

## **Veterans at the forefront of innovation: a driver for economic growth through transforming corporate culture management**

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The corporate landscape is evolving, emphasizing innovation as a cornerstone for growth and sustainability. Corporate culture plays a pivotal role in fostering innovation within organizations. Recently, there has been a notable shift in recognizing the valuable skills and experiences of military veterans and integrating them into the corporate world.

The evolution of contemporary business dynamics is marked by an increasing awareness of the immense value that diverse perspectives and experiences bring to the corporate world. One of the most potent sources of untapped potential lies in the skill sets, mental fortitude, and adaptability of military veterans transitioning from the battlefield to the boardroom. This shift, often underappreciated, represents a transformative force in corporate culture management and innovation within the realm of forward-thinking companies.

Veterans, upon transitioning into civilian roles, bring with them a wealth of skills, knowledge, and experiences garnered from their time in the armed forces. The military instills in them a unique set of attributes, including adaptability, resilience, leadership, and effective decision-making, all of which constitute essential components of a progressive corporate culture. Effectively integrating veterans into the workforce during and after times of war requires a multifaceted approach. Tailored onboarding and training programs provide insights into the company's culture, values, and workflows, aiding veterans' navigation of the corporate landscape. Mentorship and peer support initiatives, led by experienced veterans, address potential isolation and integration struggles, fostering a sense of belonging.

Specialized attention to mental health and trauma challenges is essential, with services and a stigma-free environment promoting open dialogue. Recognizing and appreciating veterans' contributions through employee recognition programs creates a positive work environment. Flexible work arrangements, a diverse and inclusive workplace culture, and effective communication channels cater to veterans' unique needs. Skills development programs, conflict resolution strategies, regular feedback mechanisms, and continuous education initiatives ensure veterans remain relevant, empowered, and supported in their roles. In overall, a holistic and strategic approach tailored to veterans' needs is crucial for creating a supportive and inclusive work environment, allowing veterans to thrive and contribute meaningfully to organizational success.

Integrating veterans into companies during and after times of war yields numerous positive impacts on the economic growth of a country. Leveraging the specialized

skills acquired during military service, veterans contribute significantly to productivity and innovation across diverse industries. This not only reduces unemployment rates but also fosters economic stability during post-war periods, addressing the surge in veterans seeking civilian employment.

The inclusion of veterans in the workforce promotes diversity and inclusion within companies. Their diverse backgrounds and experiences stimulate creativity, problem-solving, and overall organizational effectiveness. Furthermore, military training emphasizes adaptability and innovation, instilling a culture of dynamism within companies, enhancing their competitiveness, and contributing to long-term growth.

Many veterans possess an entrepreneurial spirit developed during their military service. Supporting veteran-owned businesses and encouraging entrepreneurship among veterans can lead to the creation of new businesses and job opportunities, fostering economic growth. Additionally, successful integration of veterans into the workforce reduces the demand for government assistance programs, potentially resulting in government savings and the reallocation of resources to other critical areas.

Companies with a diverse workforce that includes veterans are often more competitive globally. The unique skills and experiences of veterans contribute to the development of innovative products and services, attracting international customers and enhancing global competitiveness. Moreover, companies that actively hire veterans demonstrate corporate social responsibility (CSR), contributing to a positive brand image that can attract more customers and investors.

As veterans become employed, they contribute to local economies by spending on goods and services, paying taxes, and participating in community activities. This positive impact on local communities can create a ripple effect, benefiting local businesses and services. Additionally, veterans bring a wealth of experience and institutional knowledge, contributing to more effective and efficient business operations, ultimately benefiting the overall economy.

Hiring veterans not only benefits individual companies but also plays a vital role in the broader economic landscape by fostering innovation, reducing unemployment, and contributing to the overall growth and stability of the country, both during and after times of conflict.

In the wake of the Russian-Ukrainian war, Ukraine is poised to witness a seismic demographic shift, with a projected 10% of its population becoming connected to veteran services. This surge is underlined by a fourfold increase in individuals obtaining veteran status post-war, reaching a staggering 5 million, alongside an additional 4 million family members affected. Amid this evolving landscape, the integration of veterans into the workforce emerges as a pivotal strategy with far-reaching implications for both individual livelihoods and the broader economic canvas of the nation.

The significance of hiring veterans extends beyond the immediate benefits to these individuals; it resonates as a strategic imperative for fostering economic growth and stability. The anticipated influx of veterans into the employment sector presents

a unique opportunity for companies to tap into a pool of talent enriched by qualities such as adaptability, resilience, leadership, and a strong work ethic. As these veterans transition from the battlefield to the boardroom, their diverse skill sets and experiences promise to infuse a breath of innovation and efficiency into corporate culture.

Beyond the corporate realm, the economic implications are profound. Integrating veterans into the workforce can serve as a driver for economic revitalization by creating employment opportunities, reducing unemployment rates, and fostering a skilled and dedicated workforce. Moreover, the commitment to hiring veterans reflects a societal acknowledgment of their sacrifices, contributing to a sense of national unity and shared responsibility.

In essence, the impending surge in the veteran population post-war presents a unique phase for companies and the country at large. By recognizing the value of veterans in the corporate landscape, Ukraine stands to not only honor the service and sacrifice of these individuals but also to harness their potential as a driving force for economic renewal and sustainable growth.

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