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THEORETICAL AND PRACTICAL ASPECTS OF ENSURING SUSTAINABLE DEVELOPMENT OF THE ENTERPRISE

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Modern enterprises are facing intensive changes due to the development of globalization and integration processes, the full-scale war, the aggravation of the political and economic situation and the social situation in the country. That is why, in the current environment, the main direction of development of modern entrepreneurship is the transformation of Ukrainian enterprises to EU standards, development of theoretical approaches and effective mechanisms to ensure management efficiency and rational use of resources, and implementation of the latest models of sustainable development with due regard for social justice.

Ensuring sustainable development of an enterprise is based on the need to form a system that meets the objectives of achieving financial results, protecting the interests of future generations and caring for the environment and society in which it operates (considering economic, environmental and social aspects of its activities). In addition, it is based on the following system-forming principles: systematicity, competence, adaptability, integrity, adaptability, flexibility, reliability, interdependence, priority of goals, sustainability, interaction, receptivity, etc.

Sustainable development of an enterprise is a system for finding the best ways to achieve economic and social well-being with minimal impact on the ecological system, both for the future and for the present.

After all, the practical implementation of sustainable development of an enterprise can bring many benefits in the short and long term, including: efficient use of resources, increase in market share, financial stability, development of the latest models of strategic development; ability to counteract negative factors and challenges; creation of favorable working conditions and provision of social guarantees; maintaining stable relations with various institutions; social security of personnel; use of innovative technologies to minimize harmful environmental impact; implementation of joint social projects and participation in government programs.

Sustainable development aspects should be incorporated into the company's policies and processes, which means improving existing systems, practices, operations, processes and procedures. In other words, the concept of sustainable development should be integrated into the enterprise management system, which will contribute to a more harmonious and socially responsible activity that will be sensitive to the problems of the internal and external environment and ensure the sustainable development of social and economic relations of the enterprise for effective functioning and development in today's conditions. Thus, sustainable development is a prerequisite for short-term and long-term success, ensuring financial stability, improving the company's reputation, minimizing costs, promoting innovation, and improving relations with employees and customers. Businesses that integrate sustainability into their operations increase their prospects for future success.

RESILIENCE OF COMMUNITIES IN THE DIGITAL AGE

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In today's rapidly changing world, driven by technological progress, the resilience of communities in facing new challenges has become increasingly important. Digital technologies open up new horizons for the development of society, but at the same time they pose new challenges. In the context of communities facing crises or changes, resilience means not only the ability to withstand difficulties but also to adapt to new conditions, maintaining their vitality and efficiency.

The internet, social networks, and mobile applications are transforming ways we communicate, work, and interact with the world. On one hand, these technologies provide communities with numerous new opportunities: improving access to information, expanding economic prospects, and fostering the development of civil society. On the other hand, they generate new challenges such as the digital divide, misinformation, cyber threats, and an over-reliance on technology. To successfully adapt to digital changes and strengthen their resilience, territorial communities must focus on developing the digital skills of their residents, ensuring equal access to the internet, promoting critical thinking, and enhancing media literacy. Additionally, it is important to maintain a balance between digital and real-life communication, as well as to protect personal data and infrastructure from cyber threats. Collaboration between communities, businesses, and authorities is a key factor for successful digital transformation and the creation of resilient communities. A community's resilience in the digital age is its ability not only to survive but to thrive in the face of constant change, while preserving its identity and social cohesion.