

УДК 338.58:65.014

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FEATURES OF EVENT MANAGEMENT IN THE PERIOD OF MARTIAL LAW

During martial law in Ukraine, not only many enterprises and organizations are forced to cease their activities and leave the market, even entire industries are disappearing. When the main focus is on full militarization, equipping the army, manufacturing weapons, military training, and war survival training, the entertainment industry ceases to exist. Domestic and outdoor tourism, recreation, the event industry, and even partial learning activities are now taking a back seat, losing their customers. After all, a client of the entertainment industry is a happy and experience-free person who does not worry about his life at the moment but wants to rest and relax, which cannot be done during martial law [1, 3].

However, despite the difficulties and problems of staying in the market, many companies are still trying to cling to at least the slightest opportunity to survive and not disappear. As in many entertainment industries, this is often the case in the event industry.

Today, event services in Ukraine are limited to online activities and a small number of educational and awareness-raising activities. Businesses in the Ukrainian market still need to conduct business meetings, business trips, and entertainment activities to relieve staff psychologically. The budgets for these activities are usually significantly reduced, but the need for them still exists. More budget ones are replacing event service providers, and sometimes they are being abandoned to save money. Event managers have received an enormous array of work with fewer opportunities for its implementation. The professionalism of employees involved in

event management is now based on their ability to quickly, economically, and as safely as possible for employees to organize events to achieve the goals of the enterprise. In part, the arena of live events has moved to the European market and the market of other countries [2].

In addition to the classic events, the companies organize for their employees and their families courses of psychological assistance, first aid, and acquaintance with the rules of life during martial law. These events have become one of the mandatory and most popular in the country.

There is also increased support for educational activities and programs. Recognizing that citizens' education cannot simply be frozen or limited to online lectures, educational institutions are conducting refresher courses in partnership with higher education institutions abroad. Most programs today are free for Ukrainians and simplified in design.

Volunteer management also plays an essential role in the market today. They require significant professionalism of event managers in managing volunteer activities, organizing transportation of participants, planning the budget, and controlling the whole process.

To sum up, it can be argued that the event industry has undergone significant changes since the beginning of hostilities in Ukraine. However, its complete disappearance has not taken place, but rather its transformation into a more flexible and susceptible to force majeure and unpredictable changes.

References

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УДК 338.2

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ПРОБЛЕМИ ФІНАНСОВОГО МЕНЕДЖМЕНТУ МАЛИХ ПІДПРИЄМСТВ УКРАЇНИ У ДОВОЄННИЙ ТА ВОЄННИЙ ЧАС

Результативну діяльність та конкурентоспроможність будь-якому підприємству, в тому числі і малому, як у мирний час, так і під час війни може забезпечити тільки раціональне управління рухом фінансових ресурсів і капіталу, що знаходяться в його розпорядженні. Тому значущість фінансового менеджменту, метою якого є вироблення і застосування методів, засобів та інструментів для досягнення стратегічних цілей діяльності підприємств, була у довоєнний і зараз у воєнний час в Україні є дуже високою.

Фінансовий менеджмент у малому бізнесі дещо відрізняється від практики управління фінансами великих підприємств. Це полягає в наступному [1-5]: 1) у невеликій компанії всі функції фінансового менеджера лягають, як