
INTRODUCTION

Focus on the transformation of economic systems in conditions of instability

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The modern socio-economic system is under unprecedented pressure due to the growing number of global risks and threats of varying nature and scale, including climate change, geopolitical instability, digital transformation, and an increasing frequency of social, economic, and environmental crises. These challenges necessitate radically new approaches that enable swift responses, effective adaptation, and the optimal use of available resources and successful international practices to ensure stable and sustainable development. The monograph "**Transformation of National Economies in Conditions of Instability**" is dedicated to a comprehensive analysis of these issues and offers progressive and unconventional solutions aimed at driving structural changes and adaptation in key sectors of the socio-economic system.

The authors thoroughly examine contemporary trends in the development of strategically significant industries and activities as "growth points" and "pillars" of national economies. Special attention is devoted to the adoption of digital technologies, advanced sustainable management tools, the implementation of international principles, macro- and micro-level project management, and leveraging international experience as benchmarks to enhance the resilience of national economies. The monograph comprises nine chapters, each focused on strategically important aspects, including the digital transformation of the energy sector, employer branding strategies for Generation Z, the synergy of digital technologies and green development, remediation, and innovative approaches to resource management in post-war recovery conditions.

The transdisciplinary approach adopted in the monograph underscores the importance of international experience and standards, such as those of the OECD and ESG, which strengthen integration with the global economic framework. The role of universities as centers for generating and testing innovative solutions, along with the implementation of cluster initiatives, highlights the potential of collaboration between science, business, and government. This integration creates a platform

for dialogue among stakeholders, laying the foundation for long-term sustainable development, improving investment attractiveness, and enhancing the competitive positioning of nations on the global stage.

The aforementioned focus not only facilitates the development of effective crisis management strategies but also ensures the long-term sustainable development of national economies, aligning them with contemporary challenges and global trends.