

DIGITALIZATION OF HR TECHNOLOGIES AND ANTI-CRISIS MANAGEMENT OF ENTERPRISES UNDER CONDITIONS OF MILITARY TURBULENCE

In the current conditions of global transformations of the economic environment, enterprises face numerous challenges, among which the processes of digitalization and the impact of military instability are of particular importance. The rapid development of information technologies, automation of business processes and the spread of digital platforms are significantly transforming approaches to managing organizations, in particular in the field of personnel management. At the same time, the full-scale war in Ukraine has caused the emergence of new risks and threats to the activities of enterprises, which requires the formation of effective mechanisms for anti-crisis management and increasing their organizational resilience.

The digitalization of the economy is significantly changing traditional approaches to human resources management. Modern HR technologies are increasingly based on the use of digital platforms, mobile applications, cloud services, big data analytics and artificial intelligence tools. Their integration into management processes contributes to the automation of personnel procedures, increasing the efficiency of recruitment, optimizing the training and development system, as well as the formation of new approaches to assessing employee performance. As a result, HR management is gradually transforming into a digital human capital management system that provides quick access to information, increases the flexibility of management decisions and contributes to the growth of the competitiveness of enterprises [1].

The use of digital HR tools allows you to significantly expand the capabilities of personnel management. In particular, integrated mobile applications provide automation of personnel procedures, online recruiting, distance learning and effective communication between employees and management. Cloud technologies create conditions for centralized information storage and rapid data exchange, which contributes to increasing the transparency of management processes. At the same time, the use of predictive HR analytics allows you to carry out strategic planning of personnel needs, predict changes in the labor market and make more informed management decisions.

The current conditions for the functioning of enterprises in Ukraine are characterized by a high level of instability caused by military aggression and the associated economic and social consequences. Military turbulence creates a difficult environment for business activities, which is manifested in the disruption of logistics chains, loss of production capacity, migration of labor resources and increased financial risks. Under such conditions, crisis management, aimed at ensuring the

stability of enterprises and their ability to adapt to changes in the external environment, becomes especially important.

Anti-crisis management in conditions of military instability involves a set of measures aimed at preserving the viability of the enterprise, maintaining the efficiency of its activities and minimizing the negative consequences of crisis phenomena. An important element of such management is the formation of organizational resilience strategies that allow enterprises to quickly respond to shock changes in the environment, restore disrupted business processes and ensure business continuity.

In this context, the digitalization of HR processes can be one of the key tools of anti-crisis management. The use of digital platforms and remote technologies allows to ensure the continuity of personnel processes even in difficult wartime conditions. Online recruitment formats, distance learning, digital personnel assessment systems and automated labor resource management systems contribute to increasing the adaptability of enterprises and the effective use of human capital [2].

An important component of modern management is also the development of digital competencies of employees and managers. The spread of new technologies requires the formation of digital thinking, the ability to work with large amounts of information, use analytical tools and quickly adapt to changes in the technological environment. In this regard, enterprises should pay significant attention to the system of continuous personnel training, the development of professional skills and the formation of an innovative corporate culture.

Modern processes of digital transformation and military challenges form new requirements for the enterprise management system. The combination of digital HR management tools with anti-crisis management mechanisms allows to increase the resilience of organizations, ensure the effective use of human capital and create the prerequisites for the stable development of enterprises even in conditions of high turbulence of the external environment.

References:

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