

enterprises. The support of employees' families, social guarantees and the creation of comfortable working conditions ensure the motivation and loyalty of staff, which is especially important in the agricultural sector, where human resources are one of the key success factors.

Therefore, innovative approaches to management in the agricultural sector open up new opportunities for increasing the economic efficiency, sustainability and competitiveness of enterprises. To ensure the sustainable development of agrarian business in conditions of rapid changes, it is necessary to combine modern technologies with effective management of human resources. This will allow agricultural enterprises not only to remain competitive on the market, but also to actively develop, introducing innovations and increasing productivity in the long term.

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SECTORS OF BUSINESS ENVIRONMENT AND THEIR IMPACT ON BUSINESS DECISIONS

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In today's economic conditions, the role of the business environment is critical to the success of enterprises. Business does not operate in a vacuum – it interacts with both internal and external factors that determine its functioning, development, and competitiveness. Our research examines the key elements of the business environment, the impact of external and internal factors on business activities, and the peculiarities of analyzing and diagnosing the business environment.

The business environment is a complex set of interconnected external and internal factors that influence all aspects of a company operations. According to research, the term “business environment” lacks a unified definition in the scientific literature, but it is commonly viewed as a combination of elements that define the conditions for conducting business activities [1].

Business does not function in isolation; it rather operates within a dynamic environment that directly shapes its actions and its ability to meet objectives. The external environment comprises various external organizations and forces, typically categorized into seven key sub-environments: economic, political-legal, demographic, social, competitive, global, and technological. Each of these areas presents distinct challenges and opportunities for businesses.

While business owners and managers possess considerable control over the internal aspects of their operations, such as day-to-day decision-making, they are limited when it comes to external factors. Internally, they make choices regarding suppliers, hire personnel, select which products to offer, and plan where to sell them. By leveraging their skills and resources, they create goods and services tailored to the needs of current and potential customers. On the other hand, external factors are typically beyond managerial control and are subject to continuous change. For a business to remain competitive, it is crucial that owners and managers constantly analyze the external environment and adjust their strategies accordingly.

Additionally, unforeseen events, such as natural disasters, can have a profound effect on businesses. For instance, the Deepwater Horizon oil platform explosion in 2010 resulted in the release of over 3 million barrels of oil into the Gulf of Mexico, causing extensive harm to the environment, businesses, tourism, and local communities.

Economic fluctuations create business cycles that affect businesses and individuals in different ways. Economic growth reduces unemployment and increases income levels, while inflation rates and interest rates fluctuate depending on economic activity.

The political climate of a country is another important factor for managers. The level of government activity, laws enacted, and the political stability of a country all play a crucial role in business decision-making.

Demography is the study of basic population statistics, such as age, gender, race, and place of residence. Demography helps businesses define target markets and shape the composition of their workforce.

Social factors, including our attitudes, values and lifestyles, influence what, how, where and when people buy products or services. They are difficult to predict and measure because they are highly subjective.

The application of technology can drive growth within any economic system. Technology allows companies to increase productivity and reduce costs, making it one of the most valuable assets a company can possess.

The internal environment includes components such as company resources, ownership, internal processes, corporate culture, and managerial decisions. The external environment, on the other hand, consists of factors beyond the company's control, such as economic conditions, political stability, regulatory changes, competition, and social shifts.

Business environment factors can be classified based on various criteria. The internal environment consists of elements under the company's control, such as material and technical resources, personnel, and organizational structure. The external environment includes economic, political, social, technological, and legal factors that directly affect the company but are not within its control [2].

External factors have a critical influence on the strategic decisions of companies. Political stability, economic growth or decline, and regulatory changes all directly impact profitability, efficiency, and competitiveness. For example, changes in tax policy or new environmental standards may require significant restructuring of internal processes [3].

Table . The main factors of a company's external and internal environment.

Business Environment Factors	Internal	External
Resources	Material, financial, human resources	Suppliers, access to capital
Processes	Internal management and production processes	Economic situation, political stability
Communication factors	Internal norms, rules, and values	Government regulation, competition

The key external factors influencing businesses include:

- Economic factors: inflation rates, interest rates, employment levels;
- Political factors: political stability, government policies on business;
- Social factors: demographic changes, education levels, social trends.

A company's internal environment determines its ability to adapt to external changes. Key aspects include qualified personnel, financial resources, innovation potential, and effective organizational structure. Managing these factors is essential for achieving the company's strategic goals.

Organizations with a well-structured internal framework are better equipped to respond to shifts in the external environment, which plays a crucial role in their long-term development strategies. Analytical tools like SWOT and PEST analyses assist in pinpointing a company's strengths and areas for improvement.

Technological progress exerts a significant influence on the business landscape. The adoption of new technologies can either provide firms with a competitive edge or present challenges if they fail to keep pace with innovations. Technological advancements have the potential to revolutionize production processes, alter the qualifications required of employees, and shift market demands.

Assessing the business environment is a critical aspect of strategic management, enabling companies to react promptly to changes within both their internal operations and the external market. Common analytical techniques, including SWOT, SNW, PEST, and GRID matrices, are integral to strategic planning [1].

These methods help businesses identify their strengths and vulnerabilities, evaluate opportunities and risks, and make well-informed strategic decisions based on external influences. Therefore, diagnosing the business environment is a vital component of strategic decision-making.

The business environment is a multifaceted system that evolves continuously due to various influences. Effective management necessitates a comprehensive understanding of both internal operations and external conditions, embracing technological innovations, and the agility to adjust to fluctuations in the global economy. Utilizing analytical tools to assess the business environment is key to strategic planning and fostering sustainable growth.

Thus, the success of any business depends on its ability to effectively adapt to external changes and manage internal resources, which forms the foundation for competitiveness in today's market.

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PROBLEMS AND PROSPECTS OF ONLINE EDUCATION DEVELOPMENT

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Online education is no longer something new or unusual. Every year, it is increasingly becoming an integral part of the educational process. In particular, the global COVID-19 pandemic has become a significant impetus for the development of online education, as most educational institutions have been forced to switch to a distance format. This, in turn, has revealed both significant potential and a number of serious challenges facing online education. In this study, we will examine in detail the main problems and prospects for the development of online education based on scientific sources and research.

Technical issues remain one of the most significant challenges faced by participants in online education. Insufficient quality of the Internet connection, limited opportunities to purchase modern gadgets, and lack of proper technical support lead to a decrease in the quality of the educational process. According to the study, many students experience significant difficulties due to an unstable Internet connection, which negatively affects their participation in the educational process [1].

For many students, technical problems become an insurmountable obstacle to learning. For example, outdated equipment often cannot support modern programs used for learning, such as Zoom or Moodle, making it difficult to access materials and teachers. As a result, students are not able to fully absorb the material, which leads to a decrease in academic performance.

In addition, the lack of appropriate technical support complicates the learning process. Teachers and students face various technical problems that they cannot always solve on their own. This is especially true for regions with a low level of information technology development.

In addition to technical problems, online education also faces psychological and social barriers that can significantly reduce its effectiveness. One of the main problems is the social isolation that students experience due to the lack of physical interaction with fellow students and teachers. A study published in the journal *Innovative Pedagogy* notes that the lack of live communication can lead to a decrease in student motivation and, as a result, to a degradation in academic performance [2].