



# SUSTAINABLE DEVELOPMENT: MODERN THEORIES AND BEST PRACTICES



Teadmus OÜ

# **Sustainable Development: Modern Theories and Best Practices**

Materials of the Monthly International Scientific and Practical  
Conference (July 28-29, 2022)

Tallinn  
2022

Sustainable Development: Modern Theories and Best Practices : Materials of the Monthly International Scientific and Practical Conference (July 28-29, 2022) / Gen. Edit. Olha Prokopenko, Aleksander Sapiński, Tallinn: Teadmus OÜ, 2022, 63 p.

**ISSN 2733-2942**

Reviewers:

Doctor of Pedagogical Sciences, Professor Inna Osadchenko, Pedagogy and Educational Management Department, Pavlo Tychyna Uman State Pedagogical University, Uman, Ukraine

Doctor of Economics, Professor Olena Sadchenko, Department of Marketing and Business Administration, Odessa I.I. Mechnikov National University, Odessa, Ukraine

The collection consists of materials from the Monthly International Scientific and Practical Conference “Sustainable Development: Modern Theories and Best Practices”. They represent scientific research results in such scientific areas as financial and economic, managerial and legal, social and cultural, ecological and technical, educational and pedagogical issues of sustainable development on local, regional and international levels.

Keywords: Sustainable Development, Financial Issues of Sustainable Development, Economic Issues of Sustainable Development, Managerial Issues of Sustainable Development, Legal Issues of Sustainable Development, Social Issues of Sustainable Development, Cultural Issues of Sustainable Development, Ecological Issues of Sustainable Development, Technical Issues of Sustainable Development, Regional Features of Sustainable Development, International Cooperation for Sustainable Development, Educational Institutions and Pedagogy for Sustainable Development.

# CONTENT

## FINANCIAL AND ECONOMIC ISSUES OF SUSTAINABLE DEVELOPMENT

<b>MARYNA NOVYTSKA</b>	
COMPARATIVE ANALYSIS OF DEFINITIONS OF THE TERM «DIGITAL ECONOMY»	5
<b>OLEKSANDR MARCHENKO</b>	
DIAGNOSTICS OF THE STATE AND DEVELOPMENT TRENDS OF THE IT SECTOR IN UKRAINE	9
<b>DMYTRO ARTOMOV</b>	
FEATURES AND FACTORS OF SOCIO-ECONOMIC INSTABILITY IN UKRAINE	12
<b>ANDRII KARPENKO, RODION SEVAST'YANOV, NATALIA KARPENKO</b>	
INNOVATIVE DEVELOPMENT OF CLUSTERS AS THE BASIS OF ECONOMIC RECOVERY OF UKRAINE	14
<b>ELINA VASYLKONOVA</b>	
THE MECHANISM FOR ACTIVATING ENTERPRISES TO INVEST IN HUMAN CAPITAL	20
<b>OLENA PŁAKSIUK</b>	
ИНВЕСТИЦИИ В ЧЕЛОВЕЧЕСКИЙ КАПИТАЛ НА ПРЕДПРИЯТИИ	22

## MANAGERIAL AND LEGAL ISSUES OF SUSTAINABLE DEVELOPMENT

<b>HUNEL ZUBARIEVA</b>	
PRINCIPLES OF PERSONNEL SECURITY MANAGEMENT FOR BUSINESS IN THE REGION	26
<b>NATALIA FEDIAI</b>	
SEAPORTS IN THE POST-WAR RECOVERY OF UKRAINE'S ECONOMY	28
<b>HANNA SEREDA</b>	
SUSTAINABLE HRM IN WAR AND PANDEMIC CONDITIONS	37

## SOCIAL AND CULTURAL ISSUES OF SUSTAINABLE DEVELOPMENT

<b>DMYTRO POLHUL, IRYNA POSTOLNIKOVA</b>	
APPROACHES TO MOTIVATING PROCESS-ORIENTED AND RESULTS-ORIENTED EMPLOYEES	43
<b>OLHA DORONINA</b>	
DEMOGRAPHIC AUDIT OF TERRITORIES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT	45
<b>ALINA ALYAROVA</b>	
MODERN PERSONNEL TRAINING TECHNOLOGIES AS A DRIVER FOR SUSTAINABLE DEVELOPMENT	48
<b>SERGIY MOMOT</b>	
PRINCIPLES OF SUPPORTING THE SOCIAL RESPONSIBILITY OF BUSINESS	51
<b>KATERYNA SKIBSKA</b>	
PROBLEMS OF THE UKRAINIAN LABOR MARKET AT THE PRESENT STAGE	53

**OKSANA ZAKHAROVA**

THE CURRENT STATE OF THE LABOR MARKET IN UKRAINE: PROBLEMS AND DIRECTIONS FOR THEIR SOLUTION

55

## **REGIONAL FEATURES OF SUSTAINABLE DEVELOPMENT**

**OKSANA YAKUSHEVA**

PECULIARITIES OF THE DEVELOPMENT OF CONVERGENT AND DIVERGENT REGIONAL SPACE PROCESSES.

57

**ИРИНА БЕРЕЗЮК-РЫБАК**

РАЗВИТИЕ КРЕАТИВНОГО СЕКТОРА ЭКОНОМИКИ В УКРАИНЕ

59

- Marshavin Yu.M., & Kitsak T.G., Kirilyuk V.V. Strengthening the competitiveness of the Ukrainian market in the new realities. *Economy and Suspilstvo*. (2022). N.40, DOI: 10.32782/2524-0072/2022-40-2. Date of visit: 2022. URL: <https://economyandsociety.in.ua/index.php/journal/article/view/1438>
- National Bank of Ukraine. Monthly macroeconomic and monetary review. Department of Monetary Policy and economic analysis. (2022). 1-39. Date of visit: 06/2022. URL: [https://bank.gov.ua/admin\\_uploads/article/MM\\_2022-06.pdf?v=4](https://bank.gov.ua/admin_uploads/article/MM_2022-06.pdf?v=4)
- UNION OF EDUCATION AND SCIENCE EMPLOYEES OF UKRAINE. The labor market in Ukraine under martial law. UNION OF EDUCATION AND SCIENCE EMPLOYEES OF UKRAINE. (2022). 2022. Date of visit: 01/06/2022. URL: <https://pon.org.ua/novyny/9517-rynok-praci-v-ukraini-v-umovakh-voienno-gostanu.html>

## **THE CURRENT STATE OF THE LABOR MARKET IN UKRAINE: PROBLEMS AND DIRECTIONS FOR THEIR SOLUTION**

**Oksana Zakharova**, Doctor of economic sciences, professor  
Cherkasy State Technological University, Ukraine

The Ukrainian economy is in a deep crisis. This state of affairs is due to many reasons. First, these are unsuccessful long-term power decisions and corruption. Secondly, this is the annexation and occupation for eight years of part of the country's territory and the forced internal displacement of the population because of this. Thirdly, this is the annual reduction in the number of the country's inhabitants due to the negative natural movement of the population and the high level of labor migration of Ukrainians. Fourth, these are the consequences of the pandemic due to the growing incidence of COVID-19. Fifth, this is a full-scale military attack by the Russian Federation. It is impossible to overcome the manifestations of this very complex crisis situation that has developed today in the socio-economic sphere by any one managerial decision. Even if this decision is the most ingenious. We need a comprehensive approach that will allow step by step to change the situation for the better in all spheres of the country's life without exception. This approach should allow you to quickly get the first visible results. At the same time, the probability of returning Ukrainians from abroad in the post-war period will depend on the time that will need to be spent on restoring the Ukrainian economy and creating favorable conditions for the life and work of the population. This is important, since at the moment a large number of Ukrainian women and children have temporarily left for the territories of other countries of the world in search of safety due to the start of Russian military aggression. If this is not achieved, there is a fairly high probability that forced Ukrainian migrants will not only not return, but their flows will even increase (Zakharova, 2019).

All of these problems, which have recently become aggravated in the country's economy, have had a negative impact on the state of development of the labor market in Ukraine. There is now a noticeable slowdown in all transactions. This happened as a result of the shutdown of a certain number of large industrial enterprises, the death and

displacement of the population across the country and abroad, the relocation of enterprises where production technology allows it. Even if there is a need for specialists, enterprises do not use the services of recruitment agencies due to lack of financial opportunities. Enterprises search for candidates among the local population and temporarily displaced persons. This way out of a difficult situation has several negative consequences. First, there is a depreciation and release of highly professional HR specialists due to the inability to pay for their services by enterprises. Secondly, it is quite difficult to give a 100% guarantee of the quality of the personnel recruited by the enterprise. That is why this will have a negative impact on the further financial and economic results of enterprises. The way out of the situation should be the maximum involvement of the personnel reserve and the formation of polyvalent competencies among the staff. This will allow for the period of the crisis to keep the team and carry out the planned production volumes. Provided that the situation on the labor market improves or the profitability of the enterprise's activities increases, management will be able to return to the previous patterns of search and recruitment of personnel.

Due to the departure of Ukrainian specialists abroad or moving to safer regions of the country, for most of them there was an acute problem with employment and the lack of jobs in their profession at the place of residence. The longer the war continues, the more this problem will escalate and gain destructive proportions. Therefore, already today at the state level, real opportunities should be created for training specialists for professions in demand. In the near future, it will be possible to include professions within such areas of activity as agriculture, construction, education and the IT sector as part of such professions. We also expect a high demand for the profession of psychologists, since the psychological state of the majority of the population of Ukraine needs medical correction due to a long stay in danger and a real military threat. The presence of a person with basic knowledge and experience will reduce the time for training in-demand specialists. That is why even today, when the country is still at war, it is necessary to develop programs for retraining the population in those professions that will be useful in the post-war period. This will significantly reduce unemployment and improve the level and quality of life of the population.

Zakharova O.V. Umovy povernennja trudovykh mighrantiv v Ukrajinu. Zb. nauk. pracj Cherkasjkogho derzhavnogho tekhnologhichnogho universytetu. Serija: Ekonomichni nauky. Cherkasy. (2019). 55, 15-23.

Scientific edition

# **Sustainable Development: Modern Theories and Best Practices**

Materials of the Monthly International Scientific and Practical Conference (July 28-29, 2022)

The language style and spelling of the authors are preserved. Teadmus OÜ made some changes in the design of the materials provided.

The editorial board and Teadmus OÜ are not responsible for the content of the materials provided.

The collection of conference materials was formed by the computer algorithm [teadmus.org](https://teadmus.org) automatically based on the materials submitted by the authors after their review. RushApp OÜ developed this algorithm.

**Publisher:**

11412 Majaka 24-102

Tallinn, Estonia

[info.teadmus@gmail.com](mailto:info.teadmus@gmail.com)

<https://teadmus.org>

