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DEVELOPMENT OF INNOVATIVE POTENTIAL OF UKRAINIAN RAILWAY TRANSPORT ENTERPRISES IN WARTIME

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JSC "Ukrainian Railways" is one of the largest companies that provides 3% of the GDP of the Ukrainian economy and is a key strategic asset of the state, is one of the largest tax payers and a city-forming enterprise in many regions; has significant significance for social stability (it is a key asset for ensuring the mobility of the population and the unity of the state - 43% of passenger traffic, including preferential categories of citizens; it is the largest employer in Ukraine - 272 thousand workers [1].

The works of domestic and foreign scientists are devoted to innovative activities in railway transport. So, in the work of E.M. Sycha and V.P. Ilchuk developed the concept of innovative and investment development of railway transport [2], in the works of O.G. Kirdina [3, etc.] developed methodological aspects of the investment and innovation development of the railway complex of Ukraine, works by V.L. Dykanya and V.O. Zubenko, O.G. Kirdinai, I.L. Nazarenko, Yu.M. Utkinai [4 - 6] are devoted to ensuring the efficiency of innovative activities of railway transport enterprises, in the article Korin M.V. [7] presented proposals for an innovative way of development, in particular, of railway transport enterprises. The methodology for assessing the innovative potential of railway transport enterprises was developed in [8] and further developed in [9], [10].

Despite a significant amount of research, there is currently a lack of research devoted to the problems of preserving and developing the innovative potential of railway transport enterprises during the war. This is the purpose of this publication.

During wartime, development of innovative potential in Ukrainian railway transport enterprises becomes crucial for maintaining efficient and secure transportation systems. In such challenging circumstances, innovative solutions are needed to overcome obstacles and ensure the smooth functioning of the railway industry.

Firstly, innovation in the field of railway infrastructure is essential. This involves the implementation of advanced technologies and modernization of existing infrastructure to enhance the capacity, efficiency, and safety of the railway network. Upgrading tracks, signaling systems, and stations can significantly improve the overall performance of the railway transport system, even in wartime.

Secondly, innovative approaches to logistics and supply chain

management are paramount. Effective coordination of resources, timely delivery of goods, and seamless operations are critical during wartime. Utilizing technologies such as GPS tracking, real-time data analytics, and automated systems can optimize logistics processes, minimize delays, and improve responsiveness in rapidly changing situations.

Furthermore, fostering innovation in rolling stock and equipment is essential. Developing and deploying advanced locomotives, carriages, and specialized wagons that can withstand challenging conditions and adapt to evolving needs can significantly enhance the capabilities of Ukrainian railway transport enterprises during wartime. Integration of energy-efficient and eco-friendly solutions can also contribute to sustainability efforts.

Additionally, digitalization plays a crucial role in unleashing the innovative potential of railway transport enterprises. Embracing digital technologies such as Internet of Things (IoT), artificial intelligence (AI), and big data analytics can enhance operational efficiency, enable predictive maintenance, optimize resource allocation, and improve overall decision-making processes.

To foster innovation in wartime, collaboration between railway transport enterprises, research institutions, and government agencies is vital. Encouraging knowledge-sharing, providing financial support for research and development, and creating an innovation-friendly ecosystem can stimulate the emergence of new ideas and their practical implementation.

In conclusion, the development of innovative potential in Ukrainian railway transport enterprises during wartime is essential for ensuring efficient and secure transportation systems. By focusing on infrastructure, logistics, rolling stock, digitalization, and fostering collaboration, the railway industry can adapt to the challenges of war and continue to fulfill its vital role in supporting the nation's needs.

Working out a strategy for innovative development of the innovative potential of railway transport enterprises can become a direction of further research.

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PROBLEMS AND PROSPECTIVES OF VALUE BASED MANAGEMENT IMPLEMENTATION IN UKRAINIAN RETAIL BUSINESS

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In today's business environment, where competition is increasing day by day, effective management is becoming a key success factor for businesses, especially in the retail sector. In global practice, the concept of value-based management (Value-Based Management, VBM) has received wide recognition and is successfully implemented by large corporations.

As the global significance of small businesses has risen over the past years, there has been a proportional increase in the number of publications dedicated to this subject. The topic of fostering small businesses in Ukraine has been extensively examined by authors such as O. Dykan, O. Poliakova, H. Obruch, A. Tolstova, and others [1 – 4]. In our paper [5] we worked out a value drivers tree for a small family retail business entity which sells optic goods (glasses, lenses, etc.), in [6] we researched the issue of VBM in Small Family Retail Business affected by quarantine.

In this paper we will consider the prospects of implementing VBM in Ukrainian retail enterprises and its potential advantages for their development in the wartime.

Retail trade plays an indispensable role in the development of the economy of Ukraine. As a sector that provides a connection between producers