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## EFFECTIVE SELF-MANAGEMENT IN PERIODS OF CHANGES AND CRISES OF THE ENTERPRISE

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**Abstract.** *In the article the key aspects of self-management during periods of change and crisis in the activities of the enterprise were analyzed. Its role in maintaining the efficiency and stability of personnel was determined, and the relationship between self-management and stress resistance was revealed, since managing one's own resources helps to reduce stress levels, prevent emotional burnout and make informed decisions, and productivity, since proper self-organization allows you to increase work efficiency, avoid chaos and focus on priority tasks. The components of self-management in crisis conditions and the methods of their development/acquisition were characterized. Ways of overcoming difficulties that may arise when developing individual components of self-management in crisis conditions were given.*

**Key words:** *self-management, efficiency, crisis, changes, anti-crisis management, time management, emotional management, motivation, self-discipline, adaptability, stress resistance, productivity.*

In the modern world, which is characterized by high dynamism, uncertainty and crisis challenges, the ability to manage one's own time, resources and emotions becomes a key factor in professional success. Effective self-management allows: to maintain the psychological stability of personnel in conditions of high workload and change; to increase work efficiency through conscious management of one's own time, energy and resources; to form a culture of responsibility and self-organization at the level of the enterprise, which contributes to its stability in crisis periods; to optimize work processes and minimize the negative impact of an unstable environment.

The aim of the article is to analyse key aspects of self-management during periods of change, determine its role in maintaining staff effectiveness and resilience, and consider practical methods that help managers and employees adapt to an unstable environment.

The following research methods were used in the article to achieve the set goal: analysis, monographic, abstract and logical, generalization – to consider the essence of the concept of “self-management” and the definition and characteristics of the components of self-management in conditions of changes and crises in the activities of the enterprise; tabular, graphical – to clearly present the impact of an unstable external environment on the activities of personnel and changing requirements for them, to

demonstrate the relationship between self-management and stress resistance and employee productivity

Self-management in a broad sense is proposed to be understood as the process of managing one's own activities, which covers all areas of a person's life (professional, personal, social) through time management, setting life goals, self-development, developing emotional intelligence, work-life balance, adapting to change, maintaining health and ensuring well-being.

Its role in supporting the efficiency and stability of personnel were determined, and the relationship between self-management and stress resistance was revealed, as managing one's own resources helps reduce stress levels, prevent emotional burnout, and make informed decisions, and productivity, as proper self-organization allows you to increase work efficiency, avoid chaos, and focus on priority tasks.

The components of self-management in crisis conditions and the methods of their development/acquisition were described. Thus, the components include:

- time management – managing one's own time to increase productivity and reduce chaos;

- emotional management – controlling emotional state, managing stress and psychological tension;

- psychological adaptability – the ability to respond quickly to changes and remain flexible in crisis situations;

- motivation and self-discipline – maintaining internal energy and the ability to act without external compulsion;

- concentration and attention management – the ability to focus on priorities and avoid distraction;

- physical and energy endurance – maintaining physical health as the basis of psychological resilience.

It is determined that the development of self-management requires a comprehensive approach and difficulties may arise here, therefore, ways to overcome them in crisis conditions are described.

The development of self-management components requires interaction both on the part of the employee himself and on the part of the enterprise. The employee must actively work on his own skills, and the enterprise must create conditions for their development and support. Therefore, measures for the development of self-management components at the employee and enterprise levels are described.

Thus, self-management is a critically important tool for each employee and the enterprise as a whole. In times of change, it is precisely this tool that helps maintain control over the situation, increase productivity, and ensure the long-term competitiveness of the enterprise.

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