

In Ukrainian realities, anti-crisis management is of particular importance. Enterprises operate under martial law, logistical restrictions and changes in the regulatory environment. This requires a high level of adaptability, diversification of risks and an active search for new partnerships. Organizations that quickly restructured their supply chains, mastered digital sales channels, and established effective communication with customers were able not only to maintain their operations but also to expand their market presence.

Crisis management is not a one-time set of measures, but a continuous process of strategic thinking, analysis, and risk management. Its effectiveness depends on the professionalism of management, the availability of reliable information, and the organization's readiness for change. In modern conditions, it is a systematic approach to overcoming crises that ensures economic stability, competitiveness, and long-term development of the enterprise.

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THE HUMAN PSYCHE AND ITS FUNCTIONS

У роботі здійснено аналіз поняття психіки людини та її основних функцій. Визначено, що психіка виступає складною системою, яка забезпечує пізнання навколишньої дійсності, регуляцію поведінки та емоційних станів індивіда. Обґрунтовано її роль у процесах мислення, збереження й обробки інформації, а також у забезпеченні адаптації людини до змін умов середовища. Наголошено, що функціонування психіки є необхідною передумовою повноцінної життєдіяльності особистості.

Ключові слова: психіка, психічні стани, психічні функції, психічне здоров'я, стрес, емоції, адаптація, фізична активність, харчування.

The paper analyzes the concept of the human psyche and its key functions. The psyche is defined as a complex system that ensures cognition of reality, regulation of behavior, and control of emotional states. Its role in thinking processes, information storage and processing, as well as in human adaptation to changing environmental conditions is substantiated. It is emphasized that the functioning of the psyche is a necessary prerequisite for the full development and effective functioning of an individual.

Keywords: psyche, mental states, mental functions, mental health, stress, emotions, adaptation, physical activity, nutrition.

The problem of studying the human psyche and its functions remains important, because it is the psyche that determines the characteristics of human behavior, emotions and thinking. In the modern world, where a person often faces stress and a large flow of information, understanding mental

processes helps to better adapt to life conditions, regulate one's own emotional state and establish interaction with others. Therefore, the study of this topic is important both for personal growth and for professional training.

Ancient Greek philosophy was characterized by a desire to understand more deeply what the human psyche is and what its peculiarity is. The formation and development of ideas about the psyche took place within the framework of both materialist and idealist approaches, which are described in detail in scientific works. An important role in this process was played by Socrates (470–399 BC), because it was he who first linked the activity of the human psyche with the idea of self-knowledge, expressed in the famous appeal “Know thyself”. In this case, it was not only about the study of consciousness, but about understanding a person as a holistic personality [1].

The psyche is the property of the human brain to perceive the world around it and reproduce it in the form of sensations, images, ideas, thoughts, and other internal experiences [2, p. 1].

Types of mental conditions:

- Motivational states reflect a person's internal motivations, such as desires, interests, aspirations, drives and passions, which determine the direction of his actions and behavior.

- Emotional states are associated with the experience of various emotions and reactions to events in the surrounding world. These include mood, emotional tone of feelings, as well as complex experiences, such as stress, affect or frustration.

- Volitional states are manifested in a person's ability to control their actions and achieve their goals, which is expressed in initiative, determination, perseverance and purposefulness. Their classification depends on the structure of complex volitional actions.

- States of different levels of organization of consciousness determine the level of attention and concentration of a person and change depending on the conditions of activity and psychological state [3].

What are the functions of the psyche?

4. Communicative function – provides a perception of the world that allows a person to realize the need for communication and interaction with other people. It promotes the exchange of thoughts, emotions and information, helps to establish relationships and social contacts.

5. Cognitive function – involves the collection, analysis and awareness of information about the world around them. Thanks to it, a person understands events and phenomena, realizes his place in life, assesses the meaning of his own actions and makes informed decisions.

6. Reflective function – allows you to choose the most appropriate reactions and behavior among various possible options in a specific situation. It helps to adapt to circumstances, predict the consequences of his actions and build a strategy of behavior in accordance with the conditions [4].

What affects mental health?

6. Physical condition – regular physical exercise, adequate sleep and general health care improve brain function and maintain mental balance.

7. Social contacts – communication with family, friends and a sense of belonging to a group help maintain emotional balance and reduce the negative impact of stress.

8. Environment – living conditions, safety and social culture form a sense of comfort and peace, which is important for the psyche.

9. Stress – moderate stress can stimulate development, while constant stress depletes the psyche and harms health.

10. Personal experience – positive events support mental resilience, and traumas or unpleasant experiences can leave a long-term impact.

11. Genetics – some psychological traits, predisposition to certain reactions or mental disorders are inherited [5].

What helps restore mental health?

1. Physical activity – regular sports or just movement helps to distract from worries and switch attention to real life. Systematic exercises restore a sense of control over yourself and allow you to better manage your own mental state.

2. Planning the day – a clear routine helps to avoid rushing and additional anxiety, makes it possible to organize time and feel calmer and more confident.

3. Healthy nutrition – daily consumption of vegetables and fruits, as well as a balanced menu, supports the functioning of the brain and body. Digestive problems can negatively affect the mental state, increasing the level of anxiety.

4. Giving up bad habits – smoking and alcohol do not help relieve stress, but on the contrary, increase anxiety. They create the illusion of relaxation, but after their use, negative emotions accumulate and the mental state worsens [6].

Thus, the human psyche is the basis of his behavior, emotions and thinking. Awareness of its features helps to adapt to life more easily, manage one's own emotions and establish relationships with other people. Mental health is influenced by physical condition, social interactions, environment, stress, personal experience and hereditary factors. Regular physical activity, balanced nutrition, proper planning of the day and rejection of bad habits are important for maintaining mental health. The study of the psyche is important for both personal development and professional training.

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ВИКОРИСТАННЯ АНАЛІТИКИ ДАНИХ У ВОЛЕЙБОЛІ

The article explores modern approaches to data analytics in volleyball. Methods of data collection, processing, and interpretation are analyzed to enhance training efficiency and game performance. The use of statistical analysis, video analytics, machine learning, and wearable technologies for evaluating technical-tactical indicators, players' physical condition, and match outcome prediction is highlighted. The importance of integrating data for optimizing training, reducing injury risk, and improving team competitiveness is substantiated.

Keywords: data analytics, volleyball, statistical analysis, video analytics, machine learning, training process, tactics, physical performance, match prediction, sports efficiency

У сучасному спорті дані стали одним із ключових ресурсів для прийняття стратегічних і тактичних рішень. Аналітика даних — це процес збору, обробки, аналізу та інтерпретації спортивної інформації з метою підвищення продуктивності спортсменів, оптимізації тренувального процесу, прогнозування результатів та розробки ефективних моделей підготовки. Волейбол, як один із найбільш тактичних і стратегічно складних командних видів спорту, відкриває широкі можливості для застосування таких підходів. Аналітика даних у волейболі дозволяє не лише оцінювати технічні показники, але й створювати математичні моделі поведінки команд та окремих гравців у різних ігрових ситуаціях, прогнозувати результати ігрових дій, оцінювати навантаження та психологічну готовність. Це зумовлює високий рівень конкурентності у спортивному середовищі, де рішення, прийняті на основі даних, значно підсилюють можливості тренерського штабу та команда в цілому.

Одним із фундаментальних напрямів аналітики даних у волейболі є статистичний аналіз