

QUALITY OF LIFE OF PERSONNEL AT UKRAINIAN ROAD TRANSPORT ENTERPRISES UNDER CONDITIONS OF ONGOING HOSTILITIES: CHALLENGES AND ADAPTATION STRATEGIES

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Prolonged hostilities on the territory of Ukraine have significantly altered the operating conditions of road transport enterprises (RTEs), especially in terms of labor organization, social protection, and ensuring employee well-being. The quality of life of workers, previously determined primarily by income level and working conditions, is now increasingly shaped by critically important aspects such as safety, stability, psychological resilience, and adaptability to high-stress environments [1].

Due to population displacement, mobilization processes, and partial destruction of infrastructure, many RTEs are experiencing a shortage of qualified personnel. This has forced enterprises to seek new forms of labor organization, including the active involvement of women, youth, and older individuals in roles not traditionally performed by these groups [2]. Some enterprises have also launched training programs for new employees without prior experience in the field. Moreover, constant shelling and the destruction of transport infrastructure have disrupted logistics processes, increased the workload on personnel, and created additional risks to their life and health. In such conditions, psychological support for workers, the introduction of flexible work schedules, and mental health programs are becoming especially relevant.

Studies show that enterprises that have rapidly adapted to new circumstances by implementing digital technologies and innovative approaches to human resource management have managed not only to maintain operational efficiency but also to improve the quality of life of their staff [3]. A key factor in this process is the development of feedback systems that allow companies to promptly respond to employees' needs and concerns. Thus, improving the quality of life of personnel at RTEs under wartime conditions requires a comprehensive approach, including the adaptation of HR policies, the implementation of innovations, and the provision of social protection. These measures not only help maintain the functionality of enterprises but also strengthen the overall resilience of the national economy.

References:

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