

LEIPZIG UNIVERSITY

V INTERNATIONAL SCIENTIFIC CONFERENCE

**ECONOMY AND HUMAN-CENTRISM:
THE MODERN FOUNDATION
FOR HUMAN DEVELOPMENT**

April 23-24, 2021

Proceedings of the Conference

**Leipzig, Germany
2021**

UDK 339.9(082)

Ec800

Organising Committee

Martina Diesener	Professor, Dr. of Economics, Head of Faculty of Economics and Management Science, Leipzig University, Germany.
Bernd Süßmuth	Professor, Dr. of Economics, Head of Institute of Empirical Economic Research.
Andrzej Pawlik	Professor, dr hab., Head of the Institute for Entrepreneurship and Innovation, State University of Jan Kochanowski, Poland.
Bogoyavlenska Yuliya	Ph.D, Assistant Professor in Economy, Head of Department of Personnel Management and Labour Economics, Zhytomyr State Technological University, Ukraine.
Ekaterine Natsvlishvili	Associate Professor, Dr. of Economics, Faculty of Business, Consultant of VET Project, National Center of Educational Quality Enhancement, Sulkhan-Saba Orbeliani Teaching University, Tbilisi, Georgia.
Galina Ulian	Professor, Dr. of Economics, Dean of Faculty of Economic Sciences, State University of Moldova.
Jan Žukovskis	Associate Prof., Dr. of Economics, Head of Business and Rural Development Management Institute, Aleksandras Stulginskis University, Kaunas, Lithuania.
Natia Gogolauri	Professor, Dr. of Economics, Head of Quality Assurance, New Higher Education Institute (NEWUNI), Georgia.
Olga Chwiej	Associate Professor, Dr. of Economics, freelancer scientist, Poland.
Shaposhnykov Kostiantyn	Professor, Dr. of Economics, Head of Black Sea Research Institute of Economy and Innovation, Ukraine.
Yuliana Dragalin	Ph.D., Dr. of Economics, As. Professor, Dean of Faculty of Economic Sciences, Free International University, Moldova.

Economy and human-centrism: the modern foundation for human development: V International scientific conference (April 23-24, 2021, Leipzig, Germany). Riga, Latvia : “Baltija Publishing”, 2021. 172 pages.

Contents

MODERN ECONOMIC THEORIES. MAN-CENTEREDNESS IN ECONOMIC SCIENCE

Остапенко Т. Г.

МОДЕЛЬ ПОВЕДІНКИ ЛЮДИНИ В ЕКОНОМІЦІ
ТА МІЖНАРОДНИХ ЕКОНОМІЧНИХ ВІДНОСИНАХ..... 1

Piasecka-Ustych S. V.

CORRUPT RELATIONS IN MODERN SOCIETY 5

GLOBAL ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Tul S. I.

THE INTENSIFICATION OF THE DIGITAL WORK
IN THE GLOBAL PANDEMIC 11

ECONOMY AND MANAGEMENT OF NATIONAL ECONOMY, SOCIALIZATION OF NATIONAL MODELS OF ECONOMIC SYSTEMS

Andrzej Pawlik, Paweł Dziekański

SPATIAL DIFFERENTIATION OF THE FINANCIAL SITUATION
AND ENTREPRENEURSHIP OF COMMUNES
IN THE ŚWIĘTOKRZYSKIE VOIVODESHIP IN 2010–2019 15

Канап О. Є.

ДУАЛЬНА ВИЩА ОСВІТА ЯК ВІДПОВІДЬ
НА ЕКОНОМІЧНИЙ ЗАПИТ СУСПІЛЬСТВА 20

Петровська С. І.

ВИМОГИ ДО ОЦІНЮВАННЯ
ЯКОСТІ ПОСЛУГИ З ПЕРЕВЕЗЕНЬ ПАСАЖИРІВ
ТРАНСПОРТОМ ЗАГАЛЬНОГО КОРИСТУВАННЯ В МІСТІ..... 25

Хитра О. В.

СИНЕРГЕТИЧНА ІНТЕРПРЕТАЦІЯ ПРОЦЕСІВ СТАНОВЛЕННЯ
І РОЗВИТКУ ТУРИСТИЧНО-РЕКРЕАЦІЙНИХ СИСТЕМ 29

ENTREPRENEURSHIP, TRADE AND BUSINESS CULTURE IN THE CONTEXT OF HUMAN CAPITAL DEVELOPMENT

Litvinov Yu. I.

PROVIDING ENTERPRISE OBJECTIVES
WITH MAIN FUNCTIONS OF BUSINESS ENVIRONMENT..... 35

**ENTERPRISE ECONOMICS
AND CORPORATE GOVERNANCE:
MANAGEMENT AND PRODUCTION ISSUES**

Базалійська Н. П., Чернишова Т. М., Азаронок Г. А.
ТІМБІЛДІНГ ЯК ОСНОВА ЕФЕКТИВНОЇ
КОРПОРАТИВНОЇ ПОВЕДІНКИ ПРАЦІВНИКІВ
В СИСТЕМІ HR-ІНЖИНІРИНГУ ПІДПРИЄМСТВА 38

Горбачова О. М.
ЕКОНОМІКО-ОРГАНІЗАЦІЙНИЙ МЕХАНІЗМ ФІНАНСУВАННЯ
ТА ЙОГО РОЛЬ У РОЗВИТКУ
АЕРОПОРТОВИХ КОМПЛЕКСІВ 42

Комчатних О. В.
СТАЛІЙ РОЗВИТОК ЯК ОСНОВА
КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВА 47

Палій К. А.
ПОРТФЕЛЬ ФІНАНСОВИХ ІНВЕСТИЦІЙ:
ФОРМУВАННЯ ТА ОЦІНЮВАННЯ РИЗИКУ І ДОХІДНОСТІ..... 52

Черній В. О.
УПРАВЛІННЯ СТОЛИЧНИМ ГРОМАДСЬКИМ ТРАНСПОРТОМ:
ПРОБЛЕМИ ТА ШЛЯХИ ЇХ ВИРІШЕННЯ..... 57

**STRATEGIC MANAGEMENT OF THE FORMATION
OF HUMAN CAPITAL. CORPORATE VALUES**

Vlasenko O. O.
STRATEGIC DIRECTIONS OF PERSONNEL MANAGEMENT
IN A POST-LIQUID CRISIS SITUATION 62

Ляшенко Г. П.
ІНТЕЛЕКТУАЛЬНИЙ КАПІТАЛ –
РЕЗУЛЬТАТ ЛЮДСЬКОГО ВИБОРУ
В СТРУКТУРІ МАТЕРІАЛЬНИХ АКТИВІВ ПІДПРИЄМСТВА 66

Oberemchuk V. F.
DEFINING THE FEATURES OF THE EMPLOYER
BRAND STRATEGY IN THE COVID PERIOD 70

Патинська-Попега М. М.
ФОРМУВАННЯ ЛЮДСЬКОГО ПОТЕНЦІАЛУ
ЯК ФАКТОР СТАЛОГО РОЗВИТКУ ТЕРИТОРІАЛЬНИХ ГРОМАД..... 74

PROBLEMS OF MANAGEMENT AND MARKETING IN THE NEW ECONOMIC CONDITIONS

Балик У. О.

ПОРІВНЯННЯ ЕФЕКТИВНОСТІ

МЕТОДІВ МАРКЕТИНГОВИХ ДОСЛІДЖЕНЬ 78

Гринчук С. О.

МЕНЕДЖМЕНТ І МАРКЕТИНГ ЯК ОСНОВА УПРАВЛІННЯ

СУЧАСНОЮ КЛІНІКО-ДІАГНОСТИЧНОЮ ЛАБОРАТОРІЄЮ 80

Євась Т. В., Жукова О. А.

ЕФЕКТИВНІСТЬ УПРАВЛІНСЬКОЇ ДІЯЛЬНОСТІ

МЕНЕДЖЕРА ОСВІТНЬОГО ЗАКЛАДУ 83

Karamad E.

THE BUSINESS CASE

FOR CORPORATE SOCIAL RESPONSIBILITY 88

CROSS-BORDER COOPERATION, DECENTRALIZATION AND REGIONAL ECONOMY

Burdyha D. M., Mykolaichuk M. M.

ENERGY EFFICIENCY STRATEGY

OF THE REGION AS A TERRITORIAL DIRECTION

OF ENERGY EFFICIENCY STRATEGY 92

Tsekhanovich V. B.

FACTORS INFLUENCING THE DEVELOPMENT

OF EUROREGIONAL COOPERATION

IN THE INNOVATION SPHERE 96

ENVIRONMENTAL ECONOMICS AND CURRENT ENVIRONMENTAL ISSUES

Ємець Б. В., Ємець Л. В.

ТЕХНІКО-ЕКОНОМІЧНЕ ОБҐРУНТУВАННЯ

МОДЕРНІЗАЦІЇ ЗЕРНОЗБИРАЛЬНОГО КОМБАЙНА

ДЛЯ УМОВ ОРГАНІЧНОГО ЗЕМЛЕРОБСТВА 101

Зубко А. Г.

ІНСТИТУЦІОНАЛЬНІ ЗМІНИ В УПРАВЛІННІ ЗРОШЕННЯМ

ТА ДРЕНАЖЕМ ЯК ГОЛОВНИЙ ВАЖІЛЬ МОДЕРНІЗАЦІЇ

ЗРОШУВАЛЬНОЇ СИСТЕМИ УКРАЇНИ 105

Макарова О. О.

ВПЛИВ ДЕРЖАВНОГО УПРАВЛІННЯ

МИТНОЮ СПРАВОЮ НА ЗАХИСТ ДОВКІЛЛЯ 108

DEMOGRAPHY, SOCIAL ECONOMY AND SOCIAL POLICY

Григор'єва О. В.

ІНТЕГРОВАНІЙ РОЗВИТОК ТЕРИТОРІЙ ЯК МЕХАНІЗМ
ПОДОЛАННЯ ПРОБЛЕМ ВІДТВОРЕННЯ НАСЕЛЕННЯ..... 113

FINANCE, INSURANCE AND STOCK EXCHANGES, UPGRADING STRATEGIC PORTFOLIO

Борисова І. С.

ФІНАНСОВА ІНКЛЮЗІЯ ЯК ЗАПОРУКА
ФІНАНСОВОЇ ГРАМОТНОСТІ НАСЕЛЕННЯ..... 118

Горват Т. Ю.

ФІНАНСОВА ДІЯЛЬНІСТЬ ПІДПРИЄМСТВА
ЯК ОБ'ЄКТ РЕГУЛЮВАННЯ..... 121

Zharikova O. V., Pashchenko O. V., Cherkesenko K. I.

WAYS TO IMPROVE THE FINANCIAL AND ECONOMIC SITUATION
AND PROSPECTS FOR ITS INTEGRATION
OF BANKS AND INSURANCE COMPANIES 126

Знаменський В. І.

СУЧАСНИЙ ВПЛИВ БЮДЖЕТНО-ПОДАТКОВОЇ ПОЛІТИКИ
НА СОЦІАЛЬНО-ЕКОНОМІЧНИЙ РОЗВИТОК ДЕРЖАВИ..... 134

Науменкова С. В., Міщенко С. В.

ПРОБЛЕМИ ЦИФРОВОЇ ТРАНСФОРМАЦІЇ
БАНКІВСЬКОЇ СИСТЕМИ 138

Нестеренко Д. М., Пархоменко О. С.

СУЧАСНІ ТЕНДЕНЦІЇ ФІНАНСОВОГО ЗАБЕЗПЕЧЕННЯ
ДІЯЛЬНОСТІ ПІДПРИЄМСТВ В УКРАЇНІ..... 142

DIGITAL ECONOMY

Cisko L.

DIGITALIZATION OF PROCESSES
IN THE EUROPEAN ECONOMIC AREA 147

MODERN PROBLEMS OF BUSINESS EDUCATION

Гончар Л. О.

ОСВІТНЯ МОДЕЛЬ ПІДГОТОВКИ БІЗНЕС-ФАХІВЦІВ ІНДУСТРІЇ
ГОСТИННОСТІ: КОНЦЕПТУАЛЬНО-ІННОВАЦІЙНИЙ ПІДХІД..... 152

Уманська В. Г., Радзіховська Ю. М.

НЕСТАНДАРТНІ ФОРМИ НАДАННЯ БІЗНЕС-ОСВІТНІХ ПОСЛУГ .. 159

GLOBAL ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Tul S. I., Ph.D. in Economics, Associate Professor
Higher Educational Establishment of Ukoopspilka
«Poltava University of Economics and Trade»
Poltava, Ukraine

DOI: <https://doi.org/10.30525/978-9934-26-068-1-3>

THE INTENSIFICATION OF THE DIGITAL WORK IN THE GLOBAL PANDEMIC

In the context of the COVID-19 crisis, states all over the world need to adapt to global challenges that are transforming economic life, the standard forms of work and labor relations. The new reality («new normal») requires the introduction of modern organizational and legal forms of doing business and changes in the role of a person as a carrier of professional abilities. The imperatives of time determine the need for a quick response of science to changes in society.

Under the influence of the development and spread of digital technologies, noticeable changes are taking place in the organization of the production process and labor activity. On the one hand, new technologies completely eliminate some types of work. However, on the other hand, they create a demand for the work of people with new professional and qualification characteristics, and also contribute to the emergence of new jobs, thereby creating new opportunities and at the same time putting forward the requirements that a modern intellectual worker should meet. At the present stage of development of the digital economy, a feature of intellectual work is its digitalization, which leads to an increase in the number of people engaged in creative and intellectual work in the digital space. Now the economy is undergoing significant transformation, acquiring more and more signs of digitalization. The transfer of a business from a real sphere to a digital one necessitates human participation only in

management processes. The digitalization of the overwhelming majority of business processes automated using information systems and the spread of Internet technologies require a new type of thinking from a modern employee, formed on the basis of general and specialized knowledge and skills in the use of innovative technologies.

The main peculiarity of the period of formation of the digital economy is the virtualization of market institutions and entrepreneurship. Intellectual work based on the rapid development of innovative technologies is also being digitalized. It becomes predominantly remote and is not limited by geographic space and time, and its effectiveness depends on an established communication system in this space. Since nowadays a significant part of the added value of the goods and services is not formed at the production facilities of the company, in modern economic conditions the need for many attributes of a classic production organization is reduced: offices with conveyor work model; labor control procedures; rigid hierarchy in relation to job responsibilities. The digitalization of work creates opportunities for organizing a workplace almost everywhere: at home, at a client's office, in a hotel, car, plane, coworking centers, etc. The organization of work in the format of working hours as a schedule for being in the office or a schedule for performing technological operations loses its economic meaning [1, p. 66].

New technologies are changing the workspace, everything is going digital. In the modern world, the workspace (the distance of employees from each other) is determined by the speed of communication rather than by the units of length, since new technologies allow solving a significant number of business issues in the digital office without physically moving. Now the physical office of the company is only an auxiliary tool and most of the projects are carried out remotely: negotiations are being held, current tasks are being solved, strategies are being developed, engineering and design projects are being created, sales volumes and stocks of goods in the warehouse are being monitored, banking operations are being fulfilled, as well as logistics and navigation are being managed, etc. The volume of transactions carried out using information and

communication technologies is greater than those carried out through face-to-face meetings; time is saved, the intensity of processes is growing, the decision-making is accelerated. Thus, there is a clear relationship between the pace of business processes, the speed of operational and strategic decision-making, the movement of information flows and the power of technologies. The speed of work is the higher in the digital economy, the fewer movements an intellectual worker makes. The digitalization of the space is able to unite talented employees and employers from different countries (both developed and developing countries). The search for highly qualified personnel in metropolitan areas is complicated by the high level of competition for intellectual workers between corporations doing business in the same industry, and the propensity of employees to periodically change jobs in search of better working conditions. Therefore, one of the reasons for the transition to a virtual way of doing business for the vast majority of IT companies is unlimited access to the most valuable personnel.

Based on the forecast of Enterprise Technology Research, the number of remote workers worldwide will double in 2021, from 16.4% to 34.4% due to the increase in the productivity of workers during the quarantine. Interviewed 1,200 Chief Information Officers noted the rise of productivity in remote work in the telecom, finance and insurance sectors [2]. For example, “Google LLC”, “Facebook, Inc.”, “Airbnb, Inc.”, “Amazon.com, Inc.”, “Hitachi, Ltd.” and “Twitter, Inc.” have already announced plans to maintain the remote format at least until mid-2021.

The World Bank experts estimate that nearly one in four employees worldwide could work from home. In high-income countries, one in three jobs could be organized at home, in low-income countries – less than 4%. According to this method, in Luxembourg over 50% of employees can be transferred to remote work, in Israel – 47%, in Sweden – 44%, in Czech Republic – 43%, in Estonia – 38%, in Ireland – 35% and in Zimbabwe or Ethiopia – 6% [3].

The global pandemic has significantly accelerated digitalization in various areas. The majority of companies were forced to quickly rebuild their business processes, moving them to an online environment. The organization of work is directly undergoing the greatest transformation. Nowadays, new technologies are changing the workplace, which is becoming increasingly digital. The company's physical office becomes only an auxiliary tool and most projects are carried out by intellectual workers remotely using online project management tools. Digital companies have an efficiently streamlined work organization system. Hiring remote workers allows the company to work in different countries and at different times. Such a system gives an opportunity to serve clients from all over the world indefinitely, which contributes to an increase in the number of transactions carried out and, as a result, causes an increase in the profitability of the digitalized business.

References:

1. Tulj S.I., Shkurupij O.V. (2020) Didzhytalizacija svitovogho rynku praci [Digitalization of the world labor market]. Poltava: PUET. (in Ukrainian)
2. Chavez-Dreyfuss G. Permanently remote workers seen doubling in 2021 due to pandemic productivity: survey. Reuters. 2020. URL: <https://www.reuters.com/article/us-health-coronavirus-technology/permanently-remote-workers-seen-doubling-in-2021-due-to-pandemic-productivity-survey-idUSKBN2772P0>.
3. Sanchez D.G., Parra N.G., Ozden C., Rijkers B., Viollaz M., Winkler H. Who on Earth Can Work from Home? Policy Research Working Paper 9347. World Bank, 2020. 34 p. URL: <https://openknowledge.worldbank.org/bitstream/handle/10986/34277/Who-on-Earth-Can-Work-from-Home.pdf?sequence=1&isAllowed=y>.

Izdevniecība “Baltija Publishing”
Valdeķu iela 62 – 156, Rīga, LV-1058

Iespiests tipogrāfijā SIA “Izdevniecība “Baltija Publishing”
Parakstīts iespiešanai: 2021. gada 30 aprīlis
Tiraža 100 eks.