

standards and applicable laws, which in turn helps to avoid fines and other negative consequences associated with violations of the established requirements. The certification process also helps to improve the efficiency of enterprise management, as it requires the introduction of systematic monitoring and analysis of production processes. In addition, certification according to international standards allows a company to gain access to international markets and helps to increase its competitiveness on the global stage.

Conclusions. Summarizing the above, we emphasize that certification is a comprehensive procedure that certifies the conformity of products in accordance with existing standards and product quality systems. The issue of certification of defense goods becomes a particularly important issue for the post-war reconstruction of Ukraine. This issue is of particular importance for specialized and defense goods, such as mechanized demining equipment, unmanned aerial vehicles, robotic systems and complexes that can be used for both military and humanitarian purposes. The company must be guided in its activities by the relevant applicable regulations, ensure the legal operation of the enterprise, and create the prerequisites for entering the European and global system of quality production of goods and services. Certification as an organizational and economic component of the company's activities provides additional confidence to producers and consumers in the quality of goods.

Alla Lysenko

PhD in Economics, Docent
of the Department of Audit, Accounting and Taxation
of the Central Ukrainian National Technical University,
Kropyvnytskyi, Ukraine

NATIONAL PROGRAMS FOR THE RESTORATION OF UKRAINE AFTER THE WAR:

THEIR FOCUS AND EXPECTED RESULTS

(Author: Alla Lysenko¹)

¹Central Ukrainian National Technical University

Introduction. Russia's aggression against Ukraine began in 2014 with the occupation of the Crimean peninsula and the creation of the so-called Donetsk and Luhansk "people's republics," and on February 24, 2022, a full-scale offensive by the aggressor country's troops

on the territory of Ukraine took place with massive shelling and bombing of civilian towns and villages, committing the largest genocide in Europe since World War II. The war has caused and continues to cause a significant number of deaths, and critical and civilian infrastructure is being destroyed on a daily basis, which negatively affects the country's socio-economic development and requires immediate measures to stop the aggressor, develop a plan and programs for the post-war reconstruction of Ukraine.

The main part. The National Council for the Restoration of Ukraine from the Consequences of War (an advisory body to the President of Ukraine established in accordance with the Decree of the President of Ukraine of 21.04.2022 No. 266/2022 [1]) has developed a draft Recovery Plan for Ukraine [2] based on the following basic principles: gradual development; fair welfare; EU integration; national and regional reconstruction; and investment promotion.

The plan identifies a list of national programs to achieve key results [3]: recovery framework: strengthening institutional capacity; recovery framework: digital state; strengthening defense and security; striving for EU integration; rebuilding a clean and secure environment; energy independence and the Green Deal; improving the business environment; ensuring competitive access to capital; ensuring macrofinancial stability; developing value-added sectors of the economy; expanding and integrating logistics with the EU; restoration and modernization of social infrastructure; development of the education system; modernization of the healthcare system; development of culture and sports systems; ensuring effective social policy.

The expected results from the implementation of the planned measures are presented in Table 1.

Table 1 - Expected results from the implementation of the planned measures for the restoration of Ukraine for the period 2023-2032*.

Operations	2023-2032 pp.	including:	
		2023-2025 pp.	2026-2032 pp.
Number of projects	850	580	270
Funding	> 750 bln. dollars.	> 350 bln. dollars.	> 400 bln. dollars.
Economic complexity index		Top 40 countries	Top 25 countries
Human capital index		Top 40 countries	Top 25 countries

* - systematized by the author on the basis of [3].

It is projected that the implementation of the planned measures will result in an annual increase in real GDP of more than 7% [3].

Conclusions. The developed measures are aimed primarily at strengthening the country's defense and security, restoring infrastructure, developing education and the business environment,

ensuring social standards, and strengthening integration with the EU. At the same time, the primary task to achieve these goals is to mobilize internal efforts with the support of partners to stop the aggressor.

List of references:

1. Issues of the National Council for the Restoration of Ukraine from the Consequences of War: Decree of the President of Ukraine dated 21.04.2022 No. 266/2022 (revised on 17.06.2022). URL: <https://zakon.rada.gov.ua/laws/show/266/2022#Text>.
2. Draft Recovery Plan for Ukraine: National Council for the Restoration of Ukraine from the Consequences of War, July 2022:
<https://www.kmu.gov.ua/storage/app/sites/1/recoveryrada/ua/justice.pdf>
3. Recovery Plan for Ukraine. URL: <https://recovery.gov.ua/>

Yelyzaveta Loiko

PhD student at the Department of Economics
of Borys Grinchenko Kyiv Municipal University,
Borys Grinchenko Kyiv Metropolitan University,
Kyiv, Ukraine

EFFECTIVENESS OF COMMUNICATION STRATEGIES BETWEEN THE AUTHORITIES AND THE COMMUNITY OF KYIV DURING THE WAR IN UKRAINE

(Author: *Yelyzaveta Loiko*¹)

¹Borys Grinchenko Kyiv Metropolitan University

Abstract. The effectiveness of communication strategies between the authorities and city residents affects management decision-making and the quality of life in the city. The development of digitalization has contributed to the formation of online communication strategies between the authorities and the community. Negative factors such as quarantine restrictions due to the pandemic and martial law in Ukraine also acted as a catalyst for the transfer of communications to the online format. Modern communications between the authorities and the community in Kyiv are carried out both in person by submitting paper appeals to various authorities and in the format of online communication.

The purpose of the study is to identify trends in the format of communication between the authorities and city residents (in the example of Kyiv) and to develop methodological tools for determining the effectiveness of communication strategies in making managerial decisions.