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Alieshchenko Liudmyla

Senior Lecturer at the Department of Management,
Marketing and Information Technologies,
Kherson State Agrarian and Economic University
(Kherson / Kropyvnytskyi)

ORCID: <https://orcid.org/0000-0002-7119-2922>

Алещенко Л.О.

Херсонський державний аграрно-економічний університет
(м. Херсон / м. Кропивницький)

STRATEGIES FOR USING SOCIAL PLATFORMS TO ATTRACT INVESTMENTS IN THE RECOVERY OF DEOCCUPIED TERRITORIES

СТРАТЕГІЇ ВИКОРИСТАННЯ СОЦІАЛЬНИХ ПЛАТФОРМ ДЛЯ ЗАЛУЧЕННЯ ІНВЕСТИЦІЙ У ВІДНОВЛЕННЯ ДЕОКУПОВАНИХ ТЕРИТОРІЙ

The article addresses the complex issue of restoring Ukraine's de-occupied territories, which have suffered significant damage due to military actions. It emphasizes that the scale of destruction goes beyond ordinary material losses, encompassing both social and economic spheres, which significantly complicates the processes of restoration and reintegration of these territories. The recovery of regions left without proper infrastructure, damaged roads, bridges, and residential buildings requires a strategic approach that goes beyond physical rebuilding and includes long-term economic planning, social stabilization, and the integration of innovative solutions. The focus is on the role of economic revival as a key element of sustainable regional development. Given the limited state resources, attracting investments becomes a necessary tool for initiating economic processes, such as the restoration of production capacities, the creation of new enterprises, and the introduction of foreign technologies. The article also highlights the importance of the social aspect of recovery, including the reintegration of people who have lost their homes, jobs, or loved ones, which seriously affects their psychological well-being. The restoration of social infrastructure, education, and healthcare facilities is considered critical for ensuring basic living conditions and stability in the region. The work emphasizes the importance of implementing innovative solutions in the reconstruction process. Specifically, it explores the potential for developing "green" technologies and renewable energy, which could contribute to environmental sustainability and the region's energy independence. The authors propose the active use of digital technologies to increase the efficiency and transparency of recovery management processes, as well as to attract investments. Special attention is given to the use of social platforms as a tool for attracting investments and creating a positive image of the de-occupied territories on the international stage. The article analyzes the experience of other countries, such as the Balkan states, Colombia, and Iraq, which have used social media to promote their regions, attract investors, and enhance transparency. Based on this experience, the authors suggest creating special social media campaigns that may include webinars, online conferences, promotional videos, and infographics aimed at attracting investors' attention. The conclusions emphasize the need for a comprehensive approach to recovery, which includes economic, social, and technological aspects, as well as an effective communication strategy involving social platforms. Such an approach will ensure sustainable economic growth, social

stability, and the integration of innovative technologies, which, in the long term, will contribute to the successful restoration of Ukraine's de-occupied territories.

Keywords: *de-occupied territories, regional recovery, economic revival, investments, social platforms, strategic management.*

У статті розглядається комплексна проблема відновлення деокупованих територій України, які зазнали значних руйнувань унаслідок військових дій. Вона підкреслює, що масштаби руйнувань виходять за межі звичайних матеріальних збитків, охоплюючи також соціальну та економічну сфери, що суттєво ускладнює процеси відновлення та реінтеграції цих територій. Відновлення регіонів, які залишилися без належної інфраструктури, зруйнованих доріг, мостів і житлових будівель, потребує стратегічного підходу, який не обмежується фізичною відбудовою, але охоплює також довгострокове економічне планування, соціальну стабілізацію та інтеграцію інноваційних рішень. Основна увага приділяється ролі економічного відродження як ключового елементу сталого розвитку регіону. В умовах обмежених державних ресурсів залучення інвестицій стає необхідним інструментом для запуску економічних процесів, таких як відновлення виробничих потужностей, створення нових підприємств та залучення іноземних технологій. Стаття також підкреслює важливість соціального аспекту відновлення, включаючи реінтеграцію населення, яке втратило житло, роботу або близьких, що серйозно впливає на їх психологічний стан. Відновлення соціальної інфраструктури, освіти та медичних закладів розглядається як критично важливе для забезпечення базових умов життя та стабільності в регіоні. У роботі наголошується на важливості впровадження інноваційних рішень у процесі відбудови. Зокрема, розглядається потенціал розвитку «зелених» технологій та відновлюваної енергетики, що може сприяти екологічній стійкості та енергетичній незалежності регіону. Автори пропонують активне використання цифрових технологій для підвищення ефективності та прозорості управління відновлювальними процесами, а також для залучення інвестицій. Окрему увагу приділено використанню соціальних платформ як інструменту залучення інвестицій та формування позитивного іміджу деокупованих територій на міжнародній арені. Проаналізовано досвід інших країн, таких як Балканські країни, Колумбія та Ірак, які використовували соціальні мережі для просування своїх регіонів, залучення інвестицій та підвищення прозорості. На основі цього досвіду запропоновано створення спеціальних кампаній у соціальних мережах, що можуть включати вебінари, онлайн-конференції, промо-відео та інфографіку, спрямованих на привернення уваги інвесторів. Висновки підкреслюють необхідність комплексного підходу до відновлення, який включає економічні, соціальні та технологічні аспекти, а також ефективну комунікаційну стратегію із залученням соціальних платформ. Такий підхід забезпечить стійке економічне зростання, соціальну стабільність і інтеграцію інноваційних технологій, що в довгостроковій перспективі сприятиме успішному відновленню деокупованих територій України.

Ключові слова: *деокуповані території, відновлення регіонів, економічне відновлення, інвестиції, соціальні платформи, стратегічне управління.*

Formulation of the problem. After the de-occupation, Ukrainian territories have experienced severe destruction that extends beyond ordinary material losses and includes significant disruptions in the socio-economic sphere. The damaged infrastructure, destroyed transportation routes, and the absence of residential and commercial spaces complicate the restoration of normal life and economic activities in these regions. Delays in recovery lead to further marginalization of these areas, deepening economic stagnation, increasing social tensions, and causing population outflows.

To address this issue, a comprehensive approach is required, one that includes not only the physical reconstruction of infrastructure but also a systematic revival of economic potential and the social sphere. The attraction of financial resources, especially investments, is critically important, as state funds alone are insufficient to meet the large-scale recovery needs. A key component of this process is the application of modern technologies, particularly the use of social platforms, to attract investors, enhance transparency, and improve the efficiency of recovery management processes.

Thus, the main challenge lies in the development and implementation of effective strategies for the recovery of Ukraine's de-occupied territories, with a focus on attracting investments, restoring economic activity, and strengthening social stability by leveraging the experiences of other countries and innovative approaches.

Analysis of recent research and publications. The study of the impact of full-scale armed aggression on various components of Ukraine's economic system and the identification of ways to overcome the socio-economic crisis resulting from the war is a pressing issue for domestic researchers, leading to numerous scientific publications. For instance, I. Khmarska, K. Kucheryava, and I. Klimova examined post-war recovery as a multifaceted process aimed at restoring sectors that lost their ability to function normally due to the war. M. Shapovalov noted that attracting investments would help reduce regional disparities and facilitate the economic recovery of affected areas. Investigating the role of Eurointegration in post-war recovery processes, V. Gryshko and B. Kyrychuk concluded that it is necessary to seek investment partners and develop joint plans with them. Z. Shatska, analyzing scenarios for post-war recovery, recommends choosing a model of technological and digital restructuring based on inter-industry integration of business and science, supported by the state.

While foreign researchers focus more on the war's impact on global trade processes, P. Chowdhury, H. Medhi, K. Bhattacharyya, and C. Hussain explored the deteriorating connections among food, energy, and ecosystems, proposing a strategy for resource and ecosystem recovery in Ukraine. L. Cui, S. Yue, X.-H. Nghiem, and M. Duan examined the risks and economic vulnerabilities associated with the disruption of global supply chains in the context of the Russian-Ukrainian war. The analysis of trade forecasts by the IMF for countries in crisis, conducted by Th. Eicher and R. Kawai, as well as research on the war's impact on the geopolitics of supply chains by J. Sheth and C. Uslay, are also particularly significant for our study.

Regarding the activation of investments in the recovery of the trade sector in Ukraine, our work relies on the scientific contributions of researchers such as V. Apopiy, S. Lykholat, M. Barna, T. Staverska, O. Trut, N. Popadynech, and others who have analyzed various aspects of trade functioning in crisis conditions and potential paths for its recovery.

Formulation of the purpose of the article. The task is to develop a comprehensive strategy that will include: analysis and selection of effective models for attracting investments, considering the limited capacity of state funding; identification of approaches to stimulate economic growth, including the development of small and medium-sized businesses, innovative solutions in infrastructure and energy; creation of conditions for the social reintegration of the population through the restoration of housing, social facilities, and support programs for youth and vulnerable groups; development and implementation of communication strategies using social platforms to attract investors, form a positive image of the regions, and build trust among all stakeholders.

Presentation of the main material. Ukraine's de-occupied territories have faced destruction on a scale that goes far beyond simple material losses: damaged infrastructure, broken roads, destroyed bridges, and buildings create complex conditions for any economic and social activity. The recovery of such territories requires a strategic approach that not only focuses on reconstruction but also long-term planning, considering the needs of the local population and future development opportunities. Delays in the recovery of these areas may lead to further decline, reduced social stability, and an increased outflow of people searching for safer and more developed regions. Thus, the issue of recovery is not only about rebuilding physical structures but also about social reintegration, economic restoration, and providing basic living conditions.

The economic aspect of reviving de-occupied territories is a key task, as sustainable regional development is impossible without an active economy. Significant financial resources are required for this, which are difficult to mobilize solely through the state budget. Therefore, investments should become the tool to initiate economic processes: restoring production capacities, creating new enterprises, attracting foreign technologies and innovations, which, in turn, will contribute to the development of small and medium-sized businesses and the creation of new jobs [1].

Equally important is the social aspect of the recovery of these regions, as it should focus not only on material objects but also on restoring the social structure. The loss of housing, jobs, and sometimes family members severely affects the psychological state of the population, and attracting investments in the restoration of housing, social infrastructure, medical, and educational facilities will help ensure the necessary conditions for a return to normal life. Creating new opportunities for youth, such as educational programs, youth entrepreneurship, and cultural projects, will also play a crucial role in retaining the younger generation, strengthening social stability, and ensuring long-term development prospects.

The process of recovering the affected areas can be a catalyst for implementing innovative solutions. Investments can be directed toward the introduction of advanced technologies in energy, construction, and transportation. For example, the development of “green” technologies, such as renewable energy, could not only contribute to the environmental sustainability of the region but also make it energy-independent. Equally important is the implementation of digital technologies in management, which can increase the efficiency and transparency of recovery processes and help attract additional investors, creating new opportunities for sustainable economic development [2].

Investment should be viewed not merely as a financial tool but as a holistic approach to rebuilding the economy, ensuring social stability, and fostering technological modernization. Only through a systematic approach and the active engagement of investors can Ukraine successfully restore its de-occupied territories. The use of social platforms could play a crucial role in the strategy for attracting capital. Drawing from the experiences of other countries and regions that have undergone similar processes, we have explored examples of the effective use of social platforms for attracting investment flows aimed at the recovery and development of war-damaged areas.

Social platforms can serve as an effective tool for shaping a positive international image of de-occupied territories, including the active use of platforms such as LinkedIn, Twitter, and Facebook to disseminate information about successful recovery projects, investment opportunities, and potential benefits for investors. For example, after the conflicts in the Balkans, local governments used social networks to promote the positive image of their regions, posting success stories, showcasing restored facilities, and highlighting international support.

Another effective way to use social networks is through the creation and promotion of special campaigns aimed at attracting investors. These campaigns can include webinars, online conferences, promotional videos, and infographics that showcase investment opportunities and economic advantages. After the conflict in Colombia, for instance, the government, together with the business community, launched a social media campaign titled “Colombia, Land of Opportunities”, aimed at attracting foreign investors. The campaign featured videos highlighting economic opportunities and government support for investors.

Equally impactful is the creation of specialized online platforms integrated with social networks, where investors can easily access information about projects, financial transparency, and even make direct investments. Such platforms should interact with social networks to engage their target audience. After the war in Bosnia and Herzegovina, the platform “Invest in Bosnia” was created, which used social networks to promote specific investment projects, successfully attracting both donors and investors.

Collaborating with well-known influencers and thought leaders, who can promote investment opportunities to their audience, is also an effective way to broaden reach and increase trust in projects. It’s essential to work with those who have significant influence in business and investment circles. In Iraq, after the war, local initiatives actively involved influencers to promote recovery projects, which helped raise awareness about the region and attracted new investment flows.

Social networks can also be used to launch crowdfunding campaigns aimed at raising funds for the restoration of individual objects or projects. This approach not only attracts

funds but also raises awareness about the challenges and engages the public in the recovery process. In Israel, crowdfunding was actively used to raise funds for infrastructure restoration in post-conflict zones, and platforms like Kickstarter and Indiegogo, combined with social networks, achieved significant funding for many projects.

Although the use of social platforms to attract investments for the recovery of de-occupied territories is a relatively new approach, the successful experience of other countries can help outline key strategies for its effective use in Ukraine (Fig. 1).

Social capital is a resource formed through networks of relationships, trust, and mutual assistance among people, creating trustful relationships between potential investors, local communities, and the government. Social platforms can help build a positive image of de-occupied territories by showcasing project reliability and attracting new investors. To achieve this, it is essential to actively utilize platforms such as LinkedIn and Twitter to create professional networks and share information about investment opportunities, as well as organize online communities where investors can interact with local leaders, discuss projects, and receive up-to-date data [3].

Audience engagement theory emphasizes the importance of active interaction with the target audience for the success of any campaign. Social platforms enable two-way communication, allowing investors to directly interact with project developers, ask questions, and monitor progress. Regular webinars, online meetings, and live Q&A sessions, along with using Instagram and Facebook to post video and photo reports of the restoration works, will support this effort.

Crowdfunding theory highlights that social platforms can be used to raise funds from a broad audience by attracting small contributions from many people, which is particularly relevant for small and medium-sized projects needing initial financing. Platforms like Kickstarter, GoFundMe, or specialized Ukrainian platforms can be used for collecting funds for specific restoration projects, alongside social media campaigns with clear goals and descriptions of how each contribution will help restore the de-occupied territory.

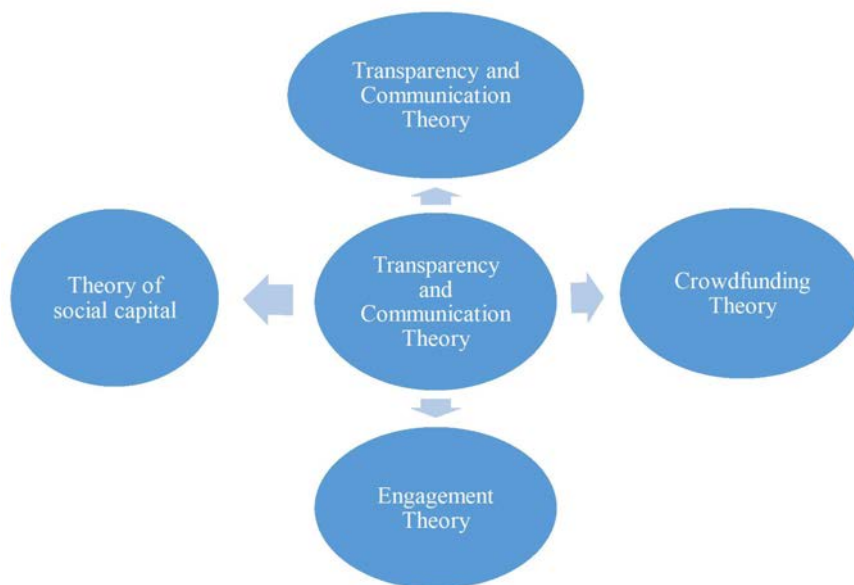


Figure 1. Theoretical approaches to using social platforms for attracting investments in the recovery of de-occupied territories

Source: compiled by the author

Transparency and communication theory stresses that openness and regular updates are essential for establishing trust and attracting investors. Social platforms provide the opportunity to regularly update information, report on achievements, and ensure transparency in the use of investment funds. It becomes necessary to create specialized social media pages where financial reports, project progress updates, and feedback from local communities are posted, with the active use of YouTube for broadcasting video reports, interviews with project managers, and residents of de-occupied territories [4].

Thus, social platforms are a powerful tool for attracting investments in the recovery of de-occupied territories, especially when their use is based on clear theoretical approaches, which together ensure the effectiveness of financial campaigns and contribute to the successful rebuilding of damaged territories.

For effectively attracting investments in the recovery of Ukraine's de-occupied territories through social platforms, a communication strategy has been developed. This strategy includes defining the target audience, planning content, and distributing communication channels. Identifying and understanding target groups is a key element of a successful communication strategy. To ensure efficient and rapid recovery of Ukraine's de-occupied territories, it is crucial to reach different audiences (Table 1).

For the successful attraction of investments in the reconstruction of de-occupied territories of Ukraine, it is necessary to develop a comprehensive communication strategy that considers the interests of various target groups and utilizes appropriate communication channels. The strategy should be clearly structured and include regular content updates to maintain interest and engagement among the audience at all stages of recovery.

The content created within the communication strategy must be tailored to the specific needs of each target group. This will ensure effective communication of information and increase interest in the project. The main types of content include:

Informational Materials for International Investors

International investors seek reliable sources of information to assess investment opportunities in de-occupied territories of Ukraine. This can include overviews of investment opportunities, economic and financial reports, market analysis, and case studies.

Table 1

Target groups for attracting investment in the reconstruction of de-occupied territories

Target Group	Profile	Goal	Platforms
International Investors	Large international companies, funds, private investors	Attracting significant investments for infrastructure, industry, energy, and social sector reconstruction	LinkedIn, Twitter, webinars, online conferences
Ukrainian Businesses and Entrepreneurs	Small and medium enterprises, startups, entrepreneurs capable of investing in regional recovery	Engaging local businesses in reconstruction, creating jobs, and stimulating economic growth	Facebook, Instagram, LinkedIn, local business communities
International Organizations and Charitable Funds	UN, EU, World Bank, large NGOs involved in reconstruction and humanitarian aid	Securing grants and assistance for financing reconstruction projects, rebuilding social infrastructure	LinkedIn, Twitter, specialized platforms for NGOs (e.g., Devex), online meetings
Public and Local Communities	Residents of de-occupied territories, internally displaced persons, community activists	Informing about reconstruction processes, involving in decision-making and crowdfunding	Facebook, Instagram, Telegram, YouTube

Source: compiled by the author

Format: Such materials are best published as articles on LinkedIn, posts on Twitter, infographics visualizing key metrics, and video interviews with experts who can provide in-depth analytical reviews.

Frequency: Weekly updates focusing on new opportunities and successes in recovery can keep international investors informed and maintain their interest.

Content for Ukrainian Businesses and Entrepreneurs

Ukrainian entrepreneurs, as well as small and medium enterprises, can be a driving force for local economic recovery. The content for this group should include descriptions of business opportunities, success stories of local entrepreneurs, information about tax incentives, and access to resources.

Format: This can include regular posts on Facebook and Instagram showcasing news, success stories, and photos from recovery efforts. Webinars, tutorials, and video materials can be used to provide practical advice and recommendations.

Frequency: Regular updates 2–3 times a week, as well as themed online events where entrepreneurs can get answers to their questions and share experiences.

Content for International Organizations and Charitable Funds

These organizations need information about the humanitarian situation, funding needs, and specific projects that require support. It is also important to publish reports on the use of funds and successful examples of completed projects.

Format: The most effective way to do this is through articles on LinkedIn, webinars discussing specific topics, reports at international conferences, and video and photo reports demonstrating the real impact of support.

Frequency: Monthly analytical reports and regular updates on project successes will help maintain the attention of international organizations.

Content for the Public and Local Communities

The local community is an important partner in the recovery process, so their involvement and awareness must be high. The content should include news about the progress of recovery, information about crowdfunding campaigns, opportunities for community participation in the reconstruction process, and successes of local initiatives.

Format: Videos, social media posts (Facebook, Instagram), messages in Telegram channels, and live broadcasts on YouTube will create an interactive space for communication.

Frequency: Daily updates with a focus on visually appealing content that is easily digestible, along with active interaction with the audience, will encourage ongoing citizen engagement in the recovery process.

For each target group, it is important to use appropriate communication channels that ensure maximum effectiveness in conveying information and interaction.

LinkedIn will be a key channel for communication with international investors, businesses, and charitable organizations. Publishing articles, analyses, and case studies will help attract a professional audience.

Facebook serves as the primary channel for communication with Ukrainian entrepreneurs, the public, and local communities. This platform can be used to publish news, videos, photos, and event announcements, creating an interactive environment for information exchange.

Instagram is a platform for visual communication with a broad audience, especially among youth and community activists. Posting photos, short videos, and success stories allows for effective information delivery in an accessible and attractive format.

Twitter enables rapid dissemination of news and interaction with journalists, investors, and international organizations. Quick updates make this channel ideal for informing about the latest events and engaging in discussions.

YouTube is suitable for hosting long-form video materials, such as documentaries, interviews, and progress reports on recovery. This allows for the creation of in-depth and detailed narratives about reconstruction processes that have high emotional value.

Telegram will be an effective channel for quickly informing the public, providing mobile updates, organizing discussion groups, and supporting crowdfunding campaigns. Its user-friendly interface and high-speed information transfer make it optimal for mobilizing communities.

The development and implementation of an effective communication strategy for attracting investments in the reconstruction of de-occupied territories in Ukraine are crucial stages in the country's post-conflict recovery. The success of this strategy depends on a clear understanding of the needs of different target groups and the selection of appropriate communication channels. Social platforms provide unique opportunities to build trust, engage investors, and mobilize resources, which will ensure the successful recovery of the regions.

A well-structured strategy that emphasizes transparency, interactivity, and regular information updates will create a positive image of de-occupied territories on the international stage, provide the necessary financial support, and involve the wider public in actively participating in the recovery process. This, in turn, will contribute to creating a sustainable communication system that is flexible and adaptive to changes, ensuring long-term effectiveness and stability in Ukraine's recovery process.

Conclusions. Our study underscores the importance of a comprehensive approach to the reconstruction of de-occupied territories in Ukraine through investment attraction, utilizing social platforms as a key communication tool. Following the de-occupation of territories, Ukraine faces extensive destruction, including not only material losses but also disruptions to the social structure and economic activities. The restoration of such regions requires a strategic approach encompassing long-term planning that considers the needs of the local population and opportunities for sustainable development.

Economic revival is a key challenge, as sustainable regional development cannot be achieved without an active economy. To this end, significant financial resources need to be mobilized, which are difficult to secure solely from the state budget. Therefore, investments must become the primary instrument for initiating economic processes, restoring production capacities, and creating new jobs. At the same time, the social aspect of recovery is equally important, as restoring housing stock, social infrastructure, medical, and educational institutions will ensure the return to normal life and stability in the region. Thus, the recovery process can serve as a catalyst for the implementation of innovative solutions, such as the development of "green" technologies and digital management tools. This will enhance the efficiency and transparency of recovery processes while also creating new opportunities for sustainable economic development.

Attracting investments through social platforms can serve as an effective tool for shaping a positive image of de-occupied territories on the international stage, demonstrating the reliability of projects, and attracting new investors. We analyzed the experiences of other countries that have undergone similar processes and identified that social platforms can facilitate the building of trusting relationships between investors and local communities, create online communities for information exchange, and organize crowdfunding campaigns to raise funds for specific recovery projects.

As a result of our work, we developed a communication strategy that includes defining target groups, content planning, and selecting effective communication channels. This strategy will ensure regular information updates, maintain audience engagement at all stages of recovery, and facilitate successful investment attraction.

Thus, the research contributes significantly to understanding how social platforms can be used to attract investments for the recovery of de-occupied territories in Ukraine. It emphasizes the importance of a comprehensive approach that includes economic, social, and technological aspects, as well as effective communication through social media, which will foster stability and long-term development in the region.

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