

## **CLUSTER PARTNERSHIPS AS A PREDICTOR OF THE DEVELOPMENT OF ENTREPRENEURIAL EDUCATION IN POST-WAR RECONSTRUCTION OF UKRAINE**

Structural reforms strengthen the market foundations of the functioning of the economy, change the worldview of the population and business, and form new value orientations.

Currently, there is a discussion about the format of rebuilding the economy of Ukraine and the principles of using international aid.

The role of education in the development and development of the economic system of regions and the state is growing due to the development of the knowledge economy, an integral component of which is not only knowledge, but first of all the ability to use it effectively to create new products.

Since the traditional education system is not able to quickly and effectively respond to the challenges of the time that are facing it due to its static, bureaucratic and conservative nature, institutions that implement alternative educational services begin to occupy the unfilled niche.

Education is considered as an economic category capable of combining social value for society and financial benefit for an entrepreneur. This creates prejudice for the development and conduct of business in this area. For Ukraine, this is a new type of entrepreneurship, which has been rapidly developing in recent years. Factors that contributed to the development of educational business in Ukraine were:

- creation of appropriate legislative and regulatory support;
- lack of a sufficient number of places in communal and state institutions;
- the search for alternative types of education and an individual approach in the educational process, increasing the financial support of households, etc.

The functioning of private educational institutions has certain features, including:

- their clear focus on the consumer;
- expansion of opportunities to choose education options for the consumer, which stimulates competition and increases the quality indicators of educational services;
- variability of educational programs and classes;
- individual approach;
- contributes to the development of the regional socio-economic system;
- increasing cooperation between local authorities and entrepreneurs.

In Ukraine, too, the process of generating a network of higher educational institutions is beginning, which are increasingly being considered from an entrepreneurial

standpoint, and students, postgraduates, doctoral students, in such institutions, are analyzed as clients of an educational corporation, who become buyers of educational services of higher educational institutions, on whose requests the educational work of teachers is oriented.

In our opinion, the effective functioning and development of entrepreneurship in the educational sphere will be facilitated by the formation of educational clusters. As the practice of developed countries (the USA, Canada, Japan, Finland, France, Germany, Italy, etc.) shows, the use of cluster structures contributes to:

- development of a competitive economy;
- the combination of cooperation and competition between its participants, which allows them to obtain a joint effect, to increase the competitiveness of the association in comparison with individual institutions;
- interactions between cluster participants – state and local self-government bodies, enterprises, educational and scientific institutions.

Today's historical challenges, which Ukraine has faced, provide an opportunity to build a new system of relations between science and society, to increase its quintessence both in scientific and technical progress and innovations, and in strengthening the country's defense capabilities, making socially significant decisions, formulating national development strategies, military doctrines, etc.

Innovations produce positive structural changes in the economy and society, contribute to the increase of productivity of the economy, employment of the population, strengthen its ability to compete in the global environment with the economies of other countries of the world and ensure sustainable growth rates in the long-term perspective of entrepreneurial education.

The most important structural reforms that need to be implemented in our country as soon as possible are the indisputable creation of a sufficient number of adequately paid new jobs and the modernization of production on an innovative basis.

Before improving the existing institutions, it is necessary to restore the destroyed labor institution, because the right to work is a basic human need in the civilized world. The main structural reform that needs to be implemented in Ukraine is the creation of new jobs.

Carrying out further market reforms will not be successful in a country whose citizens remain massively unemployed with incomes many times lower than in neighboring countries, with the post-traumatic syndrome of the war.

The war suppresses private entrepreneurial initiative, therefore increasing the role of the state in matters of investment is a natural process. Stable and adequately paid jobs allow you to preserve the labor capital of the nation - the most valuable thing that is in Ukraine. The launch of new productions will allow to effectively lock the money supply in the new added value and generate related taxes, which is especially important in the conditions of increasing emission funds in the economy. All that is needed for this is financial resources and a consistent state economic policy.

Ukraine is a part of European civilization, the Ukrainian people mostly have the same worldview values as Europeans. Ukraine's economy is rich in natural resources, and the Armed Forces of Ukraine are capable of effectively countering military threats. The coexistence of Ukraine and the EU within the framework of a single geopolitical entity is a mutually beneficial project on a planetary scale.

The availability of EU product markets and the resources of European financial institutions is a powerful stimulus for the development of the national economy. However, the full integration of Ukraine into the EU requires the implementation of European standards in the field of public administration, regulation of the production of goods and services, and the development of civil society. The duration of the period of unification of the Ukrainian economy with the EU economic space will depend on the institutional readiness of Ukrainian society.

The rule of law, minimization of corruption and strong democracy are expanding the possibilities of large-scale attraction of private investment from all over the civilized world. Along with this, the introduction of global standards and norms in the production of goods and services (for example, in the production of medicines) expands the access of Ukrainian manufacturers to the European and world markets of goods and services.

Specific areas of reform include the judiciary, anti-corruption infrastructure, civil service, public procurement, local self-government, decentralization of

economic and political power, tax legislation and regulations, land reform, and labor legislation.

The speed of reforms should not depend on receiving external funding for projects to restore the war-ravaged economy. It is impossible to carry out successful reforms without having the basic elements of the economic system - a sufficient number of jobs and elementary conditions for the population to live.

Cluster partnerships of entrepreneurial education in the context of Ukraine are about the future. It will be a difficult, but very effective concept. Clusters are wealth that attracts wealth. And it is not only about money, but also about people, workplaces, innovations, talents, connections. Clusters are formations that begin to connect with each other, for them there are no administrative borders and language restrictions. And they are able to multiply our efforts. The question is whether we will be able to work in a post-war environment where two plus two is much more than four, whether we will have enough management talent and experience.

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УДК 658.338

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## ВІДНОВЛЕННЯ LUXURY СЕГМЕНТУ В ПІСЛЯВОЄННОМУ РОЗВИТКУ В УКРАЇНІ

На сьогодні в умовах війни стабілізація економіки практична неможлива. Кризові явища в усіх сферах економіки не зупинити. Руйнація інфраструктури, що забезпечує життєдіяльність суспільства, негативно впливає й на інші сектори держави, в тому числі і на Luxury сегмент. Найактуальнішими проблемами для всього світового суспільства залишаються перемога

України у війні та вирішення соціально-економічних проблем.

Ринкова економіка в Luxury сегменті потерпає занепаду, а тому на сьогодні та у післявоєнні часи потребує стабілізації і подальшого відновлення за допомогою та залученням багатьох сфер впливу. Це виклик для багатьох світових брендів, який показує гуманність в часи кризових моментів один з яких,