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**MOTIVATING FACTORS FOR STARTING  
YOUR OWN BUSINESS IN UKRAINE  
UNDER MARTIAL LAW**

**МОТИВАЦІЙНІ ФАКТОРИ  
ЗАПОЧАТКУВАННЯ ВЛАСНОЇ СПРАВИ В УКРАЇНІ  
В УМОВАХ ВОЄННОГО СТАНУ**

**Summary.** Introduction. Martial law significantly changes the structure of employment and the nature of citizens' economic behavior, which increases interest in starting one's own business. The reduction in traditional employment opportunities and changes in the nature of employment are prompting citizens to seek new avenues for professional and financial self-fulfillment. Under such conditions, self-employment is increasingly seen as a way to secure income, achieve autonomy in decision-making, and adapt to changes in the labor market.

The purpose of the study is to identify the motivational factors that encourage Ukrainian citizens to start their own businesses in conditions of martial law, and to investigate the characteristics of the formation of intentions to transition to independent economic activity.

Materials and methods. The study uses scientific publications, statistical materials, and analytical reports that reflect changes in the field of entrepreneurship and employment. To achieve the goal, a systematic method was used to reveal the structure of motivational factors, a generalization method was used to identify common trends in the formation of entrepreneurial intentions, and a logical-analytical method was used to interpret scientific sources and factual data.

*Results.* In the course of the study, the main groups of motivational factors influencing citizens' decisions to start their own business were identified, the systematization of which made it possible to explain the change in the behavior of the population in the conditions of martial law and to show that intentions for independent activity are formed under the influence of their interaction. It has been established that digital opportunities and support programs, in particular microgrants, create additional conditions for starting one's own projects with limited resources. The results obtained reflect the trends of citizens' transition to independent economic activity and the expansion of areas of activity available to small businesses.

*Prospects.* Further research may focus on assessing the impact of individual factors on citizens' intentions to start their own business, determining the effectiveness of government support programs, and analyzing new forms of economic activity that are becoming widespread in conditions of martial law. The results obtained can be used to improve small business development programs and to develop support mechanisms for citizens who plan to start their own businesses.

**Key words:** own business, entrepreneurship, motivational factors, independent economic activity, own projects.

**Анотація.** Вступ. Умови воєнного стану суттєво змінюють структуру зайнятості населення та характер економічної поведінки громадян, що посилює інтерес до започаткування власної справи. Зменшення можливостей традиційного працевлаштування та зміна характеру зайнятості спонукають громадян шукати нові шляхи професійної і фінансової самореалізації. За таких умов самостійна економічна діяльність дедалі частіше розглядається як спосіб забезпечення доходу, досягнення автономії у прийнятті рішень і пристосування до змін на ринку праці.

Мета дослідження полягає у з'ясуванні мотиваційних факторів, що спонукають громадян України відкривати власну справу в умовах воєнного стану, та у дослідженні особливостей формування намірів щодо переходу до самостійної економічної діяльності.

Матеріали і методи. У дослідженні використано наукові публікації, статистичні матеріали та аналітичні звіти, що відображають зміни у сфері підприємництва та зайнятості. Для досягнення мети застосовано системний метод для розкриття структури мотиваційних факторів, метод узагальнення – для визначення спільних тенденцій формування підприємницьких намірів, а також логіко-аналітичний метод для інтерпретації наукових джерел і фактичних даних.

Результати. У процесі дослідження визначено основні групи мотиваційних факторів, що впливають на рішення громадян щодо відкриття власної справи, систематизація яких дала змогу пояснити зміну поведінки населення в умовах воєнного стану та показати, що наміри до самостійної діяльності формуються під впливом їх взаємодії. Встановлено, що цифрові можливості та програми підтримки, зокрема мікрогранти, створюють додаткові умови для започаткування власних проєктів за обмежених ресурсів. Отримані результати відображають тенденції переходу громадян до самостійної економічної активності та розширення сфер діяльності, доступних для малого підприємництва.

Перспективи. Подальші дослідження можуть бути спрямовані на оцінку впливу окремих факторів на наміри громадян створювати власну справу, визначення ефективності державних програм підтримки та аналіз нових форм економічної активності, що набувають поширення в умовах воєнного стану. Отримані результати можуть бути використані для вдосконалення програм розвитку малого підприємництва та формування механізмів підтримки громадян, які планують розпочати самостійну діяльність.

**Ключові слова:** власна справа, підприємництво, мотиваційні фактори, самостійна економічна діяльність, власні проєкти.

**Problem statement.** The deepening of economic transformations in Ukraine and the prolonged martial law are significantly changing the conditions in which citizens make decisions about their professional development, which contributes to a growing interest in starting their own business as a way to restore financial balance and ensure more predictable prospects. As a result of these changes, part of the population is gradually reorienting itself towards independent economic activity, which is seen as an opportunity to provide material support for the family and at the same time expand one's own professional prospects, forming new trends in the development of entrepreneurship.

The growing interest in starting one's own business is also explained by a shift in priorities in the behavior of citizens, who increasingly value the ability to organize their own work as an important resource. This process is linked to changes in working conditions, restrictions on access to stable sources of income, and a rethinking of one's own capabilities during the pe-

riod of martial law. At the same time, a new system of motivational factors is gradually forming, which directs citizens to make decisions about starting their own business and determines the nature of their economic behavior.

The study of motivational factors is important because it provides an understanding of how the population responds to changes that affect living and working conditions. Awareness of the motives underlying the start-up of one's own business makes it possible to assess more deeply the trends in the development of small entrepreneurship and to determine the directions for its support. A systematic analysis of such processes helps to identify a range of practical tasks related to finding effective solutions to support citizens who want to organize their own activities, and also contributes to laying the groundwork for the country's further economic recovery in a state of martial law.

**Analysis of recent studies and publications.** In recent years, scientific publications have paid

considerable attention to the changes taking place in Ukrainian entrepreneurship under the influence of martial law, as well as to the factors that motivate citizens to start their own businesses. In particular, research by O. Vytvytska, S. Suvorova, and A. Koryugin [2] reveals the importance of digital communication and promotion channels, emphasizing that during wartime, they become one of the leading means of maintaining interaction with consumers and forming new areas of entrepreneurial activity. The researchers emphasize that the use of digital services allows future entrepreneurs to reduce start-up costs and activate their own projects even in conditions of economic instability.

The work of I. Gontareva, V. Yevtushenko, and D. Mikhailenko [4] is devoted to the transformation of entrepreneurship during martial law, examining characteristic changes in the structure of small businesses and identifying the areas that remain most promising for starting a business in crisis conditions. The authors emphasize that the population is increasingly choosing independent economic activity as a means of restoring income and reducing dependence on the unstable labor market. Similar conclusions can be found in the studies by T. Melnyk [9; 10], which examine the conditions for the existence of Ukrainian business during the war and justify the need to search for new sources of financial support capable of stimulating the opening of one's own business and the expansion of entrepreneurial activity.

The issue of the transformation of entrepreneurship is studied by T. Murovana and O. Losheniuk [9; 12], who highlight changes in the behavior of entrepreneurs caused by the disruption of traditional economic ties and increased risks, and emphasize that in such conditions, it is particularly important to make decisions related to the independent organization of work, which explains the growing interest in starting one's own business even with limited resources.

In her study [13], N. Namlieva emphasizes that the changes caused by the state of war are forming a new motivation for citizens to engage in entrepreneurial activity, as they seek to gain the ability to manage their working hours, control their own income, and adapt their activities to the new realities. The author explains that the decision to start one's own business is increasingly linked not only to economic expectations, but also to the desire to enhance personal autonomy and a sense of stability.

An important source of factual information is the United Nations Development Programme report [14], which analyzes the state of micro, small, and medium-sized enterprises and identifies trends that influence citizens' activity in starting their own projects. The document emphasizes that a significant proportion of entrepreneurs who have started businesses in recent years have been driven by a desire to meet the basic needs of their families and adapt their activities to changes in the labor market.

The study by M. Rybak, O. Stefanuk, N. Galunets, and M. Sidnenko focuses on opportunities for entrepreneurship development through new formats of activity and the search for internal resources to start one's own business [15; 16]. The researchers consider the issue of restoring the economic activity of citizens through the creation of their own projects and emphasize that such decisions are often influenced by personal aspirations for self-realization, independence, and professional development.

According to K. Shaposhnikov and S. Shut, an innovative approach to organizing the activities of individuals who start or expand their own business is based on internal motivations related to the desire to use new technologies and implement their own ideas in the form of practical activities [17].

A summary of scientific sources gives reason to assert that the issue of motivation to start one's own business is actively researched in modern economic science. At the same time, existing publications show a lack of comprehensive analysis of motivational factors, taking into account the combination of economic, social, and personal motives of citizens during martial law, so further research on this issue is relevant.

**The purpose of the article** was to identify the motivational factors that encourage Ukrainian citizens to start their own business in conditions of martial law, and to study the peculiarities of forming intentions to transition to independent economic activity.

**Presentation of the main research material.** Studying the motivational factors for starting one's own business under martial law requires the formation of a comprehensive understanding of changes in the economic behavior of the population, since the transformation of the labor market, changes in the availability of sources of income, and the transition to new forms of employment give rise to new decision-making mechanisms. The growing role of self-employment indicates that citizens are responding to changes in the structure of employment by seeking forms of economic activity that allow them to generate income regardless of external conditions. This is confirmed by recent studies, which highlight the decline in traditional employment opportunities and the emergence of a large group of the population that forced to switch to alternative ways of earning income.

In such a situation, the decision to start one's own business is influenced by a combination of economic, social, professional, and organizational factors that form a set of motives and determine the behavior model of citizens (Table 1).

Structuring motives in this format allows for a deeper analysis, which necessitates examining the content of each group and determining their mutual influence on citizens' readiness to start their own business.

The decision to start one's own business is shaped by economic factors, as they determine the initial

Table 1

**The main groups of motivational factors for starting your own business in a state of martial law**

Group of factors	Characteristics of motivation
Economic	Desire to ensure a stable income Search for alternatives to unstable employment Compensation for loss of income sources
Social	The desire to balance work with family responsibilities The need to support the family’s well-being The ability to organize work in a convenient manner
Professional	The desire to use existing knowledge The need to resume professional activity Intention to realize one’s abilities
Digital opportunities	Use of online platforms Availability of remote work Use of digital tools to promote activities
Support programs	Participation in microgrants Access to consultations Opportunity to obtain start-up capital

Source: own development

need to find a source of income in conditions of limited opportunities for hired labor. Changes in forms of employment, a decrease in the number of vacancies, and irregular income have led to a situation in which citizens began to consider their own business as a real way to ensure financial stability. A study by T. Melnyk indicates that a significant part of the population chooses self-employment in response to the loss of stable sources of income, which indicates the leading role of economic motives during the period of martial law [11]. Similar observations are contained in the UN Development Programme report, which emphasizes that for many entrepreneurs, starting their own business was a way to meet the basic needs of their families in conditions of reduced availability of traditional employment [14].

Economic motives reinforce social ones, shaping citizens’ desire to organize their work in a way that allows them to balance their professional activities with family responsibilities and life needs. In her work, N. Namlieva [13] emphasizes that for a significant portion of citizens, the ability to independently determine the duration and schedule of work is a decisive factor in favor of starting their own business, as it allows them to adapt their work schedule to the conditions of life during martial law. This trend is confirmed by T. Murovana and O. Losheniuk, who note that for internally displaced persons, their own business is often the only form of activity that allows them to work regardless of their place of residence and the availability of vacancies in local markets. [9; 12].

Professional factors also play a significant role, as they create conditions for citizens to use their existing knowledge and experience in a new format. Scientific research [4; 16] notes a trend whereby a significant proportion of professionals who have lost their jobs or are unable to continue working in their previous

field choose to start their own business as a way to maintain their professional skills, expand their client base, or realize their individual abilities. M. Rybak’s study emphasizes that the desire to realize one’s own ideas and use new ways of organizing activities can be a separate motive for independently initiating projects, which reinforces the importance of professional factors during martial law [15].

An additional motivating factor is the spread of digital opportunities, which allow activities to be organized at minimal cost and provide access to a wide audience regardless of territorial restrictions. A study by O. Vitvitskaya, S. Suvorova, and A. Koryugin emphasizes that digital services provide the opportunity to promote activities, establish communications, and make sales remotely, which makes starting one’s own business more accessible to citizens who do not have significant start-up resources [2]. O. Kyrychenko’s work [8] emphasizes that digital technologies form the basis for organizing new formats of economic activity and create additional opportunities for citizens who want to start their own business with limited resources. Similar conclusions are presented in the work of O. Yurchenko, O. Chernyshova, and I. Stoyka [18], which states that digital solutions allow activities to be organized regardless of place of residence and contribute to the formation of new areas of economic activity.

An important element in the structure of motivational factors is the role of support programs. The microgrant program “Own Business” provides access to start-up capital, consultations, and training resources, allowing citizens to start a business even if they do not have their own savings. Government materials indicate an increase in the number of applications to participate in the program and an expansion of the range of projects being implemented thanks to financial assistance [1; 3]. The Employment Service

emphasizes that a significant portion of program participants use the funds received to create small manufacturing or service projects [6]. Analytical materials from the European Business Association indicate that state support programs create additional incentives for citizens who consider self-employment as a way to restore their income during martial law [5]. The availability of such opportunities reduces the risks for people who do not have sufficient resources, which in turn increases the population's willingness to engage in self-employment [10].

A summary of the above provisions shows that the decision to start one's own business is influenced by the interaction of economic, social, professional, and organizational factors, and their combination reflects the real needs of the population during martial law. The motivational structure is multidimensional and multi-level, which allows it to be viewed as a model in which each motive reinforces the action of others, forming a comprehensive readiness for independent economic activity.

**Conclusions and prospects for further research.** The study provided a comprehensive overview of the structure of motivational factors that determine citizens' decisions to start their own business in conditions of martial law. The analysis showed that economic, social, professional, and organizational motives form an interconnected system in which each factor reinforces the effect of the others, and their combination in conditions of a sharp decline in labor market stability explains the population's growing willingness to move into self-employment.

It was found that economic motives are the basic factor in the formation of interest in starting one's own business, as citizens seek to ensure stable incomes and compensate for the loss of employment opportunities. On this basis, social motives reinforce the importance of economic ones, as they make it possible to organize work in a way that is consistent with individual living conditions, family needs, and the need to combine

work with everyday responsibilities. This interaction of motives is complemented by the professional aspirations of citizens who have experience, accumulated knowledge, and a desire to realize their own abilities, which creates an opportunity to resume professional activity or try their hand at another field.

Digital opportunities strengthen the motivational model by reducing dependence on place of residence, cutting work organization costs, and opening up access to new formats of interaction. The widespread use of online platforms and remote forms of work makes it much easier to start your own business, which expands the range of available solutions for citizens during martial law.

Support programs play a special role in shaping motivation, primarily the "Own Business" microgrant program, which provides access to start-up capital and consulting resources. The results of the analysis show that such programs not only reduce financial risks but also strengthen citizens' confidence in their own capabilities, which significantly affects their willingness to start independent activities in difficult economic conditions.

Overall, the system of motives that influences entrepreneurial decisions during wartime is complex and is shaped by a combination of economic, social, professional, and digital factors, which are reinforced by the opportunities offered by government support programs. The results obtained give reason to believe that the development of one's own business during wartime is a reaction of citizens to changing working conditions and, at the same time, reflects broader processes of transformation of the economic behavior of the population. In view of this, further research could focus on a more in-depth analysis of the impact of individual factors on citizens' willingness to start entrepreneurial activities, as well as on assessing the effectiveness of support programs in the process of transition to independent economic interaction in the field of labor.

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