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UKRAINIAN BUSINESS DURING THE WAR: CURRENT CONDITION, PROBLEMS AND PROSPECTS

Summary

Ensuring sustainable growth is based on the efficiency, stability and dynamism of the development of enterprises as objectively necessary conditions for their activity, which, in turn, contributes to the improvement of the economic results of industries and sectors of the economy of Ukraine. Entrepreneurship is an integral component of the market economy, which contributes to solving a number of social, economic, and scientific and technical problems of society. This is the socio-economic foundation without which any innovation-oriented economy of any European state cannot develop. A healthy business environment produces competition and brings entrepreneurial activity to a qualitatively new level. But the processes that took place with the beginning of the full-scale invasion of Ukraine violated all the norms and rules of the life of the entire society. Ukrainian business suffered immeasurable damage, the losses of which are estimated at 87 billion dollars. From the loss of demand and supply chains to complete physical destruction, these are the consequences of the Russian Federation's military aggression. Therefore, at present we are not talking about powerful competitive advantages that domestic companies possessed and could develop before the war. But the phenomenon not only of Ukrainian society, but also of Ukrainian business is worth noting: surviving enterprises are trying to adapt to current conditions, 93% of businesses participate in volunteer activities, new legal entities and individuals have been created. In the future, this will help create a strong, competitive economic system of Ukraine.

The purpose of the study is to analyze business activity during the war, its problems and development prospects, which helps to qualitatively assess the current state of entrepreneurship. In the process of carrying out the research, general scientific theoretical methods were used: system analysis - to clarify the main categories of the research; the abstract-logical method - for making theoretical generalizations and conclusions about the state, problems and prospects of the development of entrepreneurial activity, the graphic

method - for the visual presentation of theoretical and analytical material regarding the display of the state and characteristics of enterprises during the five months of the war.

The study examines the current state of entrepreneurial activity in Ukraine. The number of enterprises that were physically ruined and the losses suffered by the business as a whole were determined. Factors that helped stabilize the activities of enterprises to some extent were investigated: the role of relocation in the preservation of enterprises; effective organization and personnel management; renewal of logistics chains. Graphical analysis made it possible to dynamically analyze the state of functioning of enterprises and determine their geographical affiliation. The problems faced by business in the conditions of war are also defined. Based on the analysis and determination of the main problems of the functioning of enterprises, the authors proposed the ways to stabilize and to overcome the crisis, which will help to avoid deep crisis pits in the future. Besides it the study forecasts main industry directions, which will facilitate the determination of the vector of development and competitiveness of enterprises.

Keywords: business, entrepreneurship, enterprise, company, entrepreneurial activity, crisis, war, relocation.

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