

- FreshDesk consists of the fact that it has a built-in relevant knowledge base, support forums, and certain other features that help to create a lasting impression [2].

With the use of these tools there are a number of advantages of remote work: saving your time; the opportunity to spend more time with your family; labor productivity increases significantly, etc.

3. Comply with labor laws

And then get the reputation of a socially responsible business that cares about its people, and at the same time manage the risks in the legal field (violations in the field of labor legislation involve the administrative and criminal liability of managers).

It should be noted that the Ukrainian legislation does not contain the necessary standards (or only contains obsolete ones), for example, regarding the regulation of remote work. Therefore, the company has the right to properly design, in particular, the absence of people at work, to prepare a package of documents.

Thus, first of all, it is necessary to issue an order on measures to organize work in the conditions of quarantine, where to prescribe instructions to all structural units (HR, IT, security, health care, health). When working remotely, employees should also be instructed on the rules of safety at the remote workplace.

It is necessary to monitor changes in legislation. Thus, the period of unpaid leave can now last until the end of quarantine. The procedure for issuing disability certificates has also changed - in addition to those who are ill, now those who have been in contact with the patient can also issue "hospital" certificates [3].

Given all the above, it can be argued that today companies face the challenges of modern problems associated with quarantine, so we need to improve the forms of work, psychological state, and legal framework that will create conditions for fruitful teamwork and business development.

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Bereziuk M.O. student of the group FEA-206Ma,
Kyrylenko O.M., head of the department, Doctor of Science in Economics, professor
Razumova K.M., head of the department, Doctor of Science in Economics, professor
National Aviation University, Kyiv

WAYS OF COOPERATION BETWEEN UKRAINE AND THE EUROPEAN UNION IN A PANDEMIC SITUATION

Let's investigate what actions European Union uses to fight the disease. President Ursula von der Leyen has proposed a comprehensive set of measures that will:

- Ensure the adequate supply of protective equipment and medical supplies across Europe;
- Cushion the blow for people's livelihoods and the economy by applying full flexibility of EU fiscal rules;
- Set up a EUR 37 billion Coronavirus Response Investment Initiative to provide liquidity to small businesses and the health care sector;
- Provide a coherent set of guidelines to Member States on border measures to protect citizens' health while allowing the free flow of essential goods;
- Restrict temporarily non-essential travel to the European Union [1].

From the text below we can define that EU have no bad attitude to Ukraine in general and ready to cooperate. Ukraine is a priority partner for the European Union (EU). The EU supports Ukraine in ensuring a stable, prosperous and democratic future for its citizens and is unwavering in its support for Ukraine's independence, territorial integrity and sovereignty. The Association Agreement (AA), including its Deep and Comprehensive Free Trade Area (DCFTA) signed in 2014, is the main tool for bringing Ukraine and the EU closer together, promoting deeper political ties, stronger economic links and respect for common values. Ukraine continues an ambitious reform programme to accelerate economic growth and improve the livelihoods of its citizens. Priority reforms include the fight against corruption, reform of the judiciary, constitutional and electoral reforms, improvement of the business climate and energy efficiency, as well as reform of public administration and decentralization. Since 2014, the EU and the Financial Institutions have mobilized more than €15 billion in grants and loans to support the reform process, with strong conditionality on continued progress [2].

Of course, there are still some political issues that may prevent Ukraine from cooperation, but it is not a part of our topic and virus have not much effect on it. As we can see pandemic will greatly affect Ukraine's old ways of cooperation as export of raw materials, workforce, land leasing and tourism. So I can propose general list of ways of cooperation: Export of medical finished goods, Medical outsource and IT support. Let's analyze them in more detail.

Export of medical equipment and finished goods in general has a very good profit potential, it is perspective way of development of Ukraine, because we only export raw materials in past. Labor is quite cheap and China as a competitor suffered losses. BUT the way how this idea became true in Ukraine at last few weeks is totally insane. Producers just stopped sales on domestic market and by hook or by crook started export. Such approach to economic activity may lead to richness of one person but not an industry. So to solve this problem the great impact from government is needed.

Medical outsource is also a perspective way of development. We have a lot of medical employees in Ukraine. And in previous years the top 1 profession for emigration to Canada, Australia and Argentina are medical employees. The problem of Ukrainian medicine is not in theoretical base, but in practical absence of finances and equipment. So, our citizens can realize themselves on European base. I'm not talking about now, when there is a peak of pandemic and people are dying on the streets (it's not polite to our people to be sent there) but in future when pandemic will stop the need in good medicine employees will grow up very fast. To develop this way we also should expect for a government support and also for scientific base and education base.

IT support is different from previous ones. All industries are suffering from quarantine measures except one – IT industry. In Ukraine it works quite well. So we can propose some Western companies to support their sites, programs or other products. It seems that employees

of EU companies are more developed than Ukrainian ones, but if look a little in internet we can find out that in Ukraine we have a lot of such called "galleys" (Galleys is an IT company working on a business model of software development outsourcing or software development outstaffing.) and they already supports some European and American companies. So only increasing of a rate of this companies is needed. In such industry India also has quite big experience and popularity, but disease will affect on a country with a second population in the world more than on Ukraine, in my opinion.

So here are some general ways to develop cooperation between Ukraine and EU in pandemic situation and after it.

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Borovyk V.D., student of management of FEA department,
National Aviation University, Kyiv

MANAGEMENT OF THE 2.0 VERSION

In today's life we can definitely say that the world is not a permanent structure. Everything is changed according to the necessities and become more effective for today's life. A lot of directions are under the upgrade processes and the improvements become as a flow of continuous changes.

As our environment changes, the people are not an exception. Persons of digitalized generation have big differences and deviations in comparison with the previous tribe. The computer technologies for a less than one hundred years made such a big step and became a part of persons' life, changing the paradigms of lifestyle dramatically and the way of thinking simultaneously.

The same processes cause changes inside and outside the environment of any branches of people's activity, and the Management is not an exception. Management generally and as a science arose not a long time ago, however the essence of it got another view.

According to the old literature, earlier Management was viewed as an administration of people in the efficient way for getting the planned results or bigger effect than it must be achieved. Each management tribe introduced new approaches of being effective leader of the effective team and ways of constructing that successful team relying on the environment of those years. With the changes of people, the managers got inconsistencies of approaches of the management of people, used in that time, with the persons who become thinking critically, who have the desires of proposing changes and taking part in decision-making, unlike the people of earlier times, who were oriented on financial remuneration and its regular increasing.

Nowadays, the managers need to take such actions, which can optimize the work of staff, motivate people and make such environment that will work effectively in organization, with trying to avoid conflicts and prevent them. The biggest part of practical managers persuades other colleges that the cultural and moral achievements of the staff are more important than the financial results of the organization. They pay attention on necessity to