

вторгнення. Громадська організація «Академія успіху», що була створена ініціативною групою викладачів, які в більшості є ВПО, реалізувала низку проєктів, спрямованих на їх підтримку. У 2022 р. реалізовано проєкт «Траєкторія інтеграції ВПО до місцевого ринку праці: від самопрезентації до створення власної справи» за фінансової підтримки Міжнародного фонду «Відродження», спрямованого на розвиток навичок ВПО щодо обрання власної професійної траєкторії, безконфліктних комунікацій, ефективного працевлаштування та створення власної справи задля успішної інтеграції до ринку праці Вінницької міської територіальної громади.

Тож університети були і залишаються в авангарді руху суспільства до прогресивного розвитку, стоять на захисті цінностей демократії та свободи, формують цінності і змісти спільнот, в яких працюють, генерують та просувають знання, в яких відчуває потребу наша країна!

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EXPLORING THE BUSINESS COMMUNITY'S CONTRIBUTION TO ACADEMIC RESILIENCE FOR EFFECTIVE RESPONSE FOR UKRAINIAN CRISIS IN THE BALTICS

***Abstract.** This paper explores how the business community in the Baltics contributes to academic resilience and crisis response in Ukraine. A study of 100 corporate actions in the Baltic States reveals eight key types of support for Ukrainians. The findings inform strategies for promoting business responses in support of the Ukrainian crisis in the Baltics, engaging academia, and civil society.*

The consequences of war and the Russian invasion in Ukraine have not only disrupted the lives of individuals but also strained the socioeconomic fabric of the affected regions. The Baltics, situated in close proximity to the conflict zone, face their own set of challenges, including security concerns, economic instability, and an increased need for humanitarian aid. In such circumstances, the collective efforts of academia and the business community are crucial to building a resilient society that can withstand the impact of the crisis and pave the way for a sustainable recovery. Collaboration between academia and the business community can foster a symbiotic relationship, where each entity leverages its unique strengths to address the multifaceted challenges arising from the crisis. This paper aims to explore the role of the business community in contributing to academic resilience for an effective Ukrainian crisis response in the Baltics by examining the potential areas of collaboration, identifying best practices, and analyzing successful case studies. This study seeks to highlight the importance of engaging the business community in supporting academic institutions during times of crisis. It also aims to provide actionable recommendations for fostering partnerships and leveraging the strengths of both sectors to enhance resilience and response capabilities.

The study of the problems of the humanitarian crisis in Ukraine and the search for their solutions in the context of an ongoing conflict has gained significant popularity in academic circles. Hellegers P. [1, p.1505], Stan S., Strateanu G., Udrea L. [2, p. 21] emphasize that the consequences of the war and the Russian invasion in Ukraine have not only disrupted the lives of individuals but have also disrupted the socio-economic structure of the affected regions. Tsekhmister Y. [3, p. 50], Delardas O., Kechagias K., Katsikas Triantafyllidis K., Giannos P. [4] highlight the importance of academic resilience in responding to the crisis, as it allows for the preservation of educational activities, knowledge dissemination, and community support during challenging times. Mattera M., Soto F. [5, p. 139] assert that the business community can play a crucial role in supporting academic resilience and responding to the crisis. Several studies emphasize the potential contribution of the business community, including financial support, provision of resources, knowledge exchange, and collaboration in research and development. Drach I., Borodienko O., Petrie O. [6, p. 203] emphasize the need for effective partnerships and knowledge exchange platforms that foster collaboration between universities, research institutions, and businesses. Such collaboration can contribute to the development of innovative solutions, exchange of best practices, and integration of academic research into practical crisis response strategies. Research underscores that in the current circumstances, the collective efforts of academic circles and the business community are crucial in creating a resilient society capable of withstanding the consequences of the crisis and paving the way for sustainable recovery. However, integrated cooperation between businesses and universities in the Baltic region regarding the potential of the business community to support academic resilience for effective response to the Ukrainian crisis remains insufficiently explored.

The present paper is part of the EU-funded Baltics4UA project (Supporting Ukraine through citizen engagement at Baltic Universities, 2023-2025, <https://baltics4ua.eu/>). We conducted desk research on the actions undertaken by the corporate sector in the Baltic countries to provide assistance to Ukrainians [7]. Based on an optimized version of the typology developed by Vytautas Magnus University, we identified a total of 8 different types of actions carried out by the corporate sector in the Baltics. There are some limitations worth outlining before moving on with our analysis. The mapping of business actions was indicative rather than exhaustive and limited in time (carried out in February 2023 for actions having been implemented since February 2022). Through the analysis of the 100 business actions, we outlined the specific types of action as presented in the figure below (fig. 1).

The typology includes actions that range from exclusively education-oriented measures to humanitarian aid and employability opportunities for Ukrainian refugees, thus presenting the wide spectrum of corporate support. The results show that companies have focused on providing primary needs services to improve the quality of life of those affected by the crisis, while fewer actions focused on open innovation and employability. The analysis of types of corporate actions presented demonstrate the hidden potential for companies, academia, and civil society organizations to work together to address the Ukrainian humanitarian crisis in the Baltics. There is evidence that there is still significant room for improvement and greater collaboration between business, universities, and civil society in the region.

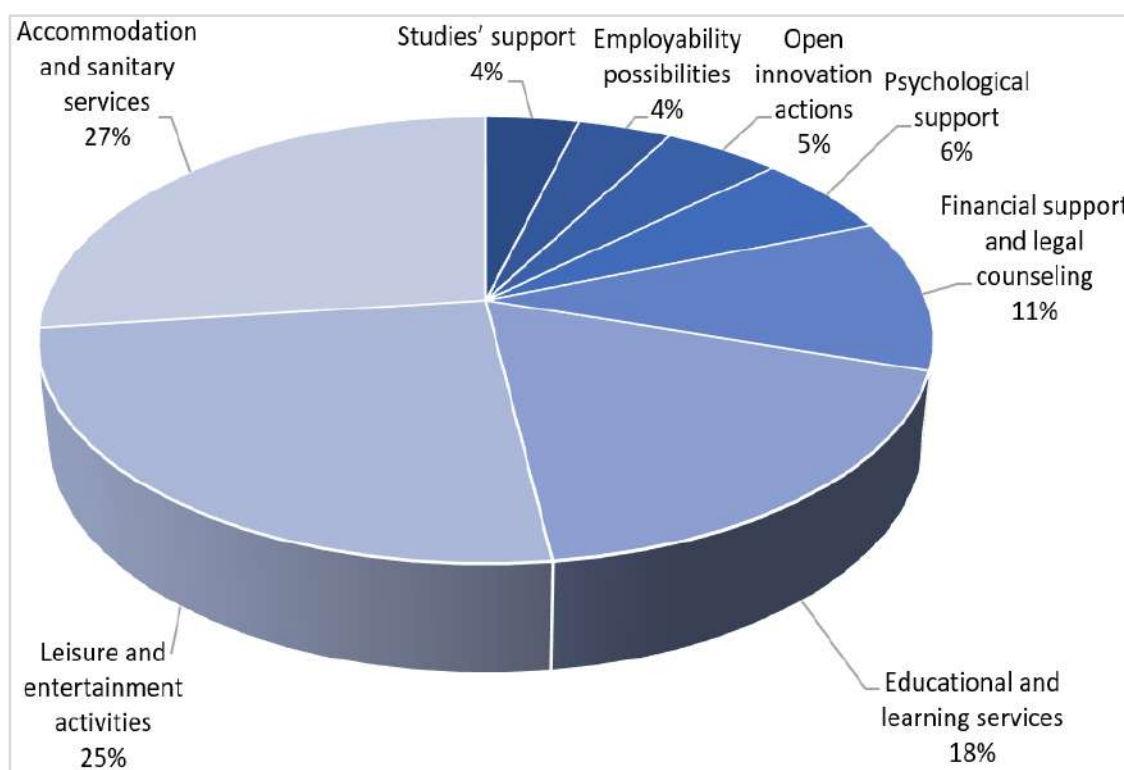


Figure 1. Equity distribution of business sector's explored actions in response to the Ukrainian crisis in the Baltic countries
Source: Formed by the authors

Three key strategies can be applied to facilitate the business response in supporting the Ukrainian crisis in the Baltics while engaging academia and civil society:

Strategy 1 – establishing collaborative platforms. Creating platforms that encourage collaboration and knowledge exchange between businesses, academic institutions, and civil society organizations is crucial. These platforms can facilitate the sharing of resources, expertise, and best practices, enabling a coordinated and effective response to the crisis. Open dialogue and partnerships will enhance the collective resilience of all stakeholders involved.

Strategy 2 – encouraging corporate social responsibility. Businesses can contribute to the Ukrainian crisis response in the Baltics by embracing corporate social responsibility (CSR) initiatives. Through CSR, companies can allocate resources, funding, and expertise to support education, research, and community development initiatives. By aligning their business strategies with social and environmental goals, businesses can have a positive impact on the crisis response and promote sustainable development in the region.

Strategy 3 – advocating for supportive policies. It is crucial to advocate for policies and regulations that incentivize and facilitate business involvement in crisis response efforts. Policy frameworks should encourage businesses to invest in education, research, and social initiatives related to the Ukrainian crisis. Additionally, policies can promote public-private partnerships, provide tax incentives for corporate contributions, and streamline bureaucratic processes to enhance the agility and effectiveness of business engagement.

By implementing these strategies, the business community, academia, and civil society in the Baltics can strengthen their collaborative efforts and contribute to a comprehensive and resilient response to the Ukrainian crisis. This multi-stakeholder approach will maximize resources, expertise, and innovation, ultimately fostering sustainable solutions and long-term positive outcomes in the region.

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NATIONAL SECURITY OF THE STATE AND INSTRUMENTS THAT GUARANTEE IT

***Abstract.** National and international security. Principles that define the tools used to ensure security at the national and international level. Definition of «hard» and «soft» security, the logic of the proposed concepts.*

Security and stability are necessary conditions for social and economic development, as well as peace. The 21st century was supposed to be a century of human progress and development, peace and stability. However, the world order is far from stable as ever. Not only trade wars, but also escalating violence threaten global stability and peaceful progress.

When talking about national or international security, one should also be aware of the principles that define the tools used to guarantee security at the national and international level. The distinction between «hard» and «soft» security is part of this awareness. This may seem like a philosophical abstraction, but the general principles should influence the decisions and actions taken and implemented by the authorities that guarantee security and the measures taken on the ground. Therefore, this understanding directly affects how security can be guaranteed while respecting the principles of legality, necessity, proportionality and accountability. Awareness of the mentioned principles is a necessary precaution, which makes it possible to simultaneously guarantee safety and observe human rights, in particular, with regard