

THE ROLE OF INNOVATION AND DIGITALISATION IN THE POST-WAR ECONOMIC RECOVERY OF UKRAINE

Ця робота досліджує критичну роль інновацій та інвестицій у відбудові післявоєнної економіки України. Наголошується на міжнародній підтримці, зокрема з боку Європейської Комісії, яка виділила фінансові та організаційні ресурси для сприяння розвитку інноваційної екосистеми України. У дослідженні аналізується необхідність адаптації інноваційної політики до національних умов із залученням цінного міжнародного досвіду.

Ключові слова: *повоєнне відновлення, інноваційна політика, інвестиції, економічний розвиток, Україна.*

This paper examines the critical role of innovation and investment in the post-war economic recovery of Ukraine. It highlights international support, in particular from the European Commission, which has allocated financial and organizational resources to foster the development of Ukraine's innovation ecosystem. It analyses the need to adapt innovation policy to national conditions, drawing on valuable international experience.

Keywords: *post-war recovery, innovation policy, investment, economic development, Ukraine.*

The deep socio-economic crisis caused by the ongoing hostilities in Ukraine requires the development of effective approaches and mechanisms to overcome it. The issue of developing innovation and investment processes has always been at the centre of scientific debate, as countries that actively invest in innovative projects demonstrate high economic stability. At the same time, the problem of post-war economic recovery based on innovative investments has become particularly relevant since the start of the full-scale invasion. The Russian military aggression has caused significant destruction in Ukraine, including damage to critical infrastructure and production facilities. The loss of human resources, mass migration and job losses have led to a sharp decline in the purchasing power of citizens, which has exacerbated the economic crisis.

In the context of large-scale economic transformations, innovation and investment can be a key factor in rebuilding the post-war economy. In particular, the European Commission has initiated support for Ukraine's innovation environment by funding start-ups. The planned budget for the development of innovative projects is €20 million.

In addition to financial support, the European Innovation Council will facilitate the organisational development of start-ups through consultancy and intermediation. As part of this initiative, participants will have the opportunity to acquire skills in project promotion and international market entry. The European Innovation Council will also facilitate the integration of Ukrainian startups into the pan-European innovation ecosystem [1].

To date, a significant number of plans and strategic initiatives have been developed to support Ukraine's economic recovery. As part of this perspective, the National Council for the Recovery of Ukraine from the Consequences of the War was established by a Presidential Decree of 21.04.2022. The main task of this body is to develop a comprehensive plan for the country's post-war recovery. Most of the consultations and proposals concerning the future economic development are focused on the implementation of an innovative model of state development.

At the same time, the analysis of this issue shows that innovation policy needs to be adapted to national conditions, not exclusively to the European experience. Although international experience plays a key role, it should be used based on its proven effectiveness. The examples of Germany and Japan, who achieved successful economic modernization through innovative strategies after World War II, merit close examination in this context. Research on the economic recovery of East Asian countries indicates that successful post-war reconstruction depends on the synergy of five key factors:

- technological progress;
- critical thinking and innovation;
- economic awareness and expansion of production and trade relations;
- political will of the government to implement innovation and investment reforms;
- openness to borrowing international experience.

Thus, innovation development is a complex process that requires a simultaneous combination of quantitative and qualitative changes to achieve sustainable economic growth [2].

Developing innovations is a key factor in developing business potential, even for projects with low growth prospects. Innovative solutions help attract new partners and customers, expand markets, and increase competitiveness. The main characteristics of innovation are creativity, efficiency, profitability, strategic orientation, practical implementation, and economically justified cost [3].

The active phase of the war significantly limits the financial potential of Ukraine, in particular the ability of the state and business to invest in innovative development. In this regard, it is extremely important to create a favourable investment environment for attracting foreign capital. Ukrainian business and the startup ecosystem should focus on developing competitive innovative projects that will ensure long-term sustainability.

The IT sector, which has demonstrated high adaptability even in the face of a full-scale war, plays a special role in this process. Increasing investment in digital business processes is a promising area for post-war economic recovery. The main benefits of digital innovation include:

- Optimisation of business and production processes through automation, which contributes to productivity growth;
- Integration of Ukrainian digital experience into the global digital ecosystem;
- Introducing new formats of communication with customers and expanding existing channels of interaction;
- Expanding sales markets and adapting goods and services to meet consumer demands, including predicting their needs using artificial intelligence;
- Formation of efficient supply chains through the digitalisation of design, production, marketing and supply processes [4].

In today's digital realities, technology is a key tool for creating innovations that help attract investment. Digitalisation plays an important role not only in the current improvement of the economic situation, but also in ensuring its sustainable development in the future. According to research, the share of the digital economy in Ukraine's GDP is expected to grow rapidly until 2030. Due to its high technological activity and dynamic implementation of innovations, Ukraine is expected to become an attractive investment destination. Consequently, this will foster broader economic expansion and enhance the digital sector's contribution to the national GDP [5].

Thus, the process of post-war economic recovery in Ukraine directly depends on the effective implementation of innovations and investment attraction. Large-scale destruction of infrastructure, migration of the working population, and declining purchasing power pose significant challenges to economic growth, but innovative approaches can be the basis for overcoming these problems.

Thus, a strategic course towards innovative development combined with digital transformation is crucial for Ukraine's economic recovery. Creating a favourable business climate, attracting foreign capital, and adopting global best practices will create the preconditions for stable economic growth and strengthening the country's international competitiveness.

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PSYCHOLOGICAL STATE OF HIGHER EDUCATION STUDENTS DURING THE PERIOD OF MARTIAL LAW

У статті приділено увагу психологічному стану студентів вищих навчальних закладів під час воєнного стану, розглядено основні фактори стресу, механізми подолання та системи підтримки, доступні студентам у регіонах, уражених конфліктом.

Ключові слова: психологічний стан, вища освіта, воєнний стан, тривога, посттравматичний стресовий розлад, психічне здоров'я, механізми подолання, академічні порушення.

The article focuses on the psychological state of students of higher education institutions during martial law, examining the main stress factors, coping mechanisms, and support systems available to students in regions affected by the conflict.

Keywords: psychological state, higher education, martial law, anxiety, PTSD, mental health, coping mechanisms, academic disruption.

Since 2022, Ukraine has been in difficult conditions that significantly affect both the psychological state of a person in general and the educational process in particular. Martial law imposes strict governmental control, often in response to political instability, war, or national emergencies. In such periods, higher education students face unique psychological challenges, including stress, anxiety, depression, and post-traumatic stress disorder (PTSD) [1-6]. This article explores the mental health struggles of students under martial law, highlighting the importance of psychological support systems.

One of the primary concerns for students during martial law is the disruption of their academic journey. Universities may shut down temporarily or transition to online learning, which may not be accessible to all students. The uncertainty surrounding examinations, graduation, and future career prospects exacerbates anxiety and stress.

Even in conditions of peaceful existence, stress is an indispensable component of human life. Stress is the body's reaction to a certain threat, challenge, or physical or psychological barrier. There are several concepts of stress, among which the most common are the biological and psychological concepts. According to the biological concept, stress is the body's reaction to any external or internal stimuli that disrupt its homeostasis (for example, physical danger). The psychological concept explains stress as a state that occurs when a person believes that he is unable to cope with a certain situation. Such a state may include feelings of disrespect, loss of control, inability to solve the problem, and other factors) [3].

Moreover the presence of military forces, curfews, and restrictions contribute to heightened fear and anxiety. Students may worry about their safety and that of their families. Continuous