

Global Cooperation, Education, and Modern Technologies Conference

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Anthology of the Strategy for Development of Ukraine and Improvement of the Country's International Image: Experience of Creation of an Integrated Strategy for Ukraine's Development and Integration into the World Community

Conference Final Report

Successful integration of Ukraine into the European Union and the world market depends on effective exchange of experience and information between Ukraine and the world. Doctor of International Relations of the Ukrainian-American Concordia University Sergii Vakarin is developing a general strategy for the development of Ukraine on the path to a knowledge society in cooperation with Summit Book Publishing House.

Summit Book (aka Samit Book) is a leading publishing house in Ukraine that introduces the best foreign editions to Ukrainians and familiarizes the international community with the research of Ukrainian authors on economic, socio-political, managerial, cultural and educational issues. The goal of Summit Book is to make Ukraine a popular hub for investors, help develop Ukrainian business, introduce readers to the world's leading authors and best global practices, and improve the image of Ukraine. All these tasks become possible if a knowledge society is created in Ukraine.

Ivan Stepurin, Director of the Summit Book, together with Deputy Director for Development Sergii Vakarin, pursue a systemic policy of disseminating foreign and domestic literature on business, economics, and public administration in partnership with the Government of Ukraine, Ukrainian embassies abroad and foreign embassies in Ukraine.

Sergii Vakarin is the leading author of the English- and Ukrainian-language editions of Summit Book, in which he explores the concepts of public administration and peacebuilding, economics and innovation, security and defense, education and technology as elements of a general strategy. His book *Ukraine: New Generation Wins*¹, published in Ukrainian and English 10 years ago, analyzes various areas of the economy, science and high technologies, education, and culture, in which Ukraine could consolidate a competitive advantage. It was presented at university conferences and other events².

In 2023, Vakarin presented his national strategy outline *2030: Lessons for Ukraine*³ at the UACU. The book formulates an integrated concept of investment and innovative development of Ukraine. Vakarin also presented it at the International Conference for Reconstruction of Ukraine (in commemoration of the 75th anniversary of the Marshall Plan) and subsequent events to statesmen, ambassadors, business and the scientific community⁴. This concept is complemented by Vakarin's books on high technology and education (see below). The author also supplemented his integral concept of knowledge society development with the foundations of a modern defense and security strategy⁵ and a strategy for peace negotiations⁶.

Thus, within the framework of cooperation with the UACU and the Summit Book Publishing House, Vakarin conducted a comprehensive research on economics, business, public administration, conflict resolution and negotiation, security and defense, innovation, high technologies, and education.

The described integrated approach correlates with the strategy of the Summit Book in the field of dissemination of knowledge on various topics of economics, social development, diplomacy, management and education. The publishing house strives to disseminate a full range of publications, which, in combination with Vakarin's works, provide a comprehensive overview of contemporary topics important for state-builders, managers, businessmen, diplomats, experts in the defense and security sector, educators and the public sector.

In 2024 Vakarin conducted an international conference⁷ with participation of the leading experts in the aforementioned and related topics. Their recommendations have been integrated into his concept and complemented the range of key development topics reflected in Vakarin's new books.

An equally important series of publications is aimed at supporting the international image of Ukraine. Summit Book in cooperation with the ministries of the Government of Ukraine works to strengthen the positive international influence and image of Ukraine. In particular, Summit Book published the three-volume *Legacy Ukraine Encyclopedia*⁸ about prominent people with Ukrainian roots. The government supports these efforts (in particular, *Legacy Ukraine* and other books mentioned above are distributed worldwide thanks to the Ukrainian Bookshelf Program, which is supported, among others, by the First Lady of Ukraine and Ukrainian embassies abroad). The books are distributed to libraries around the world and presented at international book fairs in Europe and Ukraine.

Integral concept of social development: macro level

In the *2030: Lessons for Ukraine* Vakarin notes that Ukraine must create an integrated concept of social development, including the economy, science, education and innovation (with special emphasis on the military-industrial complex, taking into account the current situation).

The author describes a comprehensive strategy for Ukraine until 2030 that includes both short- and long-term priorities. In the shorter term, Ukraine's defense sector needs reorganization and modernization in a number of areas from mobilization to production of drones, along with urgent reforms in other sectors aimed at economic revival, effective state budget planning, and modernization of education. In the longer term, extensive reforms are required to make Ukraine a sustainable, prosperous, and well-defended nation. Economic growth based on Ukraine's traditionally strong sectors (IT and agriculture), revived defense industry, innovations, structural reforms, upgraded infrastructure, and energy independence should help attract investment, which is a prerequisite for the creation of new jobs. Revival of Ukraine's labor market, along with effective anti-corruption and demographic policies and education reform, are required to retain people in Ukraine and provide an incentive for refugees to come back. As for Ukraine's Euro-Atlantic integration, there is a need for substantial discussion, work of diplomats, military agencies, experts, civil society, etc., as well as much closer coordination between the Defense and Security Sector and other parts of the government of Ukraine. Ukraine has strategic international importance for global stability, food and energy security. Ukraine needs assistance with bringing aggressors to responsibility. Support of Ukraine by our allies is in the interest of both sides in order to strengthen our collective defense and deterrence.

The strategy should account for the views of the leading think tanks. In particular, the Club of Rome was created with the aim of formulating an alternative to the concepts of the "pure market" in international relations. The book of the Club of Rome President Ernst von Weizsäcker *Come On! Capitalism, Short-sightedness, Population and the Destruction of the Planet*⁹ (Ukrainian translation published by Summit Book) describes ways to resist the degradation of our planet based on the analysis of economic, political, environmental and psychological processes. The authors call for putting an end to the continuous economic growth that is exhausting the planet, as well as population growth.

However, as the authors themselves admit, the Club of Rome did not fully take into account the potential of innovation. In the *2030: Lessons for Ukraine* Vakarin examines the role of innovation in successful society development. To build a strong, capable state, Ukraine must

find areas where the entire country/region/enterprise can become the world leader or one of the leaders. At the same time, the state policy must aim at social cohesion and strategic planning that penetrates all sectors: economy, high technology, law, security and defense, international and domestic policy.

The state, like business, must constantly find new innovative ways to accomplish its goals, deliver its services more effectively and create new services and products. This is the topic covered by the book *Building State Capability. Facts. Analysis. Actions* by Matt Andrews, Lent Pritchett and Michael Woolcock¹⁰ (Ukrainian translation published by Summit Book). This book offers a systematic approach to formation of effective state institutions and should help governance practitioners who seek real change by providing them with the necessary tools. In particular, the method described by the authors helps understand the real state of affairs in the country, conduct the necessary analysis and implement effective measures, while overcoming the difficulties that arise on the path of reforms.

However, in a successful society of the future comprehensive approaches to decision making will be required. In the *2030: Lessons for Ukraine* Vakarin discusses the hypertrends of the future that will lead to a review of the fundamental approaches to decision making.

Such review is necessary since the existing decision-making systems are often ineffective, and sometimes have led to catastrophic consequences of a global scale. Vakarin suggests that although the world is moving towards automatic decision-making, key decisions should still be up to humans to make.

What qualities should responsible decision-makers have? The answer to this question is offered by Nobel laureate in economics Vernon Smith, who is a co-author of the collective work *Reformation: Europe's Success and a Chance for Ukraine*¹¹ (Ukrainian translation published by Summit Book) Vernon Smith emphasizes close connection between Protestant Reformation and economic progress in Europe, noting that ideas of Reformation about work, education and ethics became the foundation for modern European values. As a post-Soviet country, Ukraine has to learn much from the Western European experience, which emerged thanks to the Reformation and long-term work, although repeating it is not so easy.

Researcher Oles Donii comes to similar conclusions in his book *25 Steps to Happiness*¹², when analyzing the reasons that prevent Ukraine from becoming a successful country and ways to overcome them. The romantic idea provided Ukrainians with a myth of superiority over their neighbors. The defensive idea helped protect themselves from assimilation by more powerful

neighbors. The offensive idea helped win statehood. But Ukrainians did not have time to think about what to do with Independence. How to turn Ukraine into a competitive, successful, happy and promising nation?

Successful competition in goods and services starts from shared positive values and education systems. But Ukrainians will have to find a way to work more effectively, otherwise the country will never have a chance for economic growth. We should learn to absorb all the best experience from all over the world and learn to defend our own rights (even without barricades and demonstrations, daily and routinely), including the right to a decent wage for our work, flora and fauna protection etc.

Ukrainians will have to love not only myths about themselves, but also start working on themselves. Among the elements of such work are a healthy lifestyle and ethics of self-restraint. Each person should also strive to overcome his/her internal aggression as it hinders the competitive development of the Ukrainian nation.

Economics and management at the micro level. Project management

As Vakarin points out in his book *2030: Lessons for Ukraine*, politicians, civil servants, and the society as a whole (and even businesspeople and investors) often fail to understand the roles and capabilities of those who do the practical work that is vital to them: engineers, designers, architects, programmers, scientists etc. As a result, the former try to set tasks to the latter that are based on unrealistic expectations. How can we prevent this misunderstanding?

Best global practice offers proven methods for managing complex projects. To familiarize a wide audience with the art of project management, Summit Book published a monograph *Creative Technologies of Project and Program Management*¹³.

The book examines creative technologies for project and program management, including matrix technologies and a genetic approach to managing organizational development programs.

The proposed models and creative technologies are robust even in a turbulent environment with a high level of uncertainty. These approaches help unleash the creative and cognitive potential of management teams, based on the models of knowledge accumulation and effective strategies for managing projects and development programs.

The style of managing a business or an organization is an important topic on its own. Yale University President Peter Salovey and his co-author David Caruso describe a modern leadership style in their book *The Emotionally Intelligent Manager*¹⁴ (Ukrainian translation published by Summit Book).

We have always been taught that we must control our emotions. It is considered completely unprofessional to express emotions in the workplace, and many of us believe that our most significant mistakes and disappointments are related to those situations where we let our emotions take over.

David Caruso and Peter Salovey are convinced that this view of emotions is wrong. We must not underestimate the role of the emotional centers of our brains in the thinking process. On the contrary, these centers are an integral part of our thinking, reasoning and intelligence. In their book, Caruso and Salovey demonstrate that emotions are not only important, but also absolutely necessary in order to make the right decisions, eliminate problems, cope with change and achieve success. The authors reveal in detail a hierarchy of practical emotional skills, which includes four components: recognizing emotions, using them to facilitate the thinking process, understanding emotions and managing emotions. They also explain how each of these skills can be measured, studied and developed, as well as used for comprehensive solution of the most complex tasks.

Innovative development and the startup economy

Development of a "startup economy" is an effective path to economic growth. However, this path requires significant investment and innovation. This is especially relevant in a context where Ukraine needs reconstruction after a devastating war. But to count on long-term investments, it is necessary to provide attractive conditions for them. This is possible only if a modern model of innovative development is built. Successful small and medium-sized businesses are the source of innovation and an integral element of a prosperous state. Currently, millions of startups are being created in most countries, including Ukraine.

Tips for creating and managing a startup can be found in Vitaliy Golomb's bestseller *Accelerated Startup*¹⁵ (Ukrainian translation published by Summit Book). This publication is one of the best textbooks in the world on the systematic development of startups, from idea to product, and has become a desktop book for venture capitalists and business people.

Vitaliy Golomb is an entrepreneur who has been developing his businesses in Silicon Valley since his teens, and a partner at Drake Star Partners. He was previously the founder and managing partner of GS Capital, and before that, founder and partner of HP Tech Ventures, a Silicon Valley legend. Before that, he was a CEO of his own three companies. He is a guest author for the online publication Techcrunch and a top mentor for accelerators and business schools in the US, Europe and Asia. Vitaly Golomb visits more than 20 countries annually as a speaker at top conferences and a consultant to corporations, associations and universities that teach entrepreneurship, innovation and design.

Fundraising for a startup is a particularly difficult task. Judy Robinett's book *Crack the Funding Code*¹⁶ (Ukrainian translation published by Summit Book) covers the entire journey from a startup idea to its investment. Robinett, a renowned expert on raising funding for startups, provides practical advice on how to find an investor and successfully pitch a project in order to “crack” the venture capital process. She offers valuable advice on how entrepreneurs can find “their” investor and convince him/her of the future success of their startups.

Security and defense

In the current war context, security and defense issues are a clear priority. In *2030: Lessons for Ukraine*, Vakarin proposes a systematic approach to Ukraine's security strategy, including its various aspects (economic security, financial security, cybersecurity, etc.), as well as the long-term effectiveness of the military industry. His conclusions were also highly appreciated by NATO when Vakarin's article¹⁷ was published in the first issue of the Annals of the NATO Command and Control Center of Excellence (C2CoE).

In 2024, Summit Book published a modern defense bestseller, *Confrontation Strategy*¹⁸ by Yevgeny Silkin. The author analyses modern strategies that can be used to effectively confront both internal and external threats. The book covers social, cultural and psychological factors that affect a society's ability to resist. The author pays special attention to the importance of training and education as key elements of successful confrontation, including not only theoretical knowledge, but also practical skills. Information and media in modern conflicts can also be used as a weapon and an important tool for shaping public opinion. Silkin also reveals the details of the personnel training, military equipment, exercises and decisions that contributed to the Ukrainian Army's successful resistance to the aggressor.

High technology

A country can be successful only if it fully utilizes the potential of front-edge technologies. The spectrum of their application is extremely wide, from modern production to financial technologies. Sergii Vakarin represented Ukraine at the SVOD (Silicon Valley Open Doors) Investment Summit, the Mobile World Congress MWC in Barcelona and Swiss Payment Forum in Zurich¹⁹. As a result of this activity, Vakarin published his textbooks and articles, including *Robotics and Artificial Intelligence*²⁰ textbook.

Samit Book also published Anastasia Shevchenko's *Digital Era*.²¹ The author of the book, together with 35 owners and managers of successful businesses, banks and companies, describe the world of financial technologies, big data and artificial intelligence. The book is written in a simple language to help a wide range of readers understand blockchain, bitcoin, cryptocurrencies, smart contracts, smart insurance, telematics, electronic policies and electronic government.

Education

A sufficient number of well-educated specialists are needed, particularly in the fields of IT and STEM professions, to implement the country's development strategy, attract investment and recover from the devastating war. The government must pay a special attention to development of entrepreneurial skills, preferably starting as early as at the elementary school level. Modern educational methods are required to ensure that future generations are prepared to work in the modern high-tech world.

In his books on STEM/STEAM education, Sergii Vakarin describes how secondary education can help accomplish the above task. Inspired by his visits to the USA (from Silicon Valley to Washington), visit to the Worlddidac education forum and CERN in Switzerland and his multitopic experience in Ukraine, Sergei Vakarin wrote his textbooks. *STEAM: Education of the Future in Ukraine*²² became the result of many years of Vakarin's research and practice and was highly appreciated by European Commission's Michael Teutsch as well as teachers and students in Kyiv. The author's idea is to organize a network of STEAM centers of innovative education where training would include the development of economic knowledge, creativity and innovation. Each city and region should develop a strategy for the development of STEAM

centers, makerspaces and business incubators, which will lay the foundation for a future breakthrough.

Modern integrated education should cover the most important elements of the economic theory and practice.

Law, diplomacy and a just peace

The long-term success in all of the above areas is possible only if lasting peace is achieved. In his article on Ukrainian-Russian Peace Negotiations Vakarin analyzes the prerequisites for successful negotiation processes to resolve international conflicts.

Ukraine's position in these negotiations is defended primarily by experienced Ukrainian diplomats. The history of formation of Ukraine's diplomatic service is analyzed by the former Minister of Foreign Affairs Volodymyr Khandogiy in his book *Diplomatic Stories*, published by Summit Book²³. Khandogiy introduces the reader to the complex processes of diplomatic service formation in independent Ukraine, which replaced the diplomacy of the Soviet era

An important direction of Ukraine's development is related to legal reforms, including significant efforts in approximation of Ukrainian legal system to the European standards. Three mediation and judicial reform projects of the Lord Slynn of Hadley European Law Foundation in Ukraine were coordinated by Vakarin, including with the Supreme Court, the Constitutional Court of Ukraine and the Ministry of Internal Affairs²⁴. In particular the creation of an international legal basis for peace and the restoration of justice, in particular for victims of armed aggression against Ukraine. Translation of a key study in this area, *Lawyering Peace* by Paul R. Williams²⁵ was published in Ukraine thanks to the efforts of the Summit-Book Co-founder Igor Stepurin.

Lawyering Peace draws on the experience of over twenty international peace processes and demonstrates the key role of the international law in shaping a sustainable and just peace. The author shows how to structure negotiations and which arguments to use in order to increase the chance of lasting peace, how to ensure citizen participation, reform institutions and create justice mechanisms that work in the long term. The publication is particularly relevant for Ukraine in the context of reconstruction and the future restoration of peace.

The new reality of the labor market and the reintegration of veterans

Since the start of Russian-Ukrainian war a large part of the Ukrainian population has emigrated, and millions of the remaining people have war-related experiences. There are many jobs for the war veterans as well as for the returning migrants. In these circumstances, success of the economy depends on how effectively they can be reintegrated in the post-war Ukraine. In particular, a large number of the economically active population are veterans who have returned from the front. Their successful integration into the Ukrainian society and the economy depends on their emotional stability. This can be ensured in particular by following the advice of Edward Tick (USA), which he provides in his book *Warrior's Return. Restoring the Soul after War*²⁶ (Ukrainian translation published by Summit Book). Edward Tick says that a social contract between soldiers and the society in the rear of the country is necessary. When someone kills another person, the depth of the trauma is difficult to measure. Therefore, a soldier who returns from war where he/she saved his/her country often needs to be saved himself/herself. "PTSD is when a person gets stuck in hell", says Dr. Tick. He knows this condition well as he has been treating soldiers with PTSD for 50 years.

Unfortunately, warriors do not always receive support at home. And the society is not always ready to change. To overcome this challenge, we should explore the warrior archetype within ourselves. Healing begins with a deep awareness of the pain of the warriors and those who remained behind, and leads to successful reintegration of the individual.

Legacy Ukraine Encyclopedia

Legacy Ukraine Encyclopedia was published by Samit-Book. It highlights the achievements and legacy of prominent individuals of Ukrainian descent, presenting their success stories and contributions in the development of the world. These people become examples for new generations of Ukrainians. Legacy Ukraine reflects the tremendous contribution of Ukrainians and figures of Ukrainian origin to the global culture, science, sports and other fields. Their influence has led to many modern advancements, such as the Internet, wi-fi, modern computers and mobile phones. The publication is distributed among statesmen, diplomats and businessmen.

Ukraine's image plays a significant role in obtaining international assistance and developing Ukraine's cooperation with the world. Legacy Ukraine Encyclopedia has improved Ukraine's image significantly.

Sergii Vakarin, one of the Ukrainians featured in the Encyclopedia, became the Ambassador of the Legacy Ukraine Project. He presented Legacy Ukraine at the 40th General Conference of UNESCO. Over the past three years, the publication was presented to many famous universities and museums around the world, including the University of Cambridge and the Victoria and Albert Museum. Legacy Ukraine Encyclopedia became a key element of Ukraine's success at the World Expo in Dubai, where almost all countries of the world were represented. Ambassador of the Legacy Ukraine Project Daniel Malikov presented Legacy Ukraine to heads of states, ministers, diplomats, prominent figures of many countries, including Governor General of Canada Mary Simon, Minister of Foreign Affairs of the UAE Sheikh Abdullah bin Zayed al Nahyan, Governor of Osaka (Japan) Hirofumi Yoshimura and Mayor of Osaka Ichiro Matsui, as well as ambassadors of many countries of the world. Sky News Channel ran an interview with the “father of the Internet” Leonard Kleinrock, one of the inventors featured in the Encyclopedia’s second volume²⁷.

The publication was presented at top universities in Ukraine, in particular, Taras Shevchenko National University of Kyiv and the Ukrainian-American Concordia University. Sergii Vakarin, Yuriy Blokhin, Oleg Nechyporenko and Dan Roitman (all featured in the Encyclopedia) spoke at these presentations.

Ukraine needs to retain its youth and professionals for successful reconstruction. They will decide to stay if they see possibilities of self-realization in Ukraine for themselves. The Legacy Ukraine project helps strengthen the faith of Ukrainians in their own abilities. The Encyclopedia presents many people who are prominent examples of self-realization in Ukraine.

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