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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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## THE FEATURES REMOTE MANAGEMENT OF PROJECT TEAM

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The COVID-19 pandemic is forcing employers and employees to use new forms of activity management, as well as to use new incentives to increase efficiency and motivation. to increase the potential of workers in project management (Zwerenz, 2020; Tovmasyan et al., 2020). The modern paradigm of business management is determined by entrepreneurial orientation, knowledge creation, owner optimism (Vidic, 2018; Taliento et al., 2020; Kaya, 2020). Innovations in human resource management are essential in the pursuit of an effective system of staff motivation (Kobushko et al., 2020; Gallo et al., 2019; Usheva, 2011; Hryshchenko et al., 2011).

The organization of project team management and the team's focus on achieving results are often part of a matrix management environment, especially in large-scale projects with a large number of participants, involving employees of various departments (eg, marketing, customer service, finance, etc.). This means that most project participants work under a dual management system - they report to their line manager and to the project manager. In this case, the project manager has to monitor the effectiveness of communication channels in terms of project communications management (Stein, 2018).

Rapid technological development and digitalization require the modernization of project team management methods, in particular the active use of remote tools. This approach not only optimizes the interaction of the project manager with the team, but also facilitates the interaction of team members, opens for everyone simultaneous access to the unified tools needed for project implementation.

When it comes to remote control, it makes sense to appeal to a virtual team. While a physical team is a group of physically located people in order to solve tasks, members of a virtual (remote) team belong to the same organization, but are physically separated from each other in the process of work and are in scattered locations (Falkowski et al. 2005). Thus, remote control of the project team is considered as an effective operational organization of the work process in order to solve project problems in the absence of physical location of team members next to each other. The reasons for the expediency of remote control are primarily short and long business trips, the need to regenerate and reorganize thoughts due to mental and physical exhaustion, health of workers (in conditions of mass infections), etc.

The main factors that require the use of project team management methods at a distance include: insufficient efficiency of workers in the absence of the project manager, unwillingness of workers to work without clear direct instructions; gaps in



the configuration of channels for transmission and exchange of information within the team; effective influence of technologies on workflow optimization. Important stages of the organization of remote control of the team are: development of a strategic plan; staff training and reprogramming; establishment of communication channels; software installation; location selection for remote control (Eric, 2014).

Especially important are the stages of setting up communication channels and selection and installation of software, because the choice of certain tools directly affects the speed of interaction of the manager with the team, and hence the effectiveness of the project. Regular communication is the basis of management of any team, so for the effective implementation of the project it is important to provide employees with e-mail, set a clear schedule of telephone meetings or video conferences with early submission of issues for discussion.

There are many modern software tools that facilitate remote team management. Examples of such tools are GoToMyPc, pcAnywhere, TeamViewer тощо. They allow you to log on to a remote PC and access any file or program. This not only facilitates the control of the tasks, but also enables technical support of employees, their on-site counseling and acceleration of resolving dubious issues within the project. Along with these programs are tools for optimizing paperwork (Evernote, Google Docs, Google Drive, Dropbox) and alternative communication programs (Zoom, Google Hangouts, Help Lightning, Pulseway, Telegram, Skype, і т.д.).

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