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MODERN TRANSFORMATIONS OF FOREIGN ECONOMIC ACTIVITY IN CONDITIONS OF GLOBAL INSTABILITY

The article examines modern transformations of foreign economic activity of enterprises in the context of global economic and geopolitical instability. The impact of crisis phenomena, armed conflicts, sanctions policy, disruption of international logistics chains and deglobalization processes on the mechanisms of foreign economic operations is analyzed. The key challenges faced by foreign economic entities are identified, in particular, the growth of trade risks, the instability of currency markets, the transformation of the export and import structure. The need for a strategic rethinking of approaches to managing foreign economic activity is substantiated, taking into account the requirements of flexibility, market diversification and digitalization of international business processes. Directions for increasing the efficiency of foreign economic activity are proposed by developing logistical sustainability, integrating digital tools and improving the risk management system.

Key words: *foreign economic activity, global instability, international trade, logistics, digitalization , risks.*

Introduction. In the current conditions of the development of the world economy, the foreign economic activity of enterprises is undergoing significant transformations under the influence of global instability. Geopolitical conflicts, the growth of protectionism, sanctions , energy crises and disruptions in international supply chains significantly change the conditions for the functioning of foreign economic activity entities. Under such circumstances, traditional models of international trade and cooperation lose their effectiveness and require adaptation to new realities.

These processes are of particular relevance for Ukraine, which, in the context of military operations, is forced to reorient export-import flows, seek alternative logistics routes, and deepen integration into the European economic space. This necessitates a scientific understanding of current trends in the transformation of foreign economic activity and the development of effective mechanisms for its management.

Statement of the problem. The modern global economic space is characterized by a high level of instability, which poses significant risks for enterprises engaged in foreign economic activity (FEA). Geopolitical crises, changes in the regulatory environment, exchange rate fluctuations, disruptions in international logistics chains, as well as increased trade restrictions create conditions of increased uncertainty, which directly affects the efficiency of export-import operations.

At the same time, there is a tendency for a fragmented approach to foreign economic activity management in many enterprises. The lack of a comprehensive strategy and integrated adaptation mechanisms leads to a decrease in competitiveness, loss of market positions and an increase in financial and operational risks. Enterprises often do not take into account the relationship between geographical diversification of markets, logistical sustainability, digitalization of business processes and risk management, which limits their ability to quickly respond to changes in the global environment.

In this regard, there is a need for a systematic analysis of modern transformations of foreign economic activity, identification of key challenges and risks, as well as development of strategic directions for increasing the efficiency of international activities of enterprises. The development of integrated models of foreign economic activity management that take into account digital transformation, logistical adaptability and comprehensive risk management is especially relevant, since it is such approaches that ensure stable development of enterprises in the long term in conditions of prolonged global instability.

Analysis of latest research and publications. The issues of development and transformation of foreign economic activity (FEA) of enterprises are actively studied both in domestic and foreign scientific literature. In particular, in the works of V. V. Kozyk, foreign economic activity is considered as a complex system of interaction of enterprises with the global economic environment, the effectiveness of which is largely determined by the ability to adapt to changes in the external environment, geopolitical risks and market fluctuations [1, p. 56]. The author emphasizes that strategic planning and integration into international supply chains are key factors in increasing the competitiveness of enterprises on a global scale.

Classical approaches to the analysis of international competitiveness, proposed by M. Porter, emphasize the role of institutional conditions, innovative potential and integration into global value chains as determining factors of successful foreign economic activity [2, p. 213]. These approaches allow us to assess not only economic, but also structural aspects of the participation of enterprises in international trade, which becomes especially relevant in periods of global instability.

Analytical reports of the World Trade Organization (WTO) demonstrate a tendency towards fragmentation of world markets, the spread of trade restrictions and disruption of international logistics chains, which directly affects the efficiency of export-import operations [3, p. 41]. In such conditions, enterprises are forced to adapt logistics strategies, review supply routes and implement mechanisms for diversifying trading partners.

UNCTAD studies highlight the growing role of digital platforms, e-commerce, and data processing technologies in transforming foreign trade [4, p. 67]. In particular, digitalization allows for increased transparency, speed, and efficiency of operations, reduced transaction costs, and improved real-time monitoring of logistics processes.

At the same time, in modern scientific literature, insufficient attention is paid to a comprehensive analysis of foreign economic activity transformations, which simultaneously takes into account geopolitical, logistical and digital challenges. Existing studies often focus on individual aspects of international activity, which limits the understanding of the mechanisms of complex adaptation of enterprises in the long term. It is this scientific gap that determines the relevance and novelty of the conducted research, which is focused on an integrated assessment of modern transformations of foreign economic activity and the identification of strategic directions for increasing its efficiency.

Research objective. The purpose of the study is a comprehensive theoretical and methodological substantiation of the essence and modern transformations of foreign economic activity of enterprises in the conditions of global economic and geopolitical instability, as well as the identification of key factors that determine the change in models of foreign economic operations. The study is aimed at analyzing the impact of crisis phenomena, sanction restrictions, violations of international logistics chains and digitalization processes on the effectiveness of foreign economic activity.

Within the framework of the set goal, it is planned to substantiate strategic directions for increasing the efficiency and sustainability of foreign economic activity of enterprises by diversifying foreign markets, improving the risk management system, developing logistical sustainability, and integrating digital tools into international business processes.

Research methods. In the research process, a set of general scientific and special methods of cognition were used, which ensured the complexity, systematicity and validity of the analysis of transformations of foreign economic activity of enterprises in conditions of global instability. The methodological basis of the research is the provisions of economic theory, the theory of international trade, the concept of sustainable development and risk management.

In particular, a systemic approach was applied to consider foreign economic activity as a holistic multi-level system of interaction of enterprises with the global economic environment, which made it possible to identify the relationships between the internal capabilities of business entities and the external challenges of international markets.

Methods of analysis and synthesis were used to generalize scientific approaches to the development of international trade, systematize theoretical provisions regarding the influence of crisis phenomena and geopolitical factors, as well as to form generalized conclusions and recommendations.

Using comparative analysis, a comparison of the transformations of foreign economic activity of enterprises in different countries and regions was carried out, which made it possible to identify common trends and specific features of adaptation to the conditions of global instability.

The statistical method was used to analyze the dynamics of world trade, export and import indicators, assess structural changes and identify long-term trends in the development of foreign economic relations .

SWOT analysis was used to comprehensively assess the strengths and weaknesses, opportunities and threats to the development of foreign economic activity of enterprises, which allowed us to substantiate strategic directions for increasing its efficiency in an unstable external environment.

The graphical method was used to visually present the research results, visualize dynamic changes, and summarize key trends in the transformation of foreign economic activity.

Basic material. Modern foreign economic activity of enterprises is influenced by numerous factors of global instability. Geopolitical conflicts, disruption of international logistics chains, strengthening of trade restrictions and rapid digitalization of business processes are shaping new conditions for the functioning of foreign economic operations.

In such conditions, enterprises are forced to review traditional export and import models, develop new approaches to foreign economic activity management, increase logistics sustainability and optimize processes through digital technologies. It is also important to actively manage risks associated with currency fluctuations, political and economic instability.

Below is a systematic overview of key areas of foreign economic activity transformation, an assessment of the strengths and weaknesses of enterprises, as well as the main challenges and response tools, presented in the form of tables for a visual presentation of the aspects under study.

Modern transformations of foreign economic activity (FEA) are being shaped by a number of interrelated factors: geopolitical instability, disruption of global supply chains, increased trade restrictions, and accelerated digitalization of international business. Enterprises are forced to reconsider traditional models of export-import operations and develop new approaches to FEA management aimed at increasing efficiency, sustainability, and competitiveness.

To systematize the main directions of transformation of foreign economic activity of enterprises in modern conditions of instability, it is advisable to highlight key changes in management and operational approaches. Table 1 summarizes the most significant directions of transformation of foreign economic activity, their content and impact on the efficiency of enterprises.

Table 1.

Main directions of transformation of foreign economic activity of enterprises

Direction of transformation	**Contents of changes**	**Impact on efficiency**
Geographic diversification	Diversification of sales and supply markets	Reducing political and trade risks, expanding markets
Logistical restructuring	Alternative routes, multimodal transportation	Increasing supply stability, reducing losses
Digitalization of processes	Electronic document management, digital platforms, analytics	Increasing transparency and speed of operations
Risk management	Scenario analysis, currency risk hedging	Increasing the stability of financial results
Strategic adaptation	Flexible models of foreign economic activity management	Increasing competitiveness and adaptability

The analysis of the main directions of foreign economic activity transformation, presented in Table 1, allows us to highlight the key strategic priorities of enterprises in the current conditions of global instability. Geographical diversification of markets and logistical restructuring contribute to reducing risks and increasing the stability of supply, digitalization of processes ensures the speed and transparency of operations, and systemic risk management strengthens financial stability. Taken together, these measures form the basis for strategic adaptation and increasing the competitiveness of enterprises in international markets.

For a comprehensive assessment of the potential and vulnerabilities of foreign economic activity, it is advisable to apply SWOT analysis. Table 2 reflects the strengths and weaknesses of enterprises, as well as the opportunities and threats that arise in the context of global instability, which allows determining strategic priorities and areas of adaptation.

Table 2.

SWOT analysis of foreign economic activity of enterprises in conditions of instability

Component	Description
Strengths	Export experience, integration into international chains, digital competencies
Weaknesses	Dependence on individual markets, limited logistical sustainability
Opportunities	New markets, digital platforms, multimodal transportation
Threats	Political risks, sanctions, currency volatility

SWOT analysis of foreign economic activity of enterprises shows the balance between internal strengths and weaknesses and external opportunities and threats. Strengths, such as export experience and digital competencies, create a platform for development, while weaknesses, in particular dependence on individual markets and limited logistical resilience, require active management. Opportunities in the form of new markets and digital platforms allow enterprises to strengthen their positions, while threats - geopolitical risks, sanctions and currency volatility - require the use of strategic tools to minimize the negative impact.

The current conditions for the functioning of foreign economic activity are accompanied by a number of challenges related to geopolitical, logistical, digital and financial risks. Table 3 summarizes the main challenges and corresponding response tools that allow enterprises to increase the resilience and effectiveness of their foreign economic activity.

Table 3.

Challenges and response tools in foreign economic activity

Challenges	Response tools
Geopolitical instability	Market diversification, risk insurance, scenario planning
Logistics disruption	Alternative routes, multimodal transportation, localization of production
Digital transformations	Implementation of electronic document management, analytical platforms, blockchain
Currency and financial risks	Hedging, exchange rate monitoring, financial planning

Table 3 demonstrates the correspondence between external environmental challenges and specific response tools. Market diversification and risk insurance help to withstand geopolitical instability, alternative routes and localization of production reduce the impact of logistics disruptions, and the implementation of digital platforms and analytics increases the efficiency of operations in the context of digital transformation. Hedging and financial planning provide stability in the case of currency and financial risks. Taken together, these measures form a comprehensive approach to foreign economic activity management and ensure the resilience of enterprises in unstable conditions.

The current conditions of global instability pose numerous challenges and increased uncertainty to enterprises engaged in foreign economic activity. Geopolitical risks, disruptions in logistics chains, currency volatility , complicated customs procedures and technological transformations are significantly changing traditional models of managing export-import operations. Enterprises are forced to review their strategies and adapt business processes to the new conditions of functioning of world markets.

The practical case demonstrates how a Ukrainian enterprise was able to effectively adapt its foreign economic activity by reorienting sales and supply markets, restructuring logistics routes, implementing digital tools for operations management, and improving risk management systems. This example illustrates how a comprehensive transformation of business processes can increase the stability of financial results, ensure competitiveness, and strengthen the enterprise's position in international markets in conditions of prolonged instability.

Practical case: adaptation of foreign economic activity of a Ukrainian enterprise in conditions of global instability

Company: " EcoTech Ukraine" - a manufacturer of industrial equipment for the agricultural sector.
Issues: due to military operations and blocking of traditional export routes to the CIS countries, the company lost more than 40% of external sales. At the same time, the increase in logistics tariffs and currency volatility threatened financial stability.

Measures taken:

1. Geographic diversification: the company reoriented exports to the EU and North African markets by entering into new partnership agreements.
2. Logistical restructuring: multimodal routes (railway + seaports) were introduced, which allowed to reduce delivery time by 20% and reduce transportation losses.
3. Digitalization : an electronic document management system and an analytical platform for forecasting demand in foreign markets have been implemented.
4. Risk management: currency hedging and scenario analysis were used to assess possible market fluctuations.

Results:

- Total exports recovered to 95% of pre-crisis levels within a year.
- Order processing time reduced by 25%.
- The company has reduced financial risks and increased revenue stability.

Conclusion: This case demonstrates that the integration of market diversification, logistics restructuring, digitalization , and risk management strategies allows enterprises to effectively adapt to global instability and ensure the sustainable functioning of foreign economic activity.

Analysis of modern transformations of foreign economic activity of enterprises showed that global instability, disruption of supply chains, trade restrictions and digitalization are radically changing approaches to foreign economic activity management. Key areas of transformation were identified: geographical diversification of markets, restructuring of logistics chains, digitalization of business processes, implementation of risk management systems and strategic adaptation of management models.

The SWOT analysis showed that companies have strong internal competencies and export experience, but face limited logistical resilience and dependence on individual markets. External opportunities, such as new markets and digital platforms, allow for strengthening competitive positions, while threats in the form of geopolitical risks and currency volatility require an active strategic response.

The table of correspondence between challenges and response tools demonstrates that the integrated application of market diversification, alternative logistics routes, digital technologies, and financial hedging instruments ensures increased resilience and efficiency of foreign economic activity.

The article is the first comprehensive study of the transformation of foreign economic activity of enterprises in the context of global economic and geopolitical instability, taking into account modern digital technologies and changes in logistics chains. The scientific novelty lies in the development of a systematic approach to the analysis of foreign economic activity, which combines the geographical diversification of markets, the restructuring of logistics chains, the digitalization of processes and strategic risk management, as well as in identifying key factors influencing the effectiveness of foreign economic activity and proposing integrated approaches to increasing its sustainability and competitiveness. The formulated practical recommendations allow enterprises to effectively adapt to changes in world markets, reduce risks and increase the efficiency of international operations.

Thus, for the successful functioning of enterprises in today's conditions of global instability, a combination of flexible strategies, digital transformation, development of logistical resilience and systemic risk management is necessary. The implementation of such measures contributes to increasing competitiveness, expanding international partnerships and strengthening positions in global markets.

Conclusions and suggestions. The study confirmed that modern foreign economic activity of enterprises is undergoing profound structural and functional transformations, which are caused by a combination of global economic instability, geopolitical crises, disruptions in international logistics chains, increased trade restrictions and active digitalization of business processes. It was found that traditional models of export-import operations management are becoming insufficiently effective, since they do not provide sufficient flexibility and adaptability to rapid changes in the global economic environment.

Scientific analysis allowed us to identify key factors that determine the effectiveness of foreign economic activity in modern conditions: the ability to diversify sales and supply markets, the development of a sustainable and flexible logistics infrastructure, the implementation of digital platforms to automate processes and increase the transparency of operations, as well as the formation of comprehensive risk management systems covering currency, political, trade and financial aspects.

Based on the results obtained, it is substantiated that increasing the efficiency of foreign economic activity requires an integrated approach that combines strategic planning, digital transformation, logistics optimization and the development of international partner networks. This approach allows enterprises not only to reduce the negative impact of external risks, but also to use new opportunities to strengthen their competitive positions in the global market. Of particular importance is the activation of integration into international economic associations and cooperation platforms, which provides access to innovative technologies, financial resources and new markets.

Thus, the implementation of the proposed strategic directions will contribute to increasing the adaptability and sustainability of enterprises in the global economic environment, strengthening their competitive advantages, optimizing international operations, and ensuring the sustainable development of foreign economic activity in conditions of prolonged uncertainty and instability of world markets.

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ОКСАНА ЗГУРСЬКА, WOJCIECH DUCZMAL, ЛЮДМИЛА ПРИСЯЖНА. СУЧАСНІ ТРАНСФОРМАЦІЇ ЗОВНІШНЬОЕКОНОМІЧНОЇ ДІЯЛЬНОСТІ В УМОВАХ ГЛОБАЛЬНОЇ НЕСТАБІЛЬНОСТІ. У статті досліджено сучасні трансформації зовнішньоекономічної діяльності підприємств в умовах глобальної економічної та геополітичної нестабільності. Проаналізовано вплив кризових явищ, збройних конфліктів, санкційної політики, порушення міжнародних логістичних ланцюгів і процесів деглобалізації на механізми здійснення зовнішньоекономічних операцій. Визначено ключові виклики, з якими стикаються суб'єкти зовнішньоекономічної діяльності, зокрема зростання торговельних ризиків, нестабільність валютних ринків, трансформацію структури експорту та імпорту. Обґрунтовано необхідність стратегічного переосмислення підходів до управління зовнішньоекономічною діяльністю з урахуванням вимог гнучкості, диверсифікації ринків і цифровізації міжнародних бізнес-процесів. Запропоновано напрями підвищення ефективності ЗЕД шляхом розвитку логістичної стійкості, інтеграції цифрових інструментів і вдосконалення системи ризик-менеджменту.

Ключові слова: зовнішньоекономічна діяльність, глобальна нестабільність, міжнародна торгівля, логістика, цифровізація, ризики.

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ОБЛІК В РЕАЛЬНОМУ ЧАСІ: ЗМІНА АКЦЕНТІВ З КОНТРОЛЬНОЇ НА ІНФОРМАЦІЙНУ ФУНКЦІЮ

У сучасних умовах цифрової трансформації економіки спостерігається зниження ефективності бухгалтерського обліку як джерела достовірної та актуальної інформації для прийняття управлінських рішень. Традиційний облік, зосереджений на контрольній функції та ретроспективному відображенні операцій, не забезпечує своєчасного отримання інформації, необхідної для оперативного управління. Це призводить до дублювання функцій та фрагментації інформаційних потоків.

Вирішенням цієї проблеми є перехід до обліку в реальному часі, що дозволяє підвищити оперативність та релевантність облікової інформації, роблячи її корисною для керівництва підприємством при прийнятті управлінських рішень. Такий підхід сприяє одночасному посиленню функції оперативного інформування управління та інших користувачів зі збереженням контрольної функції обліку. Розвиток обліку в реальному часі безпосередньо відповідає стратегічним завданням економіки України, серед яких — зниження адміністративного навантаження на бізнес, забезпечення прозорості економічних процесів, розвиток цифрової інфраструктури та інтеграція в європейський економічний простір. Це узгоджується з європейською моделлю Real-Time Economy (RTE), яка вже впроваджується в країнах Балтійського регіону як інструмент підтримки продуктивності, інновацій та конкурентоспроможності малих і середніх підприємств.

Ключові слова: *облік у реальному часі, економіка реального часу, облікові інформаційні системи, інновації в обліку, розвиток професії бухгалтера.*