

## **ПЛАТФОРМА 3. ПЕРЕДОВІ ПРАКТИКИ ПІДПРИЄМНИЦЬКОЇ ОСВІТИ ТА ЇХ РОЛЬ У ПІСЛЯВОЄННОМУ ВІДНОВЛЕННІ УКРАЇНИ**

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### **DEMANDED AREAS OF RETRAINING OF PERSONNEL DURING THE POST-WAR RECOVERY OF THE UKRAINE'S ECONOMY**

In the post-war period, for which both scientists and entrepreneurs are preparing, we will have a lot of methodological, scientific and business activities. We predict that the main tasks of this period will be to overcome the gap in economic chains, the undermining of production capacities, the loss of human capital, both in the form of forced emigrants and mobilized active men who have lost the skills of civilian specialties.

As we noted earlier in our publications, the war makes certain adjustments to the structure of economic relations. The consequences of the war will be much more extensive than it can be imagined now. The fall in the solvency of domestic demand, the outflow of the population, the destruction of enterprises, the theft of special equipment by the soldiers of the aggressor country, problems with energy resources, difficulties in the supply of raw materials and components, foreign markets lost during the war.

The starting point for an effective solution to the post-war arrangement will be civilian mobilization of labor resources. Moreover, the degree of effectiveness of solving the above problems will depend on the degree of concentration of highly qualified personnel, as a generator of high added value.

After all, the strategic task of the post-war restoration of our Motherland will consist not only in overcoming the whole range of problems inherited from the destructive war, but also in rebirth from the historical role of a resource-based economy into a modern economy that generates a wide range of products and services with high added value. Only by offering unique, high-quality and justifiably expensive goods with a high share of added value to the world market, and primarily the European market, will we be able to enter the family of the world's leading economies.

Thus, we come to the conclusion that it is the training of highly qualified personnel using the entire educational, scientific and business potential of the Ukrainian nation that is the cornerstone for solving the problem of a dynamic post-war breakthrough of the Ukrainian economy.

Scientists are closely engaged in the development of the economy by increasing the efficiency of business and entrepreneurship, as the main driving force that energizes finance and the state mechanism, and the economy as a whole, as well as recommending the rules of the game to the domestic legislator.

Therefore, we consider it the most important task at this stage to predict which specialties will be most in demand in the post-war period, in order to be scientifically and methodically prepared, on the basis of synergistic association with business, and subsequently the creation of entire specialized clusters, to be ready for the approaching post-war challenges and tasks of civil construction.

In the post-war period, as we noted above, the national market will be characterized by a rather low solvency. Obviously, in addition to grants, loans and gratuitous assistance from partner countries, the Ukrainian economy needs serious, solvent foreign markets as sources of financing for the growth of national industry and business. In our previous studies, we analyzed the trends in the export-import dynamics of the Ukrainian market. The analysis testified to the rapid and steady decline in trade operations with the aggressor country. At the same time, the growth of transactions with the European market has a steady upward trend. After the end of the war, the European market will remain practically the only market, with an ideal combination of accessibility for development from a geographical point of view and promising in terms of market size.

We have previously substantiated the prospect of entering the European market, but at the same time we noted the difficulties of this trend. These difficulties include both the maturity of the European market and the high competitiveness of this market, as well as Chinese product intervention, the protectionist tax policy of the European Union (albeit weakened for Ukraine during the war), and serious advantages in management and technology.

Since European business is ahead of us in several directions, then predicting the specialties necessary to support the dynamic growth of the Ukrainian economy, we were forced to single out as many as 7 groups of professions.

1. INDUSTRIAL SPECIALTIES. The success of our economy will bring aggressive marketing. But modern industry will make this success long-term. Powerful, modern, dynamic. Therefore, here we want to draw attention to a group of industrial specialties directly related to industrial production and increasing its efficiency.

A wide range of these specialties will cover the entire “food chain” from mechanical engineering to the production of consumer goods: clothing, knitwear, leather and fur and footwear industries, where we, by the way, will have to grapple with the powerful production clusters of the Asian region and Turkey. In the same group, we can note such universal specialties as electromechanics, intelligent systems of renewable energy, which will become hyper-relevant against the backdrop of a gap in energy supplies from the aggressor country.

2. DESIGN AND CREATIVITY. Earlier, in our research, we have already touched upon the issue of uniqueness of trade offers and the need to offer goods to the market with a new design, new characteristics, and even fundamentally new products. Therefore, specialties that stimulate a new vision of old goods and the creation of fundamentally new goods that did not exist before become simply necessary in the struggle for post-war reconstruction.

This direction will require training and retraining in such specialties as modeling, design and artistic decoration. Computer design in the fashion industry, textile engineering. If we are talking about the production of products with high added value, then of course this affects the design of branded products, and the design of accessories and jewelry. The post-war period is always characterized by a boom in the construction industry, so computer-aided interior and furniture design, decorative design will also be at their peak, although these professions will also be in demand at export-oriented enterprises.

3. INTERNET MARKETING. Dynamic entry into foreign markets in the 21st century. is practically impossible without specialists, who have the highest level of knowledge of online promotion technologies, effectively presenting goods in the Internet format, on existing trading platforms and social networks, the meta universe, and also possibly creating new platforms and social networks. We estimate the widest list of specialties from graphic design and corporate identity development to motion design, web design, photo and video design, digital marketing, IT entrepreneurship as worthy of entering the TOP-7 specialties required in the synergistic cooperation of education, science and business in the post-war period.

4. IT-TECHNOLOGIES. The European and world economies are very dynamic and when entering foreign markets, we will have a historically short corridor of time, from the moment when the perception of our economy by European partners will change from assessing us as an economy that suffered from an aggressor and defeated world evil, to an active and aggressive competitor claiming their consumer markets. Therefore, another facet of our future success will be speed. The speed of development, the speed of growth, the speed of data processing. For the competition with corporations that we will face requires rapid processing, analysis and interpretation of large amounts of data, the creation of our software products for use both within the business and for market marketing. Hence Software engineering, sciences related to computer systems and networks, management of large data arrays, will be at

their peak, according to our estimation, for an unlimited period of time. In the case of successful, dynamic growth of our economy, we will naturally face aggressive attacks from corporations and specialties providing cyber security for businesses, responsible for building and engineering cyber security, will be simply necessary for any successful business.

5. MANAGEMENT. European enterprises are characterized by very progressive management and management technologies built on high systematization and automation. And if automation issues are taken over by the fourth group of specialties, then the issues of the logic of building control systems will not do without specialized specialists in management, international business economics, and project management.

6. SALES. Particular attention should be paid to the study of the Personal Selling System. At the level of both personal negotiations and building trade and marketing structures, writing scripts and scripts as well. This section of marketing is currently insufficiently studied and reflected in the scientific literature. However, our department is preparing a systematic work in this area, which we will be glad to present to the scientific community after some time. At this stage, the responsibility for this science lies with the specialties of psychology, entrepreneurship and commercial activity.

7. EUROPEAN LANGUAGES. Entering European markets will require the highest knowledge of the languages and customs of the peoples of the European Union, understanding of its mentality and traditions. We need to work effectively with the European client, whoever he is - the end consumer or wholesaler.

Thus, we have identified 7 main, in our opinion, the most important groups of specialties, thanks to the development of which, returning internally displaced persons and demobilized patriots will be able to join the process of dynamic recovery and growth of the Ukrainian economy.

We believe that it is the improvement, modernization of these programs, most of which, as you could already see from the slides, are already offered by our Kyiv National University of Technologies and Design, will be the point of synergetic unification of science, education and business, after our victory over the aggressor and exile him from all corners of our beautiful Motherland.

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