



Exploring Quality of Life Amid Global and Local Transformations

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Exploring Quality of Life Amid Global and Local Transformations

Monograph

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PREFACE

The present monograph delves into the multidimensional concept of quality of life, exploring its psychological, social, legal, educational, and economic dimensions. The work is divided into three comprehensive chapters, each addressing distinct but interrelated aspects of this complex topic. This approach reflects the interdisciplinary nature of the challenges and opportunities involved in improving quality of life during times of profound societal change.

In Chapter 1, the focus is on psychological, social, and legal dimensions. The chapter examines the psychological foundations of quality-of-life assessment and its relevance to sustainable development indicators. It also includes comparative analyses of gender differences in self-actualization, the psychological impact of job loss during Ukraine's martial law, and the challenges of safeguarding children's rights in wartime. Additionally, this chapter highlights the role of community organizations, stress coping strategies, and emotional resilience in shaping individual and collective quality of life.

Chapter 2 addresses the role of education in enhancing quality of life in the digital age. The chapter explores how digitalization transforms educational models, emphasizing the importance of inclusive and informal education. Specific attention is given to multilingual competencies, entrepreneurial preparation, and innovative teaching techniques. The chapter also discusses the contributions of physical education, international academic mobility, and ICT breakthroughs to students' overall well-being and career opportunities.

Chapter 3 focuses on management and economic strategies to improve living conditions and societal well-being. Topics range from workplace environments and leadership's impact on employee productivity to sustainable urban development and green tourism. This chapter also tackles the challenges posed by AI adoption, the role of marketing communications, and the critical nexus between circular economy principles and resilience.

This monograph is the result of extensive collaboration among researchers and practitioners across diverse fields, aiming to provide a holistic understanding

of quality of life in contemporary society. By analysing these issues through a multidisciplinary lens, the work seeks to inspire innovative strategies and practical solutions for policymakers, educators, and community leaders.

It is our hope that this study will contribute to the ongoing discourse on enhancing the quality of life and serve as a valuable resource for those working to address the evolving challenges of the modern world. The authors extend their gratitude to all contributors and stakeholders for their insights and efforts in shaping this work.

Editorial board

3.20. Contradictory priorities and opportunities to actually achieve sustainable development goals to improve the quality of life

Контрверсійність пріоритетів та можливостей фактичного досягнення цілей сталого розвитку задля підвищення якості життя

За даними Всесвітньої організації охорони здоров'я, вплив людини на довкілля продовжує зростати, що збільшує ризики виникнення хворобливих станів, які знижують продуктивність та впливають на якість життя. Екологічні загрози для здоров'я людської популяції, яких по факту можна уникнути, щороку спричиняють щонайменше 12,6 млн передчасних смертей (Budryk, 2022).

Науковці припускають, що нинішнє покоління – це перше покоління, яке бачить глобальні екологічні наслідки, а й, можливо, останнє покоління спроможне змінити ситуацію та здійснити такі необхідні переходи до сталого розвитку (Kyrychenko et al., 2022).

Саме по собі поняття сталий розвиток охоплює гармонійний розвиток трьох підсистем (екологічної, економічної та соціальної) і при цьому екологічна складова часто виступає в ролі певного дотаційного антагоніста, який створює своєрідні рамки для безбар'єрного соціально-економічного розвитку. Проте, варто звернути увагу на загальну характеристику (якісну та кількісну) будь-якої системи, де дуже часто в економічній боротьбі за кількісними показниками страждають якісні, в тому числі і якість життя людини.

Бачення майбутніх позитивних змін охоплює: стимулювання розвитку науки та впровадження інновацій, створення високотехнологічних конкурентоздатних виробництв на засадах циркулярної економіки; реформи освіти, припинення виснажливого використання земельних, лісових і водних ресурсів тощо. Зрозуміло, що першочергово впровадження даних новацій

регулюється законодавчими державними підходами, але своєрідним фундаментом на якому вибудовуються усі цінності, традиції та підходи є саме освіта. Дієва система екологічної освіти (ЕО) / освіти для сталого розвитку (ОСР) (в поєднанні з іншими складниками перерахованими вище) мала б дати позитивні результати, а саме якісні зміни параметрів довкілля, пригальмування інтенсивності процесів та темпів деградації природних екосистем, чого донині в глобальному масштабі не відбувається. Розв'язання цієї глобальної проблеми має бути комплексним, поєднуючи інституційні, управлінські, законодавчі, освітні підходи та рішення.

За даними попереднього дослідження (Karan, 2010; Скиба та ін., 2024) ми з'ясували, що тільки в японській системі ОСР надається перевага екологічній складовій, зміщуючи освітній фокус з економічної підсистеми. Безумовно, досягнення визначених показників сталого розвитку для покращення якості життя людей обумовлюється безліччю чинників, проте освіта завжди була тим рушієм, який формує соціум та інтелектуальний кадровий потенціал задля подальшого соціально-економічного розвитку та створення сприятливих умов для якісного життя японців.

Екологічна свідомість як передумова якості життя та добробуту майбутніх поколінь

Зважаючи на те, що рівень та тип екологічної свідомості людини впливає на її поведінку стосовно довкілля (усвідомлена шкода довкіллю, або цілеспрямована мінімізація негативного впливу) (Дубінін та ін., 2023) нас зацікавило питання пошуку вірогідної залежності між рівнем екологічної обізнаності (свідомості, компетентності) певного соціуму та безпосередньо станом довкілля у цій країні.

Saylan C., Blumstein D. T. стверджують: «Треба вчити світогляду: соціум повинен бути готовим прийняти деякі незручності заради можливості жити в екологічно безпечному середовищі» (Saylan, Blumstein, 2011).

Експериментальні дослідження (Шедловська, 2011) свідчать про те, що кожній людині притаманний певний тип екологічної свідомості, який залежить від її світогляду, знань, навиків, особистого досвіду. Він впливає на її щоденну поведінку та на довкілля:

- альтруїстичний: активне застосування екологічних знань, вмінь та навичок у повсякденному житті та професійній діяльності;
- нейтральний: особа свідомо нічого не робить для захисту довкілля, маючи для цього можливості, але не маючи бажання чи мотивації до дій;
- прагматичний: особи, які добре розуміють наслідки своїх дій, але невпинно продовжують наслідувати поведінку споживача, використовуючи природні можливості лише заради власної вигоди.

Отже стан довкілля залежить від рівня і типу екологічної свідомості населення (Куць, 2020). На Рис. 1. Представлені основні групи факторів, які на думку авторів публікації впливають на формування екологічної свідомості соціуму (Yekimov et al., 2021).

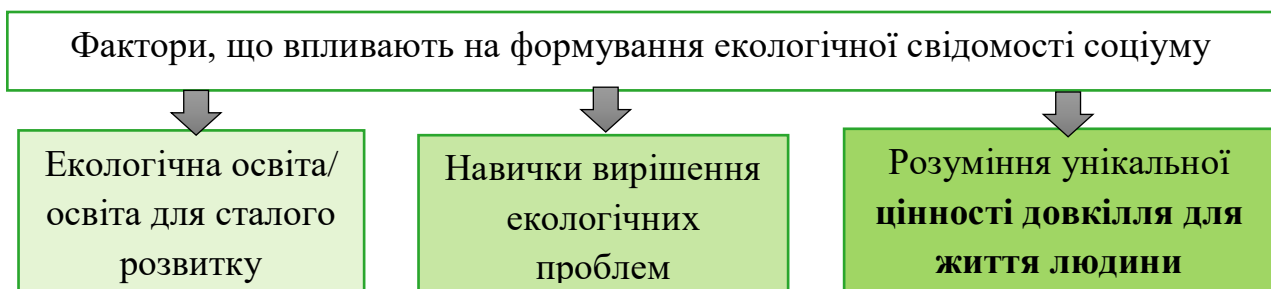


Рис. 1. Ключові фактори формування екологічної свідомості соціуму

Важливим є той факт, що ключове місце в цій системі посідають такі фактори як впровадження ЕО / ОСР та розуміння унікальної цінності довкілля для життя людини.

ОСР – це не частина й не нова форма освіти, а новий сенс та мета сучасної освіти як засобу збереження, розвитку та існування людської цивілізації. Саме

ОСР є сучасним процесом навчання впродовж життя та неодмінною частиною якісної освіти. (Корнева, 2018). ОСР надає соціуму необхідні знання, навички, цінності та свободу дій для розв'язання взаємопов'язаних глобальних проблем, включаючи зміну клімату, втрату біорізноманіття, нераціональне використання ресурсів і подолання соціальної нерівності (Luna-Krauletz et al., 2021). Саме ОСР треба розглядати як ключовий освітній підхід до розв'язання проблеми підвищення якості життя теперішнього та майбутніх поколінь (Healthy environments for healthier populations, 2019).

Впровадження ОСР в різних країнах відбувається зовсім різними підходами та темпами. Такі країни, як США, Нідерланди та Великобританія одними з перших успішно інтегрували ОСР у школи, вищі навчальні заклади, у системи формальної та неформальної освіти (Müller et al., 2021).

Вважаємо, що систему логічно-послідовних зв'язків між ОСР та якістю життя теперішнього та майбутнього поколінь можна представити у вигляді наступного алгоритму: «ОСР → формування інтегральної екологічної компетентності → екологічно-свідомі дії на рівні особистості та соціуму → пріоритет відділеної екологічної перспективи над тимчасовою економічною вигодою → досягнення цілей сталого розвитку (ЦСР) → створення сприятливих умов для якісного життя теперішнього та майбутніх поколінь».

Тобто проекологічним діям передуює безперервний освітній процес формування екологічної компетентності, спонування до становлення особистісних цінностей.

Взаємозв'язок між рівнем екологічної обізнаності населення та фактичним станом довкілля на прикладі країн з різним рівнем економічного розвитку

За даними ООН кожен 6-й смертельний випадок у світі пов'язаний з передчасною смертю через захворювання, спричинені забрудненням довкілля. Забруднення атмосферного повітря щороку передчасно «забирає» не менше

7 млн людських життів. На долю країн з низьким і середнім рівнем доходу припадає понад 90% смертельних випадків. На жаль, для країн, що розвиваються на тепер не постає питання підвищення якості життя людей, для населення таких країн нагальним є питання виживання в тих фактичних екологічних умовах, до яких призвела багаторічна нераціональна діяльність людини (Budryk, 2022).

Дослідники зазначають, що потрібні експериментальні дані, щоб довести роль певного фактора на рівень усвідомленості соціумом тих, чи інших глобальних проблем, але цей зв'язок має багато інтуїтивного сенсу – якщо населенню не вистачає освіти чи грамотності, дуже важко брати участь, або слідувати за глобальним дискурсом про проблему, яка часто описується мовою науки та глобальної політики (Lee et al., 2015). Зважаючи на ці доводи спробуємо провести паралель між рівнем економічного розвитку певної країни та екологічною обізнаністю її населення.

На прикладі обізнаності населення різних країн світу щодо зміни клімату дослідники (Lee et al., 2015) спробували зрозуміти, чому соціум усвідомлює цей процес на різному рівні та має різний показник занепокоєння з цього приводу? Автори дослідження доктор Тьєн Мін Лі з Колумбійського університету та доктор Ентоні Лейзеровіц з Єльської школи лісівництва та вивчення навколишнього середовища проаналізували відповіді на соціальні, фінансові та поведінкові фактори (такі як вік, рівень освіти, міське чи сільське місцепроживання, дохід, доступ до комунікацій та участь у громадських та екологічних заходах), щоб побачити, чи вони пов'язані між собою. За результатами досліджень визначено, що у більшій частині країн Північної Америки та Європи рівень обізнаності перевищував 90% серед групи респондентів; перше місце посідає Японія, де 99% населення знають про зміну клімату; для США, Фінляндія, Норвегія Великобританія, Австралія, Швеція, Німеччина, Нідерланди, Канада цей показник варіюється на рівні 98-96%.

Рівень обізнаності в країнах, що розвиваються, навпаки був значно нижчим. Наприклад, 47% респондентів з Філіппін сказали, що знають про зміну клімату, тоді як в Індії це було 35%, а в Єгипті – 25%. Найнижчий рівень обізнаності був зафіксований у Ліберії – лише 21%. Примітним є те, що респонденти з вищим рівнем освіти більш обізнані щодо проблеми зміну клімату.

Аналогічна тенденція простежується і за результатами дослідження Statista Consumer Insights, проведеному у 38 країнах та оприлюдненому у 2024 році. Населення розвинених країн вважає зміну клімату та захист навколишнього середовища важливішою за соціально-економічні проблеми. Тоді як у країнах, що розвиваються загальна ситуація має протилежні результати (Fleck, 2024).

Результати Світового дослідження цінностей в Україні відображають пріоритетний вектор розвитку, продемонстрований населенням різних європейських країн (Світове дослідження ..., 2020). На Рис. 2 представлені результати соціологічного аналізу щодо сприйняття респондентами першочерговості вирішення проблем навколишнього середовища і економічного зростання в окремих країнах Європи та в Україні за результатами хвилі 2017-2020 років.

Спробуємо співвіднести результати даних соціологічних досліджень з показником та рангом індексу екологічної ефективності (EPI). EPI – це комплексний показник оцінки екологічної політики держави (Рис. 3), запроваджений з 2002 р. (методика обрахунку вдосконалена у 2013 р.) як загальна система усвідомлення досягнення Цілей розвитку тисячоліття ООН (180-ма країнами). EPI дозволяє краще зрозуміти взаємозв'язок між розвитком і зусиллями держав у сфері здоров'я, навколишнього середовища та життєздатності, а також оцінити стан та стійкість екосистем, індекс розраховується за 58-ма показниками ефективності, об'єднаних в 11 категорій (Environmental Performance Index, 2024; Block et al., 2024). Ці індикатори дають

змогу оцінити в національному масштабі, наскільки країни близькі до встановлених цілей екологічної політики.

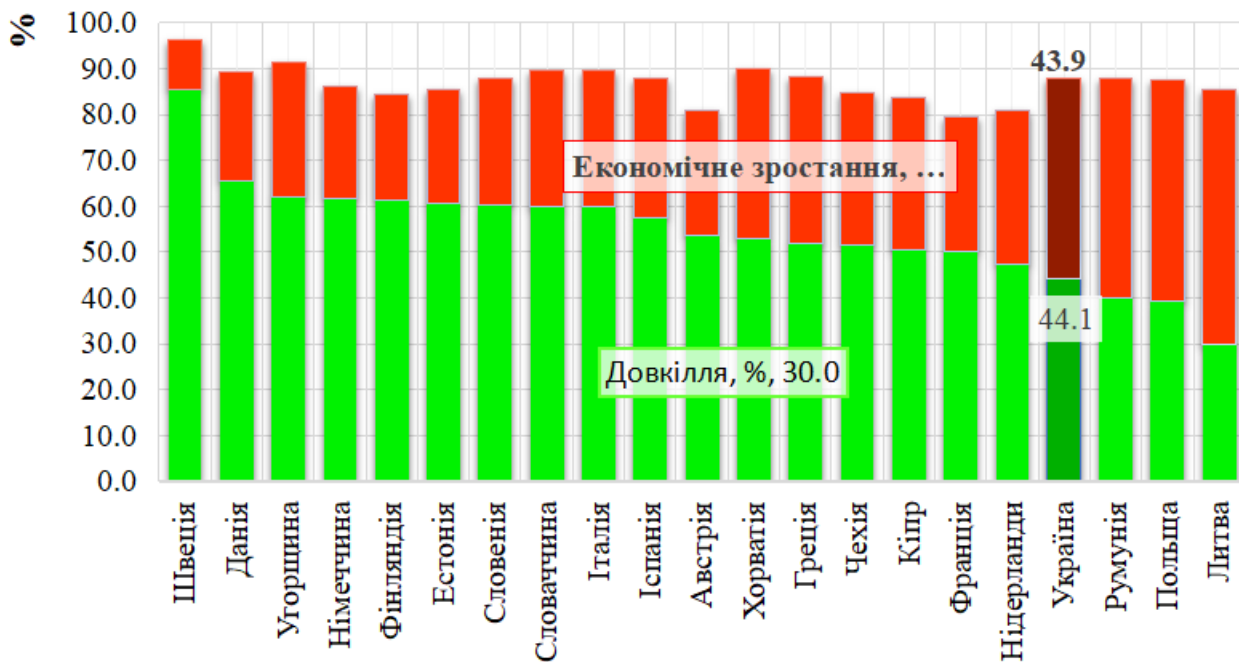


Рис. 2. Пріоритет ранжування економічних та соціальних цінностей

Складено авторами на основі даних (Світове дослідження цінностей в Україні, 2020)

Таким чином, аналізуючи ЕРІ за 2024 рік для перерахованих вище країн (Рис. 2), ми встановили, що Японія має 27 ранг, що відповідає місцю країни в системі ранжування серед 180-ти країн (+4,5 приріст показника за 10-річний період); США – 34 (+0,2); Фінляндія – 4 (+8,3), Норвегія – 7 (+3,6), Великобританія – 5 (+2,1), Австралія – 23 (+5,2), Швеція – 6 (+1,6), Німеччина – 3 (+4,4), Нідерланди – 12 (+4,8), Канада – 28 (+3,4). Верхні місця в ранжованому переліку країн за показником ЕРІ відображають лідерську позицію на шляху досягнення визначених ЦСР та позитивну динаміку змін в екологічній підсистемі задля гармонійного соціально-економічного розвитку. Країни, що розвиваються, навпаки, мають низькі значення ЕРІ та посідають нижчі позиції в рейтинговому списку: Філіппіни мають 168 ранг (-1,0), Індія – 176 (+4,6),

Єгипет– 99 (+4,4), Ліберія – лише 160 (+1,1). Станом на 2024 рік Україна посідає 41 місце в ранжованому рейтингу з приростом десятирічної змінної +8,6 (для порівняння станом на 2022 р. – 52 (+6,2)).

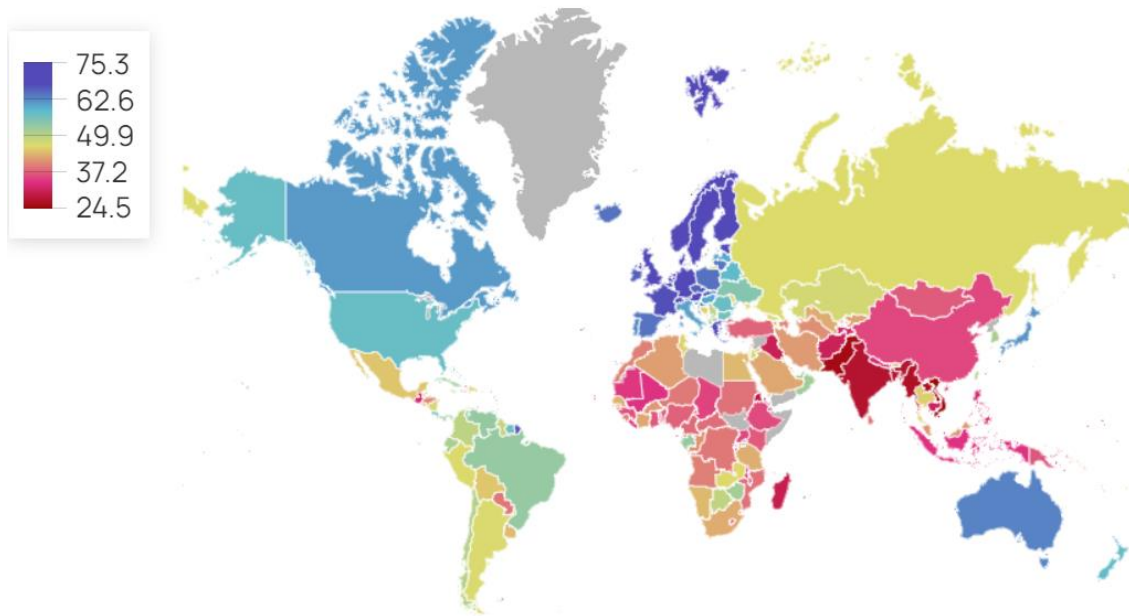


Рис.3. Картосхема відображення бальної безрозмірної оцінки EPI за 2024 рік (позитивною є висхідна динаміка показників позначена синьо-зеленим кольоровим градієнтом) (Block et al., 2024)

Також варто наголосити, що переважна більшість наведених на графіку країн очолює верхівку ранжованого переліку EPI за 2024 рік та останнє десятиріччя в цілому. Першість показника станом на 2024 рік має Естонія – 1 (зі значенням балу EPI 75,3 та приростом показника десятирічної змінної +17,3), останнє 180-те місце посідає В'єтнам зі значенням балу EPI 24,5 та показником десятирічної змінної -4,6.

На Рис. 4 ми відобразили значення бальної оцінки показника EPI для країн про які йшла мова в наведених вище результатах соціологічних опитувань.

По суті, EPI відображає загальну тенденцію спрямування соціально-економічного розвитку задля покращення екологічних показників. Визначені співзалежності повною мірою підтверджують вищенаведену концепцію

(Lee et al., 2015) про те, що населення розвинених країн має свідоміше сприйняття глобальних екологічних проблем та набагато обізнаніше. Недарма провідні наукові та освітні установи світу разом з ЮНЕСКО наголошують на важливості розвитку ОСР в країнах зі слабо розвиненою економікою, при цьому визначають вищу освіту як критично важливий сектор для досягнення ЦСР (Shephard, 2015). Проте варто наголосити, що ключову роль в цьому відіграє і загальна стратегія державної екологічної політики, наскільки дієво на практиці досягаються ці показники.

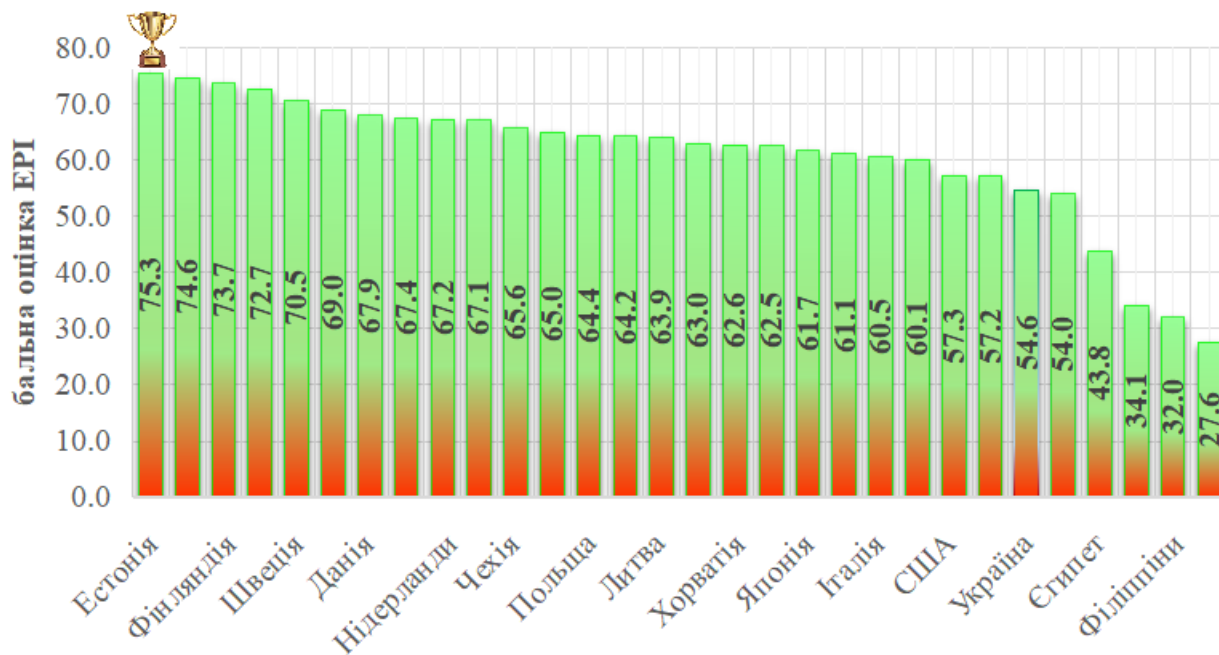


Рис. 4. Бальна оцінка показника ЕРІ

Складено авторами на основі даних (Environmental Performance Index, 2024)

Контроверсійність екологічної свідомості українців

Відповідно до ст. 3 Конституції України, людина, її життя і здоров'я, безпека визнаються в Україні найвищою соціальною цінністю. Стан довкілля

безпосередньо впливає на життя і здоров'я людини (Healthy environments for healthier populations, 2019).

Поточна політика щодо екосвідомості базується на положеннях Закону України «Про основні засади (стратегію) державної екологічної політики України на період до 2030 року» від 28. 02. 2019. Згідно із цією Стратегією, недосконалість системи екологічної освіти та просвіти, низький рівень розуміння в суспільстві пріоритетів збереження довкілля та переваг збалансованого (сталого) розвитку є одними з першопричин екологічних проблем України. Тому одним із завдань Стратегії екополітики є впровадження освіти в інтересах збалансованого (сталого) розвитку, безперервної екологічної освіти та виховання, просвітницької діяльності з метою формування в суспільстві екологічних цінностей і підвищення його екологічної свідомості (Куць, 2020).

Дослідження, проведені у 2018-2020 рр., вказують на те, що більшості українців притаманний екоцентричний тип екосвідомості, понад 88% громадян захист навколишнього середовища вважають важливим для себе питанням, а зростання кількості відходів, забруднення повітря, водних ресурсів і надалі входять у топ найважливіших проблем охорони навколишнього середовища (Куць, 2020).

Проте світове дослідження цінностей українців відображає зовсім іншу тенденцію. Хоча для 44,1% респондентів вважають захист довкілля пріоритетним у порівнянні з економічним зростанням, практично така ж кількість опитаних надала перевагу економічному зростанню, навіть за умови, що дана діяльність заподіє шкоду довкіллю (Рис. 3). У висновках даного соціологічного дослідження вказується на те, що більшості українців притаманний екоцентричний тип екологічної свідомості, а проблемне питання стану довкілля є важливим для більшості опитаних респондентів.

Також важливо наголосити на негативній ретроспективній динаміці: з 1996 до 2020 рік практично вдвічі зросла кількість українців, для яких важливіше саме економічне зростання: 1996 р. – 29%, 2020 р. – 43,9%. Таким чином, відзначається динаміка збільшення кількості українців, для яких економічне зростання є пріоритетним у порівнянні із збереження довкілля (Світове дослідження цінностей в Україні, 2020).

З наведених вище результатів робимо висновок, що ціннісне ставлення до довкілля, яке декларують на словах українці, здебільшого не корелюється із їхніми реальними діями та готовністю до дій зі збереження довкілля. В аналітичному документі «Екологічна свідомість українців & довкілля» стан екологічної свідомості українців визначається як «контroversійний». Це пояснюється тим, що з одного боку громадяни нашої держави вважають, що стан довкілля має вплив на їхнє життя і здоров'я, визнають наявність низки першочергових екологічних проблем, та висловлюють свою глибоку стурбованість щодо стану довкілля. З іншого ж боку – вчиняють мало дій задля запобігання заподіяння шкоди й збереження довкілля, або й свідомо вчиняють ті дії, які заподіюють шкоду довкіллю (Куць, 2020).

При цьому важливим аспектом низки соціологічних досліджень є врахування рівня освіти респондентів. Результати вказують на те, що більш схильними до здійснення природоохоронних заходів є українці із середньою спеціальною та вищою освітою, аніж із неповною та повною середньою освітою. Що також підтверджує значущість впровадження безперервної ЕО / ОСР.

Маємо думку, що вельми показовою є умовна прірва між досяжністю цілей сталого розвитку (ЦСР) для кожної з трьох підсистем (екологічної, економічної та соціальної). Шелудченко Л. та ін. відмічають, що в Цілях Сталого розвитку України, які заплановані на період до 2030 року, закладена значна спрямованість на вирішення проблем саме екологічного характеру, визначаючи

таким чином основні напрямки розвитку суспільства, де постає необхідність пошуку балансу між задоволенням основних потреб людства та врахування інтересів теперішніх і майбутніх поколінь у якісному довіллі (Шелудченко та ін., 2023).

Проте, реалістичність практичної спроможності досягти визначені ЦСР саме за екологічною підсистемою спростовується даними, представленими у моніторинговому звіті щодо досягнення ЦСР (2020), відображеними на Рис. 5 та у Табл. 1.



Рис. 5. Ранжування цілей за інтегральною оцінкою прогресу у досягненні ЦСР (Моніторинговий звіт щодо досягнення ЦСР, 2020)

Розподіл ключових показників моніторингу за підсистемами схематично представлені у графічній Табл. 1, кольоровим градієнтом умовно позначено вірогідність досягнення відповідної ЦСР.

Відстежується чітка позитивна тенденція можливості досягнення більшості визначених ЦСР для соціальної підсистеми та протилежна ситуація щодо вірогідності досягнення ЦСР для екологічної підсистеми. Також варто

враховувати, що моніторинговий звіт обраховано за статистичними даними довоєнного періоду, досяжність показників екологічного блоку станом на 2024 рік стає ще віддаленішою перспективою, зважаючи на спричинені війною руйнування та деструкцію природних екосистем.

Таблиця 1. Вірогідність досягнення ЦСР за кожною з підсистем

Економічний вимір				Соціальний вимір				Екологічний вимір				
ЦСР2	ЦСР8	ЦСР9	ЦСР12	ЦСР1	ЦСР3	ЦСР4	ЦСР10	ЦСР6	ЦСР7	ЦСР13	ЦСР14	ЦСР15
												

З наведеного вище можна виокремити ключові висновки

1) Наряду з інституційними, управлінськими та адміністративними підходами важливим складником на шляху до сталого розвитку є ефективна система неперервної освіти для сталого розвитку. ОСР має враховувати регіональні особливості та специфіку певної країни, мати міждисциплінарний підхід та практичне спрямування.

2) Рівень економічного розвитку кожної країни напряму пов'язаний з рівнем екологічної свідомості соціуму та готовністю до розв'язання екологічних проблем різного рівня.

3) Процес впровадження освіти для сталого розвитку в міждисциплінарному контексті охоплює три складники сталого розвитку (економічний, екологічний та соціальний). Вважаємо, що систему логічно-послідовних зв'язків між ОСР та якістю життя теперішнього та майбутнього поколінь можна представити у вигляді наступного алгоритму: «ОСР → формування інтегральної екологічної компетентності → екологічно-свідомі дії на рівні особистості та соціуму → пріоритет відділеної екологічної перспективи над тимчасовою економічною вигодою → досягнення ЦСР → створення

сприятливих умов для підвищення якості життя теперішнього та майбутніх поколінь».

4) Українському соціуму притаманна контрверсійність екологічної свідомості: стратегічна цілеспрямованість на економічну вигоду при цьому з чітким усвідомленням вагомості нагального розв'язання екологічних проблем задля можливості претендувати на безпечні для життя умови довкілля.

5) Визначено, що станом на 2024 рік Україна посідає 41 місце в ранжованому рейтингу індексу екологічної ефективності (EPI) як загального уніфікованого показника досягнення Цілей розвитку тисячоліття ООН за даними 180-ти країн. Приріст десятирічної змінної склав +8,6, проте при наступному обрахунку ситуація може змінитись кардинальним чином зважаючи на катастрофічні соціально-економічні та екологічні наслідки спричинені російсько-українською війною.

6) Аналіз вірогідності досягнення ЦСР в Україні відобразив вкрай несприятливу перспективу за екологічною підсистемою, що безумовно прямим чином відобразиться на соціально-економічному розвитку та якості життя теперішнього й майбутніх поколінь.

Література:

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Annotation

Chapter 1. Psychological, social and legal dimensions of quality of life in times of change

- 1.1. *Svitlana Bykova*. Psychological bases of quality of life assessment.** The article discusses the specifics of the scientific category ‘quality of life’ and the possibilities of its assessment from a psychological point of view. The significance of assessing the quality of life in the social and personal aspects, the importance of information on the assessment for state-building and forecasting of many social processes is established. As a result of the analysis, the subjectivity of assessing the quality of life by an individual is determined, considering the objective conditions of his/her life, the assessment of which varies depending on the degree of importance to a person. The most important psychological criteria for assessing the quality of life, such as the level of psychological well-being, emotional characteristics (absence of depression, stress, experience of happiness, etc.), life satisfaction, personality success, etc. are highlighted.
- 1.2. *Ivica Gulasova, Tatiana Magulova*. Factors affecting the quality of life of colostomy patients.** The quality of life of every patient with a stoma is severely impaired. The operation by which the artificial outlet of the intestine-stoma is established primarily affects the physical side of the body and further, of course, affects the psychological, social and spiritual areas of life. We have set two goals of the paper – to find out which areas of the physical, mental, socio-economic and spiritual domains of quality of life in patients with colostomy have the highest level of influence on their quality of life and to characterize the quality of life of patients with colostomy – to analyze individual domains of QL patients with colostomy.
- 1.3. *Marek Janicki*. Quality of life in sustainable development indicators, area of good governance, scope of institutional and political order, in the Opole region against the background of Poland in the years 2014-2023.** The article is devoted to sustainable development indicators in the field of political and institutional order. The area of good governance in the Opole region against the background of Poland in the years 2014 to 2023 was studied. Indicators from the field of openness and participation and economic instruments were presented. The presented sustainable development indicators are considered important diagnostic and information tools. They provide information on the current state, possible threats, and the level of advancement of activities aimed at introducing the principles of sustainable development. The indicators allow for the verification of previously adopted strategic goals, as well as for the verification of specific goals.

1.4. Iryna Ostopolets, Oleksii Kryzhanovskiy, Pavel Kryzhanovskiy. Comparative analysis in the pursuit of self-actualization by men and women. Self-actualization is the process of developing a person's inherent potential, abilities and capabilities, including both personal and professional growth, social success, and leadership skills. The study of 40 men and women showed an uneven distribution of masculine, feminine and androgynous traits with a predominance of androgyny. Men tend to attribute higher intellectual abilities to people of their own gender, while women see autonomy as a significant result of self-realization. Both genders consider success, self-confidence, and happiness to be the result of self-actualization, with some differences in what they consider more important in their lives.

1.5. Iryna Serhieieva, Iryna Ostopolets. Psychological aspects of ensuring the quality of life in case of job loss during the period of martial law in Ukraine. The research is devoted to the study of an urgent problem – the loss of a person's job. The analysis of literature sources has shown that an interdisciplinary approach is needed to comprehensively understand and develop effective solutions to this problem.

The results of the diagnostics made it possible to state that people who lost their jobs are mostly dissatisfied with their lives and are ready for changes, but more often to change their place of residence rather than their profession. A fifth of respondents have low self-esteem and increased anxiety. The overwhelming majority suffer from tension and stress, which worsens their health and negatively affects their well-being. This raises the task of developing a program of psychological support for people during the job search.

1.6. Larisa Batyuk, Tetiana Baban. Methodological ambushing of the phenomenon «the quality of life» at the political economy of the future by Gzhegorz V. Kolodko. The article reveals the methodological foundations of the study of the «quality of life» phenomenon in the political economy of the future by Grzegorz V. Kolodko. It was concluded that the standards of the level and quality of life increasingly act as a criterion for the effectiveness of social policy in modern conditions. It is shown that the quality of life is a socio-economic category that has an ethical dimension. It has been proven that in modern conditions of scientific and technical development and the scale of globalization, ignoring the ethical factor threatens not only a decrease in the quality of life, but also the very fact of the existence of life.

1.7. Victoria Boldyreva, Igor Zakharchuk. Current state and prospects for improving the legal regulation of information technology and artificial intelligence as an element of improving the quality of life in Ukraine. The work is devoted to the need for legal regulation of information technology and artificial intelligence, namely, the application of an innovative approach in the modern competitive environment of Ukraine. The authors identify the key challenges of legal regulation of the use of information technologies and artificial intelligence, including the problems of personal data protection, liability for the use of artificial intelligence technologies, and ethical aspects of the use of information technologies and artificial intelligence. The authors suggest a number of areas for improving the legal regulation of the use of information technologies and artificial intelligence, including the adoption of special legislation on artificial intelligence, implementation of international and European standards, development of state institutions in the field of regulation of information technologies and artificial intelligence, and introduction of the necessary control and liability mechanisms.

1.8. Andrii Bortov. Coping strategies and their relationship with the quality of life of student youth in wartime. This article analyzes the relationship between coping strategies and the quality of life of student youth in the context of the war in Ukraine. It examines the theoretical foundations of stress, its impact on health and quality of life, and various classifications of coping strategies. Ukrainian and international studies that investigated the link between the use of active and passive coping strategies and indicators of students' quality of life are analyzed.

The analysis results confirm the hypothesis that students who use active coping strategies (seeking social support, active problem-solving, planning, positive reappraisal, and acceptance) have a higher quality of life.

The article presents statistical data on the impact of war on students' mental health and provides practical recommendations for developing effective coping strategies for students in wartime. These recommendations can be useful for psychologists, teachers, university administrators, and government agencies.

1.9. Nataliia Hablei, Nataliya Yurchyshyn, Svitlana Leshanych. Protection of children's rights under the conditions of marital state. This article examines the rights of the child under martial law. The authors determine that the issue of protecting children's rights is quite relevant for our country, since with the beginning of a full-scale invasion, the mechanism for realizing this right is not perfect and needs improvement. Children's rights – the opportunities (freedom) of a minor child, necessary for his existence, upbringing and development. Many rights of the child coincide with human rights (right to life, name, obtaining citizenship, free expression of opinion, etc.). Unfortunately, despite the existence of normative legal acts that regulate the protection of children's rights, at this stage in our country there is no specific law that would ensure the protection of children's rights in the conditions of martial law. The authors consider it expedient to make changes to the legislation of Ukraine, namely: to create and adopt the Law of Ukraine "On the Protection of Children's Rights in the Conditions of War and State of Emergency" for the legal protection of children's rights.

1.10. Olena Zavhorodnia, Natalya Volodina-Panchenko. Strengthening of personal resources of school students in the process of art-creative activities. Supportive resources for mental health such as resilience, creativity and aesthetic immersion are emphasized. Children's creative output reflecting their wartime experiences is outlined. Art therapy techniques "In search of harmony" and "Journey" are proposed, which are mainly universal tools, but are especially suitable for people with visual abilities. The psychological mechanisms of self-recovery of an artistically gifted person are characterized. The roles of the art therapist providing support are defined: facilitator, source of information, trainer, mirror, assistant, witness, and supporter. The contribution of artistic practices to the restoration of mental health and well-being is clarified.

1.11. Olha Kertsman. Quality of life of mothers of children with special needs: psychological aspect and the role of public organizations. The article deals with the psychological aspects of the quality of life of mothers raising children with special needs in the conditions of modern society and limited access to rehabilitation services during the war. The importance of public organizations and the role of digital technologies, in particular blogging, as sources of social and psychological support are investigated. The theory of conscious act by V. A. Romenets is used to analyse the adaptation processes that help mothers overcome difficulties and find new meanings. The empirical data confirming the importance of involvement in social experience through the blogosphere for the development of resilience in mothers are also considered.

1.12. Olena Kolodych. Study of stress resilience dynamics among psychology students. The study addresses the relevant issue of stress resilience dynamics among psychology students throughout their education. Stress resilience is a key indicator of students' psychological well-being, especially for future psychologists who experience significant emotional and intellectual strain. The aim of the research is to examine changes in stress resilience levels and identify factors that influence students' ability to cope with stressful situations.

The study involved 150 students from the first, third, and fifth years of the psychology faculty, using a stress resilience test and questionnaires. Results showed a gradual increase in stress resilience levels from the first to the fifth year. Key factors identified include adaptation to the educational process, development of coping strategies, and social support.

The research confirmed the hypothesis of increasing stress resilience among students during their studies and revealed a correlation between stress resilience levels and academic performance.

The findings expand our understanding of stress resilience dynamics in psychology students and can be used to develop support programs for students in overcoming stressful situations during their education.

1.13. Serhii Kononenko, Yana Kaimanova, Nadiia Riabokon. Psychological determinants of subjective quality of life of higher education applicants: the role of emotional stability and social support. The subjective quality of life of higher education students is an important indicator of their mental and emotional well-being. The article examines the main psychological factors affecting the subjective quality of life of higher education students, with an emphasis on the role of emotional stability and social support. Based on a review of contemporary literature and theoretical models, it explores how these two factors determine students' life satisfaction, psychological well-being, and emotional state.

1.14. Liliia Korytko, Anna Kuchera. Psychological problems of adaptation of convicts and those released from prisons. The article is devoted to the analysis of psychological problems associated with social isolation due to serving a sentence.

It is noted that staying in places of deprivation of liberty causes serious consequences for a person's psyche, and after release from places of imprisonment, the most important thing is social and psychological adaptation and ensuring a certain quality of life.

The authors are of the opinion that the issue of protecting human mental health in Ukraine will remain problematic in the future, including the protection of mental health of people who are serving and have served prison terms.

1.15. Nataliia Kucherenko, Marharyta Mykhalenko, Olha Kaidalova. The problem of leadership. diagnostics and development of leadership qualities in a group of psychology students. The phenomenon of leadership is deeply rooted in human nature and society. Despite extensive research by Ukrainian and foreign psychologists, a unified definition remains elusive. In today's progressive world, leadership is a key driving force. Individuals aspiring to be leaders must possess various qualities adaptable to different situations. It is proven that leadership skills can be learned, which are essential for gaining authority and recognition from colleagues or teams. Leadership issues are crucial for achieving organizational effectiveness. Leadership is seen both as a set of qualities attributed to those who successfully influence others and as a non-coercive process aimed at achieving group goals. The term "leader" translates from English as "leading" or "manager." Ideal leadership combines personal and organizational power. The study aims to experimentally diagnose psychology students' leadership qualities and develop training programs based on the results.

1.16. Tetiana Ponomarenko. Impact of traumatic events of the war on the quality of life of Ukrainians. The research investigates the impact of traumatic war events on the quality of life of Ukrainians. It has been established that the war has led to large-scale social, economic, and psychological changes. The destruction of infrastructure, the forced displacement of millions, as well as the loss of jobs and homes, have deteriorated living conditions. The constant threat to safety and stress have contributed to increased levels of anxiety and depression. Empirical analysis identified the levels of situational and trait anxiety, the impact of traumatic war events on the population's mental state, psychological well-being, and quality of life. The following correlations were found: the three scales (situational anxiety, trait anxiety, impact of traumatic experience) show a positive and significant correlation with age, psychological well-being, and quality of life.

1.17. Kristina Rezvorovych, Hanna Terekhova. Camcording and cardsharing during martial law: challenges to copyright and intellectual property protection. The article examines copyright violations under martial law, in particular camcording and cardsharing. Modern challenges in the field of intellectual property, aggravated by the digitization of content and the technology of its illegal use during military conflicts, are highlighted. Particular attention is paid to the issues of illegal recording of audiovisual works (camcording) and access to broadcast programs bypassing rights holders (cardsharing), as well as the role of state and international institutions in ensuring effective protection of rights. Proposed ways of protection, including blockchain technologies and strengthening legal regulation in crisis situations.

1.18. Oleksandra Smushak, Serhii Tomyh. Preventive orientation of the institution of involvement in a criminal offence. The relevance of the research topic is due to the imperfection of current legislation. The controversial issues which arise when establishing liability for involvement in a criminal offence require a more thorough scientific study. As of today, the institute of complicity is an effective mechanism designed to help prevent socially dangerous acts, expose the perpetrators and identify latent criminal offences.

The rules establishing liability for involvement in a criminal offence, both existing and proposed, contain high moral requirements for persons who have become involved in criminal offences of others. At the same time, these norms, on the one hand, become an obstacle to criminal activity, and on the other hand, contribute to the implementation of the principle of inevitability of punishment for a particular criminal offence, reduce the number of hidden criminal offences and help in the disclosure and detection of criminal offences.

1.19. Olga Tkachenko. Psychological features of improving the quality of life of children with special educational needs in modern Ukrainian society. The article examines the psychological features of improving the quality of life of children with special educational needs (hereinafter SEN) in modern Ukrainian society.

Emphasis is placed on the topicality of the topic, noting that children with SEN are one of the most vulnerable categories of the population that needs systemic support and resources. In the context of modern challenges related to war, the issues of psychological support and social integration of children with special needs become especially important.

The article calls for a comprehensive approach to solving the problems that arise in the lives of these children, in order to ensure their right to a happy and fulfilling childhood.

1.20. Zinaida Usikova, Polina Kovalenko, Yaroslava Tur. Peculiarities of selection coping strategies by women living in Ukraine in wartime. In the context of a full-scale war in Ukraine, the relevance of the full functioning and restoration of psychological health in the event of long-term trauma is of great importance. Therefore, an urgent research task was to identify the peculiarities of overcoming crisis situations by an individual in order to restore his or her adaptive capabilities through the formation of coping strategies. The dominant coping strategy among women living in war is a task-oriented coping strategy, using previous experience of solving a similar problem, deep immersion in the situation, its analysis, and development of several different options for solving the problem situation.

1.21. Alina Chernyakova, Sofia Chernysh. Resilience of youth with different levels of social well-being. The psychological features of resilience and social well-being in youth are considered as a psychological category. An empirical study of resilience in youth with varying levels of social well-being has been conducted. The research revealed that the level of social well-being has a significant impact on the development of resilience, particularly in the ability to adapt to stressful situations and overcome difficulties. Positive correlations were identified between the components of resilience and social well-being, indicating the need for attention to psychosocial factors in the process of forming resilience in young people.

Chapter 2. The role of education in improving the quality of life in the digital age

2.1. *Natalia Bobro*. The impact of higher education digitalization on modern educational models. The article examines the impact of digitalization on the formation of modern educational models in the context of the global transformation of society. The main problem is the need to adapt educational processes to the rapid changes caused by the development of digital technologies, which requires new approaches to learning. The key aspects of digitalization are considered, particularly the use of artificial intelligence, online platforms, and interactive learning tools that transform traditional teaching methods. A model for the individualization of the educational process through the integration of digital platforms is proposed, which increases the flexibility, accessibility, and quality of education. The results of the study show that implementing these models contributes to the development of competencies necessary for the successful adaptation of students to the modern labor market and ensures the sustainable development of educational institutions.

2.2. *Oksana Bykonja, Serhii Bykonja*. The role and place of education in improving the quality of life. The article explores education as a fundamental factor in personal and societal development, significantly influencing quality of life. Researchers such as R. Desjardins and P. Sahlberg analyze the connections between education, economic growth, health outcomes, and social cohesion. It highlights the role of education in economic empowerment, exemplified by Finland's successful educational model, and discusses its impact on health and well-being. Education fosters civic engagement and critical thinking, essential for navigating societal challenges. The article also addresses reforms within the Ukrainian education system, focusing on modernization and the integration of innovative approaches. It emphasizes the importance of lifelong learning, teacher training, and incorporating health education into curricula. Additionally, it notes that education has a profound impact on future generations and can transform societies in both Ukraine and other developing countries.

2.3. *Halyna Kit, Alla Vasylyuk, Natalia Kazmirchuk*. Future primary school teachers preparation for research activities. Education quality determines life quality. Pedagogical research is a system element of education. A graduate of the new Ukrainian school must be an innovator capable of changing the world around him. Therefore, primary school teachers should be prepared for scientific research and the involvement of students in it. Emphasis is placed on the teacher's research qualities, the task and the content of teacher training for research activities are revealed. Emphasis is placed on the importance of methodological knowledge, which should help the teacher to form his own knowledge based on a complex of multidisciplinary knowledge (methodological, professional, psychological-pedagogical, philosophical), expressed in the form of building projects, plans, programs and their implementation in practice.

2.4. Inna Mykytenko. Pedagogical conditions for the formation of multicultural competency of professional junior bachelors in the process of humanitarian training at the college. Today, the quality education of the participants of the educational process is determined not only by the level of their professional training, but also by their cultural training, which includes their social activity, readiness to communicate in a modern multicultural society, and the ability to acquire their own multicultural experience.

The effective formation of multicultural competency of professional junior bachelors in the process of humanitarian training at the college is made possible by certain pedagogical conditions, therefore their substantiation is a rather important task, which is considered in the article.

The process of forming the defined competency covers educational and extracurricular activities of education seekers and is carried out in classes in the disciplines of humanitarian and natural cycles.

Foreign languages have great multicultural potential for the formation of students' multicultural competency.

2.5. Svitlana Avdieieva, Irina Minakova. Inclusive competence of teachers of the Zaporizhzhia region: results of an online survey. In the article results are presented on-line of study of level of formed of inclusive competence of pedagogical workers of establishments of formation of the Zaporizhzhia area on basis on-line of questioning. Actuality of increase of inclusive competence of teachers does not lose the importance in the conditions of present time. Analysis of the last research and publications sanctified to such questions: makereadies of teachers in inclusive educational space, studies of children with the features of psychophysical development in inclusive classes, forming of professional competences of teachers for realization of inclusive education.

2.6. Olha Blaha. The influence of foreign language knowledge on the career growth of law students. The article outlines the concept of career and the importance of foreign language learning for the future career growth of law students. It is proven that career is a complex of social and psychological phenomenon that causes significant changes in a person's life path in general and contributes to the most complete comprehensive disclosure of his personal potential. It is emphasized that knowledge of a foreign language is extremely relevant today and provides the social, intellectual and personal needs of future lawyers in the direction of achieving career heights.

2.7. Denys Zhezherun. Reparation for entrepreneurship in transport management: new trends and global challenges. The article discusses the main aspects of preparation for entrepreneurship, in particular in the context of quality of life, modern trends and global challenges. Quality of life is defined as a multifaceted concept that encompasses both objective and subjective factors, such as life satisfaction and freedom of choice. In the context of small business development, it is important to adapt the training of specialists to changing market requirements. Current trends include an emphasis on practical training, the integration of digital technologies and the development of soft skills, which are critical for business success.

Global challenges such as economic instability, environmental issues and technological change require new approaches to education. In view of these factors,

it is important to develop entrepreneurial education that is not only theoretical but also practical, orienting students to actively participate in the development of entrepreneurship. The article emphasises that preparation for entrepreneurship is a key element in improving the quality of life, as it contributes to the development of economic activity and social well-being in society.

Thus, an integrated approach to training specialists in the field of entrepreneurship can become an important tool for ensuring sustainable development of small businesses and improving the quality of life of the population.

2.8. Oleksandra Kuzenko, Lyudmyla Matsuk, Nadiia Kravets. Features of the application of eid techniques in the corrective work on speech development of children with special educational needs. The article substantiates the expediency of using eidetics in correcting the speech development of children with special educational needs. It is noted that this technique, thanks to the ability to harmonize the development of both hemispheres, promotes the activation of the child's speech activity. The introduction of eidetics into the educational process takes into account the characteristics of the psychophysical development of a child with special educational needs, his character, behavior style.

By the means of eidetics, all functioning analyzers of a child with special educational needs are involved in the cognitive process, thanks to which he can not only see, but also touch, hear, taste, and smell the object. The child acquires new knowledge through well-known images, which creates comfortable conditions for him to learn about the surrounding world and verbalize its signs.

2.9. Olena Pavlyshynets, Bohdana Petryshak. The ways and means of increasing motivation to learn a foreign language in the context of online learning and digitalization of the educational process. The article deals with the the problem of increasing students' motivation in digital and online learning and its various aspects. Particular attention is paid to factors, ways and means of increasing motivation, including the following: interest and relevant learning challenges, maintaining a reasonable balance in learning, attention to intrinsic and extrinsic motivation, increasing effective teamwork and social interaction, assessment and celebration of success, peer-to-peer learning and quality feedback.

2.10. Oksana Perkhulyn, Natalia Henyk, Pavlo Prudnikov. The use of the case method as an effective means of developing clinical thinking of future doctors in practical obstetrics and gynecology classes. The article reveals modern approaches to the formation of clinical thinking of future doctors.

It is emphasized that one of the most effective methods of forming the clinical thinking of medical students is the case method, because it involves solving clinical situations, which has a positive effect on the development of critical and problematic thinking.

It is substantiated that the use of the case method in the educational process of medical vocational training significantly activates the cognitive activity of students, has a positive effect on the mastery of educational material and the development of clinical thinking of specialists in the field of health care. It is argued that the effectiveness of the case-method using in practical classes in obstetrics and gynecology directly depends on the level of readiness of both teachers and students, but their use requires a differential approach from the teacher, knowledge of teaching methods, special communication skills with the student audience, aimed at development of clinical thinking.

- 2.11. Nataliya Razumeyko, Oleksandr Tkachenko, Liudmyla Olefir. Role and place of informal education in improving life quality.** Education is a fundamental factor in the development of individual and society, contributing to economic growth, social mobility and the reduction of inequality. It's the human right and the key for realization of other rights, opening opportunities for marginalized groups. Informal education that takes place outside traditional educational institutions is becoming increasingly relevant in conditions of rapid changes and technological progress. It includes self-education, mentoring, participation in professional courses and online communities, providing flexibility and availability of knowledge. However, despite the numerous advantages, informal education faces challenges such as the lack of official certificates and the need for self-discipline. The successful combination of formal and informal education ensures the development of adaptive skills that are necessary for the modern labor market, making training individualized and practical.
- 2.12. Liliia Tomich, Volodymyr Saienko. Physical culture as a factor in the formation of a healthy lifestyle.** This article is devoted to the problems of improving the quality of life and strengthening human health in modern conditions, as well as the influence of physical culture and sports on the formation of a healthy lifestyle (HLS). The most important condition for health promotion is a healthy lifestyle. And it is based, first of all, on physical activity, on physical training and sports. The importance of physical culture and sports is highlighted as one of the most affordable and effective means that have a beneficial effect on people's health.
- 2.13. Alina Chernyakova, Yehor Palyvoda. International academic mobility as a tool of motivation and a method of improving the quality of life of youth students.** The article is devoted to the role and place of education in improving quality of life, and how academic mobility programs contribute to this process. This article explores the new elements these programs bring and the opportunities provided by Erasmus+. Additionally, we identified how international academic mobility programs motivate students. In the course of writing, it was found that an individual's financial resources are only the "tip of the iceberg" in enhancing quality of life. More moral and simple aspects, such as education, spiritual development, emotional resilience, and adaptability to different conditions, play a significant role. All these factors lead individuals toward wealth accumulation, ultimately improving quality of life. Our research examines the benefits provided by programs like Erasmus+ and assesses whether, beyond financial gains, they offer moral and career advantages as well.
- 2.14. Olha Shevchenko, Daria Kucherenko. Formation of psychological readiness of athletes artistic gymnastics.** The article deals with the issues of training athletes in rhythmic gymnastics. Psychological preparation is of particular importance. It was found that artistic gymnastics offers various opportunities for the physical, aesthetic, emotional and spiritual development of female athletes. It has been proven that success in modern sports requires not only physical training, but also a proper psychological adjustment. Preparation involves improving the mental processes of sportswomen, forming the necessary mental properties and ensuring their adaptation to various training and competition conditions.

2.15. Mariya Shyshkina. Breakthrough ICT as a factor of the sustainable development of educational systems. The main difference between educational systems of new generation and previous stages of ICT training development is a higher level of adaptability, accessibility and scalability. This is achieved both through the use of more powerful and integrated artificial intelligence models, and through the organization of a more flexible and open learning environment, in particular through hybrid cloud solutions that provide access to personalized services both individually and collectively. These changes in the organization of the educational environment determine the sustainable development of educational systems. In connection with this, the topic of sustainable development is a promising direction for improving the educational programs for the training of pedagogical and scientific-pedagogical personnel of education digitalisation.

2.16. Liudmyla Shlieina. Education as a plane for the formation of students' gender culture. The study of gender education in the system of higher education emphasizes the importance of overcoming stereotypes in educational materials that limit the social and cultural development of students. Scientists note that the traditional gender attitudes of teachers often lead to conflicts and gender inequality in the educational process. Gender methodology in professional training is still not sufficiently implemented, which complicates the implementation of gender ideas. It is important that institutions of higher education demonstrate positive examples of behavior for the development of personalities of men and women, free from prejudice. Among the teachers of agricultural universities, there is observance of traditional views on gender, which affects the professional orientation of students. Gender education should provide equal opportunities for all participants of the educational process, regardless of gender. Consistent integration of the gender approach into the educational system will contribute to the development of graduates' awareness of their potential opportunities and role in society.

Chapter 3. Management and economic aspects of creating conditions for improving the quality of life

3.1. Tetiana Gryniv, Zoryana Skybinska. Impact of workplace environment and leadership on employee well-being and productivity: a psychological perspective. The article explores how workplace conditions and leadership styles influence employee well-being and productivity. A positive work environment, supportive corporate culture, and democratic leadership contribute to employees' emotional well-being, satisfaction, and overall life quality. Conversely, toxic cultures and authoritarian leadership can cause stress and burnout. Emotional intelligence in leaders is emphasized as crucial for effective management, fostering trust, and enhancing team cohesion. The article also discusses the role of motivation, professional growth, and conflict management in improving employee engagement and reducing turnover. These factors are interconnected and essential for fostering a productive, loyal workforce.

3.2. Mykhailo Khvesyk, Hanna Obykhod, Alla Omelchenko. Determination of risks and threats of environmental resilience as a key characteristic of improving the quality of life in the modern world. Investigating various approaches to assessing the quality of life of the population, the authors focus on such a component as the resilience of the ecological security of the territory. According to the interpretation of the main concepts in this topic, resilience arises through cumulative effects, feedback loops, and dynamic movements. It is connected with the possibilities for renewal and recombination of processes and the emergence of new development trajectories in the system of achieving a high level of the population's quality of life through absorption, adaptation, and transformation to the main threats and risks. Thus, when determining the regularities of the formation of a safe environment, especially in the context of compliance with environmental safety requirements, it is worth paying attention to regionalization, spatial and temporal structuring, localization of risks and threats, their variety, synergy, etc. It has been established that the growth of separate complexes of potential and real threats in the field of potential restoration will require strengthening the role of both the state in solving global environmental security problems and communities at the grassroots level, using risk criteria and involving the system of the best available technologies.

3.3. Lev Kloba, Nazar Dobosh. Features of development, pricing, and promotion of banking investment products in the context of intensified competition. In the article, an analysis is conducted on the features of development, pricing, promotion, and sales of banking investment products. Particular emphasis is placed on the need to intensify the development and sales of new banking investment products in the context of increasing competition.

3.4. Maria Lapishko, Oksana Sadura, Zoriana Lapishko. Problems of the state budget of Ukraine and the taxation system during the war. The full-scale war in Ukraine has halted a series of reforms initiated across various sectors of society, including the fiscal and tax systems. Currently, the war is causing catastrophic damage to the economy and widespread impoverishment of the population. The government is making significant efforts to ensure the country's defense capabilities, provide social protection for its citizens, and address the consequences of Russia's military aggression. An analysis of state budget revenues and expenditures reveals certain imbalances. The study highlights current issues related to the emergence of the budget deficit in Ukraine and the challenges in filling the state treasury. The necessity of reforming Ukraine's tax system is substantiated to make it as transparent as possible, reduce the burden on taxpayers, eliminate opportunities for tax evasion and corruption, and stimulate economic growth and investment. The continuation of budgetary relations reform in the post-war period is recommended, including lowering the upper salary limit for certain civil servants to 100,000 UAH, with the savings redirected to military needs, social payments for war victims, and servicing the country's internal debt.

3.5. Tadeusz Pokusa, Ewa Tworek. Coordinated medical care as an important aspect of quality of life in the Polish health care system. The position of medical coordinator in Primary Health Care (POZ) is a novelty that is gaining in importance. Two years ago, no one had heard of it, but the introduction of coordinated care completely changed the functioning of medical facilities. Currently, the medical coordinator has become a key figure in organizing and supervising the patient treatment process. Importantly, units that do not provide coordinated care do not employ coordinators, which shows how closely these two elements are interconnected.

3.6. Wladyslaw Wornalkiewicz. Cooperation of rural residents in setting priority repair of local roads. Despite the widespread promotion of balanced economic development in each administrative unit, the needs of local communes in many regions remain overlooked. This is particularly evident in the construction and renovation of communal roads, especially those serving agricultural areas. Communities are calling for the modernization of access roads, particularly those leading to schools, offices, and supermarkets. However, there are no consistent criteria for prioritizing these projects. This study aims to propose a planning solution using computer applications. Objective decision-making on project priorities will improve the efficiency of the commune's department in charge and provide residents with a tool to report hazardous areas and monitor renovation progress.

3.7. Alina Yakymchuk, Oleh Yakymchuk. Improving the quality of life and safety of territorial communities based on the development of national parks. National parks around the world play a significant role in the development of local government units thanks to tourist, recreational and educational activities. That is why it is now so important to combine the efforts of local authorities and park management in order to stimulate the sustainable development of local government units (municipalities / clusters), within the borders of which there are national parks, based on their positive brand and marketing image. In this study, the research was carried out on the example of the border areas of Poland and Ukraine. Since Ukraine is at war, only its western part is able to maintain its economy at a slightly below average level, so positive experiences and cooperation with Polish national parks will be extremely useful. Protecting the natural heritage for both Poland and Ukraine is a priority for sustainable development and public policies. Historically, both countries are deeply interested in preserving areas of high natural value, developing a nature protection system and have been conducting international cooperation for many years. Naturally valuable areas provide a wide range of ecosystem services. Therefore, the biological diversity of areas of the highest value, covered by legal protection, should be properly preserved and, in the event of unfavorable changes, restored. For this purpose, the work assessed the services of forest ecosystems in national parks in the form of oxygen production and ensuring the subsistence of the population of border areas. In the future, such an assessment should be included in the marketing strategy for the development of individual national parks, as well as in their global development strategy. What is important for Ukraine is Poland's positive experience in protecting ecosystems and monetizing ecosystem services and functions, which will be necessary for the development of regulatory environmental policies of both countries. National parks in Poland create a positive image of local government units and should become part of a uniform marketing development strategy of the Polish-Ukrainian borderland. The main goals of this work are to support the economic development of local government units through the use of national parks in the process of sustainable development using an effective ecosystem protection system, in particular in the context of implementing international experience – Poland for Ukraine.

3.8. *Larysa Zomchak, Khrystyna Sukhovych.* Assessing the nexus of circular economy and resilience: economic development, household spending and waste generation in Ukraine. This study investigates the interconnectedness between circular economy principles and resilience in the context of Ukraine's economic development in the regional level. We highlight the nation's critical waste management challenges and limited recycling infrastructure, emphasizing the crucial role of transitioning to a circular economy model. The core of the analysis lies in the econometric model of three simultaneous equations examining the interconnected relationships between economic development of the region (measured by Gross Regional Product), household spending, and waste generation in Ukraine. Other variables used in the model are capital investments by region, employed population and volume of industrial products sold be region. This model employs simultaneous equations to capture the complex dynamics between these factors. Our analysis reveals that while investments, employment, and industrial output positively impact regional economic growth, they concurrently contribute to waste generation. Notably, the model suggests that strategically targeted increases in household spending can mitigate waste generation. We conclude by outlining the significant opportunities for Ukraine to foster CE development and propose key policy measures to attract investment, build infrastructure, and enhance environmental awareness.

3.9. *Larysa Bezzubko, Dmytro Polozhentsev.* Management of the social direction of the development of NBIC-technologies in Ukraine. The relevance of this study is determined by the presence of many controversial issues regarding the consequences and prospects for further development of NBIC technologies (nano-, bio-, information, cognitive) and NBIC convergence. The authors describe the peculiarities of modern technological modes, emphasise the negative effects of the introduction of NBIC technologies on the human psyche, the emergence of new types of diseases and addictions, the destruction of mechanisms for the transmission of moral and cultural values from generation to generation, etc. The choice of prospects for the further development of NBIC technologies requires the creation of a certain system for managing the social direction of NBIC convergence in Ukraine. Such a system will help preserve human personality, spirituality and humanity. The study identifies the main regulatory, legal, methodological and organisational problems of ensuring the creation of a system for managing the social direction of development of NBIC convergence in Ukraine. The author suggests ways to formulate a strategy that takes into account social and spiritual development of a person.

3.10. *Viktoriia Horoshko, Svitlana Danylchenko, Igor Golovchenko.* Challenges and opportunities of the global health care system in the era of digital and genome innovations. The global healthcare system is going through a period of complex change due to global changes in technology and treatment methods. There is an urgent need to ensure the availability and safety of the use of medical innovations, taking into account the social determinants of population health, which require significant financial costs and new political solutions. To develop appropriate strategic approaches and principles of management of the modern health care system, politicians need to take into account the behavioral aspects of citizens and the peculiarities of the nation as a whole, which affect the economic and social factors that shape the living conditions of the population. Financial infusions alone cannot solve the problem. Statistics over the past decade show that health care costs have been rising steadily in almost every country. Now it reaches 5-10% of GDP depending on the level of economic

development of the country. The realization that the entire system is failing in all directions, despite the growth of financial investments in health care, is an unprecedented manifestation of the situation in terms of preserving the health of the global population as a whole and requires urgent multidisciplinary intervention by health care workers and political figures. Concerns about the current and future state of public health are growing not only in Ukraine, but also in almost every country. Expectations for the solution of many problems are anchored in the first process of convergence of the digital and genomic revolutions in health care. This is expected to improve citizens' health, reduce healthcare costs and make treatment more personalized. At the same time, the available experience and practice of applying all these innovations shows that there are risks that must be considered along with the results when we talk about the future health of the entire population of the planet.

3.11. Nataliya Hryniv, Taras Danylovych. Features of the influence of marketing communications on the quality of people's life. The article examines means and channels of communication and their impact on people's quality of life. It is noted that marketing communications have become an integral part of everyday life in the modern world. They affect many aspects of human existence, including the quality of human life. It was determined that marketing communications can influence a person's psychological state, shaping their perception of an ideal lifestyle and setting success criteria. Marketing communications play an important role in improving the quality of life during martial law by helping to organize aid, provide informational support, and maintain morale and social cohesion.

3.12. Natalia Hrushchynska. Quality of life in the era of information technologies. The article examines the impact of information technologies on the quality of human life, taking into account global indicators, such as the poverty index, the happiness index, and the Human Development Index (HDI). An analysis of the impact of the development of digital technologies and the spread of the Internet on socio-economic inequality, the level of well-being and access to resources is carried out. Particular attention is paid to how information technology can contribute to the growth of the HDL through improvements in education, health care and access to information, but at the same time exacerbate social challenges, in particular the digital divide and deterioration of psychological well-being. The article also highlights the relationship between technological innovation and indicators of happiness and life satisfaction in different regions of the world.

3.13. Anhelina Dokus, Iryna Labunets. Scientific potential of Ukraine in the context of economic development and challenges of war. The paper analyzes the impact of Russia's full-scale war against Ukraine on the country's scientific sector. The study covers changes in science funding, migration of scientists, and the age structure of the scientific workforce.

The author argues that academic migration has not only negative consequences for the development of science, but also causes significant damage to the state's economy. Despite the importance of improving the grant culture, government initiatives, and attracting international funding, stable government funding of at least 1.7% of GDP remains a crucial factor for the development of science in Ukraine. Only under such conditions can systematically support for scientific research and preservation of the country's scientific potential be ensured. After all, participation in grant programs is an additional, not the main form of support for scientists.

- 3.14. Mariia Mazorenko. Use of innovative digital tools in accounting: impact on improving quality of life and risk management.** This article is dedicated to the study of the implementation of innovative digital tools in the accounting of agricultural enterprises. Special attention is given to risk management in the context of digital transformation and the analysis of the impact of innovations on improving the quality of life of employees. Additionally, risk indicators, their influence on accounting processes, and methods for their minimization are separately examined. Personal conclusions regarding the risk management strategy in contemporary accounting systems are also presented.
- 3.15. Natalia Maistruk. Risks of implementation of artificial intelligence (AI) in the conditions of globalization: world and Ukrainian trends.** The modern stage of functioning of both global and Ukrainian society as a component of the latter is characterized by the development of the information society, the digital economy; it is also associated with the global digitalization, development and diversification of information, computer technologies, in particular those related to the development and implementation of artificial intelligence systems, as well as the expansion of its fields of application. AI, on the one hand, is a "revolutionary technology," promotes the acquisition of knowledge from large amounts of data, allows you to make informed decisions based on their analysis, on the other – creates and produces a variety of new risks associated with its development and implementation, in particular misinformation, cyber attacks, etc. The prospect of the influence of AI on the quality of life of Ukrainians according to the results of sociological monitoring for the next five years is assessed by them to a greater extent either neutrally or positively; there is a fairly low awareness of citizens about AI in general, the risks and consequences of its implementation.
- 3.16. Oleh Makliuk, Pavlo Yampolets. The living standards regulation of Ukrainian population in wartime.** The article considers the issue of living standards of the population of Ukraine and the prospects for its regulation in the conditions of war. It is determined that the economic downturn resulted in a sharp decline in incomes and a certain increase in unemployment. It is proved that complex processes and problems with access to some basic human needs will have a long-term negative impact on demographic indicators and labor market supply, especially in the uncontrolled territories. It is found that the living standards of Ukrainians have deteriorated over the two and a half years of the active phase of the war due to the slow growth of nominal wages and a decrease in their real content, the devaluation of the hryvnia, and significant inflation in Ukraine.
- 3.17. Olga Nosova. Innovative activity as a factor increasing the welfare of the population in Ukraine.** The article analyzes the role of innovative activity in increasing the level of welfare of population in Ukraine. A comparative analysis of Ukraine's industrial enterprises' creative activity was conducted by looking at the data of the innovations' implementation, directions, and overall expenditures by innovative activity categories. An innovative enterprise's competitive advantages are ensured by the competitive environment. Innovations help to eliminate social inequality, improve the health and education systems, and solve labor market issues and increase employment.

3.18. Hanna Popova, Kateryna Polozhentseva. Economic aspects of forming a favorable urban environment as a factor of improving the quality of life. This article examines the problems of improving the quality of life from the point of view of economic support for the formation of a favorable urban environment:

formation of an adequate financial mechanism for the functioning and development of territorial communities, effective communication of local authorities with the public, development of the creative industry, formation of conditions for investment and innovation attractiveness of urban areas, development of financial, auditing, engineering, auditing services, improvement of transport infrastructure.

At the same time, the atmosphere of the city is considered as a marketing environment, which in some cases is more influential than the product itself.

3.19. Olena Sakovska. The role and place of rural (green) tourism in the territorial development of Ukraine. The article is devoted to the study of the role and importance of rural (green) tourism in the territorial development of Ukraine. It is stated that the strategic development of a country is directly dependent on the development of its individual territories, industries and economic sectors that are being developed there. One of the promising areas of sustainable development of territories is rural (green) tourism, which can be considered an alternative direction of socio-economic development of the territories of a country with an agricultural specialization, such as Ukraine. The development of rural (green) tourism in Ukraine has been analyzed. The main areas of activity in rural (green) tourism are delineated. The prerequisites for the development of rural (green) tourism in Ukraine are determined. The article identifies obstacles that impede the development of rural (green) tourism in Ukraine. In the conclusion, proposals for the further development of rural (green) tourism in Ukraine have been presented.

3.20. Viktoriia Skyba, Maksym Hanchuk, Elnara Aiubova. Contradictory priorities and opportunities to actually achieve sustainable development goals to improve the quality of life. The research is devoted to finding the relationship between the level of environmental outlook of a particular society and the factors that contribute to its formation, including the indicators of economic development of a given country. Specific examples are used to illustrate the correlation between the results of sociological surveys on public awareness and concern about environmental issues and prospects for economic development and the overall state of achievement of the SDGs (environmental component) according to the estimated and ranked values of the EPI. The authors emphasize the persistence of the contradiction between economic development (quantitative dimension) and the state of the environment (qualitative dimension). On this basis, they consider a system of logical and consistent links between the ESD and the quality of life of present and future generations in the form of an algorithm: “ESD → formation of integral environmental competence → environmentally conscious actions at the level of the individual and society → priority of a separate environmental perspective over temporary economic benefits → achievement of the SDGs → creation of favorable conditions for improving the quality of life of present and future generations”.

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Chapter 2. The role of education in improving the quality of life in the digital age

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