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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

## TRIGGERS OF UKRAINE'S ECONOMIC DEVELOPMENT

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The modern world is characterized as volatile, changeable, ambiguous and complex, which causes difficulties for economic development. Although the coronavirus pandemic had a very negative impact on the general situation of the countries and caused an economic crisis, it also became a trigger for the active development and modernization of various spheres of human activity[6,7,8,11,16,18,21,22]. In the context of globalization, countries need to seek and implement various triggers that will contribute to their economic, political and cultural development.

The main idea of our research is to improve the existing methods of assessing the state and dynamics of economic development by simplifying the analysis by the method of normalization and simplifying the values of indicators in the analyzed time period.

A trigger is any stimulus in the external environment that makes us think about a related concept, idea, look, sound, or smell, that makes us think about something or act in a certain way.

In the world of behavioral economics, a trigger is any stimulus in the environment that makes us think about a related concept or idea. How do businesses and economists use this psychological phenomenon to their advantage? This question is important in modern economic theoretical and applied research. Triggers and formal signals shape everything from what people think - what matters most to them - to what we like, what we buy and even how we vote.

In our research, the triggers of Ukraine's economic development were considered and analyzed. These include the development of the business environment, the use of "green finance", the creation of business incubators, tourism development, active investment and investment, the use of the military budget to develop other areas of government, overcoming debt dependence, the transition from export-oriented to sustainable economy, convergence, proper regulation of migration processes and the introduction of innovations, will lead to the development of economic activity of the country[9,10,12,13,14,15,17,19,20,23]. The main statistical indicators that affect the country's economic development were analyzed, and it was found that Ukraine needs to pay more attention to the development of innovation.

The method of simplification and normalization of trigger indicators proposed in the research allowed to simplify the analysis and draw some important

conclusions of the study:

1. Graphical and / or tabular presentation of the results gives a fairly obvious interpretation of the results, namely: only "green" investments are fully consistent with the concept of the trigger of economic development. The rest of the indicators do not have a clear trigger effect, and some openly follow the general dynamics of economic development.

2. The presented results of the analysis also gives a reliable idea of economic processes and comparative dynamics of their course in the economy, which is not always easy to do with traditional analysis.

3. Normalization of trigger indicators in tabular form simplifies the perception of the nature of economic phenomena (triggers) in terms of one time period for multidimensional indicators.

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