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A MODEL OF CRISIS MANAGEMENT IN MODERN CONDITIONS

Барбалат А. Ф. - здобувач вищої освіти групи Б3/2

Науковий керівник - Ганніченко Т.А., доцент, кандидат педагогічних наук, МНАУ

У статті запропоновано модель антикризового управління в сучасних умовах з урахуванням особливостей цифрової епохи. Підкреслюється важливість проактивного запобігання кризам, швидкого та скоординованого реагування на них, ефективного відновлення та безперервного навчання для вдосконалення антикризового менеджменту в майбутньому.

Ключові слова: *антикризове управління, системний підхід, кейс-стаді, сучасні умови*

The article proposes a model of crisis management in modern conditions, taking into account the specific features of the digital era. The article emphasizes the importance of proactive crisis prevention, rapid and coordinated crisis response, efficient recovery, and continuous learning to improve crisis management in the future.

Keywords: *crisis management, systematic approach, case study, modern conditions*

Let's start with the fact that crisis management has become an integral part of modern-day business. Every organization faces the potential risk of encountering an event that could threaten its reputation, revenue, and even existence. In such circumstances, it is essential for organisations to have a well-crafted and effective crisis management plan. So, in this article, we will discuss a model of crisis management that can be applied in current conditions.

The crisis management model consists of four distinct phases: prevention, preparation, response and recovery. Let's look at each of them in more detail.

The first step of the crisis management model is prevention. In this phase, organisations identify potential risks and take steps to minimize or eliminate them. Prevention strategies may

include conducting regular risk assessments, enterprise security assessments, implementing security measures, and establishing effective communication channels.

The second phase of the crisis management model is preparation. At this stage, companies develop a crisis management plan that outlines procedures for responding to a crisis, identifies key personnel responsible for managing the crisis, and establishes communication protocols. The plan should be updated regularly to ensure its effectiveness.

The third phase of the crisis management model is a response. In this phase, businesses reopen headquarters and branch offices while working to improve their reputation. Recovery strategies include conducting a post-crisis analysis of the enterprise, implementing measures to prevent future crises, and communicating with stakeholders to restore trust.

The final phase of the crisis management model is recovery. During this phase, companies restore operations and rebuild the organization's reputation. Recovery strategies may include conducting a post-crisis analysis, implementing changes to prevent future crises, and communicating with stakeholders to rebuild trust.

The crisis management model is sufficiently adaptive and flexible to be applied in today's environment. After all, the current business environment is complex and dynamic, and organisations face a variety of new and unique risks. Therefore, companies should consider many factors when applying the model in the current environment.

1. Communication Channels:

Communication channels have become a springboard for implementing an effective crisis management plan. It is important for a company to establish several types of communication channels to ensure the accurate dissemination of information.

2. Technological Advancements:

With the development of new technologies, it has become easier for businesses to anticipate crises and implement preventive measures. Organisations can use data analytics and artificial intelligence to quickly identify potential risks and develop effective strategies.

3. Social Media:

Social media has become a powerful tool in the life of any company. It is the medium through which a brand broadcasts its message. Social media is especially important in times of crisis, as it is important for consumers to receive reliable information first-hand and see the company's response to the crisis.

The crisis management model is a vital tool for modern organisations to implement effective management of potential risks. By following the four phases of prevention, preparation, response and recovery, businesses can minimise the impact of a crisis and maintain business profitability and

a clean reputation with consumers. Companies should regularly evaluate and update their crisis management plan to ensure it remains effective in the current environment.

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**COMPARISON OF THE INDICATORS OF THE TECHNICAL LEVEL OF
OPTIONS OF TRANSFORMERS AND REACTORS WITH TOROID AND RADIAL
MAGNETIC WIRE FOR THEIR INSTALLATION IN CYLINDRICAL TUBULAR
SHELLS OF LIMITED DIAMETER OF SUBMERSIBLE PUMPS
(ПОРІВНЯННЯ ПОКАЗНИКІВ ТЕХНІЧНОГО РІВНЯ ВАРІАНТІВ
ТРАНСФОРМАТОРІВ І РЕАКТОРІВ З ТОРОЇДНИМ І РАДІАЛЬНИМ
МАГНІТОПРОВОДАМИ ДЛЯ ВСТАНОВЛЕННЯ ЇХ У ЦИЛІНДРИЧНІ ТРУБЧАСТІ
ОБОЛОНКИ ОБМЕЖЕНОГО ДІАМЕТРА ЗАГЛИБЛЕНИХ НАСОСІВ)**

Башмаков І. – здобувач вищої освіти групи ЕнМ 1/1

Науковий керівник – Тішечкіна К.В., кандидат філологічних наук, доцент кафедри іноземних мов МНАУ

Виконано числовий порівняльний аналіз показників технічного рівня планарних стрижневий, броньовий і просторової броньовий електромагнітних систем з крученими і шихтованими магнітопроводами.

***Ключові слова:** однофазний трансформатор, кручений, шихтований, планарний, просторовий, магнітопровід, оптимізація, порівняльний аналіз.*