

СЕКЦІЯ 5
АКТУАЛЬНІ ПРОБЛЕМИ ЕКОНОМІЧНОГО РОЗВИТКУ
УКРАЇНИ І СВІТУ В УМОВАХ ГЛОБАЛІЗАЦІЇ

Голова секції: проф. Архієреєв С.І.

Секретар секції: доц. Волоснікова Н.М.

Zeng Ziqian
Academic supervisor: Volosnikova N.
NTU «KhPI»

**RESEARCH ON ISSUES IN UKRAINE AND WORLD ECONOMIC
DEVELOPMENT**

As an important economy in Eastern Europe, Ukraine's economic development has always been a concern. In recent years, Ukraine's economic development has faced many challenges, including domestic political instability, unreasonable economic structure, and insufficient attractiveness of foreign investment. At the same time, the world economy is also facing many problems, such as the global trade war, the Brexit of the United Kingdom, the COVID-19 epidemic, and so on. These factors have had a significant impact on the economic development of Ukraine. This article will explore the current problems in the development of Ukraine and the world economy, and attempt to propose some possible solutions.

The political instability in Ukraine is one of the important factors hindering its economic development. Political instability has led to market uncertainty, causing investors to lose confidence in the Ukrainian market and making it difficult for foreign investment to enter. In addition, political instability also leads to social instability, where people lack a sense of security and are unwilling to consume and invest.

There are also unreasonable aspects in Ukraine's economic structure. Ukraine's industrial structure is mainly heavy industry, with insufficient development of light industry and service industry. This economic structure has led to Ukraine's excessive reliance on heavy industry for economic growth, while the development of light industry and service industries is relatively lagging behind. In addition, Ukraine's economic structure also faces the problem of an excessive proportion of resource-

based industries, which makes Ukraine's economic growth overly dependent on resource exports.

The insufficient attractiveness of foreign investment in Ukraine is also one of the important factors hindering its economic development. Ukraine's investment environment is relatively poor, lacking policies and measures to attract foreign investment. In addition, Ukraine's market size is relatively small, lacking sufficient consumer and investment demand, which also makes foreign investment unwilling to enter.

The global trade war is one of the important issues in the current world economic development. The trade war has led to turbulence in the global market, and the export trade of various countries has been affected to varying degrees. The trade war not only harms the economic interests of various countries, but also undermines the security and development of the global economy.

Brexit is also one of the important issues in the current world economic development. Brexit has led to turbulence in the European market and has had a significant impact on Europe's economic security and development. Brexit may also lead to other countries leaving the EU, thereby having a greater impact on the global economy.

The COVID-19 epidemic has also had an important impact on world economic development. The epidemic has led to global lockdowns and isolation measures, and production and consumption in various countries have been affected to varying degrees. The epidemic has also caused disruptions in global supply chains and production, all of which have had a significant impact on the development of the global economy.

Ukraine should take measures to improve the investment environment, including strengthening the rule of law, improving government efficiency, and reducing tax burden; At the same time, we should actively promote industrial structure adjustment, develop light industry and service industry, and reduce the proportion of resource-based industries; We should also actively promote market openness and attract more foreign investment to Ukraine.

Countries around the world should strengthen cooperation to jointly deal with global trade war, Brexit, COVID-19 and other issues; At the same time, it is necessary to strengthen the formulation and implementation of international economic rules and maintain the security and development of the global economy; We should also strengthen technological innovation and digital transformation to promote sustainable development of the global economy.

There are many problems in the current development of Ukraine and the world economy, such as political instability, unreasonable economic structure, and insufficient attraction of foreign investment. To address these issues, Ukraine should take measures to improve the investment environment, promote industrial restructuring, and strengthen market openness; Countries around the world should strengthen cooperation, strengthen the formulation and implementation of international economic rules, and enhance technological innovation and digital transformation. Only through joint efforts can sustainable development of Ukraine and the world economy be promoted.

Yuriev M.O.
Academic supervisor: Yurieva I.
NTU «KhPI»

INFORMATION AND ANALYTICAL ACTIVITIES IN THE CONTEXT OF THE CONCEPT OF «SOCIAL RESPONSIBILITY» AND «BUSINESS SOCIAL ANALYSIS»

The concepts of social responsibility and business social analysis are closely intertwined, with information and analytical activities playing a crucial role in both. The purpose of studying the problem of the interaction between social responsibility and social analysis these elements interact. Social Responsibility: Information Gathering: collecting data on the company's environmental, social, and economic impact through internal reports, external data sources, stakeholder surveys, and community engagement; analyzing stakeholder expectations and concerns regarding the company's social responsibility practices; monitoring media coverage and public perception of the company's social impact. The next element can be represented