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КЕРІВНІ ПРИНЦИПИ ПРИОРИТИЗАЦІЇ ЗАВДАНЬ РОЗВИТКУ ПІДПРИЄМНИЦЬКОГО СЕКТОРУ ВОДНОГО ТРАНСПОРТУ УКРАЇНИ

Актуальність. Водний транспорт має вирішальне значення для економічного процвітання та національної безпеки України. Більшість галузей економіки залежить від водного транспорту, його інфраструктури, логістичних мереж, суден і персоналу як у мирний час, так і у надзвичайних ситуаціях, а особливо під час війни.

Мета та завдання. Мета роботи полягає у визначенні пріоритетних напрямів розвитку підприємницького сектору водного транспорту України у період післявоєнного відновлення.

Матеріали та методи. Для вирішення поставлених завдань використано такі методи: системно-структурного аналізу та розрахунково-аналітичний – при проведенні аналізу діяльності підприємницького сектору водного транспорту в Україні; абстрактно-логічного аналізу та групування – при розробленні керівних принципів приоритетизації завдань розвитку підприємницького сектору водного транспорту України.

Результати. Підприємництво, як повноправний вид господарської діяльності, використовує виробничі ресурси: природні, трудові, фінансові, інформаційні. Перелічені ресурси споживаються за будь-якого виду підприємництва, що є перетворенням ресурсів на кінцеві продукти бізнесу: товари та послуги. Для підприємництва важливим є питання розміру прибутку. Існують абсолютний та відносний показники прибутку. Відносним показником прибутку є рентабельність. Цей показник демонструє ступінь віддачі виробничих факторів, що застосовуються у виробництві. Тобто рентабельність діяльності підприємця показує ступінь віддачі всього авансованого капіталу, використовуваної інформації та вкладеної праці. Протягом тривалого періоду часу рентабельність діяльності підприємств водного транспорту України перебувала на дуже низькому рівні та не перевищувала 2%. Крім того, до 2015 року вона зазнала від’ємних значень і тільки у передвоєнні роки рівень рентабельності всієї діяльності підприємств водного транспорту України почав зростати і перевищує 12%. Таким чином, визначення напрямів приоритетизації завдань розвитку підприємницького сектору водного транспорту України необхідно здійснювати в залежності від їхнього впливу на рентабельність таких підприємств відповідно до надведеного низьке керівних принципів, які застосовуються до всіх цілей і завдань післявоєнного відновлення та розвитку водного транспорту України.
1) перевезення вантажів водними шляхами є важливою складовою мультимодальної транспортної системи; 2) сучасний економічно-ефективний та безпечний водний транспорт має важливе значення для економічного процвітання та захисту економічної безпеки України; 3) водний транспорт України має бути гнучким і стійким до потрясінь; 4) водний транспорт дозволяє розвантажити автомобільні та залізничні шляхи, сприяє екологізації вантажних перевезень; 5) покращені фінансове забезпечення реалізації конкурентних стратегій в умовах структурних змін макросередовища секторів водного транспорту України; 6) співпраця держави та підприємницького сектору водного транспорту має вирішальне значення для економічного процвітання та захисту економічної безпеки України; 7) інновації як основа післявоєнного відновлення та розвитку водного транспорту України.

Висновки. Результати проведеного нами дослідження дозволили зробити висновок про те, що водний транспорт інтегрує економіку України у величезну глобальну систему, яка переміщує понад 90% світової торгівлі за тоннажем, включаючи споживчі товари, сільськогосподарську продукцію, енергію та сировину. Підприємницький сектор водного транспорту України, судна, інфраструктура та персонал, який забезпечує їх функціонування, відіграють вирішальну роль у економічному процвітанні та захисті національної економічної безпеки. Таким чином, в рамках проведеного дослідження нами було визначено чотири основні напрями підприємницького сектору водного транспорту України.

Ключові слова: морський транспорт, внутрішній водний транспорт, потенціал, стратегія, конкурентоспроможність, післявоєнне відновлення.
Aim and tasks. The purpose of the work is to determine the priority directions for the development of the water transport business sector of Ukraine during the post-war recovery period.

Materials and Methods. We used the following methods to solve the set tasks: system-structural, computational, and analytical – when analyzing the business sector of water transport in Ukraine; abstract-logical analysis and grouping – in developing guiding principles for prioritization of tasks for the post-war development of Ukrainian water transport.

Research results. Entrepreneurship, as a full-fledged type of economic activity, uses production resources: natural, labor, financial, and informational. The listed resources are consumed by any entrepreneurship, which is the transformation of resources into final business products: goods and services. For entrepreneurship, the issue of profit is the most important. There are absolute and relative indicators of profit. Profitability is a relative indicator of profit. This indicator shows the degree of return on production factors used in production. The profitability of an entrepreneur's activity shows the degree of return on all advanced capital, used information, and invested labor. For an extended period, Ukrainian water transport enterprises' profitability was deficient and was at most 2%. In addition, until 2015, it had negative values, and only in the pre-war years did the level of profitability of all activities of water transport enterprises of Ukraine begin to grow and exceed 12%. Thus, determining the directions of prioritization of tasks for the development of the business sector of water transport in Ukraine must be carried out depending on their impact on the profitability of such enterprises by the following guiding principles, which apply to all goals and tasks of the post-war reconstruction and development of water transport of Ukraine: 1) transportation of goods by waterways is an essential component of the multimodal transport system; 2) modern, cost-effective and safe water transport is vital for economic prosperity and protection of the economic security of Ukraine; 3) water transport in Ukraine should be flexible and resistant to shocks; 4) water transport allows the unloading of road and railway routes and contributes to the environmentalization of freight transport; 5) improved financial support for the implementation of competitive strategies in the conditions of structural changes in the macro-environment of the water transport sectors of Ukraine; 6) cooperation between the state and the business sector of water transport is of crucial importance for the economic prosperity and protection of the economic security of Ukraine; 7) innovations as the basis of the post-war recovery and development of water transport in Ukraine.

Conclusion. The results of our research allowed us to conclude that water transport integrates Ukraine's economy into a powerful global system that moves more than 90% of world trade by tonnage, including consumer goods, agricultural products, energy, and raw materials. Ukraine's water transport business sector, vessels, infrastructure, and personnel that ensure their operation plays a crucial role in economic prosperity and protection of national economic security. Thus, within the research framework, we identified four primary areas of prioritization of tasks for developing the entrepreneurial sector of water transport in Ukraine.

Keywords: maritime transport, inland water transport, potential, strategy, competitiveness, post-war recovery

Problem statement and its connection with important scientific and practical tasks. The relevance of the research is because water transport is of crucial importance for the economic prosperity and national security of Ukraine. Most sectors of the economy depend on water transport and its infrastructure, logistics networks, ships, and personnel in peacetime and emergencies, especially in times of war. According to the Ministry of Infrastructure of Ukraine (Ministry of Infrastructure of Ukraine, 2022), water transport has one of the most powerful potentials among the world's leading countries. It includes 38 state-owned enterprises with a turnover of about UAH 10 billion per year, more than 5,000 business entities, and 76,442 sailors who are citizens of Ukraine. In the pre-war period, the port system of Ukraine included 18 seaports, 13 of which were located on the continental territory of Ukraine, and five ports - on the temporarily occupied territory of the Crimean Autonomous Republic. The total capacity of continental ports and terminals was about 313.3 million tons. On average, the capacity utilization of Ukrainian ports is only 43% to 51%. Ukraine has three navigable rivers, two of which are among the TOP-5 largest rivers in Europe.

Also, Ukraine has 16 river ports and terminals with a total capacity of 60 million tons of cargo per year. The total length of navigable rivers in Ukraine is more than 4 thousand km - Dnipro, Danube, and Southern Bug. The Danube is the second and the Dnipro the fourth longest river in Europe. All navigable rivers in Ukraine have access to the Black Sea. The operating length of public inland waterways has decreased by 60% over the past 30 years, from 3,915,000 km in 1991 to almost 1,569,400 km. Thus, one workplace in the field of water transport stimulates the creation of 4-5 workplaces in related sectors of the national economy of Ukraine.

Analysis of recent publications on the problem. Through studies we analyzed the scientific results presented in the works of domestic and foreign scientists devoted to issues of sustainable economic development (B. Burkynskyi, O. Laiko & V. Talpa (Burkynskyi, B., et.al., 2020), N. Andryeyeva, O. Nikishyna, B. Burkynskyi, N. Khumarova, O. Laiko, & H. Tiutiunnyk (Andryeyeva, N., et.al., 2021), T. Shevchenko, & Yu. Danko (Shevchenko T. & Danko Y., 2022)), entrepreneurial development (O. Laiko, S. Kovalenko, & O. Bilousov (Laiko, 2022)).
Transport economics (Kotlubai, O., et.al., 2011), transport (Kukharchyk, O., et.al., 2011), transport (Kotlubai, O., et.al., 2011), V. Kukharchyk (Kotlubai, O., et.al., 2011), V. Kukharchyk (Kotlubai, O., et.al., 2011), S. Onyshchenko (Onyshchenko, S., 2009), N. Prymachev (Prymachev, N., et.al., 2009), S. Ilchenko (Ilchenko, S., 2017), N. Khumarova, N. Maslii, M. Demianchuk, V. Skribans (Ilchenko, S., et.al., 2021), S. Kotenko, N. Maslii, V. Kasianova, M. Bezpartochnyi & I. Nadtochii (Kotenko, S., et.al., 2021), V. Gryshchenko, I. Gryshchenko (Gryshchenko, V. & Gryshchenko, I., 2021) in the system of ecological and economic security (B. Stepanov (Burkynskyi, B. & Stepanov, V., 2009)).

**Allocation of previously unsolved parts of the general problem.** At the same time, issues related to prioritizing tasks for developing the water transport business sector of Ukraine and their economic justification require further research. Successful functioning and development of maritime transport, in this context, requires an appropriate approach to the use of its competitive potential, which, in turn, requires the development of the concept of maritime transport competitive potential using in the system of economic security of the country. Insufficient development and scientific methodological significance of these issues led to the choice of topic and purpose of the study.

**Formulation of research objectives (problem statement).** The purpose of the work is to determine the priority directions for the development of the water transport business sector of Ukraine during the post-war recovery period. By the set goal, the following tasks containing elements of scientific novelty were defined: 1) analyze the business sector of water transport in Ukraine; 2) develop guiding principles for prioritization of tasks for developing the water transport business sector of Ukraine.

**Materials and Methods.** The theoretical and methodological basis of the study was the fundamental scientific principles of general economic theory and transport economics, the work of domestic and foreign scientists. The information base of the study consists of: collected, processed, and summarized personally by the authors of primary materials of economic research, official statistics, monographs, and scientific and analytical articles of domestic and foreign authors. We used the following methods to solve the set tasks: system-structural, computational, and analytical – when analyzing the business sector of water transport in Ukraine; abstract-logical analysis and grouping – in developing guiding principles for prioritization of tasks for the post-war development of Ukrainian water transport.

**An outline of the main results and their justification.** According to Art. 42 of the Economic Code of Ukraine, "Entrepreneurship is an independent, initiative, systematic, at one's own risk economic activity, carried out by business entities (entrepreneurs) to achieve economic and social results and obtain profit" (Verkhovna Rada of Ukraine, 2003). Entrepreneurship, as a full-fledged type of economic activity, uses production resources: natural, labor, financial, and informational. The listed resources are consumed by any entrepreneurship, which is the transformation of resources into final business products: goods and services. At the same time, the resources involved in entrepreneurship become its factors, which essentially do not differ from known production factors: land, labor, and material or monetary capital. Entrepreneurship is work, a lot of work. Labor action on natural resources with the help of fixed assets allows an entrepreneur to create necessary products and services for consumers who are ready to pay money for them. Funds are necessary for entrepreneurship: land plots, buildings, premises, machines, and equipment. They are needed for production, storage, transportation, sale of products, and business management. Today it is impossible to conduct serious business without office premises equipped with means of communication, office equipment, and computers. Running a business also requires working capital and material resources: raw materials, materials, and energy. They are mostly needed by entrepreneurs - producers of goods from these resources. However, no business can do without electricity, paper, or heating the premises. A business also needs cash capital, and not just initial capital. Moreover, money for entrepreneurial purposes is not needed in itself; physical capital is required: fixed and working capital. Factors of entrepreneurship should also include information resources, without which effective business is impossible. The concept of "informational resources", or scientific and informational resources, includes knowledge about the subject and ways of conducting business, data about analog products, projects, and technologies, i.e., information of a different nature, without which the company is simply unrealized. For entrepreneurship, the issue of profit is essential. There are absolute and relative indicators of profit. The absolute amount of profit should always be compared with the annual turnover of the business entity or the amount of its capital and...
expenses. In this regard, the indicator of profit dynamics is also essential, comparing its value this year with the corresponding value of previous years. Profitability is a relative indicator of profit. This indicator shows the degree of return of production factors used in production. The profitability of an entrepreneur's activity shows the degree of return on all advanced capital, used information, and invested labor.

According to the State Statistics Service of Ukraine (State Statistics Service of Ukraine, 2020; State Statistics Service of Ukraine, 2021), 2020 saw one of the lowest percentages of water transport enterprises that received revenue - 56.5% against 60.3%, 62.4%, and 66.7% in 2015, 2017 and 2019, respectively. In 2020, about 43.5% of water transport enterprises were unprofitable and did not have funds to cover depreciation deductions (Table 1; Fig. 1).

For an extended period, Ukrainian water transport enterprises' profitability was deficient and did not exceed 2%. In addition, until 2015, it had negative values, and only in the pre-war years did the level of profitability of all activities of water transport enterprises of Ukraine begin to grow and exceed 12% (Table 2; Fig. 3).

Thus, determining the directions of prioritization of tasks for the development of the business sector of water transport in Ukraine must be carried out depending on their impact on the profitability of such enterprises by the following guiding principles, which apply to all goals and tasks of the post-war reconstruction and development of water transport of Ukraine.

### Table 1

<table>
<thead>
<tr>
<th>Years</th>
<th>financial result (balance) before taxation, a thousand UAH</th>
<th>Businesses that made a profit in % to the total number of enterprises</th>
<th>financial result, a thousand UAH</th>
<th>Enterprises that received a loss in % to the total number of enterprises</th>
<th>financial result, a thousand UAH</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>-90335,3</td>
<td>51,3</td>
<td>77896,3</td>
<td>48,7</td>
<td>168231,6</td>
</tr>
<tr>
<td>2011</td>
<td>-83707,0</td>
<td>52,2</td>
<td>50071,5</td>
<td>47,8</td>
<td>133778,5</td>
</tr>
<tr>
<td>2012</td>
<td>-85105,8</td>
<td>55,3</td>
<td>139968,3</td>
<td>44,7</td>
<td>225074,1</td>
</tr>
<tr>
<td>2013</td>
<td>-132445,8</td>
<td>57,0</td>
<td>65179,2</td>
<td>43,0</td>
<td>197625,0</td>
</tr>
<tr>
<td>2014</td>
<td>-139302,6</td>
<td>61,9</td>
<td>38565,3</td>
<td>38,1</td>
<td>177867,9</td>
</tr>
<tr>
<td>2015</td>
<td>-61456,2</td>
<td>60,3</td>
<td>163925,4</td>
<td>39,7</td>
<td>225381,6</td>
</tr>
<tr>
<td>2016</td>
<td>31681,9</td>
<td>57,9</td>
<td>108492,5</td>
<td>42,1</td>
<td>76810,6</td>
</tr>
<tr>
<td>2017</td>
<td>87803,4</td>
<td>62,4</td>
<td>137693,4</td>
<td>37,6</td>
<td>49890,0</td>
</tr>
<tr>
<td>2018</td>
<td>73191,4</td>
<td>53,6</td>
<td>241267,9</td>
<td>46,4</td>
<td>168076,5</td>
</tr>
<tr>
<td>2019</td>
<td>255496,1</td>
<td>66,7</td>
<td>303951,4</td>
<td>33,3</td>
<td>48455,3</td>
</tr>
<tr>
<td>2020</td>
<td>152275,4</td>
<td>56,5</td>
<td>376522,4</td>
<td>43,5</td>
<td>224247,0</td>
</tr>
</tbody>
</table>

*Source: built by the authors based on data from the State Statistics Service of Ukraine.*

In recent years, there has been a tendency to increase the net profit of Ukrainian water transport enterprises. Thus, during 2016-2019, the net profit of water transport enterprises increased more than nine times from 22.7 to 213.4 million UAH. But in 2020, an almost 60% drop was observed (Fig. 2).
For an extended period, Ukrainian water transport enterprises' profitability was deficient and did not exceed 2%. In addition, until 2015, it had negative values, and only in the pre-war years did the level of profitability of all activities of water transport enterprises of Ukraine begin to grow and exceed 12% (Table 2; Fig. 3).

Thus, determining the directions of prioritization of tasks for the development of the business sector of water transport in Ukraine must be carried out depending on their impact on the profitability of such enterprises by the following guiding principles, which apply to all goals and tasks of the post-war reconstruction and development of water transport of Ukraine.

1. Transportation of goods by waterways is an essential component of the multimodal transport system. Therefore, the business sector of water transport of Ukraine, in coordination with other modes of transportation, needs to use an integrated multimodal approach to the functioning of the transport system to optimize the contribution of water transport to the economically efficient, reliable, safe, and environmentally responsible movement of goods.

2. Modern, cost-effective and safe water transport is essential for the economic prosperity and protection of the economic security of Ukraine. Well-planned investments in the development of water transport contribute to increasing the volume of global and domestic trade in Ukraine, increasing economic competitiveness, creating new jobs, and increasing the level of economic security and environmental protection.

3. Water transport in Ukraine must be flexible and resistant to shocks. Acts of war, artificial accidents, natural disasters, adverse weather conditions, cyber-attacks, and unauthorized use of technology can significantly negatively affect mobility and security.
The level of profitability (unprofitability) of all activities of water transport enterprises in Ukraine

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>large enterprises</th>
<th>medium enterprises</th>
<th>small businesses</th>
<th>among them micro enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>-1,4</td>
<td>c</td>
<td>c</td>
<td>9,2</td>
<td>24,3</td>
</tr>
<tr>
<td>2011</td>
<td>-0,7</td>
<td>c</td>
<td>c</td>
<td>2,4</td>
<td>18,7</td>
</tr>
<tr>
<td>2012</td>
<td>-1,1</td>
<td>c</td>
<td>c</td>
<td>-1,9</td>
<td>1,9</td>
</tr>
<tr>
<td>2013</td>
<td>-2,9</td>
<td>c</td>
<td>c</td>
<td>-9,8</td>
<td>-18,1</td>
</tr>
<tr>
<td>2014</td>
<td>-2,9</td>
<td>c</td>
<td>c</td>
<td>-29,8</td>
<td>-65,0</td>
</tr>
<tr>
<td>2015</td>
<td>1,2</td>
<td>c</td>
<td>c</td>
<td>-5,1</td>
<td>-28,3</td>
</tr>
<tr>
<td>2016</td>
<td>2,0</td>
<td>-</td>
<td>2,3</td>
<td>0,7</td>
<td>-20,6</td>
</tr>
<tr>
<td>2017</td>
<td>1,9</td>
<td>-</td>
<td>3,1</td>
<td>-4,4</td>
<td>-7,1</td>
</tr>
<tr>
<td>2018</td>
<td>1,7</td>
<td>-</td>
<td>7,6</td>
<td>-23,4</td>
<td>-56,9</td>
</tr>
<tr>
<td>2019</td>
<td>6,9</td>
<td>-</td>
<td>7,0</td>
<td>6,0</td>
<td>22,3</td>
</tr>
<tr>
<td>2020</td>
<td>12,3</td>
<td>-</td>
<td>14,2</td>
<td>-1,8</td>
<td>-12,4</td>
</tr>
</tbody>
</table>

c – confidential information
Source: built by the authors based on data from the State Statistics Service of Ukraine

4. Water transport allows the unloading of road and railway routes and contributes to the greening of freight transport. The post-war development and inclusion of water transport in Ukraine in the multimodal transportation system will reduce harmful emissions into the atmosphere and energy costs. Furthermore, the development of water transport will contribute to the introduction of ecologically clean, cost-effective, and socially friendly technologies and practices of cargo transportation. The use of water transport allows you to transport large-sized cargo while reducing the cost of repairing roads and railways. Transporting goods between the industrial centers of Ukraine and seaports by "river-sea" vessels without additional overloading of roads and railways frees them from a significant part of unprofitable freight transportation, thus contributing to their reformation. In addition, modern water transport, in comparison with rail and road types, is more ecological, which significantly increases its competitiveness given the latest trends of the EU regarding the greening of freight transport and the implementation of relevant standards.

5. Improved financial support for implementing competitive strategies in the conditions of structural changes in the macro-environment of the water transport sectors of Ukraine. Financial support, in this context, means the provision of funds in the required amount and at the time needed for the implementation of competitive water transport strategies to meet the needs of businesses and society in the provision of transport services for the transportation of goods by waterways. Thus, financing is the fundamental basis for ensuring the implementation of competitive water transport strategies and the functioning of transport infrastructure. Ensuring the implementation of competitive water transport strategies requires a significant increase in funding to develop water transport and its infrastructure. During the period of post-war recovery of the economy of Ukraine, to finance the development of water transport and its infrastructure, funds from various sources can be used, in particular: funds from the state budget, own funds of economic entities working in the field of water transport (profit, depreciation deductions), credit resources of commercial banks and international financial organizations, funds received from the issue of shares, bonds, and other securities, etc. External sources of financing for the implementation of competitive water transport strategies play a significant role in this process, primarily bank loans from commercial banks, loans from international financial organizations, and funds obtained from the issuance of bonds, shares, and other securities. The effectiveness of the provision of transport services for the transportation of goods by waterways and the operation of its infrastructure, as well as the level of competitiveness of water transport, depends on how correct and justified the financing of the implementation of competitive water transport strategies is.

6. Cooperation between the state and the business sector of water transport is crucial for the economic prosperity and protection of the financial security of Ukraine. Therefore, the Ministry of Infrastructure of Ukraine must strive to align state interests with the interests of the business sector of water transport at the state, regional and local levels, including with consignors, consignees,
carriers, port operators, and the public.

7. Innovations as the basis of the post-war recovery and development of water transport in Ukraine. Innovation is the main strength of the water transport of the world's leading countries and their competitive advantage. Such countries have considerable experience in applying innovative approaches in the field of water transport, including the development of containerization and modern intermodal concepts. The governments of the economically developed countries of the world, their academic partners, and representatives of the business sector in the field of water transport support the research of new methods and technologies and also promote the use of proven advanced technologies in the construction, operation, and maintenance of vessels and water transport infrastructure.

Conclusions and perspectives of further research. The results of our research allowed us to conclude that water transport integrates Ukraine's economy into a powerful global system that moves more than 90% of world trade by tonnage, including consumer goods, agricultural products, energy, and raw materials. Ukraine's water transport business sector, vessels, infrastructure, and personnel that ensure their operation plays a crucial role in economic prosperity and protection of national economic security. Thus, within the research framework, we identified four primary areas of prioritization of tasks for developing the entrepreneurial sector of water transport in Ukraine. Which, in our opinion, can include the following: 1) to increase the number of modern, highly efficient vessels of the merchant fleet sailing under the flag of Ukraine, which is a necessary condition for increasing the competitive potential of water transport, economic growth, and ensuring the national security of Ukraine in the post-war period; 2) increase the number of sailors who work for Ukrainian shipping companies, fully provide the need for human resources for the transportation of goods by waterways and fly under the flag of Ukraine; 3) post-war restoration and construction of a new state-of-the-art port infrastructure based on the principle of "better than it was" to increase the competitiveness of Ukrainian water transport on the market of international and cabotage transportation; 4) implementing innovations in automation, informatization, navigation safety, and reducing the impact on the environment and other areas in water transport activities.

Further research will make it possible to conduct an economic justification of directions for prioritization of tasks for the development of the entrepreneurial sector of water transport of Ukraine and to forecast the profitability of the activities of water transport enterprises of Ukraine for the short-term perspective.

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