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DEVELOPMENT OF SCIENTIFIC AND TECHNICAL POTENTIAL IN CRISIS CONDITIONS

Онопрійчук Д. О. - здобувач вищої освіти групи

Науковий керівник – Ганніченко Т.А., кандидат педагогічних наук, доцент кафедри іноземних мов МНАУ

У статті проаналізовано які фактори та як впливають на розвиток науково-технічного потенціалу підприємства. Визначено, що період кризи є найкращим для створення чи вдосконалення наявного науково-технічного потенціалу. В процесі дослідження узагальнено шляхи та напрями розвитку науково-технічного потенціалу підприємства.

Ключові слова: *науково-технічний потенціал, криза, співпраця, інновації, можливості.*

The article analyzes which factors and how they affect the development of the enterprise's scientific and technical potential. It was determined that the period of crisis is the best for creating or improving the existing scientific and technical potential. In the process of research, the ways and directions of development of scientific and technical potential of the enterprise are summarized.

Keywords: *scientific and technical potential, crisis, cooperation, innovations, opportunities.*

Introduction. The development of scientific and technical potential is critical for any society progress and advancement. However, crises, whether economic, political, or social, can significantly impact the pace of progress and innovation. In such conditions, it becomes even more crucial to leverage scientific and technical potential to overcome the crisis and set the stage for future growth.

Literature review. Problems of the development of scientific and technical potential are widely studied by many scientists: both domestic and foreign. In particular, Semerenkova I. O., Ilyashenko S. V., Chyzhova V. P. and others.

Materials and methods. In the article, the author used such methods as observation, description, induction and deduction, explanation, generalization, classification. The materials for writing the article are the works of domestic scientists on the formation of scientific and technical potential in crisis conditions and online resources with statistical data.

Results and discussion. The development of scientific and technical potential is a key factor in ensuring sustainable socio-economic development of the country. However, crisis periods can have a negative impact on the scientific sphere, in particular, due to a reduction in the budget for scientific research and the corresponding infrastructure, a decrease in the number of scientists and scientific and technical workers, difficult access to foreign scientific resources, technologies and scientific exchanges, as well as on the level of public interest in science and its role in society. Despite this, the crisis period can become a time to look for new solutions and opportunities in the scientific and technical field.

Crises occur cyclically and pass over a long period of time. therefore, for enterprises, this time is the most effective for the development and implementation of new technologies with the involvement of specialists. Figure 1 suggests several ways of developing scientific and technical potential in crisis conditions.

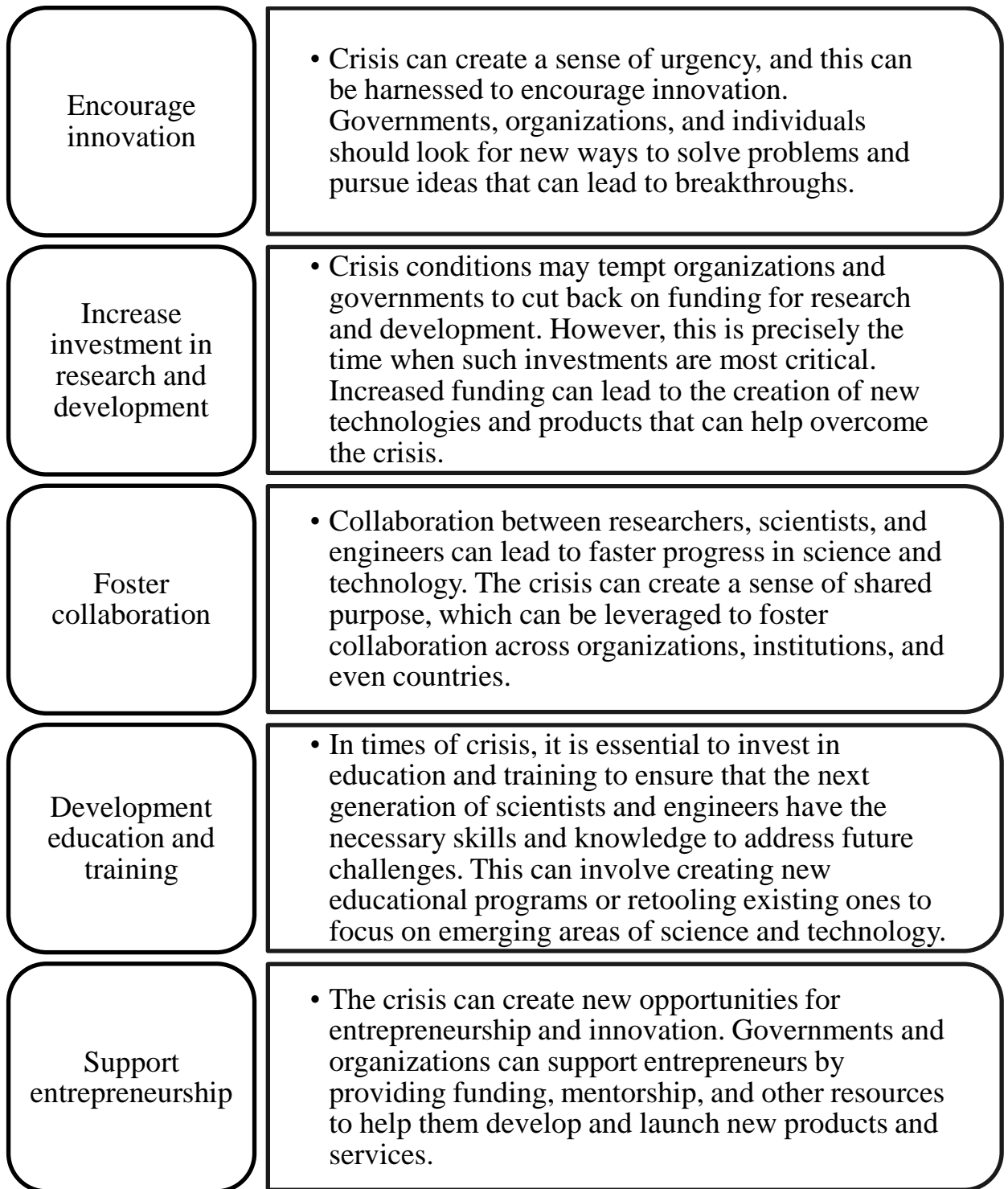


Figure 1. Ways to develop scientific and technical potential in crisis conditions.

Source: built by the author using [1].

Today technology has progressed by leaps and bounds in all sectors. Countries around the world are creating models of sustainable growth based on the assumption that technology can facilitate them to create new or alternate sources to the resources that are depleting. The other notion is that science can help us find ways to reuse the remaining resources in an efficient way [2].

The development of scientific and technical potential in crisis conditions can be complicated due to financial constraints and uncertainty in the future. Therefore, it is important to find effective

ways to stimulate scientific research and innovation even in crisis conditions. One of the ways can be attracting investments in the scientific and technical sector. Governments and private companies can provide financial support for research, development and innovation projects. It is also possible to attract grants and other sources of funding from abroad.

Crisis conditions can even stimulate the development of scientific and technical potential, as they force people to look for new, more efficient and innovative solutions.

Conclusions. In conclusion, crises can create challenges, but they can also present opportunities for the development of scientific and technical potential. By encouraging innovation, increasing investment in research and development, fostering collaboration, emphasizing education and training, supporting entrepreneurship, and addressing ethical considerations, societies can leverage their scientific and technical potential to overcome crises and set the stage for future growth.

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DIRECTIONS OF MANAGEMENT DEVELOPMENT IN UKRAINE (НАПРЯМКИ РОЗВИТКУ МЕНЕДЖМЕНТУ В УКРАЇНІ)

Павленко С.В. – здобувач вищої освіти групи МЕН 4/3

Науковий керівник – Комарницька А. В., викладач кафедри іноземних мов МНАУ

У роботі розглянуто можливості розвитку менеджменту в Україні, враховуючи різні його аспекти та напрямки. Особлива увага приділяється важливості розвитку лідерських здібностей, стратегічного менеджменту, управлінню талантами та змінами. Аби гарантувати теоретичні знання та практичні навички, що необхідні для досягнення успіху на сучасному конкурентному ринку, розвиток менеджменту в Україні має зосередитися на розробці програм постійного професійного навчання та розвитку.

Ключові слова: *менеджмент, стратегії, розвиток менеджменту, лідерство, стратегічний менеджмент, управління талантами, управління змінами.*