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THE MAIN FACTORS OF SUSTAINABLE DEVELOPMENT OF UKRAINIAN INDUSTRY IN TIMES OF WAR

Summary

Nowadays, enterprises operating in the difficult conditions of development of the modern economy, in the conditions of war, face many problems related not only to maintaining high economic performance, but also to the very possibility of remaining in the market. Therefore, the issues of ensuring the sustainable development of enterprises are of particular relevance, as the higher the sustainability of the enterprise, the lower the risk of unplanned results. The effective use of sustainable development mechanisms allows an enterprise not only to adapt to the negative impact of the external environment, but also to develop continuously.

The purpose of the study is to determine the main factors of sustainable development of the Ukrainian industry in the conditions of war.

The theoretical and methodological basis of the study is formed by: fundamental provisions of management, formal logic, general scientific theoretical methods of generalisation, comparison, which involves a consistent and structural analysis of basic terms and concepts (in the study of the essence and content of the concept of "sustainable development"); a combination of methods of systematic and logical sequential analysis to assess the dynamics of the processes under study (in the study of factors of sustainable development of an industrial enterprise); analysis and synthesis (in the analysis of the utilisation of production capacities).

The article investigates the essence of sustainable development, the specifics of sustainable development of industry of Ukraine in the conditions of war; it identifies the main elements (factors) of the strategy of sustainable development of Ukrainian industry; it substantiates the importance of the enterprise structure in its ability to respond to changes in the external environment; proposes optimal solutions to solve problems for the enterprise in crisis situations and during the war. The proposed issues of sustainable development of the Ukrainian industry can be used for practical solution of problems related to the processes of adaptation of the Ukrainian management model to the European business valuation system based on the concept of double materiality. Prospects for further research include: application of reporting of Ukrainian enterprises in terms of sustainable development; impact on the environment and society of industrial companies in the context of sustainable

development; principles of sustainable development during the war; study of experience of global companies in the field of sustainable development.

Keywords: sustainable development, industry of Ukraine, industrial enterprise, factors, war.

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