

of verified information to foreign journalists, think tanks, and political stakeholders straight from primary sources.

Institutionalization of influence diplomacy (Influence Diplomacy). It is necessary to actively engage recognized international opinion leaders, brand ambassadors, cultural figures, and scientists in public communication campaigns. This will allow the conversion of their personal reputational capital into geopolitical support for Ukraine and expand audience reach beyond traditional diplomatic protocol.

Implementation of proactive fact-checking technologies and smart analytics. It is critical to ensure continuous monitoring of the media landscape utilizing AI-driven tools to detect disinformation waves at their early stages. The strategy should shift from a passive model of debunking fakes to proactively saturating the digital space with counter-narrative visual and infographic content in modern, dynamic formats (such as short-form videos on platforms like YouTube, Instagram, and TikTok).

Ensuring inter-agency synergy and consolidation of strategic narratives. Aligning the communication matrices of various state authorities and diplomatic missions is required to form a unified, coherent information perimeter for the state, which clearly projects its defense, economic, and humanitarian priorities.

Conclusion. Consequently, in the 21st century, social media is no longer merely an auxiliary information channel but a foundational institutional tool of digital diplomacy that fundamentally alters the architecture of international communications. For Ukraine, under existential geopolitical challenges, the efficacy of utilizing this toolkit directly correlates with the state's capacity to flexibly adapt to the algorithms of global platforms, construct proactive reputational narratives, and synchronize digital defense measures with the objectives of public diplomacy.

References

1. AIN. (2026, February 20). *6 tysiach kiberatak u 2025 rotsi zdiisnyly proty Ukrainy* [6,000 cyberattacks were launched against Ukraine in 2025]. AIN.UA. <https://ain.ua/2026/02/20/za-2025-rik-proti-ukrayini-zdiisnili-priblizno-6000-kiberatak/>
2. Diplo. (2026). *Digital diplomacy in 2026: Geopolitics, new topics & tools*. DiploFoundation. <https://www.diplomacy.edu/topics/digital-diplomacy/>
3. StandWithUkraine. (n.d.). *#StandWithUkraine – Support Ukraine against Russian aggression*. <https://standwithukraine.com.ua/>
4. UNITED24. (n.d.). *UNITED24 – The official fundraising platform of Ukraine*. <https://u24.gov.ua/>

Voloshyn A.P.,
Assistant Lecturer,

Tishkov B.O.,
PhD, Associate Professor,
Kyiv National Economic University named after Vadym Hetman

THE DIGITALIZATION OF UKRAINE'S ECONOMY AMIDST WAR AND POST-WAR RECONSTRUCTION

The full-scale war has become one of the greatest challenges to Ukraine's economy since independence. Significant infrastructure damage, a decline in production, and disruptions to logistics have negatively impacted the economic activities of many businesses. At the same time, the difficult operating conditions have accelerated the processes of digital transformation, which had previously been developing gradually. It was precisely digitalization that became one of the factors enabling the resilience of certain economic sectors and the continuity of many business processes.

Even before the start of the full-scale invasion, digital services were being actively implemented in Ukraine, e-governance was developing, and tools for online interaction between the state, businesses, and citizens were being created. The Ministry of Digital Transformation of Ukraine played a key role in this process, as its activities are focused on developing a digital state and expanding access to e-services [1]. During the war, the effectiveness of these solutions became particularly evident, as they enabled many government services to continue operating even under conditions of heightened risks and restrictions.

Digital technologies have become a vital tool for businesses to adapt to new conditions. A significant number of companies were forced to transition their employees to remote work or relocate. Under such conditions, the use of cloud technologies, electronic document management, and modern communication tools helped minimize losses and ensure business continuity. For many companies, digitalization ceased to be a long-term development strategy and became a prerequisite for survival.

Digitalization is also of great importance for the public sector. Accessing administrative services electronically reduces the time and resources required for both citizens and government agencies. Additionally, digital tools help increase the transparency of administrative processes and reduce bureaucratic procedures. In today's environment, this is a key factor in boosting trust in government institutions and improving the quality of public administration.

The development of the IT sector deserves special attention, as it remains one of the most dynamic sectors of the Ukrainian economy. Despite the challenging security situation, Ukrainian IT companies have managed to retain a significant portion of their international contracts and continue exporting services. This has allowed for the maintenance of foreign exchange earnings and partially offset the negative impact of the war on the economy. According to many economists, it is precisely the digital sectors that could become one of the drivers of Ukraine's future economic growth.

Looking at the dynamics of Ukraine's IT exports from 2021 to 2025, a general weak cyclical trend can be observed, with high resilience even amid the impact of the war. After peaking in 2022 (\$7.3 billion), there was a gradual decline to a level of approximately \$6.45–6.7 billion in 2023–2024, partly due to the relocation of specialists, logistical constraints, and general market uncertainty. At the same time, it is important to note that the market is not showing a sharp structural collapse, but rather a transition to a new equilibrium level.

If we consider this series as a short-term trend with a tendency toward stabilization, we can assume that a slow recovery from the shock will occur in the coming years. A simple trend forecast (based on a smoothed linear approximation accounting for the dynamics of 2023–2025) indicates that in 2025, export volume may remain within the range of \$6.6–6.8 billion, and in 2026—potentially grow to \$6.9–7.2 billion, provided the security situation stabilizes and demand for outsourcing services recovers.

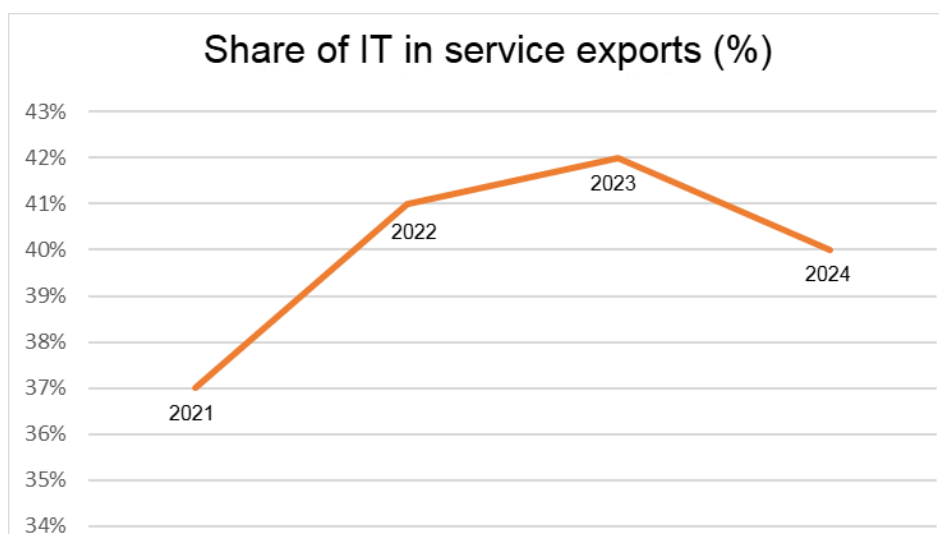


Figure 1 – Share of IT in Ukraine's service exports (2021–2024)

Along with its advantages, digitalization also creates new challenges. One of these remains the uneven development of digital infrastructure across different regions of the country. As a result of hostilities, some areas have suffered significant damage, making it difficult for the population and businesses to access modern digital services. Ensuring cybersecurity is also a major challenge. The increase in the number of digital platforms and electronic services is accompanied by a rise in cyber threats, which requires the constant improvement of information security systems.

Ukraine's post-war recovery will require significant financial resources and effective management of those resources. In this context, digital technologies can play an important role. The use of digital platforms to monitor infrastructure projects, manage budget funds, and oversee the implementation of reconstruction programs can enhance transparency and the effectiveness of resource utilization. Furthermore, the development of the digital economy can positively impact the country's investment attractiveness, as international investors are increasingly focusing on a country's level of digital development and the quality of its e-services.

According to estimates by the National Bank of Ukraine, the country's economic recovery will largely depend on the modernization of the economy and the implementation of modern technologies across various sectors [3]. This is precisely why digitalization should be viewed not as a separate area of development, but as a comprehensive tool for enhancing the competitiveness of the national economy.

Thus, the experience of the wartime period has shown that digital technologies are capable of ensuring the stability of economic processes even under extremely difficult conditions. In the post-war period, their importance will only grow, as digitalization creates opportunities to improve the efficiency of public administration, foster business development, attract investment, and shape a modern model of Ukraine's economic development.

References

1. Ministry of Digital Transformation of Ukraine. URL: <https://thedigital.gov.ua> (accessed May 22, 2026).
2. Ukraine's IT Exports Declined by Over 4% in 2024. What's Next?. IT Ukraine Association. 31.01.2026. URL: <https://itukraine.org.ua/en/ukraine-s-it-exports-declined-by-over-4-in-2024-what-next/> (accessed May 22, 2026).
3. National Bank of Ukraine. URL: <https://bank.gov.ua/> (accessed May 22, 2026).

Алексєєнко А. О.,
здобувачка першого (бакалаврського) рівня вищої освіти,
Гановський В. Л.,
доктор філософії, асистент,
Державний торговельно-економічний університет

ЕКОНОМІЧНІ АСПЕКТИ АРХІТЕКТУРИ ВИБОРУ: ЯК ЦИФРОВІ ІНТЕРФЕЙСИ МАНІПУЛЮЮТЬ РАЦІОНАЛЬНІСТЮ СПОЖИВАЧА

У сучасній цифровій економіці процес прийняття рішень споживачем дедалі більше залежить не лише від ціни та якості товару, а й від способу подання інформації в інтерфейсі платформи. Класична економічна теорія виходить із припущення про раціонального індивіда, який максимізує власну корисність на основі доступної інформації. Проте розвиток поведінкової економіки доводить, що людська раціональність є обмеженою, а вибір часто залежить від способу подачі інформації.

В умовах цифровізації ринків архітектура вибору перетворюється на важливий економічний інструмент впливу на поведінку споживача. Дизайн інтерфейсів, алгоритми рекомендацій та налаштування за замовчуванням можуть змінювати вибір користувача без прямого примусу. Особливо поширеними є механізми, що базуються на когнітивних упередженнях, зокрема ефект