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**PROSPECTS OF POST-WAR RECOVERY
FOR ENTERPRISES OF THE INFORMATION
TECHNOLOGY INDUSTRY IN UKRAINE**

February 24, 2022, the terrorist country – Russia, launched a full-scale invasion of the territory of our state – Ukraine. Which was an inevitable step towards changing the life of every citizen of our state. Almost all parts of our lives have not passed. Various areas have experienced these changes, including enterprises. But not only Ukraine experienced all these troubles, many other countries experienced perhaps not drastic, but rather tangible changes.

We want to consider the changes that have occurred in domestic realities and possible prospects for recovery:

– With the beginning of a full-scale invasion, many enterprises suffered physically, financially and financially. A large number of enterprises remain in the temporarily occupied territories, without the ability to pick up raw materials, the finished product, especially equipment for manufacturing or processing. Also, many suffered from shelling by the occupier's country. This puts our country in a difficult position, affecting its entire economy, and there are also fewer jobs. In addition to the tragic humanitarian consequences, the war in Ukraine had a negative impact on the economy and the labor market. Job losses in 2022 could add up to 15.5% or 2.4 million compared to 2021, according to the International Labour Organization (ILO). Although this is less than

previously predicted, the decrease is vulnerable and is due to difficulties in the frontline and occupied territories. The labour market recovery remains unstable and requires further efforts to restore economic resilience. In the second quarter of 2022, the economy fell by 36.9%, indicating serious difficulties. Compared to the same period in 2021, losses rose from 24.6%. Such a sharp decline in GDP can affect various aspects of economic life, including employment, consumer activity and investment climate. Analysis of the events that led to this recession and the adoption of appropriate measures may be important for further restoration of economic stability [1; 2]. This has affected not only enterprises in Ukraine, but also from this, perhaps not much, but some enterprises and companies around the world have suffered. After all, we were suppliers of a certain product and raw materials to other countries, but Russia has made adjustments that negatively affected the state of our and other enterprises. The information technology industry occupies one of the highest rungs in the economy. Almost everyone is familiar with such brands as: DELL, Microsoft or possibly with the OLX marketplace, which is very popular in Ukraine. Everyone understands that the development of digital technologies is a priority for every state. The digital market is more important than ever.

– At the moment, a large number of countries support our state, and in the future plans to improve relations. This is very important for our country, since after the war a lot of time will be spent on restoring infrastructure, demining territories and, in general, on returning to normal life. Good relations with large countries will allow us to purchase certain technologies from them, which will allow us to keep pace with other countries, this in turn will consolidate the status of a modern state for our country. The development of enterprises in the field of information technology, and even the creation of new ones in our country, gives a huge scope for studying other industries. For example, with modern technologies, the field of medicine, transport, agriculture and others will improve. Instead of buying some equipment abroad, we can create our own analogues and even sell them to other countries. The development of the information technology industry is an inevitable process that requires

money and time. And it was after the surrender of Russia it will be appropriate as never before, because everyone understands that our state will begin to develop in the military sphere, and it plays a very important role in the field of information technology. The creation of new weapons requires modern technology.

– Ukrainian IT enterprises face an important task in the period after the war: they should not only resume their activities, but also actively develop, attracting internal and external resources. One of the key areas of development is the development and implementation of strategies aimed at maximizing the internal potential of companies. This means not only creating new products and services, but also focusing on research work that will improve existing technologies and bring them to a new level. In the context of recovery from conflict, the flexibility and efficiency of business process management becomes especially important. This involves continuous improvement of control systems, the use of advanced technologies to increase productivity and optimize costs. Intensive digital transformation is an important stage in the development of any IT company. The introduction of intelligent technologies such as artificial intelligence and data analytics will not only help to improve the efficiency of internal processes, but also create additional value for customers. Global cooperation and active participation in global initiatives will be the key to expanding markets and attracting foreign investment. The export potential of the Ukrainian IT industry should become an important tool to stimulate the country's economic development. Equally important is the social dimension of development. IT enterprises should be socially responsible, investing in the training and development of their staff, creating comfortable working conditions and striving to create an inclusive working environment.

After Russia invaded Ukraine in February 2022, our lives underwent major changes. This applies to all areas, and especially hard hit enterprises, including those working in the field of information technology (IT). I want to share some thoughts on what post-war recovery might look like for these companies. To begin with, the war affected the physical, material and financial condition of many IT enterprises. Many

of them found themselves in the temporarily occupied territories, having lost the opportunity to take raw materials and the finished product. Shelling also led to serious losses. This caused an economic downturn, fewer jobs and a threat to stability. But it's important to view the future with optimism. After the war, IT enterprises have the opportunity not only to resume their work, but also to develop actively. This may include the creation of new products and services, the involvement of internal and external resources, and an emphasis on research work to drive innovation. Digital transformation of the industry is a key aspect of development. The introduction of artificial intelligence and data analytics can help improve efficiency and create added value for customers. Flexibility and efficiency of management will be important conditions for successful recovery. Global cooperation and participation in global initiatives can expand markets and attract foreign investment. Export opportunities of the Ukrainian IT industry can become a tool to stimulate economic development. In addition, social responsibility plays an important role. IT enterprises can and should invest in the training and development of their staff, create comfortable working conditions and strive to create an inclusive working environment. Thus, the prospects of recovery for IT enterprises in Ukraine after the war look promising, with great potential for development and making a significant contribution to the economic recovery and social development of the country.

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