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### **International Forum EFBM 3.0**

## **“From Recovery To Growth”, May 21–24, 2024, Taras Shevchenko National University of Kyiv, Ukraine**

The devastating impact of war in Ukraine has underscored the urgent need for the reconstruction of destroyed territories and the formulation of strategic plans for Ukraine’s recovery and future development. The nation’s future hinges on its ability to rebuild and grow amid these challenges. Against this backdrop, the International Forum EFBM 3.0 (Economics, Finances, Business, Management) “From Recovery to Growth” was held from May 21–24, 2024, at the Faculty of Economics of Taras Shevchenko National University of Kyiv, with the support of the Public Affairs Section of the U.S. Embassy in Ukraine.<sup>1</sup>

The mission of the forum became to facilitate the transfer of knowledge between educational, scientific communities, and business environment to foster economic development. The primary objective of the forum is to create a platform that integrates knowledge, ideas, and opportunities to ensure economic growth and effective governance. The forum’s target audience includes educators, the scientific community, business leaders, government bodies, and non-governmental organizations.

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<sup>1</sup> The Forum EFBM 3.0 “From Recovery to Growth” was held on the occasion of the 190<sup>th</sup> anniversary of Taras Shevchenko National University of Kyiv and the 80<sup>th</sup> anniversary of its Faculty of Economics, see: Forum EFBM 3.0 “From Recovery to Growth”, May 21–24, 2024, <https://www.efbm.org/> [accessed: 12.12.2024].

The forum served as a crucial platform that brought together both international and domestic representatives from academia, business, and government. High-level experts from various sectors participated in the forum's panel discussions, including specialists from the Ministry of Education and Science of Ukraine, the Ministry of Finance of Ukraine, the Ministry of Digital Transformation, the National Bank of Ukraine, GENESIS, Southern Bank, CFA Institute, Nord University, among others.

Participants of the forum engaged in a variety of discussions and activities focused on the following key topics: national economy in wartime; addressing the economic challenges and strategies during the ongoing conflict; international support for Ukraine, exploring global efforts and assistance to aid Ukraine's recovery; human capital in turbulent times, analyzing the impact on human resources and strategies for development; environmental challenges of war, examining the ecological impact and necessary measures for environmental protection; synergy of business, science, and education, promoting collaboration between these sectors for innovative growth; business during war: new realities, understanding the new business landscape and adapting to wartime conditions; small business for victory, highlighting the role of small enterprises in contributing to the national cause; and small talk with invited guests, featuring interactive sessions with experts and influencers. The Forum "From Recovery to Growth" has proven to be a pivotal event, uniting diverse sectors to chart a path forward for Ukraine's recovery and economic resurgence amidst the adversities of war.

The importance of theoretical and scientific research on the challenges and current issues amidst the backdrop of war was underscored during the five conferences held as part of the forum: "Competitiveness of the national economy: a new model amid war challenges"; "Statistics of the 21<sup>st</sup> Century: new challenges, new opportunities"; "Global trends and prospects for the development of Ukraine's financial system"; "Data science and information-analytical systems: applications in economics and finance"; and "Marketing technologies in managing national and international business at the turn of the era: identifying trends and overcoming challenges". During these conferences, various theoretical and methodological developments were presented, focusing on the development of the national economy in wartime conditions. Presentations covered the formation and statistical assessment of data related to demographic processes, economic losses, and opportunities for the recovery of Ukraine's economy. Discussions also delved into the financial aspects of regulating Ukraine's state budget and strategies for marketing Ukrainian products on global markets during the war.

The conference on the competitiveness of the national economy explored new economic models necessary to adapt and thrive amidst the ongoing war. Researchers highlighted innovative strategies to enhance national economic resilience and competitiveness under unprecedented challenges. The conference on statistics

of the 21<sup>st</sup> century addressed the critical need for accurate and adaptive statistical methods to measure and analyze demographic changes, economic impacts, and recovery potentials. Theoretical advancements and practical applications were discussed to improve data collection and analysis in war-affected environments. The conference “Global trends and prospects for the development of Ukraine’s financial system” examined the future trajectory of Ukraine’s financial sector. Presentations focused on regulatory measures, fiscal policies, and financial innovations that could stabilize and stimulate the economy during and after the conflict. The conference about data science and information-analytical systems emphasized the role of data science in economic and financial decision-making. Participants showcased how advanced analytical techniques and information systems can support economic management and policy formulation in turbulent times. Finally, the conference on marketing technologies in managing national and international business provided insights into effective marketing strategies. It addressed how Ukrainian businesses can navigate the global market, identify emerging trends, and overcome challenges posed by the war to maintain and grow their market presence. These conferences played a key role in advancing theoretical knowledge and finding practical solutions to the pressing issues faced by Ukraine. The insights gained and shared during these sessions contribute significantly to the ongoing efforts to rebuild and develop Ukraine’s economy.

The forum also featured Round Tables, where practitioners from various fields were invited to address the challenges posed by the ongoing war. These experts included professionals from the sectors of education, science, finance, digital transformation, IT companies, and Ukrainian banks. Alongside academics, these specialists discussed potential solutions to ensure the recovery of Ukraine’s economy amid the continuing conflict, the safety of citizens, and the development of territories affected by Russian military aggression. During the forum, three significant Round Tables were held:

- “Prospects for International Business Development in the Context of Global Instability”. This Round Table was focused on identifying strategies to maintain and expand international business operations amidst the global uncertainty exacerbated by the war. Experts discussed ways to navigate the challenges posed by geopolitical tensions, supply chain disruptions, and economic volatility.
- “Modernization of Accounting, Auditing, Control, and Reporting in the Context of Sustainable Development”. This Round Table addressed the need for modernizing financial practices to adapt to the demands of sustainable development. Participants explored innovative approaches to accounting, auditing, and reporting that align with sustainability goals, ensuring transparency and accountability in both public and private sectors.
- “Financial Institutions on Ukraine’s Path from Recovery to Growth”. This Round Table brought together financial experts to discuss the critical role of financial

institutions in Ukraine's economic recovery and growth. Topics included the development of robust financial policies, the enhancement of banking services, and the implementation of financial technologies to support economic resilience and growth.

Round Tables provided a collaborative platform for practitioners and researchers to exchange ideas and develop actionable plans. The interdisciplinary discussions aimed to address immediate and long-term challenges, ensuring a comprehensive approach to rebuilding Ukraine's economy, safeguarding its citizens, and fostering sustainable development in war-affected regions. Through these collaborative efforts, the forum significantly contributed to forming practical strategies and solutions crucial for Ukraine's recovery and future growth.

The forum also featured research sections organized under the auspices of university scholars and experts from research institutions in various fields, including finance, management, marketing, education, and IT. These research sections were focused on the following key areas: 1) Management of organizations in forming and realizing the potential for post-war economic recovery in Ukraine; 2) Educational challenges: teaching foreign languages in conditions of uncertainty; 3) Green recovery of Ukraine's economy: vision, potential, models; 4) Paradigmatic shifts in economic theory of the 21<sup>st</sup> century.

First section explored strategies and frameworks for organizational management aimed at maximizing the potential for economic recovery after the war. Discussions included best practices for leadership, resource allocation, and strategic planning to rebuild and enhance economic resilience. Second section addressed the unique challenges faced by educators in teaching foreign languages during times of uncertainty. It covered innovative teaching methods, the use of technology in language instruction, and strategies for maintaining educational standards and student engagement despite disruptions caused by the war. Focused on the sustainable recovery of Ukraine's economy, the third section discussed the vision and potential for a green recovery. It included models and strategies for integrating environmentally sustainable practices into economic rebuilding efforts, emphasizing the importance of balancing economic growth with environmental protection. Fourth section explored the significant changes in economic theory in the modern era. It covered new paradigms that have emerged in response to contemporary global challenges, including the impact of technology, globalization, and sustainability on economic thought and policy.

Research sections of the Forum "From Recovery to Growth" provided a platform for in-depth discussions and presentations on critical issues related to Ukraine's recovery and future development. By bringing together academic and practical perspectives, the sections facilitated the exchange of innovative ideas and solutions. The insights gained from these discussions are expected to contribute significantly

to the formulation of effective strategies for managing the post-war recovery, addressing educational challenges, promoting sustainable economic practices, and understanding the evolving landscape of economic theory in the 21<sup>st</sup> century.

Dr Svitlana Chugaievska as a delegate from Andrzej Frycz Modrzewski Krakow University took part in the International Scientific and Practical Conference of the Department of Statistics, Information and Analytical Systems and Demography (Faculty of Economics): "Statistics of the 21<sup>st</sup> century: new challenges, new opportunities". The conference was held in a mixed format, with an open access online broadcast. Thanks to this, the circle of participants expanded from 35 in previous year to 57 people – listeners and those who wanted to join the discussion. Among those registered, 27 scientists and practitioners from leading domestic and 5 from foreign universities, as well as 3 graduate students, took part in the conference.

A professor from the Rochester Institute of Technology took part in the conference from the United States of America. The Polish statistical school was represented by 3 colleagues, scientists and teachers of the Poznań University of Economics and Business, the Andrzej Frycz Modrzewski Krakow University. From the Czech Republic – participants from Charles University joined the conference. The Ukrainian scientific center was represented by scientists and teachers of the country's leading universities and the National Academy of Sciences of Ukraine. Among the leading specialists from Ukrainian universities, scientists from the following institutions actively participated: Taras Shevchenko National University of Kyiv, National Academy of Statistics, Accounting and Auditing (Kyiv), Ivan Franko National University of Lviv, Odessa National University of Economics. The state institutions in the field of education was represented by the Institute of Education Content Modernization. Scientists from the Institute for Demography and Life Quality Problems of the National Academy of Sciences of Ukraine also took part in the conference.

Our University was represented by a scientific report prepared by Dr Svitlana Chugaievska, together with her American colleague from the Rochester Institute of Technology, USA, Dr Michael Radin, and her Ukrainian colleague, Prof. Dr Yuliia Moroz, from the Zhytomyr Polytechnic State University, Ukraine. The scientific report was on the topic: "Adaptive learning during the challenging Ukrainian migration crisis". In the second part of the conference, Dr Chugaievska presented scientific achievements during the implementation of the scientific project with a report: "Methodological approaches to the assessment of economic activity indicators of Ukrainian migrants in the conditions of the war".<sup>2</sup> The scientific reports aroused lively interest among those present and formed a direction for the scientific discussion on the issues of the Ukrainian migration crisis against the background

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<sup>2</sup> Conference "Statistics of the 21<sup>st</sup> century: new challenges, new opportunities", May 23, 2024 [https://www.efbm.org/snvnvnm\\_24/](https://www.efbm.org/snvnvnm_24/) [accessed: 12.12.2024].

of the war and educational challenges that arise in educational institutions during the adaptation of Ukrainian youth - displaced persons and forced migrants in educational institutions of Ukraine, Poland, United States and many other countries of the world.

In general, International Forum EFBM 3.0 “From Recovery to Growth” became a key event that gathered a diverse circle of experts from academia, business and government. The forum highlighted the urgent need for strategic planning and innovative solutions to overcome the economic challenges associated with the ongoing war in Ukraine. The main emphasis of the forum was to focus on the transfer of knowledge between the educational, scientific and business communities in order to promote economic development and effective governance. During the scientific conferences, the topics were diverse: from the competitiveness of the national economy and the development of the financial system to the role of data science and marketing technologies in the current crisis.

Round Tables helped to facilitate practical dialogue between practitioners from different sectors. These sessions addressed the immediate and long-term challenges of economic recovery, citizen security, and development of war-torn areas. Key topics included international business prospects, modernization of financial practices, and the role of financial institutions in the recovery and growth of Ukraine. Research sections provided a platform for in-depth study of critical issues such as organizational management for post-war recovery, educational challenges in uncertain times, green economic recovery and the development of economic theory paradigms.

These discussions emphasized the importance of innovative approaches and interdisciplinary cooperation in solving the multifaceted challenges facing Ukraine. Overall, the forum successfully created a collaborative environment that facilitated the exchange of ideas, strategies and practical solutions.