

mechanisms. Its ultimate goal is to form organizations that are able to function stably, adapt quickly to change, and remain competitive in an ever-increasingly complex digital environment.

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**Kyrylenko S.**, PhD (Economics)  
West Ukrainian National  
University Ternopil, Ukraine

## **BUILDING SUSTAINABLE ENTREPRENEURSHIP COMPETENCIES**

In the current conditions of the development of the world economy, there is a gradual transition from traditional models of entrepreneurship, focused mainly on profit maximization, to the concept of sustainable development, which involves a balanced consideration of economic, social and environmental interests. Such a transformation is due to the aggravation of global challenges. In these conditions, entrepreneurship takes on a new meaning, where not only the result of activity becomes key, but also the method of its achievement, its impact on society and the environment.

Also of particular relevance is the problem of forming competencies of sustainable entrepreneurship, which determine the ability of an individual to act effectively in conditions of uncertainty, make informed management decisions and integrate the principles of sustainable development into business practice. This is not only a set of professional knowledge, but also a complex system of values, skills and behavioral models that form a responsible entrepreneur of a new type. Such a specialist must understand the relationship between economic efficiency, social responsibility

and environmental safety, and also be able to implement these principles in practical activities.

The modern business environment is characterized by a high level of digitalization, innovation and global integration, which significantly changes the requirements for professional training. Today's entrepreneur works in conditions of rapid technological change, new business models, platform economy and the growing role of data as a strategic resource. This necessitates the formation of not only economic and managerial competencies, but also the ability to think critically, work with information, assess the risks of sustainable development and adapt business to new socio-economic conditions. Education in this process acts as a key tool for the formation of sustainable entrepreneurship competencies. Its task is to transition from the traditional transfer of knowledge to the formation of a holistic worldview that combines professional training with ethical principles, social responsibility and environmental awareness. Practice-oriented approaches to learning, case methods, project activities, interaction with the business environment, as well as the development of entrepreneurial thinking based on the principles of sustainability are of particular importance [1-3].

That is why it is stated that sustainable entrepreneurship forms a new logic of economic behavior, which integrates three interrelated components: economic efficiency, social responsibility and environmental safety. This means that an entrepreneur must take into account not only the financial results of his activities, but also the social consequences of the decisions made, the impact on communities, the working conditions of employees, as well as the environmental risks of production and consumption. Such an approach requires a qualitatively new level of training of specialists who are able to think systematically, act strategically and make decisions taking into account a wide range of factors.

The competencies of sustainable entrepreneurship cover not only knowledge in the field of economics and management, but also value orientations, analytical abilities, ethical thinking and practical skills in implementing innovations. They include the ability to assess the risks and consequences of business decisions in the long term, understanding the principles of the circular economy, resource management skills, as well as the ability to work with stakeholders and build partnerships based on trust and transparency.

Modern entrepreneurship education is gradually transforming towards integrating the principles of sustainable development into curricula. This is manifested in changing the content of disciplines, introducing an interdisciplinary approach, developing practice-oriented learning and strengthening interaction with the real

business environment. Case methods, project-based learning, simulations of business processes and the participation of students in real socio-economic initiatives play an important role. This approach allows not only to acquire theoretical knowledge, but also to form a practical understanding of how the principles of sustainability are implemented in real business [1].

Particular attention in the formation of sustainable entrepreneurship competencies should be paid to the development of critical thinking and the ability to work with uncertainty. A modern entrepreneur is constantly faced with the need to make decisions in conditions of incomplete information, rapid technological changes and instability of the external environment. In such conditions, the ability to analyze large amounts of information, distinguish short-term trends from long-term trends, and assess the potential social and environmental consequences of business activities becomes important.

Digital competence is also an important component, since modern entrepreneurship is impossible without the use of digital technologies, data analytics, online platforms, and automated management systems. Digitalization opens up new opportunities for sustainable business, in particular through resource optimization, increased process transparency, and the development of innovative models of interaction with customers. At the same time, it places new demands on the ethics of using technology, data protection, and responsible implementation of innovations.

The social aspect of sustainable entrepreneurship competencies is manifested in the ability of an entrepreneur to act in the interests of society, support social initiatives, create jobs, and contribute to the development of local communities. This approach forms a new business culture in which success is measured not only by financial indicators, but also by the level of trust, social impact, and contribution to sustainable development.

Thus, the formation of sustainable entrepreneurship competencies is a complex and multi-level process that encompasses educational, professional and value spheres. It involves the training of a new generation of entrepreneurs who are able to combine economic efficiency with social responsibility and environmental awareness. It is these competencies that become the basis of business competitiveness in the modern world and an important factor in the sustainable development of society as a whole.

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**Kozlov A.**, PhD student  
Borys Grinchenko Kyiv Metropolitan  
University, Kyiv, Ukraine

## **GREEN ECONOMY AS A DRIVER OF THE TRANSFORMATION OF THE TRANSPORT INFRASTRUCTURE OF UKRAINIAN CITIES**

The green economy is gradually becoming one of the key factors in rethinking urban development, in particular in terms of organizing the transport infrastructure of Ukrainian cities. Modern urban spaces face accumulated problems: overloading of the road network, high levels of harmful emissions, deterioration of public transport and insufficient integration of various types of urban mobility. In these conditions, the need to transition to more environmentally balanced transportation models becomes not only a matter of modernization, but also a strategic necessity [1, 2].

The concept of a green economy sets a fundamentally different logic for the development of the transport system, in which the priority is not the expansion of the automobile infrastructure, but the reduction of its environmental load and increasing the efficiency of resource use. This is a gradual change in the model of urban mobility, where public transport, electric transport, bicycle and pedestrian routes begin to play a key role. Such a transformation allows not only to reduce the level of air pollution, but also to optimize the spatial organization of the city.

One of the most noticeable areas of influence of the green economy is the electrification of transport. The introduction of electric buses, the development of new generation tram and trolleybus systems, the spread of electric vehicles are changing the structure of urban transport and reducing dependence on fossil fuels. At the same time, the effectiveness of such changes directly depends on the development of