

“The war year 2022 is a year of trials for the journal and the publishing house”

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ARTICLE INFO	Serhiy Kozmenko and Liudmyla Ostapenko (2022). The war year 2022 is a year of trials for the journal and the publishing house. <i>Problems and Perspectives in Management</i> , 20(4), 653-656. doi: 10.21511/ppm.20(4).2022.49
DOI	http://dx.doi.org/10.21511/ppm.20(4).2022.49
RELEASED ON	Friday, 30 December 2022
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JOURNAL	"Problems and Perspectives in Management"
ISSN PRINT	1727-7051
ISSN ONLINE	1810-5467
PUBLISHER	LLC “Consulting Publishing Company “Business Perspectives”
FOUNDER	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

14



NUMBER OF FIGURES

0



NUMBER OF TABLES

0

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BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"
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Sumy, 40022, Ukraine
www.businessperspectives.org

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Conflict of interest statement:

Author(s) reported no conflict of interest

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THE WAR YEAR 2022 IS A YEAR OF TRIALS FOR THE JOURNAL AND THE PUBLISHING HOUSE

With this paper, at the end of 2022, we will
complete the 20th volume of our journal

Abstract

There were many trials and obstacles on the way of the journal and publishing house. However, these were problems with growth, but on the morning of February 24, 2022, a terrible thing began. We woke up to cannon shots (in a European country in the 21st century!!!), and by evening the Russian monster was squeezing the streets of our cities with its tentacles from hundreds of pieces of equipment and thousands of soldiers. War!

How events developed further is another story. Or rather, tens of millions of stories of people who have suffered and are suffering from this absolutely illogical, surreal, and barbaric war. Here we will briefly recall the past year, as the twentieth year since the birth of the Publishing Company "Business Perspectives" and its first journal "Problems and Perspectives in Management." About a year of work in a real and terrible war.

Even before the war, the staff had been working online for a long time due to COVID-19 restrictions, and although the electric substation in the city was bombed almost immediately, the light did not disappear for long (not like now). The situation with the Internet was even more challenging, but sometimes it also worked.

The company's management did not need to go to the office to perform their duties, but who could then think about work? Nevertheless, the mail was viewed at least fragmentarily, answers were written to the authors of manuscripts that, at that time, were in the process of being considered. And there were many letters. We received support from all over the world.

On the other hand, we realized that there are also many countries and potential authors in the world for whom war, shelling, occupation, lack of electricity and the Internet are something far and incomprehensible that does not concern them. We also understood that due to these events, they could assess the risks of disrupting the publication of their study as very high and withdraw it. Under the conditions of acquiring mass challenges and the continuation of such a phenomenon for a long time, this would mean the publishing house's bankruptcy and the journal's death. That is why all management staff used precious Internet minutes to support communications with stakeholders.

The primary tasks were also: downloading all content from the publisher's website and journals to hard media in several copies and distribution among employees; organizing alternative communication op-

tions with staff, partners, and freelancers; moving servers abroad; working out alternative options for financial settlements with stakeholders, etc.

All company employees constantly (as far as possible) kept in touch with each other through corporate chats on social networks. In a corporate chat on March 8, 2022, an assistant editor wrote: "Yesterday, at 11:30 p.m., the parents' house was destroyed by a blast wave from a rocket explosion. My parents are alive. The grandma is in the hospital. There is no neighbor's house anymore; there are no neighbors either. Nine adults and two children. I am unable to work" (Ostapenko, 2022).

Later, some of the company's employees ended up abroad. Imagine that at present "Problems and Perspectives in Management" (here we are not talking about the editors, authors, and reviewers, although we never forget that it is thanks to them that the journal exists and it is they who are the JOURNAL) is being created by employees who are in England, Poland, the Czech Republic, Germany, Switzerland and, of course, in Ukraine.

It is quite clear that in the conditions of a full-scale war, the number of articles by Ukrainian authors has significantly decreased. Moreover, we did not favor Russians; however, they were particularly interested in our journals. Nevertheless, just in case, our employees checked the presence of authors, reviewers, and members of the editorial board with a Russian affiliation. Of course, in order to get rid of those, if any.

As for Ukrainian authors, according to Fiialka (2022), 20.0% lost all motivation for scientific activity and publication of research results. At the same time, a significant number of them generally could not engage in it and did not have the physical ability.

We would like to acknowledge the support of Ukrainian researchers from the leading institutions of the world publishing market. Its leaders provided free access to their resources and organized training seminars for journal editors. In addition, the Open Access Scholarly Publishing Association (OASPA) and the Committee on Publication Ethics (COPE) supported Business Perspectives with touching letters and exempted

the company from paying membership fees for 2022. Moreover, Crossref exempted the company from the fee for checking the articles published by Business Perspectives for plagiarism.

Currently, those employees who stay in Ukraine suffer from a lack of electricity and the Internet, so the immediate tasks are generators and Starlink terminals. Our excellent editors, proofreaders, managers, translators, layout designers, and specialists have to work in such conditions. Thanks to them, thanks to the community of journals and the Business Perspectives Company, during 2022, we coped with most of the challenges and successfully implemented our obligations and plans.

We would like to highlight those articles in our journals that dealt with the Russian aggression.

Particularly interesting are the generalized opinions of Ukrainian scientists (690 polled via Google Forms) regarding their research activities in war conditions (Fiialka, 2022). 35.7% of respondents indicated that the war did not affect their scientific activities, and 27.7% changed their scientific interests due to full-scale Russian aggression. Scientists have psychological problems due to the loss of their homes and relatives and moving. 20.0% of respondents have indicated they have recently lost motivation for scientific activity and publication of research results. The respondents consider state security, exposure to enemy propaganda, economic development, military medicine, ecology, education, social sphere, and agriculture to be the leading research areas.

The financial stability and solvency of enterprises is the key to the economic security of a company, which is influenced by many factors, such as the global financial crisis, the COVID-19 pandemic, armed conflicts, etc. (Mazaraki & Zubko, 2022).

Korneyev et al. (2022) concluded that the war led to the fact that the number of business representatives who completely or partially ceased their activities during the first three months of the war decreased from 75.3% in March to 49.0% in May (compared to February 24, 2022), which indicates a gradual recovery of business in Ukraine. In May, retail trade in food, non-food, household appliances, and electronics partially resumed work. The

most positive changes related to gradual renewal are seen in digital marketing. This is despite supply chain disruptions, declining purchasing power and consumer demand, and uncertainty among businesses. Of course, it should be borne in mind that this happened precisely at that time, that is, before the start of the targeted destruction of the energy infrastructure by the enemy throughout the country. However, for many companies in the conditions of war, bankruptcy is probable, and a model for its prevention (based on the use of artificial intelligence methods) has been proposed (Poliakov & Zayukov, 2022).

Sychevskiy et al. (2022) considered the sustainable development of food markets in force majeure conditions, including armed conflicts. The authors improved the methodology for assessing the dynamic sustainability of food markets' development and achieving global sustainable development goals.

During the war, the market principles of the economy and the formation of its prices are violated, monetary transmission mechanisms do not work adequately, and the role of the state in ensuring the proper functioning of commodity-money relations increases. Therefore, Danylyshyn and Bohdan (2022) formulated recommendations for Ukraine on monetary policy during martial law. As for the central bank of the country, the design of the wartime monetary regime involves the modification of several aspects of its activities. They include the target orientation of monetary policy, the composition of interest rates on the basic operations of the central bank, the regulation of the foreign exchange market and capital movements, and the nature of relations with the Ministry of Finance. The contribution of monetary policy to creating conditions for macroeconomic stability is achieved by ensuring the stable functioning of the government borrowing market and the controllability of capital flows. It is generally accepted that the central bank uses instruments that expand the money supply – the purchase of assets on the open market, the direct purchase of government bonds, and special programs for targeted refinancing of bank lending.

The full-scale Russian aggression also affected the income level of the population and the growth

of the possibility of their involvement in voluntary health insurance operations (Kuzior et al., 2022).

Of great significance for Ukraine is the fact that the country had paid great attention to the digitization of various fields of economic activity. Not least, this guaranteed the country's viability during the aggression, including its financial sector, and provided access to financial resources (Shkolnyk et al., 2022). The study argues that the created reserve of economic security, in particular, due to the intensive digitization of the financial sector, allowed Ukraine to survive the first weeks of the war and ensure the functioning of the financial system. In addition, digitalization has also been crucial for small and medium-sized businesses (Strilets et al., 2022).

An attempt was made to analyze the mode of operation of HR management in Ukrainian enterprises in wartime conditions (Sereda, 2022). Online questionnaires were distributed among Ukrainian HR specialists, but only 18 relevant responses were received. Undoubtedly, the need and effectiveness of remote HRM have been confirmed. At the same time, the existing social and psychological barriers (prejudices of management, lack of informal communication, emotional defects of communication in the online work format) will contribute to the spread of a mixed work format in its various forms. At the same time, the training of managers is still vital. Therefore, Lopushniak et al. (2022) highlighted the managerial competencies needed in crises, as evidenced by the high frequency of their mention in vacancy advertisements (professional experience – 100%, leadership qualities – 71%, digital skills – 65%, organizational and communication skills – 59% each, strategic skills – 52%) and expert surveys.

Barash and Petrova (2022) noted the significant growth and positive impact of digitalization, which has significantly stabilized the labor market in the extreme conditions of COVID-19 or full-scale war. In turn, Varis et al. (2022) showed the effectiveness of remote corporate training in unstable conditions for developing personnel and maintaining its effectiveness.

These are some of the articles that have highlighted specific issues in the context of Russian aggression against Ukraine and have been pub-

lished in the PPM and other journals in the Business Perspectives ecosystem. We hope to receive many more manuscripts to consider in the future. Ukraine is fighting for its independence in a ruthless and brutal war, and these processes require the attention of scientists from all over

the world. Feel free to submit your work, and we guarantee that most of the APC paid by you (or your sponsors) will provide humanitarian assistance to the affected population of Ukraine, restore its energy security, and preserve its territorial integrity.

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