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## UKRAINE IN THE GLOBAL ECONOMY IN CRISIS CONDITIONS

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A specific feature of the development of society as a whole and the economies of individual countries, in particular, over the last several decades is the constantly growing role and importance of foreign economic policy, aimed at determining and securing the appropriate place of the country in the international division of labor and in the world economy as a whole. The development of economic relations in the country and the formation of the country's internal regional policy are closely related to the development of the world economy, the formation of regional foreign economic and investment policy taking into account the requirements of economic security. Thus, the study of problems related to the determination of the country's place in the international division of labor is relevant and requires further determination.

Scientific works of many researchers, including V. Behrens, M. Bromvych, J. Keynes, R. Markowitz, F. Modigliani, D. Northcott, A. Tobin, U. Fisher, P.M. Havranek, U. Sharp, and others make up a certain theoretical base and methodological toolkit for further research of these problems. At the same time, one of the most relevant aspects of this field of research remains issues related to the formation of organizational and economic support for the regional policy of the country in order to ensure its appropriate place in the world economy and the international division of labor [1, c. 24]. The problem becomes especially urgent in the conditions of

the economic and energy crisis, as well as the conduct of military operations on the territory of Ukraine.

Ukraine, from the point of view of participation in the international division of labor, has a rather favorable *geo-economic position* – it occupies a large territory in the east of Europe, having access to the Seas of Azov and the Black Sea, is located at the intersection of trade routes from north to south and from west to east, has land and maritime border with the majority of countries interested in the development of integration with it. It is the geographical position of Ukraine as a that has a wide economic potential for participation in the world economy, which determines the possibility of development priority direction of transit transportation of goods, oil, and gas from the Eurasian part to the west and from the north to the south of Europe and further to the Middle East to the African continent, etc., as well as a wide range of threats in competition on the world market, including Russia's interest in the annexation of certain landlocked territories.

Within the framework of Ukraine's consistent and purposeful aspiration to the pan-European *integration process*, even without considering the devastating consequences of the war, it is possible for domestic subjects of economic activity to gain favorable positions both in the international division of labor and in the world market as a whole. In Ukraine, the institutional prerequisites for the gradual expansion of the influence of its restored economy on the international division of labor and influence on the world economy through the further implementation of an integration policy, *provided that assistance is received* from the leading economically developed countries of the world to restore the economic potential of Ukraine, have been largely formed in Ukraine.

The provision of the mentioned aid is due to the existence of factors (both internal and external) for the revival of the export-oriented model of economic development in Ukraine, which can act as an additional factor in ensuring the economic growth of the world economy and overcoming the consequences of the economic crisis [2 p. 76–77]. But, as the experience of a number of countries of the world shows, the implementation of the export-oriented model is accompanied by the emergence of a number of contradictions regarding the harmonious development of society as a whole and the appearance of problems with the balance of the country's foreign

trade balance in particular [3]. Aking this into account, in parallel with the implementation of an export-oriented strategy, a number of certain measures should be implemented in Ukraine to *level the risks associated* with the implementation of an export-oriented model, in particular, such as stricter customs and tariff regulation of imports and the establishment of non-tariff barriers (sanitary, ecological, technical, technological norms and standards), which should create conditions that contribute to the accelerated growth of own production as the basic structure of Ukraine's inclusion in modern civilizational processes.

The development of the *agro-industrial complex*, aimed at providing its target market segment, which primarily consists of partners from developing countries, can ensure a significant place for Ukraine in the international division of labor. At the same time, significant investments in the implementation of serious socio-economic and structural transformations in the agro-industrial complex of the country are capable of transferring agriculture and food production to the category of highly efficient industries, which will determine, along with others, a significant expansion of the country's export profile in the system of the international division of labor.

A separate direction in the formation of Ukraine's export potential should be overcoming the consequences of military destruction and creating an appropriate industrial, social and foreign economic infrastructure, which can allow the country's economy to realistically and stably connect to the most dynamic and profitable positions in the world economy.

Overcoming the military and economic crisis requires paying special attention to determining the priorities of the *state import policy* and creating all the conditions (with the help of appropriate tax, price, credit, financial and currency state policy, etc.) for its effective implementation. Among the priorities of the state import policy, in our opinion, first of all, it is necessary to focus attention on the import of modern equipment and technology, know-how, engineering services, etc.

Taking into account the destructive consequences of conducting military operations for business in the country, it is important to overcome them by paying special attention to the attraction of *foreign investments* on preferential terms – the import of foreign capital must be ensured by

providing foreign investors with rights and opportunities adequate to those enjoyed by national sub- objects of economic activity, as well as benefits provided in special economic zones or benefits, in accordance with those operating on the territory of economically developed countries. The approach of using foreign investments, which is based on combining the latest technology with a fairly high general education and professional level of Ukrainian workers, should ensure the desired result in overcoming the consequences of the crisis. Careful attention at the state level to the import of investments for the development of the country's economy (both in terms of receiving investments and their intended use) should become an important additional factor in the economic revival of Ukraine [4].

Therefore, despite the existing risks of partial loss of certain markets and their positions in the international division of labor, it is necessary to carefully review the entire set of *economic relations with other countries* of the world, to optimize the existing priorities for their development based on the criteria of expediency and efficiency, as well as the conformity of these relations specifically related to the national economic interests of Ukraine. At the same time, in our opinion, one of the main driving forces for the further improvement of market transformations in Ukraine should be close cooperation with industrially developed countries. Such an approach to the development of Ukraine's international relations to overcome the consequences of the war and the economic crisis, regardless of certain risks, can be justified by a number of factors, in particular, such as:

- precisely in these countries, with the presence of a capacious capital market, a lot of experience in market management has been accumulated, which can be used in Ukraine, taking into account certain adaptation and adaptation to its specific conditions;

- the collision of the results of the activities of Ukrainian product manufacturers and the services provided by them with the open, powerful, demanding and tough modern markets of the leading countries of the world economy will force them to strive for a qualitatively new level of production, taking into account costs, quality, design, marketing, etc.;

- interaction with economically developed states should create new opportunities for receiving from them both direct (targeted) support (both financial and technical and technological) for the further development of

market infrastructure in Ukraine, as well as support in the form of soft loans, foreign investments, modern technologies management, which are extremely necessary in terms of overcoming the crisis and deepening the market transformation of the economy of Ukraine [5, c. 317].

An important, almost decisive, *prerequisite for overcoming the consequences of the military-economic crisis* in Ukraine is the provision of both its territorial integrity and independence in the defense of national interests, as well as the achievement of domestic political and economic stabilization (financial, budgetary, price, etc.), which should ensure progressive sustainable development of Ukraine's economy.

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