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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

increase in the cost of raw materials. It is also affected by inflationary processes. All surveys show issues with demand, which is caused, by the low purchasing power of domestic consumers. The increase in the cost of energy and materials makes products low-profit and uncompetitive. The problem of lack of working capital correlates with the fact that customers (or retail networks) do not pay on time (or in principle). In addition, the unavailability or inactivity of loan/grant support programs also causes a shortage of funds. The government announced a large number of programs for business, but unfortunately, not everything works as planned - there are negative reviews from entrepreneurs that the funds did not arrive on time or the conditions are unrealistic at the moment. We see a systemic crisis in the economy. Moreover, experts note that business entities demonstrated stability and high adaptability to conducting activities in war conditions, which allowed to ensure a drop in the country's performance indicators in the form of GDP at the level of 30,4% (according to preliminary estimates of the Ministry of Economy; in the spring, the World Bank predicted a reduction of the Ukrainian economy by 45%, and the IMF by 35%) [1]. Analysis of the state, problems, needs, and prospects should be formed in terms of region, industry, and size. These three factors will determine the relevance of certain problems for the enterprise and, accordingly, their growth potential and further development steps. The most significant problems of entrepreneurship are the energy crisis; reduction of demand in the domestic market and purchasing power; personnel problems; logistical problems and disruption of supply chains; lack of funding from different sources and in different volumes [2]. Prospects for the development and reconstruction of entrepreneurship in Ukraine should be implemented on the basis of sustainable development, which involves further digitalization, environmentalization, socialization, and transparency. Effective entrepreneurial activity is also an essential condition for it. As drivers of growth, it is advisable to consider startups, especially Military-tech, the military sphere, energy, construction, and the production of building materials. An important direction in the development of Ukrainian entrepreneurship is its entry into international markets and integration into the global business community.

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