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BEHAVIORAL PATTERNS, FOOD CHOICES AND SELF-CONSCIOUS OF POPULATION: THE ROLE IN COMBATING HEALTH DESTABILIZING FACTORS WITHIN NATIONAL DEVELOPMENT

ПОВЕДІНКОВІ ПАТЕРНИ, ВИБІР ХАРЧУВАННЯ ТА САМОСВІДОМІСТЬ НАСЕЛЕННЯ: РОЛЬ У БОРОТЬБІ З ДЕСТАБІЛІЗУВАЛЬНИМИ ФАКТОРАМИ ЗДОРОВ'Я В РАМКАХ НАЦІОНАЛЬНОГО РОЗВИТКУ¹

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The paper is devoted to bibliometric analysis of the interrelationships of the concept of destabilizing factors in the field of public health and their impact on national development depending on the established level of health security in the country, which is determined by such factors as health behavior patterns, their adherence to full-fledged diet nutrition, self-awareness about maintaining one's health. The selection of sources was formed from the Scopus database. Scientific journals with the largest number of research-relevant publications were identified. It was found that behavioral patterns, such as food preferences, care for the environment, and adherence to a healthy lifestyle, are the predominant categories with which the authors of the analyzed studies identify the formation of the country's potential to counteract negative factors of public health.

Keywords: bibliometric analysis, population behavior, healthy nutrition, medical level, pandemic, transformation of the medical and social security system.

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Статтю присвячено поглибленому бібліометричному аналізу взаємозв'язку поняття дестабілізуючих факторів у сфері громадського здоров'я та їх впливу на національний розвиток залежно від встановленого рівня медичної безпеки в країні, який визначається такими факторами. Як моделі оздоровчої поведінки, дотримання ними повноцінного дієтичного харчування, самосвідомість щодо збереження свого здоров'я. Для відбору наукових джерел використовувався підхід PICOS, що дало змогу відібрати базу статей для подальшого поглибленого аналізу. Комплексний бібліографічний аналіз здійснено за допомогою інструментарію Bibliometrix, який працює на мові програмування R. Добірку наукових джерел сформовано з наукометричної бази даних Scopus. Визначено наукові журнали з найбільшою кількістю науково-значущих публікацій. Проведено кластеризацію наукових досліджень щодо ролі дестабілізуючих факторів у національному розвитку, що дало змогу виділити чотири кластери за популярністю серед дослідників у 2024 році та наявною науковою продукцією. Однією з перспективних груп наукових досліджень визначено роботи в галузі дослідження факторів здоров'я на соціально-економічне становище країн, що розвиваються. Наступним кроком було побудова хмари ключових слів шляхом поєднання пари термінів «дестабілізуючі чинники – національний розвиток». Були визначені наукові альянси представників різних країн, які займалися питанням впливу дестабілізуючих факторів на національний розвиток. Виділено країни представників наукових кіл, які є найбільш цитованими за базою даних Scopus. Здійснено порівняльний аналіз змісту обраних наукових публікацій з проблем громадського здоров'я та національного розвитку з метою акцентування уваги в дослідженнях на певній категорії та основних закономірностях, визначених авторами аналізованого видання. Встановлено, що такі моделі поведінки, як харчові переваги, дбайливе ставлення до навколишнього середовища, дотримання здорового способу життя, є домінуючими категоріями, за допомогою яких автори аналізованих досліджень ідентифікують формування потенціалу країни щодо протидії негативним факторам здоров'я населення, таких як епідемії, пандемії, поширення хронічних неінфекційних захворювань.

Ключові слова: бібліометричний аналіз, поведінка населення, здорове харчування, медичний рівень, пандемія, трансформація системи медико-соціального забезпечення.

Statement of the problem. In 2023, the World Bank presented a scenario containing a list of significant cataclysms threatening the world with increasing instability. Among them are climate crises, military conflicts, migrations, political movements of people, etc. Prominent among them are public health threats like COVID-19 and dozens of other pandemics that are multiplying [1]. The coronavirus, a disease that appeared worldwide at the end of 2019, was not localized to a particular area, as with previous infections (MERS, Ebola, SARS). It became a pandemic that affected almost all countries on all continents with its negative impact. Its consequences were virtually the total isolation of countries from the rest of the world to contain the physical spread of the virus. The countries' economies suffered huge losses, manifested in the intensification of negative phenomena in the social sphere, business, and the level of the population's quality of life. According to authoritative publications, in 2024, the global GDP should grow by more than 3%. However, even under this condition, this indicator will be lower than the value that was before the COVID-19 pandemic [2]. And such growth between 2020 and 2024 is economically the weakest start to the decade in the last 30 years. As for the countries of the European Union, then countries such as Italy and Spain, which at the height of the pandemic had the highest rates of morbidity among the population and had strict and

lengthy quarantine restrictions, also experienced the most tangible negative social and economic impacts from the coronavirus. This is explained by the fact that the imposed restrictions on fiscal policy measures prevented the governments of these countries from acting effectively in matters of providing economic assistance and restoring industries. Conversely, the German government can be characterized as an active implementer of large-scale economic support programs in the EU. Thanks to this, the negative consequences for the national economy of this country were less significant compared to other countries. The economic support of the French government can also be considered vital, which reimbursed almost 85% of wages to workers who remained unemployed during the lockdown period and provided favorable business loans, credit holidays, etc. [3]. The impact on the socio-economic situation of the countries of the COVID-19 pandemic is determined by the severity of the lockdown measures, the structure of the national economy, and the fiscal features of the country, which together determine the potential of a specific country to counteract the negative impact of factors and threats to public health. However, some authors concluded that factors such as the strictness of the lockdown, the share of the tourism industry in the structure of the national economy, and trust in the government play a significant role in the emergence of differences in the amount

of economic losses in different EU countries from the COVID-19 pandemic [4]. In [5] the authors noted a certain regularity, which is as follows: economic development experienced the lowest rates of decline in those countries that initially had a higher level of socio-economic development and which showed the best growth dynamics. Thus, in the ten most developed EU countries, the rate of economic development due to the COVID-19 pandemic fell by 2.3%, while in other countries, the figure was much higher – 5.1%. The author of the [6] showed an existing relationship between the duration of the lockdown and GDP growth. Longer lockdowns hurt the GDP growth trend. Thus, on average, the drop in GDP from the second quarter of 2019 to the second quarter of 2020 in countries with longer lockdowns (several months) was about 21%, while in countries with shorter periods of lockdowns (no more than 15 days), this value was 13%. These empirical findings clearly show the negative impact of policies aimed at extended restrictions on the economy and society. Another conclusion of the authors was that it turned out that countries that invested more in pandemic prevention and reducing mortality rates among the population but at the same time tried to shorten the lockdown period could also reduce the adverse effects on the economy. From these positions, it is extremely important and urgent to find out in case of risk situations in the field of public health in the future which trajectory and development scenario should be followed by the country that will maintain the resilient state of its economy as long as possible and more effectively. It is appropriate to note that Ukraine's national health care system at the time of the emergence and spread of the coronavirus pandemic was under the influence of an unstable situation in the economic and political spheres. The COVID-19 pandemic provoked a problematic situation in the financial sector: for example, in 2020, the active phase of the pandemic, Ukrainians became even poorer than they were in the pre-pandemic, post-crisis year of 2019. According to various sources, most Ukrainian families faced financial difficulties, and GDP decreased by 5-7.7% [7]. During the pandemic, employment problems arose, with one in ten citizens unemployed. A third of small businesses needed help from the state (losses were 50-75% of the pre-pandemic income, and almost 90% of entrepreneurs lacked financial reserves) [8]. According to data from the National Bank of Ukraine, up to 70% of companies experienced declining sales and profits.

The biggest losses were experienced by the retail, transport, and service industries (National Bank of Ukraine, 2020).

Literature review. Bibliographic analysis as an effective tool for researching the theoretical background of the studied category has been used in the works of a number of Ukrainian and foreign scientists. Since there are a significant number of such studies in various fields, we will analyze only the most cited and relevant to the search query. Using bibliometric analysis, the authors [9] systematized literary sources and approaches to solving the problem of increasing consumer loyalty in the banking sector. As a base for research, they use the scientometric database gScopus, which is searched by such categories as source name, abstract, and keywords. The selected documents were visualized using the VOSviewer software to construct network maps showing relationships between keywords. The authors [10] set the goal of identifying the most influential publications, authors and organizations for understanding the direction vector of research in the field of renewable energy. Sources from the Web of Science scientometric database were selected for analysis, and VOSviewer was used as a software tool for analysis, which allowed hierarchical clustering of scientific research. In the work [11], the authors investigated two important social categories of innovative development using bibliometric analysis and its data visualization capabilities. The Scopus database was used for a search for keywords in the categories of source name, abstract, and selected author categories. The authors [12] set the goal of their study to determine the components and characteristics of existing research in the field of marketing in the field of blood donation to identify gaps in scientific development and determine future directions of research in this field, which was carried out using the method of systematization as a subtype of bibliometric analysis. In [13; 14], the author of this study has already attempted a bibliometric analysis of the studied categories without the use of specialized software. Such an analysis makes it possible to form a theoretical basis, to systematize the author's work in a simplified manner without visualization, and to determine the direction of scientific interest in the researched categories. The purpose of the study [15] is the analysis of scientific publications to identify the population's awareness of radical changes in the economic and environmental spheres. A combination of Scopus database tools and the VOSviewer

bibliometric analysis toolkit was used for the research. In [16], a bibliometric analysis of scientific publications on the subject of state policy and financial regulation on preventing and combating financial fraud was carried out using various tools (Scopus from Elsevier (SciVal) and Web of Science from Clarivate Analytics, as well as VOSviewer software. In [17] theoretical analysis of publications is applied to the study of the content of publications on health care and financing of the population health care system under the influence of the coronavirus pandemic. The VOSviewer software was used to create bibliometric maps of scientific publications in the field of tourism.

The goals of the research. It is expedient to review the existing format of the functioning of the national health care system to modify it according to individual components to increase its potential towards a more effective development trajectory in the following decades, in particular taking into account the future occurrence of the situation of the influence of destabilizing factors. To do this, it is important to first analyze those factors that have the greatest impact on the country's resilience to the impact of destabilizing factors in the healthcare sector. To do this, it is advisable to analyze the existing scientific work on the impact of destabilizing factors on national development using the tools of bibliographic analysis.

The main material. To conduct a literature review, this study used a comprehensive approach to searching for key terms of the studied terminology in the Scopus scientometric database. Target keywords and the Boolean logical operator were used to combine all search keywords. Therefore, the search query came out as follows: TITLE-ABS-KEY (("national development") AND ("destabilization" OR "risk" OR "hazardous" OR "destabilizing")). Of primary interest are scientific works related to various aspects of national development under the influence of destabilizing factors (dangerous situations of various nature, risks). At the same time, the nature of these factors is not clarified to find out how actively the aspects of risks to public health are investigated in matters of national development. From the 453 documents initially selected by the database using filters, 255 articles were selected (rejected unpublished works, documents written in other languages. Also, only journal articles were taken into account, and other types of publications were rejected (so that only peer-reviewed and fully peer-reviewed works provided by the publishing policy of

highly rated scientific journals were included in the analysis). The bibliometric analysis was carried out using the Biblioshiny application, which is part of the R-package "Bibliometrix" interface. This package for bibliometric analysis makes it possible to perform a comprehensive quantitative analysis of scientific sources on a selected topic in the Scopus environment with a significant number of analytical tools (Aria and Cuccurullo, 2017). The analysis carried out in the Biblioshiny environment shows that among the scientific journals where the majority of works are published according to the keywords of the research, such as Journal of Cleaner Production (four citations), Natural Hazards (four citations), Environmental Science and Pollution Research (three citations), Jamba: Journal of Disaster Risk Studies (three citations), Public Health (three citations), Bulletin of the World Health Organization Despite the presence of journals on environmental topics with a predominant number of citations, a prominent place in this field of research is occupied by specialized journals on health issues – Public Health, Bulletin of the World Health Organization (two citations), Climate and Development (two citations), Current Science (two citations), Environmental Policy and Law (two citations), Habitat International (two citations). There are several health-related journals in this list. The clustering of scientific work on the impact of destabilizing factors of various natures on national development (Fig. 1) made distinguishing four clusters of scientific works on this topic possible. It is noteworthy that although the cluster with scientific research in the field of health is not significant in size compared to the number of scientific works on issues of sustainable development, climate change, and assessment of risk factors and how they affect the life of society, however, according to Biblioshiny, the distribution of the cluster by the topic "health" is included in the category of "motor themes", which are the most popular among scientists and determine the vector of current scientific research in the researched field.

A visual representation of the most used keywords in the chosen field of study is shown in Fig. 2.

Analysis gave opportunity to rank the countries whose authors dealt with the impact of destabilizing factors on national development. Among the authors, scientists from China are the most significant. Compared to other authors, single-country publications without co-authorship with scientists from different countries are more

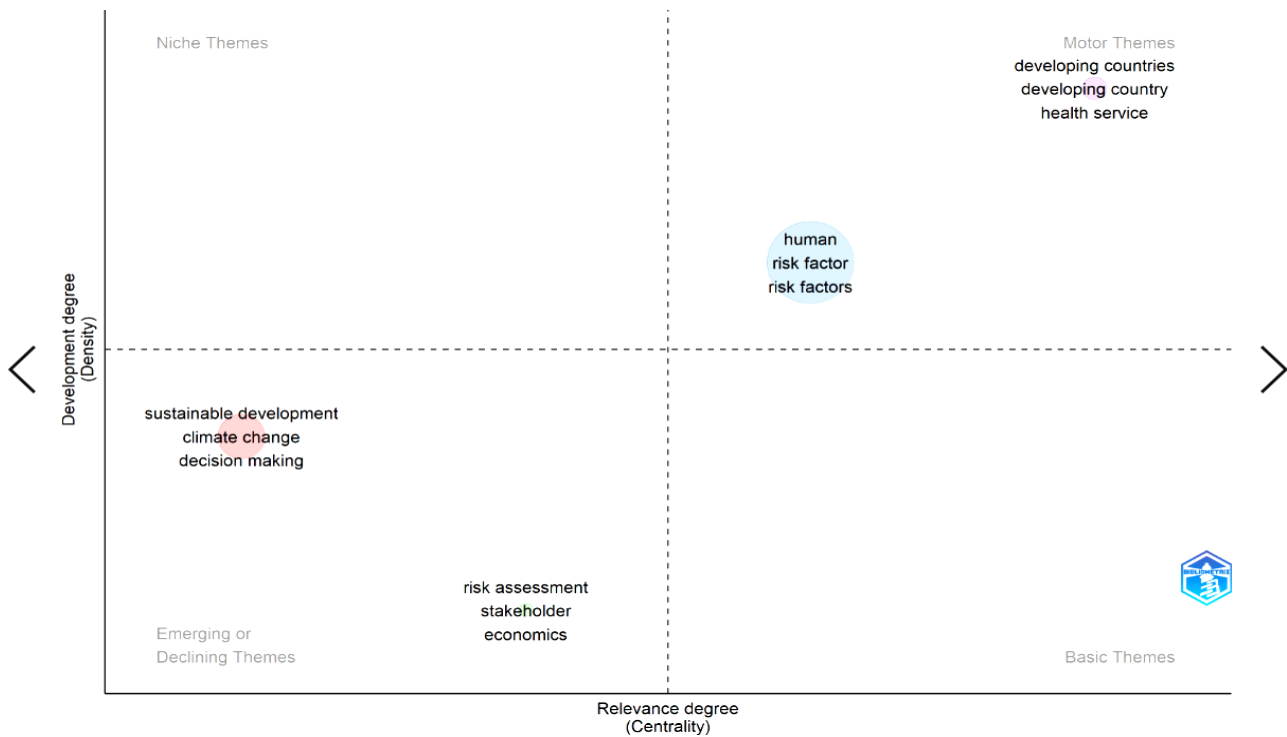


Figure 1. Clusters of scientific research on the impact of destabilizing factors on national development

Source: built by the authors

characteristic, as are India and Turkey, which are generally represented only by works from the category of single-country publications. While authors from Germany, Indonesia, Australia, Brazil, Chile, and Austria actively join scientific alliances, publishing joint works on this topic.

The most cited scientists in the researched issue are representatives from the USA, United Kingdom, China and Germany.

Let's briefly analyze the essence of the author's research for the most cited scientific works in the formed sample. The papers were analyzed according to the PICOS principle, which is described in detail in [19]. The author of [20] explores in detail the implementation features and consequences of implementing national development programs in Vietnam. The author analyzed the ability of households to adapt to the implemented changes. It was found that some households showed a better potential for adaptation, while those belonging to the vulnerable category adapted much worse. It was more difficult for them to access the necessary resources for life activities. The work [21] is devoted to digitalizing national development. In this study, attention is paid to the availability of resources to ensure social changes associated with public infrastructure

development, considering socio-economic issues of development and the country's actual needs. Emphasis is placed on the fact that it is appropriate for South Africa to adopt multicultural approaches to national development priorities. The author of [22] examines the social aspects of national development and how they affect the well-being of the European population, which is a common and distinctive feature of the social security policies of different countries. The level of convergence between the EU and OECD countries at the macroeconomic level has been quantitatively investigated. The trajectories of governments' national social expenditures and their connection with economic development are analyzed. A special place is occupied by works on the issues of ensuring the sustainable development of various territories. For example, such a work is the much-cited work [23], in which the influence of climatic hazards on the risk level of the studied territories is studied. The article analyzes ways to achieve a resilient state, combining risk transfer in the form of insurance and risk reduction (threat mitigation). The combined risk reduction mechanism makes it possible to achieve the goals set within the framework of environmental protection policies and management of destabilizing factors



Figure 2. A cloud of keywords for research on the impact of destabilizing factors on national development

Source: built by the authors

while simultaneously creating opportunities for investments in environmental projects. The direction of sustainable development is also presented in the work [24], in which the author focuses on the study of climate changes, the pressure of various adverse factors on the state of the investment-oriented model of national development, highlighting the multi-directionality of the goals of social and sustainable development to achieve long-term prosperity and social growth. A separate cohort of research in the field of health care and the impact of this factor on national development is occupied by scientific works on nutrition health issues. The most cited work in the sample is [25], in which the author claims that vitamin deficiency in the diet is present in more than 50% of the world's population, the majority of whom are women, infants, and children from poor families in developing countries. The reason for this problem is the shortcomings in the functioning of the food systems of the nations of the world, which do not ensure the timely supply of the necessary food to cover the needs of the most vulnerable categories of the population. This, in turn, leads to an increase in morbidity and mortality rates among the population.

Many works are devoted to the coverage of combined issues, for example, issues of ecology and the impact of pollution factors on public health, as in the work [26], which analyzed environmental pollution as a prevalent risk factor for low- and middle-income countries and those negative phenomena that arise in the field of

public health, provoked by excessive exposure to environmental polluting factors. This harms the level of national development, leads to economic losses due to diseases of the population, and increases the number of citizens who are sick with chronic diseases, acting as a significant burden for the national health care system. Political contradictions in the formation of a national development strategy are revealed in the work [27], which examines the state of socio-economic development at the national level after the global financial crisis when most countries of the world were experiencing times of turbulence and uncertainty about their further trajectory of national development. The author [28] examines the case of Uganda, where a strategic plan to invest in the public health sector was developed and implemented in 2010 to achieve national development goals. Many works are devoted to clarifying correlations and constructing regression models capable of describing the trends of changes in indicators of the level of national development and disincentive factors. The specificity of the works is manifested in their thematic orientation: bad habits, morbidity in the conditions of pandemics and epidemics, reforms in the medical system, etc. The team of authors [29] assessed the presence of a correlation between several indicators of national development and the age distribution of people who use injection drugs. They found a relationship between variations in the age profile of people who use narcotic substances and indicators such as GDP and urbanization in a country. Since the level of national development

is a complex indicator, some scientists have devoted their work to finding out the most relevant indicators that should be included in the generalizing index for its calculation, including, in particular, indicators from the healthcare field. For example, The scientist of [30] suggested calculating it as a combination of the values of population life expectancy and gross domestic product. The author believes that such an indicator can serve as a guide for planning the strategy of national development in the medium and long term. The influence of the financial and budgetary sphere on macroeconomic stability is studied by [31].

Conclusions. Thus, the bibliometric analysis showed that the topic of the role of the medical

field and population health in ensuring the resilience of national development is at the peak of popularity today in science. In particular, if to talk about such a category as population health, then the concepts that Ukrainian and foreign authors actively consider in their research are behavioral patterns about health, a rational approach to nutrition, and conscious behavior toward the environment and attitude to environmental problems. This indicates that the issues of maintaining the health of the population, promoting a healthy lifestyle, and finding the optimal mechanism for stimulating the transition of the population to more rational behavior in the consumption system will continue to be promising areas of research.

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