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INCLUSIVE ENTREPRENEURSHIP AS A SOCIAL MODEL OF ECONOMIC RECOVERY AND SUSTAINABLE GROWTH OF THE UKRAINIAN ECONOMY

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The development of inclusive entrepreneurship in terms of developing high-quality and working rules for doing business is of paramount importance in wartime conditions for the employment of war veterans, women, people with disabilities, the underprivileged, and the elderly. The article substantiates the importance of meta-skills and competencies for inclusive entrepreneurship and social innovation, which are necessary prerequisites for rebuilding Ukraine's post-war economy and restoring its innovation potential. The authors proposed not only to implement social innovations in practice, but also to change business processes, in particular their accessibility for socially vulnerable citizens and people with disabilities, to form an inclusive e-infrastructure, and to develop corporate digital inclusion. The development of the ecosystem of inclusive entrepreneurship in the post-war economy will take place in a single "multi-maneuver field" in an inclusive enterprise in information, intellectual and material production, adhering to the ethics of AI and digital hygiene. The study indicates that the functioning of inclusive entrepreneurship is influenced by institutional and structural changes, societal demands, and the process of the so-called "biodigital social renewal" that occurs as a result of the use of breakthrough and technological innovations. The main idea of activating inclusive entrepreneurship in post-war Ukraine in the conditions of a virtual reality business environment is to focus the functioning of this entrepreneurship on rebuilding the national economy based on the development of such economies as "net zero", "green", "blue", gig economy, sharing economy, circular economy, renewable energy economy, experience economy, and welfare economy. The result of the high-quality functioning of an inclusive ecosystem may be the absence of deviant behavior in business and destructive effects on the economy.

Keywords: inclusivity, socialization, inclusive development, post-war economic recovery, barrier-free, digital sustainable development, inclusive business.

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STATEMENT OF THE PROBLEM IN A GENERAL APPEARANCE AND ITS CONNECTION WITH IMPORTANT SCIENTIFIC OR PRACTICAL TASKS

In the conditions of martial law, the issue of ensuring national security for the development of inclusive entrepreneurship remains important in order to restore the innovative potential and digitized sustainable growth of the Ukrainian economy. There is a pressing need to develop smart solutions aimed at ensuring security-oriented strategic inclusive development of the country in the conditions of digital transformation, greening, and global challenges that have intensified due to a full-scale war. Currently, the government is already implementing the Sustainable Development Strategy of Ukraine until 2030, the National Economic Strategy for 2030, the Strategy for the Digital Development of Innovations of Ukraine until 2030 [1], the National Strategy for Creating a Barrier-Free Space in Ukraine until 2030 [2], the National Strategy for the Development of Inclusive Education until 2029 [3], the National Waste Management Strategy in Ukraine until 2030, the Strategy for the Development of the Electronic Communications Sector of Ukraine until 2030, and the National Revenue Strategy until 2030.

Our research is designed to make an attempt to substantiate the tools for the development of inclusive entrepreneurship in the post-war economy in the context of social innovations, environmental initiatives and digital technologies in the management of Industry 5.0 sectors, the digitization of socio-economic relations to restore innovation potential, systemic and comprehensive modernization of business processes in order to strengthen positions in the digital competitiveness index of Ukraine, as well as to substantiate the directions of further development of inclusive entrepreneurship for sustainable growth of the Ukrainian economy.

ANALYSIS OF LATEST RESEARCH OR PUBLICATIONS

Among Ukrainian researchers, it's worth noting the study of business transformation for a sustainable future through the prism of digitalization and innovation, which was conducted by a group of scientists under the leadership of Professor O. Sorokivska [4]. Researchers A. Hrinka, P. Hrinka, N. Ushakova, T. Androsova, O. Kulinich, I. Pominov were once engaged in studying the issue of business management methodology in the context of digitalization [5]. We consider the results of the study by Professors I. Tsymbalyuk, D. Oliynyk, S. Koshkarov, who analyzed the current challenges and opportunities for Ukraine as a result of European integration [6], to be valuable.

The issues of inclusive entrepreneurship development to reduce unemployment, employment among refugees and displaced persons, employment of people with physical or cognitive disabilities, and the elderly were reflected in the publications of R. Bakker, J. McMullen [7], M. Sarhan, K. Aziz [8], F. Greco, M. Tregua, F. Carignani, F. Bifulco [9]. An analysis of the work of scientists proves that inclusive entrepreneurship is the activity of enterprises of various forms of ownership that create opportunities for the realization of the potential of all members of society, regardless of their physical, intellectual, cultural, linguistic, national and other characteristics, including socially vulnerable segments of the population. Social, digital, financial, and economic inclusion are the "pillars" of accessibility, which increases the degree of participation of all citizens in society [10].

We also studied the step-by-step digital transformation of entrepreneurship based on the implementation of breakthrough and environmental innovations, made an attempt to reveal the role of AI as one of the drivers of innovative changes on the way to the formation of the Smart Industry. In a number of publications, we presented the author's vision of global trends in economic growth and indicated the Ukrainian realities of economic backwardness based on monitoring digital competitiveness in the context of sustainable development goals [11; 12; 13]. The completed scientific work, which reveals practical measures, promising opportunities for the development of digital entrepreneurship in Ukraine and indicates the hidden reserves of the country's post-war economic recovery, is the monograph "Entrepreneurship. Industry. Economy: Imperatives of Institutional Changes and Phenomenology of Digital Transformation" [14].

Despite the large number of scientific works, thorough research is still urgently needed to substantiate an organizational and economic model of inclusive entrepreneurship development, which would allow, under a number of unfavorable conditions for conducting a regular business due to its innovativeness and barrier-free nature, to ensure digitized economic growth and solve a complex of innovative (including smart technology), economic, environmental and social problems that hinder sustainable development and reduce the digital competitiveness of the Ukrainian economy.

FORMULATION OF THE PURPOSES OF THE ARTICLE

The purpose of the article is to study the content of the economic category "inclusive entrepreneurship", determine its characteristic features, present the actualization of the formation of inclusive entrepreneurship in Ukraine; indicate the chain of interaction of key components of the process of development of inclusive entrepreneurship; reveal the practical content of inclusive entrepreneurship as a social model of post-war economic recovery of the country; reveal the four components of the formation of a national ecosystem of inclusive entrepreneurship for the formation of Society 5.0 on the basis of sustainable economic growth.

PRESENTING MAIN MATERIAL

Paying tribute to world-renowned scientists whose research laid the foundation for the formation of the theory of inclusive entrepreneurship, it's appropriate to note that currently there's no theoretically formulated and practically tested approach to the security-oriented development of a sustainable inclusive Society 5.0 and Industry 5.0 based on the principles of an inclusive labor market, social business and innovation, and inclusive entrepreneurship.

In the publications of world-class scientists, the inclusive aspect of ensuring national security of economic relations through the formation of an ecosystem of inclusive entrepreneurship in the context of innovation, socialization, and digitalization is fragmentary. World-class developments are more focused on the technical, digital, and sometimes informational aspects of ensuring inclusiveness in entrepreneurship, rather than on its socio-economic, financial, and organizational-economic components. Currently, world science has not developed a universal concept and organizational-economic models of the formation of inclusive entrepreneurship that could be successfully applied in the course of business

socialization and the formation of an inclusive labor market.

Intensification of transnational actions to improve meta-skills and competencies for inclusive entrepreneurship and social innovations are necessary prerequisites for rebuilding the post-war economy of Ukraine and restoring its innovative potential. In today's conditions, developing only digital experience in working with clients or digitizing the operating model of inclusive entrepreneurship is no longer enough. A systemic and comprehensive transformation of business relations based on innovation, accessibility, socialization, and environmental friendliness is necessary. This requires improving the traditional concept of competition, which has dominated business research for the past ten years. Established theories don't always work in practice, because inclusive entrepreneurship has become socially inclusive, production and industry have become smart, and commerce has become digitized and virtual-real. One must be ready to destroy the established business model for an inclusive one, change the market to a barrier-free one, and rethink product lines and service models.

In our opinion, the main idea of activating inclusive entrepreneurship in post-war Ukraine in the conditions of virtual reality of the business environment is the focus of the functioning of this entrepreneurship to rebuild the national economy based on the development of its progressive types ("net zero" economy, "green" economy, "blue" economy, biogrowth economy, exabyte economy, gig economy, sharing economy, circular economy, renewable energy economy, impression economy, welfare economy). It's worth noting that even under a number of adverse socio-economic conditions, these economies can become important drivers of the restoration of the innovative potential of the national economy and its sustainable growth on the basis of a functioning inclusive ecosystem of the Metaverse. The above-listed types of economies are able to provide the population with a new quality of services, are able to provide services/products of a higher level of environmental complexity.

Business cohesion and accelerated restoration of trust in the authorities are possible through the implementation of initiatives of the President of Ukraine, such as the work of the platform "Dialogue between Government and Business", the Council for Support of Entrepreneurship under Martial Law, and the initiatives of the First Lady of Ukraine in the field of inclusivity and accessibility (All-Ukrainian Mental Health Program "How Are You?" [15]; Flagship Project "Movement Without Barriers", implemented with the support of the Ministry of Community and Territorial Development [16]; "Business Without Barriers" on DiYa.Business). It's becoming obvious that this can lead to the acquisition of meta-skills by the population and give impetus to the emergence of new breakthrough and social innovations, digital technologies, and the launch of types of inclusive entrepreneurship in Ukraine, which allow the formation of Society 5.0 and the Industry 5.0 ecosystem. The use of AI in the inclusive ecosystem of Metaverse will contribute to the formation of the concept of an inclusive entrepreneurial ecosystem based on the harmonization of human-metaenvironment relationships.

Inclusive entrepreneurship as a social model of economic recovery and sustainable growth of Ukraine requires a new quality of development of institutional environment in the conditions of social inclusion and the functioning of AI, taking into account the role of AI in the ethical management of women's, veterans', silver, cross-cultural, youth and family entrepreneurship. Thus, the growth of socio-economic efficiency of innovative solutions for social engineering in the conditions of post-war institutional and structural shifts is of great importance. We are convinced that in practice we should talk about the transformation of social chaos and destructive types of entrepreneurship into an order of new social quality, economic efficiency and productive types of entrepreneurship.

It makes sense in practice not only to implement innovations, but also to change business processes, in particular their accessibility for socially vulnerable citizens, people with disabilities, to form an inclusive e-infrastructure, to develop corporate digital inclusion aimed at encouraging employee participation in generating new ideas for the development of social entrepreneurship and increasing the level of efficiency of customer service in the new digital reality. At the government level, it's worth raising the issue of forming an inclusive ecosystem of Society 5.0 and Industry 5.0 in accordance with the VII technical and technological order. The result of the high-quality functioning of an inclusive ecosystem may be the absence of deviant behavior in business and destructive impacts on the economy, which can radically increase the efficiency of management processes at the enterprise, endowing it with features of barrier-freeness and inclusiveness.

As world experience shows, over time this will manifest itself in clear tangible economic and organizational benefits for the state from the functioning of inclusive enterprises, because they will employ socially vulnerable groups of people and people with disabilities. This will manifest itself in scaling social business; expanding the inclusive labor market; increasing profits; socializing taxation; getting out of the routine without the need to check every action of employees; reducing social chaos.

The professional meta-skills of an inclusive entrepreneurship specialist during practical work in businesses will be meta-literacy, social mobility and digital commercial competence. The characteristic features of the future digital generation and changes in business models in terms of their socialization and inclusion will be the creative and innovative potential of the individual, social identification, digital self-development, algorithmic thinking, algorithmic culture and the presence of an innovative and technological model of the institute of inclusive education, which will determine the post-war decompression of entrepreneurial activity in the post-war economy on the basis of accessibility and barrier-freeness.

The formation of an ecosystem of inclusive entrepreneurship in the post-war economy will take place in a single "multi-maneuver field" at an inclusive enterprise in information, intellectual and material production, forming a holistic innovative production chain, using the substance of digitalization, ideas and knowledge acquired in the process of cognition, adhering to the ethics of AI and digital hygiene. The formation of a national ecosystem of inclusive entrepreneurship for the formation of Society 5.0 on the basis of sustainable economic growth should be based on the integration of four components (Fig. 1).

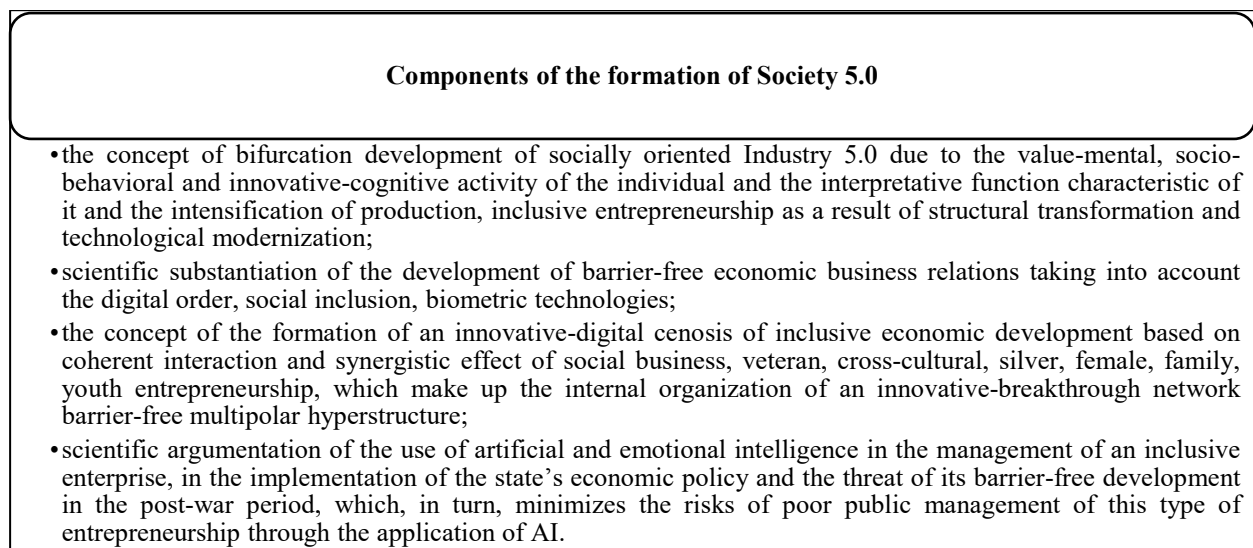


Fig. 1. Components of the formation of Society 5.0 on the basis of sustainable economic growth
(developed by the authors)

The patterns of development of inclusive entrepreneurship under martial law are significantly influenced by institutional and structural changes, societal demands, and the process of the so-called "biodigital social renewal," which occurs as a result of the use of technological innovations and the functioning of the Industry 5.0 digital ecosystem based on the virtualization of socio-economic business relations and their interconnection.

The inclusive entrepreneurship ecosystem is characterized by a digital and social rethinking of the principles of entrepreneurship, in which businesses use new disruptive and social innovations to digitally change their basic processes and functions, interactions with customers and employees, and ultimately their business models, making them accessible to consumers and workers with disabilities. It's logical to see the emergence of innovative systems, products, new approaches to processes, the ability to obtain data from sensors and sensors that are now everywhere, and such innovative technologies as virtual and augmented reality, AI and emotional intelligence can allow to achieve new levels of efficiency of conducting inclusive entrepreneurship even considering the inclusive workers working in its system. In addition, hyperpersonalization, mental-intelligent artificial hybrid, algorithmic thinking, value and cultural transformation are changing the experience of interaction of inclusive businesses with their customers and even their own employees.

"Smart" products, services and entire production lines based on Industry 5.0 ecosystems open up previously inaccessible social business models and sources of profit through the high-quality functioning of inclusive entrepreneurship. It's expected that this will allow restoring the innovative potential and sustainable growth of the post-war economy of Ukraine. The development of the concept of using AI in the system of control of economic activity and its practical implementation may allow, at the first stages, to increase the level of barrier-free management, socialize a number of spheres and types of economic

activity, and bring industries and inclusive enterprises to a completely new level of inclusive development. At the same time, it's expected that this may allow not only to save money (reducing unemployment in the group of socially vulnerable, unprotected Ukrainians, their self-employment in business), but also to receive them in the form of correctly calculated taxes and collected fees, customs payments and as a result of their proper, in accordance with the law, use. This's due to the fact that control by state institutions, thanks to the capabilities provided by AI, can be carried out transparently, quickly, more organized, and more efficiently.

We are convinced that the development of innovative tools with the participation of authorities, businesses, public organizations, and research institutions can become an important element in improving strategic planning for the restoration of innovative potential on the basis of inclusive entrepreneurship, taking into account value and cultural transformation, and will allow us to improve approaches to the new quality of the innovation and digital policy of the Government of Ukraine in terms of barrier-free entrepreneurship and biodigital social renewal in the long term.

CONCLUSIONS FROM THIS RESEARCH AND PROSPECTS FOR FURTHER EXPLORATION IN THIS DIRECTION

The development of an ecosystem of inclusive entrepreneurship based on innovation and sustainable development goals, the formation of a high-quality inclusive labor market with new professions and freelancing, which underlies digitalization, are of great importance in the conditions of martial law. Inclusivity and barrier-free economic business relations, "smart" industry in the conditions of digital reality are important components for economic recovery and development of entrepreneurship, given the large number of war veterans, a significant number of unemployed pensioners and women. The development of inclusive entrepreneurship will make it possible to avoid losses of economic potential and lay the foundation for qualitative regulation of imbalances in comprehensive innovative development based on social and breakthrough innovations, in particular AI. Inclusive entrepreneurship makes it possible to accelerate the overcoming of social inequality, reduce unemployment and improve the economic situation of Ukrainians with inclusion, giving them the opportunity to be employed and have an income for a decent life.

The implementation of the smart solutions proposed within the project should become one of the steps in implementing the digital strategy for the inclusive development of the national economy of an innovative type in terms of the introduction of smart assets and services of the latest generation and inclusive entrepreneurship, which determine the new quality of life of people in post-war Ukraine. Further scientific research should be directed towards developing the concept of Industry 5.0 or the Smart Economy of Artificial and Emotional Intelligence of the Ukrainian type; substantiating the scientific and practical principles of developing research potential for sustainable growth and sustainable and inclusive societies, taking into account the socio-economic and environmental effects of the introduction of new technologies.

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ІНКЛЮЗИВНЕ ПІДПРИЄМНИЦТВА ЯК СОЦІАЛЬНА МОДЕЛЬ ЕКОНОМІЧНОГО ВІДНОВЛЕННЯ ТА СТАЛОГО ЗРОСТАННЯ ЕКОНОМІКИ УКРАЇНИ

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Розвиток інклюзивного підприємництва в частині формування якісних, прозорих і дієвих правил ведення бізнесу набуває надзвичайно важливого значення в умовах воєнного часу та повоєнного відновлення України. Саме інклюзивне підприємництво здатне стати ефективним інструментом забезпечення зайнятості та соціально-економічної інтеграції ветеранів війни, жінок, осіб з інвалідністю, людей похилого віку та інших соціально вразливих груп населення. В умовах руйнування традиційних ринків праці та виробничих зв'язків інклюзивні бізнес-моделі формують нові можливості для самореалізації, підвищення добробуту та зниження соціальної напруги.

У статті обґрунтовано ключову роль метанавичок і міждисциплінарних компетентностей для розвитку інклюзивного підприємництва та соціальних інновацій, які розглядаються як необхідні передумови відбудови повоєнної економіки України та відновлення її інноваційного потенціалу. Наголошено, що впровадження соціальних інновацій має супроводжуватися глибинною трансформацією бізнес-процесів, зокрема підвищенням їх доступності для соціально незахищених громадян і осіб з інвалідністю, формуванням інклюзивної цифрової інфраструктури, розвитком корпоративної цифрової інклюзії та безбар'єрного підприємницького середовища.

Показано, що розвиток екосистеми інклюзивного підприємництва у повоєнній економіці відбуватиметься в єдиному «мультиманевреному полі», яке поєднує інформаційне, інтелектуальне та матеріальне виробництво з дотриманням принципів етики штучного інтелекту та цифрової гігієни. У дослідженні зазначено, що на функціонування інклюзивного підприємництва істотно впливають інституційно-структурні трансформації, суспільні запити та процеси так званого біоцифрового соціального оновлення, що формуються внаслідок використання проривних технологій і цифрових інновацій.

Головна ідея активізації інклюзивного підприємництва в повоєнній Україні в умовах віртуалізації бізнес-середовища полягає в його орієнтації на відбудову національної економіки на засадах розвитку «чистої нульової», «зеленої», «синьої» економік, гіг-економіки, шерінгової та циркулярної економіки, економіки відновлюваної енергії, економіки вражень і економіки добробуту.

Ключові слова: інклюзивність, соціалізація, інклюзивний розвиток, повоєнне відновлення економіки, безбар'єрність, цифровий сталий розвиток, інклюзивний бізнес.