

APPROVED

By the Academic Council
 LLC "Higher Educational Institution «American University Kyiv»
 Minutes No. 9 dated July 31, 2025

**List of priority areas of research for 2025-2027
 Limited Liability Company "Higher Educational Institution
 "American University Kyiv"**

The list of priority areas of research was developed in accordance with Article 3 of the Law of Ukraine No. 2623-III of 11.07.2001 "On Priority Areas of Science and Technology Development" and the Resolution of the Cabinet of Ministers of Ukraine No. 942 of September 7, 2011.

Name of the priority direction of science and technology development:	Name of the priority thematic area of the higher education institution (from the Resolution of the Cabinet of Ministers of Ukraine "On Approval of the List of Priority Thematic Areas of Scientific Research and Scientific and Technical Development"):	Topics of priority areas of research
1	2	3
1. Behavioral sciences	Life sciences, new technologies for the prevention and treatment of the most common diseases	~ Behavior of the population and decision-making on evacuation during the war. Study of factors that influence the decision to evacuate from dangerous areas. ~ Social norms and stigmatization of mental health in Ukraine. ~ Study of the demand for mental health services in Ukraine. ~ Assessment of economic losses from mental ill health. ~ Studies of Ukrainian refugees and migrants (behaviour and influencing factors and decisions to evacuate, stay or return home). ~ Factors influencing socially desirable behavior at the beginning of the COVID-19 epidemic
1	2	3
2. Fundamental scientific research on the most important problems of	Fundamental research on topical problems of social sciences and humanities.	The most important fundamental problems of physical, mathematical and technical sciences:

<p>development of scientific, technical, socio-economic, socio-political, human potential to ensure Ukraine's competitiveness in the world and sustainable development of society and the state</p>		<ul style="list-style-type: none">- improvement of the organizational and economic mechanism for ensuring sustainable development of regions;- management of marketing activities in global business;- conducting marketing research of the state of the market and improving customer satisfaction.
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