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**ПРОБЛЕМИ ВЕДЕННЯ БІЗНЕСУ
ПІД ЧАС ВІЙНИ****THE PROBLEMS OF CONDUCTING
BUSINESS DURING THE WAR**

Анотація: У тезах висвітлено результати щомісячного опитування українських підприємств щодо проблем ведення бізнесу під час війни. Визначено рейтинг перешкод ведення бізнесу під час війни. Встановлено, що вплив окремих перешкод зростає або зменшується в залежності від розміру бізнесу (підприємств).

Ключові слова: бізнес, перешкоди, підприємство, опитування, війна.

Abstract: The abstracts present an assessment of the business climate in Eastern Ukraine, which was obtained as a result of a survey of managers from the large, medium, small and micro businesses. The factors that negatively affect the development of business in Eastern Ukraine have been identified.

Keywords: business climate, enterprise, factors, survey.

Obstacles to economic development versus the obstacles to security are becoming increasingly important for Ukrainian business. According to the results of the survey two most important problems of conducting business during the war for the heads of enterprises in July 2022 are the increase in prices for raw materials or materials, which was indicated by 62% of the surveyed companies, and the drop in demand for products or services by 36%. The second place in the rating of obstacles for business was occupied by the difficulties with the transportation of both raw materials and finished products through the territory of Ukraine it was indicated by almost half of the respondents (47%). Here the problem of lack of fuel, which in the previous month was on the first place in the rating of problems among 74% of respondents, has fallen in the rating to fourth place. The lack of fuel in the conditions of war in July 2022 was one of the biggest obstacles by 6% of the surveyed companies.

It is stable important due to the mobilization or departure of workers remains a persistently important problem. In the previous two months, almost a third of the companies indicated it in the survey, and in July everything remained at the same level:

by 34%. This figure closes the top five of obstacles for the companies that were surveyed.[1]

The next most common obstacles are lack of working capital and job security. It was reported by 28% and 27% of respondents, respectively. The list of critical import goods needed by the state in wartime conditions was cancelled in July 2022, and it was reflected in the views of business: the share of enterprises complaining about the ban on the import of raw materials, semi-finished products or goods fell from 25% in June to 15% in July. The same number of respondents (15%) said that state regulation of the exchange rate is an obstacle for them.

Other problems are considered to be less important by the business representatives: damage to property or goods as a result of hostilities, as well as interruptions in electricity, water or heat supply affected on 11% of business managers, 5% have reported of acts of corruption. In addition, 2% of respondents noted that their enterprises did not face any problems. Some companies (4%) added their own options to the list of obstacles, namely: lack of financial support from the state for destroyed enterprises, lack of financing for government orders, and lack of property tax benefits for enterprises located in war-torn areas. Among the other mentioned obstacles are difficulties with logistics, in particular with export, and low solvency of the population.

The impact of individual obstacles either increases or decreases with the change in business size. Larger enterprises more often report difficulties with the transportation of raw materials or finished products through the territory of Ukraine and the dangers of work. However, smaller companies feel the negative impact of low demand and lack of working capital more strongly. It is also worth noting that micro- and small enterprises more often than large and medium-sized ones say that they are hindered by state regulation of the exchange rate, and micro-enterprises to a greater extent than larger enterprises complain about interruptions in electricity, water or heat supply.

When we are looking at the answers to these questions from the companies in different industries, agriculture and services, we can see some differences in the assessment of obstacles. Thus, two most important problems in July 2022 –it is the increase in prices for raw materials or materials and difficulties with the transportation of raw materials or finished products through the territory of Ukraine that are estimated by the enterprises of most branches of industry, as well as agriculture, at almost the same level by 36%. The exception is the service sector, where only by 16% of respondents named these two obstacles. In addition, the problem of rising prices for raw materials is not so acute for the woodworking industry: it is mentioned by 33% of respondents, while in other industries this share ranges from 60% to 71%. [1]

In addition, the representatives of the chemical industry and the industry of metal production and metalworking are more likely than others to say that it is dangerous to work (47% and 40%, respectively). A particularly noticeable drop in demand for products is felt in the printing industry; almost by 57% of respondents mentioned this problem, as well as in metal production, metalworking and construction materials production (55% each). On the contrary, the agricultural sector and the woodworking sector complain more often about the lack of fuel, respectively: by 56% and 50%, but the impact of this problem in our sample is smaller. The shortage of personnel due to

mobilization and migration was mentioned more often in the printing industry (50% of respondents), while in the field of fabric, clothing or footwear production, the lack of working capital is most often reported by 43%. In addition, 47% of the surveyed representatives of the chemical industry and 40% in the field of metal production and metalworking often mentioned the danger of work.

Differences of the adverse consequences of a full-scale war are thus self-evident for businesses in the various areas where the survey was conducted. All enterprises of Dnipropetrovsk and Mykolaiv regions by 100% are indicated the problem of rising prices for raw materials and materials. Among other regions, this topic is most often discussed in the Sumy region it is 88%. Enterprises of the Mykolaiv region (80%), Chernivtsi (67%) and Volyn region (66%) experience particularly strong difficulties with the transportation of raw materials or finished products across the territory of Ukraine. Businesses in Dnipropetrovsk and Odesa (64% each), Sumy (59%) and Lviv (58%) regions are most often talked about a drop in demand for products or services. Fuel shortage remains a significant problem in Odesa (76%), Chernivtsi (67%) and Khmelnytskyi (65%) regions. Businesses in Lviv and Odesa regions more often report about the labor shortages than in other regions due to mobilization or relocation of workers (85% and 72% of respondents). Ternopil and Rivne regions have the highest percentage of enterprises lacking working capital (71% and 70%, respectively). Almost 90% of surveyed enterprises of the Mykolaiv region indicated about the danger of work. These shares are also high in Vinnytsia (68%) and Odesa (60%) regions.[1]

The obtained data make it possible to analyze the impact of the war on the development of Ukrainian enterprises.

Література

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