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THE ROLE OF BIG DATA IN THE WAR IN UKRAINE AND PUBLIC ADMINISTRATION

Abstract. The war in Ukraine has demonstrated how Big Data can serve as a powerful tool for military strategy, public administration, cybersecurity, and humanitarian efforts. By leveraging real-time data analytics, Ukrainian forces, government institutions, and international allies have been able to respond more effectively to both military and civilian challenges. Big Data has played a crucial role in intelligence gathering, strategic planning, and cyber defense. Satellite imagery, social media analysis, and predictive algorithms have helped Ukraine track enemy movements, counter disinformation campaigns, and enhance national security. In public administration, data-driven governance has improved transparency, optimized economic policies, and ensured efficient allocation of resources.

Keywords. War, Big Data, military strategy, public administration, cybersecurity