

- unjustified expectations regarding such innovations – expectations for an initiative from the state, investors, international organizations, etc.;
- insufficient strategic planning of investments in the green economy, low motivation of entrepreneurs to green their own business.

But the general trend of the introduction of green technologies since 2014 is positive. It is not only about renewable energy, but also other branches of industry – electric transport, agriculture.

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ENSURING THE EFFECTIVENESS OF MULTIMODAL TRANSPORT SYSTEMS IN UKRAINE

Ukraine's transportation infrastructure includes roads, railways, ports, and airports, which play a crucial role in the country's economy by facilitating the movement of goods and people. However, Ukraine's multimodal transportation system faces several challenges that need to be addressed to ensure its effectiveness. In this study, we will discuss the measures that can be taken to improve the efficiency of Ukraine's multimodal transportation system.

This article aims to provide a comprehensive overview of the challenges facing Ukraine's transportation infrastructure and the measures that can be taken to improve its efficiency. The study design involves a review of existing literature on Ukraine's transportation system, including academic articles, government reports, and industry publications. Data on Ukraine's transportation infrastructure and its performance will be gathered from official sources such as the Ukrainian Ministry of Infrastructure, Ukrainian Railways, and the State Aviation Administration of Ukraine. The data gathered from the literature review and official sources will be analyzed to identify the challenges facing Ukraine's transportation system and the measures that can be taken to address them. The analysis will be conducted using a qualitative approach, which involves the interpretation of data based on the researcher's knowledge and experience. The findings of the analysis will be presented in a comprehensive and organized manner to provide a clear understanding of the issues and solutions related to Ukraine's transportation infrastructure.

Integration of Different Modes of Transportation: One of the most significant challenges in Ukraine's transportation system is the lack of integration between different modes of transportation [4]. The different modes of transportation operate independently of each other, leading to inefficiencies and delays in the movement of goods and people[1]. To address this issue, Ukraine needs to adopt a multimodal transportation approach that integrates the different modes of transportation to facilitate the smooth movement of goods and people.

The integration of different modes of transportation can be achieved by establishing a coordinated transport system that enables the transfer of goods and people from one mode of transportation to another. This can be achieved by building intermodal hubs that allow the transfer of goods and people from one mode of transportation to another, such as from railways to roads or from ports to railways [2].

Investment in Technology: Another challenge in Ukraine's transportation system is the insufficient use of technology. The adoption of technology such as GPS tracking and electronic data interchange can improve the efficiency of the transportation system. Ukraine should invest in modern technology to enhance the performance of the transportation system and reduce delays in the movement of goods and people.

One of the ways to use technology to improve the efficiency of Ukraine's transportation system is through the implementation of a transport management system. A transport management system can optimize the use of different modes of transportation by providing real-time information on the availability of different modes of transportation and their capacity. Investment in logistics infrastructure can be done by developing logistics parks that provide services such as warehousing, transportation, and distribution. These logistics parks can serve as intermodal hubs, allowing for the transfer of goods and people from one mode of transportation to another [3]. Ukraine should explore public-private partnerships as a way of financing the development of transportation infrastructure and the adoption of modern technology [5]. Public-private partnerships can be structured in different ways, such as build-operate-transfer (BOT) and design-build-finance-operate (DBFO) models. These models allow private sector companies to invest in the development of transportation infrastructure and operate it for a specified period before transferring it back to the government.

In conclusion, the effectiveness of multimodal transportation systems in Ukraine is essential to the country's economic growth and development. Ukraine should adopt a multimodal transportation approach that integrates different modes of transportation to facilitate the smooth movement of goods and people. Additionally, the country should invest in modern technology, develop logistics infrastructure, and explore public-private partnerships to finance the development of transportation infrastructure and the adoption of modern technology. By taking these measures, Ukraine can ensure the effectiveness of its multimodal transportation system and boost economic growth.

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THE ECONOMIC IMPLICATIONS OF UKRAINIAN CURRENCY (UAH) DEVALUATION ON THE RISING INFLATION AND CONSUMER'S BUYING BEHAVIOUR

The devaluation of the Ukrainian currency during the past few years especially after the start of Russia Ukraine war in Feb 2022 has had a substantial impact on the economy of the entire nation. Changes in consumption patterns, pricing, and purchasing power have resulted from the devaluation of the Hryvnia, the currency of Ukraine, which has had a substantial impact on consumer shopping behavior.

Since 2022, the hryvnia has lost more than 25% of its value relative to the US dollar, increasing the price of imported goods for Ukrainian consumers. As a result of the currency depreciation, many Ukrainians have been compelled to change their purchasing patterns in order to deal with rising prices.

Many Ukrainians have had to cut back on their consumption of imported items as a result of the hryvnia's depreciation, which is one of the main repercussions on consumer behavior. For Ukrainian customers, foreign-made goods are now much more expensive as a result of the sharp decline in the value of the hryvnia. Many Ukrainians now find it impossible to afford luxury products, clothing, and other stuff that they would have previously appreciated.

Inflation has always been a concern for the Ukrainian economy, and the recent devaluation of the hryvnia, the country's currency, has only made matters worse. For Ukraine, the devaluation has had a big economic impact on everything from commerce to consumer consumption.

The influence on inflation has been one of the currency devaluation's most important effects. Inflation, defined as the rate of increase in the overall level of prices for goods and services, has been an ongoing issue in Ukraine for many years.