

## **INVESTMENT ACTIVITY IN UKRAINE UNDER CONDITIONS OF WAR**

Considering today's events, what is happening in the country, investment activity is becoming a driving component of ensuring the possibility of the country's recovery and sustainable development on the global stage. Investment activity in Ukraine includes various capital investment operations with the view of obtaining profit. This may include investing in the real sector of the economy, financial instruments, real estate, or startups.

State policy is aimed at stimulating and supporting investment attraction by defining directions and measures. The following ones are key: 1) strong natural resource potential; 2) availability of qualified labor force; 3) availability of promising industries that require investment; 4) positive changes in the development and improvement of the socio-economic basis for attracting investments [1].

Over the past 5 years, investment activity in Ukraine has decreased significantly. The main obstacles and risks of low investment activity in Ukraine at the current stage are: 1) military aggression against Ukraine, as the war significantly affected the GDP indicator, which decreased by 37% in 2022 compared to 2021; 2) labor difficulties arising as a result of changes in the composition of the labor force due to population migration, including both external and internal displacement (the unemployment rate has increased to 35–40%.); 3) rising inflation; 4) imperfection of the management of state structures and the institutional environment (low level of economic education, dependence on political decisions); 5) insufficiently developed domestic market; 6) limited availability of bank loans for the real sector of the Ukrainian economy (over the past 10-15 years, this availability has decreased to 15% of GDP); 7) weakness and insufficient productivity of the domestic stock market [1].

Investors are sensitive to political, economic and social risks and, for their own safety, believe that it would be advisable not to invest in countries where these risks are high and pose a threat to the loss of investment income and principal.

Therefore, after considering in more detail the investment activity in Ukraine during 2020-2022, we can say that the indicators have decreased significantly. In order to improve this situation in our country, it is necessary to introduce a certain

set of measures that would improve the investment climate and promote the attraction of domestic and foreign investment to in our country's economy [2].

The state regulation of investment activity in Ukraine should provide for the solution of certain tasks: 1) increase the potential for investment by enterprises; 2) improve the reputation and attractiveness of the national economy for investors; 3) optimize investment processes to achieve greater efficiency; 4) increase the inflow of foreign investment; 5) attract additional investment resources from various sources.

#### REFERENCES

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2. Legkostup, I., & Sainchuk, N. (2022). The current state of investment activity in Ukraine: domestic and international aspects. *Economy and society*, (46). P. 5-7. <https://doi.org/10.32782/2524-0072/2022-46-56> ].

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#### EFFICIENCY OF INFLUENCE MARKETING IN MARKETING CAMPAIGNS

Influence marketing has become an integral part of the strategy for most modern marketing companies. It relies on influential figures who have significant authority and followership in social media. This form of marketing is also known as WOM-marketing, as it helps businesses attract a new audience and increase brand loyalty. This research explores the impact of influence marketing on the effectiveness of marketing campaigns using well-known advertising initiatives [4].

Analyzing the use of influence marketing in advertising, one bright example is the CeraVe advertising campaign featuring the famous actor Michael Cera during the SuperBowl broadcast. The campaign cleverly used the concept of a "self-styled character," with Michael skillfully fueling rumors that he is the founder of CeraVe – an unexpected twist that received immense support. The advertisement impressed viewers with its originality and captured interest, leading to a significant increase in brand attention and recognition. According to search data, searches for "CeraVe" and "Michael Cera" during the SuperBowl increased by 960%