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LEGAL REGULATION OF INFORMATION PROTECTION IN THE FIELD OF MARKETING RESEARCH IN UKRAINE

In contemporary business environment marketing research plays a critical role in decision-making, brand development and consumer analysis. In Ukraine, marketing research often involves collection, processing and storage of large volumes of data,

including personal and business information. Ensuring adequate protection of that information is essential both for legal compliance and maintaining trust of research participants. The objective of this thesis is to examine the legal framework regulating information protection in the setting of marketing research in Ukraine, to identify its strengths and weaknesses, and to outline recommendations for improved regulation.

Ukraine has adopted several foundational laws that regulate information relations and protection of information. For example, the Law of Ukraine on Information [3] sets out the general legal principles for obtaining, using, disseminating and storing information, and secures the right of individuals to information.

Additionally, regulation such as the Law of Ukraine On Protection of Information in Information and Telecommunication Systems and the Law of Ukraine On Protection of Personal Data (which regulates personal data usage) provide further protection in specific domains [5].

These laws establish rights of individuals and obligations of organisations to ensure confidentiality, integrity and lawful processing of information. However, the practical application of these legal provisions in the context of marketing research presents specific challenges that require further examination.

Marketing research involves gathering consumer data, behaviour patterns, preferences and sometimes sensitive personal data [2]. In Ukraine, research organisations must ensure that such data collection is lawful, based on consent or legitimate interest, processed securely and stored with proper safeguards. The risk factors include unauthorised access, misuse of data, inadequate anonymisation and potential disclosure of business-sensitive information.

From a regulatory perspective, marketing research intersects with data protection, consumer protection and competition law (especially when large datasets are used). The legal regime must balance the interests of research organisations, respondents and public interest.

Although Ukraine's legal framework on information protection is extensive, there remain challenges and gaps in the context of marketing research. For instance:

- The legal definitions and clarity of responsibilities for research organisations with respect to data handling in marketing research may be lacking;

- Enforcement of data protection provisions is uneven, and awareness among smaller research firms may be limited;
- The regulation often focuses on state and telecommunication systems, with less emphasis on commercial research practices;
- International standards (such as those in the EU) may not be fully implemented or harmonised in Ukrainian law.

For example, research shows that legal regulation of personal data protection remains an area requiring further development [1].

To strengthen legal protection of information in marketing research, the following steps may be taken:

- Develop specific guidelines or sector-standards for marketing research organisations covering consent, anonymisation, transfer of data and cross-border processing;
- Improve training and awareness for research practitioners on legal and ethical obligations in data protection;
- Enhance oversight mechanisms, including audits or certification of research firms handling substantial consumer data;
- Adapt Ukrainian law to international best practices (such as GDPR) where applicable, ensuring clearer responsibilities and stronger sanctions for violations [4];
- Encourage transparency and communication with research participants about data use, storage and rights.

In Ukraine, the legal regulation of information protection provides a solid foundation for safeguarding data used in marketing research. However, to keep pace with evolving research methods and digital data environments, the framework must be refined and adapted. Strengthening sector-specific guidance, raising professionalism among practitioners and aligning with international norms will enhance trust and reliability of marketing research processes. Ensuring that consumer and business data are effectively protected is not only a legal necessity but a key factor in sustainable research practices.

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USING DATA SCIENCE FOR EFFICIENT PORT RESOURCE MANAGEMENT

In recent years, ports around the world have faced the challenge of handling increasing volumes of cargo while maintaining efficiency, safety, and sustainability. Traditional management methods are no longer sufficient to address the complexity of modern maritime logistics. Data Science provides advanced analytical tools that allow ports to collect, process, and interpret large amounts of information from various sources such as sensors, IoT devices, and port management systems [1]. This data-driven approach enables decision-makers to gain real-time insights into vessel traffic, cargo flows, and equipment performance, resulting in faster and more informed operational decisions. Moreover, the application of predictive analytics and machine learning algorithms allows ports to anticipate potential bottlenecks, optimize resource allocation, and reduce waiting times for ships [2]. Through automated data analysis,