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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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FUNCTIONING OF THE ENTERPRISE IN THE CONDITIONS OF WAR: SOCIO-ECONOMIC, ENERGY AND ENVIRONMENTAL CONSEQUENCES

Amina Gura, student EN-01/1pe

Sumy State University, Ukraine

Oleksandra Kubatko, PhD, As. Prof.,

Sumy State University, Ukraine

Entrepreneurship is one of the main driving forces of the modern economy, which contributes to the development of market relations, the creation of jobs and the stimulation of innovation. It covers a wide range of activities, from small and medium-sized businesses to large corporations, and plays a crucial role in ensuring economic growth and social stability. In the theoretical foundations of entrepreneurial activity, it is important to understand its essence, its importance for the economy, as well as success factors and risks that accompany this process [5; 6].

In today's conditions of globalization and digital transformation, entrepreneurial activity becomes even more significant, as it stimulates competitiveness and economic efficiency [7].

Management aspects of business in wartime include the need to quickly respond to external changes, adapt business processes, implement crisis management, and develop flexible strategies. In general, business management in wartime requires special approaches and strategies aimed at ensuring the stability and continuity of business operations.

War brings significant challenges to business that require special strategies and approaches to survive and function [1, 2, 3, 4]. Ukrainian businesses face challenges ranging from crumbling infrastructure to economic instability and declining purchasing power. In these conditions, it is important to understand how to adapt business activities to ensure its sustainability and development. War causes significant economic losses, social and ecological losses.

Managing a business in wartime is an extremely difficult task for entrepreneurs and managers. War creates numerous barriers that make it difficult for businesses to operate effectively, including political and economic instability, social and psychological problems for workers, infrastructure destruction, and a changing regulatory environment. Political and economic barriers, in particular, instability of the political situation (changes in legislation, introduction of economic sanctions, changes in tax restrictions). As a result, political instability also deters investors, limiting opportunities to raise capital. Economic barriers – loss of sales markets and suppliers, increase in production and logistics costs.

The social and psychological losses caused by the war are reflected in the morale of the workers. Constant stress, fear for one's life and that of loved ones, uncertainty about the future. In addition, the migration of the population, including

qualified personnel, who may leave dangerous areas or be mobilized into the army, which leads to a shortage of labor [2; 5; 6]

Physical and environmental losses, including destruction of infrastructure, damage to roads and bridges, destruction of power plants and damage to the environment.

To overcome these barriers, companies need to be flexible, quickly adapt to new conditions, invest in employee support and look for new sales markets and suppliers. Only under such conditions will the business be able to maintain viability and continue to develop in the extreme conditions of military operations.

Analysis of the problems of effective business management in wartime indicates the need for comprehensive management measures. The development of management measures is aimed at overcoming barriers to business functioning and ensuring its sustainability. The results of the study confirm the relevance of the topic and the importance of developing effective management strategies in conditions of war to ensure the stability and development of enterprises and can be used as a basis for further research.

Therefore, we proposed measures to improve the efficiency of enterprise management in order to eliminate or reduce losses that occur as a result of the war.

Businesses should systematically monitor any changes in legislation and regulatory requirements that may affect their operations. To do this, you can create a special department or use external consulting services and quickly respond to changes in the political environment, including by changing the business strategy or reorganizing activities. As well as the interaction of the enterprise with government structures and public organizations to influence political decisions related to their activities.

To eliminate the loss of key sales markets, we suggest considering the possibility of expanding the geography of your activity and attracting new sales markets. In addition, businesses may consider contracting with multiple suppliers for each type of raw material or material to cover themselves in the event of the loss of one of them.

Retention of qualified personnel is an important task for companies, as an insufficient number of employees and leading specialists can undermine the potential of the enterprise and complicate its operations. Therefore, we offer the following measures, in particular, firstly, to protect and motivate staff : the possibility of implementing staff retention and motivation programs that will allow you to retain key personnel and attract their participation in the company's activities; secondly, the development of internal potential : focus on the development of internal reserves and personnel potential to compensate for the loss of external personnel; thirdly, the creation of personnel reserves , which will allow to quickly replace lost employees and ensure the continuity of the enterprise.

The destruction of the infrastructure seriously complicates the functioning of the enterprise and leads to significant losses. Businesses must work with government agencies and other stakeholders to restore damaged infrastructure and

keep it functioning. Also, it is worth adding about overcoming ecological consequences in order to improve the environment. Enterprises, authorities and NGOs should act in cooperation, stimulate the use of modern technologies and innovations.

Overcoming barriers to business operation in military conditions requires a comprehensive approach and careful planning by the company's management. However, properly implemented measures can help businesses successfully cope with military conflicts and ensure the sustainability of their operations. It is advisable to systematically review and update contingency plans aimed at preventing the negative consequences of military actions on business.

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