



Молодіжний економічний вісник ХНЕУ ім. С. Кузнеця

Журнал

№ 4
спецвипуск
грудень 2025

***VI Всеукраїнська науково-практична конференція докторантів,
молодих учених та студентів «Розвиток європейського простору очима молоді:
економічні, соціальні та правові аспекти»***



ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

**Молодіжний економічний вісник
ХНЕУ ім. С. Кузнеця**

№ 4
спецвипуск
грудень 2025
Журнал

**VI Всеукраїнська науково-практична конференція докторантів,
молодих учених та студентів «Розвиток європейського простору очима молоді:
економічні, соціальні та правові аспекти»**

Виходить щоквартально

Засновник – ХНЕУ ім. С. Кузнеця.
Видавець – ФОП Стожук А. П.

Затверджено на засіданні
вченої ради університету
Протокол № 10 від 23.12.2025 р.

Ідентифікатор медіа: R30-02756
(рішення Національної ради України
з питань телебачення і радіомовлення
№ 685, протокол № 9 від 7 березня 2024 року).

Періодичність – щоквартально.
Мова видання – українська, англійська, французька, німецька.

Засновано в січні 2015 року згідно з рішенням вченої ради.

Редакційна колегія

Пилипенко А. А. – докт. екон. наук, професор ХНЕУ імені Семена Кузнеця (головний редактор)

Бриль М. С. – канд. екон. наук, доцент ХНЕУ ім. С. Кузнеця

Малярець Л. М. – докт. екон. наук, професор ХНЕУ ім. С. Кузнеця

Власенко Т. А. – докт. екон. наук, професор ХНЕУ ім. С. Кузнеця

Назарова Г. В. – докт. екон. наук, професор ХНЕУ ім. С. Кузнеця

Вовк В. А. – канд. екон. наук, доцент ХНЕУ ім. С. Кузнеця

Пушкар О. І. – докт. екон. наук, професор ХНЕУ ім. С. Кузнеця

Гриневич Л. В. – докт. екон. наук, професор ХНЕУ ім. С. Кузнеця

Тищенко В. Ф. – докт. екон. наук, професор ХНЕУ ім. С. Кузнеця

Журавльова І. В. – докт. екон. наук, професор ХНЕУ ім. С. Кузнеця

Чернишов В. В. – канд. екон. наук, доцент ХНЕУ ім. С. Кузнеця

Яценко Р. М. – канд. екон. наук, доцент ХНЕУ ім. С. Кузнеця

Ястремська О. М. – докт. екон. наук, професор ХНЕУ ім. С. Кузнеця

Поштова адреса засновника:

61165, Україна, м. Харків, пр. Науки, 9а, **Харківський національний економічний університет
імені Семена Кузнеця**

Конт. телефон: (057)702-03-04

Відповідальність за достовірність фактів, дат, назв, імен, прізвищ, цифрових даних, які наводяться, несуть автори статей.

Рішення про розміщення статті приймає редакційна колегія. У текст статті без узгодження з автором можуть бути внесені редакційні виправлення або скорочення.

Редакція залишає за собою право їх опублікування у вигляді коротких повідомлень і рефератів.

У разі копіювання чи передрукування матеріалів посилання на електронний журнал обов'язкове.

Свідоцтво про внесення до Державного реєстру суб'єктів видавничої справи ДК № 4853 від 20.02.2015 р.

© Харківський національний економічний
університет імені Семена Кузнеця, 2025



| | |
|---|-----|
| Чувурін Д. Ю. Сімплекс-метод у теорії ігор: аналіз і оптимізація конкурентних стратегій | 406 |
| Шаповал Д. С. Ефективність підприємств у контексті впровадження інноваційних логістичних технологій..... | 409 |
| Shakhova S. The role of Ukrainian enterprises in the development of the creative economy..... | 412 |
| Швед Д. А. Виявлення факторів впливу на кредитний портфель банку як основи оптимізації процесу управління..... | 415 |
| Шворак Д. В. Впровадження системи Business Intelligence на підприємстві..... | 419 |
| Шевченко Н. В. Роль управлінських процесів у забезпеченні якості загальної середньої освіти..... | 422 |
| Shekhovtsova A., Spesivtseva A. International experience in integrating artificial intelligence into the educational process of universities..... | 424 |
| Шиян І. Д. Забезпечення безпеки та надійності інтеграції сторонніх сервісів у веборієнтованих системах | 427 |
| Шкарупета В. А. ERASMUS+ та можливості академічної співпраці ЄС – України – АСЕАН..... | 430 |
| Юсубов Г. В. Особливості сталого розвитку туристичної діяльності Азербайджану..... | 432 |



THE ROLE OF UKRAINIAN ENTERPRISES IN THE DEVELOPMENT OF THE CREATIVE ECONOMY

UDC 330.35

Shakhova S.

Bachelor's (first) degree 4th year student of higher education
of the Educational and Scientific Institute of Economics and Law
of Simon Kuznets Kharkiv National University of Economics

Annotation. The article examines the role of Ukrainian enterprises in the development of the creative economy during the war and national recovery. The paper explores the impact of creative and patriotic advertising campaigns, new marketing strategies, and socially responsible practices on shaping national identity, supporting small and medium-sized enterprises, and the development of Ukraine's cultural and economic potential.

Keywords: creative economy, marketing communications, patriotic advertising, branding, national identity, storytelling.



Анотація. У дослідженні розкрито роль українських підприємств у розвитку креативної економіки в умовах війни та національного відновлення. Розглянуто вплив креативних і патріотичних рекламних кампаній, нових маркетингових стратегій та соціально відповідальних практик на формування національної ідентичності, підтримку малого та середнього бізнесу, а також розвиток культурного і економічного потенціалу України в світі.

Ключові слова: креативна економіка, маркетингові комунікації, патріотична реклама, брендинг, національна ідентичність, сторітелінг.



In recent decades, the creative industries have become one of the fastest-growing sectors of the global economy, generating innovation, cultural experience, employment, and competitiveness of the local enterprises. According to the United Nations, the creative economy (also known as the orange economy) is a system of industries whose core activity is based on individual creativity, cultural expression, talent, and intellectual capital. The creative sector includes areas such as advertising, design, architecture, fashion, film, music, publishing, media arts, digital content, video game development, performing arts, cultural heritage industries, and other innovation-oriented cultural activities [1]. Even before the recent crises caused the full-scale invasion to Ukraine in 2022, according to TechUkraine (2025), Ukraine had already begun forming a strong foundation for its modern creative economy. Historically, Ukraine has been a hub for creative ideas, gathering talented fashion designers, filmmakers, artists, marketers, IT innovators, and advertisers.

The use of branding technologies to create or reposition territorial brands: cities, regions, or entire countries and to strengthen their competitiveness domestically and internationally has been a well-established global practice for many years. With the growing influence of social media, digital marketing, communication, media advertising, particularly video content, has become especially prominent [2]. High-quality videos and digital storytelling do more than simply showcase landscapes or landmarks, they evoke feelings such as joy, curiosity, adventure, nostalgia that viewers subconsciously associate with the particular place. These emotional cues help create a sense of connection, trust, long-term relationships between the audience and the destination, making it more memorable and desirable. Furthermore, visual promotional materials allow destinations to communicate narratives that reflect their culture, values, lifestyle, experience, and uniqueness. Through images, colour palettes, music, and storytelling techniques, marketers and creative promoters create a symbolic world that distinguishes one location from another.

The aim of the research is to identify the role of Ukrainian enterprises in the formation and development of the creative economy, as well as the impact of patriotic and socially responsible advertising practices on national identity and Ukraine's economic recovery.

Russian aggression in Ukraine posed significant challenges for enterprises across the country. Over 700 companies were forced to relocate and establish operations in safer regions. According to a survey conducted by the American Chamber of Commerce (ACC) in Ukraine among its member companies, the primary concern even 120 days after the start of the war was the safety and security of employees, with 81% of respondents defining it as their main priority.



Another major challenge for businesses has been logistics and transportation issues. Disrupted supply chains, damaged transport networks, reduced activity of business partners, price instability, and destruction of energy infrastructure have placed a heavy burden on economic activity. These conditions have complicated enterprise management and forced companies to adapt quickly to these realities. Marketing departments, in particular, have had to respond by monitoring shifts in consumer behavior, adjusting marketing strategies, optimizing product assortments, and employing more creative and emotionally-driven advertising campaigns to maintain brand engagement and keep connections with existing customers.

After the beginning months into the outrageous Russian aggression, the world has learned that Ukraine and its cities as the place of freedom and bravery. Advertising and information warfare have played a core role in Russia's war against Ukraine, influencing domestic and international audiences. Domestic campaigns are the heart of the growth of Ukraine's creative industry. By promoting locally-made products, services, and cultural content, these campaigns stimulate demand within the domestic market, which in turn supports small and medium-sized enterprises, startups clusters, creative professionals and their teams. This is the highest level of public trust recorded in the history of such studies in Ukraine.

The views about the perception patriotic messages in marketing campaigns are grounded on the research conducted by Prof. Iryna Reshetnikova from the Cracow University of Economics on the examined the role of patriotism in marketing communications during Russian aggression in Ukraine. Surveys highlights that young audiences respond very positively to patriotic messages in advertising. According to the results about one-third of young consumers prefer products and services promoted with patriotic advertising, and almost 84% of them notice such messaging (30.3 % and 53.5 %) [3].

The next question lies at the heart of the discussion on role of Ukrainian enterprises in development of the creative economy. So, given the centrality on this issue, today Ukrainian enterprises have a crucial impact on strengthening the country's creative economy, especially in the context of war, national recovery, and global cultural integration. Many businesses have changed their marketing, production, and communication strategies to include creative and patriotic elements, which allow to support national identity and stimulate demand for modern Ukrainian products and services. While analysing the advertng market in Ukraine, the arguments in favour runs as follows this is a promising and rich direction that this is worthy of attention and further field development. Several recent campaigns demonstrate how Ukrainian brands integrated patriotism, unity, and resilience in the wartime through their messaging. Silpo's «They Cannot Take Our Celebrations Away» highlights the continuation of everyday life despite blackouts and electricity shortages, showing people working at tills, stocking shelves, buying groceries, and preparing meals, it is spreading hope and persistence. Another an interesting campaign is Darnytsia's «Unity is Our Strength» focuses on medical professionals during wartime, emphasizing heavy workloads, sleepless nights, and collaboration, symbolizing extremely hard work and solidarity. Lifecell's campaigns «We Keep You Connected», depict emotional reunions with soldiers, phone calls, shared news, and longing for Ukrainian peace, with symbolic imagery such as three storks flying under a blue sky representing Ukrainian land, motherhood, and hope. The concept of the «one-minute video» represents a shift in advertising strategy moving away from the conventional «first 3–5 seconds grab attention» approach toward storytelling that builds emotional engagement and communicates purpose.

In the near future, the culture of social responsibility in Ukrainian advertising is likely to grow even stronger, potentially leading to more classic, fully-funded social campaigns by domestic brands [4]. Some of the most memorable examples of patriotic marketing among young people include Monobank, Ukraine's first virtual bank, which redesigned its cards just four days after the war began [5] and Halychyna, a dairy company that printed the names of different regions of Ukraine on its product labels. As the marketing director of Halychyna explained: «*The company was inspired by Ukrainian unity and decided to reflect it in our products. Now the brand represents Poltava Oblast, Donbas, and all historical regions of the country. Because Ukrainians no longer see themselves as separate individuals. Now we are one big «WE». During this time, Ukrainians have repeatedly shown they are ready to protect each other and unite for a common goal*» [6]. Another successful example is the PR initiative by Shakhtar Donetsk, whose players wore T-shirts with the names of ten hero cities (Mariupol, Kherson, Bucha, Irpin, Hostomel, Kharkiv, Volnovakha, Chernihiv, Okhtyrka and Mykolaiv) that strongly resisted Russia's invasion during a charity match in Greece against Olympiakos [7]. Instead of their surnames, the players displayed the cities' names, emphasizing national unity and pride.

Summarizing these successful campaigns and its contributions, these selected organisations demonstrate creativity like a powerful instrument of economic growth, brand differentiation, and public awareness. Continuing



investing in design, modern digital technologies, showing cultural symbolism, and using an innovative communication tools, Ukrainian companies actively expand the country's modern cultural space and contribute to its global markets.

Economic recovery in Ukraine, requires the activation of internal resources and markets. Domestic campaigns encourage citizens to choose local businesses, keeping capital circulating within the national economy, generating employment, wellbeing, and improving climate for entrepreneurship. To effectively strengthen Ukraine's creative industries position as an essential driver of economic recovery, national resilience, and modern patriotic identity—it is important to prepare the fundamentals of successful elements of international support policies [8]. Firstly, Ukraine would benefit from establishing a National Agency for the Development of Creative Industries, which would coordinate state policy, funding, and strategic initiatives. Secondly, the introduction of tax incentives for creative enterprises and investors would stimulate business activity, attract new creators, and support wartime economic stability. Developing regional creative clusters, innovation hubs and research centres through public-private partnerships can foster innovation, and local economic revitalization, especially important for regions affected by war. Integrating entrepreneurship into art and creative education, as well as creating innovation laboratories, would help develop young talent and practical business skills. Furthermore, a comprehensive state strategy for promoting Ukrainian cultural products abroad is crucial for expanding Ukraine's cultural presence globally and positioning nation branding. In addition, Ukraine's active involvement in international cultural programs will deepen global partnerships, facilitate knowledge exchange, and reinforce the country's position within the global creative economy. Together, these measures can help unlock the potential of Ukraine's creative sector and support its role in shaping post-war recovery, unity, and modern national identity.

In conclusions, Ukrainian enterprises have become powerful contributors to the development of the creative economy, especially during the war, when creativity and patriotism gained new meaning. By integrating cultural symbols, emotional storytelling, and socially responsible messages into their marketing, businesses not only strengthen national identity but also stimulate consumer engagement and economic activity. Their innovative campaigns demonstrate that creativity can serve both commercial success and social unity. As a result, Ukrainian companies today act as agents of cultural resilience and makers of the country's creative future.

Scientific supervisor – Ph.D. in Economics, Associate Professor K. Selezneva

References: **1.** Reshaping policies for creativity: Addressing culture as a global public good // UNESCO. 2022. URL: <https://www.unesco.org/reports/reshaping-creativity/2022/en>. **2.** Baliun O. O., Fisenko T. V., Vityuk L. S. The influence of video advertising on the promotion of territorial branding. *Вчені записки*. 2017. № 22. С. 268–274. **3.** Reshetnikova I. The issues of patriotism in marketing communications in the conditions of Russian aggression in Ukraine. *Marketing i Rynok*. 2023. № 4. С. 13–22. **4.** Morozov I. The evolution of advertising during wartime: 60 seconds in a win-win format for brands and society // MMR. 11.04.2023. URL: <https://mmr.ua/longreads/creative/evolyucziya-reklamy-u-voyennyj-chas-60-sekund-u-win-win-formati-dlya-brendu-ta-socziumu/>. **5.** Monobank changed the design of the cards // *Economichna Pravda*. 28.02.2022. URL: <https://www.epravda.com.ua/rus/news/2022/02/28/682953/>. **6.** «Halychyna» milk rebranded as «Crimea» and «Donbas»: Supermarkets now offer dairy products with the names of 14 Ukrainian regions // *Hmarochos*. 19.07.2022. URL: <https://hmarochos.kiev.ua/2022/07/19/galychyna-vypustyla-produkcziyu-z-ukrayinskymy-regionamy-yaki-nazvy-mozhna-znajty-na-polyczyah-magazyniv/>. **7.** Ukraine's Shakhtar Donetsk start football peace tour with Olympiakos game in Greece // *BBC Sport*. 09.04.2022. URL: <https://www.bbc.com/sport/football/61053925>. **8.** Pererva I., Gruzina I. Development of creative industries as a driver of economic growth in the digital age: International support policies and financing mechanisms. *Actual Problems of Innovative Economy and Law*. 2025. С. 4–5. DOI: <https://doi.org/10.32782/2524-0072/2025-73-58>.

Стаття надійшла до редакції 04.12.2025 р.



**Молодіжний економічний вісник
ХНЕУ ім. С. Кузнеця**

Журнал

**№ 4
(спецвипуск)
грудень 2025**

Відповідальний редактор:

О. С. Вяткіна

Редактор:

І. В. Костіна

Редагування бібліографічних списків:

Ю. А. Вороніна

Комп'ютерна верстка:

В. А. Стасишин

Підписано до друку 23.12.2025 р.

Формат 60×84/8

Ум. друк. арк. 50,7

Наклад 50 прим.

**Засновник – Харківський національний економічний університет
імені Семена Кузнеця.**

61165, Україна, м. Харків, просп. Науки, 9а.

Видавець – ФОП Стожук А. П.