

величезної кількості чинників. Водночас соціологія релігії Вебера, зокрема його ідея про вплив етики протестантизму на формування духу капіталістичного господарювання, є класичним зразком аналізу того, як культурні змісти впливають на напрям соціально-економічного розвитку.

#### ЛІТЕРАТУРА

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#### MODERN CHALLENGES OF MANAGEMENT AND ADMINISTRATION OF PROCESSES OF THE SOCIETY DEVELOPMENT

In modern conditions ever-evolving and changing society, the field of management and administration of relevant processes faces many challenges. As society seeks to adapt to a rapidly changing global environment, leaders are struggling with complex challenges that require innovative solutions. Consider some of the most pressing problems in the field of management and administration of the development of society today and define in the potential directions and strategies for their solution.

The dynamics of technological change and digital transformation. The rapid development of technology leads to the need for continuous improvement of management and administration systems. Digital transformation requires new skills in managers and the introduction of effective information technologies to optimize work in all industries. The rapid pace of technological advances represents a major obstacle to management. On the one hand, technological progress offers opportunities to improve efficiency and productivity; on the other hand, it requires constant adaptation and creates a threat to already established processes. Managers need to navigate the integration of new technologies such as artificial intelligence, blockchain, and automation, ensuring that their organizations take advantage of the benefits without leaving employees behind. That is, it is necessary to constantly increase the level of technological knowledge of employees and ensure proper working conditions.

Global challenges and international cooperation. Globalization is defined as the interdependence and interaction of countries in various fields, such as economics, politics, technology and culture. Management of modern society should take into account the global dimension, developing strategies that take into account the impact of international processes in the internal affairs of the country. In a world interconnected by trade and communications, organizations and businesses are increasingly operating on a global scale. This creates problems in terms of cultural

diversity, compliance with regulatory requirements and effective communication. Managers must develop intercultural competencies, create inclusive environments, and be aware of international rules in order to successfully navigate the complexities of the globalized market.

**Socio-cultural shifts and multiculturalism.** The diversity of society is becoming more and more visible, which sets the task for managers to ensure inclusiveness and justice in decision-making. Management should take into account the diversity of cultures, beliefs and values, promoting cooperation and mutual understanding.

**The transformation of the workforce and the management of human capital.** Human capital is becoming a key resource of modern society. Managers should prioritize education, skills development and advanced training to ensure the competitiveness and sustainability of the economy, the nature of any activity is undergoing significant changes with the growth of remote work, adaptive economic changes and flexible schedules. Managers face the task of creating cohesive teams in a virtual environment, solving issues related to the balance between work and life, as well as implementing effective mechanisms for assessing productivity for a dispersed workforce. The task is to maintain performance and efficiency while contributing to the strengthening of communication processes and belonging between team members.

**Leadership in times of uncertainty and crisis.** The modern world is marked by an unprecedented level of uncertainty, from economic fluctuations to any crisis phenomena in various branches of management. Effective leaders must have the ability to make informed decisions in ambiguous situations, communicate transparently with stakeholders and inspire confidence in their teams. The demand for adaptive and sustainable leadership has never been greater than it is now.

**Ethical dilemmas.** As businesses face increased control, the importance of ethical decision-making in management cannot be overstated. Issues such as corporate social responsibility, environmental sustainability and fair labor practices require careful consideration. Managers must navigate the complexities of balancing profitability with social and environmental responsibility, creating trust among consumers and employees.

**Sustainability and environmental safety.** The problems of sustainable development and environmental safety are becoming important in management. Management should develop strategies that contribute to the conservation of natural resources and reduce the impact of economic activity on the environment.

**Talent management and team retention** are interconnected elements crucial for an organization's sustained success. By fostering a positive work culture, investing in employee development, recognizing contributions, offering flexible work arrangements, and promoting open communication, companies can create an environment where employees are motivated to stay and contribute to long-term success. In an era where attracting and retaining top talent is a competitive advantage, effective talent management becomes a strategic imperative for any forward-thinking organization. In the competitive labor market, attracting and retaining the best talent is a constant challenge. Managers should focus on building a positive organizational

culture by providing professional development opportunities and offering competitive compensation packages. Maintaining the right balance between employee satisfaction and organizational goals is essential for long-term success.

Modern world challenges require new strategies and approaches. Flexibility, innovation and the ability to adapt to a dynamic environment are key success factors for government and management structures. Only by understanding and addressing these challenges can sustainable development and improvement of the quality of life of society be achieved.

Thus, the problems faced by management and administration in modern society are multifaceted and dynamic. Successful management of these problems requires a combination of adaptability, strategic thinking and commitment to ethical practices. By addressing these challenges, skillful management can pave the way for sustainable and prosperous organizations in the future.