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**«ECONOMIC AND BUSINESS ADMINISTRATION
DEVELOPMENT:
SCIENTIFIC CURRENCIES AND SOLUTIONS»**

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reduction of the income tax rate in the amount set by the state at the level of a certain interest rate depending on the cost of purchased innovative equipment or technology;

tax reduction rates for small and medium enterprises that actively use and implement innovations;

preferential taxation of enterprises engaged in innovation activities;

preferential taxation of profits received in the results of the use of patents, licenses, know-how;

improvement organizational structure of the enterprise, rapid adaptation to changes in the external environment;

motivation of employees who offer certain innovative developments that can be used in the further activities of the enterprise;

strengthening the role of the state and enterprise management in determining the principles of national and strategic innovation policy;

concentration of priority research works in scientific and research centers and others.

Today the creation of flexible and comprehensive implementation systems innovations in Ukrainian enterprises focused on the development and manufacturing a new product, modification of organizational forms and functions management is a key factor in ensuring their competitiveness in the world. Innovative development is possible only under the conditions of strategic and system improvements.

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NEW TRENDS IN PROJECT MANAGEMENT IN THE DIGITAL ECONOMY CONTEXT

Nowadays business entities have to operate in a rapidly changing and highly competitive business environment.

Companies regularly face different challenges and problems that need to resolve or they should be able to use some advantageous market opportunities. That's why implementation of the project management tools into business activity facilitates increasing the competitiveness of the business. Project management is traditionally seen as a means that gives flexibility in business task solving. Projects can support, transform, or improve an organization's existing business processes [1, p. 6]. But the Fourth Industrial Revolution and modern digital environment put forward new requirements both to the project management itself and to the project workforce skills and competencies.

D. Walker and B. Lloyd-Walker have analyzed five foresight reports [2, p. 243-245] and outlined the main trends affecting project management in the near future. They are as follows: increase global competition driven by the development of digital

technologies and possibility to work worldwide remotely; big Data, the Internet of Things and similar phenomena allow collecting data of different nature to investigate and understand human behavior and process of decision-making; artificial Intelligence superiority over humans in terms of efficiency to identify trends and patterns in data; applying robotics technologies for routine task solving will lead to a reduction in low-skilled jobs; virtual reality applications will be used to achieve the effect of presence during virtual meetings; need for collaboration among different generational cohorts due to changes in the demographic structure. These changes transform KSAs (knowledge, skills, attributes and experience) needed for work in the sphere of project management. As D. Walker and B. Lloyd-Walker pointed out, core KSAs of project management professionals includes two main parts: hard and soft skills [2, p. 259]. Hard skills are connected to technical aspects of project managers' activity; soft skills encompass relational ones.

Hard and soft skills can be further subdivided into two parts each (Figure 1).

Hard skills		Soft skills	
Core competencies and skills	Contributing experiences	Personal attributes	Relational orientation
<i>Knowledge and skills:</i> - technical discipline - cross-discipline - technology orchestration project management - organizational context	<i>Relevant experience:</i> - technical contextual - technology orchestration project management - organizational context - inter-disciplinary - cross-cultural - resilience and recovery - systems thinking	<i>Personality and engagement:</i> - trustworthy and committed - flexibility and open-mindedness - emotional intelligence - divergent and convergent thinking - motivation and confidence - authority and influence - clear strategic and holistic thinking - innovation-seeking	<i>Team player:</i> - adaptive leader-follower - inspiring proven confidence - consistency - exceptional communication - collaborative focus - resilience and adaptability - reflective and empathic - multi-lingual

Figure 1. Requirements to core KSAs of project management professionals

Source: adapted by author from [2, p. 259].

So we can conclude that main peculiarities of project management employment next decade will be as follows: a significant decrease in the low-skilled labor segment, lifelong learning due to technology development, and intergenerational collaboration in the workplace.

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ON THE INFLUENCE OF E-GOVERNMENT ON THE DEVELOPMENT OF CHINESE SOCIETY

The construction of e-government is the leader of the entire national economy and social informatization. The use of e-government to drive informatization has been regarded as a basic strategy of national economy and informatization by countries all over the world. The implementation and promotion of e-government has promoted all-round economic and social development. Although informatization and e-government cannot completely replace material production no matter how developed it is, it can promote the change of economic development mode, optimize resource allocation and increase resource utilization efficiency, and change the extensive economic model into an efficient economic model.

E-government helps the government manage social affairs, pay attention to social groups, guide labor and employment, improve citizen culture and moral cultivation, improve and optimize the environment, and promote the overall development of society.

We analyzed the positive impact of e-government on social development in terms of economic benefits, social benefits and self-government.

1. The impact of e-government on economic benefits

First, e-government can improve the government's ability to adjust and pull the national economy. Under the conditions of a market economy, the government no longer directly interferes with the economic activities of enterprises, but at the macro level, it must plan and regulate the entire national economic activities. The government's regulation of the economy is inseparable from the collection, analysis, sorting and forecasting of economic information. E-government can become a powerful means for the government to achieve macro-current control. First of all, e-government allows the government to use the Internet to instantly and comprehensively understand the social and economic development status, fully develop and use the huge information resources contained in the Internet, and solve the undesirable phenomena such as repeated investment, blind decision-making and resource waste caused by poor information.

Secondly, e-government can help the government turn the vast and disorderly information into valuable information, improve the idle situation of a large number of natural and social resources caused by backward information processing methods, avoid blind and disorderly competition in the market, and ensure market competition. The orderliness, rationality and fairness of the information release guide the market competition to develop in a standardized and healthy direction.

2. The impact of e-government on social benefits

First, e-government promotes the application of information technology and drives the development of other industries. The implementation of e-government will inevitably

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