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## **ASSESSING THE IMPACT OF VIRTUAL HUBS ON ENTREPRENEURIAL RESILIENCE IN WARTIME**

Entrepreneurial resilience in wartime requires entrepreneurs to be able to quickly adapt their business models, diversify their supply sources, enter new markets, and maintain operations in crisis situations.

Virtual business hubs play an important role in developing entrepreneurial potential by providing access to educational resources, mentoring support, and international partnerships. In the context of the war in Ukraine, such platforms help businesses adapt to crisis challenges, support entrepreneurial activity, and search for new market opportunities [1].

VEHUB4YOU is an international grant designed to establish a network of virtual business hubs with the primary objective of fostering entrepreneurial competencies among young people aged 13 to 30. The project targets several groups: secondary school pupils aspiring to pursue a career in business, students enrolled in specialized educational tracks, and undergraduates of both economic and non-economic disciplines in colleges and universities [5].

The consortium, composed of partner universities and organizations engaged in non-formal education, ensures the provision of online learning opportunities. Through the integration of both newly developed and existing courses, participants are granted access to a diverse array of educational resources. This model promotes asynchronous academic mobility, enabling learners to acquire knowledge and skills via massive open online courses (MOOCs) without the constraints of traditional time or place-bound formats.

By combining formal and non-formal educational approaches, VEHUB4YOU contributes to the creation of a flexible and scalable ecosystem for entrepreneurial education, aligned with the demands of the global digital economy [5].

The VEHUB4YOU project implements an integrated approach that enables entrepreneurs to learn educational, consulting, and innovative practices aimed at increasing the resilience of entrepreneurship. A distinctive feature of this approach is the use and adaptation of European experience in developing entrepreneurial hubs and digital platforms, which ensures the implementation of modern methods of business support in the context of the war in Ukraine.

In a time of war, the VEHUB4YOU entrepreneurial skills development assessment system is of particular importance, as it allows not only to measure progress but also to adapt it to the realities of the military environment. For Ukraine, which is experiencing large-scale socio-economic upheaval, the issue of entrepreneurial resilience is coming to the fore. Educational and innovation hubs operating in a virtual format are becoming platforms for developing skills that help to overcome crises, maintain economic activity, and at the same time integrate innovative practices into the country's recovery. That is why performance evaluation in wartime cannot be limited to traditional success parameters, but must take into account the ability of participants to survive in extreme circumstances, quickly restructure business models, and create new market niches [2].

The role of the assessment system in building entrepreneurial resilience is becoming a significant factor. The war is destroying traditional markets, infrastructure, and logistics, forcing entrepreneurs to find new approaches to doing business. In this context, VEHUB4YOU's performance indicators should show not only the level of innovation or educational training, but also the ability to respond quickly to unpredictable changes. The evaluation system allows us to determine the extent to which participants can apply the skills they have acquired to crisis management, cost optimization, supplier diversification, and the development of alternative sales channels. This aspect makes the evaluation not only academic, but also practically significant, as the results can be used to quickly adapt educational and training programs [2-4].

The impact of wartime conditions on the communication function of the evaluation system should be emphasized separately. Virtual hubs are important nodes of international interaction, and the evaluation of their activities demonstrates the level of integration of Ukrainian participants into the global business environment. At a time when domestic capabilities are limited due to the destruction of infrastructure, international cooperation is becoming a key to resilience and recovery. The results of the assessment allow international partners to get an objective picture of performance, which in turn affects the level of trust in Ukrainian entrepreneurs and the willingness of foreign investors to support their projects. In this sense, a transparent monitoring system becomes a kind of "bridge of trust" between Ukrainian innovators and the global business community [2].

The war has also heightened the need for flexible and scalable evaluation models. The regions of Ukraine are in different conditions: some are suffering from active hostilities, while others are focusing on reconstruction or hosting internally displaced persons. Therefore, a universal assessment system should be able to adapt to different contexts to ensure that the results are objective and correct. This aspect is especially important in the international environment, where indicators must be understandable and relevant to donors and partners from other countries.

Thus, the evaluation system becomes a kind of communication language that allows comparing the results of different regions and forming a holistic view of the overall progress of the project.

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