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Крамарчук М. В.
Ганніченко Т.А.

STRESS MANAGEMENT

Стаття присвячена актуальній темі «Стрес-менеджмент», її мета дослідити поняття стрес-менеджменту, визначити причини появи стресу та проаналізувати рекомендації щодо його подолання.

***Ключові слова:** стрес, стрес-менеджмент, види стресу, подолання стресу, дистрес, еустрес.*

The article is devoted to the topical issue of "Stress Management", its purpose is to explore the concept of stress management, identify the causes of stress and analyze recommendations for overcoming it.

Keywords: *stress, stress management, types of stress, overcoming stress, distress, eustress.*

Scientists, psychologists, managers, and others study the problems related to stress and its consequences. They look at the causes of stress, its effects, and consequences from different aspects. Nowadays, the issue of stress management is gaining special attention. Some many books and courses help to address this issue. Many scientists have worked on the topic of stress management, such as Sharon Melnik, Widemala Birch, Jack Lewis, Mark Williams, David Lewis, and many others. In their works, they presented their knowledge and observations.

The study aims to study the concept of stress, the causes of stress, the peculiarities of the body's response to stress, as well as to study the concept of stress management, ways to overcome stress, and turn stress into a resource.

The problem is debatable because many people believe that stress is an "enemy", i.e. only harms our body, but today more and more people are turning it into a "friend". In life, we often experience stressful situations that affect us in different ways. Due to the complexity of the modern world, stress becomes a companion of man. Therefore, it is necessary to study this topic more carefully and make recommendations, because stress affects a person's health, behavior, and ability to work. It is normal to feel tension during a difficult task, but it is important to be able to turn stress into a resource for self-development and deal with the effects of stress.

The World Health Organization has adopted the following definition: stress is a non-specific (ie the same to different stimuli) response of the body to any request made to it.

Consider the reasons why a person may be in a state of stress. There are many of them. The causes of stress are external and internal. External causes are those that occur externally but affect a person from within. External causes of stress include the death of a loved one, change of job or housing, environmental conditions, the economic situation of the country, and other factors. There are also

internal causes of stress - a person's thoughts and experiences that lead to stress. These include a person's self-esteem, life values , and beliefs.

There are several signs of stress that are common to most people:

- Feelings of irritability.
- Inability to focus on work.
- Memory problems decreased the speed of the mental process.
- Frequent headaches that have no organic cause.
- Depression, physical weakness, constant fatigue.
- Decreased appetite or the constant feeling of hunger.
- Loss of sense of humor.
- Lack of interest in others, relatives, and friends.
- Inability to relax
- Occasionally there are nervous tics.

Many people cope with stress with antidepressants, drugs, and alcohol, but these methods can lead to even greater dependence. So, what are the ways to deal with stress:

- Meditation and rest
- Arts and hobbies
- Autoregulation of respiration
- Bringing order
- Physical activity

Canadian scientist Hans Selye worked hard on the concept of stress. Initially, he identified stress as a negative factor, but after conducting more detailed research, he realized that stress occurs in the human body and under the influence of positive factors. He started talking about good stress (which he called eustress) and bad stress (distress). In a later interview, the scientist said: "We feel stress all the time, so the only thing you can do is try to make it useful for you and others."

Stress management is a process of self-management under the influence of

stress. It helps to avoid negative consequences, shocks and increases a person's resistance to them. The term is used among HR professionals, managers, and company executives. Stress can have both beneficial and detrimental effects on a person's condition. If you recognize that stress gives you the positive experience you need, each new test will be easier for you to endure. Studies show that when you realize the benefits of stress for learning and increasing resilience, the physiological response to it can also change.

Successful ways to overcome stress and develop stress resistance are also:

- active interaction with the stressor or influence on the problem itself;
- change of view of the problem, change of attitude to it, or other interpretation of the problem;
- acceptance of the problem and reduction of the physical effect of the stress caused by it;
- comprehensive methods that combine all of the above.

Summarizing all the above, we can conclude that stress is a non-specific reaction of the body to any demand made on it. Any new skill that a person acquires is acquired through stress. This means that stress for the body is a kind of process to solve certain problems. Another thing is that each person responds to challenges in their way: one unites and seeks solutions, and the other loops and brings himself to a nervous breakdown. Stress does not always destroy the personality, it often helps to make the right decision and pushes for more action. As G. Selye said: "Stress is not what happened to you, but how you react to it."

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Кугляр А. А.

Тішечкіна К. В.

THE IMPACT OF INTERNATIONAL INVESTMENT ON THE ECONOMY OF UKRAINE

Стаття присвячена питанням впливу міжнародних інвестицій на Україну, оскільки ефективне здійснення інвестиційної діяльності має важливе значення для розвитку української економіки на сучасному етапі та підвищення конкурентоспроможності підприємств. Визначено вплив міжнародних інвестицій на розвиток української економіки, він незначний і значною мірою залежить від початкових умов: політичної стабільності, макроекономічної ситуації в країні, якості людського капіталу, інституційної підтримки.

Ключові слова: міжнародні інвестиції, вплив, економіка, інвестиційна діяльність.

The article is devoted to issues of international investment in Ukraine, since the effective implementation of investment activity is important for the development of the Ukrainian economy at the present stage and increasing the competitiveness of enterprises.. The influence of international investment on the development of the Ukrainian economy is determined, it is insignificant and is largely dependent on the initial conditions: political stability, the macroeconomic situation in the country, the quality of human capital and institutional support.

Key words: international investment, impact, economy, investment activity.