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## CURRENT TRENDS OF ECONOMIC DEVELOPMENT OF THE ZAPORIZHZHIA REGION

**Dubynina S.M.***Zaporizhzhia National University**Ukraine, 69011, Zaporizhzhia, Universytetska str., 66**Dubynina.sm@gmail.com**ORCID: 0000-0003-4498-4753***Key words:**

modern trends, economic development, Zaporizhzhia region, innovations, defense technologies, globalization.

The article examines the current trends in economic development of the Zaporizhzhia region in the context of the identified key areas of innovative development of Ukraine in accordance with the "Strategy for the Digital Development of Innovative Activity of Ukraine for the Period up to 2030". It is determined that current trends in economic development are being implemented in the Zaporizhzhia region despite the long-term armed aggression of the Russian Federation, insufficient financial investments, and a shortage of human capital. The need for the development of military technologies, support and unification of enterprises and organizations involved in the field of defense and security is substantiated. It is determined that current trends in economic development of the regions of Ukraine are a definition of global trends in the world. Particular attention is paid in the article to the steps that Ukraine will take in order to develop the sphere of innovation as quickly as possible and focus on the development of innovative products. It is revealed that current trends in the development of the world economy include: globalization, informatization, and transnationalization. As a conclusion, the implementation of modern trends of economic development in the Zaporizhzhia region has several problems – the lack of highly qualified human resources, insufficient funding, proximity to the front line and the occupation of most of the territory of the region. Modern economic development in the region, unfortunately, now has many problems and is experiencing difficulties due to the lack of highly qualified human resources, the lack of sufficient financial assistance, the resolution of daily social issues due to military shelling. It is determined that modernity and innovation are closely related and depend on each other, so, innovative products set the modern trend, and innovative development serves as an impetus for economic growth and development.

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## СУЧАСНІ ТРЕНДИ ЕКОНОМІЧНОГО РОЗВИТКУ ЗАПОРІЗЬКОГО РЕГІОНУ

**Дубиніна С.М.***Запорізький національний університет**Україна, 69011, м. Запоріжжя, вул. Університетська, 66***Ключові слова:**

сучасні тренди, економічний розвиток, Запорізький регіон, інновації, оборонні технології, глобалізація.

В статті розглянуто сучасні тренди економічного розвитку Запорізького регіону в розрізі визначених ключових напрямків інноваційного розвитку України згідно зі «Стратегією цифрового розвитку інноваційної діяльності України на період до 2030 року». Визначено, що сучасні тренди економічного розвитку впроваджуються в Запорізькому регіоні незважаючи на тривалу збройну агресію РФ, недостатні фінансові інвестиції, дефіцит людського капіталу. Обґрунтовано необхідність розвитку військових технологій, підтримки та об'єднання підприємств, організацій, які задіяні в сфері оборони та безпеки. Визначено, що сучасні тренди економічного розвитку регіонів України – дефініція глобальних трендів світу. Особливу увагу в статті приділено крокам, за якими рухатиметься Україна, щоб максимально швидко розвивати сферу інновацій та фокусуватися на

розвитку інноваційних продуктів. Розкрито, що сучасні тренди розвитку світової економіки включають: глобалізацію, інформатизацію та транс націоналізацію. Як висновок, впровадження сучасних трендів економічного розвитку в Запорізькому регіоні має декілька проблем – відсутність висококваліфікованого людського ресурсу, недостатність фінансування, близькість до лінії бойових дій та окупована більша частини території регіону. Сучасність економічного розвитку в регіоні нажалі зараз має безліч проблем та відчуває труднощі через відсутність висококваліфікованого людського ресурсу, відсутність достатньої фінансової допомоги, вирішення щоденних соціальних питань через воєнні обстріли. Визначено, що сучасність та інновації мають між собою тісний зв'язок і залежать один від одного, так як інноваційні продукти задають сучасний тренд, а інноваційний розвиток служить поштовхом до економічного зростання та розвитку.

### Statement of the problem

Current trends in the economic development of the Zaporizhzhia region set the vector in which the region will move in the near future, what goals are set and at what level the economic development of the Zaporizhzhia region will be in the future.

Modern trends in the economic development of the regions of Ukraine include the most important and relevant aspects that influence changes in the socio-economic context. Research into key factors such as the labor market, foreign financial assistance, fiscal policy, foreign trade, metallurgy, mechanical engineering, construction, agriculture, energy infrastructure, fiscal and monetary policies, inflation, etc., currently determine modern trends in the socio-economic development of the regions of Ukraine.

The IMF conducted a study, and according to their forecasts at the global level, with an increase in consumption taxes and changes in the global economy, economic growth is expected to slow down next year, all of which will affect changes in Ukraine and be reflected in regional development.

One of the most important issues of economic development in Ukraine is the socio-economic development of regions. Therefore, there is a need, firstly, to identify current trends in economic development of the Zaporizhzhia region, as one of the promising and budget-forming, and secondly, to investigate their impact on the further development of the region and to predict the worst and most likely scenario of socio-economic development of the region in the future.

### Analysis of recent studies and publications

Analyzing the latest research by scientists and scholars, the paradigm of the new worldview is to meet the needs of all generations without causing harm by achieving an ideal balance of development components: economic, social and environmental. All modern trends in economic development, scientists implement in their theoretical and practical aspects, ideas are relevant today and will have novelty and practical significance in the future.

In her work, Cherep A.V. [1] determined that a person, being a nanolevel of a complex social security structure, loses his most important vital resources in danger, which negatively affects the socio-economic potential of the state, therefore ensuring and guaranteeing its protection is a leading factor in building a competitive economy.

According to the conclusions of Melnyk L.G. [3], it is trends that serve as the basis for predicting possible states of socio-economic systems, forming a virtual bridge between the present and future state of the system, trends are the real support for targeted management of socio-economic systems.

Dobrovolsky V.V. [5] noted in his work that in sustainable development strategies, the systemic approach is implemented in the issues of finding a compromise between the socio-economic needs of humanity and the capabilities of the biosphere. After all, only a comprehensive view of the interrelationships of the three components of development (ecological, economic, and social), taking into account the peculiarities of their functioning, will ensure the evolution of the biosphere in the future and the progress of humanity.

Topalova I.A.[6] in her research concluded that the regional economic system requires the implementation of "New Industrialization" ( neo-industrialization ), which will allow achieving a new quality of economic growth and self-development of regions based on the construction of industrial production on the basis of the above-mentioned technological structures. The key to further economic development is the technological development of production through the implementation of innovations and new developments based on modern information technologies ( digitalization, Big Data, information and communication technologies, Industry 4.0, Society 5.0.

### Objectives of the article

Modern trends in economic development of the Zaporizhzhia region ensure the region's ability to adopt a strategic approach to sustainable development. That is, it is understood that all modern trends consist of economic, social and environmental elements, and if the interests of these components are in balance with each other and are aimed at increasing well-being, then the principle of sustainable development of the region works.

The skill of the regional administration lies in identifying all problems and pathological processes in socio-economic areas and making timely decisions to restructure the system in order to achieve effective, favorable changes in the short term.

"To be in trend" means to be successful and efficient: maximum results with minimum costs [3]. Modern trends

in the development of the world economy include: globalization, informatization, and transnationalization.

In the current state, the Zaporizhzhia region, like other regions of Ukraine that are under constant shelling, is considering the strategic development of the region in the most important and relevant areas at the moment. Such as the labor market, foreign financial assistance, fiscal and foreign policies, energy, metallurgy, agriculture, monetary policy and inflation. Despite the problematic socio-economic situation of the Zaporizhzhia region, the regional administration continues to monitor the trend of the world economy and implement modern trends at the local level.

**The main material of the research**

Three years of fierce war in Ukraine have shown that innovations and innovative technologies are now winning not only on the battlefield, but also in the entire socio-economic space that surrounds us. Correctly defined vectors of economic development allow us to transform not only the regions of Ukraine, but also the country as a whole.

The world is changing rapidly, and the implementation of modern trends in economic development in the regions of Ukraine is not only a guarantee of rapid economic growth, it is a victory for Ukraine.

The Ministry of Digital Transformation of Ukraine, together with the Ministry of Education and Science, has developed and approved the “Strategy for the Digital Development of Innovation Activity in Ukraine for the Period Until 2030” [8]. This document defines the steps we will take to develop the field of innovation as quickly as possible and focuses on the development of products presented in Table 1 [8].

Table 1 – Key innovative products of Ukraine

Abbreviation	Name
AUV	unmanned technologies
Semiconductors	they are used in cars, phones and computers
GreenTech	green environmental technologies
AI	artificial intelligence
MedTech	technology in medicine
BioTech	biotechnology technologies
DefenseTech	defense technologies
Secure Cyber Space	cybersecurity
XR	augmented reality technologies (VR, AR and MR)
AgriTech	agricultural technologies
Fluid Economy	economy without borders
Edtech	development of the education system

Ministry of Digital Transformation of Ukraine introduced international cooperation and launched WINWIN Centres of Excellence for every area. Centers of Excellence within the WINWIN strategy are a special space where experts, resources and innovations are combined to develop key industries and implement advanced technologies [8].

Let's consider how the basic trends of innovative and economic development of Ukraine are currently being implemented in the Zaporizhzhia region.

Modern trends in economic development of the Zaporizhzhia region are focused on the development of human

capital, effective management of the region. Also, the administration of the Zaporizhzhia region regularly holds meetings with business to support and assist in the creation of innovative products, opportunities to develop technologies for defense, and to build favorable conditions for the economic development of the region.

One of the modern trends in the economic development of the Zaporizhzhia region is military technologies. The Zaporizhzhia region has joined the BRAVE 1 cluster, which means supporting and uniting enterprises and organizations involved in the field of defense and security. The priority areas of this project are military systems and weapons, protection and security, logistics, unmanned aerial vehicles, ammunition, demining equipment, cybersecurity, navigation, reconnaissance equipment and medical support. The project provides financial assistance in the form of grants and investments, certification of its own products, presentation of developments at military training grounds, code names according to NATO standards.

BRAVE 1 is an inter-sectoral project, a joint initiative of the Ministry of Defense, the General Staff of the Armed Forces of Ukraine, the National Security and Defense Council, the Ministry of Digital Affairs, the Ministry of Strategic Industries, and the Ministry of Economy.

In 2025, the Zaporizhzhia region will allocate more than UAH 1 billion for the purchase of unmanned aerial vehicles and components for them.

For energy security, the Zaporizhzhia region will need more than 200 powerful diesel generators in 2025. Cogeneration plants will allow the Zaporizhzhia region to successfully pass the heating season. Therefore, the administration of the Zaporizhzhia region has ensured the supply of equipment for generating an additional 30 MW of electricity in 2025, which will be enough for the operation of centralized heating and water supply systems. The goal for next year is to obtain 100 MW of additional generation for medical institutions, the social sphere, etc. The region has a program to provide financial state support to individuals who install generating plants on alternative energy sources, which consists in reducing the cost of loans for the purchase and installation of photovoltaic modules, wind power plants and energy-saving systems with a capacity of 1 kW to 10 kW [9]. The program was developed in accordance with the Procedure approved by the Resolution of the Cabinet of Ministers of Ukraine dated June 7, 2024 No. 673 [11].

Regarding the current trend, the effective use of artificial intelligence in work, education, business and everyday life in the Zaporizhzhia region. The Ministry of Economy of Ukraine, the Ministry of Digital Transformation of Ukraine together with Google Ukraine launched a free course "AI for Productivity" in which the Zaporizhzhia region is actively participating. This course will help a person open up new opportunities for development, expand understanding and use of artificial intelligence.

In the Zaporizhzhia region, in 2025, the medical reform aimed at reorganization and self-sufficiency continues. There are more than 40 medical institutions in the region, more than 15 have already been reorganized (unions of medical institutions, rehabilitation institutions, multidisciplinary or institutions for narrow diseases, for example, psychiatric,

infectious or phthisiatric care). In 2025, the reconstruction of the emergency and urgent medical care hospital is underway, the work is being carried out at the expense of the state budget, the project cost is UAH 320 million. The equipping of medical institutions with modern medical equipment continues, which allows for unique transplantation operations. A free prosthetics center "Bold Step" has been opened in the Zaporizhzhia region – the only one in the southeast of Ukraine, which helps to obtain high-quality rehabilitation after mine and blast injuries. Among the patients are both military and civilians who suffered as a result of hostilities.

In the Zaporizhzhia region, work is underway on defense and fortification systems, developed jointly with the General Staff. The construction of the fortification is a new system of quite complex and multi-layered defense, which will protect not only the regional center, but also the nearest settlements from new attempts at enemy assaults and drones [10].

Cybersecurity is one of the main directions of the modern trend of economic development of the Zaporizhzhia region. For 4 years, the CTDO digital transformation team has been implementing several projects in the field of cyber defense in the region. Especially in conditions of war and unpredictable threats, it is important to understand that cyber defense is the protection of the economic space.

The next modern trend – virtual reality has already become a new form of existence, so it is becoming more and more real that information technologies can replace a person's direct communication with natural, historical, architectural and other spiritual and real objects of reality [13]. In the Zaporizhzhia region, virtual tourism in Zaporizhzhia "Seven Paths to Adventure" operates. Also, in order to provide comprehensive support at all stages of the admission campaign in 2024, Zaporizhzhia National University (ZNU) created the Virtual Educational and Consulting Platform "Entrant-2024" – a software product that collects all the necessary operational information regarding admission to higher education institutions in one place. In 2024, a virtual laboratory was opened at ZNU, with the help of whose resources it is possible for specialists to develop scenarios for preventing catastrophic consequences. Also among the goals are 3D modeling and digitization of historical and cultural heritage sites lost, damaged, or under threat of destruction as a result of hostilities in Ukraine, development of innovative methods of immersive learning, virtual and augmented reality software, virtual tours, etc. [14].

Regarding the current trend – agro-industrial technologies in the economic development of the Zaporizhzhia region, exhibitions of agricultural technologies are held. In 2022, relevant technologies were demonstrated in Zaporizhzhia, conferences, expert meetings were held. One of the main areas is modern agricultural machinery, IT technologies for precision farming and control of basic processes in agriculture, accounting automation tools, modern building materials, energy-efficient technologies, heating systems. Within the framework of the agreement between the State Organization "Ukrainian National Office of Intellectual Property and Innovations" and the Zaporizhzhia Chamber of Commerce and Industry, the Technology and Innovation Support Center (TISC) was established on the basis of the Zaporizhzhia Chamber of Commerce and Industry [15].

Economy without borders is a modern trend of the Zaporizhzhia region that is being implemented now. Regular meetings of the Zaporizhzhia region authorities with business and the public are held, key problems are discussed and resolved. The Zaporizhzhia region authorities and a number of partner countries have signed agreements on comprehensive assistance. In particular, in 2024, a cooperation agreement was signed between the Zaporizhzhia region and the Commonwealth of Pennsylvania, which provides for interaction between state bodies, scientific institutions, citizen organizations and business, and includes the main areas – energy, agriculture, digital and defense technologies [10]. Regional business support programs are operating in the Zaporizhzhia region, which are aimed at developing exports, supporting startups, helping veterans, as well as financing businesses for scaling or relocation. Two programs will be launched in the Zaporizhzhia region in 2025: "Economic training for businesses affected by the war in Ukraine" Entrepreneurs, top managers and key specialists of small and medium-sized businesses from various sectors (production, energy, IT, agri-food, green economy, etc.) will be able to undergo training on the online educational platform Ukraine Global Faculty. The second program is "Create Here!". This is a free educational project from the NGO uBoost for ambitious young people from small towns and frontline regions. Participants study entrepreneurship, finance, marketing, sales, PR and digital technologies, develop soft and hard skills, preparing for a career or your own business.

The development of the education system is a modern trend in the economic development of the Zaporizhzhia region. The main guideline for the development of education in the Zaporizhzhia region is safety, therefore, a program for the construction of underground schools is being implemented in the region. As of January 2025, five underground schools in Zaporizhzhia have been opened, these are unique educational institutions created in compliance with all safety standards.

Economic development of regions is not possible without the development and implementation of modern ideas and thoughts, digital development and innovation.

### Conclusions

Every day, Ukraine becomes a more powerful and most convenient digital state, becoming a new political and innovation center.

The main barriers that Ukrainian regions face when implementing modern trends for economic development are limitations in financing innovation and digital programs and the lack of highly qualified human capital.

According to the estimates provided in the Global and Innovation Index 2023, Ukraine ranks 55th out of 132 countries studied in the world, which is two places higher than in 2022. In terms of seven structural components, Ukraine has the highest score in "Creative Potential" (37th place), "Knowledge and Technological Output" (45th place), as well as "Human Capital and Research" (47th place). The most problematic for Ukraine, according to the rating compilers, are the criteria "Market Development" (104th place) and "Institutionality" (100th place) [8].

Global trends affect the priority areas of development of the regions of Ukraine. Promoting the implementation of modern trends of economic development in the Zaporizhzhia region makes it possible to protect national interests, contributes to solving social problems, in particular security and defense. But prolonged hostilities, the frontline zone, the largest territory of the region under occupation, mass forced internal and external migration, all these consequences

negatively affect the economic development of the Zaporizhzhia region. The key to a successful innovation project is qualitatively trained specialists, therefore the quality of education is the main vector of economic development of the regions. Support for startups, entrepreneurs and companies involved in the development, creation and implementation of innovative modern ideas, the development of innovative technologies in the Zaporizhzhia region is important.

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