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UKRAINE'S INTEGRATION INTO THE GLOBAL ECONOMY UNDER THE LONG-TERM CHALLENGES

Among the main areas of a country's integration into the global economic and socio-cultural space, numerous studies (for example, [1–4]) highlight: processes and results of its positioning in the labour international division, on foreign markets of goods and services and in the international community (including in the dimensions of: national products' competitiveness, their diversification and sales' dynamics; conclusion of political and foreign economic agreements and contracts, their viability and effectiveness; participation in cross-border cooperation and transnational economic corporatization processes; implementation of measures regarding the involvement in certain projects of interstate socio-political, socio-cultural unions and associations and their fulfilment); strategies for strengthening a country's international authority and investment attractiveness on the world stage, which result in subjective assessments of its status, level and dynamics of economic development, sources and volumes of available political and financial quasi-rent; promotion and dissemination of own economic and societal practices as the standards of cohesion, economic and innovative development acceleration, reproduction of the level and quality of macroregional communities' life.

While analysing the history and achievements of independent Ukraine's modern period, it should be noted the exclusive dominance of the first of the world integration above-mentioned directions, as well as the stagnation and levelling of its results due to: the long-term predominant resource-raw material and semi-finished product orientation of the national economy and export; the national economy's outdated structure, the destruction of mechanisms and achievements of territorial complex formation (within both export-oriented and city-forming brunches, as well as local industry and service sector territorial subsystems); inconsistency, limitations, and therefore inefficiency of the

strategy and incentives for the economy's innovative modernization and clustering; worsening of professional and qualification characteristics and quantitative parameters of labour force reproduction; the ever-increasing burden of the external debt and large-scale military operations' consequences.

Generally, the globalization characteristic features are [1, pp. 17–19; 2, pp. 237–242]: the intensification of the processes of exchange of goods, services, capital, labour, knowledge, scientific and technical developments; the formation of the intellectual products' world market and increase in the level of their capitalization; the growth of the share of transnational productions and investments. cross-border migrations (both legal and shadow); the revival of trends for business cross-border organization, integration of labour markets (primarily, for professions and specializations, which are most in demand in neighbouring countries and modern technological modes), unification of educational, professional and qualification standards, as well as logistic practices; the expansion of cross-border transport networks, related logistic and tourist infrastructure; the development of international sociocultural, scientific and technical, as well as intergovernmental cooperation (including through the formation of cross-border interstate unions and associations).

Among the most acute negative aspects of the globalization process as the model for the world socio-economic order, which have already clearly manifested themselves, it should be noticed the following: the periodicity of crises in the world financial and other markets that are most closely related to them (in particular, mortgage, insurance ones), the growing threats of their cyclicality; the overestimation of the postindustrial economies' products (in particular, those operating on secondary securities' markets) in relation to their competitors with the dominance of the national economies' real sectors; the increasing tension and contradictions in the system of global trade relations and markets. caused by the positions of the most powerful countries and supranational associations (in particular, under the influence of the most powerful transnational corporations), as well as by the opposition of economic outsiders and rapidly growing national economies; the significant destruction of the state-centric structure of international relations [1, pp. 18–22].

Therefore, the effectiveness of a country's integration and living activities in the global economic space is determined, first of all, by balancing the interests of the subjects of a society localized within state

borders (institutes and institutions of the national state, economic sovereignty, production resilience, ethno-national and socio-cultural identity), on the one hand, and transnational subjects of productive. financial and economic, socio-political, socio-cultural interactions, on the other. Considering the essence of the processes for balancing national interests, highlighting their widely recognized supranational component (namely, the well-grounded concessions of national states and economic sovereignties in favour to the formation and functioning of a holistic system of global productive relations with the participation of international economic and socio-political metasystems) [2, p. 238], the leading criterion for effective global integration of a national market economy should be recognized as the preservation and improvement of its competitive advantages and positions in the totality of spheres of competitive struggle at the macro-, meso- and micro-levels. In this case, it is reasonable to outline such relevant factors of globalization processes' security and effectiveness for a country, as: the viability of the strategy and institutions for balancing the requirements and needs of national security, economic and innovative competitiveness, cross-border cooperation, reproduction of country's own ethno-national and sociocultural identity (in terms of life quality, economic, household and spiritual culture); the regulatory ability of the national financial and economic system within the framework of the relevant state control system; the reasonability of urgent and long-term priorities and policies for global and macro-regional integration.

The pressing problems of Ukraine's competitive global integration at the initial stages of its independence included: the unsatisfactory efficiency of the production technological base (in particular, the precariousness of mechanisms, as well as hopes for enterprises' technical and technological re-equipment at the expense of foreign investments); the national economy's significant shadowing, the macroeconomic instability (as the factors of: tax revenues' reduction; criminalization of both internal and external economic relations, as well as relations between state and business structures; acceleration of inflation and the population property stratification); the fragmentation of the mutually effective strategy (both for owners and the economy) for the shadow assets' legalization; the unsatisfactory control over resource use, the noncompliance with technogenic safety and environmental protection standards; the incompleteness of the legislative framework (in particular, the tax one), as well as proper financial and economic relations (including the low level of the banking capital concentration, the insufficient

development of the financial market and business environment, the lack of business experience); the consistent strengthening of trends in capital and human resources' outflow abroad; the insufficient development of mechanisms and methods for the economy's state, antimonopoly and market regulation.

Along with the above-mentioned problems, the current period of Ukraine's integration into the global economic space is characterized by the emphasis on [3, pp. 30–31; 4, pp. 43–46]: the mutual interests and the common vision of Ukraine's global integration prospects in the relations with partner states through the complementary policy and strategy for the recovering and increasing the national competitiveness, in particular, regarding the justification of the economy's structural and spatial aspects and changes, improvement of supply chains, development of complete production cycles in the context of the national economic interests' full realization; elaborating and fulfilling programs and business projects in the areas of climate-oriented agriculture, use of local energy sources, energy-efficient construction, military-industrial complex that are mutually beneficial for Ukraine and external investors; implementing the interstate measures for optimizing transport, logistic and other infrastructure networks; solving the set of the problems of Ukraine's and European macro-region's energy security; ensuring the systematic and effective digital transformation of the national economy, its administration and management sectors (from the macro-level of the state to the level of local components and separate industries) in order to provide their proper functionality, accelerate the innovative modernization of the economy and society's life in general; improving the functionality and security of mobile technologies, digital payment systems, block-chain technologies in the context of adaptation to EU standards and integration into the United Digital Market; expanding the donor and loan assistance programs to increase defence capabilities. compensate for the consequences of production facilities' infrastructure destruction and loss; mitigating the humanitarian challenges caused by military losses and threats through demographic policy mechanisms, employment standards and programs.

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