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CREATION OF INTERACTIVE PLATFORM FOR ATO VETERANS OF ENTREPRENEURSHIP TRAINING

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Introduction: For many demobilized ATO soldiers, the solution to the problem of unemployment is to set up and run their own business as a tool for socio-economic adaptation, since a self-fulfilling condition for returning to a full-fledged life of a Ukrainian soldier is to achieve self-realization, to obtain a stable economic income and to ensure a proper social status in society [15]. According to research conducted within the framework of the Annual Business Climate Assessment (ABCA 2016), ATO veterans have indicated that they first and foremost need to increase their knowledge and skills in business. Most of them lack knowledge, first of all, in the field of promotion of their business, the second place is occupied with knowledge of the legal framework and taxation. This speaks to the need for additional measures, namely, it is advisable to pay attention to the introduction of on-line training for ATO veterans through interactive platforms that will allow veterans and disabled ATO, even at a distance, to fully receive qualified training and consulting services for starting own business.

Today, the system of higher education institutions has the power of an on-line training system based on the use of interactive platforms, but only some of them have been documented in the military environment using this technology of training. Therefore, the task is to explore the possibility of using interactive platforms to teach the basics of ATO veterans entrepreneurship, to analyze and establish the most effective platform, which will be easy to understand and with a simple interface in the training of ATO veterans in the basics of doing business.

The hypothesis. It is envisaged that the introduction of an interactive platform for training ATO veterans the basics of entrepreneurship, will allow them to solve a number of problematic situations in the process of opening their own business, familiarize with the rules of law and the tax system in Ukraine.

The purpose of the article is to theoretically investigate the prospects of implementing an on-line training system for conducting training courses on the basics of doing business for demobilized ATO soldiers using an interactive training platform.

The research methodology: a systematic method of comparing the features and tools of existing on-line interactive learning platforms in the world, critical thinking – to highlight the most effective interactive platform for teaching ATO veterans the basics of doing business, the method of analogy – to study the international experience of using interactive platforms the military training process.

Results: It is proposed to implement an on-line training system to implement business training courses for demobilized ATO soldiers using the popular modular object-oriented dynamic learning environment. It is proved that the process of training using the interactive training platform Moodle for ATO veterans will allow them to implement the basic methodological principles. The Moodle interactive platform mandates the download of instructions for use of the software, which allows ATO veterans to effectively manage business processes. Also, the presence of training courses and constant communication with the teacher helps ATO veterans to form entrepreneurial logic - a type of thinking with which it is possible to launch your startup in the shortest possible time.

Conclusions: It can be argued that the use of an interactive platform will not only simplify the process of opening its own business by ATO veterans, but also solve a number of problems related to the socio-economic and psychological adaptation of demobilized ATO soldiers to the peaceful life in the country.

Keywords: socio-economic adaptation of ATO veterans; on-line training; e-learning platform; own business.

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СТВОРЕННЯ ІНТЕРАКТИВНОЇ ПЛАТФОРМИ НАВЧАННЯ ПІДПРИЄМНИЦТВУ ВЕТЕРАНІВ АТО

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Вступ: Для багатьох демобілізованих воїнів АТО (ООС) вирішенням проблеми безробіття є створення та ведення власного бізнесу, як інструменту соціально-економічної адаптації, адже, вагомою умовою повернення до повноцінного життя українського воїна є його самореалізація, отримання стабільного економічного доходу та забезпечення відповідного соціального статусу у суспільстві [15]. Відповідно до досліджень, проведених в рамках «Щорічної оцінки ділового клімату», (АВСА 2016), ветерани АТО зазначили, що передусім вони потребують підвищення знань та навичок у сфері підприємницької діяльності. Більшості з них не вистачає знань, перш за все, у сфері просування свого бізнесу, другу позицію займають знання законодавчої бази та оподаткування. Це говорить про необхідність здійснення додаткових заходів, а саме доцільно звернути увагу на впровадження on-line навчання для ветеранів АТО за допомогою інтерактивних платформ, що дозволять ветеранам та інвалідам АТО (ООС), навіть на відстані, повноцінно отримати кваліфіковану підготовку та консалтингові послуги для започаткування власного бізнесу.

На сьогодні в системі закладів вищої освіти спостерігається потужність системи on-line навчання на основі використання інтерактивних платформ, проте лише деякі з них були задокументовані у військовому середовищі, використовуючи цю технологію навчання. Відтак постає завдання дослідити можливість використання інтерактивних платформ при навчанні основам підприємництва ветеранів АТО, проаналізувати та встановити найбільш ефективну платформу, яка буде простою для сприйняття та з простим інтерфейсом в процесі навчання ветеранів АТО основам ведення бізнесу.

Гіпотеза наукового дослідження. Передбачається, що впровадження інтерактивної платформи для навчання ветеранів АТО основам підприємництва, дозволить їм розв'язати низку проблемних ситуацій в процесі відкриття власної справи, ознайомить з нормами законодавства та системою оподаткування в Україні.

Метою статті є теоретичне дослідження перспективи імплементації системи on-line навчання для реалізації тренінгових курсів з основ ведення бізнесу для демобілізованих воїнів АТО (ООС), використовуючи інтерактивну платформу навчання.

Методи дослідження: метод системного аналізу в процесі порівняння функцій та інструментів існуючих в світі інтерактивних платформ on-line навчання, метод критичного мислення – для виокремлення найефективнішої інтерактивної платформи для навчання ветеранів АТО основам ведення бізнесу, методу аналогії – при вивченні міжнародного досвіду застосування інтерактивних платформ в процесі навчання воєнних.

Результати: запропоновано імплементувати систему on-line навчання для реалізації тренінгових курсів з основ ведення бізнесу для демобілізованих воїнів АТО (ООС), використовуючи популярне модульне об'єктно-орієнтоване динамічне середовище навчання MOODLE. Доведено, що процес навчання з використанням інтерактивної платформи навчання Moodle для ветеранів АТО, дозволить їм реалізувати основні методичні принципи. Інтерактивна платформа Moodle санкціонує завантаження інструкцій для користування програмним продуктом, що дозволяє ветеранам АТО ефективно управляти бізнес-процесами. Також наявність тренінгових курсів і постійний зв'язок з викладачем допомагає ветеранам АТО сформуванню підприємницьку логіку – тип мислення, з яким можливо запустити свій стартап у найкоротший термін.

Висновки: можна стверджувати, що застосування інтерактивної платформи дозволить не тільки спростити процес відкриття власного бізнесу ветеранами АТО, а й вирішить низку проблем, які стосуються соціально-економічної та психологічної адаптації демобілізованих воїнів АТО до мирного життя в країні.

Ключові слова: соціально-економічна адаптація ветеранів АТО; on-line навчання; платформа електронного навчання; власна справа.

Formulation of the problem. The continuation of Russian aggression in eastern Ukraine, leads to an increase in the number of demobilized ATO soldiers. According to the State Service of Ukraine for Veterans and ATO Participants, as of January 31, 2019, the status of a participant in hostilities was granted to 358,576 people and this indicator is constantly growing [3].

Currently, Ukraine has public initiatives and regional support programs for ATO veterans. So, state employment centers help to get a job for unemployed ATO participants in Ukraine. Also, unemployed veterans have access to general job search services, career counseling and vocational training. Since August 30, 2016, ATO participants have been included in the list of "categories of citizens with additional guarantees in promoting employment". For such categories, a quota of 5% is provided for enterprises employing more than 20 employees, and it is possible to reimburse ERUs within a year (subject to employment for a year) [3].

Statistics on the employment of ATO veterans in Ukraine today is actually not very good. As of July 1, 2019, 8.4 thousand (3%) ATO participants remain unemployed. In January-June 2019, 16.3 thousand people used the services of the state employment service. Unemployed from the number of military personnel who took part in the anti-terrorist operation (joint forces operation) (hereinafter – ATO(JFO)), of which 1.3 thousand were persons with disabilities. Assistance for unemployment was received by 15.1 thousand participants of the ATO (JFO) [2; 17].

After demobilization, it is extremely difficult for fighters to find a prestigious job. For many of them, the solution to this problem is to create and conduct their own business as a tool for socio-economic adaptation, because an important condition for returning to a full life of the Ukrainian soldier is his self-realization, obtaining a stable economic income and ensuring the corresponding social status in society [15]. This suggests the need for additional events, namely the use of interactive platforms that will allow veterans and disabled ATO (JFO), even at a distance, to fully receive qualified training and consulting services to start their own business.

Today, in the system of higher educational institutions, the power of the distance learning system based on the use of interactive platforms is observed, but only some of them have been documented in the military environment using this training technology. Therefore, the task of this article is to explore the possibility of using online platforms for teaching entrepreneurship ATO veterans in Ukraine, to analyze and establish the most effective system that will be easily understood with a simple interface in the preparation of ATO veterans in Ukraine.

Analysis of recent research and unresolved part of the problem. Today, most scientific research is aimed at studying the problems of psychological and

social adaptation of displaced persons from the zone of aggression of the Russian Federation and anti-terrorist operation participants. They are especially justified in the scientific works of P. Vorona [8], A. Prots [13], A.A. Srokovsky [14, 15]. The aim of a number of authors' studies is to understand the ways of the social adaptation of ATO participants, among which are the training sessions that positively affect the post-traumatic rehabilitation of ATO veterans. P. Vorona notes that "ATO fighters are people who, as a rule, have already received education, so the real problem is not the need for higher or professional education, but in PTSD. Many people who went through hostilities want to radically change their lives instead of returning to the old. They need help in providing new opportunities. This is an important part of rehabilitation" [8].

In most scientific studies, little attention is paid to determining specific ways of the socio-economic adaptation of veterans, the specifics of conducting an anti-terrorist operation in the east of Ukraine are not taken into account, feedback with the study participants is not clearly established. All this testifies to the relevance of the topic, and then determined the choice of the direction of research in the scientific and practical aspects.

The purpose of the study is to implement an on-line training system to implement training courses on the basics of doing business for demobilized ATO soldiers (JFO) using the popular modular object-oriented dynamic training environment (MOODLE).

Research results. With the beginning of Russian aggression in the east of Ukraine, a very specific social group was formed, which requires constant psychological and socio-economic adaptation. Even at the beginning of hostilities, the psychological adaptation of veterans to peaceful life was given a major role; today, assistance was also added to the socio-economic adaptation of ATO veterans in everyday life [15].

According to the USAID LEO program, socio-economic adaptation takes place in such forms (Figure 1).

P. Vorona in his studies notes that the main thing for ATO veterans today is decent work, in the vast majority of cases it guarantees the success of the process of social integration [8].

One of the ways is to develop methods for the professional adaptation of ATO (JFO) participants.

According to focus group studies conducted as part of the "Annual Assessment of the Business Climate" (ABCA 2016), ATO veterans noted that they first of all need to increase knowledge and skills in the field of entrepreneurial activity. Most of them lack knowledge, primarily in the field of promoting their business, the second position is occupied by knowledge of the legislative framework and taxation [1].



Source: based on USAID Leadership in Economic Management [6].

Figure 1. Socio-economic adaptation of ATO veterans: forms and premises

In this context, special programs seem relevant, including educational courses, trainings and consultations that would allow ATO veterans to start their own business.

Today it has become a widespread practice of using interactive platforms in the learning process, it is also advisable to apply such practice to the military environment.

An interactive platform is an innovative form of training that provides network access for participants to digital learning resources. Digital technologies within the framework of the lifelong learning system make it possible to individualize the learning process both at the stage of studying new material and at the stage of monitoring knowledge, skills. This platform offers quality courses and multimedia support.

Creating an interactive platform will enable ATO veterans to get information about business opportunities, training materials, as well as business news. In addition to online tools and resources, registered users will be able to attend educational events and trainings on business development, exchange experiences and best practices, establish useful contacts, discuss problems and receive practical advice on improving entrepreneurial activities from leading experts.

The main principles of training on the basis of an interactive platform are:

1. Flexibility – training can take place at a convenient time for ATO veterans, at a convenient place and at a convenient pace, the implementation of a

part of the distance learning process by the full-time part, insignificant in time and volume.

2. Modularity – the creation by each individual course of a holistic view of a separate subject area, which makes it possible to form a curriculum from a set of independent module courses that best meets the individual or group needs of ATO veterans.

3. Parallelism – the possibility of on-the-job training (or with a minimum margin) profitability – a concentrated and unified presentation of information, the use and development of computer modeling to reduce the cost of training specialists.

4. Manufacturability – the use of modern information technologies of the educational process, facilitating the entry of a person, is studying into the global information space.

The existence of a growing trend in the use of interactive platforms is also evidenced by the market itself, where the offer of various platforms for distance education is growing. They can be divided into two groups: mass open online courses (Massive open online courses, MOOC) and software.

Among MOOC, for example, the popular sites Coursera, Udacity, EdX successfully operate. In Ukraine, this form is only just beginning to develop.

But MOOCs are more for self-education. Using such platforms for the organization of full-fledged training for ATO (veterans is inconvenient, because any service has its limitations and requirements.

Therefore, the most convenient solution for this training may be web-based software, for example, Moodle, e-Front, Adobe Connect Pro, Blackboard Learning System, WebCt, Microsoft Learning Gateway, etc.

Having studied foreign experience, it was found that a Rayton study in 2013, showed that Dropbox as an online academic portal for military veterans of Class 2013 A proved to be ineffective in improving the learning experience of American war veteran students. It was used only to represent tasks to replace regular email. Rayton has proposed using EDU 2.0, a cloud-based Learning Management System to enrich the learning practices of American war veteran students. However, over time, they came up with the idea to create a Virtual Learning Environment (VLE), designed to support face-to-face instruction between the teacher and the program participant [11]. This is established using an e-learning platform called Modular Object Oriented Dynamic Learning Environment (MOODLE). This software platform offers interface modules for quizzes, tasks, blogs, forums and other useful manuals for both students and teachers. MOODLE is a useful e-learning platform with many features that make learning a rewarding experience. Moodle is constantly updated with new features, and these functionalities allow you to get a more general and uniform approach to learning [7].

The Moodle Learning Platform is an open source software project that has been developing since 2002 under the direction of Moodle Pty Ltd and is used in hundreds of thousands of institutions and jobs around the world (Figure 2).



Figure 2. Global usage of the Moodle Interactive Platform

Now the use of interactive platforms for training the entrepreneurial skills of war veterans is at an early stage of implementation not only in Ukraine, but throughout the world. In Ukraine, only 17 higher education institutions offer training on the basis of an interactive platform, among them only 9 use the Moodle system, however, the use of this system for corporate training, and in particular for training ATO soldiers, is used for the first time.

Today, there are 6 program products in the Moodle system: Moodle LMS, Moodle App, Moodle Workplace, MoodleCloud, MoodleNet, Moodle Education, each of which has its own characteristics and purpose (Table 1).

Table 1

Characteristic of the Moodle system products

Name	Features
Moodle LMS	The worldwide open-source learning platform Moodle allows you to create a private online learning space filled with courses and materials. You will always have full control over all your data and which of your course participants are in the system.
Moodle App	Using Moodle Apps, participants can access training materials instantly from anywhere. Everything that the user does offline in the application is automatically synchronized when connected, so training is always available on your devices.

End of the Table 1

Name	Features
Moodle Workplace	Moodle Workplace allows you to share knowledge in your organization and develop specific skill sets Give your employees the flexibility to access your training system from anywhere on any device Maximize your learning and development strategy in your organization.
MoodleCloud	MoodleCloud is designed for educators, trainers, and those who need an online learning environment to learn or facilitate learning in any situation.
MoodleNet	A new open social media platform for educators, first focused on collaboratively curated collections of open content. MoodleNet will become an integral part of the Moodle ecosystem, which will enable educator communities to share and learn with each other to improve the quality of education.
Moodle Education	Focusing on learning outcomes using an open source platform. The Moodle Teacher Certification Program (MEC) recognizes and confirms mastery of building effective teaching and learning activities with Moodle.

Source: built by the author on the basis of data [7].

The training course is designed taking into account the following rules:

- 1) ensuring a linear sequence of studying the modules of the course,
- 2) the use of modules for repetition of the training material necessary when studying the next topic, if this material was not a direct subject of study of the previous topic;
- 3) the introduction of modules for the generalization of educational material and control over the educational achievements of the subject of training.

In accordance with the indicated rules, it is possible to design such an indicative structure of the course on the basics of running a business on maintenance for demobilized ATO soldiers (Figure 3).

The Moodle platform allows ATO veterans to organize a clear system of role-based access to resources, the sufficient security of which protects against unwanted users viewing data that is not intended for them. This makes it possible to conduct network tests (the system provides a large number of tools for organizing them). In addition, the protection of resources from access by unauthorized users of the network contributes to the introduction of such active elements as a thematic chat, forum, online seminar, workbook, which will be useful as existing tools for the socio-economic adaptation of ATO soldiers and the like. The MOODLE platform has a large number of control modules (Figure 4).

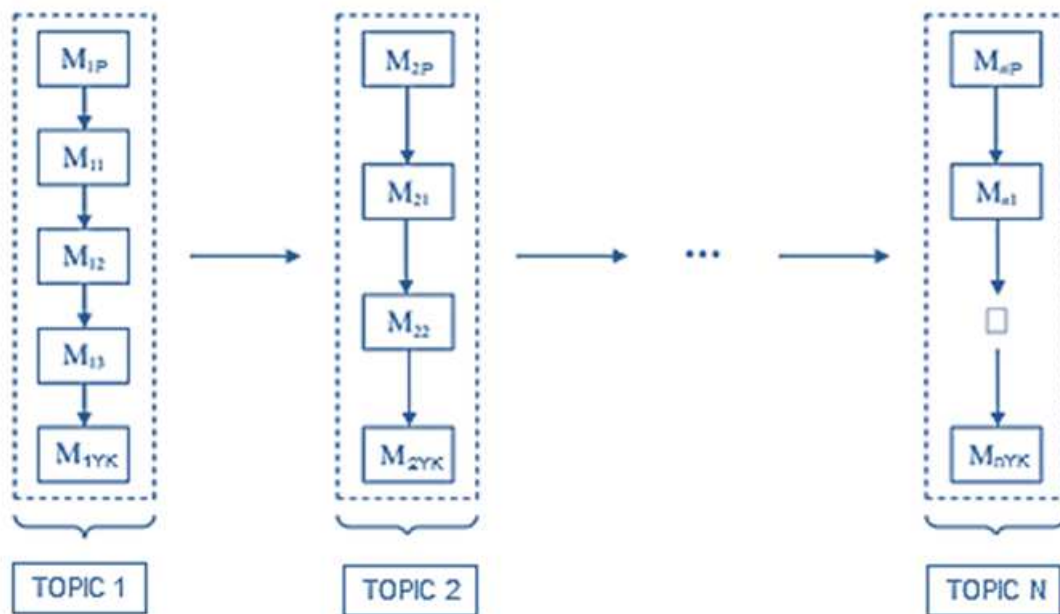


Figure 3. The approximate structure of the course on the basics of doing business: M_{1P} , M_{2P} , M_{nP} – modules for repeating the training material; M_{11} , M_{12} ... M_{n1} – substantial modules of the distance course; M_{1YK} , M_{2YK} , M_{nYK} – modules for generalizing training material and monitoring the academic achievements of demobilized ATO soldiers

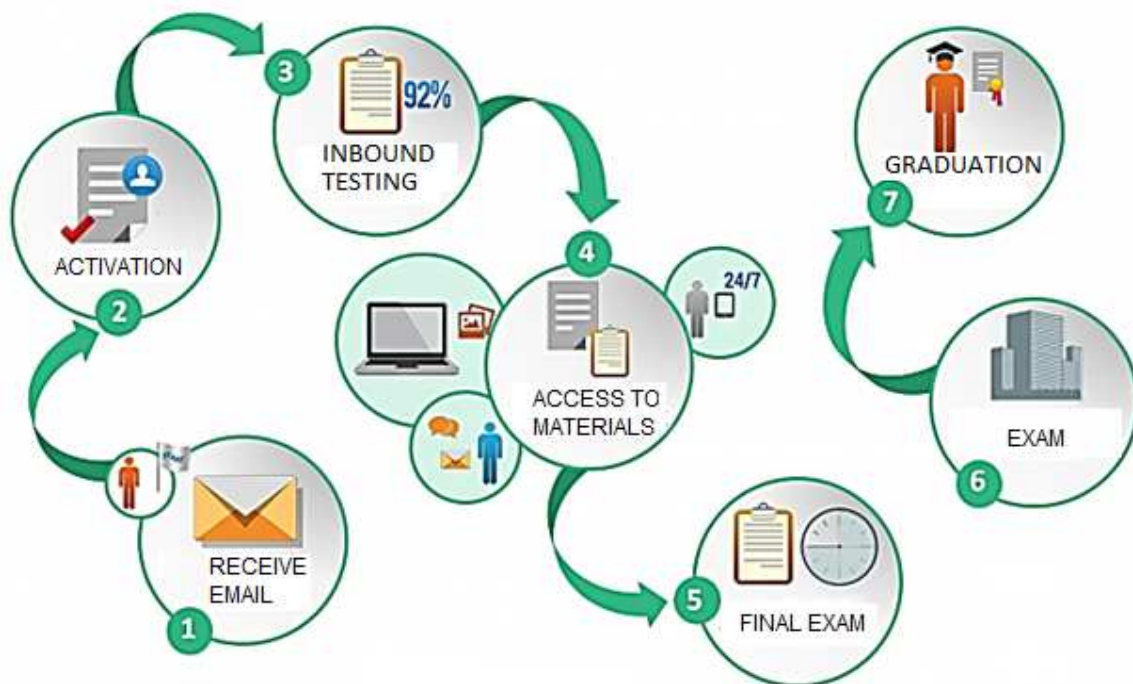


Figure 4. Tools List of Moodle platform

The teacher can evaluate any type of activity in the training course, as well as write a review on any work (business plan) of users (ATO veterans), where they indicate the shortcomings and ways to eliminate them. The system provides for the possibility of creating and using within the framework of the course any assessment system defined by the course teacher. In Moodle, teacher can analyze the participation and activity of ATO veterans in the process of seizing, the time allotted to work with materials; evaluate the development of what elements of the course caused difficulties in the group (or a specific participant); quickly provide assistance with educational work on the Internet or the local network of the educational institution by downloading additional materials. An important feature of Moodle is the ability of the system to create and save the portfolio of each participant in the course: all work performed, grades, teacher comments, message on the forum. When working through the Internet platform, ATO veterans can learn the training material directly on the course page, as well as download individual course files to their computer and study at a convenient time without going to the Internet. The platform provides the opportunity to use a lot of training resources and materials, and also provides communication interaction between ATO veterans both in synchronous mode using chat, and in asynchronous mode using e-mail forum, workbook and the like. The system supports the exchange of files of any format, both between the teacher and the participants, and between the participants themselves. The Moodle platform in the online version is a platform for holding forums and chats for individual groups of course participants.

To monitor the activities of ATO veterans and the level of assimilation of educational material, a teacher can revise reports on the performance of the corresponding users. Let us briefly consider the process of passing and checking the course report by the corresponding user (ATO veterans) in the Moodle system. The procedure will include the following steps:

- user registration (ATO veterans) in the Moodle system;
- choosing the appropriate course for training;
- passing a training course;
- passing tests in accordance with the course taken;
- viewing success by a user (ATO veteran) at the end of the course;
- viewing the success of users (ATO veterans) by a teacher in the Moodle system.

The registration stage in the Moodle distance learning system allows ATO veterans to enter the system and go to the corresponding developed course for familiarization and study of the discipline (Figure 5).

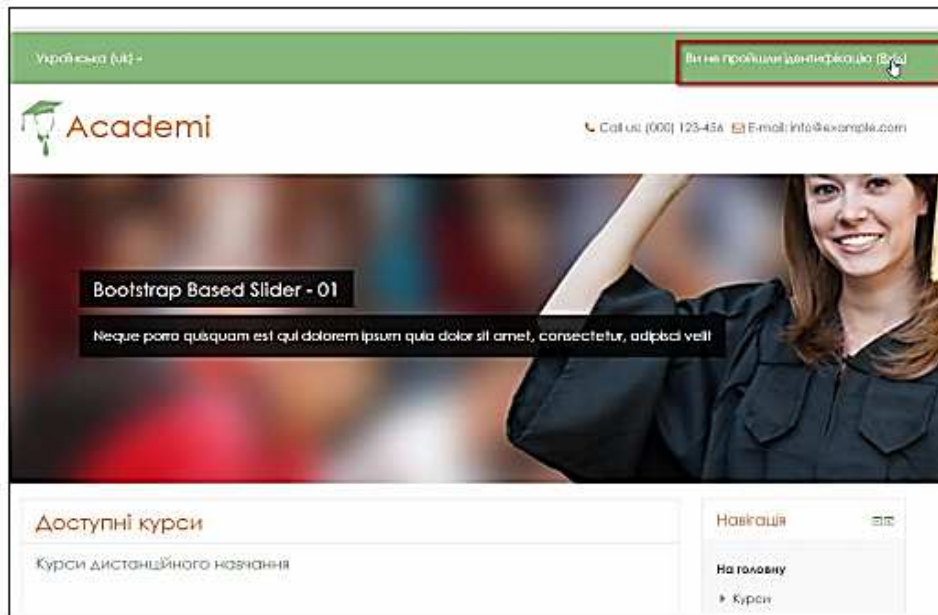


Figure 5. Moodle Login Link

Thanks to effective learning through mobile devices, the Moodle focus on the mobile application supports ATO veterans anywhere to learn anywhere, anytime with the click of a button. Moodle Analytics allows you to track compliance, course completion and competencies, is valuable when considering participants in ATO veterans to conduct their own business (Table 2).

Table 2

Advantages of using the Moodle interactive platform in the process of learning the basics of entrepreneurship for ATO veterans

Potential	Features
All resources – assembled into the single products	In the system, you can create and store electronic training materials and take the sequence of their study. Due to the fact that access to Moodle is via the Internet or other networks, ATO veterans are not tied to a specific place and time, they can move through the material at their own pace from any part of the globe. The electronic format allows using not only text, but also interactive resources of any format from a Wikipedia article to a YouTube video as a "textbook". All course materials are stored in the system, they can be organized using labels, tags and hypertext links.
Joint solution of educational problems	Moodle is focused on collaboration. The system provides a lot of tools for this: wiki, glossary, blogs, forums, workshops. The training can be done asynchronously, when each ATO veteran studies the material at his own pace and in real time, organizing online lectures and seminars. The system supports the exchange of files of any format – both between the teacher and the participants of the system, and between the participants themselves.

End of the Table 2

Potential	Features
The teacher is always in touch with the course participants	Ample opportunities for communication – one of the strengths of Moodle. In the forum you can hold discussions on groups, evaluate messages, attach files of any format to them. In personal messages and comments – discuss a specific problem with the teacher in person. The chat discussion is in real time. Newsletters promptly inform all participants of the course or individual groups about current events: it is not necessary to write to each participant about a new task, the group will receive a message automatically.
The quality of training is in control	Moodle creates and saves a portfolio of each participant: all submitted work, assessments and comments of the teacher, a message in the forum. Allows to control the "attendance" – the activity of participants, the time of their training in the network. As a result, the teacher spends his time more efficiently. It can collect statistics by group. Thus, to understand how the ATO veterans understand the topic, and taking this into account, offer material for further study.

In this Moodle system is the ability to download instructions for using a software product that allows you to effectively manage business processes. Also, the availability of training courses and constant communication with the teacher helps ATO veterans to shape entrepreneurial logic – the type of thinking with which it is possible to launch their startup in the shortest possible time.

Conclusions and suggestions for further research. Today, an effective way of socio-economic adaptation for ATO veterans is to open their own business and learn something new. Therefore, it was proposed to implement an on-line training system for implementing training courses on the basics of doing business for demobilized ATO soldiers using the popular modular object-oriented dynamic training environment Moodle. It is proved that the learning process using the interactive Moodle training platform for ATO veterans will allow them to implement the main methodological principles:

- sufficient motivational potential;
- compliance with the principles of developmental education;
- the possibility of repeated repetition of educational material;
- a high degree of interactivity than in the audience;
- modularity;
- availability;
- individualization;
- the presence of a permanent active help system;
- the possibility of self-control by ATO veterans;
- dynamism of access to information;
- ensuring the visibility and lot of variation of the presentating information;
- confidentiality (incognito education (without disclosing one's name) due to certain circumstances, registering under a different name).

This study provides information about the possibilities of the MOODLE interactive platform for training ATO veterans entrepreneurship and is relevant today for the development of this system within the framework of the joint Ukrainian-Lithuanian project "Ukrainian educational platform (for demobilized ATO soldiers)" – a training road map «Step to entrepreneurship».

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