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PREREQUISITES AND FEATURES OF THE IMPLEMENTATION OF INDUSTRY 4.0 TECHNOLOGIES

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At the beginning of the 21st century, humanity began to experience a new industrial revolution, which is known as Industry 4.0. This has led to significant changes in the ways of organizing social production and satisfying consumer needs, as the new technological challenges of Industry 4.0 are fundamental.

New technologies play an increasingly important role in our lives, and their rapid introduction creates increased competition [3-5]. As a result, manufacturers must change their strategy and management of economic processes to produce innovations, create new values, and implement them in production. The peculiarity of this revolution is that information technologies are becoming more and more widespread in various spheres of social life. Therefore, all subjects of the economy need to continue to develop new technologies and introduce them into production.

The fourth industrial revolution is unlike anything that has come before because it covers a huge scale and extends to many areas. Innovations such as artificial intelligence, robotics, the Internet of Things, nanotechnology, robot cars, and 3D printing are not new, but Industry 4.0 uses them to a much greater extent, including new materials and methods of managing the production and logistics chain [2].

Industrial development is particularly strongly influenced by Industry 4.0, as the automation of business processes can be applied at all stages of production, from the development of design samples to product services. This creates a complete ecosystem, which is extremely important for the economic growth of Ukraine, since no country can be rich only at the expense of agriculture, and the development of industry is the key to success.

Various aspects of effective industrial development in the context of the global challenges of the fourth industrial revolution, associated with rapid technological development and threats, are the subject of research by many scientists from different countries. This revolution consists of the use of cyber-physical production and service systems covering various areas of life, including work, life, and leisure (the so-called "Industry 4.0"). Such changes are so fundamental that society must be ready for the challenges and opportunities they bring [2].

Most successful enterprises already use the latest methods to improve the management of business processes. The G7 countries are investigating the consequences of the fourth industrial revolution on social development, as it provides unprecedented opportunities for the modernization of production, but can harm the level of employment and other social indicators. Among the G7 member countries, there are powerful state strategies for implementing the achievements of the fourth industrial revolution, such as "Industrie 4.0" in Germany, "Industrie du Futur" in France, and others [1]. Ukraine is also developing its concept for the development of the digital economy and society, but the mechanisms for supporting the adaptation of domestic industrialists to the challenges of Industry 4.0 are not sufficiently developed.

It is important to note that the term "Fourth Industrial Revolution" is often associated with the concept of Industry 4.0. In 2011, German entrepreneur-innovators used the term for the first time at the Hanover Trade Fair, and it quickly became popular worldwide as a way of future development for all manufacturing industries [1]. The main components of this concept include the integration of computational and physical processes, systems with open interfaces, the relationship of business processes with sensors, and the use of data from sensors to create simulation models of virtual installations.

Industry 4.0 uses information and communication technologies, as well as intelligent networks to improve production efficiency. Automation of business processes with the help of SMART technologies of Industry 4.0 makes it possible to facilitate the tasks of each employee [2]. Examples of such technologies include robotic bots with artificial intelligence that help work with large amounts of data, create dashboard reports, manage costs of goods and materials, monitor security systems, perform credit checks and alert departments on fraudulent transactions, and implement document flow without using paper

The application of Industry 4.0 in the industry allows for significantly reduced production costs, helps reduce production time, and shortens product delivery times. This provides more flexible and individual approaches to production, which allows enterprises to work more effectively with customers and quickly respond to changes in the market.

In addition, the application of intelligent technologies allows to increase the quality of products and services, as well as to reduce production risks [4]. For example, the automation of business processes allows enterprises to reduce the level of production deviations and reduce the number of defective products.

In general, Industry 4.0 opens up new opportunities for enterprises of various industries and allows them to use their resources more efficiently and provide quality products and services. However, it is important to note that for the successful implementation of Industry 4.0, it is necessary to have not only high technologies but also highly qualified specialists who can effectively use these technologies.

Today, almost all stages of product creation, including development, design, production, testing, marketing, and sales can be digitized, and the development of the "Internet of Things" allows for interaction between machines and people with previously unattainable accuracy and efficiency. It is important to note that the innovative transformation of modern industry is not limited to the use of the latest production technologies, but also includes the use of the latest materials and methods of managing the production and logistics chain.

Starting with the first industrial revolution, which took place at the end of the 18th century, significant changes occurred in the organization of social production. Now, under the influence of scientific and technological progress, these changes have turned into the "fourth industrial revolution", which the scientific community is just beginning to discuss. However, the transition to a digital environment has already taken place in many developed countries. The integration of Industry 4.0 technologies creates new

opportunities for enterprises, in particular, it helps to accelerate the introduction of innovations, increase profits from products of innovative production, reduce risks, provide opportunities for individualization of products to better meet the needs of consumers, in particular, transnational trade networks, accelerate the process of creation, production, and sale of new types of products, optimize and coordinate interaction with suppliers and partners.

Industry 4.0 opens up new opportunities for the development of modern production and responds to modern technological challenges. This includes the development of network structures, mini- and SMART factories, new business models, the formation of development institutes that promote new technologies and robotics of production, venture financing, and the development of public, educational, and scientific institutions. Comprehensive implementation of Industry 4.0 technologies allows enterprises to use new opportunities to increase production efficiency and ensure higher product quality. The introduction of these technologies can accelerate the introduction of innovations, increase revenues from the introduction of innovative products and reduce risks.

In addition, the implementation of Industry 4.0 technologies can help enterprises optimize and coordinate interaction with suppliers and partners, as well as accelerate the path from creation to manufacture and sale of new types of products. This can provide enterprises with a competitive advantage in the market and increase their profitability.

Therefore, the introduction of Industry 4.0 technologies can become a key factor in increasing production efficiency, developing innovations, and ensuring the competitiveness of enterprises in the modern market.

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UKRAINIAN ENTREPRENEURSHIP DURING THE WAR: REALITIES AND PROSPECTS

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The current situation of entrepreneurship in Ukraine, its condition, needs, problems, and development prospects are characterized by rapid changes and total uncertainty. That is why it is necessary to characterize the state of entrepreneurship in Ukraine, to determine the main consequences of the influence of Russian aggression on the sustainability of its development and further prospects.

The lack of operational statistical reliable information, which would ensure the correctness of management decision-making at all levels of management, complicates analytics in this area. Therefore, surveys become the main information base. Summarizing and comparing the problems identified during surveys using different methods showed that they correlate. It should also be noted that they are interrelated and interdependent: for example, a break in supply chains and problems with logistics cause an