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**ORGANIZATIONAL AND ECONOMIC ASPECTS OF ADAPTATION OF
TRANSPORT ENTERPRISES TO FORCE MAJOR CIRCUMSTANCES**

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Business entities in Ukraine, as well as all over the world, found themselves in extremely difficult conditions due to the spread of coronavirus disease, as quarantine measures led to a temporary suspension or significant restriction of transport, supply of raw materials and activities of most transport enterprises of Ukraine.

It is described that the closure of borders between countries and the introduction of self-isolation regime has led to a significant reduction in production capacity. The global pandemic caused by COVID-19 has significantly affected the transport policy of our country [4]. Sea, road, rail and air services were suspended or restricted. Significant problems with transportation were also experienced by most industries [5]. This has led not only to economic losses, but also to the bankruptcy of transport companies that do not have a financial "cushion" in case of prolonged force majeure.

It is substantiated that under such conditions a lot depends on the flexibility of the companies themselves and on their ability to adapt to new conditions. In particular, the ability to stimulate an increase in passenger traffic through price discounts and other bonuses. It is advisable for transport market participants to act in this way, successfully implementing the basic laws of change management [2, 3].

It is proved that one of the driving forces of the revival of the transport complex is a flexible tariff policy. The closure of borders between countries and the introduction of of self-isolation regime has led to a significant reduction in passenger traffic. That is, there has been a significant change in the situation in both local and global markets [1]. The right approach to pricing allows transport market participants to consolidate the value of passenger traffic for consumers of transport services. In other words, pricing is a constant and urgent task of all transport companies. It is often the main reason for the deterioration of relations with consumers, the source of their conflicts with the mode of transport, the weapon of competitors in the struggle to increase market share in the transportation market.

It is proposed to single out the priority areas of the development of flexible transport policy during the period of force majeure caused by COVID-19, as shown in Fig. 1.

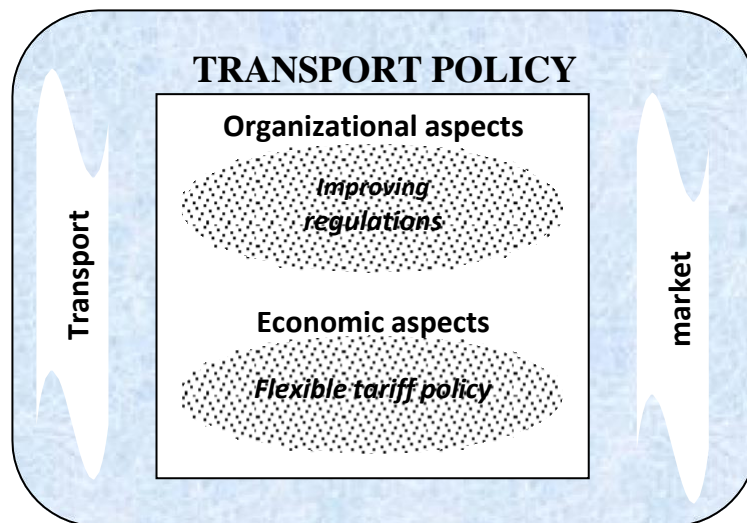


Fig. 1. Organizational and economic aspects of adaptation of transport policy to force majeure circumstances in the country

Research has shown that one of the organizational aspects of the new law was the introduction of quarantine rules and additional changes to the list of force majeure circumstances. This decision seems particularly important, as the Resolution of the Cabinet of Ministers of Ukraine № 211 of March 12, 2020 introduced quarantine at the national level. In addition, a ban on air, rail and bus suburban, intercity and interregional passenger transportation was introduced from March 18, 2020. As a

result of the imposed restrictions, business representatives incur significant losses, so the attribution of quarantine measures to the circumstances of force majeure is, according to experts' opinions, is a real possibility to save the business. The definition of force majeure is enshrined in a number of regulations.

It is concluded that the adoption of regulations to simplify the procedures for recognizing the quarantine as a basis for releasing businesses from obligations due to the generally defined force majeure and flexible tariff policy is the basis for adaptation of transport companies to force majeure circumstances.



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