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## **THE MAIN PROBLEMS OF THE DEVELOPMENT OF CROSS-CULTURAL MANAGEMENT IN UKRAINE**

### *Summary*

Cross-cultural interaction is becoming an increasingly important problem in the modern world: business relations are expanding, multinational teams of managers are being formed, transnational companies are developing, international public associations are being organized, and intercultural relations are growing.

The emergence of international management in the nineties is determined by the emergence of new management problems in large international companies with multinational staff. Organization of the corporate work of the personnel with different cultural attitudes requires studying the patterns of interaction in a multinational environment. Cross-cultural interactions began to concern the problems of group dynamics, taking into account national traditions and cultural differences. The integration of Ukraine into the European community requires knowledge and skills of cross-cultural communication, adaptation of own management model to modern European requirements, which determined the choice of this research topic. The theoretical and methodological basis of the research are the fundamental provisions of management and international economics; formal logics; general scientific theoretical methods of generalization, comparison, which involves a consistent and structural analysis of basic terms and concepts (when researching the essence and content, forming the concept of "cross-cultural management"); combination of systematic and logical-sequential analysis methods, synthesis for the study of cross-cultural management problems.

The purpose of the article is to determine the problems of the development of cross-cultural management in Ukraine. The essence and nature of cross-cultural management is studied; the main problems of the development of cross-cultural management in Ukraine are

highlighted and considered; the necessity of adapting the Ukrainian management model to modern European realities is substantiated; ways to improve cross-cultural communication during war are suggested. The proposed problems of the development of cross-cultural management in Ukraine can be used for the practical solution of tasks related to the processes of adapting the Ukrainian model of management to modern European realities.

*Keywords:* cross-cultural management, globalization, management, companies, problems of development.

*Number of sources – 9.*

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