

специфічні агрокліматичні особливості, такі як Чернігівська, Сумська або Полтавська області, і вважають, що там є більший потенціал дохідності.

Таким чином, активність на ринку землі може залежати від індивідуальних стратегій і поглядів інвесторів, а також від їх розуміння регіональних особливостей та можливостей. На сьогоднішній день активність на окупованих територіях суттєво обмежена, і там угоди не можуть проводитись через складну ситуацію [2].

Отже, на сучасний момент ринок землі в Україні переживає значні зміни та виклики. Вплив війни та окупації певних областей країни призвів до втрат і затримок у розвитку цього сектора. Однак, спостерігається відновлення обсягів транзакцій та активності на ринку у більш безпечних регіонах. Ціни на землю значно варіюються в залежності від географічного розташування та інфраструктури, але залишаються стабільними в більшості випадків. Попит на сільськогосподарську землю зростає завдяки релокації підприємств і фермерських господарств у безпечніші регіони. Для подальшого розвитку цього ринку важливо впровадження додаткових заходів, таких як відкриття ринку для юридичних осіб та підтримка фінансування сільськогосподарського сектору.

Література

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PREREQUISITES AND STRATEGIC IMPERATIVES FOR THE RECOVERY OF THE NATIONAL ECONOMY OF UKRAINE

The martial law imposed on the territory of Ukraine has led to a global crisis that affects a significant number of people and has become an economic shock of

uncertain scope. Significant economic losses from the military conflict and heightened uncertainty add to the challenges and threats that the Ukrainian government has already faced due to an unbalanced recovery from the Covid-19 pandemic. According to the UN, the consequences of the war in Ukraine are deteriorating socio-economic conditions of the population: interruptions in the supply of heat and water; increased medical costs of more than 25% of the population's income; lack of access to quality education for 10-15% of young people, etc. The UN forecasts for 2023 for the unemployment rate to reach almost 18%, about 65% of households have already recorded a significant decrease in income, and the economic situation of 45% of households does not allow them to purchase the most basic food products, which makes them socially vulnerable, as they switch to consuming cheap and low-quality products.

The studies conducted by domestic and foreign scholars on finding ways to restore the country's economy contain forecasts based on the assumptions of the state's unchanging course towards independence and sovereignty. Thus, in their own works, Zhylya G. [1], Plotnikov O., Pilyaeva I. unanimously support the course of preserving internal and external priorities in the economic and political development of the country. The problem of determining the prospects for the recovery of the national economy during the war and after its end is addressed by such scholars as Kapinos G., Larionova K., Nahirna M., Kalinichenko O., Rudenko O., Lytvynenko A. [2]. In the studies of Negrei M., Kostenko I., models for the implementation of business processes in a protracted crisis are proposed [3]. However, despite the great attention to these issues in scientific circles, they remain relevant and require special approaches to identifying the initial or underlying problems on the way to recovery and further socio-economic development of the country.

Accordingly, the main consequences of the war in Ukraine are the loss of labor resources due to physical losses of the population in the occupied territories and territories of hostilities, restructuring of the working population, and migration abroad. According to official data, more than 5 million Ukrainians migrated abroad for temporary or permanent residence. According to unofficial data, this figure is about 8-10 million - almost a quarter of the total population of Ukraine by 2022. About 10 million are registered as internally displaced persons. The humanitarian crisis is characterized by the destruction of social infrastructure (more than 150 thousand residential buildings), the amount of damage to the housing stock reached \$53.6 milliard, and in the forestry of Ukraine - \$4.5 milliard; more than 25 thousand km of roads, 344 bridges and bridge crossings were damaged (more than \$36.2 milliard); more than 3 thousand educational institutions were destroyed;

transport was damaged to the amount of \$3.1 milliard. Thus, the total amount of losses is 143.8 milliard dollars [1, p. 3]. Obviously, the war has led to a deterioration in the level of socio-economic development of our country, which in turn has disrupted the life of the population and the national economy.

The destruction of industrial and commercial facilities led to job losses, which affected people's incomes, purchasing power, and savings. The national economy lost more than 30% of its real gross domestic product, and about 7 million people (24%) fell below the poverty line, relying on state social benefits or the minimum wage. At the same time, the privatization of state-owned energy structures and hopes for the formation of an energy market did not materialize, as the monopoly on energy allowed for higher prices and made it impossible for the state to regulate them and the prices of other goods (services), primarily food and medicines. At the beginning of 2022, the food price index reached a historic high and reached 34 % compared to the figure recorded a year earlier (about 13 %) [1, p.4]. The restructuring of the State Budget in the direction of financing the country's defense industry led to an increase in these expenditures in 2022-2023 to 20-23 % of gross domestic product, and this is despite military aid from Western partner countries in the amount of \$ 65.4 milliard or 46.5 % of gross domestic product [2, p. 28-30].

The most striking are the social consequences, which cannot yet be fully assessed. However, according to the European Bank for Reconstruction and Development, the share of migrants in the total population of Ukraine exceeds the same figure in other countries where armed conflicts have occurred, and even more so than in countries without such conflicts. The reproduction rate of the population has decreased, and the gross domestic product per capita has fallen by 9%. A similar situation occurred in 2014-2015. Ukraine has already lost 16% of its gross domestic product, and in 2022, the real gross domestic product decreased by another 29%, with an average annual inflation rate of 20% and high interest rates on financial and credit loans (20-25% per annum) [2, p. 32-35; 5, p. 300-302]. This cannot but affect the standard of living of the population, especially in conditions of war and occupation. A study by experts from the Kyiv International Institute of Sociology identified the biggest problem in the country after the war as corruption, which led to low wages in business structures and state-owned enterprises, restrictions on social security for vulnerable groups of the population, pensions, high utility tariffs, inflation, and unemployment [4, p. 2-3].

Given Ukraine's place in the global agri-food market, military actions will have and are already having consequences for the conditions of world markets and the structure of world exports of the most important types of food products. This situation will have the greatest impact on many countries, especially low-income

countries and the most vulnerable groups. According to the results of 2022, the volume of exports of goods from Ukraine amounted to about 100 million tons totaling \$44.2 milliard, with the largest share of agri-food products (53% of total exports in 2022). In October 2023, despite the great difficulties in organizing logistics routes and under shelling of grain storage facilities, 4.8 million tons of products were exported, which is 15% more than in the previous month. In particular, almost 2.5 million tons of grain were exported, 20% more than last month; oilseeds - 914.0 thousand tons; vegetable oil - 508.7 thousand tons. The increase in exports in October 2023 was due to the successful implementation of cooperation programs with partner countries and the establishment of logistics routes. However, the seasonality of product supply and low transportation capacities require further action by the state, the leadership of international humanitarian organizations and business companies. Despite the growth in exports, large volumes of products remain unexported, with about 6 million tons declared ready for export [3, p. 3-4].

Thus, in order to restore and further develop the national economy, it is urgent to develop a strategy in which a special role is given to socio-economic development as a strategic imperative. We support I. Novikova et al. who see the creation of favorable conditions for the return of Ukrainian emigrants as a priority measure to implement strategic imperatives. According to a study by the Center for Economic Recovery, over the next 5-10 years, the domestic labor market will need more than 5 million additional workers. This is crucial for the growth of the national economy. In addition to utilizing the labor potential of these workers, it also means importing capital from abroad. Instead, the losses could amount to \$110 milliard of gross domestic product. Of course, conditions for safe living and working, as well as convincing guarantees of future security, must be created; a functioning labor market (incentives to open new and expand existing business structures and even innovative types of entrepreneurship), housing restored (if necessary) or conditions created for its purchase. For employees of creative professions and IT companies, researchers and teachers, the issue of implementing and commercializing ideas, introducing innovative programs in the labor market for international labor mobility, developing digital entrepreneurship, etc. is relevant [6]. The experience of countries that deal with environmental and sustainable development issues on a long-term basis is interesting. Such programs should also be included in the strategy and implemented not only at the level of agrarian business structures, but, above all, at the level of educational programs for training specialists of the future [7].

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THE ROLE OF DISCOURSE ANALYSIS IN PLANNING ECONOMIC AND SOCIAL PROCESSES. MANAGING SOCIAL CONFLICTS

Success in implementing economic and social development objectives largely depends on the degree of relevance of these objectives for the potential beneficiary, as well as on the ability to convey to him the importance and validity of the actions and proposals being taken. This is all the more important against the backdrop of the dominant ideas, stereotypes of perception and interpretation of any reforms and changes in life in modern society, as well as taking into account the unresolved problem of public trust. Every attempt to intervene throughout life, even for the purpose of improving it, causes internal contradictions and conflicts. In this regard, it would be logical to consider the features of ways to inform society about proposed reforms and changes in the light of a discursive analysis of their content and essence.

Currently, human civilization is in a situation that requires reliable analysis and evaluation of multidimensional experience against the background of dynamic technological progress, and at the same time it is experiencing a general crisis in