

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

**НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
«ОДЕСЬКА ЮРИДИЧНА АКАДЕМІЯ»**

Кафедра економіки та менеджменту

ЕКОНОМІКО-ПРАВОВИЙ РОЗВИТОК СУЧАСНОЇ УКРАЇНИ

МАТЕРІАЛИ

**XIV Всеукраїнської наукової конференції
здобувачів вищої освіти та вчених**

м. Одеса, 21 листопада 2025 року

**Одеса
2025**

Організатори: Національний університет «Одеська юридична академія», кафедра економіки та менеджменту.

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Економіко-правовий розвиток сучасної України : матеріали XIV Всеукр. наук. конф. здобувачів вищої освіти та вчених, м. Одеса, 21 листопада 2025 р. / за ред. д.е.н., проф. О.М. Кібік. Одеса : НУ «ОЮА», 2025. 262 с.

DOI: 10.32837/11300.31015

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THE IMPACT OF LOCAL START-UPS ON THE TRANSFORMATION OF THE LABOUR MARKET IN ODESSA

Local start-ups play a decisive role in the transformation of the Odessa labour market, especially in the high-tech segment. According to analytical studies, the Odessa IT market is consistently among the five largest in Ukraine in terms of the number of specialists engaged, confirming its significant contribution to overall employment [1]. The growth in the number of employees is driven by high demand for specialists in the fields of cybersecurity, artificial intelligence, and software development, where young innovative companies often act as leading innovators, offering flexible working conditions and accelerated career growth opportunities.

One of the key trends is the expansion of the business landscape, which is traced through the growth in the number of business entities. Analysts note an increase in the number of legal entities in the sector, which may indicate business consolidation and the enlargement of organisations that create more stable jobs. Start-ups often offer multifaceted roles, allowing employees to acquire new skills more quickly. The entry of Odessa start-ups into international markets allows for the effective scaling of business models, which directly correlates with an increase in the demand for highly qualified personnel. Companies that focus on the export of IT services are forced to comply with international quality standards. This, in turn, creates demand for certified specialists with knowledge of English and experience working with foreign clients. The international expansion of start-ups not only expands their reach to new countries, but also raises the professional level of the local workforce.

An important stimulus for generating employment is state and local support. Odessa is implementing infrastructure projects, such as Odesa Innovation Park, aimed at creating a favourable environment for start-ups, attracting investment and increasing the competitiveness of the community. The creation of municipal hubs with free

consultations for start-ups can significantly lower the barriers to entry for young entrepreneurs. Providing grants to small and medium-sized businesses also allows many start-ups to expand their workforce by creating roles in development, marketing, and administration.

At the same time, it is worth considering conditional financing mechanisms, where a grant is provided on the condition that a certain number of jobs are created or that employees undergo training. This approach allows financial support to be combined with social goals, stimulating not only business development but also employee training [2]. The growth in the number of IT companies contributes to the development of related industries, such as design, copywriting, recruitment, and legal services. This creates a multiplier effect, where each new job in a start-up generates additional positions in other sectors. In addition, the IT sector provides significant tax revenues through a single tax, which supports the overall economic stability of the city and indirectly contributes to the creation of positions in related sectors [1].

However, for greater efficiency, it is worth considering the possibility of introducing local tax incentives for start-ups that create jobs in Odesa. The main one is the out-migration of qualified specialists, caused by economic instability and high competition from other large IT hubs. To counteract this phenomenon, it is worth developing talent attraction schemes that include not only financial incentives but also opportunities for professional development, participation in international projects and access to modern infrastructure.

Economic uncertainty affects the ability of young businesses to create stable jobs [3]. For example, creating a fund to support start-ups during periods of crisis can help preserve jobs and avoid mass layoffs. In this context, it is advisable to create municipal educational platforms where specialists can take free courses on current technologies. Cooperation with international educational partners will ensure access to high-quality content.

To conclude, and in order to overcome barriers and maximise the positive impact of start-ups, it is necessary to strengthen cooperation between the IT sector and local universities, stimulate the export of IT services, and expand the availability of grant mechanisms, which, in turn, will ensure the financial stability of organisations. Active

promotion of Odessa as an innovation hub is also critical for attracting foreign investment and talent. It is important that this promotion be systematic — through participation in international exhibitions, branding the city as a technology centre, and supporting local ambassadors who represent Odessa on a global level.

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DEVELOPMENT OF MARKET RELATIONS IN UKRAINE UNDER WARTIME CONDITIONS: PROBLEMS AND PROSPECTS

After 2014, and especially following the start of the full-scale Russian aggression, Ukraine has been undergoing a profound transformation of its economic system. This situation requires the accelerated development of market institutions under conditions of wartime instability and the influence of external factors such as inflation and infrastructure destruction. Despite reform efforts, the level of the shadow economy remains significant, integration into global value chains is weak, and institutional barriers continue to limit market efficiency [1].

The purpose of the work is to identify the main obstacles to the development of market relations in Ukraine under wartime conditions and to propose strategic institutional directions for their development in the medium term. The following