

environmentally friendly methods. The work on innovative, comprehensive solutions aimed at enhancing overall food security both today and in the future forms the foundation of the economic policy of any country. Some of the most pressing challenges for modern agriculture, which significantly impact global food security, are climate change and military conflicts. The consequences of climate change can be mitigated through modern technologies that enable agricultural producers to achieve stable harvests and maintain production volumes even in challenging climatic conditions. However, military conflicts and complex political situations lead to the destruction of agricultural enterprises and the complete destabilization of global food supply. To minimize the consequences of the food crisis, it is essential to protect and support agricultural production in Ukraine as soon as possible in the context of wartime, using the country's influence on global food policy. This can be achieved through Ukraine's leadership in global markets for certain types of agricultural products, as well as by strengthening cooperation with international and intergovernmental organizations, including the FAO, to transform food systems.

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### PROJECT MANAGEMENT AND STRATEGIC PLANNING

*У роботі розглядаються основні аспекти управління проектами та стратегічного планування, їх принципи, методології та взаємозв'язки. Аналізується роль управління проектами в реалізації стратегічних цілей організації, а також важливість стратегічного планування для ефективного відбору та реалізації проектів. Особлива увага приділяється інструментам управління, управлінню портфелем цінних паперів та компетенціям керівників. Підкреслюється важливість поєднання будь-яких двох напрямків для довгострокового розвитку і конкурентоспроможності компаній в сучасному динамічному бізнес-середовищі.*

**Ключові слова:** управління проектами, стратегічне планування, project management, стратегія, управління портфелем, Бізнес-аналіз, корпоративна культура, конкурентоспроможність, методології управління, Agile, SWOT-аналіз.

*This paper examines the core aspects of project management and strategic planning, their principles, methodologies, and interrelationships. It analyzes the role of project management in implementing an organization's strategic goals, as well as the importance of strategic planning for effective project selection and implementation. Special attention is paid to management tools, securities portfolio management, and managerial competencies. The paper emphasizes the importance of combining these two directions for long-term development and competitiveness of companies in today's dynamic business environment.*

**Keywords:** *Project Management, Strategic Planning, project management, Strategy, Portfolio Management, Business Analysis, corporate culture, competitiveness, management methodologies, Agile, SWOT analysis.*

Project management and strategic planning are two key aspects of management that determine the success of organizations in a modern business environment. Project management is an integral part of the successful development of organizations in the modern world [3]. They ensure the efficient implementation of corporate goals, optimize resources and increase competitiveness. Good governance and compliance with established quality standards for civil society organizations are a sustainable practice in European countries and it is an effective tool for promoting organizational development [1]. The combination of these two areas allows companies not only to effectively implement individual projects, but also to ensure long-term development.

Project management is a system of methods and approaches that are used to organize, plan, execute and monitor projects. A project is defined as a temporary enterprise aimed at creating a unique product, service or result. The most important phases of project management are the initiation, planning, execution, monitoring and completion. At each of these stages, managers must ensure that the project goals are consistent with the overall strategy of the company. Various methods such as Agile, Scrum, Waterfall, Kanban and PRINCE2 are used to successfully complete projects. The choice of methodology depends on the complexity and specificity of the project. Strategic planning is an integral part of the management of an organization, as it defines the main directions of its development. The use of the project management methodology ensures the effectiveness of implementing goals in accordance with certain deadlines and the planned budget and resources [2]. It includes the formulation of the mission and vision of the enterprise, the establishment of long-term goals, the analysis of the external and internal environment, the development of strategies and mechanisms for their implementation. Strategic planning helps organizations to adapt to changes in the market environment, efficiently distribute resources and achieve competitive advantages. The most important tools for strategic planning include SWOT analysis, PEST analysis, Porter's Five Forces Model, the Balanced Scorecard (BSC) and scenario planning. The connection between project management and strategic planning is obvious. Each individual project must correspond to the strategic goals of the enterprise, and strategic planning determines the direction of selection and project management. Project management makes it possible to put the strategy into practice and translate it into concrete actions, while strategic planning provides a common framework for making decisions on priorities, resources and investments. One of the most important aspects of a successful combination of project management and strategic planning is project portfolio management. It is a process of selecting, prioritizing and managing several projects that correspond to the strategic goals of an organization. As a result, resources can be efficiently divided between projects, duplicate efforts can be avoided and the greatest benefit for the company can be achieved. With modern information systems such as Microsoft Project, Jira, Trello or Asana, you can automate project management and improve team performance. Successful strategic planning and project management require competent managers who are able to make informed decisions and work under uncertainty and risk. Important skills in this area are analytical thinking, leadership qualities, communication skills, adaptability and result orientation. In addition, corporate culture is an important factor that promotes innovation, cooperation and continuous learning.

Project management and strategic planning are important components for the success of an organization. They make it possible to effectively manage changes, ensure stable development of the company and achieve the set goals. The combination of these two approaches helps companies to be flexible, competitive and prepared for the challenges of the future. In today's fast-changing world, the ability of organizations to effectively combine strategic vision with fast project workflows is the key to long-term success.

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## **SURGICAL TREATMENT OF WOUNDS IN VETERINARY MEDICINE: TRADITIONAL AND INNOVATIVE METHODS** **(ХІРУРГІЧНЕ ЛІКУВАННЯ РАН У ВЕТЕРИНАРІЇ: ТРАДИЦІЙНІ ТА НОВІТНІ МЕТОДИ)**

*У статті розглядаються основні методи хірургічного лікування ран у ветеринарній практиці. Аналізуються традиційні методи первинної та вторинної хірургічної обробки, а також сучасні інноваційні методи, такі як використання біоматеріалів, регенеративної медицини та лазерної хірургії. Оцінюється ефективність кожного підходу та їх роль у прискоренні загоєння ран у тварин.*

**Ключові слова:** хірургічне лікування, ветеринарія, рани, регенеративна медицина, лазерна хірургія, біоматеріали.

*The article discusses the main methods of surgical treatment of wounds in veterinary practice. Traditional methods of primary and secondary surgical treatment are analyzed, as well as modern innovative methods, such as the use of biomaterials, regenerative medicine, and laser surgery. The effectiveness of each approach and its role in accelerating wound healing in animals are evaluated.*

**Keywords:** surgical treatment, veterinary medicine, wounds, regenerative medicine, laser surgery, biomaterials.

Wounds in animals are a common problem in veterinary practice. They can result from mechanical injuries, bites, surgical interventions, or other traumas. Wound treatment is a complex process that requires a careful approach, as improper management can lead to infectious complications, delayed healing, or even loss of function of the affected area. The main objectives in wound treatment are infection prevention, stimulation of tissue regeneration, and minimization of pain syndrome. Effective treatment depends on timely diagnosis, the correct choice of surgical method, and the application of modern technologies to improve tissue healing [5].

Today, the primary principle of therapeutic measures for wounds is to improve conditions for the wound healing process and maximize tissue and overall organism protection. Treatment of all types of wounds, except for surgical ones, begins with adherence to the correct algorithm of actions for injuries. The patient is examined, an anamnesis is collected (how and when the wound occurred, complaints, and general information). If the patient is unstable, the wound is treated as much as possible, stabilization and examination of the animal are conducted. Only after these steps is a decision made regarding surgical intervention [1, 3].

Traditional methods of surgical wound treatment include primary surgical treatment and secondary wound healing. Healing by primary intention is always a priority, as it occurs in a short time with minimal scarring. This process involves mechanical wound cleaning, removal of necrotic tissues, and primary suturing.

Secondary wound healing occurs through contraction and epithelialization and is intended for contaminated and infected wounds with skin defects that cannot be closed using conventional surgical