

інформаційно-телекомунікаційні системи, методи штучного інтелекту, системи супутникового зв'язку [2].

Висновки. Зараз цифрова комунікація є необхідністю в роботі державного сектору в умовах діджиталізації. У висновках можна зазначити кілька способів, за допомогою яких уряди можуть впроваджувати цифрові технології, запроваджені приватним сектором, та співпрацювати для надання вигідних цифрових послуг в умовах діджиталізації, які покращують життя громадян у всьому світі. Ці цифрові технології можуть допомогти урядам:

- краще зрозуміти своїх громадян та досягти кращих результатів.
- надавати послуги ефективно та ефективніше.
- знайти нові рішення політичних проблем.
- взаємодіяти із зовнішніми партнерами для розробки нових моделей доставки.
- зробити комерційними деякі державні послуги та розробляти нові джерела

доходу.

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### CONCEPTUAL DIRECTIONS OF MOTIVATION OF THE STAFF OF INNOVATIVE ENTREPRENEURSHIP UNDER THE CONDITIONS OF MARTIAL STATE IN THE TERRITORY OF UKRAINE

Today, the relevance of this thesis is quite appropriate, because Ukraine suffers from Russian terrorism, which is gradually recognized by the countries of the world, at the beginning of the full-scale invasion of the territory of Ukraine, the functioning of almost all spheres of services, except for strategically important ones, was stopped.

**The aim of the study.** Consider the importance of motivating the personnel of innovative entrepreneurship in the conditions of martial law on the territory of Ukraine.

**Research results.** Before talking about the specifics of the motivation of the company's personnel in the conditions of martial law on the territory of Ukraine, it is necessary to mention "Maslow's pyramid of needs", because this is the basis from which it is necessary to start choosing the necessary type of motivation for the team. According to it, there are 5 basic human needs: physiological (water, food, sleep, etc.), safe (security: health, property, future), social (friendship, family, intimacy), respect (self-respect, confidence in self, achievement), self-expression (creativity, morality, problem solving). When choosing a certain type of motivation for employees, it is necessary to rely on the human priorities described by Abraham Maslow [1].

For people who worked and are working at such difficult turning points, the main motivation was and is to provide a critically important service to the population, which unfortunately needed and still needs it. JSC "Ukrzaliznytsia" can serve as an example, which, even under terrible shelling in the East, North and South, performed well its work, namely

conducting evacuations in temporarily occupied territories. The main motivation of the workers at that time was to save and evacuate as many people as possible to a safe place, as a result the workers had a lot of stress and risks. This type of motivation should be classified as social. After all, in this case, the employee understands that he is a part of the collective, the team, and if he does not perform the task well, he will let everyone else down.

In general, in addition to the type mentioned above, it is also necessary to distinguish such types of motivations as: psychological, career and educational motivations [10; 11].

- Psychological – is responsible for the internal (collective) mood, that is, if there is a friendly and benevolent atmosphere, it will be much easier to work in it.

- Career – is responsible for career growth at the company, because there is such a type of people for whom career growth is one of the biggest motivations for which they will perform their work efficiently and quickly in order to move to a higher level.

- Educational – responsible for improving the level of staff quality. There is a type of people for whom it is important not only to receive a salary, but also to acquire certain skills, knowledge and, for example, taking courses in their field of activity.

- Bonuses – most often, the reward of employees for certain achievements is in the form of bonuses, other bonuses and allowances. Rewarding serves the function of ensuring employees' interest in work results. Important elements of the organization of bonuses are the determination of indicators, terms and sizes of bonuses, sources of bonus payments, periodicity of bonuses, categories of personnel to whom bonuses are paid, and the order of their payment.

German scientists Werner Siegert and Lucia Lang offer the following 15 criteria for motivating work organization.

1. Any actions must be meaningful, and first of all those who require actions from others.

2. People should get joy from work, be responsible for it, be personally involved in the results, in working with people, so that their actions are specifically important for someone.

3. Everyone at his workplace wants to show what he is capable of.

4. Everyone wants to show himself in his work, to learn about himself in its results, to have proof that he can do something; this something should receive the name of its creator.

5. It is necessary to know people's point of view on possible improvements in their work.

6. People need to be given the opportunity to feel their importance.

7. In achieving the goal that the employee has set for himself, or in the formulation of which he took part, he will show more energy.

8. People who work well have the right to material and moral recognition.

9. Employees must have free access to all necessary information, and fast.

10. Decisions about changes in the work of employees must be made with their participation and based on their knowledge and experience.

11. Self-control.

12. Employees must have the opportunity to acquire new knowledge in the course of work.

13. It is necessary to encourage initiative, and not to squeeze sweat out of employees.

14. Employees must have information about the quality of their work.

15. Everyone should be his own boss if possible [2].

Analyzing the above criteria, we can say that the rights of employees should not be violated and everyone should feel free from stereotyped frameworks [5–9].

**Conclusions.** So, theoretical and practical studies of the personnel incentive system at the enterprise show that the modern incentive system of domestic enterprises is based mainly on material incentives and wages. In our country, first of all, it is necessary to take into account the peculiarities of our culture and the peculiarities of our population. For Ukrainian employees,

a very important element of work is the possibility of creative realization, so the company must create conditions for personal growth and self-realization of employees.

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### ОПРАЦЮВАННЯ ШЛЯХІВ ЗАБЕЗПЕЧЕННЯ БЕЗБИТКОВОСТІ ДІЯЛЬНОСТІ ПІДПРИЄМСТВА

Точка безбитковості вказує на обсяг реалізованої продукції, при якому прибуток підприємства дорівнює нулю. Іншими словами, дохід від продажу продукту дорівнює загальним витратам на виробництво та продаж.

Точку безбитковості також називають «пороговою» точкою прибутку або точкою безбитковості.

В основі методу лежить теза про те, що величина умовно-постійних витрат на одиницю продукції зменшується зі збільшенням обсягу реалізації.

Складовим елементом аналізу точки безбитковості є розрахунок суми покриття (маржинального прибутку).