

democratic world is stronger, Europe is more powerful, that our values cannot be destroyed. And we will definitely do.

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Dudik A.O., *student,*

*Scientific adviser: PhD in Economics, associate professor Antonenko K.V.
National Aviation University, Kyiv*

WAYS TO INCREASE THE PROFIT OF AN AVIATION TRANSPORT COMPANY IN CRISIS CONDITIONS ON THE EXAMPLE OF KYIV SIKORSKY INTERNATIONAL AIRPORT

The company's profit is a source of own funds, which are necessary for successful business activity. Their absence leads to debts and, ultimately, a financial crisis and bankruptcy. The higher the profit, the greater the opportunity for the business to innovate, drive investment, improve overall productivity, and generate profits that help create new jobs.

Kyiv Sikorsky international airport is an enterprise that is constantly changing, so additional reserves need to be found for further changes. And for this, he needs to ensure stable growth of profit, which is provided by potential opportunities, that is, growth reserves.

Growth reserve is a quantitative value determined during design and direct production and subsequent stages of sale. Reserves are relevant for the field of business activity in order to increase the level of profit and profitability. It is important for the manager and related experts to develop in detail the scope, form of control and use of key factors for internal and external performance measurements at various levels.

Today, Covid-19 and war have changed the world of air transport. Covid-19 has reduced almost half of all passenger traffic and aviation revenue worldwide, and the war in 2022 contributed to the temporary suspension of flights from Ukraine altogether. Airline revenues fell by \$314 billion in 2020-2021 compared to 2019. Damages at Kyiv International Airport are estimated at hundreds of thousands of hryvnias per month, and the available funds are not enough to guarantee work in a "frozen" state (fig. 1).

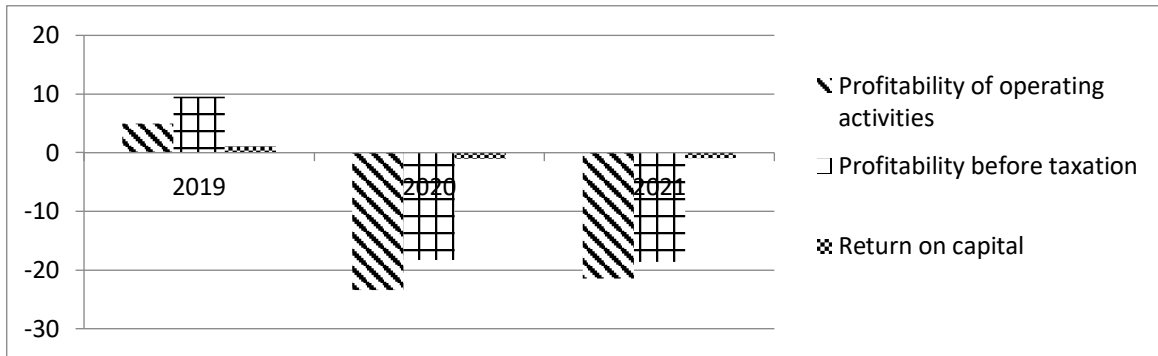


Fig. 1 - Dynamics of profitability indicators of Kyiv International Airport for 2019-2021.

All business processes related to passenger transport and ground handling were not implemented for almost the entire year 2020. There were many restrictions in 2021-2022. At the same time, constant costs, such as security, maintenance of air-conditioned areas, cleaning of buildings and parking lots, all had their place. This means that the Kyiv International Airport has been in losses for more than two years, and the prospects are still difficult to predict.

In general, the main reserves for increasing profits at Kyiv International Airport can be seen in Figure 2.

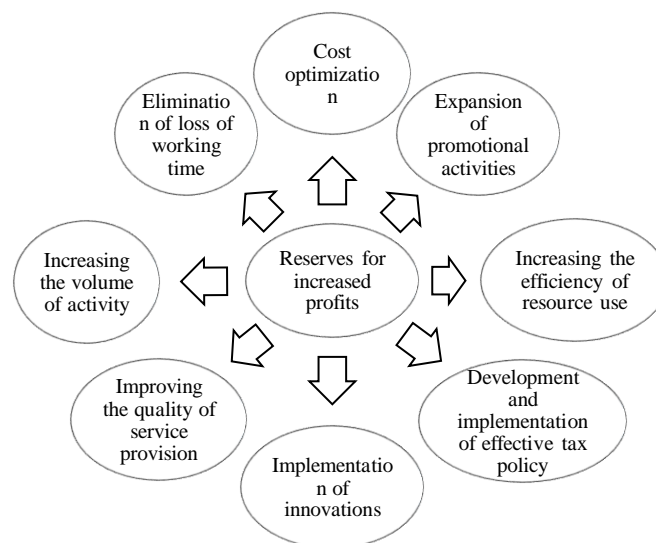


Fig. 2. Reserves for increasing profits at Kyiv International Airport

Thus, after the resumption of flights over our country, Kyiv International Airport

has the opportunity to significantly increase profits due to increased operations and more efficient use of resources and funds. The main sources of this are an increase in the volume of services and a decrease in costs.

The profitability of cargo services at Kyiv International Airport can be increased by reducing costs or increasing prices. However, rising prices can reduce demand for products and delay the exchange of assets.

On the part of the state, in order to support air transport enterprises, it is necessary to develop an effective tax policy to reduce the burden on the enterprise and to accelerate their recovery of their activities and the formation of a rational pricing policy, which in turn creates conditions for achieving its strategic goals and objectives, determines the principles of pricing, determining the level basic prices, conditions and sizes of their differentiation and adjustment.

It is important for any enterprise, including air transport, to improve the quality of services, this can be achieved by creating a special quality management unit to meet standards and meet consumer needs.

In the 21st century, it is very important to "keep up with the times", so in order to maintain the competitiveness of the enterprise and increase profits, it is necessary to implement new technologies, such as contactless and biometric technologies, autonomous robots, electronic system Eaton Rapid Link 4.0, etc.

In the process of profit management, it is important not only to maximize profit, but also to optimally allocate and use it. Companies that consistently generate profits do not have to sacrifice profits to ensure sustainable economic growth. Companies that cannot increase their financial capacity at the expense of profit, inefficiently manage their total profit, usually go bankrupt.

The process of enterprise profit management reflects the consequences of economic activity. Increasing profit reserves helps to achieve the expected financial results, develops new types of economic activity and attractiveness of the enterprise for consumers and investors. The implementation of the proposed measures in a complex will lead to an increase in the company's profit in the future.

Dudnyk O.V., *Ph.D., Associate Professor*

Motrych A.O., *student,*

PZVO "Kharkiv Technological University "SHAG" Kharkiv, Ukraine

LEADERSHIP IN THE DIGITAL ECONOMY: CHALLENGES AND OPPORTUNITIES FOR BUSINESS

In the modern world, the role of digital transformation in the economy is increasing. The digital economy is defined as a field where technological innovations and digital