



## Ukrainian Voices – Lecture Series

### *“Peculiarities of Adaptation to Changes of Enterprises”*

**Raisa Hrinchenko**

**13 May 2026**

**11:30-13:00 CET**

*Link to the meeting:*

MS Teams: <https://tinyurl.com/3ft5bkm2>

Meeting ID: 398 161 531 586 995

Passcode: tv3S2BW6

The current trends in the global economy, and the increasing number and dynamics of various changes, require enterprises to develop a new approach to managing and adapting to change. In consequence of the increasing dynamism and diversity of changes, the associated risks for enterprise activities are also on the rise. The emergence of new changes and their intensity in the activities enterprises requires a more detailed analysis and the development of approaches to managing adaptation to changes in enterprises, taking into account the specific challenges faced by enterprises.

The implementation of an effective approach to managing adaptation to change in enterprises enables enterprises to enhance their capacity to adapt to the global market, thereby conferring a competitive advantage. The implementation of changes is a necessary condition for the gradual development and survival of enterprises in the market.

In recent decades, the issue of managing and adapting to change in enterprises has become a matter of particular importance. Notwithstanding the considerable scientific advancements, there is a discernible discrepancy between the theoretical advancements and their practical implementation in enterprise settings. First and foremost, this is due to the necessity of considering the specific conditions of operation in certain countries, which influence the characteristics of change emergence.

An effective approach to managing adaptation to changes in enterprises should be based on an analysis of the trends and features of changes in the activities of enterprises in countries, including the development of a basic algorithm, methods and models of managing adaptation to changes. The scientific basis for the potential development of modern enterprises is the establishment of a theoretical and methodological foundation for the creation of a system for managing adaptation to changes. This foundation must be based on



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scientific principles, factors, methods, and means of managing adaptation to changes, taking into account market conditions. These components serve as the background for the establishment of a system for managing the adaptation of enterprises to changes. Such a system should be founded upon an assessment of the prerequisites for such adaptation, taking into account all potential avenues for change.

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