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**THE ROLE OF ARTIFICIAL INTELLIGENCE IN THE MODERNIZATION OF UKRAINE’S BUSINESS ENVIRONMENT UNDER POST-WAR TRANSFORMATION**

The post-war transformation of Ukraine will require a fundamental transformation of the economy and business environment. Rebuilding the country after large-scale destruction should rely on modern technologies, including artificial intelligence (AI). Artificial intelligence has become a key driver of innovation in global business, stimulating productivity, process optimisation and the emergence of new business models. Global experience shows that AI integration is becoming an integral part of competitiveness: in 2024, the share of companies worldwide that use AI in at least one business function reached 72%, while in the previous six years this figure was 47-58% [1]. As Ukraine aims for sustainable development and integration into international markets after the war, it is important to use the potential of AI to modernise its business environment.

Globally, businesses are experiencing a real boom in the adoption of artificial intelligence. In 2023-2024, there was a leap in demand for AI solutions in the corporate sector [1]. This sharp jump shows that businesses have quickly moved from experimentation to large-scale use of new AI tools after demonstrating their capabilities. Not only the reach of companies, but also the depth of AI integration into business processes is growing. Businesses are expanding the range of tasks entrusted to AI: from marketing and sales to product development, customer support, and IT operations. This demonstrates the versatility of the technology: AI can optimise both internal processes (e.g. data analysis for decision-making) and external customer interactions (marketing personalisation, chatbot service, etc.).

The Ukrainian business sector has also begun to integrate artificial intelligence into its operations. The war has created unprecedented challenges for businesses - from the destruction of infrastructure to the displacement of millions of people - but many Ukrainian businesses have shown remarkable resilience and innovation in response to these circumstances [2]. This resilience has manifested itself, in particular, in the acceleration of digital transformation. According to a business survey conducted by Advanter Group at the end of 2023, more than half of Ukrainian companies are actively taking steps to digitalise their processes [1]. Retail, logistics, financial services, and tech companies are particularly active in implementing AI in Ukraine, as these industries most often share their experience of successful use of artificial intelligence.

The growth in the number of specialists and startups even during the war demonstrates that Ukraine is able to quickly adapt and increase its expertise in the field of artificial intelligence. According to experts, the Ukrainian AI ecosystem has every chance of becoming a driver of the country's innovative development in the future. Amid military challenges, Ukraine is gradually forming the basis for broad integration of AI into the economy. Both business and the government are aware of the potential of these technologies and are beginning to invest in their development. In many ways, the state is the driver of AI projects: the Ministry of Digital Transformation of Ukraine actively supports this industry and initiates numerous projects, from training programmes and developer communities to financing startups through the Ukrainian Startup Fund and creating favourable conditions for experimenting with high technologies [3]. Ukrainian businesses should cooperate more actively with each other and with AI research institutions. Possible steps include joining AI industry associations, participating in joint research projects with universities, launching corporate accelerators or competitions for startups that can solve business problems with the help of AI. Such openness will allow attracting external knowledge and talents. In addition, collaborations with European partners will provide access to best practices and funding.

Thus, the role of artificial intelligence in the post-war modernisation of Ukraine's business environment goes beyond the purely economic benefits of individual companies. The integration of artificial intelligence into Ukraine's reconstruction opens up significant prospects for accelerating sustainable development, economic growth that is both efficient, inclusive, and environmentally balanced [4]. If AI solutions are successfully integrated into all levels - from businesses to ministries - Ukraine will be able to rebuild faster, more efficiently, and with mechanisms for sustainable development in place for the future. The business environment enriched with AI capabilities will become more attractive for investment: companies operating in Ukraine will have higher productivity and will be able to integrate into global value chains, competing on equal terms with foreign players.

Artificial intelligence can become a catalyst for sustainable economic growth, increasing productivity and facilitating Ukraine's technological leap. The introduction of AI in business and public administration will improve the quality of services, strengthen institutions, and bring the achievement of sustainable development goals - from innovative industry to quality education and healthcare - closer. Ukrainian businesses will be able to reach a new level of competitiveness by integrating into international value chains through innovation. In turn, society will benefit in the form of new jobs, better services and increased prosperity.

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