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ASPECTS OF PROFESSIONAL PUBLIC ADMINISTRATION IN THE POST-WAR CONDITIONS OF THE COUNTRY

Today's global environment is characterized by growing instability and uncertainty, which creates significant challenges for business and public administration. In post-war conditions, when the recovery of the economy requires highly qualified, systematic and coordinated work of the state apparatus at all levels, the management of enterprises becomes an extremely difficult task. In this context, it is extremely necessary to attract the best managers of both the public and private sectors to ensure the conditions for the development of the economy, the work of science and business, and the educational sphere. At the same time, it is important to analyze the peculiarities of enterprise management in post-war conditions and with the use of professional public administration and to study the European experience of using qualified managers in the energy sector during the reconstruction of the country. The managers involved can bring their knowledge and experience to help create the conditions for economic recovery.

The process of attracting the best managers should involve a transparent and fair selection process that takes into account the skills, experience and track record of candidates. To restore the economy of Ukraine, cooperation between science, business and education is necessary. The government can facilitate this cooperation by establishing partnerships between these sectors. The partnership can become a platform for knowledge sharing, joint research and innovation. Professional public administrators can play a key role in establishing and facilitating these partnerships. From the European experience, as

noted by researchers [1], in conditions of uncertainty, the planning process becomes much more complicated than planning in normal life conditions. Among the methods, scenario planning, which is widely used by international institutions, is proposed as a flexible forecasting tool for determining potential risks and preparing for both one and several possible future alternatives.

It should be noted that during the 1990s, many European countries faced significant problems related to the restructuring of their energy sectors. These challenges were caused primarily to ensure the transition from a centrally planned economy to a market economy, which required significant reforms in the energy sector. To overcome these challenges, many countries have begun to attract qualified managers from both the public and private sectors in Europe with experience in crisis management and reforms. These executives have extensive experience in managing complex organizations and managing difficult situations, which made them ideal candidates to lead the energy sector during the country's reconstruction.

The use of qualified managers in the energy industry based on European experience shows that the approach can be effective in managing enterprises in post-war conditions. Considerable attention in the development of the reconstruction program, as noted in the following study [2], can be given to stimulating private investment in small and medium-sized enterprises and creating new jobs for people who lost their jobs during the war, for returning migrants and for demobilized the context of the historical experience of preparing post-war reconstruction programs and their implementation with the participation of international donors, the experience of the Western Balkans is useful. The six present-day countries of the Western Balkans – Bosnia and Herzegovina, Kosovo, Montenegro, Macedonia, Croatia and Serbia – suffered significant human and material losses after the breakup of Yugoslavia. Among the infrastructure sectors that were subject to restoration, the main place was occupied by transport infrastructure, lines power supply and communication. Considerable attention was also paid to the problems of the return of refugees and temporarily displaced persons. The experience of the Balkan countries has also shown that an important issue that needs to be resolved at the beginning of reconstruction is the creation of the International Aid Management Agency, which will become a kind of bridge between donors and national bodies. The functions of the Agency should include interaction with donors and approval of the schedule of receipt of international aid, participation in the formation of the post-war reconstruction program, practical measures for the implementation of certain projects and types of activities.

"The reconstruction of Ukraine will be the greatest possible contribution to maintaining global peace," the President of Ukraine emphasized at the International Conference on Reconstruction of Ukraine in Lugano, July 4, 2022 [3] "As long as the ruins remain, the war persists. As long as the aggressor can hope to destroy the very foundation of life, there will be no lasting peace. That is why We can prove that the

democratic world is stronger, Europe is more powerful, that our values cannot be destroyed. And we will definitely do.

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WAYS TO INCREASE THE PROFIT OF AN AVIATION TRANSPORT COMPANY IN CRISIS CONDITIONS ON THE EXAMPLE OF KYIV SIKORSKY INTERNATIONAL AIRPORT

The company's profit is a source of own funds, which are necessary for successful business activity. Their absence leads to debts and, ultimately, a financial crisis and bankruptcy. The higher the profit, the greater the opportunity for the business to innovate, drive investment, improve overall productivity, and generate profits that help create new jobs.

Kyiv Sikorsky international airport is an enterprise that is constantly changing, so additional reserves need to be found for further changes. And for this, he needs to ensure stable growth of profit, which is provided by potential opportunities, that is, growth reserves.

Growth reserve is a quantitative value determined during design and direct production and subsequent stages of sale. Reserves are relevant for the field of business activity in order to increase the level of profit and profitability. It is important for the manager and related experts to develop in detail the scope, form of control and use of key factors for internal and external performance measurements at various levels.