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ECONOMIC AND LEGAL ASPECTS OF THE ANTI-CRISIS MANAGEMENT OF THE STAFF POTENTIAL OF THE ENTERPRISE UNDER THE CONDITIONS OF STRENGTHENING PROCESSES OF FORCED LABOR MIGRATION

ABSTRACT

The purpose of the article is to identify the problematic economic and legal aspects of anti-crisis management of the personnel potential of the enterprise in the conditions of strengthening the processes of forced labour migration of the population. The results obtained in the course of the research allow us to ascertain the significant impact on the activities of economic entities of modern challenges and dangers, which cause significant destructive changes in the labour resource management system of enterprises as a result of the threatening increase in the scale of forced labour migration, which exacerbates the shortage of personnel at domestic enterprises. and through the intensification of mobilization measures, which cause the movement of the economically active and highly qualified labour force to the structures of the defence forces and the Armed Forces of Ukraine. The article analyzes the essence, features and interrelationship of the anti-crisis management of the personnel potential of the enterprise with the processes of forced labour migration of the population. It has been established that forced labour migration is a destabilizing factor in enterprise activity and creates prerequisites for the emergence of crisis situations. It has been proven that forced labour migration has a significant negative impact on the formation of labour resources of domestic enterprises, which causes a shortage of highly qualified workers. It was found that the processes of forced labour migration within the regions continue to intensify in Ukraine. In order to overcome crisis situations at the enterprise regarding the management of personnel potential, the most appropriate measures are proposed and substantiated. The model of anti-crisis management of the personnel potential of the enterprise in the conditions of strengthening the processes of forced labour migration of the population is substantiated and proposed.

Keywords: crisis, management system, anti-crisis management, migrants, forced labour migration, labour resources, European integration

JEL Classification: F22, M12, O15, R23

INTRODUCTION

Increased global instability, geopolitical changes and reformatting of the world economic order, complemented by the challenges and dangers of armed military conflicts in different countries of the world, lead to the intensification of forced labour migration and, as a result, destructive changes in the domestic and European labour market, as well as destabilisation of the enterprise management system. Particularly significant problems are currently observed in Ukraine and in those EU countries that territorially border it, as heavy and brutal military operations and constant shelling of civilians have necessitated the forced displacement of the population. Under such circumstances, the business sector is devastated by the inability to conduct financial and economic activities, a significant shortage of labour resources and the lack of conditions for ensuring uninterrupted and stable operation. It should be acknowledged that the problems of providing labour resources to domestic enterprises have been exacerbated by the physical loss of a significant number of people, the intensification of mobilisation measures that led to

the conscription of men into the Armed Forces of Ukraine, and the departure of another part of the working-age population from the country. At the same time, forced migration from Ukraine has created preconditions for an imbalance in the European labour market and has led to increased competition for high-paying jobs in the countries of the European Union. Therefore, in view of the above, the topic of studying the anti-crisis management of the enterprise's human resources potential in the context of European integration and the intensification of forced labour migration from Ukraine to the EU countries is currently extremely relevant and requires in-depth study.

LITERATURE REVIEW

The issue of researching the theoretical and applied foundations of anti-crisis management of the enterprise's human resources potential has become especially relevant in the context of the intensification of European integration processes and Ukraine's aspirations to successfully integrate into the European economic and legal space and has become more acute within the framework of the Russian Federation's military aggression against Ukraine. In the context of instability, uncertainty and increased insecurity, the processes of forced labour migration from Ukraine to the EU countries have intensified, which has created significant problems for both the national and international labour market and the functioning of the business sector, since it causes the emergence of crises at enterprises due to excessively rapid staff turnover and stratification of labour resources.

The carried out comparative analysis of existing scientific approaches to the study of anti-crisis management of the enterprise's human resources potential in the context of European integration and intensification of the processes of forced labour migration from Ukraine to the EU countries allows revealing a variety of views of scientists on defining the essence of these concepts, their content and impact on the processes and phenomena of our time. It is worth noting that this issue is actively discussed both at the national and international levels since the war in Ukraine has destabilised not only domestic systems but also has a significant destructive impact on the international community, reformatting the established mechanisms of managing labour resources and their structure within enterprises. In particular, B. Vatchenko and R. Sharanov [1] argue that research on the issues of anti-crisis management of enterprises in war conditions is quite limited, since in war conditions the mechanisms for overcoming crisis phenomena are significantly modified and require the delineation of existing and the involvement of new tools and methods of management, especially in the field of managing the human resources of an economic entity, since labour resources in war conditions are limited and need additional protection.

Based on the definition of the essence of enterprise anti-crisis management proposed by M. Kopytko and M. Vinichuk [2, p. 32], this economic and legal category is characterised by the complexity of the system of special measures developed and implemented at the enterprise with the aim of finding effective ways to identify and counteract crisis situations, as well as to neutralise them within the framework of stimulating the development of intellectual potential and combating existing and potential risks and threats of the external and internal environment.

It should be noted that the scientific works of Savin, V., Yin, L., Chernobay, L., Konokhov, S., Vasiltsova, N., & Mosiiuk, S. [3] and Vodianka, L., Skuliak, V., Stortsun, K. and Chusa, H. [4] prove the significant impact on the stimulation of crises development at the enterprise of such a destabilising factor as forced labour migration, which, in the context of war and the growing risks and dangers of our time, has become threatening and has provoked unprecedented challenges for the national and international labour market. At the same time, scholars are of the opinion that forced labour migration has become global in scope, is characterised by a high level of unpredictability and is extremely difficult to regulate at the economic and legal level.

It is obvious that, as noted by M. Kopytko, V. Franchuk, V. Panchenko, O. Vionyk and O. Myshchysyn [5], the European integration of labour migrants both in the pre-war period and during the war is a significant destabilising factor, the effect of which causes crises in the functioning of business entities and has a particularly significant impact on the formation of human resources from among highly qualified specialists by enterprises. Therefore, the remark of M. Kopytko and M. Vinichuk [6] is correct, stating that effective overcoming of crisis situations at the enterprise in the context of intensification of migration processes requires the formation of an effective system of continuous training and professional formation of personnel potential of the enterprise potential on the basis of organisation of anti-crisis management measures and achievement of high competitiveness indicators.

F. Sakka and M. Ghadi [7] reveal the ambiguous impact of forced labour migration on the economies of the countries of origin of migrants and their stay, as well as on the development of entrepreneurship, as they prove that labour migration processes accumulate funds that are subsequently sent to the country of origin of migrants, which stimulates economic growth and development of the entrepreneurial sector.

However, H. Alkaabi, G. Naamo and A. Fahmi [8] argue that despite the positive effect of labour migration on the country's economy, there are significant risks to the development of enterprises, because the growing trends of population movement outside the country provoke significant losses of human resources potential and intellectual resources, which, in turn, according to F. Tanrikulu [9] and K. Tipayalai [10], leads to oversaturation of the European labour market with highly skilled labour force and creates a shortage of it in the national labour market.

Moreover, M. Al-Dalahmeh and K. Dajnoki [11] prove that forced labour migration has a significant impact on the formation of remuneration systems and wages in the countries where labour migrants move. A positive effect is also observed in relation to economic entities in these countries, as they are able to attract highly skilled workers at lower wages, thus saving their own financial resources. However, M. Dias-Abey [12] emphasises that in today's conditions, the mechanisms of legislative regulation of issues related to labour relations, including problematic aspects of forced labour migration, are rather limited. Therefore, according to the scholar, at the international level, it is necessary to provide for the principles and legal norms of consolidation of the organisational principles of employment of labour migrants and the use of the labour force in the countries where migrants are sent. In this context, Vodianka, L., Skuliak, V., Stortsun, K. and Chusa, H. [4] propose to adapt the existing international mechanisms to the conditions of the national labour market and regulate the processes of forced labour migration by conducting an active dialogue with the countries to which labour migrants are sent. In addition, it is equally important to create appropriate working conditions in Ukraine that would increase the desire of migrants to return home as soon as possible.

Assessing the situation in the national and international labour market in terms of analysing the possibilities and prospects for the return of labour migrants to Ukraine, A. Haidutskyi [13] found that at this stage there is a massive outflow of labour force outside Ukraine, and their return is complicated by active hostilities in the country and the lack of prospects for a rapid economic recovery. At the same time, the scientist suggests that the period of post-war recovery of Ukraine will also be difficult and most of the labour migrants who left Ukraine will not want to return, which will significantly deepen the labour force shortage and complicate the implementation of strategic programmes and plans for the development of the economy and society. Moreover, according to O. Yadlovska [14], certain categories of the population will seek to reunite their families outside Ukraine if men are allowed to travel abroad, which will stimulate the deepening of labour migration processes in the post-war period and create additional negative factors for the emergence of crises at domestic enterprises.

It is obvious that the problem of intensification of the processes of forced labour migration from Ukraine to the EU countries has become particularly acute within the framework of the Russian Federation's military aggression against Ukraine and continues to deepen over a long period of time, resulting in a significant destabilising impact on enterprises, which are increasingly facing crisis situations related to the inability to provide business entities with highly qualified and experienced personnel due to the massive outflow of the population outside the EU. Under such circumstances, there is a need for an in-depth study of the problems of anti-crisis management of the enterprise's human resources potential and regulation of its economic and legal aspects, which makes the subject of the study relevant.

AIMS AND OBJECTIVES

The purpose of the article is to identify the problematic economic and legal aspects of anti-crisis management of the personnel potential of the enterprise in the conditions of strengthening the processes of forced labour migration of the population. To achieve the research objective, it is necessary to solve several main tasks, namely:

- to analyze scientific approaches to defining the essence of the economic and legal categories of "anti-crisis management of enterprise's human resources potential" and "forced labour migration";
- to identify the main problems of anti-crisis management of enterprise's human resources potential in the current conditions and under the influence of intensification of the processes of forced labour migration;
- to determine the main directions of anti-crisis management of enterprise's human resources potential in a strategic perspective in the context of counteraction to challenges and dangers of Russia's war against Ukraine and at the stage of post-war recovery of Ukraine.

METHODS

The general and special scientific methods of economic analysis and epistemology serve as the theoretical and methodological foundations of the conducted research, for example, the following: the method of scientific abstraction, system analysis and synthesis are used to determine the essence of anti-crisis management of the enterprise's personnel potential

of the enterprise and forced labour migration, as well as its impact on the national and international labour market; the method of statistical analysis, comparison and analogy is applied for the purpose of conducting empirical studies of the main trends and parameters of forced labour migration in modern conditions of instability, uncertainty and the strengthening of the destabilizing influence of war factors and assessing the main risks and threats of forced labour migration for domestic economic entities; the method of generalization and systematization is used to form the results of the conducted research and formulate conclusions.

RESULTS

The problems of the emergence of crisis situations at enterprises are actualized and intensified under the pressure of the latest challenges and threats and are constantly deepening in the course of the unresolved armed conflict between Ukraine and the Russian Federation, as a result of which the shortage of labour resources increases and their labour productivity decreases. The presence of significant destabilizing factors makes it necessary to find effective ways of countering crisis situations at the enterprise, therefore the problem of developing measures for anti-crisis management of the personnel potential of the enterprise becomes particularly acute and is reinforced by the factors of mass emigration of the population from territories that are dangerous for living onto relatively safe territories and beyond the country's borders.

The problems of the emergence of crisis situations at enterprises in Ukraine are actualized and intensified under the influence of modern challenges and dangers and are constantly deepening in the course of the unresolved armed conflict between Ukraine and the Russian Federation, as a result of which the shortage of labour resources increases and their labour productivity decreases. The presence of significant destabilizing factors makes it necessary to find effective ways of countering crisis situations at the enterprise, therefore the problem of developing anti-crisis management measures for the personnel potential of the enterprise becomes particularly acute and is reinforced by the factors of a mass exodus of the population from territories that are dangerous for living in relatively safe territories. It is obvious that, under such conditions, a number of crisis situations arise at enterprises regarding personnel management, the solution of which is impossible with the help of existing anti-crisis management mechanisms, because events occur in which there is an acute violation of the basic principles of the operation of the enterprise, a decrease in the level of efficiency of management of available labour resources and the reduction of the human role in management activities, as a result of which the results of the enterprise cannot achieve the set goals and planned indicators, and the mutual agreement in making management decisions is levelled by the existing risks and threats. At the same time, the deepening instability and uncertainty caused by hostilities exacerbate labour shortages, and the displacement of the population to relatively safe areas provoke a constant aggravation of already existing problems.

The conducted studies of the main scientific approaches to the analysis of the selected issues allow us to state that the essence of the economic and legal category of anti-crisis management of personnel potential consists in the formation of a system of special measures and actions aimed at preventing risks and threats and neutralizing their negative impact on the labour resources of the enterprise in order to ensure profitability and sustainability of the enterprise's financial and economic activity and preservation of personnel potential. However, the prospects and modern realities of the functioning of enterprises show that it is impossible to effectively manage personnel potential due to the problems provoked by Russia's war against Ukraine because a significant number of enterprises are not fully provided with highly qualified employees due to the mobilization of men and due to significant population movements within the country abroad. As a result of the increased influence of the outlined problems, such a negative socio-economic phenomenon as forced labour migration was formed in Ukraine, the essence of which is the uncontrolled movement of the population within the regions of Ukraine and beyond its borders for the purpose of employment and provision of life needs.

If we analyze the total number of the internally displaced population of Ukraine, then its number reached 3,674,000 people in 2022 and increased to 3,689,000 people in 2023. It is obvious that these figures are not final, because it is extremely difficult, and sometimes impossible, to reliably assess the real flows of population displacement within Ukraine. At this stage, the most acceptable are the assessments made by the International Organization for Migration regarding the determination of the number of internally displaced persons due to the hard work of its representative office in Ukraine. According to established data, in 2022, the largest number of internally displaced persons settled on the territory of Dnipropetrovsk region – 498,000 people (14% of the total number), Kharkiv region – 494,000 people (13%) and the city of Kyiv – 363,000 persons (10%) (Figure 1).

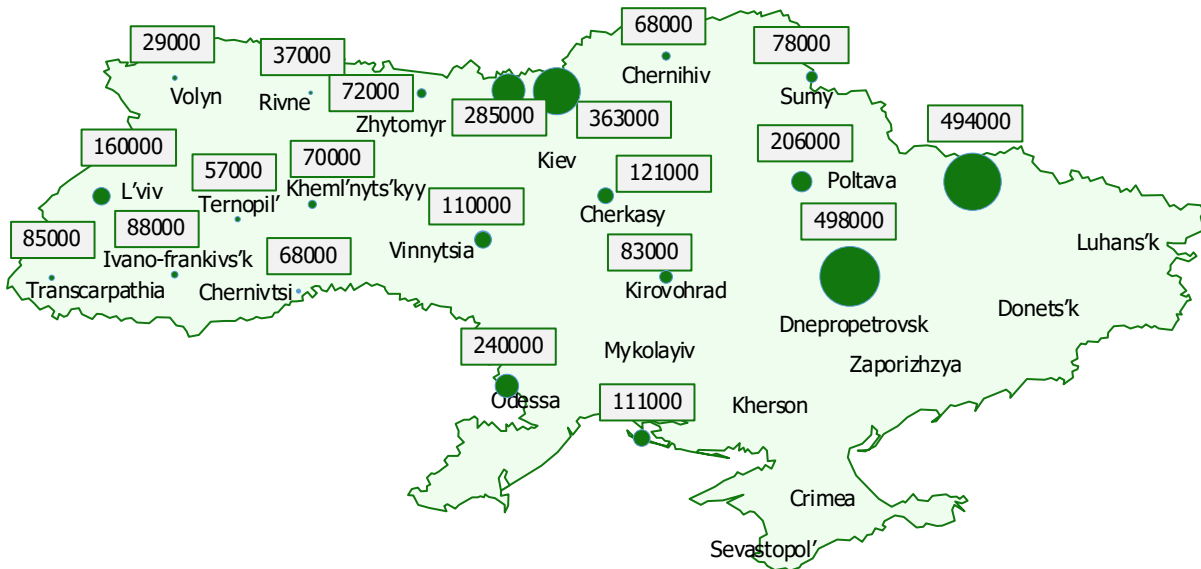


Figure 1. The number of internally displaced persons in Ukraine by their regional location in 2022, persons. (Source: calculated on the basis of: [15, p. 1-2])

As for the number of internally displaced persons in Ukraine in 2023, their trends show some significant changes (Figure 2). In particular, the total number of internally displaced persons increased to 3,689,000 people, and the regional structure changed under the influence of intensified hostilities on the territories bordering the aggressor country. Accordingly, the largest number of internally displaced persons in 2023 was recorded in the Dnipro region – 474,000 people (13% of the total number of internally displaced persons), Kharkiv region – 451,000 people (12%) and the city of Kyiv – 364,000 people (10%). It is worth noting that despite similar trends in structural changes, the number of internally displaced persons in these regions decreased, namely in the Dnipropetrovsk region by 24,000 people and in the Kharkiv region by 43,000 people. Instead, their number increased in the areas that are more distant from the combat zone – in the city of Kyiv, Kyiv, Vinnitsia, Volyn, Zhytomyr, Ivano-Frankivsk, Lviv and Khmelnytskyi regions.

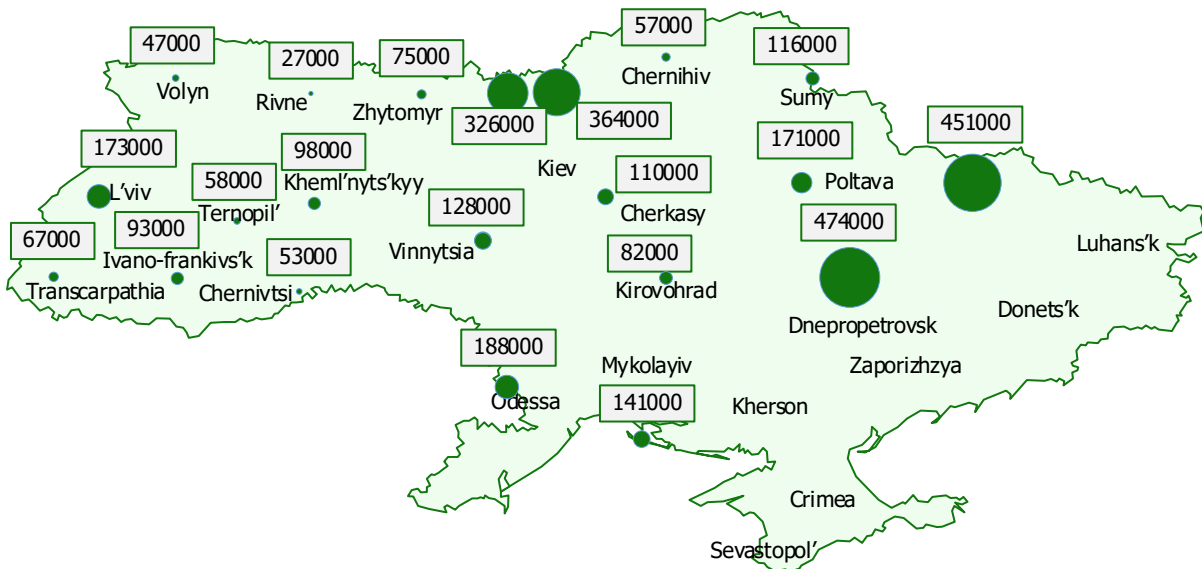


Figure 2. The number of internally displaced persons in Ukraine by their regional location in 2023, persons. (Source: calculated on the basis of: [16, p. 2-3])

It is worth noting that the location of internally displaced persons within the borders of Ukraine mainly takes place according to the regional principle, which is connected with the desire of displaced persons to find temporary shelter in those territories that are as close as possible to their permanent residence. Therefore, the data on the largest number of internally displaced persons on the territory of the Dnipropetrovsk region are substantiated.

Another no less significant factor is the desire of internally displaced persons to quickly find high-paying work and provide the most important necessities of life, therefore, a significant number of displaced persons went to such highly developed regions as the city of Kyiv and the Kyiv region. However, this trend provokes a significant imbalance in the labour market of those regions where the largest number of internally displaced persons are sent, resulting in crisis situations associated with a shortage of labour in those enterprises that operate in the frontline territories.

Under such circumstances, there is a need to resolve employment problems at enterprises, because it has been established that the regions of Ukraine that are more developed have a smaller labour force deficit, and enterprises get the opportunity to access workers with a higher qualification level and professional abilities. Therefore, it is extremely important for enterprises to ensure proper working conditions for employees in order to prevent their dismissal and transfer to another enterprise that will offer more favourable working conditions. In this context, the problem of ensuring the effectiveness of management of personnel potential at the enterprise and objective determination of its real needs for specialists of specific professional categories is actualized. At the same time, ensuring the optimal distribution of specialists according to their functional purpose, normalizing the processes of rotation and movement at the enterprise, as well as ensuring career growth, raising the educational and qualification level, and safe working conditions are no less important.

The development of a system of anti-crisis management of personnel potential at the enterprise is able to ensure the achievement of the desired result, since it includes the main elements of work with personnel, and also foresees the impact on personnel potential of social and psychological factors, which are especially relevant in the conditions of war. Taking into account the individual needs of employees and creating the conditions under which they are satisfied leads to increased trust and a sense of security and safety, and also reduces the level of impact on them of emerging crisis situations.

Obviously, under such circumstances, the emergence of crises at the enterprise is influenced by the processes of forced labour migration, as its development is disrupted and significant problems arise in ensuring the processes of life, in particular, low labour productivity at the enterprise, intensified processes of increased staff turnover, a shortage of qualified personnel and the mismatch of the qualification structure of personnel with the needs of the enterprise, insufficient staff motivation, as well as the lack of initiative among employees and tension of psycho-emotional situation in the team. In order to overcome these crisis conditions at the enterprise, it is necessary to form a system of effective measures for anti-crisis management of the enterprise's human resources potential in the context of European integration and intensification of the processes of forced labour migration from Ukraine, which involve the development of special measures aimed at preventing and overcoming crisis phenomena arising in the management of human resources potential at all stages of its implementation, as well as assessing all the possibilities of adapting the management system of labour resources to the variable and unstable conditions of external environment. A typical model of the system anti-crisis management of the enterprise's human resources potential is shown in Figure 3.

At the same time, it should be noted that the presence of crisis situations and phenomena at an enterprise does not always indicate undeniable negative trends in its activities, since crisis conditions initiate the creation of a platform for restructuring the enterprise and introducing positive changes in it. In particular, the innovative type of enterprise development in the current economic environment is considered to be one of the most effective measures of anti-crisis management, capable of improving the qualification level of personnel in the shortest possible time in the unstable conditions of modern challenges and dangers.

However, the strengthening of forced labour migration processes significantly deepened crisis situations at enterprises and provoked the emergence of significant problems in the financial-economic, normative-legal and social-psychological fields. It is obvious that in modern conditions, the consolidation of financial resources for the purpose of developing personnel potential is exposed to risks and threats of a military nature, therefore, the system of anti-crisis management of the personnel potential of the enterprise must take into account these trends. Moreover, our proposed model of anti-crisis management of the personnel potential of the enterprise in the conditions of strengthening the processes of forced labour migration of the population includes the outlined aspects and proposes to allocate as a separate block the formation and implementation of the anti-crisis program to ensure the profitability, financial stability and competitiveness of the enterprise, within which it is possible to single out the sources of financing the personnel potential taking into account the needs of migrant workers.

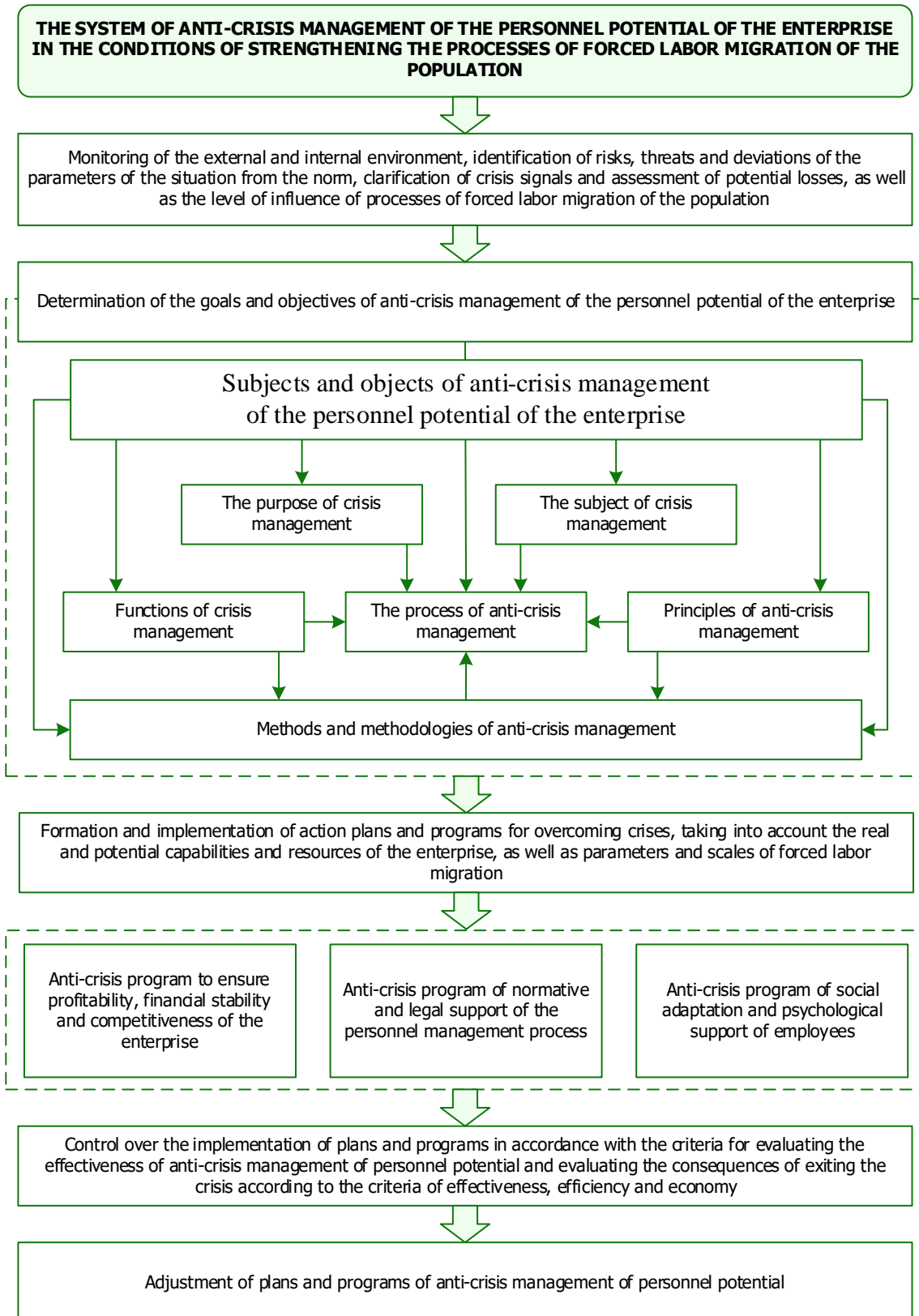


Figure 3. The model of anti-crisis management of the personnel potential of the enterprise in the conditions of strengthening the processes of forced labour migration of the population. (Source: modified on the basis of: [18, p. 21; 19])

In addition, it is proposed that in the system of anti-crisis management of the personnel potential of the enterprise in the conditions of strengthening the processes of forced labour migration of the population, the need for the formation and implementation of the anti-crisis program of normative and legal support of the process of management of personnel

potential should be highlighted, since during the introduction of the special legal regime of martial law in Ukraine, the current legislation was subject to significant changes. In particular, the peculiarities of the labour legislation of Ukraine regulate that in the conditions of the introduction of martial law, enterprises have the right to terminate the employment contract without dismissing employees, and it is also allowed to limit individual constitutional rights and freedoms of a person and a citizen. At the same time, restrictions apply not only to employees but also to employers. It should be noted that the problem of concluding fixed-term employment contracts with new employees, namely for the period of martial law in the country, in cases where it is necessary to replace employees who are temporarily absent from the enterprise, requires clarification of the legal regulation. Moreover, there are frequent cases of employees being transferred to another job without their consent, which is not provided in the terms of the concluded employment contract or contract.

Separately, changes to the labour legislation concern the dismissal of employees who are on vacation or are temporarily unable to work. It is obvious that during the war and in connection with the increase in the internal movement of migrant workers, the problem of termination of employment contracts at the initiative of employees became more acute, which created additional crisis situations at the enterprise, because, in accordance with the law, employees are not obliged to work a two-week period, what endangers the operation of the enterprise and the achievement of its goals.

The procedure for establishing a five-day and six-day work week, as well as the establishment of time frames for the implementation of daily work, also requires strengthening of regulatory and legal regulation.

Along with the need to implement an anti-crisis program of normative and legal support for the process of managing personnel potential, there is a need to develop an anti-crisis program for social adaptation and psychological support of employees, since most of the forced labour migrants have moved from the war zone or from the front-line territories and need specialized assistance and support, as well as social protection.

It should be noted that the proposed model of anti-crisis management of the personnel potential of the enterprise in the conditions of increased processes of forced labour migration of the population takes into account the outlined aspects, which differs from already existing models of anti-crisis management of personnel potential.

Thus, anti-crisis management of the enterprise's human resources potential in the context of European integration and intensification of the processes of forced labour migration from Ukraine to the EU countries requires the formation of an effective system of human resources management at an enterprise capable of forming a programme for the development of the enterprise's personnel in conditions of uncertainty and reducing the level of social and psychological tension in the team.

The results of the conducted study of the economic and legal aspects of the anti-crisis management of the personnel potential of the enterprise in the conditions of strengthening the processes of forced labour migration of the population allow us to identify significant problems that destabilize the activities of enterprises. In particular, it is worth recognizing that forced labour migration causes a significant reformatting of employment and unemployment mechanisms in the regions of Ukraine, where a significant part of refugees from the zone of active hostilities and from the front-line territories are sent. It was established that migration processes provoke the emergence of crisis situations at the enterprise, cause a shortage of highly qualified labour in Ukraine and reduce the level of efficiency of the enterprise. In order to overcome crisis situations, it is necessary to:

- creation of favourable conditions for economic activity by business entities in Ukraine, which would help migrant workers realize their potential and receive a decent monetary reward for their work;
- attraction of innovations to enterprises and activation of their use in order to improve the labour resources management system;
- revision and improvement of the current domestic legislation in terms of regulating labour relations, in particular in the context of the introduction of a special legal regime of martial law and regarding the strengthening of the protection of the population's rights to work and safe working conditions;
- formation of effective mechanisms to prevent illegal employment at enterprises and unjustified dismissal of employees;
- strengthening of social protection of forced labour migrants;
- formation of an effective anti-crisis personnel management policy;
- conducting an organizational and personnel audit;
- formation and implementation of effective programs of social adaptation and psychological support of employees.

The specified measures will create prerequisites for preventing crisis situations at the enterprise, as well as for increasing the effectiveness of countering crises that have occurred.

DISCUSSION

The researches of such domestic scientists as B. Vatchenko, R. Sharanov, M. Kopytko, V. Franchuk, V. Panchenko, O. Vyunyuk, O. Myshchysyn, F. Sakka, M. Gadi, H. Alkaabi, G. Naamo, A. Fahmi, F. Tanrikulu, K. Tipayalai, M. Al-Dalakhmeh and K. Dainoki and the breadth of their views on researching the problems of anti-crisis management of the personnel potential of the enterprise in the conditions of strengthening the processes of forced labour migration of the population justify the importance and expediency of considering the outlined problems, as scientists have established that in today's conditions, the problems of providing enterprises with personnel potential have become particularly acute due to the lack of highly qualified workers and significant population movements. However, in the scientific discourse, the issue of considering the economic and legal aspects of the anti-crisis management of the personnel potential of the enterprise in the conditions of strengthening the processes of forced labour migration of the population is considered rather indirectly and attention is not focused on the peculiarities of domestic labour legislation, which has changed under the conditions of the introduction of a special legal regime of martial law in the country. has its own specificity and to a certain extent limits the constitutional rights and freedoms of both employees and employers. In addition, in the conditions of war, the employees of the enterprise need enhanced social protection and psychological support, which proves the feasibility of including the anti-crisis program of social adaptation and psychological support of employees in the system of anti-crisis management of the personnel potential of the enterprise, which was not offered until now.

The model of anti-crisis management of the personnel potential of the enterprise proposed in the study differs from existing ones in that it provides for the formation and implementation of crisis management programs taking into account the real and potential capabilities and resources of the enterprise, as well as the parameters and scales of forced labour migration in within the framework of the development and implementation of an anti-crisis program to ensure the profitability, financial stability and competitiveness of the enterprise, an anti-crisis program of normative and legal support of the process of managing personnel potential and an anti-crisis program of social adaptation and psychological support of employees, which are especially relevant in today's conditions.

At the same time, the proposed system of anti-crisis management of the personnel potential of the enterprise allows, on the basis of already existing models, to form a clear algorithm for the implementation of special measures of managerial influence on the labour resources of the enterprise, to evaluate their qualitative and quantitative parameters in the conditions of the destabilizing influence of factors of the external and internal environment, as well as to monitor significant problems in realizing personnel potential in conditions of instability, uncertainty and increased influence of war factors, one of which is forced labour migration of the population.

CONCLUSIONS

Thus, the conducted studies of the economic and legal aspects of the anti-crisis management of the personnel potential of the enterprise in the conditions of strengthening the processes of forced labour migration of the population made it possible to reveal a significant negative impact of forced labour migration on the activities of domestic enterprises, which is manifested to the greatest extent in the creation of a shortage of highly qualified labour and in the inability to conduct qualitatively economic activity due to the lack of a workforce capable of timely and high-quality performance of assigned tasks. It has been established that the anti-crisis management of the personnel potential of the enterprise consists of the formation of a special system of special measures aimed at finding effective ways of identifying and countering crisis situations, as well as their neutralization with the aim of ensuring sufficient volumes of labour resources at the enterprise, stimulating the development of the intellectual potential of employees and carrying out the fight against existing and potential risks and threats of the external and internal environment. However, in today's conditions, there are serious problems of anti-crisis management of personnel potential, among which low labour productivity at the enterprise, intensification of the processes of increasing personnel turnover, a shortage of qualified personnel and a mismatch of the qualification structure of the personnel with the needs of the enterprise, an insufficient level of personnel motivation, and a lack of initiative are evident employees and the tension of the psycho-emotional situation in the team. In order to prevent crisis situations at the enterprise, related to the management of personnel potential, the formation of a model of anti-crisis management of personnel potential at the enterprise is substantiated and proposed, which covers the need for the formation and implementation of an anti-crisis program to ensure the profitability, financial stability and competitiveness of

the enterprise, an anti-crisis program of regulatory and legal ensuring the process of managing personnel potential and the anti-crisis program of social adaptation and psychological support of employees.

ADDITIONAL INFORMATION

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ЕКОНОМІКО-ПРАВОВІ АСПЕКТИ АНТИКРИЗОВОГО УПРАВЛІННЯ КАДРОВИМ ПОТЕНЦІАЛОМ ПІДПРИЄМСТВА В УМОВАХ ПОСИЛЕННЯ ПРОЦЕСІВ ВИМУШЕНОЇ ТРУДОВОЇ МІГРАЦІЇ

Метою статті є виявлення проблемних економіко-правових аспектів антикризового управління кадровим потенціалом підприємства в умовах посилення процесів вимушеної трудової міграції населення. Результати, які одержані в процесі проведення дослідження, дозволяють констатувати вагомий вплив на діяльність суб'єктів господарювання сучасних викликів і небезпек, які обумовлюють значні деструктивні зміни системи управління трудовими ресурсами підприємств внаслідок загрозливого зростання масштабів вимушеної трудової міграції, яка посилює дефіцит персоналу на вітчизняних підприємствах, та через інтенсифікацію мобілізаційних заходів, які спричиняють переміщення економічно активної та висококваліфікованої робочої сили до структур сил оборони та Збройних Сил України. У статті здійснено аналіз сутності, особливостей та взаємозв'язку антикризового управління кадровим потенціалом підприємства із процесами вимушеної трудової міграції населення. Встановлено, що вимушена трудова міграція є дестабілізуючим чинником діяльності підприємства та створює передумови для виникнення кризових ситуацій. Доведено значний негативний вплив вимушеної трудової міграції на формування трудових ресурсів вітчизняних підприємств, що спричинює дефіцит висококваліфікованих працівників. З'ясовано, що в Україні продовжують інтенсифікуватися процеси вимушеної трудової міграції в межах регіонів. З метою подолання кризових станів на підприємстві щодо управління кадровим потенціалом запропоновано та обґрунтовано найбільш доцільні заходи. Обґрунтовано та запропоновано модель антикризового управління кадровим потенціалом підприємства в умовах посилення процесів вимушеної трудової міграції населення.

Ключові слова: криза, управлінська система, антикризове управління, мігранти, вимушена трудова міграція, трудові ресурси, євроінтеграція

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