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ADAPTIVE STRATEGIES FOR NATIONAL ECONOMY MANAGEMENT DURING INFORMATIONAL CRISES

АДАПТИВНІ СТРАТЕГІЇ УПРАВЛІННЯ НАЦІОНАЛЬНОЮ ЕКОНОМІКОЮ В УМОВАХ ІНФОРМАЦІЙНИХ КРИЗ

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This research investigates an adaptive crisis management model designed for the national economy amid informational crises. The model is built on three foundational components: high technology, human capital, and pragma-psychology. It explores how the strategic implementation of information technologies and virtualization can ensure operational continuity and data security, even in the face of economic instability and limited financial resources. The study also highlights the importance of investing in human capital to enhance competitiveness, advocating for continuous workforce development and innovation. Additionally, it examines the role of pragma-psychology in effective crisis management, including decision-making and leadership strategies. The research further addresses the practical aspects of media branding and the establishment of innovation centers, emphasizing their role in supporting economic competitiveness and development.

Key words: adaptive crisis management, high technology, human capital, virtualization, economic resilience.

У пропонованій роботі досліджується адаптивна модель антикризового управління національною економікою в умовах інформаційної кризи. Модель побудована на трьох базових компонентах: високих технологіях, людському капіталі та прагма-психології. В статті визначається, як стратегічне впровадження інформаційних технологій і віртуалізації може забезпечити безперервність роботи та безпеку даних, навіть в умовах економічної нестабільності та обмежених фінансових ресурсів. Дослідження також підкреслює важливість інвестування в людський капітал для підвищення конкурентоспроможності, фокусуючись на постійному розвитку робочої сили та інноваціях. Крім того, аналізується роль прагма-психології в ефективному антикризовому управлінні, включаючи стратегії прийняття рішень і лідерства. Дослідження також розглядає практичні аспекти медіабрендингу та створення інноваційних центрів, наголошуючи на їхній ролі в підтримці економічної конкурентоспроможності та розвитку. Сприяючи співпраці між урядом, навчальними закладами та промисловістю, ці центри можуть прискорити впровадження технологій і впровадження рішень. Отримані результати свідчать про те, що акцент на якості, інноваціях та репутації відіграє ключову роль у зміцненні глобальної позиції національної економіки. Це сприяє стабільному зростанню національної економіки, підвищенню її конкурентоспроможності та забезпеченню довгострокового розвитку. Крім того, запропонована багатогранна модель антикризового управління забезпечує надійну основу для підвищення економічної стійкості у складних умовах інформаційних та економічних криз. Вона дозволяє ефективно реагувати на виклики сучасного

інформаційного середовища, адаптуючись до його швидкоплинних змін і забезпечуючи стабільність економічних процесів. Таким чином, дана модель сприяє не лише виживанню національної економіки в кризові періоди, але й створює умови для її подальшого сталого розвитку, що є надзвичайно важливим у контексті глобальної економічної конкуренції.

Ключові слова: адаптивне антикризове управління, високі технології, людський капітал, віртуалізація, економічна стійкість.

Problem statement. The rapid pace of technological advancement and the devastating impact of global crises, particularly informational ones, exert significant pressure on modern economic systems. The ability to adapt to changes within an overwhelming flow of information and to respond swiftly to crisis situations has become a critical factor for the stability and development of national economies. In the context of an informational crisis, where the burden on information flow systems can be exceptionally high, it is crucial to have an effective management model that ensures not only survival but also the continued growth of the economy. Informational crises, arising from a wide range of causes such as fake news, cyberattacks, political instability, and other factors, can quickly undermine trust in economic institutions, disrupt financial markets, and lead to severe economic losses. In this context, the development of adaptive management models becomes an urgent necessity to ensure resilience and to unlock the potential of the national economy.

The proposed study aims to analyze and develop an adaptive management model for the national economy in the context of an informational crisis. The research objectives include a thorough examination of the causes and consequences of informational crises, a study of current approaches to crisis management, and the development of the concept and structure of an adaptive management model.

Analysis of Recent Scientific Research. The evolving landscape of crisis management, particularly in the context of informational crises, has been a focus of recent scientific research. Several studies have contributed to understanding the challenges and developing models for effective crisis management.

Antoniuk [1] delves into the relationship between decentralization and anti-crisis management, highlighting the importance of decentralization as a strategy to enhance resilience in times of crisis. The study emphasizes that decentralized systems are more adaptable and can more effectively respond to the rapid changes and pressures of an informational crisis.

Antoniuk's work underscores the need for flexible management approaches and tools that can quickly address the unique challenges posed by information overload and misinformation during crises.

Klymenko and Lynov [2] explore the role of electronic document circulation systems in state administration, particularly in the context of crisis management. Their research indicates that efficient electronic document management systems are crucial for maintaining continuity and ensuring timely decision-making during crises. The study provides insights into how digital infrastructure can support the management of informational crises by facilitating the swift and secure exchange of critical information, which is essential for effective crisis response.

The proceedings from the 1st International Scientific and Practical Conference on the Competitiveness of Higher Education in Ukraine [3] provide a broad perspective on how the information society impacts various sectors, including education. The collection of theses addresses the challenges posed by the information society and highlights the need for adaptive strategies in crisis management. The conference proceedings emphasize the importance of competitiveness and innovation in higher education as critical factors in navigating informational crises, which can destabilize traditional systems and require new, dynamic approaches to management.

These studies collectively emphasize the critical role of adaptability, decentralization, and digital infrastructure in managing informational crises. They provide a foundation for developing an adaptive management model that can enhance the resilience of national economies in the face of such challenges.

The aim of the research. The aim of this research is to develop an adaptive management model specifically designed to address the challenges posed by informational crises. This model will be tailored to enhance the resilience and stability of national economic systems by integrating decentralized approaches, leveraging digital infrastructure, and fostering innovation in crisis management. By analyzing

existing strategies and identifying gaps in current practices, the research seeks to provide a comprehensive framework that can be applied to mitigate the adverse effects of informational crises and support the sustainable development of the national economy.

Presentation of the Main Research Material. In the context of national economic systems facing informational challenges, an effective management model necessitates a synergy between crisis management processes and decentralization. This is evident in the distribution of functions among various management entities responsible for developing anti-crisis strategies, making management decisions, and ensuring their implementation. Decentralization contributes to minimizing hierarchical levels and optimizing the entities subjected to crisis management. It is crucial for divisions to carry out crisis management tasks in line with their designated missions and objectives. The delegation of powers and responsibilities across different management levels enhances the effective implementation of crisis management strategies. Additionally, cost optimization involves the allocation of budgetary resources according to the decisions made. Ensuring comprehensive coverage of issues, coordination among divisions, and consistency in the stages of diagnosis and monitoring are vital. Moreover, the rationalization of information flows is a key aspect of management in the face of informational challenges.

Given that an informational crisis within the information field consists of three main components – high technology, human capital, and pragma-psychology – the adaptive anti-crisis management model focuses on the virtualization of enterprises, personnel policy, and branding. In the national economy, enterprise virtualization refers to the use of modern technologies to establish virtual work and communication spaces. Furthermore, personnel policy is defined by the quality and qualifications of employees, as well as the system for evaluating their performance. Branding in the national economy manifests in the country's positioning on the international market, enhancing competitiveness and attractiveness to investors.

Since the contemporary "knowledge economy" model is based on four main pillars – education, information infrastructure, economic development, and the presence of an "innovation system" – the education sector plays a crucial role in ensuring all components of this model.

Only an educated and well-prepared population can effectively develop and utilize new ideas. Continuous data exchange and the development of new technologies become possible thanks to the advancement of universities, laboratories, research institutes, and the small and medium-sized business sector. In the aspect of protecting the intellectual component of the information space, the preservation and development of scientific and personnel potential are of great importance. Negative phenomena such as brain drain and the decline of informational and intellectual potential pose a serious informational threat.

Enterprise or organizational virtualization involves the application of electronic document management systems, distance learning, and electronic marketing environments. The electronic document management system is aimed at optimizing the processes of document formation and distribution, ensuring control over the movement of information, and preserving it in electronic form, considering user access levels. Implementing an integrated electronic document management system will accelerate document exchange, reduce the costs of record-keeping, and increase control over the execution of orders. In the context of external economic crises and crises in the education sector, funding for ICT development and staff training may be limited. Therefore, at the initial stage of enterprise or organizational virtualization, it may be advisable to use the services of experienced IT providers who successfully implement cloud services and virtualization. Furthermore, during the quarantine restrictions of 2020–2021, there was an increased demand for online courses and the need to store large volumes of data. Cloud services, such as Apple iCloud, Dropbox, Google Drive, Amazon Cloud Drive, and Microsoft SkyDrive, became essential tools for storing and sharing information in the context of the evolving knowledge economy.

An enterprise or organizational information strategy, which includes several components aimed at enhancing competitiveness, is considered within the context of two interrelated processes: an information policy aimed at managing the external environment and an information policy focused on managing the internal environment. The implementation of an automated information-analytical system will lead to improved management structure quality through the optimization of planning, accounting, control, and coordination processes. The development of information and

communication channels, which increase the level of informatization of society regarding the activities of the enterprise or organization, will expand the range of potential consumers of the offered products.

Mediatization of an enterprise or organization can occur in two main directions: the first is the mediatization of space, which includes the implementation of new technical and informational tools, such as remote communication technologies; the second is the mediatization of interaction, which involves the use of new information technologies in the interaction between the producer and the consumer. One of the key points of crisis management in an informational crisis is media branding of the enterprise or organization. Media branding is a broad range of activities aimed at promoting information about a product or service. The main tools of media branding for an enterprise or organization include a website, the use of remote communication technologies such as webinars, and social media marketing.

Conclusions. The adaptive anti-crisis management model in the national economy, especially under the strain of an informational crisis, is fundamentally supported by three essential pillars: high technology, human capital, and pragma-psychology. These elements are critical for sustaining economic resilience and driving recovery in the face of crises that disrupt traditional economic structures.

Firstly, the integration of high technology, particularly through the virtualization of enterprises and organizations, offers a robust strategy for maintaining operations during economic downturns and financial limitations. Even when resources are scarce, the strategic application of existing technologies and partnerships with experienced IT providers can ensure continuity and safeguard vital information. This approach not only mitigates immediate risks but also positions the economy for future growth by embedding digital resilience into its core functions.

Secondly, human capital remains a pivotal asset in navigating and overcoming economic crises. Investing in the development and continuous education of the workforce is not merely a reactive measure but a proactive strategy to enhance the competitiveness of the economy. By fostering a skilled and adaptable workforce, the economy can better leverage new

technologies, drive innovation, and maintain a competitive edge in a rapidly changing global market. The emphasis on employee development also contributes to overall organizational morale and productivity, which are crucial during periods of uncertainty.

Moreover, the role of pragma-psychology in crisis management cannot be overstated. Understanding the psychological and pragmatic aspects of human behavior during crises allows for more effective communication, decision-making, and leadership. Organizations that prioritize these elements are better equipped to maintain stability, manage stakeholder relationships, and navigate the complexities of crisis situations.

In addition, fostering a culture of innovation through the establishment of innovation centers is a strategic move that can catalyze the national economy's transformation. These centers, which promote collaboration between the government, educational institutions, and industry, are instrumental in developing new solutions and driving economic diversification. By encouraging cross-sectoral collaboration, innovation centers can accelerate the adoption of cutting-edge technologies, support the commercialization of research, and facilitate the development of new markets.

Furthermore, the positive reputation and recognition garnered through a focus on quality and innovation enhance the economy's attractiveness to international investors and partners. In a globalized economy, maintaining a strong brand image is crucial for securing foreign investment and expanding into new markets. By consistently delivering high-quality products and services, the national economy can build trust and foster long-term relationships with global stakeholders.

In conclusion, the adaptive anti-crisis management model, with its focus on technology, human capital, and pragma-psychology, provides a comprehensive framework for not only surviving but thriving in the face of informational crises. By strategically leveraging these components, the national economy can enhance its resilience, drive innovation, and secure a competitive advantage in the global marketplace. This approach ensures that even in times of crisis, the economy remains dynamic, forward-looking, and capable of sustaining long-term growth.

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