

stages of “existential circle” with tasks based on internal mechanisms; (3) meta-senses strategic orientation determining professional, social and existential efficiency; (4) “Ideal graduate” or NEB profiles. A range of innovative strategies, techniques and tools is proposed: (1) multi-impact e-learning; (2) system multidisciplinary; (3) multi-scale dimension; (4) EHTSD; (5) cognitive schemes/competence profiles overlay technique; (6) tools for measuring personal, e-course curricula, materials and events efficiency; (7) existential eco-humanistic model for developing transferable skills in the course of mastering professional subjects; (8) digitalization-sensitive deliverables.

OPPORTUNITIES AND CHALLENGES FOR THE SUCCESSFUL DEVELOPMENT OF UKRAINIAN TECHNOLOGY COMPANIES

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Abstract: The article discusses the promising development markets for Ukrainian tech companies, with a focus on why Western markets are the best way to develop and why Ukrainian companies are attractive to Western businesses. It also delves into the main challenges faced by domestic companies when expanding into Western markets. The article provides insights and recommendations for Ukrainian tech companies looking to expand their business to Western markets.

Keywords: Ukrainian tech companies, marketing strategy, Go-To-Marketing strategy, company positioning, Western markets expansion.

Ukrainian technology companies are steadily making headway on the international stage. Investors are taking notice of the nation's thriving IT sector, which the government is actively promoting as a vital engine of economic expansion. As a result, Ukrainian tech companies are looking to grow outside of their own country and into new markets.

The Western market is one of the most promising sectors for Ukrainian tech sector. The primary obstacles faced by domestic enterprises when

entering Western markets will be discussed in this article along with the reasons why Western markets are the greatest method to develop.

Western markets, such as the US and Western Europe, are extremely advanced and developed markets. These markets are desirable locations for companies wishing to develop due to their high levels of customer demand and robust purchasing power. These markets also have highly trained labour pools, cutting-edge infrastructure and a welcoming regulatory framework. certain elements facilitate the business establishment and market success in certain regions.

Western firms are drawn to Ukrainian IT startups for a variety of reasons.

The labour force in the nation is highly educated and skilled. Over 30,000 Ukraine graduates come out of Ukrainian institutions every year, which makes Ukraine a prime place for tech businesses looking to hire top talent. Also, Ukraine is a desirable site for companies trying to minimize their operational costs because it has cheaper living expenses and wages than Western nations.

Last but not the least, Ukraine has a friendly tax system, which makes it a great place for companies trying to reduce their tax burden.

While the idea of entering Western markets is appealing to Ukrainian tech companies, there are a number of obstacles they must overcome. First of all, there can be a big problem with language and cultural barriers. Businesses must comprehend the cultural quirks of their target market in order to modify their marketing and sales techniques appropriately.

Adhering to regulations can be difficult and expensive. In order to ensure compliance with local rules and regulations, it is crucial for businesses to understand the legal and regulatory landscape of the target market.

In order to compete with the highly competitive Western markets businesses must set themselves apart from their rivals.

Conclusion: Due to their highly qualified workforce, cheap operational expenses, and advantageous tax structure, Ukrainian tech companies are well-positioned to compete with Western markets. Companies must be conscious of the difficulties they confront including as linguistic and cultural disparities, regulatory compliance and rivalry. Ukrainian tech enterprises can be successful in the extremely lucrative Western markets by solving these issues and implementing a strong expansion strategy.

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QUALITY ANALYSIS OF THE CAST CRANKCASE OF THE 4DTNA1 AUTOMOTIVE DIESEL ENGINE USING ENGINEERING MODELING

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Modern design of cast ICE (internal combustion engine) parts with continuous design-technological interaction is a powerful tool in developing new parts and modernization of existing ones, and systems for engineering