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SKILLS for FUTURE



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Editors:

Ph.D. in Economics, Dr. **Olha Prokopenko**, Estonian Entrepreneurship University of Applied Sciences, Tallinn, Estonia

MA, **Anne Neroda**, Estonian Entrepreneurship University of Applied Sciences, Tallinn, Estonia

Reviewers:

Ph.D. in Strategic Management **Bulent Akkaya**, Department of Business and Administration, Manisa Celal Bayar University, Manisa, Turkey

Ph.D. in Energy Systems **Rurik Holmberg**, Linköping University, Sweden; Swedish Energy Agency, Sweden

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Ph.D. in Economics **Marina Jarvis**, Department of Business Administration, Tallinn University of Technology, Tallinn, Estonia

The Conference Proceedings encompasses interdisciplinary research on the notion of future skills and their place in educational, economic, political, labor, and entrepreneurial processes in the digital age. The contributions emphasize the ways in which artificial intelligence (AI), innovative technologies, and sustainable development practices are redefining not just the competencies of professionals but also the ways in which societies adjust to uncertainty and the global challenges.

The former part looks into how education has changed with the adoption of AI and gamification, the development of adaptive learning experiences, and establishing lifelong learning as a cornerstone of human growth and economic stability. The second part deals with the cognitive and social elements of the technological change by examining the risks of disinformation, automation bias, and mental overload, and also by introducing AI-based tools that can assist in migrant integration and social inclusion.

The third part is devoted to finance, marketing, and digital business which shows how AI allows improving in a systematic manner the payment systems, risk management and personalization plans, but also provokes crucial questions of ethics, regulation, and security. The fourth section focuses on governance, policy and sustainability where innovative auditing, predictive analytics and corporate responsibility are addressed as some of the ways of enhancing accountability and resource efficiency.

The fifth part examines the transformation of the workforce, focusing on the increase in the significance of soft skills, cross-cultural communication, and digital literacy and the universal applicability of reskilling and upskilling in times of crisis, war, and ecological transition. The last part focuses on innovation and entrepreneurship and discusses digital communication in clusters, creative export-import strategies, and biotechnological solutions that highlight how different innovation practices can be.

In general, the events underscore that technology advancement should be extended in line with humanistic strategies. Future skills are not only efficiency tools, but also resiliency, inclusiveness and sustainable development bases.

Keywords: Future Skills; Artificial Intelligence; Education; Resilience; Finance; Governance; Workforce; Innovation; Sustainability; Lifelong Learning; Digital Transformation; Entrepreneurship Ecosystems; Cognitive Resilience; Disinformation; Soft Skills; Green Transition

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POTENTIAL LINES OF INNOVATIVE CHANGES IN EXPORT-IMPORT ACTIVITIES OF ENTERPRISES IN CONDITIONS OF MARTIAL STATE

Nataliya Vnukova

Simon Kuznets Kharkiv National University of Economics

Ukraine

vnn@hneu.net

Abstract

Objectives:

Foreign economic export-import activity determines the need to search for innovative mechanisms of influence on this process. During martial law, it is necessary to balance the country's income and expenses. The complexity of ensuring the economic stability of enterprises under martial law is associated with the need to maintain the state's competitiveness in the world market while achieving the maximization of budget revenues under conditions of limited opportunities for the development of entrepreneurship.

Methodology:

Based on the provisions of the Concept of Transformation of Innovative Development of Export-Import Activities of Business Entities in War and Post-War Conditions (developed at the Semen Kuznets KhNEU), it is proposed to consider innovative lines of identification, analysis and influence on the development of this activity and ensuring the economic stability of enterprises. Based on the application of a risk-oriented approach, potential lines of innovative changes in export-import activities are proposed.

Key Findings and Results:

To accelerate innovative transformations, in particular, in the defense sector, to include in global value chains, the innovative line is the construction of structured models for calculating costs and revenues from export-import activities, the transition from discrete to regular export processes, which will affect sustainability through the optimization of economic strategies and the search for new sales markets and their diversification. Additionally, participation in projects of the Innovation Development Fund in the context of accelerating European integration. Priority lines may be the lines of learning through export, digitalization of this activity, an increase in innovatively active enterprises, the transition in international trade from off-shoring to friend-shoring (good-neighborly investments), which will affect sustainability through modern IT technologies. In Ukraine, an analytical basis for innovative instruments for insurance of military risks is actively being created, additional risk reduction instruments are being searched for to secure the challenges of martial law, in particular, the formation of guarantee instruments with the involvement of insurance companies to eliminate problems with customs payments in export-import activities.

Conclusions. Potential lines of innovative changes in export-import activity to ensure the economic stability of enterprises under martial law allowed the process of rapid growth of export volumes to begin in 2024, despite certain fluctuations during the year, which will contribute to the growth of the export-import coverage ratio from 2025. The transformation of the export structure into an industrial group compared to an agricultural one will reduce its vulnerability to risks.

Keywords: Export-Import Activities; Innovations; Insurance; Martial Law

Scientific edition

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Ph.D. in Bioprocess Engineering, Dr. **Manuel Ibañez**, Laboratory of Chemical Process Engineering, Technical University of Munich, Straubing, Germany

Ph.D. in Economics **Marina Järvis**, Department of Business Administration, Tallinn University of Technology, Tallinn, Estonia

Technical editor:

Ph.D. in Economics, Associate Professor **Artem Koldovskiy**, Department of Management and Tourism, Zhytomyr Economic and Humanitarian Institute of the University “Ukraine”, Zhytomyr, Ukraine; Department of International Management and Marketing, WSB Merito University, Warsaw, Poland.

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Publisher:

Teadmus OÜ
Punane tänav 31-152
Tallinn 13611, Estonia
info.teadmus@gmail.com
<https://teadmus.org>

