

online - google form and direct phone calls. The research lasted from the April till September, 2022. (3) **Results:** In today's era of complete uncertainty and high market risks, Ukrainian women agricultural entrepreneurs with active life position united with other women-entrepreneurs and organized business communities with aim of joint support, surviving and development. Such business groups as the "SHE FARMS" Ukrainian Food Valley create an business environment according to the sharing economy principles (<https://www.facebook.com/SHE.FARMS.ukrainian.food.valley>). Business models modern agro-entrepreneurs work on remain Uber or eBay. Women-agro-entrepreneurs who haven't physical facilities, but still have knowledge, business contacts and practical experience provide professional consulting services to the former competitors. They also have the opportunity to outsource their production and supply production to retail under their own trade mark. In this case, entrepreneurs keep in touch with their customers. (4) **Conclusions:** The philosophy of cooperation when entrepreneurs work together and compete in the same time gives the space for collaboration and possibility for each market participant not only survive but to be economically resilient which is very important for the economy as the holistic system. Sharing economy business models might ensure business survival and development in the post-war economy period, which will require further research.

Keywords: ecosystem, cooperation, agrifood SME, business network, women business development

FORMING OF INVESTMENT POTENTIAL FOR THE CRISIS MANAGEMENT OF NATIONAL ECONOMY

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Abstract: (1) **Background:** The financial crisis caused by the war played the role of catalyst of development crisis management for Ukraine, impelling to the awareness – both at the level of public consciousness and domestic politics – necessity of change of model of economic management on the basis of forming investment potential. The investment potential has the ponderable role in providing of effective realization of modernization reforms. Forming of investment potential is the fundamental parameter of reproductive process, which determines possibilities of update of the fixed assets, realization of structural reforms, forming of base of steady long-term development of economy. The primary objective of this work is to make the conceptualisation of forming of investment potential for the crisis management of national economy of Ukraine in modern terms. (2) **Methods:** The main methods or treatments applied were the synthesis, induction and deduction, analysis, statistical treatment of

information , scientific abstracting. (3) **Results:** The investment potential for the crisis management of national economy should be understood as the system of specific elements, which is able to provide the organization of managed control system. It is presented as an aggregate of financial, material and technical, intellectual and informatively legal elements which a national economy has in the order and which are used for providing of investment development of country. Offered definition will enable completer and more expressly to engulf essence and terms of realization of investment development in the context of crisis management of economy of the country. (4) **Conclusions:** On providing of crisis management of economy of country reverse intercommunications have a fundamental influence between forming of investment potential, enterprise sector, public institutes and actions of public authorities, in relation to initiator and realization of structural changes in the economy of country. On this basis the well-proven necessity of development of mechanism of crisis management of economy of country, that allows to carry out effective mobilization it financial, scientifically technological and organizationally economic backlogs with the purpose of providing the dynamic ascending the vector of economic development in the conditions of decision of tasks modernization.

Keywords: investment potential 1; national economy 2; crisis management 3.

LOGISTICS ACTIVITIES OF TRANSPORT ENTERPRISES AND SUPPLY CHAIN MANAGEMENT IN INTERNATIONAL BUSINESS DURING THE RUSSIAN-UKRAINIAN WAR

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Abstract: (1) **Background:** The full-scale invasion of the Russian Federation on February 24 was life-changing and led to the difficult economic situation in Ukraine. The business found itself in a difficult position provided an understanding of the immediate transition of enterprises to emergency mode of operation. The field of business suffered greater losses than in two years of the pandemic. The issue of restructuring the logistics system is the second, after the problem of the Russian invasion military. The war led to a lack of sea transportation, which was supplied by according to approximate data, about 65% of all exports, blocking of air transport, deterioration functioning of railways and complicating the operation of road transport. In addition, many warehouses and logistics centers were bombed, and supplies of raw materials were cut off from the largest production cities through carrying out hostilities in the territories. Such conditions led to the following consequences: loss established logistics routes, an increase in delivery time, a significant increase in the price for transportation, reduction of product stocks in