«ЕКОНОМІКО-СОЦІАЛЬНІ ВІДНОСИНИ В ГАЛУЗІ ФІЗИЧНОЇ КУЛЬТУРИ ТА СФЕРІ ОБСЛУГОВУВАННЯ»

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CURRENT CHALLENGES AND PROSPECTS FOR THE DEVELOPMENT OF THE UKRAINIAN ECONOMY IN THE CONTEXT OF GLOBALISATION AND EUROPEAN INTEGRATION

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Globalization and European integration significantly influence the development of national economies. Ukraine's economy is currently facing serious challenges related to geopolitical instability, economic transformation, and the need to adapt to European standards.

One of the main challenges is ensuring sustainable economic growth in conditions of international competition. Integration into the European economic space requires modernization of production, digital transformation, and improvement of the investment climate. Implementation of reforms contributes to strengthening economic stability and increasing competitiveness of enterprises.

Another important aspect is the development of innovation and technological progress. Modern economic development is impossible without the introduction of new technologies, digital tools, and knowledge-based management. Innovative activity helps enterprises adapt to global market changes and improve productivity.

European integration opens new opportunities for Ukraine's economy, including access to new markets, financial support, and participation in international programs. At the same time, integration requires improving the quality of education, strengthening institutional capacity, and ensuring transparency in economic processes.

Therefore, modern economic policy should focus on supporting innovation, improving the business environment, and promoting international cooperation. The successful combination of national economic priorities with European standards can contribute to sustainable development and economic growth.

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