

~ ЕКОНОМІЧНА ТЕОРІЯ ТА ІСТОРІЯ ЕКОНОМІЧНОЇ ДУМКИ ~

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ECONOMIC BEHAVIOR AND ECONOMIC SECURITY OF YOUTH DURING WAR: THE INFLUENCE OF TIME MANAGEMENT AND SELF- MANAGEMENT ON ECONOMIC DECISIONS

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Abstract. *The purpose of the study is to reveal the characteristics of the economic behavior of young people and their intentions to ensure their own economic security during the war, as well as to establish the vectors of influence of time management and self-management on making timely and rational economic decisions by young people. Method. To obtain the author's conclusions and proposals, not only the method of content analysis of available information resources, primarily digital ones containing the most relevant data, but also the results of a survey of Ukrainian youth, which allowed obtaining factual material to confirm or refute the author's hypotheses, will be used. A graphic method is used to visualize digital materials and intermediate conclusions, as well as synthesis and generalization methods to form conclusions and recommendations. Results. The foundations of the concept of economic behavior of young people in the conditions of military operations have been formed. A survey of youth was conducted regarding the motives of economic behavior. A map of risks for the state of economic security of residents in war conditions has been developed. Scientific novelty. A set of measures to influence the economic behavior of young people is proposed, which can lead them to make decisions aimed at achieving and maintaining a high level of individual economic security. The hypothesis about how effective self-management and rational time management can influence the economic behavior of young people and the state of their economic security has been tested. The basics of the strategy of preserving the human capital and intellectual potential of the state by promoting the increase in the level of economic and financial literacy of the youth and the population are proposed. Practical importance lies in the possibility of using the results of the conducted analytical research to adjust the economic mood of the population during the post-war recovery of Ukraine's economy.*

Keywords: *economic behavior; economic security; war; time management; self-management; personnel potential; intellectual capital.*

ЕКОНОМІЧНА ПОВЕДІНКА ТА ЕКОНОМІЧНА БЕЗПЕКА МОЛОДІ У ПЕРІОД ВІЙНИ: ВПЛИВ ТАЙМ-МЕНЕДЖМЕНТУ ТА САМОМЕНЕД- ЖМЕНТУ НА ЕКОНОМІЧНІ РІШЕННЯ

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Анотація. *Мета дослідження полягає у виявленні особливостей економічної поведінки молоді та її намірів щодо забезпечення власної економічної безпеки у період війни, а також у встановленні векторів впливу тайм-менеджменту та самоменеджменту на прийняття молодими людьми своєчасних і раціональних економічних рішень. Методика. Для отримання авторських висновків і пропозицій буде використано не лише метод контент-аналізу доступних інформаційних ресурсів, у першу чергу цифрових як таких, що містять найбільш релевантні дані, але і результати опитування української молоді, які дозволили отримати фактологічний матеріал для підтвердження або спростування авторських гіпотез. Застосовано графічний метод для візуалізації цифрового матеріалу та проміжних висновків, а також методи синтезу та узагальнення для формування висновків і рекомендацій. Результати. Сформовано основи концепції економічної поведінки молодих людей в умовах військових дій. Проведено опитування молоді щодо мотивів економічної поведінки. Розроблено карту ризиків для стану економічної безпеки жителів в умовах війни. Наукова новизна. Запропоновано набір заходів впливу на економічну поведінку молодих людей, здатних схилити їх до прийняття рішень, орієнтованих на досягнення та утримання високого рівня індивідуальної економічної безпеки. Перевірено гіпотезу щодо того, яким чином ефективний самоменеджмент і раціональне управління часом можуть впливати на економічну поведінку молодих людей та стан їх економічної безпеки. Запропоновано основи стратегії збереження кадрового капіталу та інтелектуального потенціалу держави шляхом сприяння підвищенню рівня економічної та фінансової грамотності молоді та населення.*

Практична значимість полягає у можливості використання результатів проведеного аналітичного дослідження для коригування економічних настроїв населення у період післявоєнного відновлення економіки України.

Ключові слова: економічна поведінка, економічна безпека, війна, тайм-менеджмент, самоменеджмент, кадровий потенціал, інтелектуальний капітал.

JEL Classification: D110, D910, J100.

Problem statement. The study of economic behavior has been taking place in the field of scientific research by world-renowned scientists for a long time. Behavioral economics is such an urgent issue that the study of its various aspects became a prerequisite for awarding the Nobel Prize. At the same time, now in Ukraine we feel such conditions for the social and economic life of the population that could not be explored in peacetime. With the beginning of a full-scale war, the economic behavior of people, who found themselves under new, unpredictable and unforeseeable risks, underwent changes. Within the scope of this study, an attempt was made to establish the conceptual foundations of the economic behavior of young people, as the most vulnerable category of the population under normal conditions of life, and without a doubt, during the war.

It is planned to raise the issue of ensuring the economic security of young people, because their financial state is now characterized by violations of savings, financial resources and strong dependence on parents or other parents or sponsors. At the same time, since the beginning of the war, a large number of families remain separated geographically, parents and children do not have the opportunity to communicate closely and to help each other financially due to the loss of the main sources of income. Therefore, arises the issue of stimulating the economic activity of young people, first of all, through the mechanisms of official employment, increasing the level of financial literacy, the ability to make rational, safety-oriented economic decisions based on the analysis of available information and taking into account the resources available for use and investment.

Personal time management and self-management have a significant impact on the economic behavior and economic security of young people. The era of the digital economy, learning and working in online formats, first because of a global pandemic and then through a full-scale war, has led to the awareness and feeling of importance of professional discipline and the ability to organize one's own time, workplace, schedule in order to have the ability to work effectively in remote teams and to receive the income necessary for a normal economic life. Therefore, it is important to understand what features self-management and time management can bring to the behavior of young people, and to offer opportunities for using their practices to achieve a state of individual economic security.

Analysis of recent research and publications. This publication is a continuation of the research started in the article "Economic behavior and economic security of an individual in the conditions of war risks" [1]. Its theoretical basis is built on the publications of such domestic scientists as Bazetska H. I., who studies economic behavior in conditions of uncertainty [2], Kononovych T. O., Nepokupna T. A., Myasoid K. P., who compare economic behavior and decision-making [3]. In attempts to find the ways to use technologies and methods of self-management and time management to solve the problem of ensuring individual economic security, we used the works of the modern researchers such as Suduk O. Yu., who defines the conceptual foundations of self-management and life management [4] and considers self-management an element of forming an effective personality brand [5], Boyko E. O., Pavlenko O. P., Sirenko I. V., Nadtochii I. I., Rakipov V. R., which established the features of the self-management of the leader of public administration and local self-government in the conditions of a digital society [6], Zhukovska A. Yu., who offers modern methods and technologies of time management [7] and specifies the methods of planning and distributing tasks in time management [8], Budnik M. M., Dronova D. S., in whose research the connections between time management and modern technologies are established [9], Ratushnyak O. H., Lyaluk O. H., Podolyanchuk K. V., who offer the scientific community the results of an analysis of the use of time management methods by modern youth [10], Boryshkevich I. I., Zhuk O. I., Pyatnychuk I. I., who insist on the use of basic time management tools to increase personal efficiency [11], Zakusylo T. M., Mesyura V. I., who are involved in the development of the structure of information technology of personal time management organization [12].

Separation of previously unresolved parts of the overall problem. The economic behavior of young people in the conditions of the wartime economy has not been studied before in the scientific and applied fields. At the same time, to support the national economy and for its post-war recovery, investments, an increase in the level of demand for domestic goods and services, an increase in the volume of financial settlements, payment turnover – and other manifestations of the activity of the economic behavior of the population are needed. Thus, the economic behavior of the people will largely determine how quickly the national economy will recover. And until the

peculiarities, characteristics and economic attitudes of Ukrainians are known for sure, it will not be possible to predict whether the economy of Ukraine will have an internal source of investment. On the other hand, for many of our compatriots, the source of income and satisfaction of current needs is financial assistance from international organizations or the governments of the countries that have become a place of temporary stay for them. The term of such assistance will eventually expire, and then the model of economic behavior will have to be adjusted in the direction of increasing the amount of financial income from active sources of profit. The question of the impact of time management and self-management on the process of ensuring a person's own economic security is also unexplored. Only since the beginning of periodic air strikes that paralyze the work of businesses and budget organizations, blackouts that have caused numerous bankruptcies and the appearance of an army of unemployed, the importance of the ability to rationally plan and use one's time and develop the ability to self-organize has become obvious to many people.

To obtain the author's conclusions and proposals, not only the method of content analysis of available information resources, primarily digital ones containing the most relevant data, but also the results of a survey of Ukrainian youth, which allowed obtaining factual material to confirm or refute the author's hypotheses, will be used.

Aim of the research consists in identifying the peculiarities of the economic behavior of young people and their intentions to ensure their own economic security during the war, as well as in establishing the vectors of influence of time management and self-management on the adoption of timely and rational economic decisions by young people. Realization of the set goal requires solving the following important tasks: to form the foundations of the concept of economic behavior of young people in the conditions of military operations; to conduct a survey of young people regarding the motives of their economic behavior, incentives for making certain economic decisions and factors that prevent them from taking on additional economic risks that can reduce the level of individual economic security; to develop a risk map for the state of personal economic security in the conditions of war; to offer a set of measures to influence the economic behavior of young people, able to lead them to make decisions aimed at achieving and maintaining a high level of individual economic security; to test the hypothesis about how effective self-management and rational time management can influence the economic behavior of young people and the state of their economic security; to offer the basis of the strategy of preserving the human capital and intellectual potential of the state by promoting the increase in the level of economic and financial literacy of the youth and the population in a whole.

Results. Public sentiment in a war-torn country is constantly changing. There are periods of grouping, increasing the level of national self-awareness, patriotism and mutual support, but then there is a time of despair, hopelessness, fatigue and passivity. The economic behavior of the population is undergoing changes and transformations – from the desire and intention to give the last funds to help the army to the refusal to purchase the most necessary things in order to save financial assets "for a rainy day". However, such changes do not correspond to the expectations and needs of the national economy, which constantly experiences a lack of domestic investment to continue functioning at least at a minimum level of efficiency and to maintain the capacity for post-war recovery in the future. Therefore, the formation of the concept of the economic behavior of young people in the conditions of military operations (in occupied territories, internally displaced persons, persons living in conditionally safe territories, persons who were forced to leave abroad) is an important scientific and methodological task, since understanding the motives and probable actions of the population regarding the adoption of certain economic decisions at the level of state administration will allow making assumptions and forecasts regarding changes in the economic situation in the country, as well as correcting them through the use of balanced educational, informational and financial policies.

The concept of economic behavior must take into account the challenges of the time, which shape the conditions for the social and economic life of the population. During the war, the following challenges have come: loss of sources of income and instability of financial income; the need for economic resources to restore the usual standard of living and well-being; an increase in transport costs, accommodation costs, and food due to rising prices; the growth of costs for the maintenance of means of communication, the Internet, postal services; lack of jobs, increasing level of shadow employment; salary reduction, unofficial payments; instability of the banking system, loss of financial resources in banks located in the occupied territories; price increase for educational services; unavailability or inconsistency in the provision of digital financial services; restrictions on the use of currency, instability of the exchange rate, etc.

The goal of a young person's economic behavior in such conditions should be to ensure their

own economic security, i.e. such a state of availability of economic resources, their placement and use, that minimizes the risk of losing financial independence and guarantees the satisfaction of existing financial needs at a specific moment in time and in the future, regardless of the appearance of new challenges and threats that may affect sources of financial income. When studying the economic behavior of young people in particular – and the focus of our research was on the students and postgraduates of a higher education institution, it is usually not rational to talk about complete financial independence, which is confirmed by the results of surveys that demonstrate the need for Ukrainian students to have financial support from their parents or other relatives. Note that this circumstance is a feature of the Ukrainian model of economic behavior of young people – in European countries and the USA, students are to a greater extent financially independent from their families – their needs are financed by grants, other forms of financial support from educational institutions, state institutions or private structures and foundations, and they also actively use earning opportunities in various formats: part-time employment, summer part-time work, paid internships, work online in the evening or at night, etc. Therefore, the task of the concept of economic behavior of Ukrainian youth should be to increase the level of economic independence and economic activity, using for this the possibilities of the digital economy and online employment.

Security-oriented economic behavior of youth should be based on the following principles: the principle of economic independence; the principle of balance between needs satisfaction and frugality; the principle of multivariate economic decisions; the principle of maintaining one's own economic security; the principle of maximum use of financial and other information for moderating economic behavior; the principle of economic risk moderation; the principle of financial discipline.

The results of the implementation of the goal of the concept of security-oriented economic behavior of young people should be the formation of a stratum of the population consisting of young people who are active users of digital financial services, who know how to search for and use opportunities to obtain financial resources in an active and passive way, who do not feel the need and do not cherish hopes for external financial assistance, but if it is available, they know how to use it not only to meet current needs, but also to expand the limits of their own financial capabilities in the future; who understand that money should work in the economy, however, are aware of the importance of having a financial buffer for unforeseen situations, who are not afraid to take risks provided that all possible economic consequences of such risks are studied, are ready to take responsibility for their own economic life, understand the importance of achieving a state of economic security in a chaotic, unpredictable and anxious world.

We conducted a survey of young people about the motives of their economic behavior, incentives for making certain economic decisions and factors that prevent them from taking additional economic risks that can reduce the level of individual economic security. 105 respondents took part in the survey, the survey was anonymous, with compliance with all appropriate ethical standards. As it turned out, 2/3 of the respondents were female, which indicates a higher level of activity of women in terms of participation in educational and scientific events; about their tendency to introspection, interest in assessing their own capabilities and needs in different areas, while men take a more passive position, tend to spend their time on specific, understandable types of activity, the benefits of which are obvious to them. It is appropriate to assume that men are more inclined to selfish economic behavior, and achieving their own economic security is an easier task for them than for the women. However, this hypothesis needs scientific confirmation.

The vast majority of respondents – 81% – indicated in the questionnaire that they were between 17 and 22 years old. Therefore, the results of the conducted analytical work demonstrate the peculiarities of the economic behavior of persons who do not yet have fundamental, traditional economic attitudes and visions and are prone to change their own judgments under the influence of new circumstances, information, advice and recommendations of existing for them authorities. It is with this age category that you can work to increase the level of rationality of their economic decisions, because the model of their economic behavior has not yet been fully formed, and is not even their own yet, but is modeled by parents, other relatives or sponsors. Thus, 50.5% of respondents admit that decisions regarding the economic aspects of their lives are made collectively, by the whole family, and 1% claim that they do not have a voice at all in their economic life management.

According to the survey, 77% of people believe that they are not in a state of economic security. Table 1 summarizes the statistics of respondents' answers regarding certain aspects and features of their economic behavior.

Table 1

The results of the survey of young people regarding the motives of their economic behavior, incentives for making economic decisions as of the end of the 2nd quarter of 2023

| Question | Answer options and percentage of answers | | | | |
|--|--|--|--|--|--|
| What is the source of your financial support? | scholarship | wages or other income of my own | funds of parents, spouse or other relatives | state aid (including foreign aid) | own passive income |
| | 13,3% | 64,8% | 56,2% | 2,9% | 10,5% |
| How did your expenses change after the start of the war? | have not changed | increased by 1-20% | increased by 21-50% | increased by 51-75% | doubled or more |
| | 15,2% | 24,8% | 30,5% | 6,7% | 5,7% |
| | have not changed | decreased by 1-20% | decreased by 21-50% | decreased by 51-75% | decreased by half or more |
| | 15,2% | 13,3% | 3,8% | 0% | 0% |
| After the start of the war, you: | began to worry about my future well-being | felt financial hardship | have changed my usual style of economic behavior towards savings | felt financially secured | felt an improvement in my material condition |
| | 43,8% | 15,2% | 35,2% | 5,7% | 0% |
| Model of behavior regarding existing financial risks: | avoidance | minimization | diversification | transfer | compensation |
| | 21,9% | 66,7% | 7,6% | 1,9% | 1,9% |
| My vision of my own economic future: | own business and permanent stay in Ukraine | employment and permanent stay in Ukraine | own business and permanent stay abroad | employment and permanent stay abroad | I will work remotely, possibly freelance |
| | 45,7% | 22,9% | 7,6% | 4,8% | 19% |
| What motives force you to spend financial resources? | the need to meet current life needs | the desire to help the Armed Forces, to donate | the desire to relieve tension, stress, relax, distract oneself | the desire to do something useful or pleasant for loved ones | the desire to develop, acquire new knowledge, skills |
| | 86,7% | 61% | 41% | 54,3% | 48,6% |
| What skills do you consider important for rational economic behavior? | critical thinking | financial literacy | effective time management | digital literacy | communication skills |
| | 73,3% | 93,3% | 45,7% | 44,8% | 42,9% |
| What are the most typical risks for the state of your economic security? | financial | informational | legal | material | - |
| | 81% | 4,8% | 4,8% | 9,5% | - |

| | | | | | |
|---|--|---|---|---|---|
| What can motivate you to purchase a product or service when finances are limited? | a significant discount compared to the regular price | after-sales service | the possibility of purchasing on credit (payment in installments) | the feeling of satisfaction from owning a high-quality or status item | - |
| | 77,1% | 7,6% | 9,5% | 33,3% | - |
| What factors have a destructive effect on the economic behavior of a person? | low level of education | craving for excessive consumption of goods and services | passion for brands and luxury items | gambling and the desire to "make easy money" | - |
| | | 61,9% | 62,9% | 74,3% | |

Source: compiled by the author based on survey data

A number of questions, which are collected in the table 1, gave the possibility of providing only one answer option; others made it possible to choose several options at once, such as "What motives make you spend financial resources?" or "What skills do you consider important for rational economic behavior?".

So, after the beginning of the war, the following characteristic features of the economic behavior of young people were formed: concern about own economic future, saving available resources, a sense of economic insecurity, attempts to minimize financial risks; the priority of spending funds is to meet current needs and to help the army, the main incentive for making new purchases is a significant discount compared to the standard cost of the item. The main skills that young people consider important for the formation of rational economic behavior are financial literacy and critical thinking. The respondents recognized the desire for excessive consumption of goods and services, passion for brands and luxury items, gambling and the desire to "make money easily" as destructive factors on the way to a state of economic security.

Only 44.8% of respondents consider digital literacy to be an essential prerequisite for security-oriented economic behavior. However, military operations on the territory of Ukraine, forced displacement of the population, destruction, capture and closure of a large number of branches of financial institutions led to the fact that the use of digital financial services became for many people the only way to pay for their own life needs. Therefore, we believe that the number of people, especially among young people, who will have the desire and need to develop their financial life skills in the digital space will soon grow.

As part of the survey, it was determined what percentage of digital transactions make up the total number of financial transactions and what digital financial services are used by young people (Fig. 1, 2).

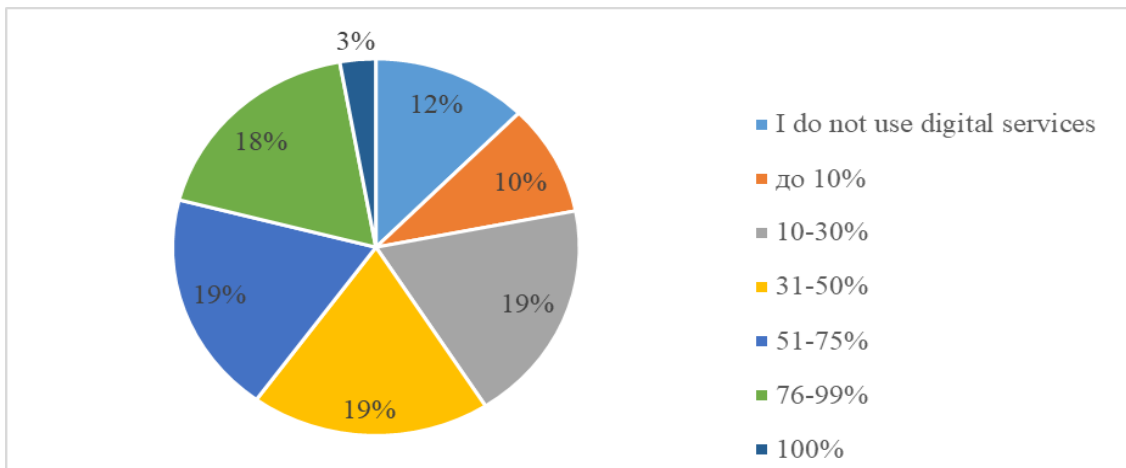


Fig. 1. What is the percentage of digital transactions out of the total number of financial transactions you make?

Source: compiled by the author based on survey data

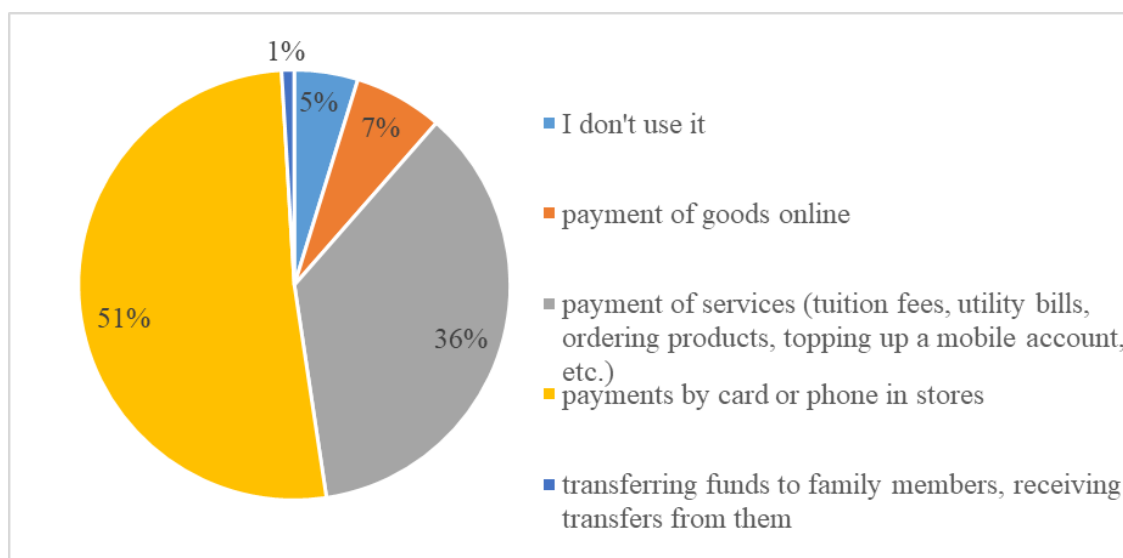


Fig. 2. What digital services do you use?

Source: compiled by the author based on survey data

Therefore, only 13% of respondents do not use digital financial services mainly because of complete financial dependence on parents or other relatives. They do not have financial freedom, and therefore cannot make their own financial decisions, and implement them in practice in the digital space.

Respondents were asked the question: "Which of the listed factors significantly affect your level of economic security?". The proposed answer options were statistically distributed as follows:

- currency exchange rate growth – 67.6%;
- price increase – 97.1%;
- assistance of international organizations – 2.9%;
- increase in the unemployment rate – 30.5%;
- interruptions in electricity supply – 30.5%;
- complications of transport movements – 15.2%;
- air alarms – 13.3%.

So, in the economic plane, the war resulted in a significant increase in prices, which was felt by 97.1% of the respondents. The second significant consequence is unemployment, which dealt a blow to the economic security of almost a third of the respondents. Moreover, the impact on a person's state of well-being can be both a personal loss of a job and a loss of a job and source of income of any family member (for young people, the loss of a job by their father or mother is usually felt).

If necessary, the respondents are ready to change their economic behavior as follows (Fig. 3).

Young people are not ready to start saving on mobile communications and Internet provider services. They are also reluctant to change their eating habits. 16.2% of respondents are not ready to sacrifice anything at all and want to leave their own economic standard of living unchanged, for which they are ready to take the necessary measures – to start working, use opportunities for additional earnings.

To the question: "What risks are most characteristic of your economic security?" 81% of respondents answered "financial". The development of a risk map for the state of economic security of the inhabitants in the conditions of war is a necessary element for understanding the directions of those changes to which the model of the economic behavior of Ukrainian youth during the war should be exposed. Fig. 4 demonstrates the most characteristic and tangible risks for the economic security of Ukrainians in 2023.

In Fig. 4, the abscissa axis shows the increase in the importance of the consequences of risk for economic security and the strength of its influence on its condition. Along the vertical axis, there is an increase in the probability of risk occurrence in the real economic life of a person.

A set of measures to influence the economic behavior of young people capable of influencing them to make decisions aimed at achieving and maintaining a high level of individual economic

security should include:

- free seminars and webinars organized jointly by institutions of higher education and representatives of financial institutions, with informational content aimed at increasing the level of financial literacy;
- introduction of mandatory educational components aimed at acquiring knowledge on ensuring personal economic security and planning and managing one's own economic behavior into educational programs for training specialists of various specialties and specializations in higher education institutions;
- popularization of economic specialties for obtaining a second higher education in a shortened form and with a reduced cost;
- introduction of the course "Economic security and economic behavior" in school programs;
- increasing the number of individual grants, scholarships, and other forms of financial support for people who demonstrate the ability to effectively manage personal finances (in particular, a survey or test on understanding the basics of individual economic security can be conducted when filling out and submitting documents to receive funding);
- carrying out an information campaign in the mass media to remind and study elementary basic rules of financial literacy (for example, social advertising in public places with appeals "Save", "Don't rush to spend", "Spend wisely", "Digital financial services – the way to the future", "Risk wisely", etc.; it is possible to recommend holding a competition among young people to develop a set of such slogans, design their presentation, etc.);
- conducting an information campaign to increase the level of popularity of educational videos, which were prepared by specialists of the Ministry of Digital Transformation of Ukraine and aimed at increasing the level of digital and information literacy of the population of different ages

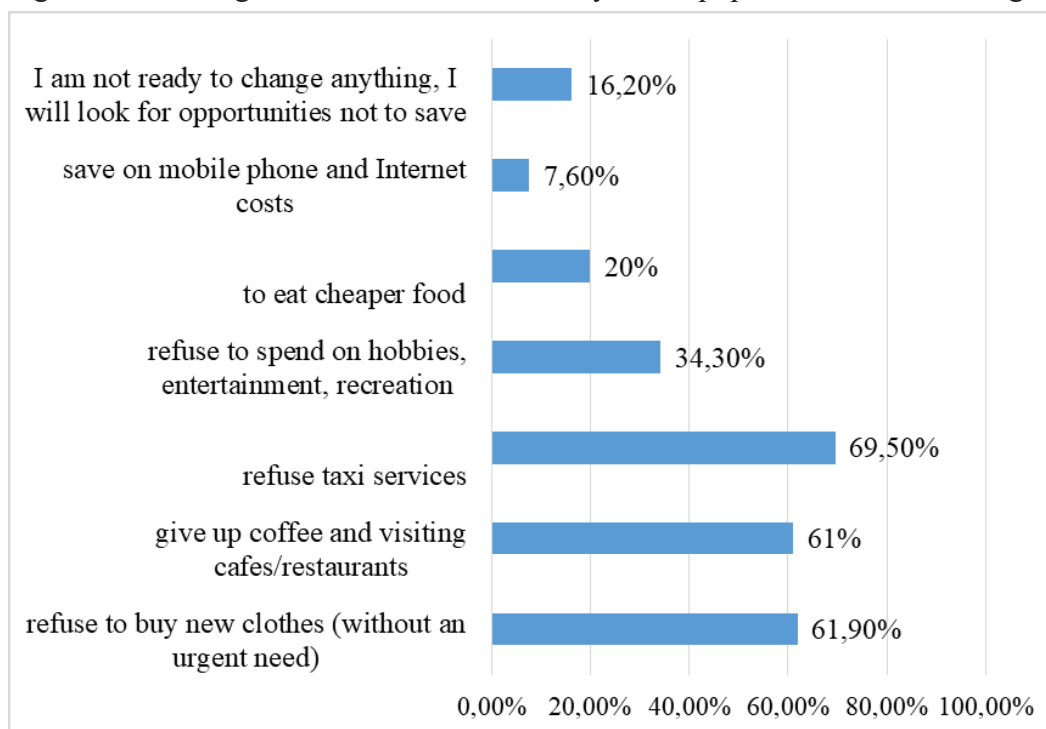


Fig. 3. Permissible changes in the economic behavior of young people for the sake of their own economic security

Source: compiled by the author based on survey data

Each of the submitted proposals must turn into an independent informational, educational or financial project, receive adequate funding from the state budget or private or international financial funds and be implemented in the digital space for maximum audience coverage in the conditions of military operations, internal and external movements, etc.

We believe that effective self-management and rational time management can influence the economic behavior of young people and the state of their economic security. In particular, the following causal relationships are formed:

- time management – allows you to create a reserve of time for analyzing information regarding an economic decision; ensures timeliness of economic decision-making; minimizes the risk of loss of opportunities due to a timely economic decision;
- time management – gives the ability to combine several work processes and earn more; forms the ability to effectively combine work and study;
- time management – positions time as a resource that is used to earn money (for example, in the process of trading on stock markets, when the moment of making a decision on the purchase and sale of an asset and the time spent on the preparation of the deal are of great value) or to reduce costs – planned or current (for example, in a situation where the project is executed faster than planned, which allows saving resources);
- self-management – lays the foundations for planning an individual career trajectory, one's own life development plan, which allows rationally setting economic goals, forecasting the resources needed to achieve them and their sources of income;
- self-management – forms the ability to organize a working day in the conditions of online work or study, to work effectively in remote teams, to effectively perform professional duties from any part of the world, where you happen to be after the start of a full-scale war;
- self-management – develops the ability to control one's own emotions, including those that cause impulsive and irrational economic decisions;
- self-management – contributes to the formation of leadership qualities that are necessary for starting one's own business, implementing a business idea, self-employment, the ability to take responsibility for one's own economic future and the development of a propensity for healthy entrepreneurial risk in conditions of uncertainty.

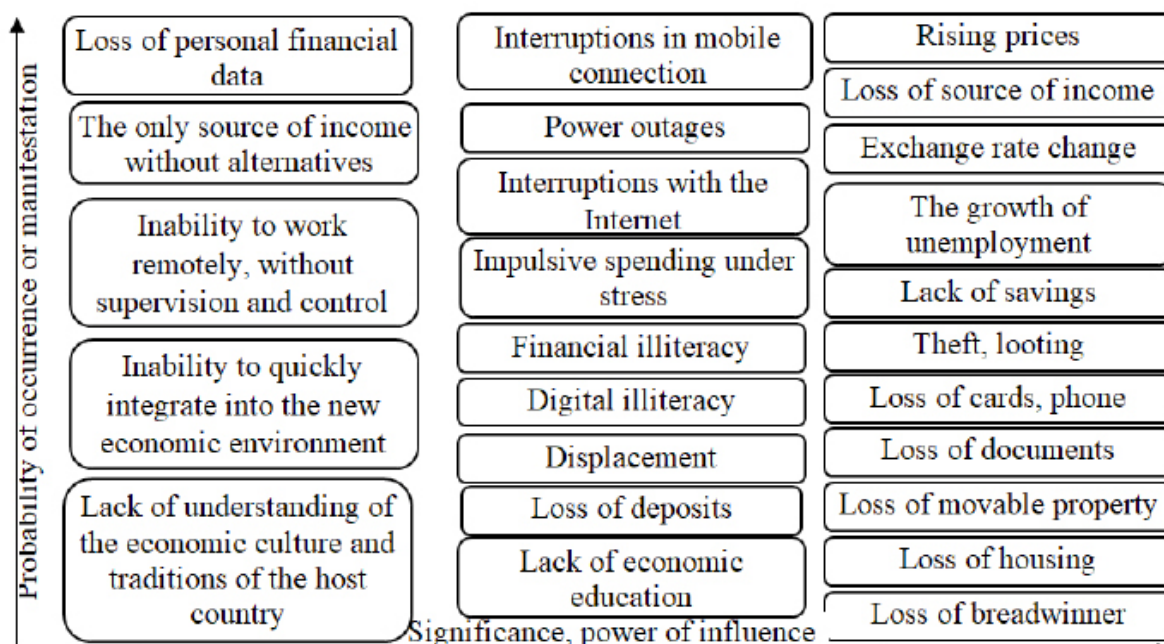


Fig. 4. Map of risks for the economic security of Ukrainian youth during the war

Source: compiled by the author

Tools that promote rational economic behavior and are commonly used in time management and self-management practices are: a family or individual budget, a personal financial plan, a daily plan (contains a list of all the things that need to be done during the day), Franklin's pyramid (systematizes and clarifies a person's current and long-term plans, including economic and financial goals for the long term and a set of actions that need to be taken to achieve them), the balance life circle (contains a segment that demonstrates a person's assessment of the material situation achieved by him or her; sometimes it can even be two economic segments: money – as the current level of material wealth, a liquid asset used to meet daily needs, and career / business – as existing and available economic prospects, economic potential for the future). Also, in time management and self-management, the goal-setting approach based on the SMART technology is often used, which can be recommended for formulating personal economic goals: with this approach, goals

should be specific (what economic result is planned to be achieved), measurable (what income or financial resource is expected), achievable (what rational steps should be taken, what actions should be done, what initial investments to make and how to attract them), realistic (economic goals should not have the character of an "economic dream"; the desired economic state should be formed on the basis of a person's available resources, opportunities for their multiplication, level of education and intuition, experience in making economic decisions, previous financial successes or failures); determined in time (specific time guidelines for achieving the goal should be established – for example, to buy your own home before the age of 35, to start your own business in 2024, to live only on passive income after 24 months, etc.).

The development of the basis of the strategy for preserving the human capital and intellectual potential of the state by promoting the increase in the level of economic and financial literacy of the youth and the population as a whole should begin with establishing the current state of the human resource and its characteristics, such as the existing level of education, work experience, and the state of economic security. The latest analytical information on the level of financial literacy of the population of Ukraine dates back to 2022. In particular, it was noted that the level of financial literacy of Ukrainians in 2021 was 12.3 points out of a possible 21 (according to the results of the study "Financial literacy, financial inclusion and financial well-being in Ukraine in 2021", which was conducted by experts of the USAID Project "Financial Sector Transformation" in cooperation with the National Bank of Ukraine). The minimum target level recommended by the Organization for Economic Cooperation and Development is 14 points. The age group of 18-24 years had the lowest rate among the study participants [13]. Currently, in the middle of 2023, according to our survey, 11.4% of young people of the same age consider their level of financial literacy low, and 78.1% – average.

We consider the creation of the Center for Financial Knowledge "Talan" – a project of the National Bank of Ukraine in the field of financial literacy – worthy of attention and imitation. Its goal is the formation and development of a community of financial literacy teachers-trainers in Ukraine. Key tasks of the project: increasing financial literacy of Ukrainians; professional development of teachers in the field of financial literacy; involvement of teachers, children and youth in NBU events; distribution of educational materials on financial literacy [14].

The following can be considered as strategic guidelines for preserving the human capital and intellectual potential of the state by promoting the level of economic and financial literacy of the youth and the population as a whole:

- raising the level of financial literacy of the population to 17 points according to the USAID assessment methodology by 2025;

- 100% of schoolchildren must annually undergo short-term training in the basics of economics and financial literacy, starting from the 4th grade – by watching educational films, playing economic games, visiting virtual tours, which will be jointly developed by schools, higher educational establishments, NBU and the Ministry of Digital Transformation of Ukraine;

- 100% of students must annually increase their level of financial literacy and learn the basics of security-oriented economic behavior on online educational platforms by taking courses or attending a series of webinars, or by mastering selective components of the educational programs they study at higher education institutions;

- confirmation of the level of knowledge of economics and financial literacy must be mandatory when receiving a diploma in any specialty (confirmation is possible in the form of a certificate with a specified set of economic competencies; the form and content must be determined at the state level);

- persons who are registered and receiving assistance as unemployed should be given the opportunity to study three economic disciplines free of charge at the educational programs of higher education institutions in the city of their registration within a year from the moment they are registered in the formed groups of students with the provision of a certificate of mastery of educational components (compensation of the costs of such education should be provided to the institution of higher education from state or local budgets);

- we expect active educational work and informational support of initiatives aimed at increasing the level of economic security, rational economic activity and financial literacy, in social networks, on the official websites of popular online stores, financial institutions; in Telegram channels; engaging influencers and popular young bloggers to spread information about the importance of maintaining a high level of personal economic security.

Conclusions. The conducted research made it possible to draw the following important conclusions.

1. The concept of economic behavior of young people in the conditions of war should be formed taking into account the factors of the surrounding economic environment, and its goal should be the achievement of individual economic security. The task of the concept of economic behavior of Ukrainian youth should be to increase the level of economic independence and economic activity, using for this the possibilities of the digital economy and online employment. The results of the implementation of the goal of the concept of security-oriented economic behavior of young people should be the formation of a layer of the population consisting of young people who are active users of financial services in a digital format, have a high level of financial literacy, demonstrate the ability to think critically and to predict the consequences of their own economic decisions, taking into account the financial information available to them for analytical processing, and have the desire to achieve financial freedom and independence through the establishment and implementation of promising economic goals with minimal risk of loss of financial stability.

2. The peculiarities of the economic behavior of Ukrainian youth as of May 2023, which were revealed as a result of our survey, are: concern about own economic future, saving available resources, a sense of economic insecurity, attempts to minimize financial risks; the priority of spending funds is to meet current needs and help the army, the main incentive for making new purchases is a significant discount compared to the standard cost of the item.

3. Measures to influence the economic behavior of young people, capable of influencing them to make decisions aimed at achieving and maintaining a high level of individual economic security can be: free seminars and webinars aimed at increasing the level of financial literacy; the introduction of mandatory educational components of economic content into the educational programs of training specialists of various specialties in higher education institutions; popularization of economic specialties for obtaining a second higher education, introduction of the course "Economic security and economic behavior" in school programs, increase in the number of individual grants, scholarships, and other forms of financial support; carrying out information campaigns in the mass media to remind or study elementary basic rules of financial literacy.

4. Self-management and rational time management can influence the economic behavior of young people and the state of their economic security. Time management allows you to form a reserve of time for analyzing information regarding a promising economic decision, develops the ability to combine several work processes and earn more, gives an understanding of time as a resource that can be used to increase financial income. Effective self-management is implemented in planning an individual career trajectory and setting economic goals, forms the ability to organize the working day in the conditions of online work or study, develops the ability to control one's own emotions and prevents irrational economic decisions, contributes to the formation of leadership qualities that are necessary for starting one's own business.

5. The strategy for preserving the human capital and intellectual potential of the state should be based on a mechanism to promote the increase in the level of economic and financial literacy of the youth and the population. The means of implementing such a mechanism will be: measures to increase the level of financial literacy of schoolchildren, who will annually undergo short-term training in the basics of economics and financial literacy, starting from the 4th grade; requirements for raising the level of financial literacy and the rationality of economic behavior of students on educational platforms in online format and during their studies in educational programs at higher education institutions; introduction of the requirement to confirm the level of knowledge of the economy and the rules of financial literacy when receiving a diploma in any specialty; introduction of the opportunity for the registered unemployed to study three economic disciplines free of charge at the educational programs of higher education institutions; conducting active educational work and informational support of initiatives aimed at increasing the level of economic security, rational economic activity and financial literacy, in the digital environment and mass media.

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