

- Online courses for self-study;
- Game techniques (gamification);
- Game scenarios.

The choice of a specific form of training may depend on the specifics of the organization, the type of training material and the needs of the staff. A combination of different methods can be the most effective for ensuring the development of personnel at the enterprise.

Thus, the study of ways to increase the productivity of personnel is relevant and necessary to ensure the competitiveness of the enterprise in the modern business environment. The results of the study can serve as a basis for the implementation of practical measures and strategies in the field of personnel management in order to improve the efficiency of the entire team.

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PSYCHOLOGICAL FEATURES OF NEGATIVE EXPERIENCES OF STUDENTS AT PRIMARY SCHOOLS UNDER MARTIAL LAW

The relevance of the topic is very high, as the mental health of adolescents is a major factor for their future life. Primary school students are very vulnerable to various stressful situations, and adolescents can experience the negative emotions and feelings in an exaggerated way due to various circumstances and their age. Low self-esteem, fear, stress, anxiety, social inequality, depression, and other factors can affect their present and future.

The concept of negative experience is one of the key concepts in psychological research, despite the fact that in the theoretical and methodological sense the term is

not sufficiently represented due to the complexity and disparity of approaches to its interpretation. In order to clarify the essence of the concept of negative experience, it is necessary to interpret the nature of the lexeme experience, which is most commonly used to denote human mental states.

In classical psychology, experiences are qualified as one of the main categories that characterize everything mental. This view, in particular, of human emotional experiences, dates back to ancient history, the ancient world. Philosophers described experiences through the specificity of culture, relationships, and activities. Concordant considerations of the content of the essence of experiences are presented by the Sophists and Epicureans, who interpreted experiences as a means of knowing oneself, as an internal dialogue that is both a form of realization and a form of being.

Therefore, this topic is intended to help both adolescents and teachers and educators. Many scientists, psychologists, and educators have addressed this issue, including: Alfred Adler, John Bowlby, Erik Erikson. The main sources of stress for students are schoolwork, relationships with classmates, and the demands of parents and teachers, so students need to find ways to support and help them. Some students may experience symptoms of anxiety and depression, so it is important for parents and teachers to be aware of changes in student behavior and respond in time. Positive experiences, such as happiness, satisfaction, and gratitude, can increase students' motivation and learning effectiveness. The experiences of children in secondary school have their own characteristics, which are related to the period of personality development and social adaptation. Experiences can relate to learning, peer relationships, interactions with adults, and personal successes and failures [1, p.176].

Negative experiences can lead to stress, depression, low self-esteem, feelings of inferiority, and the risk of developing the behavioral problems. Developing the emotion regulation and social skills can help the students to better manage their emotions, reduce the risk of psychological problems and improve the social adjustment. It is important to ensure the safety of students, create a positive environment, promote the positive relationships between students and adults, and develop the skills to regulate the positive emotions and constructive behavior [2, p.12-16].

Children in primary school experience a variety of emotions, including joy, fear, shame, anger, etc. A student's emotional state affects their academic performance. In elementary and secondary school, the students face the challenging situations,

such as conflicts with classmates or adults that can lead to emotional stress. Some students may experience anxiety and self-doubt due to low self-esteem [3, p.261-271].

Misplaced roles can lead to insecurity and fear of social judgment. Students may feel anxious about their ability to learn that can lead to lower self-esteem and motivation. Students may feel stressed by a heavy workload or high expectations from teachers and parents [4, p. 911-922].

Lack of sleep can affect students' emotional state and behavior at school. Students may experience fear of the unknown, new challenges, and difficulties in completing tasks. Failures at school or in everyday life can cause children to have low self-confidence and lower self-esteem. Parental control and support can influence the development of positive emotional states in school-age children. Students may lose interest in school or rebel against school rules. Students may experience anxiety due to lack of confidence or fear of failure. Students may become shy and have trouble communicating at school [5, p. 15-18].

Misplaced roles can lead to insecurity and fear of social judgment. Students may feel anxious about their ability to learn that can lead to lower self-esteem and motivation. Students may feel stressed by a heavy workload or high expectations from teachers and parents [6, p. 38-52].

Unforeseen changes, such as syllabus changes, can cause uncertainty and stress for some students. The immediate environment (family, friends, classmates) is important in shaping the experiences of primary school students. Developing the social skills can help to reduce stress and increase students' psychological comfort. Girls are more likely to suffer from depression than boys. Primary school students may face a variety of stressors, such as learning, peer interactions, and family problems. Stress can contribute to poor academic performance [7, p. 83-96].

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Adolescents can be more sensitive than adults, so care should be taken when dealing with them. They may be nervous about performing in assemblies, concerts, or exams. The pressure to excel in school can lead to increased stress and workload. Adolescents may experience conflicts with peers and teachers, which can affect their

mental health. Stress related to school can affect students' health, especially if they do not have enough time to have a rest. Adolescent sensitivities can lead to feelings of inferiority due to the age difference. Many students may feel alienated from their parents, especially during the transition to adolescence.

Negative experiences of primary school students are interpreted as emotions based on unpleasant subjective and objective experiences that activate the mechanism of adaptive behavior aimed at eliminating the cause of danger (physical or mental). In adolescence, negative experiences are manifested in the failure to satisfy the supra-situational needs for intimate and personal communication with peers, approval, respect, as well as the need for emotional contact – emotional closeness with significant others that acquire individual, intimate and social meaning.

Negative experiences are caused by individual, personal and social characteristics. The individual ones are justified by emotional stability – emotional instability, relaxation – tension, anxiety – calmness (balance). Personal ones are related to psychological formations in the emotional and volitional sphere of an adolescent. Social reflects the attitude to the social environment and one's place in it (school environment, academic activities, relationships with teachers, parents, including unmet needs in relationships, bullying, lack of positive communication, parental anxiety, overprotection, etc.); negative experience in different reference groups; communication in social networks, computer addiction, information from TV advertising (reports of disasters, destruction, natural disasters, horror films, action movies, crime situations, scary cartoons and fairy tales). It is important to correct and prevent the negative experiences for the full development of a primary school student's personality.

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FACTORS INFLUENCING THE BUSINESS ACTIVITY OF THE ENTERPRISE

In the modern conditions of the functioning of economic entities, the analysis and evaluation of financial and economic activity have acquired great importance. One of the prerequisites for ensuring the efficiency of the enterprise's activity is a high level of business activity, therefore it is important to assess the state of the enterprise in this direction and look for ways to improve the activity.

An important stage in the analysis of the level of business activity is the determination of the main factors affecting the activity of the enterprise in its environment.

In general, this type of analysis is quite widespread. It is used by financial managers, analysts, accountants to solve various tasks. It can be assessment and prediction of financial risks, planning of financial strategies, valuation of assets, etc [2].

Factors influencing business activity can be divided into external and internal.

The enterprise cannot influence the action of external factors, therefore it is necessary to take into account the risks of the external environment and develop an effective mechanism for reducing their impact. Internal factors directly affect the enterprise and characterize its activity.