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INNOVATIVE TECHNOLOGIES IN INDUSTRY LOGISTICS AS THE BASIS OF ACHIEVING THE GOALS OF SUSTAINABLE DEVELOPMENT IN THE WAR AND POST-WAR PERIOD OF UKRAINE'S ECONOMY DEVELOPMENT

Oksana Bondar-Pidhurska
Doctor of Economics, Professor of Management Department, Associate Professor
Yurii Husak, Stanislav Baklanov, Dmytro Kurzantsev
PhD Students
Poltava University of Economics and Trade, Ukraine

The need to resolve the contradiction between the need to satisfy the vital interests of the majority of the population of Ukraine and the destruction of the infrastructure of the economy due to the hostilities of the Russian Federation against Ukraine, the complication of maintaining the level of development and competitiveness of business, as well as the increase in the number of new challenges and threats determined the relevance of the research topic. Thus, "only in the third month of the full-scale invasion, total losses reached 100 billion dollars, which is equal to 50% of the total amount of GDP in 2021" [1]. During the war, logistics also underwent a significant transformation, which affected the import and export of goods and slowed down the implementation of the goals of sustainable development of the XXI millennium.

The purpose of the article is to study the main changes in industrial logistics during the war and post-war period of development of the economy of Ukraine and to highlight the main directions and innovative technologies, the implementation of which will help to satisfy the vital interests of the population.

The main content. The president of the Association of International Freight Forwarders of Ukraine singled out 12 key features of national logistics during the war: 1) vulnerability of the logistics system close to the frontline regions; 2) the instability of the cost of delivery and sometimes its impossibility when it comes to danger; 3) restructuring of logistics routes, which occurs with a certain periodicity (some routes remain more established, while others, on the contrary, change under the influence of a dynamic situation); 4) greater demand for long-term

storage products, as they are optimal for food stocks and do not carry a high risk of loss if there is a forced delay in delivery; 5) lack of drivers, some of whom joined the ranks of the Armed Forces; 6) increase in export costs and decrease in import delivery prices (this global trend is due to the fact that many cargoes passing through Ukraine are humanitarian); 7) formation of a trend to abandon the long-term storage of goods in warehouses, orienting Ukrainian retail to work "from wheels", which helps to reduce residues to a minimum; 8) increasing the level of loyalty to the terms of cooperation of logistics companies and customers: the majority of the society is already aware of the probability of delay due to objective reasons; 9) increase in demand for the delivery of Ukrainian products abroad due to the evacuation of part of the population from the consequences of the war; 10) growth in the need for motor vehicles in the front-line regions, as foreign vehicles do not enter Ukraine, and domestic ones are not enough to fully cover the needs of the logistics industry; 11) the emergence of an additional barrier - requirements for receipt of deposits by container lines for equipment (from 5 to 25 thousand dollars); 12) insufficient level of operational efficiency of foreign partners - all without exception (forwarders, logisticians, container lines, terminals, customs and controllers) [2, 3].

The hostilities of the Russian Federation against Ukraine caused a number of problems in all spheres and branches of the national economy, significant transformations also took place in logistics, which is connected with the new reality and opportunities for its development. So, Forbes has identified 7 directions that can change logistics and some of the factors driving it forward:

1) Cloud systems and integrations. The development and distribution of new cloud systems and integrations is gaining momentum, which helps logistics enterprises to optimize work processes, store and transfer information, control finances in a secure format. In general, this will allow companies to save time, money and get benefits faster.

2) Autonomous vehicles. Smartly designed and tested autonomous vehicles are safer, less expensive and easier to drive than conventional cars. All of this reduces operational costs and allows for optimization of staffing.

3) 3D printing. As a rule, 3D printing is a technology exclusively for manufacturers. However, logistics giants are already starting to take advantage of this rapidly growing and expanding platform. Very soon, the supply chain will become much faster thanks to 3D printing, which is becoming an urgent need in the conditions of war and post-war economic development of Ukraine.

4) Real-time analytics and tracking. Thanks to RFID chips and other advanced technologies, managers have access to better analytics and real-time tracking than ever before. They can tell customers exactly where their products are and how long it will take to receive them. They can identify, anticipate problems and solve them faster.

5) Drones. The question of the efficiency of last mile delivery has always been a difficult task for all logistics companies, because the vast majority of the total cost of transportation fell on it. Currently, the deployment of autonomous drones for parcel delivery and the revision of supply chain models is on the verge of major breakthroughs in this field.
6) Artificial intelligence and machine learning. With the right technical tools, business analysts can quickly assess performance, shipping speed, customer satisfaction, and other important variables. Therefore, companies are looking to integrate more artificial intelligence (AI) and machine learning into logistics systems. This increases efficiency by saving time - the most important non-renewable resource of the 21st century.
7) Blockchain. In many cases, blockchain technology is difficult and expensive to implement. However, its advantages and the resulting benefits from decentralized ledgers and smarter inventory management inspire its use. Thus, thanks to the blockchain (the technology underlying cryptocurrency), the logistics industry is able to increase the security, effectiveness and reliability of forms of tracking and data management [4].
Note that it is difficult to provide any forecasts for industrial logistics today, because there are extremely many variable factors, they are complex, and it is difficult to predict them. In addition, there is a possibility of the emergence of something new, sudden and unexpected, which is capable of completely changing traditional approaches, conventions, and transforming even the constituent paradigms of social development. But, despite the high pace of changes in the socio-economic life of the population, approaches to satisfying their population's health needs, the logistics industry will continue to develop and integrate new technologies.
Taking into account the level of increasing challenges and threats to the satisfaction of the population of Ukraine due to the war, the complexity of business development as the main factor of their satisfaction, it is worth summarizing the directions for its support: 1) reorganization of the branches of the national industry as an economic cluster in the period of crisis and carrying out systemic changes [5-6]; 2) development of a strategy for the development of Ukrainian industry in the context of a sustainable innovative socially oriented vector. It is very important that Ukraine is the author of the reconstruction and development strategy, and not receive ready-made solutions from outside [7]; 3) activation of electronic commerce; 4) development of personnel competences regarding mastering of digital skills, support of information hygiene, formation and implementation of digital culture, ensuring business information security; 5) support for the formation and development of business by optimizing tax instruments; 6) transfer of enterprises to safer regions of the country during the period of military operations (business relocation), as well as business scaling through such a tool as a franchise; 7) changing the raw material model of the economy to a production model focused on investments, innovations and knowledge. This will make it possible to return to the pre-war level as quickly as possible through the implementation of the "Marshall Plan" as a lever and

resource of a new model of the economy, which will contribute to maintaining business competitiveness [8-9]. At the same time, the future "Marshall Plan" should provide for grant support with different formats and structures, and the principle of "grindability" should be applied to at least 80% of the aid; 8) integration of the Ukrainian economy into the EU economic system can be a successful solution for the recovery of the country. "Various European logistics and infrastructure projects can help in this. For example, the inclusion of Ukrainian logistics routes (road, rail, air and water) in European logistics networks under the TEN-T program (in July 2022, the European Commission included Ukrainian logistics routes in the project's indicative maps)" [1]; 9) implementation of "friend shoring" - cooperation with countries that share the norms and values of the modern global economy, which will allow to resume work in the field of logistics after the cessation of hostilities. At the same time, national values should not be neglected; 10) compliance with the principles of reformatting of logistics: optimization, systematization, digitalization, communication, competition, flexibility [3].

Therefore, the implementation of the proposed measures into practice will contribute to the satisfaction of the health services of the majority of the population of Ukraine thanks to the development of business and support of its competitiveness as a basis for the implementation of the goals of sustainable development in the conditions of martial law and the post-war development of the country in a new logistics format.

***Key words**: innovative technologies, industry logistics, goals of sustainable development, in the war and post-war period, economy.*

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INNOVATIVE APPROACHES IN BUSINESS EDUCATION

Viktoriia Riashchenko
Professor, ISMA University of Applied Sciences, Latvia

Abstract
Business education plays a crucial role in preparing individuals to thrive in the dynamic and evolving global economy. As the business landscape continues to undergo rapid transformations, it is essential for educational institutions to adopt innovative approaches to ensure that students are equipped with the necessary knowledge and skills to become successful leaders. In this article, we will explore some of the innovative approaches in business education that are revolutionizing the way students learn and develop into future business leaders.

Keywords: *Innovation in education, Innovative approaches, Business education, Preparing future leaders, Changing world, Experiential learning, Technology integration, Data analytics, Business intelligence, Social responsibility*

Introduction
In today's rapidly changing global economy, the field of business education faces the challenge of preparing students to become future leaders who can navigate complex challenges and drive innovation. As traditional approaches to education prove insufficient in meeting the demands of a dynamic business landscape, educational institutions are turning to innovative approaches that foster creativity, critical thinking, and adaptability. This article explores the importance of innovative approaches in business education and how they are reshaping the way students are prepared for leadership roles.
Innovation in Education