

ERNST LORTIKYAN INTERNATIONAL SCIENTIFIC PROJECT
"GLOBAL CREATIVE IDEAS FORUM 3.0"
SCIENTIFIC CONFERENCE-FORUM "UNITED PERSPECTIVES 24/7"

УДК 327:395:94(100)
DOI: 10.61718/cros2025.06

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**GEOPOLITICS, GEOSTRATEGY AND NATIONAL INTERESTS OF THE STATE IN THE CONDITIONS
OF THE TRANSFORMATION OF THE SYSTEM OF INTERNATIONAL RELATIONS OF THE 21st
CENTURY: INSTITUTIONAL AND POLITICAL AND DIPLOMATIC ASPECTS**

The transformation of the modern system of international relations and changes in the geopolitical and political-diplomatic space have created new challenges for Ukraine. First of all, it is a search for new models of diplomacy and strategies of foreign policy and diplomacy. In the conditions of war, Ukraine is working on effective tools of diplomacy [1, c. 338-348].

The modern model of diplomacy is impossible without a developed system of public administration, strategy of communicative influence of states, which is a phenomenon that is developing rapidly, institutionalized, characterized by a powerful flow of innovation, whose consequences are not always positive.

So acute need for a reliable system of information and analytical support public administration in general, and the system of diplomatic service in particular. Effective management in diplomacy largely determine the adoption and implementation of administrative decisions based on the impact of modern information and communication technologies [2].

Accordingly receipt, analysis, delivery and effective use of information - an essential condition to ensure effective foreign policy of Ukraine and introduction of effective model of diplomacy. The national features of modern diplomacy model are the intensification of the use of new effective diplomacy tools and expanding the range of specific diplomacy.

Together with the fast development of the new media reputation management gets one more dimension-e-reputation. Its contents are transforming to the real impact of the politician's image and diplomat. Now the Ukraine political reality continues to gain the digital space and political leaders fight to head the digital era movement [3, c. 27-30].

Since the beginning of the XXI century, the integration of the vast majority of countries into a single geoeconomic space is accompanied by the latest global trends, permanent systemic risks, and their asymmetric effects. All the factors mentioned above have a multi-vector and contradictory impact on modern global development. As well as they encourage the international community to develop preventive measures and restart the institution of diplomacy in general, and economic diplomacy particularly [4].

Economic Diplomacy in every country has a clearly defined goal. Chief among which is the protection of national export promotion and attracting foreign investment. Modernization of economic diplomacy is a necessary condition for its effective operation in today's globalized world. Developed countries gradually reforming its diplomatic service. Ukraine can use their experience in reforming its economic diplomacy. Without improvement of economic diplomacy, Ukraine can not make effective foreign economic policies [5, c. 851-862].

Economic diplomacy is a tool for ensuring national interests. The international environment is characterized by dynamic character, a steady trend towards quantitative growth and qualitative development. There is a necessity for a more careful and balanced approach to the choice of foreign economic policy, given the complexity of the world's economy structure, the system of international economic relations regulation and management.

Today, economic diplomacy has become one of such tools that is both an instrument for stimulating world trade and investment flows, a factor in protecting national interests and ensuring the economic security of states etc.

World's leading countries have a long history of foreign policy economization, which is based on the postulate of ensuring economic growth and promoting prosperity as its main goal. In the context of globalization the role of the social

function of the Ministry of Foreign Affairs of Ukraine and its diplomatic corps, which is to provide information and legal protection of Ukrainian citizens abroad, is growing. It is necessary to actively create the institution of "non-state diplomacy" [6].

Foreign economic institutions need to provide maximum assistance to exporters of high value-added products. Powerful economic component of our state's foreign policy and the effective economic diplomacy that embodies it are a significant contribution to the power of Ukraine's economy and its national security [4].

The issue of the separation of functions of pro-government institutions remains largely unresolved, primarily with regard to the powers of the administration / office of the President and the Ministry of Foreign Affairs. Ukraine's successful export expansion should be based on more fundamental systemic tools than the adopted Export Strategy.

There is an urgent need not only to preserve but also to improve the overall foreign policy strategy, to strengthen its priorities and basic principles.

In the fields of foreign policy, migration policy and security policy integration, becomes one of the most ambitious and, at the same time, contradictory dimensions of integration processes in the European Union, which has its own historical institutional traditions and strategic directions, in particular in the field of migration policy [4; 6].

At the same time, it has faced significant challenges due to the spread of the COVID-19 pandemic in the world, which has forced European countries to take sometimes extremely unpopular but necessary steps in the field of migration. Despite various challenges related to domestic and foreign policy changes, Ukraine managed to preserve its state traditions in the field of migration policy and its institutions.

The main driving force of the evolution of Ukrainian migration policy in the zero years of the 21st century was a need to bring the legislation of Ukraine in line with the international obligations of the state.

The implementation of this task resulted in the adoption of a number of important legislative acts in the field of migration.

Throughout the period of independence, migration, in particular labor migration started to attract more and more attention from the authorities and society, and became a prominent element of political life.

The spread of the COVID-19 pandemic has forced all countries of the world and Ukraine, in particular, promptly and comprehensively review approaches to the implementation of their migration policies both at the legislative and institutional level, and in terms of its practical implementation [7].

The broad context of the COVID-19 pandemic has created drivers for the development of tools to spread «positive virility» in the image of the Ukrainian state, in particular in its work with Ukrainian citizens and migrant workers abroad.

One of them was the advanced technologies of social networks, which been used by the Ministry of Foreign Affairs of Ukraine to carry out effective communication with Ukrainian citizens abroad.

Despite the quarantine measures, the outflow of Ukrainian labor migrants abroad leads to the leaching of the most valuable human potential outside the country, leading to demographic losses, intellectual losses and the economic crisis. All these problems are relevant today for Ukraine, and their solution exacerbates the need to increase the effectiveness of migration policy of our state.

The issue of personal security has become more important due to new dangers and threats, especially the COVID-19 pandemic, which is becoming global. In general, migration policy of a growing number of countries characterized by a set of various benefits and opportunities that increase the attractiveness of training, work in the area, and stimulate the influx of foreign workers.

The change of the paradigm of security from the state ideological to the national actualized the need to rethink the role of the individual, society and the state in the system of national security and economic security. It is no coincidence that the Constitution of Ukraine declares as the main postulate that "a person, his life and health, honor and dignity, inviolability and security are recognized in Ukraine as the highest social value...".

Ukraine is interested in the significant practical experience of other countries in creating effective security systems for personal protection. Independent think tanks play a significant role in the preparatory stage.

In particular, RAND is a reputable corporation in the United States, the Hague Center for Strategic Studies in the Netherlands, and the DEMOS think tank in the United Kingdom. At the invitation of the relevant government agencies, the think tanks initially analyze the situation in the security sector and provide preliminary recommendations [7].

The multifunctionality of social networks and platforms for structuring the communication space allowed the Ministry of Foreign Affairs of Ukraine to provide information to Ukrainians abroad about the current situation in

connection with COVID-19 and the possibility to obtain an emergency assistance. The network programs of social assistance to Ukrainian citizens abroad and their families introduced by the Ministry have shown their efficiency, adaptability and dynamism [8, p. 4-8; c. 9, 99-106; 10, c. 73-88].

A significant number of threats to national interests, especially in the context of the spread of the COVID-19 pandemic and the deepening of economic globalization, necessitates the development of a methodology by which national security actors can quickly identify events, phenomena and other factors as threats to implementation. these interests, to monitor (in particular to carry out quantitative and qualitative assessment of threats) and adequately respond to them [10, c. 73-88; 11].

International cooperation is an integral part of migration policy, which today in a globalized world seeks answers to the consensus perception and adaptation of paradigms of Ukrainian and European diplomatic and diaspora practices, as well as – institutional development of scientific diplomacy on public aspects of migration and diaspora policy 21st century [11; 12, c. 38-43; 13].

Ukraine, like most countries in the world, uses different models of organizing official economic diplomacy and practical approaches to the implementation of migration policy in the conditions of COVID-19 and features of martial law [8, p. 4-8; 14; 15; 16].

Conclusion. A specific feature of the modern international system (1991–2025) if it is interpreted as a progressive state «diffusion» unipolarity, and/or as the initial phase of the transition to a multipolar (polycentric) model, there are changes that relate to the interests and motivations of political complications in the relations between the major powers and significant increase in the number of states that are increasingly engaged in dialogue on key global issues and identify potential collaborative solutions.

The emergence of new great powers between former colonies and former Third World causes of traditional geopolitical division of the world into «System Center» and the periphery, as countries such as China, India and Brazil are the most important regional centers.

Redistribution loss of economic potential and power and power factor promotes the role of medium-sized countries that join the ad hoc regional combinations of interests and forms of interaction and, depending on their individual intentions and capabilities are more involved in regional coalitions. Strategies of communicative influence in interstate and inter -institutional relations in the face of today are of particular relevance.

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