

DIASPORA FACTOR IN THE CONTEXT OF MARKETING OF UKRAINE IN THE INTERNATIONAL ARENA

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Abstract. Marketing in today's world is becoming an increasingly international phenomenon, where countries actively compete for the attention of global consumers and investors. In this context, the role of the diaspora acquires great importance, especially for countries that seek to actively represent themselves on the global stage. Ukraine, which has a rich and diverse diaspora potential, is no exception.

In light of Russia's military aggression, starting in 2022, information about Ukraine increasingly finds its place in the headlines of foreign media and is discussed at the international level. The opinions of experts from various fields regarding the situation in our country are becoming key indicators of the perception of Ukrainians as a nation. An interesting feature is that each country has its own unique areas of interest in relation to Ukraine. Depending on these interests, a high level of attention to our country is formed. However, it is important to consider that this attention is often based on various stereotypes that Ukraine needs to overcome, both known and new.

Forming a positive impression of the country becomes an important task that requires the synergy of efforts of all branches of government, public organizations, enterprises, mass media, and the Ukrainian diaspora. This process is a complex mosaic of joint and purposeful steps that contribute to the creation of an effective state and a positive image at the international level. It is the diaspora and temporary labor migrants who not only financially support their families, but also have a great interest in the development of Ukraine. They are active participants in supporting the Ukrainian military, provide their expertise for carrying out reforms,

cooperate with scientists and artists in joint projects and act as cultural diplomats, as marketers of the state of Ukraine.

The Ukrainian diaspora does a great job on the political front, where it promotes our issues, being an effective lobbyist. On the information level, she carefully and truthfully tells the citizens of her countries of residence about the events in Ukraine. In the field of economy, the diaspora organizes forums, attracts foreign investments to stimulate the country's development.

This is not just a marketing strategy - it is actually an exquisite front of cultural projects. It is clear that at the current stage, all this is impossible without a lot of work on countering disinformation and countering fake news. In this context, the strengthening of the work of the diaspora is indicated, where media activities are intensified, which include prominent Ukrainian public organizations, such as the World Congress of Ukrainians, the World Federation of Ukrainian Women's Organizations, the Canadian Congress of Ukrainians, the Association of Ukrainians of Australia and others [1].

It is important to note that most countries understand the power of their diasporas and establish strong ties, recognizing their great marketing potential for their own development. Global experience proves that modern states strategically use their foreign communities as a real catalyst for nation building and state development, using their influence as an effective tool in countries where compatriots live.

For many countries of the world, cooperation with their compatriots abroad has become not only a matter of national dignity, but also an effective means of implementing foreign policy. Diasporas act as an important

marketing tool for influencing the position of other states, provided that their activities are supported by the state from which they come.

Young and energetic representatives of the modern migration wave can benefit from improving the ways of providing information about Ukraine to the world and establishing connections with foreign partners in various fields. These individuals, who during several years of stay abroad have achieved impressive success in the fields of business, science, culture, etc., can play an important role in the support and marketing of Ukraine. One of the initiatives that is actively engaged in this task is the "Global Ukrainians" network, founded by Professor Violetta Moskalou [2].

"Global Ukrainians" is a network that unites Ukrainians from all over the world, aimed at creating a favorable environment for the exchange of ideas, development of business, science, culture, and establishment of partnership between Ukrainian citizens living abroad. The network was created with the aim of attracting and uniting talented and active representatives of the Ukrainian diaspora for joint work on projects and initiatives for the benefit of Ukraine.

Undoubtedly, the key feature of the Ukrainian approach to determining the self-awareness of individuals is their self-identification. It is clear that the descendants of emigrants, sometimes the emigrants themselves, do not always recognize themselves as Ukrainians. This may be due to the lack of a formed national identity before emigration, assimilation processes and the specifics of the political context in the country of their residence.

However, there are people who not only identify themselves with Ukraine, but also popularize cultural and artistic assets in every possible way, presenting our state as a modern European country.

The geopolitical prospects of the Ukrainian diaspora and its further role in the Ukrainian context are inextricably linked not only with the quantitative and qualitative aspects of the diaspora itself, but also with the vector of transformational processes that encompass the entire Ukrainian community. Encouraging

signals are the inclusion of meetings with Ukrainian communities in the work schedule of our high-ranking officials during foreign visits, the signing of a number of memoranda and the initiation of joint projects.

If for a long time Ukraine perceived the Western diaspora as a donor, taking into account the long-term traditions of charity, then in the modern period demographic changes are taking place, which create the need for financial support for institutions created by Ukrainians abroad, mainly in the field of culture and science. State support can determine their transformation into peculiar representations of Ukraine abroad.

The Ukrainian diaspora around the world is not only numerous, but also an active group that carries the wealth of Ukrainian culture and traditions. She acts as an ambassador of Ukrainian heritage and contributes to the formation of a positive image of the country. Marketing strategies can effectively use this reserve, drawing attention to traditions, cooking, art and other aspects of Ukrainian culture through cooperation with the diaspora.

Modern information technologies can be used to activate the diaspora in marketing initiatives. Creating digital platforms aimed at engaging with the diaspora can facilitate the exchange of ideas, support projects and create an enabling environment for marketing innovation.

Thus, the assessment of the state and activity of the Ukrainian diaspora shows that Ukrainians abroad can advocate for the interests of the country of origin not only in the political, economic and cultural spheres, but also contribute to the formation of marketing policy in favor of the homeland, initiate the conclusion of profitable international agreements and provide support. Therefore, in order to maximize the positive influence that the Ukrainian diaspora has on the image of Ukraine, the tasks of state bodies to improve the marketing mechanism of an objective and attractive representation of Ukraine in the world should come to the fore. It is also necessary to implement a systematic, coordinated and operational approach to the preparation and dissemination outside Ukraine

of multimedia information resources about our country. Maximizing the effectiveness of measures is possible thanks to the involvement of the diaspora and its informational, intellectual, cultural and financial potential. At the same time, the political and social influence that representatives of the Ukrainian nation have acquired in some states is becoming an independent factor in the formation of a positive image of Ukraine.

So, the role of the diaspora in the context of Ukraine's marketing on the international arena

turns out to be multifaceted and significant. Using the potential of the diaspora to raise awareness of Ukraine, develop the economy and diplomatic relations can become a strategic direction for the further development of the country in the global dimension. Marketing strategies aimed at cooperation with the diaspora should take into account the uniqueness of its contribution and recognize the role of the diaspora as a key factor in the formation of a positive image of Ukraine in the world.

Keywords: marketing; development; technology.

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