveness of diplomatic communications.

3. Conclusions

Summarizing the above, language and translation play a pivotal role in diplomacy, serving not only as tools of communication but also as instruments of power, cultural exchange, and mutual

understanding. Accuracy and sensitivity in translation help avoid conflicts and contribute to building trust.

The integration of artificial intelligence and automated tools offers significant potential for enhancing efficiency but must be approached with caution due to concerns over ethical, security, and contextual limitations. Future research should focus on developing AI systems capable of better incorporating cultural nuances while ensuring data security and fostering collaboration between human expertise and technological advancements. These efforts will contribute to the continued enhancement of diplomatic communication and international cooperation.

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CHINESE INVESTMENT IN INFRASTRUCTURE DEVELOPMENT IN AFRICAN COUNTRIES

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Yashchenko K. O., Marchenko N. O. Chinese investment in infrastructure development in African countries. The article analyses the contribution of the People's Republic of China to Africa's infrastructure, with a focus on financial strategies and transport projects. Since the 1970s, China has been cooperating with African countries on everything from large-scale infrastructure projects to modern programmes. Through the Belt and Road Initiative, China now plays a significant role in the region, building roads, railways, energy facilities, and creating jobs. The article focuses on important projects and financial support from China, such as infrastructure investment and reducing the external debt of African states.

Keywords: Africa, China, economic cooperation, infrastructure projects, investments, One Belt, One Road initiative.

Ященко К. О., Марченко Н. О. Китайські інвестиції в розвиток інфраструктури в африканських країнах. Стаття присвячена аналізу внеску Китайської Народної Республіки в інфраструктуру Африки, з акцентом на фінансові стратегії та транспортні проекти. З 1970-х років Китай розпочав співпрацю з африканськими країнами над починаючи масштабними інфраструктурними проектами і закінчуючи сучасними програмами. Завдяки ініціативі «Один пояс, один шлях» Китай тепер відіграє вагомий роль у регіоні, будуючи дороги, залізниці, енергетичні об'єкти та створюючи робочі місця. У статті розглядаються важливі проекти та фінансова підтримка Китаю, такі як інвестиції в інфраструктуру та зниження зовнішнього боргу африканських держав.

Ключові слова: Африка, економічне співробітництво, інвестиції, ініціатива «Один пояс, один шлях», інфраструктурні проекти, Китай.

1. Introduction.

The relevance of the study of Chinese investment in Africa's infrastructure development is determined by China's dominant position in the continent's economic activity. Over the past few decades, China has become Africa's number one trading partner and a significant investor in infrastructure projects. Chinese investors have been prudent in allocating funds to address the numerous infrastructure gaps in Africa, expanding the range of jobs and hence accelerating economic development. An in-depth examination of the volume, direction and impact of Chinese investment is a major key to understanding the transition of the African economy and assessing the future of Sino-African co-operation.

The object of the study is Sino-African co-operation in infrastructure development, *the subject* of the study is China's investment and financial strategies in the African region, as well as specific infrastructure projects implemented within the framework of the “One Belt, One Road” initiative.

The aim of the research is to analyze China's contribution to Africa's infrastructure development, identifying key projects and financial strategies.

The following *tasks* are set to achieve the purpose:

1. to study the evolution of China's role in the development of transport infrastructure in Africa
2. to analyze China's financial and investment strategies in the African region.

3. to consider the interim results of the implementation of China's 'One Belt, One Road' initiative in Africa

2. China's contribution to Africa's infrastructural development

2.1. China's role in the development of Africa's transport infrastructure: from historical projects to contemporary initiatives

The initial steps of the People's Republic of China's co-operation with African countries in the infrastructure construction sector date back to the 1970s. Despite the difficult economic situation at that period, China managed to implement the 1,860 kilometer TAZARA Railway project, which connected the port of Dar es Salaam on the Indian Ocean coast of Tanzania with landlocked Zambia [8]. With the launch of the Belt and Road Initiative, China's role in the development of infrastructure in African states has increased significantly. Some of the key projects during this period include the construction of the Merowe Dam in Sudan, the establishment of a pipeline and railway connecting South Sudan to the Indian Ocean, and the rehabilitation of Kenya's railway to Lake Victoria, originally built during the era of British colonial administration.

At the 58th Africa Day reception in Beijing in May 2021, Wang Yi, Member of the State Council and Chinese Foreign Minister, emphasized that despite the COVID-19 pandemic, China has remained Africa's largest trading partner for 12 consecutive years. He further noted that China-Africa cooperation under the Belt and Road Initiative continues to deepen, facilitated by the signing of cooperation agreements in this field by 46 African states and the African Union [9, pp. 1–2].

The Forum on China-Africa Cooperation (FOCAC), which has been in operation since 2000, has become a crucial mechanism for facilitating the development of African countries, including the modernization of their transport infrastructure. Throughout its existence, the Forum has contributed to comprehensive progress in China-Africa relations. Among the most significant documents adopted at the FOCAC conference in Dakar in November 2021 there were the Dakar Action Plan for 2022-2024, implemented under the China-Africa Cooperation Vision 2035 strategy, and the joint declaration on combating climate change. These initiatives laid the foundation for further deepening China-Africa engagement and signaled the beginning of a new era to achieve shared prosperity.

2.2. China's financial and investment strategies in the African region

In the preceding two decades, enterprises originating from China have emerged as significant employers within various African nations, generating an annual average of approximately 18,600 new positions. As posited by Chinese economists, "the generation of employment constitutes the most effective means of mitigating poverty and fostering economic development within African

states” [2]. In juxtaposition, the United States produced roughly 12,000 jobs annually throughout the equivalent temporal framework.

The two Chinese development banks invested \$23 billion in infrastructure projects in Africa between 2000 and 2015, \$8 billion more than the combined investments of the eight largest international financial lenders, including the World Bank and the African Development Bank, according to the US-based think tank Centre for Global Development (CGD). In February 2022, Reuters reported that from 2007 to 2022, Chinese development banks directed an additional \$38 billion towards infrastructure initiatives in sub-Saharan Africa, an amount that is more than twice the cumulative investments from the United States, Germany, Japan, and France [4]. Furthermore, a study conducted by the US International Development Finance Corporation (DFC) revealed that the United States contributed a mere \$1.9 billion during the same timeframe, representing less than 10 percent of the total Chinese investments.

Chinese experts have emphasized that the economic situation of several African countries has deteriorated significantly due to high levels of external debt. In response to this, on the sidelines of the 2018 Beijing Summit of the Forum on China-Africa Cooperation, China announced the expansion of a series of grant, interest-free and concessional loan programs, as well as partial debt cancellation to African states. Under an initiative launched by Chinese President Xi Jinping at the 76th session of the UN General Assembly in 2021, the Global Development Initiative (GDI), China imposed zero tariffs on 98 per cent of taxable goods from 16 African least developed countries. Moreover, green corridors have been established to facilitate agricultural exports from Africa to China, and inspection and quarantine procedures have been expedited, which has helped to expand the range of goods subject to zero tariffs. In addition to these measures, China has set up special funds of \$10 billion for development and \$5 billion to increase imports from African countries, aimed at improving their economic and financial structure through more flexible financing [10].

In 2015, the People's Republic of China announced the establishment of a \$5 billion fund to promote the implementation of the Belt and Road Initiative in Africa [6]. The main objective of the fund was to overcome key challenges in co-operation with African countries, such as lack of investment in infrastructure, skills shortages and poorly developed transport networks. Unlike other Chinese aid institutions, this fund does not provide loans but makes direct investments by co-financing projects of Chinese companies focused on co-operation with African countries [6]. The fund typically finances about 30 per cent of the total amount needed to implement a project, acting as a passive investor, while the remainder comes from Chinese and foreign investors.

The People's Republic of China is engaged in the comprehensive development of both infrastructural and energy initiatives across the African continent, while concurrently making a

substantial contribution to the socio-economic advancement of the nations within the region. Since the beginning of the 21st century, according to Chinese Foreign Minister Qin Gang, China has facilitated the construction of over 6,000 kilometers of railway and 100,000 kilometers of roadway, along with the establishment and reconstructed about 20 ports and more than 80 major energy facilities [2]. Furthermore, Chinese companies have participated in the construction of more than 130 hospitals and clinics, 170 schools, 45 stadiums and gymnasiums, and assisted in the implementation of more than 500 agricultural projects in African countries.

In the areas of direct and portfolio investment, China's primary partners are Egypt, Nigeria, Algeria, South Africa, Ethiopia, Democratic Republic of Congo, Zambia, Angola, Morocco, Niger, Cameroon, Chad and some other countries. According to a statement issued on 16 February 2023 by the Customs Tariff Commission of the State Council of the People's Republic of China, China has granted tariff-free treatment to 98% of taxable goods imported from Ethiopia, Burundi and Niger from 1 March 2023. This initiative indicates a fortification of collaborative engagement between China and African nations, thereby facilitating the acceleration of economic and social advancement in the least developed countries. It is anticipated that China will progressively extend similar support to all least developed nations that have established diplomatic relations with it.

2.3. Overview of the intermediate results of China's Belt and Road Initiative in Africa

The Belt and Road Initiative of China is intricately associated with pivotal strategic frameworks established by the African Union, notably the African Union Agenda 2063 and the New Partnership for Africa's Development. During the 24th Ordinary Assembly of Heads of State and Government convened in Addis Ababa on 31 January 2015, fifteen principal projects were delineated under the auspices of these African initiatives. Foremost among these was the initiative aimed at developing a comprehensive network of high-speed railways intended to interconnect the capitals and major economic hubs across the African continent [5].

In the early 1990s, about 85% of construction contracts in Africa were carried out by American and European companies. However, by 2021, Chinese construction companies had emerged as leaders in the region's infrastructure projects. According to the international research organization Deloitte, Chinese entities undertook 31% of all infrastructure projects exceeding \$50 million, reflecting a 12% increase since 2019. The Infrastructure Consortium for Africa reported that China's contribution to African infrastructure reached \$25.7 billion in 2018, a significant share of the total \$100.8 billion committed by global financial institutions [2].

As of 2022, the People's Republic of China has markedly enhanced its economic footprint in the African continent through the Belt and Road Initiative, executing in excess of 200 infrastructure projects. Chinese enterprises have constructed and renovated approximately 30,000

kilometers of roadway, 2,000 kilometers of railway, augmented seaport capacities by 85 million tonnes annually, increased water treatment capabilities by 9 million tonnes daily, and facilitated electricity generation of 20,000 megawatts, while also establishing 30,000 kilometers of power transmission lines [1]. According to McKinsey, Chinese companies won nearly half of the design, construction and procurement contracts in Africa in 2021, including projects funded by international organizations such as the World Bank. The significant projects include the opening of the Nairobi Expressway in 2022 and China Civil Engineering Construction Corporation's (CCECC) investment of more than \$2 billion in Nigeria's infrastructure, which included upgrading international airports and building 717 kilometers of railways [7]. Approximately 75% of these projects were financed by the Export-Import Bank of China.

The People's Republic of China continues to be Africa's largest trading partner, with trade volume reaching \$282 billion in 2022. China's share of total African imports was 20.1%, notably exceeding that of other nations. From 2000 to 2021, China extended 1,141 loans amounting to \$153 billion to various African nations and invested \$25.7 billion in infrastructure in 2018 [3].

3. Conclusions

Summarizing the above, the People's Republic of China has played a pivotal role in the advancement of infrastructure across the African continent, originating with historical undertakings such as the TAZARA railway and progressing to contemporary initiatives like the One Belt, One Road strategy. China's considerable investment has facilitated the creation of numerous employment opportunities, the modernization of transport infrastructures, and the establishment of social and energy facilities. Chinese financial investment, exceeding the support of many international organizations, has strengthened economic and trade relations with African countries. This co-operation for joint development forms the basis for Africa's long-term economic growth.

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THE MODERN ROLE OF UKRAINE IN THE SYSTEM OF INTERNATIONAL RELATIONS

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Yehorova A. O., Marchenko N. O. The modern role of Ukraine in the system of international relations.

The article explores the modern role of Ukraine in the system of international relations, particularly its participation in international organizations, the state of foreign trade and investment activities, as well as the impact of geopolitical challenges on the country's development and its position on the global stage.

Keywords: Ukraine, international relations, foreign policy, international organizations, foreign trade, investment activity, geopolitical challenges, global arena, Ukraine's economy

Єгорова А.О., Марченко Н.О. Сучасна роль України в системі міжнародних відносин. У статті розглядається сучасна роль України в системі міжнародних відносин, зокрема її участь у міжнародних організаціях, стан зовнішньої торгівлі та інвестиційної діяльності, а також вплив геополітичних викликів на розвиток країни та її позиції на світовій арені.

Ключові слова: Україна, міжнародні відносини, зовнішня політика, міжнародні організації, зовнішня торгівля, інвестиційна діяльність, геополітичні виклики, світова арена, економіка України.

1. Introduction

Ukraine, as a state with its own history, culture, and territory, holds an important place in the system of international relations. In recent years, significant changes have occurred in Ukraine's political, economic, and social life. In particular, the events of 2014 and the illegal annexation of Crimea by the Russian Federation have drawn considerable international attention to Ukraine. Today, Ukraine continues to pursue an active foreign policy and participates in international organizations.

Research objective: To study the modern role of Ukraine in the system of international relations. The study will consider Ukraine's participation in international organizations, the state of foreign trade and investment activity, as well as the impact of the conflict on the situation in Ukraine and international relations as a whole.

Research object: The role of Ukraine in the system of international relations.

Research topic: Analysis of Ukraine's modern foreign policy strategy, including cooperation with international organizations and partner countries, economic and security challenges facing the state, and its opportunities for strengthening its position on the international stage.

2. Ukraine's role in modern international relations

2.1. Features of Ukraine's Foreign Policy and International Economic Relations

A key priority of Ukraine's foreign policy is strengthening cooperation with the European Union (EU) and NATO. The EU is viewed as a strategic partner, aiding Ukraine's international position and democratic development. Ukraine seeks deeper economic, security, human rights, and trade

cooperation with the EU. Similarly, collaboration with NATO focuses on enhancing security and integrating into Euro-Atlantic structures. Ukraine, a NATO member since 1997, actively participates in peacekeeping missions and regional stability initiatives [2]. Ukraine's international economic strategy prioritizes building strong ties with the EU and other nations. The 2014 EU-Ukraine Association Agreement opened new trade and investment opportunities by lowering tariffs and boosting trade volumes. Additionally, Ukraine fosters economic relations with countries like China, India, and Turkey. China, for example, invests heavily in Ukrainian infrastructure and production, while Ukraine creates favorable conditions for foreign investments and companies. On the global stage, Ukraine strengthens ties with neighboring countries and engages actively in international organizations such as the UN, Council of Europe, and OSCE. Ukraine's 2008 accession to the World Trade Organization (WTO) facilitated access to global markets, increased exports, and attracted foreign investments by reducing trade barriers [1].

2.2. Cooperation with Neighboring and Regional Partners

Ukraine has substantial potential for collaboration with neighboring and regional countries, crucial for regional stability and development. Key partnerships include EU member states, the Visegrád Group (Poland, Czech Republic, Slovakia, Hungary), the Baltic States, and Southeastern European countries. These relationships are advanced through frameworks like the EU Association Agreement and regional initiatives. Although Ukraine's strategic partnership with Russia has deteriorated due to geopolitical tensions, the country has sought support and collaboration with other nations. Additionally, Ukraine works with Eastern Partnership countries (Georgia, Moldova, Belarus, Azerbaijan, and Armenia) to foster economic, political, and cultural connections [7]. Poland remains a pivotal partner, sharing historical and economic ties with Ukraine. Since 1991, both countries have expanded cooperation, underpinned by the 1992 Treaty of Friendship. Similarly, Ukraine collaborates actively with Romania, Slovakia, Hungary, and Turkey in areas like energy, transport, and security. Despite challenges, Ukraine continues to strengthen regional partnerships and expand its international role through proactive foreign policy initiatives [15].

3. Ukraine's diplomatic interaction with other countries

3.1. Ukraine's Relations with Other Countries and International Organizations

Ukraine has a rich history of relations with other countries dating back to the era of Kyivan Rus. Today, Ukraine aims to strengthen ties with nations across Europe, Asia, the Americas, and Africa, seeking collaboration in areas such as economy, culture, science, and education. One of Ukraine's key foreign policy priorities is its partnership with the European Union (EU). The signing of the Association Agreement with the EU in 2014 significantly enhanced Ukraine's cooperation with

Europe in various fields, including trade, energy, and transportation. This agreement has provided opportunities for attracting investments and increasing the competitiveness of Ukrainian products in European markets. Beyond the EU, Ukraine actively develops relationships with other global partners such as the United States, Japan, Canada, and Australia. Relations with Asian countries, including China, India, and South Korea, have also deepened in recent years. Furthermore, Ukraine engages with nations in North and Latin America, particularly Brazil, Argentina, and Mexico, fostering trade and cultural exchange [3]. Ukraine is a member of numerous international organizations, including the United Nations (UN), the Organization for Security and Co-operation in Europe (OSCE), and the European Union (EU). Membership in these organizations allows Ukraine to advocate for its interests, collaborate on resolving global challenges, and strengthen its international standing [10].

However, Ukraine faces challenges in its global relations due to ongoing conflicts, including the war in eastern Ukraine and the annexation of Crimea by Russia. Political and economic instability also impacts Ukraine's ability to build stronger partnerships [5].

To enhance its international presence and ensure stability, Ukraine must focus on economic development, upholding human rights, and combating corruption. Resolving the conflict in eastern Ukraine and reclaiming Crimea are critical for strengthening trust with global partners and ensuring long-term security.

4. Conclusions

Ukraine is a significant player on the international stage, actively participating in organizations and initiatives aimed at enhancing global security and cooperation. Its strategic geopolitical position enables it to contribute to solving global challenges. Despite facing issues such as corruption, economic difficulties, the conflict in the east, and strained relations with Russia, Ukraine remains committed to collaborating with international partners and strengthening its global ties [4]. With continued reforms and development, Ukraine has the potential to maintain its influence on the international stage and play a vital role in addressing global challenges.

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THE AUSTRALIAN OPERATION SOVEREIGN BORDERS AND OFFSHORE DETENTION: A FAILED ATTEMPT TO HANDLE A REFUGEE CRISIS

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Zabiika V. Y., Kalyuzhna A. B. The Australian Operation Sovereign Borders and offshore detention: A failed attempt to handle a refugee crisis. This article examines the controversial aspects of the Australian refugee policy known as the Operation Sovereign Borders and offshore processing as a part of it. A detailed overview of the terminology used in refugee discourse has been presented. The article reveals the prerequisites for the Operation Sovereign Borders (OSB), details of its implementations as well as its consequences for Australia and asylum seekers. The article demonstrates that this refugee policy provoked a range of diverse opinions, both positive and negative. The authors come to the conclusion that, despite widespread approval of the policy for its perceived effectiveness in achieving its stated objectives, it is inefficient, expensive, vague and inhumane.

Keywords: asylum, Australia, offshore processing, Operation Sovereign Borders, refugee.

Забіяка В. Ю., Калюжна А. Б. Австралійська операція «Суверенні кордони» та офшорне утримання: Невдала спроба впоратися з кризою біженців. У статті розглядаються суперечливі аспекти австралійської політики щодо біженців, відомої як операція «Суверенні кордони», а також процедура офшорного розгляду заявок на отримання статусу біженця, яка є її частиною. Представлено детальний огляд термінології, що використовується в дискурсі біженців. Стаття розкриває передумови операції «Суверенні кордони» (OSB), деталі її реалізації, а також її наслідки для Австралії та шукачів притулку. Продемонстровано, що ця політика щодо біженців викликала цілу низку різноманітних думок, як позитивних, так і негативних. Автори доходять висновку, що, незважаючи на значне схвалення цієї політики за її уявну ефективність у досягненні заявлених цілей, вона є неефективною, дорогою, нечіткою і негуманною.

Ключові слова: Австралія, біженці, операція «Суверенні кордони», офшорний розгляд заявок, притулок.

1. Introduction

The global refugee crisis has far-reaching implications, affecting countries regardless of their geographic position. Contrary to expectations, however distantly located, Australia is not immune to the influx of refugees. Those arriving from Iran, Pakistan, Afghanistan, Sri Lanka, and Myanmar have prompted significant concern within the country, and as a response to it, in 2013 a new refugee policy called Operation Sovereign Borders (OSB) was implemented to stop the upcoming boats. At present, OSB stands as one of the most fiercely debated refugee policies in the Global North, thus provoking a wide spectrum of opinions radically opposed to one another. It is regarded as either an unequivocal success or, conversely, an indisputable inhumane failure. The controversy surrounding the issue underscores its importance, which explains the *relevance* of this research.

The object of this research is Operation Sovereign Borders, *the subject* is the effectiveness, controversies, and consequences of OSB.

The aim of the study is to ascertain whether OSB was effective in addressing the refugee crisis and its means were justified.

The following *tasks* are set to achieve this purpose:

1. to scrutinize OSB and the offshore processing as a part of it;
2. to investigate the controversy surrounding the policy;
3. to determine if it was successful in solving the refugee crisis itself.

2. The ambiguity of Operation Sovereign Borders and offshore detention

2.1. Essential legal terms and concepts in the refugee discourse

First, it is necessary to review key legal terms and concepts in the refugee discourse.

- A refugee, according to the Refugee Convention of 1951, is a person who "owing to well-founded fear of being persecuted for reasons of race, religion, nationality, membership of a particular social group or political opinion, is outside the country of [their] nationality and is unable or, owing to such fear, is unwilling to avail [themselves] of the protection of that country" [17].

- An asylum seeker is someone who is seeking international protection. Their application for refugee status, or complementary protection status, has not yet been officially processed. Alternatively, they may not yet have requested asylum yet but intend to do so. The act of crossing a national border in pursuit of international protection frequently goes along with the necessity of applying for the refugee status. While seeking asylum and awaiting the outcome of their application, a person is referred to as an asylum-seeker and must be granted protection [20].

- Seeking asylum is an inherent human right. Every person is entitled to apply for asylum for the purpose of fleeing conflict or persecution.

- The principle of non-refoulement, as outlined in the 1951 Refugee Convention is a fundamental tenet that ensures individuals are not to be expelled or returned to situations where their lives or freedoms would be in danger. This principle is universally recognized as a human right and must be upheld by all nations [20].

- Safe countries, in the refugee context, are countries which are determined either as being non-refugee-producing countries or as being countries in which refugees can enjoy asylum without any danger. The concept of "safe country" is applicable in two situations which give rise to separate sets of considerations: i.e. in the context of A) Safe Country of Origin and B) Safe Country of Asylum [19].

- Illegal refugee is not a legal term. In accordance with international law, any individual has the right apply for asylum in any nation that has ratified the 1951 Refugee Convention. They may remain in the country until the authorities have assessed their claim. It is recognized in the 1951 Convention that people fleeing persecution may have to use irregular means – including arriving by boat and by plane without a visa – when seeking international protection. The 1951 Refugee Convention also guarantees everybody the right to apply for asylum [12].

- Offshore processing or detention is immigration detention where people seeking to claim asylum in Australia and arrive by boat are transferred to and held in processing centers in another country. The processing centers are staffed and paid for by the Australian Government [7].

2.2. Operation Sovereign Borders and offshore processing: agenda and history

To define the subject matter, Operation Sovereign Borders (OSB) is a military-led border security operation that takes a hard-line, zero-tolerance stance towards unapproved sea arrivals [5]. It is based on offshore processing of asylum seekers' protection claims, outsourcing detention, and locating refugee camps in third countries, outside Australian jurisdiction. Thousands of asylum seekers who arrived to Australia by boat or were intercepted when attempting to do so were either transferred to "offshore processing centers" on Nauru Island and Papua New Guinea (PNG) or pushed back to Indonesia, often against the wishes of the Indonesian government. In effect, the right to seek asylum in Australia was removed for those who arrived by boat [1].

OSB, also known under the slogan "Stop the Boats", was introduced during the federal election of 2013. It was not an entirely novel solution, but rather an addition to the existing offshore processing that the Labor Party had previously implemented. Nevertheless, rather than actually processing the claims offshore, OSB proposed pushing the boats back or alternatively subjecting asylum seekers to semi-permanent detention. At first, local magazines characterized the idea of such a policy as a "dramatic-sounding announcement" the Coalition made solely to secure victory in the election [11]. However, since the Coalition assumed power in 2013 and even after the change of government back to the Labor Party in 2022, OSB remains an Australian know-how answer to the refugee crisis.

Allegedly, the operation's agenda is to protect Australia's borders, to combat people smuggling in their region, and importantly, to prevent people from risking their lives at sea [4]. Nevertheless, the Australian government was subjected to considerable criticism for obscuring the actual objective, which, as it was asserted, is to prevent asylum seekers from entering the country at any cost [1; 5; 6; 9].

2.3. The positive perception of OSB and offshore processing

Operation Sovereign Borders has received mixed reviews in the course of its implementation. The positive aspects of OSB must be considered, as it has frequently been lauded as a triumph. To this day, the Australian government claims "zero chance" of the so-called "illegal refugees" successfully arriving in Australia [10]. The most recent report dated September 2024 merely states that unauthorized marine arrivals have either been pushed back or resettled in third countries, as well as that people smuggling ventures have been efficiently combatted [2]. Therefore, in the very least on paper, the goals are achieved, especially the one of import – asylum seekers are kept out of the country. Although, it is crucial to note that the Australian government has not been entirely open on this matter, having a range of laws and policies which impede transparency in relation to

a full examination of the human, economic and strategic costs of Australia's deterrence policies, particularly in relation to offshore processing and boat turn-backs [6].

In addition, the operation is praised by the politicians with anti-immigrant sentiments all around the globe, including Donald Trump who in 2019 explicitly stated in Twitter that “much can be learnt [from OSB]” [18]. European leaders also often refer to the “Australian model” – meaning the offshore detention policy and the turn-back system – as an example that Europe should follow in response to new arrivals.

A particularly unique case of implementing a policy similar to Australia's can be observed in the United Kingdom. In 2023, the UK government formally declared its intention to transfer individuals seeking asylum in the UK to the Republic of Rwanda, placing the responsibility of determining their asylum claims in the hands of the Rwandan government. Should their claims be successful, these persons would be granted asylum in Rwanda, not the UK. However, the Supreme Court ruled that Rwanda policy was unlawful due to the fact that Rwanda was not a Safe Country of Asylum, one of the reasons being Rwanda's continuous violations of the non-refoulement principle. As a response, the UK government introduced the Safety of Rwanda (Asylum and Immigration) Bill, legislating that Rwanda is a Safe Country of Asylum. The policy, despite having been subject to a number of challenges, remains in effect as of 2024 [21]. Nevertheless, it is worth noting that after winning the election of 2024, the leader of the UK Labor Party Keir Starmer stated that “the Rwanda scheme was dead and buried before it started” [8], implying the cancellation of the plan. The idea, although inadequately executed, persisted due to its appeal as a rather idealistic notion.

2.4. The negative perception of OSB and offshore processing

Conversely, OSB and the offshore processing aspect of it have been subject to a considerable amount of international criticism. Though Australia claims that its offshore detention policy is a success, the UN High Commissioner for Refugees and various human rights organizations have repeatedly denounced it as a gross violation of human rights. Under it, refugees and asylum seekers were detained and held in inhumane conditions, and denied their legitimate right to seek asylum in Australia.

Over 2,000 leaked incident reports from the prison on Nauru Island detail countless assaults, sexual abuse, evidence of self-harm, including suicide attempts, child abuse and sub-standard living conditions. In 2015 the UN Special Rapporteur on Torture and other forms of cruel, inhumane or degrading treatment or punishment, Juan Mendez, found that Australia's policies on detention facilities and the treatment of those detained within such facilities amounted to a systematic violation of the Convention against Torture. Similarly, in July 2017 Filippo Grandi,

UN High Commissioner for Refugees, released a statement calling for an end to the system of offshore processing, and in February 2020 the Office of the Prosecutor at the International Criminal Court (ICC) wrote that “the[se] conditions of detention appear to have constituted cruel, inhuman, or degrading treatment ... and the gravity of the alleged conduct thus appears to have been such that it was in violation of fundamental rules of international law” [1].

Furthermore, despite the initial objective of reducing the financial burden that refugees placed on taxpayers, OSB imposes costs that are even more consequential for the Australian state. It has been estimated that the annual financial burden on the Australian government for the detention and/or processing of refugees and asylum seekers is as follows:

- almost A\$22m to hold someone offshore in Nauru;
- A\$429,000 to hold someone in detention in Australia;
- A\$3,962 for an asylum seeker to live in the Australian community on a bridging visa while their claim is processed [16].

The offshore detention appears to be quite costly. In the 2022-2023 financial year, final expenditure by the Australian government on offshore processing was A\$611 million (up from a projected cost of A\$483 million) [16].

Moreover, whether or not OSB has been effective in combating the smuggling business is entirely unclear, partially because back in 2015 the Australian Border Force Act prohibited all personnel engaged in immigration and border control to disclose information about their work [3]. Notably, that same year Australia was accused of paying A\$32,000 to the smuggling crew of an asylum seeker boat [15]. Apparently due to the limitations established by the Australian Border Force Act, the allegations were not refuted.

And finally, the policy has even failed to achieve its purported objective of keeping asylum seekers out of the country. By 2019, almost all of the people detained in Nauru and Manus Island PNG were evacuated for physical and mental health emergencies straight to Australia. The number of those detained on Manus Island peaked at 1,353 in January 2014, and in Nauru at 1,233 in August 2014 [9]. In August 2024, there were only 94 people residing on Nauru. And most recently published data on the number of asylum seekers in PNG was reported to be 64 people [14]. In July 2024, chief executive officer of Refugee Council of Australia Paul Power stated: “Of the 3129 people sent to Manus Island and Nauru between July 2013 and mid 2014, 983 are in Australia with no permanent status and 46 remain in Papua New Guinea in desperate circumstances, relying on limited financial support from donors in Australia to meet their daily needs” [13].

3. Conclusions

Summing up, Operation Sovereign Borders is a policy that has had an idealistic agenda and has served its purpose in promoting and reinforcing anti-immigrant sentiments. However, in practice, it has failed to achieve the set objectives – transparent or underlying. It is ineffective, costly, vague, and inhumane. It is evident that the subject of how to address this failure and reconfigure the policy has yet to be thoroughly explored. The long-term ramifications of Operation Sovereign Borders within the Australian context are to remain in the focus of research.

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THREATS TO INFORMATION SECURITY AND THEIR IMPACT ON COMMUNICATION PROCESSES IN THE U.S. PUBLIC SECTOR

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Zelenska A. O., Ilchenko V. V. Threats to Information Security and Their Impact on Communication Processes in the U.S. Public Sector. The article examines key information security threats in the U.S. public sector, including cyberattacks, insider threats, and disinformation campaigns. These challenges jeopardize national security and public trust. Cyber threats like ransomware and spyware disrupt operations and compromise sensitive data, while insider threats exploit trusted access. Disinformation campaigns, often linked to foreign actors, seek to manipulate public opinion and destabilize political processes.

Keywords: cyberattacks disinformation campaigns, insider threats, public trust, U.S. public sector.

Зеленська А. О., Ільченко В. В. Загрози інформаційній безпеці та їх вплив на комунікаційні процеси в державному секторі США. У статті розглядаються основні загрози інформаційній безпеці у державному секторі США, зокрема кібератаки, внутрішні загрози та дезінформаційні кампанії. Ці виклики ставлять під загрозу національну безпеку та громадську довіру. Кібератаки, такі як програми-вимагачі та шпигунські програми, порушують роботу систем і компрометують конфіденційні дані, тоді як внутрішні загрози використовують довірений доступ. Дезінформаційні кампанії, часто пов'язані з іноземними акторами, спрямовані на маніпуляцію громадською думкою та дестабілізацію політичних процесів.

Ключові слова: внутрішні загрози, громадська довіра державний сектор США, дезінформаційні кампанії, кібератаки.

1. Introduction

In the digital age, the security of information systems has become a critical concern for the U.S. public sector. The communication processes between government institutions and citizens heavily rely on these systems, making them increasingly vulnerable to a wide range of threats that can disrupt the confidentiality, integrity, and availability of data. These threats may stem from external actors, such as cybercriminals, hackers, and state-sponsored adversaries, as well as from internal risks, including accidental or natural events that could damage sensitive government data or operations. Among the most prominent threats to information security in the U.S. public sector are cyberattacks, insider threats, and disinformation campaigns [5]. Cyberattacks involve the use of malicious software, such as viruses, ransomware, and spyware, which can damage systems, steal confidential data, or disrupt essential government services. Insider threats, whether intentional or unintentional, are especially challenging to address because trusted individuals already have authorized access to sensitive systems. Unintentional breaches, such as employees accidentally sending confidential information to unauthorized recipients, can have serious consequences for both security and public trust [1].

The relevance of this study is stipulated by the increasing dependency on digital systems within the U.S. public sector, which necessitates a robust approach to securing these systems, given the growing number of cyber threats.

The object of this research is the security of information systems within the U.S. public sector.

The subject of the research is the analysis of the primary threats to information security in the public sector, with a focus on cyberattacks, insider threats, and disinformation campaigns.

The aim of this research is to evaluate the nature of these threats and recommend strategies for mitigating their risks to ensure the integrity and confidentiality of government data.

The tasks of the research include:

1. assessing the impact of disinformation on information security in the U.S. public sector;
2. analyzing the role of AI technologies in cybersecurity within the U.S. public sector;
3. evaluating the governance frameworks for AI technologies;
4. proposing measures to strengthen cybersecurity and disinformation countermeasures.

2. Disinformation and cybersecurity threats in the U.S. public sector

In addition to technical breaches, disinformation campaigns have emerged as a growing concern, particularly with regard to elections and political stability. Foreign adversaries, such as Russia, have increasingly used digital platforms to manipulate public opinion, destabilize political processes, and erode trust in government institutions. The 2016 U.S. presidential election serves as a notable example of how disinformation, spread through social media and other online channels, can disrupt democratic processes and undermine national security. To address these evolving threats, the U.S. government has adopted a comprehensive cybersecurity strategy. This approach combines advanced technological solutions, such as AI-powered threat detection, encryption, and secure authentication systems, with robust regulatory frameworks, including the Federal Information Security Modernization Act. It also emphasizes interagency collaboration to strengthen security across all levels of government. Equally important is the focus on public awareness and employee training, which are crucial in mitigating risks and enabling government staff to recognize and respond to emerging cybersecurity threats. By integrating these strategies, the U.S. public sector aims to reduce vulnerabilities and enhance the resilience of its communication systems against both external and internal threats. This multifaceted approach is designed not only to protect critical infrastructure but also to maintain the trust of citizens in the ability of government institutions to safeguard their information and privacy. By ensuring a secure and reliable digital environment, the U.S. government can better protect its democratic processes, national security, and public confidence in the system [2].

3. Governance of AI technologies and its impact on information security in the U.S. public sector

The rapid advancement of AI technologies presents both opportunities and challenges for the U.S. public sector, particularly regarding the governance of digital technologies and information security. As AI systems continue to evolve, they hold the potential to revolutionize various sectors,

including healthcare, governance, disaster management, and food security. However, they also pose significant risks, such as exacerbating inequality, violating privacy, increasing cyber threats, and enabling authoritarian regimes to strengthen their surveillance and repression capabilities. For the U.S. public sector, these AI-driven developments necessitate a comprehensive approach to cybersecurity and information security, particularly in the context of disinformation campaigns, cyberattacks, and insider threats [2; 3]. As AI technologies are increasingly used in malicious activities – such as the manipulation and dissemination of disinformation – government institutions must focus on strengthening their defenses against these evolving threats. Furthermore, AI's dual-use nature, which can benefit both attackers and defenders, means that protecting critical infrastructure and maintaining public trust requires international collaboration and transparent, human rights-centered policies.

In addition to addressing domestic cybersecurity, the U.S. government must engage with global partners to ensure AI technologies are developed responsibly, promoting open and secure digital environments. By prioritizing democratic values, transparency, and international cooperation, the U.S. can contribute to reducing the risks posed by AI while leveraging its potential to address global challenges, such as sustainable development and international security. Ultimately, the governance of AI technologies will be crucial in shaping the future of information security and maintaining the stability and trust within the U.S. public sector [6]. Ensuring that AI technologies are deployed responsibly, with the proper safeguards, is essential for mitigating risks while maximizing their benefits for citizens and society at large.

4. Conclusions

To effectively address information security threats in the U.S. public sector, a comprehensive approach is required. Technological solutions, such as AI-based threat detection, encryption, and secure authentication, enhance protection against cyberattacks. Strict regulatory measures, such as the Federal Information Security Modernization Act, ensure compliance with requirements and consistency in actions across government institutions. Interagency cooperation fosters the development of a unified approach, strengthening overall security at all levels of government. Finally, public awareness and employee training enable staff to recognize and respond to security threats. By combining these strategies, the U.S. public sector can significantly reduce vulnerabilities and better protect sensitive information from emerging threats [4].

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THE EVOLUTION OF DIPLOMATIC RELATIONS AND CONTEMPORARY PARTNERSHIP BETWEEN UKRAINE AND THE BALTIC STATES

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Zhbakov V. Ye., Kalyuzhna A. B. The evolution of diplomatic relations and contemporary partnership between Ukraine and the Baltic states. This article examines the historical development and modern strategic collaboration between Ukraine and the Baltic states – Latvia, Lithuania, and Estonia – with a particular focus on security cooperation amid Russian aggression. The research highlights key diplomatic milestones, the role of the Baltic states in Ukraine's Euro-Atlantic integration, and joint efforts to counter security threats in Eastern Europe. The study underlines the significance of Ukraine-Baltic relations in shaping regional stability and reinforcing NATO's eastern flank.

Keywords: Baltic states, diplomatic relations, Estonia, Euro-Atlantic integration, , international politics, Latvia, Lithuania, NATO, Russian aggression, sanctions, security, Ukraine

Жбанков В. Є., Калюжна А. Б. Еволюція дипломатичних відносин та сучасне партнерство між Україною та країнами Балтії. У цій статті розглядається історичний розвиток і сучасна стратегічна співпраця між Україною та країнами Балтії – Латвією, Литвою та Естонією з особливим акцентом на безпекове співробітництво в умовах російської агресії. Дослідження висвітлює ключові дипломатичні віхи, роль країн Балтії в євроатлантичній інтеграції України та спільні зусилля щодо протидії загрозам безпеці у Східній Європі. У статті підкреслюється значущість українсько-балтійських відносин у формуванні регіональної стабільності та зміцненні східного флангу НАТО.

Ключові слова: безпека, дипломатичні відносини, Євроатлантична інтеграція, Естонія, країни Балтії, Латвія, Литва, міжнародна політика, НАТО, російська агресія, санкції, Україна.

1. Introduction

Ukrainian-Baltic relations, which were formed after gaining independence in the early 1990s, have acquired special significance in the context of the current geopolitical situation. Following the onset of Russian aggression against Ukraine in 2014 and its escalation in 2022, security issues have become critically important for both Ukraine and the Baltic States – Latvia, Lithuania, and Estonia. A shared historical experience of struggle for independence from totalitarian regimes, particularly from the Soviet Union, has laid the foundation for close cooperation in political and security spheres [2].

Currently, the Baltic States not only actively support Ukraine at the diplomatic level but also provide significant military assistance and advocate for increased sanctions pressure on Russia. A common regional challenge is that Russia's aggressive foreign policy, combined with hybrid warfare methods, including disinformation and cyber-attacks, poses a threat not only to Ukraine but also to other European countries, especially the Baltic States, which share borders with Russia and Belarus.

The importance of Ukrainian-Baltic relations in the modern context lies not only in supporting Ukraine on the battlefield but also in a shared strategic vision of regional security. Both parties view cooperation as a key element in defending against potential aggression and ensuring stability on NATO's eastern flank. *The subject* of this study is the stages of cooperation between Ukraine and the Baltic States in the field of diplomatic relations.

The Baltic States are important allies of Ukraine in advancing its integration into Euro-Atlantic structures such as NATO and the EU, which strengthens Ukraine's position in the international arena. At the same time, these relations are part of a broader regional security architecture that is undergoing significant transformation in response to new challenges. Thus, the issue of cooperation between Ukraine and the Baltic States becomes particularly *relevant* in the context of ongoing Russian aggression, as these countries form a united front against threats emanating from Russia and play a crucial role in maintaining regional security and stability.

The aim of this article is to examine the evolution of diplomatic relations between Ukraine and the Baltic States, focusing on their role in political and security cooperation in the context of Russian aggression and contemporary regional security challenges.

2. Evolution of diplomatic and military cooperation between Ukraine and the Baltic states

After gaining independence in 1991, Ukraine and the Baltic states – Latvia, Lithuania, and Estonia began to establish bilateral relations based on shared interests in security and integration into European and transatlantic structures. Against the backdrop of a common historical experience of resistance to Soviet occupation, these countries swiftly established diplomatic ties, laying a crucial foundation for further political and military cooperation.

From the very beginning of independence, diplomatic relations between Ukraine and the Baltic states held strategic significance. Lithuania was among the first countries to recognize Ukraine's independence on December 4, 1991, a move that paved the way for strong political relations with other Baltic nations – Latvia and Estonia, with which diplomatic relations were established in early 1992. Throughout the 1990s, Ukraine and the Baltic States actively cooperated within international organizations such as the United Nations (UN) and the Organization for Security and Cooperation in Europe (OSCE). Political contacts were reinforced through high-level visits, including state visits by presidents and foreign ministers. Particularly significant were meetings within regional cooperation formats, such as the Baltic-Black Sea Cooperation, where the Baltic States became reliable partners in promoting Ukraine's European integration ambitions [5].

In the 2000s, political cooperation between Ukraine and the Baltic States gained even greater importance in the context of Ukraine's aspirations for European and Euro-Atlantic integration. Latvia, Lithuania, and Estonia emerged as active advocates for Ukraine's interests within the European Union (EU) and NATO, supporting its membership bids. The political leaders of the Baltic States repeatedly voiced their support for granting Ukraine EU membership prospects and strengthening military and security cooperation within NATO.

Alongside political cooperation, military collaboration between Ukraine and the Baltic States began as early as 1994. Agreements between the Ministries of Defence of Ukraine and the Baltic States marked the initial steps toward integrating Ukraine's Armed Forces into European security standards. These agreements facilitated joint military exercises, defence expertise exchange, and consultations on the reform and training of Ukrainian military forces in line with NATO standards.

The 2000s were characterized by Ukraine's active participation in international peacekeeping missions alongside the Baltic States. A significant milestone was the establishment of the Lithuanian-Polish-Ukrainian Brigade in 2014, enhancing military cooperation between these nations. This unit became an essential tool for preparing joint military operations and battlefield coordination, particularly relevant in the face of modern security challenges in the region.

Following the onset of Russian aggression in 2014, military cooperation took on even greater significance. The Baltic States became some of Ukraine's most active partners in providing military equipment and conducting joint training exercises. Lithuania, Latvia, and Estonia offered military support to Ukraine in the form of weapons, ammunition, and training programs for Ukrainian soldiers within their territories. This partnership significantly contributed to strengthening Ukraine's defence capabilities and its integration into the European security system [3].

3. Evolution of diplomatic relations

Ukraine and the Baltic States – Latvia, Lithuania, and Estonia – established diplomatic relations relatively quickly. Lithuania was among the first countries to recognize Ukraine's independence on December 4, 1991. By early 1992, Latvia and Estonia had followed suit, marking the beginning of active diplomatic engagement. At that time, the priority for all these nations was to develop strong political relations. Regular meetings at the ministerial level, along with the establishment of bilateral and multilateral cooperation formats, enabled Ukraine and the Baltic States to identify common interests, particularly in the fields of security and economics [3].

A pivotal moment in the development of these relations was the visit of Ukrainian President Leonid Kuchma to Lithuania in 1996, during which several significant agreements were signed, further deepening economic and political cooperation. By the early 2000s, the Baltic States had become active members of the European Union and NATO, reinforcing their role in supporting Ukraine. They began lobbying for Ukraine's European integration aspirations on the international stage.

After their accession to the EU in 2004, Latvia, Lithuania, and Estonia emerged as reliable partners in advancing Ukraine's interests within European institutions. They supported Ukraine's

reform efforts and consistently called for deeper cooperation with the EU. Their support within NATO was also crucial, as they advocated for Ukraine's Membership Action Plan (MAP) at the 2008 NATO summit. Although Ukraine was not granted the MAP at that time, the Baltic States continued to assist Ukraine in adapting to NATO standards and contributed to the modernization of Ukraine's defence structures.

With the onset of Russian aggression against Ukraine in 2014, diplomatic relations between Ukraine and the Baltic States entered a new phase. The Baltic nations were among the first to openly condemn Russia's actions and supported EU-imposed sanctions. They became steadfast allies in Ukraine's struggle for territorial integrity. In addition to political backing, the Baltic States provided material and technical assistance, including the supply of weapons and military training for Ukrainian troops. Lithuania, for instance, was the first EU country to officially supply lethal weapons to Ukraine [2].

Beyond military support, the Baltic countries consistently advocated for Ukraine's continued European integration. They called for the expansion of sanctions against Russia and supported Ukraine's efforts to obtain EU candidate status. Following the signing of the Association Agreement with the EU in 2014, the Baltic States lobbied for deeper integration between Ukraine and the European Union. Their support also extended to the energy sector, where they played a key role in helping Ukraine diversify its energy supplies and reduce its dependence on the Russian energy system [1].

With the full-scale Russian invasion of Ukraine in February 2022, diplomatic and military ties between Ukraine and the Baltic States became even more critical and close-knit. Latvia, Lithuania, and Estonia immediately expressed their strong support for Ukraine on the international stage, condemning Russia's actions and calling for maximum sanctions. They were among the first nations to advocate for Russia's complete disconnection from the global financial system, including the SWIFT network, and pushed for extensive sanctions against key Russian entities and individuals.

Militarily, Latvia, Lithuania, and Estonia actively supplied Ukraine with military equipment, weaponry, and ammunition. By the end of 2023, Lithuania, for example, had delivered NASAMS air defence systems and other weaponry. Latvia and Estonia provided large quantities of ammunition, air defence systems, and personal protective equipment for Ukrainian soldiers. The Baltic States also played an essential role in training Ukrainian troops on their territory as part of international missions. Additionally, they facilitated the rehabilitation of wounded Ukrainian servicemen in their medical facilities [5].

Diplomatically, the Baltic States remain some of the strongest advocates for Ukraine's EU and NATO membership. At the NATO summit in Vilnius in July 2023, Latvia, Lithuania, and

Estonia pushed for concrete security guarantees for Ukraine and expedited integration into the Alliance. Lithuania and Latvia also worked actively to expand the international coalition supporting Ukraine, particularly by increasing military aid from other EU and NATO members.

The Baltic States continue to champion Ukraine's swift European integration and emphasize the need for sustained support for Ukraine's post-war reconstruction. Today, Ukraine and the Baltic States are expanding cooperation beyond the political and military spheres into economic and energy partnerships. Joint energy security projects, such as Ukraine's disconnection from the Russian power grid and the development of new logistics routes for energy supplies through Baltic ports, are key areas of collaboration [1]. The Baltic nations consistently stress the necessity of maintaining sanctions against Russia until Ukraine's territorial integrity is fully restored.

4. Modern security challenges

Following Russia's full-scale invasion of Ukraine in 2022, security challenges for Ukraine and the Baltic States took on a new and more alarming dimension. In addition to military actions in Ukraine, Latvia, Lithuania, and Estonia have faced direct threats from Russia. The Kremlin has actively employed rhetoric suggesting possible provocations or even military actions in the Baltic region, raising serious concerns among NATO member states. For the Baltic countries, these threats are not abstract, as their territories border Russia and Belarus – a key ally of Moscow in its aggressive policies. Belarus, as a co-conspirator in Russian aggression, has allowed its territory to be used for military manoeuvres and troop deployments, further escalating tensions in the region.

Against this backdrop, the Baltic States have emerged as some of Ukraine's most active allies. Understanding that Ukraine's victory in the war would serve as a security guarantee not only for Ukrainians but also for the entire Baltic region, Latvia, Lithuania, and Estonia have provided substantial military and political support to Ukraine. Estonia, for example, has allocated military aid exceeding 1% of its GDP, including artillery systems and ammunition. Lithuania has supplied NASAMS air defence systems, while Latvia has delivered armoured vehicles, ammunition, and other defence equipment. These countries recognize that Ukraine is now the frontline bastion preventing Russian aggression from spreading further westward. Moreover, the Baltic States have enhanced their own defence capabilities by closely cooperating with NATO, stationing additional Alliance battalions on their territories, and conducting regular military exercises [3].

The political support extended by the Baltic States to Ukraine has also been critical. Immediately after Russia's invasion, Latvia, Lithuania, and Estonia called for stronger sanctions against Moscow and actively lobbied for Ukraine's interests within international organizations such as the European Union and NATO. They were among the first to officially designate Russia as an aggressor state and called for intensified economic and political isolation of the Kremlin. At

the NATO summit in Vilnius in 2023, the Baltic States were staunch advocates for Ukraine's accelerated NATO accession and pushed for security guarantees in case of further escalation of the conflict. They also strongly support Ukraine's integration into European structures, recognizing that this would provide additional security not only for Ukraine but for the entire Baltic region.

Beyond military and political challenges, the Baltic States have faced increased threats in the fields of cybersecurity and energy independence. Russian cyberattacks targeting critical infrastructure in the Baltic countries have become a regular occurrence. In 2022 alone, Latvia recorded over 500 cyberattacks on government structures and critical infrastructure—a rise of 80% compared to the previous year. These attacks are part of Russia's hybrid warfare strategy, aimed at destabilizing the region and creating chaos. In response, Latvia, Lithuania, and Estonia have significantly bolstered their cybersecurity capabilities and are working closely with NATO and the European Union to strengthen their digital defence [4]. NATO's Cyber Defense Centre of Excellence in Tallinn, established in 2008, has become a key platform for coordinating joint efforts in this domain. Ukraine became an associated member of the Centre in 2014 and has benefited from the expertise and technical support of the Baltic States in enhancing its cybersecurity resilience.

Energy independence has also become a crucial challenge. Previously reliant on Russian energy resources, the Baltic States have actively worked toward diversifying their energy supply. Lithuania was the first country in the region to completely cut off its dependence on Russian gas by launching a liquefied natural gas (LNG) terminal in Klaipėda. Ukraine, in turn, has collaborated with Lithuania and other Baltic nations on disconnecting its energy system from Russia's and integrating into the European grid on March 16, 2022 [1]. This is a key step toward ensuring energy security across Europe and reducing Russia's leverage over the region.

Equally important has been the humanitarian support provided by the Baltic States. Latvia, Lithuania, and Estonia have offered refuge to thousands of Ukrainians fleeing the war. These countries have provided housing, medical care, educational services, and other forms of assistance to displaced Ukrainians. Additionally, Baltic governments have spearheaded humanitarian aid efforts for Ukraine, contributing to infrastructure reconstruction and relief initiatives.

5. Conclusion

Ukraine and the Baltic States have successfully developed a strategic partnership that has become a key stabilizing factor in Eastern Europe. Since the 1990s, these nations have strengthened their political, economic, and military ties, a process that gained even greater significance after 2014 and escalated with Russia's full-scale invasion in 2022. The Baltic States continue to play a crucial role in supporting Ukraine on the international stage, providing military aid, and advocating for

Ukraine's integration into NATO and the EU. Their joint efforts in security, cybersecurity, and energy independence reflect a high level of trust and cooperation. This partnership remains a critical element in countering Russian aggression and ensuring regional stability.

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BUSINESS PLAN IS A KEY STEP TO LAUNCHING A SUCCESSFUL STARTUP

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Zhydko P. V., Huslenko I. Yu. Business plan is a key step to launching a successful startup. The article explains the meaning of the term 'business plan' and the main components of its structure, which is recommended by the UNIDO standard. A business plan is a key tool for a startup, helping to define the goal, allocate resources and take into account risks. The author emphasises that successful startups have a well-structured business plan that helps to attract investment and effectively manage the business. It is important at all stages of a startup's development, providing entrepreneurs with a clear vision and increasing the chances of long-term success.

Keywords: business plan, entrepreneur, investments, planning, startup.

Жидко П. В., Гусленко І. Ю. Бізнес-план – ключовий крок до запуску успішного стартапу. У статті розкривається значення терміну «бізнес-план», основні складові його структури, яку рекомендує стандарт UNIDO. Бізнес-план є ключовим інструментом для стартапу, допомагаючи визначити мету, розподілити ресурси та врахувати ризики. Автор наголошує, що успішні стартапи мають добре структурований бізнес-план, який сприяє залученню інвестицій та ефективному управлінню бізнесом. Він є важливим на всіх етапах розвитку стартапу, забезпечуючи підприємцям чітке бачення та підвищуючи шанси на довготривалий успіх.

Ключові слова: бізнес-план, інвестиції, підприємець, планування, стартап.

1. Introduction

A well-structured business plan not only outlines the startup's vision and objectives but also serves as a strategic framework that helps entrepreneurs anticipate challenges, allocate resources effectively, and adapt to changing market conditions, ultimately increasing the likelihood of long-term success.

All startups start with innovative business ideas, but successful ones definitely need a professional business plan. By using the right strategies and understanding the importance of business planning, you can build a solid foundation for your business. Generating innovative business ideas and developing a competent business plan are critical steps in the startup process. Thorough research, creativity, market analysis, and an understanding of the importance of business planning are prerequisites for the success of a startup. These issues require special attention and analysis and stipulate *the relevance* of this study.

The object of the study is the role of a business plan as a strategic tool in the development and successful implementation of startups.

The aim of the research is to analyze the role of a business plan in the success of a startup and propose a structure for its effective creation and implementation.

The following *tasks* are set to achieve the purpose:

- Analyze the importance of developing a business plan before starting a startup.
- Disclosure of the key concept of a business plan.
- Explore the key components and structure of a business plan.

This structure ensures a comprehensive understanding of the business plan's significance and practical application in launching successful startups.

2. Key role of business plan for a successful startup launch

2.1. Importance of developing a business plan

A well-designed business plan helps beginners, especially young entrepreneurs, navigate the journey from an initial idea to a fully operational and competitive business. According to research by Paytra N. and Brochkovska O. (see Fig. 1), about 17% of startups begin without a well-thought-out business model, which is one of the reasons for their failures.

Planning activities in advance significantly aids in navigating today's challenging business environment, as around 98% of business failures are attributed to unsatisfactory management.

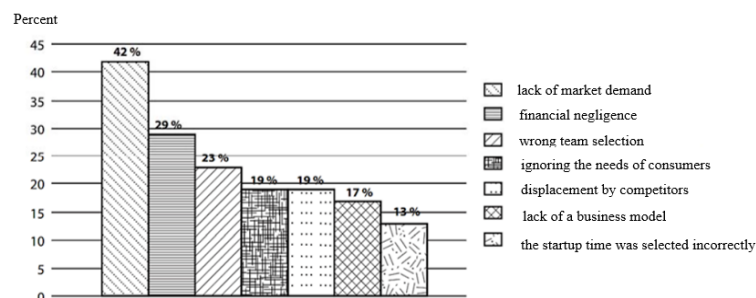


Fig. 1. The most common reasons for the failure of a startup [1]

When an entrepreneur lacks clarity about their goals and the direction for growth, it can lead to the decline of any business. That is why business planning plays a crucial role as an essential tool of strategic planning, enabling companies to define their mission and purpose, devise measures to improve performance or mitigate external threats.

According to research by L. Dolgov and S. Danilchenko (see Figure 2), the rating of startup efficiency factors and business model development is 24%.

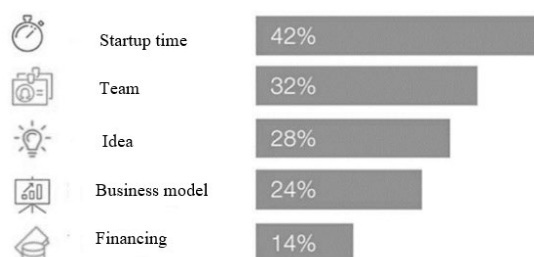


Fig. 2. Ranking of Startup Success Factors [1]

That is why drawing up a business plan is an important factor for the effectiveness of a startup, which, unfortunately, is often neglected by young entrepreneurs. After all, it happens that entrepreneurs trust their intuition too much, rather than the calculations that can help them build a profitable business. This situation demonstrates the need for a detailed business plan as one of the key elements of a start-up's strategy.

2.2. The concept of a business plan

A mandatory component of a start-up project is its planning, which involves drawing up a business plan. Such a document is appropriate if a start-up company seeks to attract investment, obtain a loan (a bank will not provide a loan without an economic justification for the business), or better understand the prospects for developing its own business [2].

A business plan is a document that outlines the idea, its market demand, execution strategy, financial projections, and an action plan. At this stage, preparing a business plan is crucial, as it serves as an important tool for attracting investment and managing the startup.

A startup project's business plan is a document that includes a description of key characteristics, fully reflecting the essence of the proposed idea and justifying its investment potential. Careful preparation of a startup business plan, the involvement of specialists in its development, and access to reliable information can significantly streamline the interaction process with investors and key partners, speeding up the project's implementation.

2.3. Structure (business plan) according to the standard UNIDO

There are no strict structural requirements for a startup business plan. According to United Nations Industrial Development Organization (UNIDO) standards, the general structure of an innovative project's business plan should include the key components outlined in Fig. 3.

UNIDO International Standard for Business Plan Development	
Chapters	Content
1) Resume	This section should contain general information about the business plan: a brief description of the project, the amount of the project, the amount of investment, own funds, implementation timeframe, and financial indicators of the project.
2) Description of enterprise and industry	General information about the company, key performance indicators, personnel potential, management structure, manufactured goods and services, partnerships, industry characteristics and the role of the company in the industry.
3) Description of products (services)	For each type of goods and services produced, the following information should be provided: product name, photographs, purpose and scope, main characteristics, competitiveness, copyright, availability or necessity of licensing, degree of readiness for production and sale of products, availability of a quality certificate, safety and environmental friendliness, delivery and packaging conditions, guarantees and service, requirements for operating conditions of products.
4) Marketing plan	Results of marketing research, description of the market and prospects for its development, description of competitors, principles of price formation for manufactured products, distribution and promotion system.
5) Production plan	Calculation of constant and variable costs depending on the volume of production, calculation of the cost of production, information on the production capabilities of the enterprise.
6) Organisational plan	Description of the organizational structure of the enterprise and the stages of project implementation, management and composition of technical personnel, ways to motivate employees.
7) Financial plan	Basic financial calculations, cost calculation and cost estimates for the project, description of sources of funds, table of costs and revenues, cash flow. The section should include: expenses of the preparatory period, expenses of the main period, calculation of revenues, expenses related to servicing loans, tax payments, other revenues and payments, profit and loss statement, cash flows, forecast balance.
8) Risks and guarantees	Analysis of enterprise sensitivity to external factors. Description of possible risks and guarantees of project payback.
Applications	All details that are not included in the main sections can be described in the applications. This will relieve the bulk of unnecessary tables, graphs and other.

Fig. 3. Business Plan Structure (according to UNIDO standards) [3]

3. Conclusions

Building a successful startup may seem challenging and complex. However, a powerful tool can bring order to the entrepreneurial journey - a business plan. It acts as a roadmap to achieve goals, demonstrating to potential investors that the entrepreneur is serious about their business and has a clear strategy. A well-crafted business plan helps identify problems early. It serves as a “roadmap,” showing where the business is heading and how it’s progressing.

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THE INFLUENCE OF DIGITALIZATION ON GLOBAL TRADE AND OPPORTUNITIES FOR UKRAINE

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Zuieva K. O., Lavrinenko I. M. The influence of digitalization on global trade and opportunities for Ukraine. This article examines how digitization changes cross-border commerce and global financial ties. The main topics covered in the paper are the rising importance of digital currencies, the expansion of online purchasing, and trade analytics' use of artificial intelligence. It also explores how digitization affects traditional trade policy, promotes global trade, and offers developing nations opportunities and challenges. The study looks at Ukraine's digital transformation, focusing on the use of digital technology in its trade policies and economic situation.

Keywords: artificial intelligence, digitalization, economic interactions, electronic commerce, international business, Ukraine.

Зуєва К. О., Лаврінєнко І. М. Вплив цифровізації на світову торгівлю та можливості для України. У статті досліджується, як цифровізація змінює транскордонну торгівлю та глобальні фінансові зв'язки. Основними темами статті є зростаюче значення цифрових валют, розширення онлайн-покупок та використання штучного інтелекту в торговельній аналітиці. У ньому також досліджується, як оцифрування впливає на традиційну торговельну політику, сприяє глобальній торгівлі та пропонує країнам, що розвиваються, нові можливості та виклики. Дослідження розглядає цифрову трансформацію України, зосереджуючись на використанні цифрових технологій у її торговельній політиці та економічній ситуації.

Ключові слова: економічна взаємодія, електронна комерція, міжнародний бізнес, Україна, цифровізація, штучний інтелект.

1. Introduction

Digitization has changed the global economy in many important ways, including trade policy, market access, and how companies work together. With digital technology, small and medium-sized businesses can participate in global markets, save costs, and improve commerce overall. Countries like Ukraine, trying to improve their economic position in the face of geopolitical worries and follow global trade trends, need this shift. Recent research has examined how digitalization is changing management practices in companies, influencing specific industries and the development of social and economic systems in various countries. However, the effect of digital innovation on the development of global economic connections has received less attention. This is why this article aims to address this knowledge gap.

The object of the study is the evolution of global economic and commercial connections due to digitalization, while **the subject** is the opportunities and challenges it faces in its development, including cybersecurity, infrastructure, and workforce skills.

The aim of this article is to analyze the impact of digitalization on international commerce and Ukraine's incorporation into the digital economy.

The following tasks are set to achieve the purpose:

1. to analyze the current state of the digital economy and its role in the global digital landscape.

2. to identify and evaluate the opportunities for Ukraine in the digital economy, focusing on sectors like IT, e-commerce, and digital infrastructure.
3. to examine the challenges Ukraine faces in developing its digital economy, including cybersecurity risks, technological gaps, and workforce skills.

2. Digitalization and International Trade

Digitalization is a process that uses digital technology and digitized data to alter corporate processes, models, and operations. It incorporates digital technology into every facet of economic and social existence. Digitalization enables business sectors to achieve levels of accessibility, efficiency, and creativity that were previously impossible by substituting digital processes for archaic ones. Digital technologies such as AI, blockchain, and big data analytics have changed supply chain management. These technologies have made processes more accessible and cost-effective simultaneously. E-commerce platforms have facilitated small and medium-sized enterprises in accessing global markets, enabling them to compete on an international scale. It is also worth mentioning that the challenges associated with currency swaps and banking constraints have significantly been reduced because of the advancements in fintech and digital payment systems, which have simplified cross-border transactions. As communication technology has improved, countries that trade with each other can now work together in real time. This makes it easier to make decisions and improves economic ties. Cybersecurity dangers, digital inequality, and the need for new laws to ensure equal chance and fair competition are aspects that this change affects. Even with these problems, technology is still changing how foreign trade works, helping the economy grow and become more integrated in the 21st century.

3. Economic Interactions in the Era of Digitalization

3.1. Digital Transformation and Developing Economies in International Trade

Trade ties are changing quickly because of how digital tools are used and how growing countries are becoming more critical. Digitalization has made setting up more flexible and connected trade networks between countries easier, reducing barriers and encouraging cooperation. Emerging economies are using digital technologies to get more involved in global trade. This makes them more productive and creative. However, getting fair internet access is still challenging because some countries do not have the proper facilities to reach their full potential. As these factors change, trade ties become more diverse and open to everyone, which changes the global trade environment.

3.2. Ukraine's Role in the Digital Economy

Ukraine has become an essential player in the global digital economy by taking advantage of its strong IT industry, skilled workers, and growing environment for innovation. The country's tech strategy has changed a lot in the last ten years because of changes in the country and opportunities in other places. Due to these changes, Ukraine is now a center of technology progress and a reliable partner in the world's digital market.

The IT outsourcing business in Ukraine is one of the main advantages. Ukrainian IT companies offer outstanding services at low prices. There will be over 307,000 IT experts in Ukraine in 2023, up from about 285,000 in 2022, which shows how quickly the field is growing [4]. This increase shows how intense the country's tech scene is and how well it can handle challenging situations, and 20% of these people now work outside of Ukraine. This shows that Ukrainian IT experts are likely to move to other countries [1]. In addition, there are more than 240 AI-based companies in Ukraine [1]. This indicates that the government is influential in the field of AI. The startup environment in Ukraine is one of the most critical factors determining its position in the digital economy. In the past few years, there have been many more tech startups in the country, and some of them have become famous worldwide. Language tools like Grammarly, GitLab, and Reface are examples of Ukrainian inventions that are making waves across the globe. Government efforts, venture capital investments, and foreign cooperation are increasing growth. This makes it easier for people to be creative and start their businesses.

Despite Ukraine's actions, it continues to encounter challenges that may impede its development. War and rising global tensions are putting a strain on infrastructure and making businesses unsure. However, Ukraine's tech industry has shown incredible persistence, with many companies continuing to operate and develop new ideas even under difficult circumstances [3, p. 158]. In the digital economy, Ukraine has a lot of possibilities. The country can strengthen its place as a leader in the digital era by focusing on new ideas, improving digital infrastructure, and connecting to global markets.

4. Challenges and Opportunities for Ukraine

4.1. Prospects

Ukraine can join the global digital economy in several ways, which could help the country's income and reputation in other countries. The nation's information technology industry is growing quickly and has a lot of promise because it is at the center of new ideas and technological growth. Ukraine is well-positioned to become a leader in software development, AI, and cybersecurity because of its large pool of qualified IT professionals and its abundance of IT companies. Due to

this potential, foreign investments and partnerships may be attracted to the country, which will generate high-quality jobs and promote economic development.

In Ukraine's quest for digital equality, there is also a chance to speed up economic growth. Ukraine may encourage grassroots innovation and diversify its digital service industry by making digital tools and platforms available to low-income and rural communities. Throughout the globe, people are pushing for more fair economic growth, and this lays the groundwork for that. In addition, there will always be qualified people in Ukraine who can move the digital economy forward due to the country's excellent educational system, especially in the STEM fields. More and more universities and schools are working together to produce graduates that can meet the international technology industry's expectations. The country's competitiveness and status as a center of technological excellence are both enhanced by this. New opportunities for the export of digital products and services have arisen due to Ukraine's participation in international trade agreements and partnerships, such as the Deep and Comprehensive Free Trade Agreement (DCFTA) with the European Union [5, c. 23]. Ukraine can gain access to more markets and the attention of multinational firms looking for trustworthy partners in the digital and technology sectors if it harmonizes its laws and standards with those of the European Union.

4.2. Obstacles

Ukraine's internet economy has many opportunities; nonetheless, its growth is hindered by substantial challenges. Cyber intrusions are more probable as Ukraine transitions to a digital framework. Historically, the majority of cyberattacks originated from nations with adversarial relations, hence jeopardizing individuals, corporations, and infrastructures inside those countries. Individuals need to have enhanced security. Digital tools should be secure against unauthorized access by hackers to protect sensitive information. The recommendation is to enhance the nation's computer infrastructure. Significant financial investment is required for technologies, training, and international collaboration to thwart hackers.

The absence of proper digital infrastructure is a significant barrier, especially in less populated regions. Several rural areas still have unstable broadband connections, preventing economic and social growth, even if there have been substantial improvements in Internet connection and digital service accessibility in urban centers like Kyiv [3, p. 160]. Businesses in more remote areas are less able to use new technologies, and the digital divide prevents the whole Ukrainian population from participating in the digital economy. A comprehensive national program to provide access to high-speed Internet, distribute affordable devices, and encourage digital literacy nationwide is necessary to address this discrepancy. Companies may be hesitant to invest in Ukraine if the country's laws are not flexible enough to accommodate new digital business

models, and entrepreneurs may find it challenging to overcome bureaucratic red tape. It is also worth mentioning that access to a constant power supply has been hampered by missile attacks on the country's infrastructure.

The political situation and the attack on the country by Russia have also slowed the growth of Ukraine's digital economy. The war has diverted attention and resources from the general economy and accelerated innovation in some sectors, including cybersecurity and the military [2]. The nation's ability to attract the foreign capital needed to build a digital economy that can compete and thrive is hindered by the instability, which erodes investor confidence and complicates international partnerships. Last but not least is the task of knowing how to use technology. The older group and people who live in less urbanized places in Ukraine, in particular, do not have the digital skills they need to get around in the world. At the same time, younger generations are better at using technology. In the absence of a unified initiative to enhance digital literacy and give training opportunities, a significant portion of the population may be marginalized from the economic prospects presented by the digital economy, thus impeding overall social advancement.

5. Conclusions

Thus, digitalization offers countries such as Ukraine great chances to modernize and integrate into the global economy as it catalyzes the change of world trade and economic contacts. However, Ukraine has to invest in digital infrastructure, raise digital literacy, and match trade policies with global standards to maximize its benefits. Future studies should concentrate on assessing the long-term effects of digitalization on developing economies and determining measures to mitigate obstacles to digital commerce.

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