

PREREQUISITES FOR SECURING BUSINESS ACTIVITIES IN THE CONDITIONS OF GLOBAL ECONOMIC TURBULENCE

Iryna Dubinska¹, Oleksandr Irtyshev², Hryhorii Cherkaskyi³

Abstract. The *subject of research* is entrepreneurial activity in conditions of global economic turbulence. *Methodology.* In the course of the study, the following economic research methods were used: content analysis method (when processing scientific sources and reviewing the thematic literature), abstract-logical method (when substantiating the key principles and criteria of entrepreneurial activity in the context of global economic turbulence), statistical observations and economic and statistical calculations (when analysing the indicators of entrepreneurial activity in the context of global economic turbulence), abstract-logical method (when substantiating the conclusions of the study). The objective of the research is to analyse the prerequisites for the development of entrepreneurial activity in conditions of global economic turbulence. *Conclusion.* A thorough analysis of the prevailing signs of global turbulence was conducted, which revealed a characterisation marked by unpredictability and irregularity. These phenomena manifested themselves within socio-economic systems amid conditions of economic crises (pandemics and military operations). It is emphasised that the processes associated with military operations in Ukraine exhibit a turbulent and cyclical nature, necessitating constant re-evaluation of organisational and management mechanisms that facilitate entrepreneurial activity. It has been determined that contemporary global turbulence engenders not only challenges for the functioning of socio-economic systems and entrepreneurship, but also concomitant drivers of development in conditions of uncertainty and unpredictability. It is emphasised that global turbulence, in conjunction with the challenges it engenders, can form the necessary prerequisites for new and innovative development in the sphere of conducting business activities. The analysis of the development of entrepreneurial activity in conditions of global economic turbulence demonstrated that the dynamics of structural shares of gross added value for the years 2010-2022 evidenced the growing importance of wholesale and retail trade, as well as the repair of motor vehicles and motorcycles in the structure of the formation of the gross added value of Ukraine, which increased by 18.17% during the aforementioned period. It is determined that there have been structural shifts in the formation of gross value added due to an increase in the share of the type of economic activity "wholesale and retail trade; repair of motor vehicles and motorcycles" and a decrease in the share of agriculture, forestry and fisheries, industry, construction, trade, transport, temporary accommodation and catering. The analysis demonstrated that in 2022, the largest specific weight in the structure of the formation of the gross added value of Ukraine was occupied by the following sectors: wholesale and retail trade; repair of motor vehicles and motorcycles (34.47%), industry (30.36%), transport, warehousing, postal and courier activities (7.70%), and agriculture, forestry and fishing (7.65%).

Keywords: entrepreneurship, global economic turbulence, gross value added, ranking, global competitiveness index, globalisation index, ease of doing business index, war, coronavirus pandemic.

JEL Classification: Q1, Q10, M14

1. Introduction

The development of entrepreneurial activity is taking place in the conditions of global economic turbulence, which was caused first by the pandemic

of corona virus infection, and currently by the full-scale invasion of the Russian Federation on the territory of Ukraine. All these processes provoked new challenges for business activity, and accordingly, threats.

¹ Admiral Makarov National University of Shipbuilding, Ukraine (corresponding author)

E-mail: management@nuos.edu.ua

ORCID: <https://orcid.org/0000-0003-0709-0187>

² International University of Business and Law, Ukraine

E-mail: citrus29042015@icloud.com

ORCID: <https://orcid.org/0000-0002-3910-9607>

³ Admiral Makarov National University of Shipbuilding, Ukraine

E-mail: hryhorii.cherkasskyi@gmail.com

ORCID: <https://orcid.org/0000-0002-0575-6793>



This is an Open Access article, distributed under the terms of the Creative Commons Attribution CC BY 4.0

That is why, for the formation and development of entrepreneurial activity, there is a new basis under which it is necessary to function.

Shust O. A., Varchenko O. M. and Krysanov D. F. determined, "At the current stage, under the influence of increased turbulence (sometimes even without it), various forms of disproportions, distortions, asymmetries and gaps can arise and spread in the economic system. The term 'turbulence' was first used in the natural sciences (gas, hydro, and thermodynamics), and later terminological diffusion took place in other sectors of science: biological, social, and economic. This term is translated from Latin as stormy, chaotic, unpredictable, disordered. As a rule, chaotic and unsystematic changes in any environment can cause not only its gradual transformation, increase instability and unpredictability, but, upon reaching a certain limit (intensity or depth, scale of coverage or accumulation of a critical mass of changes), generate a crisis or even disaster." (Shust, Varchenko, & Krysanov, 2022)

Simultaneously, despite the extant theoretical and methodological substantiation of organisational and management mechanisms for ensuring information security in business activity in conditions of global economic turbulence, there are currently no clear strategic principles or ways to optimise the development of business activity in conditions of the digital economy and society from the point of view of business process management.

In the context of global economic turbulence, there has been an escalation in the signs of aggressiveness and unpredictability in the economic sphere, thereby necessitating research into the establishment of the prerequisites for the development of entrepreneurial activity in Ukraine.

2. Global Economic Turbulence: Essence and Properties

The concept of "global turbulence" began to be used not only in the natural sciences, but also in the social, economic and biological sciences, because of the same characteristics of the process (Figure 1).

The main signs of global turbulence, such as unpredictability and disorder, have manifested themselves in socio-economic systems in connection with economic crises, pandemics and the conduct of military operations. At present, the processes related to the conduct of military operations for entrepreneurship in Ukraine have a turbulent and cyclical nature, which forces a constant rethinking of the organisational and management mechanisms of the functioning of entrepreneurial activity.

In the contemporary context, global turbulence engenders not only challenges for the functioning of socio-economic systems and entrepreneurship, but also, concomitantly, drivers of appropriate development in conditions of uncertainty and unpredictability. Consequently, global turbulence, in conjunction with these challenges, has the potential to establish the necessary prerequisites for novel and innovative development.

The team of authors emphasises, "In the last period of time, as a result of the intensification of turbulence in physical, biological, economic and social systems, the processes of forming changeable, disordered and even chaotic conditions for the development of the national economy are deepening, the boundaries of uncertainty and unpredictability are expanding. This is very acutely felt in the food complex of Ukraine – it is affected by current and global changes in natural and climatic conditions, the interaction of

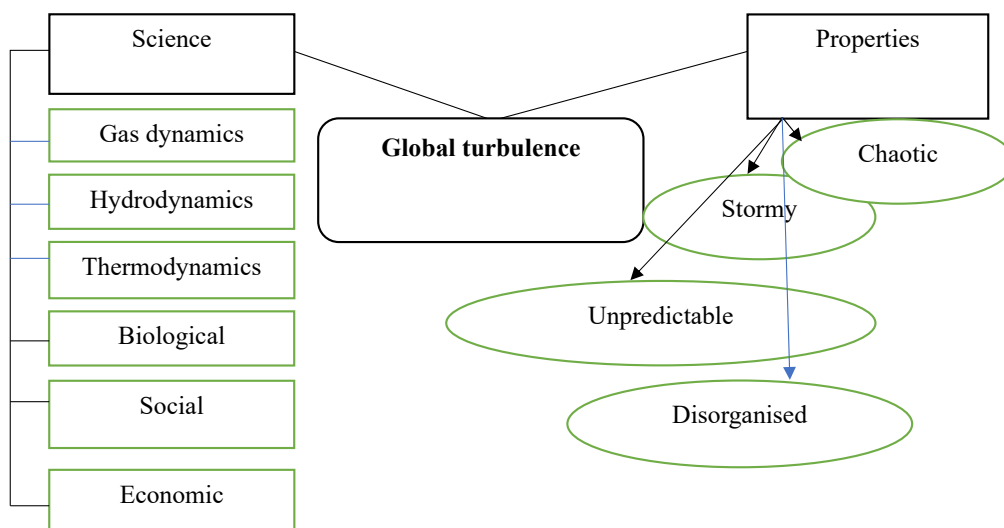


Figure 1. Systematisation of the use of the concept of "global turbulence" in science and its main properties

Source: systematised by the authors

components in biogeocenoses and with environmental factors, the increase in prices for food resources on local, national and international markets, military actions on the territory of Ukraine and the export of food supplies to the territory of the aggressor, etc. Recently, the deterioration of the situation in the agricultural sector has been caused by new circumstances related to its integration into the EU internal market, in particular: noticeable gaps between the real situation and regulatory requirements for the safety and quality of feed, primary animal and plant raw materials, requests for the release of innovative products and the high wear and tear of material assets, the need to increase the added value in ready-made food products and the low level of processing of plant products, etc." (Shust, Varchenko, & Krysanov, 2022)

The authors posit that global turbulence exerts the greatest impact on specific types of economic activity. However, this assertion is not supported by empirical evidence, as all types of economic activity are interdependent. The impact of global turbulence on the agri-food sector is likely to precipitate a chain reaction in the food, processing, trade, and related sectors. Consequently, it is impractical to immediately ascertain the level of influence of global turbulence on conducting business for various types of economic activity.

In their research, the group of authors, having analysed the development of the financial services market in the context of economic turbulence, emphasised, "Turbulence is characterized by the highest level of instability of the economic system at the global level, when the probability of reaching a tipping point is too high. Turbulence is accompanied by the growth and spread of risk in all spheres of activity: both financial and real, which can lead to the decline and even the collapse of the system. Under such conditions, powerful changes in the economy are possible. Economic turbulence, accompanied by chaotic processes, has two main consequences: identifying weak points in order to protect or eliminate them; and the emergence of new opportunities that can and should be used. However, the majority of market participants are almost or not at all ready for such a development, cannot develop a timely model of behavior and be effective in the conditions of economic turbulence, which in most cases is unpredictable. The consequence for such enterprises is the inability to respond quickly to turbulent processes, which leads to chaos in which all weak points become exposed and unprotected, which ultimately leads to their bankruptcy. At the same time, in the presence of timely and adequate actions aimed at countering turbulence and chaos, new opportunities appear to use the latest methods of detecting turbulence, as well as to develop timely models of behavior when it occurs, which will allow to achieve efficiency in such

economic conditions." (Ostrovska, Popova, Pylevych, Panchenko, Kozlianchenko, Bazilinska, 2022)

As previously stated, global economic turbulence engenders the prerequisites for innovative vectors of development and the development of entrepreneurial potential in Ukraine and beyond. Indeed, global economic turbulence exerts its influence not only on the domestic market, but also on the foreign one. At the present time, the majority of leading economists are writing about the global impact of turbulence on the economy and food security.

"Numerous studies demonstrate the importance of ensuring food security. Solving this problem is urgent and difficult. This is urgent because by 2050 agriculture needs to feed more than 9 billion people (Grafton, Daugbjerg, & Qureshi, 2015). This is difficult because food security depends on a combination of economic, political, social and other factors. For example, Van Bavel (2013) showed that ignoring the optimization of production resources and refusing to invest in relevant scientific research causes the growth of poverty and hunger, increases pollution and depletion of natural resources, and also accelerates the sharp increase in migration pressure. Similarly, Gardner (2013) and Meyers W. H., Kalaitzandonakes (2015) explored ways to produce at least 50% more food by 2050 despite adverse climate change, rising energy costs and continued turbulence in international agricultural trade policy. Alfieri (2016) proposed actions that could support sustainability and ensure global food security through both affordability and affordability components. These included strategic goals to limit agricultural expansion, promote genetic diversity of crops, promote different forms and opportunities for agriculture, balance consumption, food waste and post-harvest losses, organize flexible and fair trade regimes, and control the pace of urbanization" (Vasylieva, James, 2021).

3. Development of Entrepreneurial Activity in the Context of Global Economic Turbulence

In the conditions of war, the development of entrepreneurial activity is an important component of the national economy of Ukraine and the basis for intelligent specialisation of its individual regions. The development of entrepreneurial activity can not only ensure food security, but also serve as a platform for ensuring energy, environmental and, in general, economic security of Ukraine.

Parkhomenko N. O. in his research determines, "Modern business develops in certain conditions of the economic environment, which can be local, national, regional and global. The global environment affects and depends on the development of an international business entity. Peculiarities of the development of the global environment determine the effectiveness

of the activities of these entities. Trends in the development of the global environment provide an opportunity to determine future directions and priorities for the development of business systems." (Parkhomenko, 2020).

"For a more detailed analysis of the development trend of the global environment, it is advisable to compare the ratings of countries by several indicators. Such a rating can be the rating of countries according to the global competitiveness index, which is determined by the World Economic Forum. This rating reveals national competitiveness, i.e. it characterizes the country's ability to ensure the rate of economic growth and improve the level of well-being of citizens. It is a comprehensive indicator that combines such components as infrastructure, quality of institutions, macroeconomic stability, health and primary education, higher education and vocational training, efficiency of the market for goods and services, efficiency of the labor market, development of the financial market, level of technological development, size internal market, competitiveness of companies, innovative potential." (Parkhomenko, 2020)

As demonstrated in the above table, Ukraine has remained in the fortieth position during the 2015-2020 period, indicating a lack of significant change. This suggests that domestic business is stable and competitive, and that the macroeconomy is stable.

However, the large-scale invasion of the Russian Federation into Ukrainian territory has had a significant impact on the level of technological development, the size of the domestic market, the competitiveness and innovative potential of enterprises, which may have a considerable effect on their position in global rankings.

Pivovar P. V. and Makarenko O. M. underscore, "The state of development of the business environment in the country is one of the most important indicators and factors of socio-economic development in this country, as developed entrepreneurship forms a competitive environment in the form of favorable conditions for doing business for all economic entities regardless of the type of economic activity based on the available resource potential. From the point of view of the institutional theory of development, providing favorable conditions for the functioning of both large and small entrepreneurship contributes to the filling of state and local budgets, the saturation of local markets with competitive goods and services, and the creation of jobs. But taking into account the current processes of globalization and digitalization, which require an appropriate response from business and state structures, entrepreneurship must constantly be on the path of development, transformation and adapt to instantaneous changes in both the internal and external environment. It is in such cases that the role of

Table 1

Ranking of the countries of the world according to the globalisation index

Rating position	2020	2019	2018	2017	2016	2015
1	Switzerland	Switzerland	Belgium	Netherlands	Netherlands	Ireland
2	Netherlands	Netherlands	Netherlands	Ireland	Ireland	Netherlands
3	Belgium	Belgium	Switzerland	Belgium	Belgium	Belgium
4	Sweden	Sweden	Sweden	Austria	Austria	Austria
5	Great Britain	Great Britain	Austria	Switzerland	Switzerland	Singapore
6	Germany	Austria	Denmark	Denmark	Singapore	Sweden
7	Austria	Germany	France	Sweden	Denmark	Denmark
8	Denmark	Denmark	Great Britain	Great Britain	Sweden	Portugal
9	Finland	Finland	Germany	France	Hungary	Switzerland
10	France	France	Finland	Hungary	Canada	Finland
11	Ireland	Norway	Norway	Canada	Finland	Hungary
12	Norway	Spain	Hungary	Finland	Portugal	Canada
13	Czech Republic	Czech Republic	Ireland	Portugal	Norway	Czech Republic
14	Portugal	Hungary	Canada	Cyprus	Cyprus	Spain
15	Canada	Portugal	Czech Republic	Czech Republic	Spain	Luxembourg
	42. UAE	43. UAE	47. Turkey	43. Bahrain	39. Chile	40. Latvia
	43. Qatar	44. Qatar	48. Iceland	44. Thailand	40. Latvia	41. Thailand
	44. Ukraine	45. Ukraine	49. Ukraine	45. Ukraine	41. Ukraine	42. Ukraine
	45. Jordan	46. Jordan	50. Mexico	46. Serbia	42. Thailand	43. Bahrain
	46. Uruguay	47. Uruguay	51. Panama	47. Jordan	43. Bahrain	44. Turkey
Last position	196. Somalia	197. Eritrea	185. Eritrea	207. Virgin Islands	192. Solomon Islands	191. Solomon Islands

Source: formed on the basis of (KOF Swiss Economic Institute, 2020).

the state in the process of adaptation of entrepreneurs to globalization becomes most pronounced, since with the provision of appropriate conditions, the state receives not only an increase in the volume of inflows of internal and external investments, but also an increase in the level of employment of the population and, as a result, reducing the unemployment rate, increasing state budget at the expense of taxes and various fees, which, as a result, positively affects the structure of the country's GDP. Based on the above, the issue of studying the relationship between the Ease of Doing Business index and the main indicators of the economic activity of Ukrainian business entities (including the international vector in the form of export and import of goods and services) becomes relevant." (Pivovar, & Makarenko, 2022)

An important indicator of the prerequisites for transforming the business information security management system is the Doing Business Index, an annual report published by the World Bank until 2021 (Doing Business. Ukraine, 2021). It assessed the regulatory environment and its impact on doing business in different countries around the world. The index was compiled by analysing data on the ease of doing business in 190 countries using 10 indicators covering various aspects of doing business, from starting a business and obtaining construction permits to cross-border trade and bankruptcy.

The Ease of Doing Business Index assesses the effectiveness and transparency of a country's regulatory environment, identifies problem areas that need reform, and compares regulatory practices across countries. It is used by governments to analyse and plan regulatory improvements, as well as by investors and businesses to make decisions about entering new markets.

According to the results of the Ease of Doing Business Index ranking, Ukraine has made confident progress in improving its business administration system (Figure 2).

It is worth noting that in 2020, the World Bank announced the suspension of the Doing Business report due to identified shortcomings in methodology and internal audit. It was pointed out that the methodology and data collection processes needed to be revised.

The investigation found that inappropriate changes had been made to the ratings of some countries, undermining the credibility of the report and its use as a reliable tool for assessing countries' business environments. In response, the World Bank announced the discontinuation of the Doing Business report and began work to improve its assessment and review methods and to develop new approaches to analysing the regulatory environment and its impact on doing business (The World Bank, 2021).

It is the contention of the present study that the results of the rating on the Ease of Doing Business Index were of significance for Ukraine, insofar as they provided an opportunity to identify weaknesses and formulate a list of priority tasks and reforms.

The Global Competitiveness Index (GCI), one of the key indicators developed by the World Economic Forum (WEF), assesses the ability of countries to achieve sustainable economic growth over the long term. The assessment is based on an analysis of a wide range of factors that affect a country's level of productivity and prosperity, including the state of its institutions, infrastructure, macroeconomic environment, health care, education, market efficiency, labour market efficiency, financial market development, readiness to adopt technology, market size, business dynamism and innovation potential.

"The World Competitiveness Yearbook, first published in 1989, is a comprehensive annual report and a global benchmark for the competitiveness of countries. It provides benchmarking and trends, as well as statistical and survey data based on extensive research. It analyzes and ranks countries according to how they manage their opportunities to achieve long-term value creation. Economic competitiveness

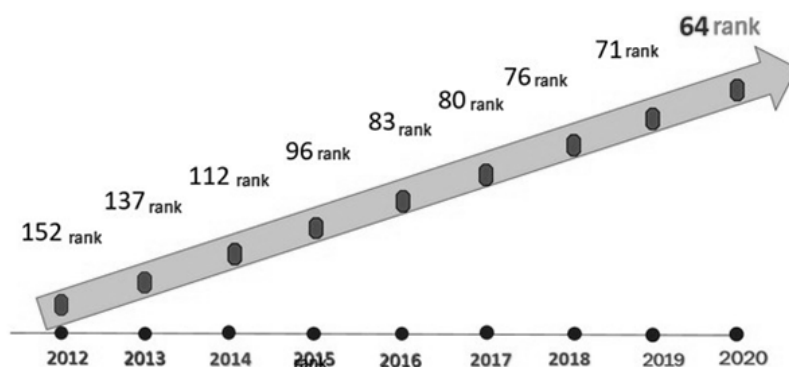


Figure 2. Dynamics of the Ease of Doing Business Index in Ukraine

Source: (Doing Business, 2020)

cannot be reduced to GDP and productivity alone, as businesses also have to deal with political, social and cultural aspects. Thus, governments must create an environment characterized by effective infrastructures, institutions and policies that encourage businesses to create sustainable value." (World Competitiveness Ranking, 2024)

The dynamics of Ukraine's position in the world competitiveness ranking (Figure 3) reflects the trajectory of the country's movement towards improving competitiveness at the global level.

Unfortunately, after the full-scale invasion of Russia, it is impossible for Ukraine to determine the competitiveness index. Ukraine does not take part in the global ranking according to the competitiveness index until the moment of victory. This situation causes certain difficulties in assessing the economic potential and determining the key areas of business development in the country. However, it also means that during the post-conflict recovery, it will be important for Ukraine to focus its efforts on reforms and strategies that could increase its competitiveness at the global level.

The Global Competitiveness Index is widely regarded as a significant indicator of a nation's business management system, given its comprehensive coverage of factors that exert a direct or indirect influence on the capacity of enterprises to compete effectively in both domestic and international markets. The incorporation of indicators such as innovative potential, labour market efficiency, financial market development and technological adoption readiness offers a comprehensive assessment of the quality of management at the enterprise level, in addition to providing insights into the broader economic landscape of the nation.

"In 2021, Ukraine rose 15 positions in the world ranking according to the value of the Social Progress Index and took 48th place with an index value of 75.78 among 168 countries. The average value of the index for all countries included in the study is 65.05 points. The number of countries in the first three

groups – with very high quality of life, high quality of life and moderately high quality of life – fell from 104 to 78 in two years. This happened mainly due to the pandemic, worsening access to necessary medical services, as well as restrictions on personal rights. Ukraine not only remained in the third group, but also improved its results by 32 places (in 2019 it ranked 80th with an index value of 66.97), ahead of Georgia, Armenia, Belarus, Macedonia, Montenegro, Kazakhstan, Moldova, Russia, Mexico, Peru, Colombia, Paraguay and other countries." (In two years, Ukraine rose to 32 positions in the global ranking according to the index of social progress, according to the Ministry of Social Policy, 2021)

This indicator shows that people's basic needs for food, drinking water, primary healthcare, housing and community services are adequately met. Nevertheless, there are three key issues to be addressed: personal safety, the influence of socio-economic status on political decision-making, and corruption. In addition, efforts must be made to ensure justice, reduce discrimination, and increase internet usage.

In general, according to international ratings, Ukraine is steadily strengthening its position, which is justified by scientific and technological progress, digital transformation, the fight against corruption, increasing the level of national security and the growth of the domestic market.

Wholesale and retail trade, repair of motor vehicles and motorcycles, and industry are the largest sectors in the structure of gross value added of the national economy of Ukraine and are budget-forming sectors, as the share of this sector in the consolidated budget of Ukraine reaches 30 per cent. The gross value added of Ukraine by type of economic activity is shown in Table 2.

The dynamics of the structural shares of the gross added value for 2010-2022 serve to illustrate the growing importance of wholesale and retail trade, as well as the repair of motor vehicles and motorcycles.

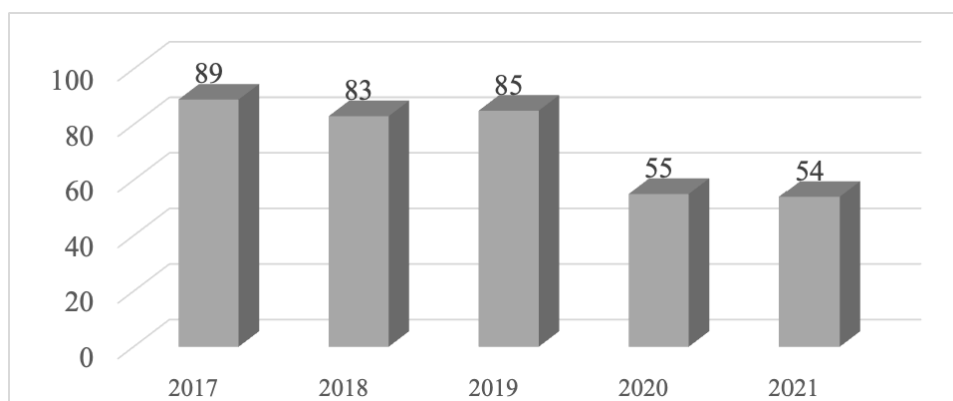


Figure 3. Dynamics of Ukraine's position in the world competitiveness rating

Source: (World Competitiveness Ranking, 2024)

Table 2

Gross value added of Ukraine by types of economic activity

	2010	2015	2019	2020	2021	2022	Increase 2022-2010
1	2	3	5	6	7	8	9
Gross value added (main prices), million UAH	992175	1689387	3421628	3626725	4691619	3638467	2646292
Agriculture, forestry and fisheries	82948	239806	356563	393077	580519	278338	195390
Industry	250774	393142	790638	758738	1129086	1104666	853892
Construction	36648	38928	107430	119441	151826	48061	11413
Wholesale and retail trade; repair of motor vehicles and motorcycles	162171	273989	525974	588365	755201	1254079	1091908
Transport, warehousing, postal and courier activities	87269	134978	264689	262453	303614	280271	193002
Temporary accommodation and catering	10105	11946	35311	30834	38002	13244	3139
Other types of economic activity	362260	596598	1341023	1473817	1733371	659808	297548
Gross value added (basic prices), %	100	100	100	100	100	100	-
Agriculture, forestry and fisheries	8,4	14,2	10,4	10,8	12,4	7,65	-0,75
Industry	25,3	23,3	23,2	20,9	24,1	30,36	5,06
Construction	3,7	2,3	3,1	3,3	3,2	1,32	-2,38
Wholesale and retail trade; repair of motor vehicles and motorcycles	16,3	16,2	15,4	16,2	16,1	34,47	18,17
Transport, warehousing, postal and courier activities	8,8	8	7,7	7,2	6,5	7,70	-1,10
Temporary accommodation and catering	1	0,7	1	0,9	0,8	0,36	-0,64
Other types of economic activity	36,5	35,3	39,2	40,7	36,9	18,13	-18,37

Source: formed on the basis of (State Statistics Service of Ukraine, 2010-2022)

It is evident that during the period under consideration, the aforementioned structural shares increased by 18.17%. Recent analyses have revealed significant structural shifts in the formation of gross added value. These shifts have been attributed to a notable increase in the share of the type of economic activity classified as "wholesale and retail trade; repair of motor vehicles and motorcycles", accompanied by a decline in the shares of agriculture, forestry and fisheries, industry, construction, trade, transport, temporary accommodation and catering. In 2022, the largest specific weight in the structure of the formation of the gross added value of Ukraine was accounted for by the following sectors: "wholesale and retail trade; repair of motor vehicles and motorcycles" (34.47%), "industry" (30.36%), "transport, warehousing, postal and courier activities" (7.70%), and "agriculture, forestry and fishing" (7.65%).

A negative consequence of the war is the reduction of agriculture in the structure of the formation of the gross added value of Ukraine. For instance, if in 2015-2021 agriculture occupied 10-14% of the structure, then in 2022 it occupied 7.65%. Yaroslav Hadzalo notes, "A significant number of agricultural and processing enterprises were destroyed and significantly damaged. Crop cultivation areas and production volumes have decreased. As a result of the occupation

of certain territories, the total area of agricultural land was temporarily reduced by more than 20%. Gross domestic product output last year fell to the lowest level since 2014. There have been significant breaks in logistics connections, blocking of sales markets, reduction in the export of agro-food products. During the first year of the war, its volume decreased by almost 15% to 23.6 billion USD. This year, unfortunately, the negative trend persists." (Hadzalo, 2023)

The development of entrepreneurship in Ukraine practically came to a standstill after the full-scale invasion of the Russian Federation. A significant part of the territory of Ukraine was in the zone of active hostilities, which made it impossible to open new enterprises, on the contrary, their complete liquidation and reorganisation. The government's endeavours to provide state support for business relocation have facilitated the relocation of 772 enterprises and the preservation of over 35,000 employment opportunities. Hence, "After February 24, 2022, the Ukrainian economy suffered significant losses. In order to support business and preserve production facilities that were located in the territory of hostilities, the Cabinet of Ministers of Ukraine (hereinafter referred to as the CMU) adopted Resolution No. 305 dated March 17, 2022 and regulated the free transportation of property of domestic institutions and organizations.

And already by order of the CMU No. 246 dated March 25, 2022. a plan of urgent measures was formed to move production from territories where hostilities are taking place and/or there is a threat of hostilities to a safe territory." (Business relocation: State support and experience of companies, 2023)

It is evident that the development of entrepreneurial activity in conditions of global economic turbulence can have a dual impact, exhibiting both positive and negative dynamics with regard to certain types of economic activity. In the context of global economic turbulence, entrepreneurial activity can function as a stimulator, facilitating the creation of new development trajectories in conditions of future uncertainty.

4. Conclusions

A thorough analysis of the predominant indicators of global turbulence was conducted, which revealed a distinctive pattern marked by unpredictability and irregularity. These phenomena manifested themselves within socio-economic systems amid periods of economic crises, such as pandemics and military operations. It is imperative to acknowledge the turbulent and cyclical nature of the processes associated with military operations for entrepreneurship in Ukraine. This necessitates a constant rethinking of the organisational and management mechanisms that facilitate entrepreneurial activity. It has been determined that contemporary global turbulence engenders not only challenges for the functioning of

socio-economic systems and entrepreneurship, but also concomitant drivers of development in conditions of uncertainty and unpredictability. It is emphasised that global turbulence, in conjunction with these challenges, can form the necessary prerequisites for new and innovative development in conducting business activities.

The analysis of the development of entrepreneurial activity in the conditions of the global economic turmoil showed that the dynamics of structural shares of the gross added value for the years 2010-2022 proves the growing weight of wholesale and retail trade; repair of motor vehicles and motorcycles in the structure of the formation of the gross added value of Ukraine increased by 18,17% during the studied period. It has been determined that there have been structural shifts in the formation of gross value added due to an increase in the share of the type of economic activity "wholesale and retail trade; repair of motor vehicles and motorcycles" and a decrease in the share of agriculture, forestry and fisheries, industry, construction, trade, transport, temporary accommodation and catering. The analysis demonstrated that in 2022, the largest specific weight in the structure of the formation of the gross added value of Ukraine was accounted for by the following sectors: "wholesale and retail trade; repair of motor vehicles and motorcycles" (34.47%), "industry" (30.36%), "transport, warehousing, postal and courier activities" (7.70%), and "agriculture, forestry and fishing" (7.65%).

References:

- Alfieri, F. (2016). Politics, economics, and demographics of food sustainability and security. *Reference Module of Elsevier Inc. in Food Science*. DOI: <https://doi.org/10.1016/B978-0-08-100596-5.03435-1>
- Business relocation: State support and experience of companies (2023). Available at: <https://eba.com.ua/relokatsiya-biznesu-derzhavna-pidtrymka-ta-dosvid-kompanij>
- Doing Business (2020). Ministry of Economy of Ukraine. Available at: <https://www.me.gov.ua/Documents/Detail?lang=en-GB&id=7e690db6-302f-48dd-8c28-01cf383c4264&title=DoingBusiness>
- Doing Business. Ukraine (2021). The World Bank Group, All Rights Reserved. Available at: <https://archive.doingbusiness.org/en/data/exploreeconomies/ukraine>
- Gardner, B. (2013). *Global food futures: Feeding the world in 2050*. London: Bloomsbury Academic.
- Grafton, R. Q., Daugbjerg, C., & Qureshi, M. E. (2015). Towards food security by 2050. *Food Security*, Vol. 7(2), p. 179–183. DOI: <https://doi.org/10.1007/s12571-015-0445-x>
- Hadzalo, Y. (2023). Domestic agriculture in modern conditions: challenges and ways to overcome them: Report at the session of the General Assembly of the National Academy of Agrarian Sciences of Ukraine.
- In two years, Ukraine rose to 32 positions in the global ranking according to the index of social progress, according to the Ministry of Social Policy. Available at: <https://www.kmu.gov.ua/news/ukrayina-za-dva-roki-pidnyalas-na-32-pozyciyi-v-globalnomu-rejtingu-za-indeksom-socialnogo-progresu-minsocpolitiki>
- Irtysheva, I., Kramarenko, I., & Romanenko, S. (2022). Systematic approaches to ensuring the strategic development of the sports and recreation sector. *Baltic Journal of Economic Studies*, Vol. 8(4), p. 90–95. DOI: <https://doi.org/10.30525/2256-0742/2022-8-4-90-95>
- Irtysheva, I., Pavlenko, O., Boiko, Y., Stehnei, M., Kramarenko, I., Hryshyna, N., & Ishchenko, O. (2022). Evaluation of efficiency of regional public governance in the context of achieving goals of sustainable development. *Management Theory and Studies for Rural Business and Infrastructure Development*, Vol. 44(4), p. 497–505. DOI: <https://doi.org/10.15544/mts.2022.49>
- KOF Swiss Economic Institute (2020). Ranking of the countries of the world according to the globalization index. Available at: <https://kof.ethz.ch/en/forecasts-and-indicators/indicators/kof-globalisation-index.html>

- Meyers, W. H., & Kalaitzandonakes, N. (2015). World Population, Food Growth, and Food Security Challenges. *Food Security in an Uncertain World: Frontiers of Economics and Globalization*, Vol. 15, p. 161–177.
- Ostrovska, N., Popova, L., Pylevych, D., Panchenko, O., Kozlianchenko, O. & Bazilinska, O. (2022). Development of the Financial Services Market in the Conditions of Economic Turbulence. *International Journal of Computer Science and Network Security*, Vol. 22 (1), p. 509–516. DOI: <https://doi.org/10.22937/IJCSNS.2022.22.1.66>
- Parkhomenko, N. O. (2020). The influence of trends in the development of the global environment on the activity of business systems. *Bulletin of the KhNU named after V.N. Karazin. Series «International relations. Economy. Local history. Tourism»*, Vol. 12, p. 59–68.
- Pivovar, P. V., & Makarenko, O. M. (2022). Doing business index as an indicator of business development in Ukraine. *Economy and the state*, Vol. 4, p. 76–83.
- Popadynets, N., Irtysheva, I., Yakhno, T., Diugowanets, O., Yakubiv, V., Kramarenko, I., Sala, D., Stehnei, M., Zapukhlyak, V., & Nahirna, N. (2024). Evaluating the capacity of the domestic food market in Ukraine in the pre-war period. *Management Theory and Studies for Rural Business and Infrastructure Development*, Vol. 46(1), p. 93–103. DOI: <https://doi.org/10.15544/mts.2024.10>
- Shust, O. A., Varchenko, O. M., & Krysanov, D. F. (2022). Stability of the food complex of Ukraine in conditions of increased economic turbulence. *Food resources*, Vol. 10, no. 18, p. 287–301. DOI: <https://doi.org/10.31073/foodresources2022-18-28>,
- State Statistics Service of Ukraine (2010-2022). Available at: <https://www.ukrstat.gov.ua>
- The World Bank will no longer publish the Doing Business rating (2021). Available at: <https://www.epravda.com.ua/news/2021/09/16/677899/>
- Van Bavel, J. (2013). The world population explosion: causes, backgrounds and projections for the future. *Facts, views & vision in ObGyn*, Vol. 5(4), p. 281–291.
- Vasylieva, N., & James, H. (2021). The effect of urbanization on food security and agricultural sustainability. *Economics and Sociology*, Vol. 14(1), p. 76–88. DOI: <https://doi.org/10.14254/2071-789X.2021/14-1/5>
- World Competitiveness Ranking. (2024). Available at: <https://bit.ly/3I62I2k>

Received on: 11th of January, 2025

Accepted on: 23th of February, 2025

Published on: 13th of March, 2025