

Conflict, as an event, is perceived as a destructive situation, and it is important if one of the strategies for managing a conflict situation is considered before the conditions for its elimination occur, even if it is a postponement, as it is a temporary measure that only helps to slow down the conflict situation and change the attitude of one side towards the other.

Conclusion. To sum up, at this stage, we can consider the relevance and priorities of the conflict resolution topic for all opposing parties. However, the most important thing here is the consistent positions of the entities involved in the conflict, their strategic goals and objectives, which are related to the possibility of ending the conflict and, ultimately, eliminating its causes. In order to resolve the conflict, the positions of the opponents that they were defending in this conflict should be changed. Often conflict resolution is based on a change of the attitude of the opponents to the object or to each other.

Thus, public relations can greatly influence not only the political changes of the country, but also the modern synthesis of conflict management, cultural metamorphosis and, in general, the latest resource changes. An important premise is that conflict situations need to be managed and democratic processes should lead to this.

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A START-UP INITIATIVE TO CREATE INCLUSIVE TECHNOLOGICAL SOLUTIONS TO THE CHALLENGES OF MODERN BUSINESS

Abstract. Analysing the problems of society in Ukraine, there are problems of interaction with people with disabilities. This is due to the lack of personal experience of communicating with this category of the population and insufficient accessibility for people with disabilities. At the same time, despite the creation of various areas of activity of charitable foundations for the restoration and further functioning of persons with disabilities affected by the war, the issue of creating adaptive technological solutions remains relevant today. The use of technological innovations, as well as start-up initiatives, can help to address this issue. Inclusive technological solutions can

ensure equal access to information, opportunities and services for all people, regardless of their physical or mental disabilities, and their subsequent employment and equal functioning in society.

Keywords: people with disabilities, start-up, inclusive society, inclusive technological solutions.

Relevance. In today's world, the start environment is constantly changing, and brands have already abandoned the idea of simple profitability in favour of a deeper and more meaningful approach to social responsibility. The urgency of the problem is confirmed by the following statistics. More than 1 billion people, approximately 15% of the world's population, live with some form of disability. Between 110 and 190 million adults face severe difficulties in their daily lives. Disability rates are rising due to factors such as an aging population and an increase in chronic diseases. As of January 1, 2021, there were 2.7 million disabled people in Ukraine. Among them, there are 222,300 people with disabilities in the first category, 900,800 people with disabilities in the second category, and 1.4 million people with disabilities in the third category. According to the Office for National Statistics, 163,900 children are disabled [1].

Over the last 18 months, the Ministry of Social Policy has reported an increase of approximately 300,000 individuals with disabilities.[2].

Task statement. To study start-up initiatives to create inclusive technological solutions to support military and civilians with disabilities in order to develop specific recommendations for their effective development and promotion.

In particular, in 2023, at the State University of Trade and Economics, a team of higher education students created the idea of the start-up project "EasySign" - a mobile application that contains a programme for reading sign language and converting it into text and vice versa, text into symbols - as part of a start-up competition. This start-up initiative is aimed at enabling people with hearing and speech impairments to communicate with those who do not know sign language. The value advantages of this development for potential users are convenience, ease of use, comfort of communication and interaction with society [3, p.42-47].

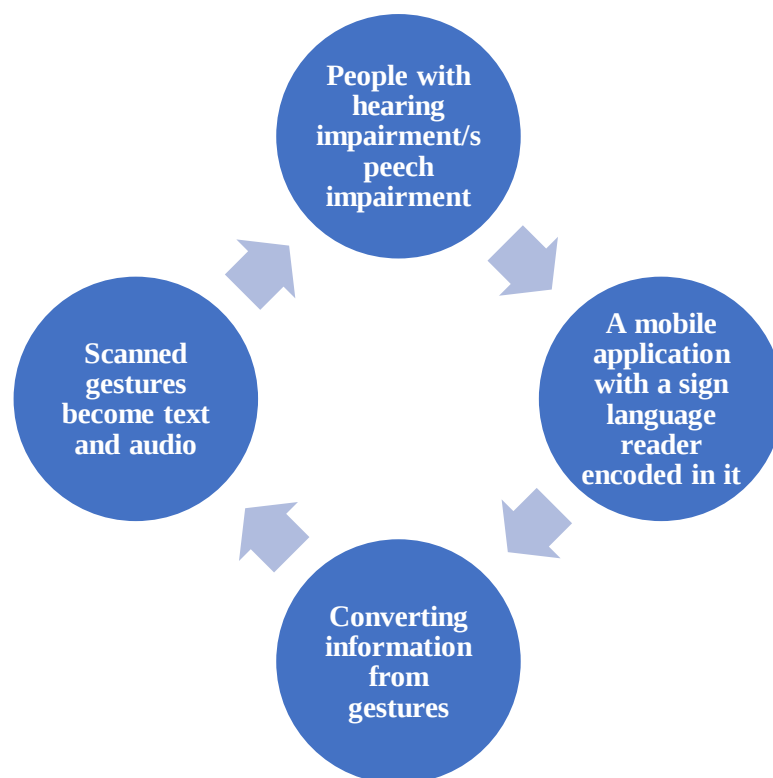


Figure 1 – The principle of operation of the startup project "EasySign".

Source: developed by the author

The solution is based on the use of smartphones that will have a sign language interpretation application installed on them, which will be developed by the company. The application uses the smartphone's camera to read gestures. Then the read data is processed on the server side and the translation results are displayed on the smartphone display(fig. 2).

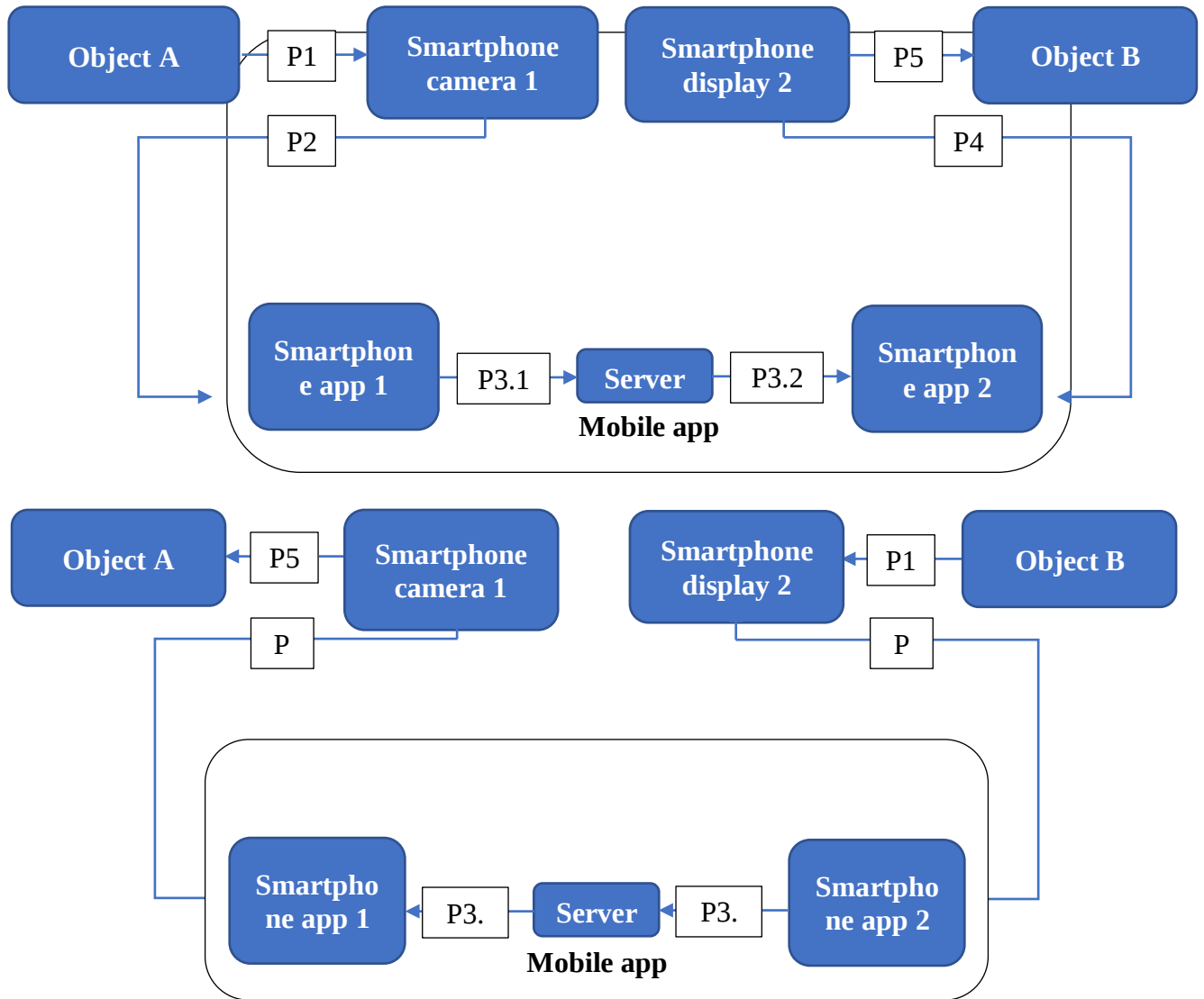


Figure 2 – Interlocutors, each with a smartphone with the app installed.
Source: developed by the author based on data from [4, pp. 87-91].

Conclusions. The start-up initiative to create inclusive technological solutions, namely the EasySign mobile application, is an important step in creating a more inclusive society. This and similar initiatives have the potential to make a significant contribution to improving the lives of people with disabilities by helping them overcome physical and social barriers that make it difficult for them to live a full life and participate in society, including in times of war.

The start-up initiative to create inclusive technology solutions, namely the EasySign mobile application, is an important step towards creating a more inclusive society. This and similar initiatives have the potential to make a significant contribution to improving the lives of people with disabilities by helping them overcome the physical and social barriers that make it difficult for them to live a full life and participate in society, including in times of war.

In order for startup initiatives in general to develop effectively and fulfil their potential, it is important to consider the following recommendations that will enable startup initiatives to develop useful and effective inclusive technology solutions:

— Involve representatives of the disabled community in the development of inclusive technology solutions.

— Conduct research and testing of the developed technologies to assess their effectiveness and safety.

— Collaborate with government agencies and the private sector to ensure accessibility and dissemination of the developed technologies.

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IMPACT OF CONFLICTS ON MIGRATION AND WAYS TO IMPROVE ITS MANAGEMENT (ON THE EXAMPLE OF GEORGIA)

Abstract. The paper evaluates the impact of conflicts on migration. The relevance of the problem of migration caused by conflicts in Georgia is substantiated based on the analysis of the reports, published publications, and statistical data prepared around the research problem. Its economic and social consequences are evaluated. Future development trends are presented. Conclusions are drawn and ways to improve migration management are suggested.

Keywords: conflict, migration, management, challenges, opportunities.

Globally, approximately 184 million people, or 2.3% of the world's population, live outside their country. Today, every tenth person in developing countries is a migrant. Since 1975, the number of migrants in the world has doubled [1]. This highlights the increasing trend of human mobility and the difficulties caused by this process. At the current stage, the growing pace of migration is maintained. In such conditions, it is important to study the factors causing migration. In general, migration is driven by factors such as climate change, conflict, changing demographic trends and income inequality. These forces not only push more people to move in search of better opportunities, but also pose a growing challenge to renewing migration policy in the coming decades.

In Georgia, migration is considered among the topical issues and is currently on the political agenda. In recent years, significant changes have taken place in the process of population migration in Georgia, in particular, new approaches have been developed in the field of effective migration management and strategy, the institutionalization of migration has