

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)

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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.*

This paper examines the possibilities of development of management in Ukraine, considering its various aspects and directions. The emphasis was made on the importance of developing leadership skills, strategic management, talent management and change management. In order to guarantee the knowledge and practical skills necessary for success in today's competitive market, management development in Ukraine should focus on the creating ongoing training and development programs.

Keywords: *management, strategies, management development, leadership, strategic management, talent management, change management.*

Studying the development of management in Ukraine is important for building a stronger economy, developing talented managers, competing effectively in the global marketplace, driving innovation, and supporting ongoing professional development.

Management is the process of planning, organizing, motivating, and controlling an organization to achieve coordination of human, financial, natural, and technological resources necessary for the effective completion of tasks [1].

By studying management development in Ukraine, we can identify areas where improvements can be made, and develop strategies to increase productivity, efficiency, and competitiveness. Effective management is critical for economic growth, talent development, globalization, innovation, and professional development. A strategy is a detailed, comprehensive plan designed to fulfill the mission of an organization and achieve its goals [3]. Understanding the development of management in Ukraine can help organizations to create job opportunities and increase the overall level of skills in the workforce, and provide valuable insights into the professional development of managers. Overall, studying the development of management in Ukraine is essential for building a successful and thriving business environment.

Management development in Ukraine is an important area of focus for organizations seeking to improve their performance and competitiveness. There are several directions that management development can take in Ukraine.

Leadership development involves developing leadership skills among managers to enable them to lead teams effectively, communicate clearly, make decisions confidently, and inspire their subordinates. Leadership is the implementation of organizational management carried out by top management [2].

Leaders can develop their leadership skills through attending leadership development programs, seeking feedback, practicing self-reflection, setting goals, and building strong relationships with their team members. These actions can help leaders become more effective in

managing teams, communicating clearly, making confident decisions, and inspiring their subordinates.

Strategic management involves developing skills in strategic planning, analysis, and decision-making to enable managers to develop and implement effective business strategies. For example: developing a strategic plan to expand the company's product line and enter new markets, analyzing industry trends and competition, and making decisions on resource allocation and investment to achieve long-term growth and profitability.

Talent management involves talent acquisition, retention, and development to ensure that the organization has the right people in the right roles to achieve its goals. Talent management is a critical aspect of human resources management that focuses on identifying, acquiring, developing, and retaining talented employees within an organization. Effective talent management helps organizations to build a strong workforce that is capable of meeting current and future business needs.

Change management includes developing skills in managing organizational change, including understanding the drivers of change, communicating change effectively, and engaging stakeholders in the change process. Examples of change management may include implementing new technologies, restructuring the organization, introducing new products or services, and merging with or acquiring other companies.

The other way to improve management development in Ukraine is digital transformation, skill in using technology, improves organizational performance, including data analytics, artificial intelligence, and other digital tools.

International management is the process of applying management concepts and tools in a multicultural environment to achieve the best results in achieving its goals, obtaining additional advantages, and saving time [4]. Involves developing skills in managing international operations, including cross-cultural communication, global supply chain management, and international marketing.

Overall, management development in Ukraine needs to focus on developing a range of skills among managers to enable them to navigate the complex and dynamic business environment effectively. Organizations should invest in ongoing training and development programs to ensure that their managers are equipped with the knowledge and skills needed to succeed in today's competitive marketplace.

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METHODS AND FUNCTIONS OF FINANCIAL CONTROL (МЕТОДИ І ФУНКЦІЯ ФІНАНСОВОГО КОНТРОЛЮ)

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Дана стаття розглядає основні аспекти необхідності компетентного фінансового контролю та його головні цілі. Ефективне планування управління фінансами допомагає компанії зменшувати фінансові ризики, дотримуватись фідучіарних обов'язків, корпоративного управління та вимог належної обачності, а також досягати фінансових цілей.

***Ключові слова:** фінансовий контроль, підтримання грошового потоку, управління ресурсами, ефективність виробництва, рентабельність, запобігання шахрайству, перекриття, облікові аномалії, своєчасне оновлення даних, оперативні сценарії*

This article considers the main points of the importance of competent financial control as well as its main goals. Effective financial management planning helps the company to mitigate financial risks, to comply with fiduciary duties, corporate governance, and due diligence requirements, and to achieve its financial goals.

***Keywords:** financial control, cash flow maintenance, resource management, operational efficiency, profitability, fraud prevention, overlaps, anomalies, timely data updating, operational scenarios*

Financial controls refer to the development of policies and procedures by an organization to manage its financial resources and operate efficiently. It is essential for cash flow management, budgeting, and the prevention of any fraud or theft. Thus, it enables the business to track and oversee its financial activities to grow and prosper.