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*Vlasiuk T., PhD in Economics, Associate  
Kyiv National University of Technologies and Design  
Khmelevskiy N., PhD in Economics, Professor  
Kyiv National Transport University  
Svyrydov A., graduate student  
State Research Institute of Informatization and Modeling of Economy*

### **BUSINESS PROFIT MANAGEMENT IN THE POST-WAR ECONOMIC CRISIS**

Improving the management of profit generation should be focused on assessing the market's real ability to absorb product volumes at various stages of the economic cycle, on optimizing the company's costs, improving the profit structure, and achieving the optimal ratio of profitability and liquidity, taking into account a combination of internal and external factors [1; 3].

The analysis of the theory and practice of the domestic and foreign experience of planning and regulating the profit of organizations allows us to formulate certain conditions for ensuring the effective management of the company's profit in the conditions of the post-war economic crisis: high quality of the generated profit; growth of the market value of the enterprise; payments of the appropriate level of income to the owners of the enterprise; profit effectiveness of employee participation programs; the appropriate amount of financial resources at the expense of profit in accordance with the objectives of the enterprise's development; optimal correspondence between the level of profit and the corresponding level of risk; maximization of the amount of profit, which is formed in accordance with the resource potential of the enterprise [2; 4].

The strategic orientation of the profit management system consists in substantiating the future directions of the enterprise based on a comprehensive analysis and assessment of the state of the market environment, the level of received and potentially possible profit, opportunities for profit management with the aim of increasing it based on the use of various reserves within the enterprise [5; 7; 10].

One of the basic elements of the profit management process is the development of several options for solving tactical and strategic tasks, as well as the possibility of modeling alternative options within the concept of integrating the profit management process into the general enterprise management system [6; 8; 10].

Among the reserves of profit growth, quantitative possibilities of profit increase by various methods are distinguished: increasing the volume of production and sale of products; reduction of production costs; improvement of product quality; increasing labor productivity; sale or lease of excess equipment and other property; reduction of non-production costs; reduction of production costs due to more rational use of material resources; implementation of measures to increase the labor productivity of its employees; diversification of production; reducing production costs or applying modern cost management methods; reduction of losses from defects; constant conducting of scientific studies of market analysis and behavior of consumers and competitors [7–9].

Therefore, in order to effectively manage the profit of the enterprise in the conditions of the post-war economic crisis, it is necessary to comply with a number of requirements that directly characterize the management process at the enterprise: it is advisable to combine

profitability management and the general system of enterprise management; it is worth conducting a comprehensive analysis of the formation of management decisions, since management decisions are closely related to the final result of profit management and in some cases can have a negative impact on this process, and the presence of high dynamism will allow taking into account changes in external environmental factors, resources, forms of organization, production management [8–10].

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*Shatskaya Z., PhD in Economics, Associate  
Kyiv National University of Technologies and Design  
Khaliliaeva O., graduate student  
Svyrydov A., graduate student  
State Research Institute of Informatization and Modeling of Economy*

### MANAGING THE PRODUCTION POTENTIAL OF ENTERPRISES IN THE CONDITIONS OF THE SMART ECONOMY

An important issue that should be resolved in order to improve the efficiency of the use of production potential at the enterprise is the development and introduction of certain economic management mechanisms. This, in turn, requires in-depth research into various forms and methods of managing the production potential, which would correspond to the current adequate conditions of the smart economy. The issue of effective management of production potential in the context of a smart economy requires a more detailed and in-depth study [1; 3].

However, the following general directions for improving the production potential management system are highlighted: development of measures to improve the organizational structure of production potential management; improvement of the system of accounting and control over indicators of production potential, which will lead to optimization of management organization and business processes; improving the organization of management of available production resources and stocks; improving the quality of manufactured products and improving the processes of the enterprise's innovative activity [2; 4]. Every enterprise has a