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Innovative intelligent management of philology research projects in times of instability and crisis

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Abstract. *Modern philology is undergoing profound transformation under the influence of digitalization and artificial intelligence (AI). Traditional methods of text analysis, translation, and interpretation are increasingly being supplemented or replaced by intelligent technologies such as machine learning, natural language processing, and big data analytics. This shift is particularly critical in periods of instability and crisis, when conventional research and educational practices are limited. AI enhances the sustainability and adaptability of philological projects by enabling automated analysis, intelligent translation systems, adaptive learning platforms, and digital humanities initiatives. A key trend is the hybridization of AI, which integrates symbolic approaches (logic, rules, ontologies) with subsymbolic methods (machine learning and deep neural networks). Such integration allows researchers to account for both structural and statistical features of language, expanding the potential of philological studies. In this context, AI should be considered not only as a supportive tool but as a fundamental technology of innovative management in philology, ensuring resilience, efficiency, and long-term development of projects in times of global uncertainty and crisis.*
Keywords: *innovational management, philology, artificial intelligence, crisis.*

Introduction.

Modern society is characterized by a high level of dynamism and continuous transformations of socio-economic processes [1], [2]. Globalization processes, digitalization, technological innovations and geopolitical instability create conditions under which classical management methods increasingly lose their effectiveness [3], [4]. In such a situation, the main resource is not only financial capital or material resources, but primarily intangible assets - intellectual potential [5], [6], as well as the ability of organizations to innovative management.

Innovative intellectual management involves the use of progressive data analysis tools [7], artificial intelligence technologies [8], decision support systems [9] and adaptive approaches to strategic planning. It combines scientifically based forecasting and information processing with the flexibility of management practices, which ensures companies' stability and competitiveness even in crisis conditions [11].

This direction becomes especially important in periods of instability and upheaval [12]. At such moments, management decisions should be not only operational, but also as well-reasoned as possible, because mistakes can lead to significant losses [13]. Unlike traditional administrative approaches, intelligent management makes it possible to form a system of predictive analysis, identify hidden risks, work out various scenarios [14] and find the most effective options for overcoming critical situations.

Therefore, innovative intelligent management can be considered a key basis for modern anti-crisis policy, which provides organizations with flexibility, endurance and the ability to view instability not only as a threat, but also as a source of new prospects.

The Main Part.

Modern science is going through a period of profound transformations caused by the rapid development of digital technologies, artificial intelligence and innovative methods of knowledge management. Philology, as one of the key humanitarian areas, is also undergoing fundamental changes in the methodology and organization of scientific research. Traditional forms of working with texts, sources and data are gradually giving way to integrated intelligent systems that allow processing large volumes of information, identifying hidden patterns and building predictive models of linguistic and cultural processes. In these conditions, the concept of innovative intelligent management of research projects in philology is becoming especially relevant. It involves the use of a set of modern tools - natural language processing systems (NLP), machine learning, linguistic corpus databases, digital platforms for collaborative work of scientists, as well as adaptive project management models. This approach ensures not only the acceleration of research processes, but also the formation of new types of scientific results: from complex interdisciplinary models to intelligent decision support systems in the humanitarian sphere. Innovative intelligent management in philology allows us to take a fresh look at the organization of research projects. It combines strategic planning with flexible adaptation to changing conditions of the academic environment, ensures rational distribution of resources and creates an environment for productive interaction of research teams. Moreover, the introduction of such technologies opens up the possibility of creating "smart" research ecosystems, where the interaction between people and intelligent systems becomes a synergetic factor in scientific progress.

Thus, the study of the mechanisms of innovative intelligent management of philological projects is not only a pressing scientific task, but also a necessary condition for increasing the competitiveness of humanities research in the global academic space.

Conclusions.

1. Innovative intelligent management of philological projects is a synthesis of classical scientific approaches and modern digital technologies, which ensures increased efficiency of research activities in the humanities.

2. The use of data analysis tools, artificial intelligence and decision support systems allows us to significantly expand the methodological arsenal of philological research, making it possible to solve problems that were previously unachievable within the framework of traditional approaches.

3. The use of intelligent management in project activities contributes to:

- accelerating the processing and analysis of text corpora;
- identifying new patterns in linguistic and cultural processes;
- modeling and forecasting the dynamics of the development of linguistic systems;
- more rational organization of research teams and their resources.

4. In the context of globalization and digitalization of the scientific space, intelligent management methods are becoming an integral element of the competitiveness of humanitarian research, ensuring their integration into the global academic community.

5. The development prospects of this area are associated with the creation of complex intelligent platforms for managing humanitarian projects, capable of combining data, methods and researchers into a single scientific ecosystem.

6. Thus, innovative intellectual management of philological research projects can be seen as a fundamental basis for the future of humanities, where efficiency, flexibility and interdisciplinarity become key factors in scientific progress.

Discussion.

The current scientific environment is characterized by the high dynamism and complexity of pre-research processes, which is especially relevant for humanities disciplines. Philology, as the science of language, culture and communication, is faced with the need to process large amounts of data, analyze various textual and multimedia sources, as well as integration interdisciplinary knowledge. In such minds, traditional methods of organizing previous work are more often found to be ineffective, and the promotion of innovative and intelligent approaches to project management becomes a priority.

The concept of innovative intelligent technology, be it recent projects with hybrid IT, conveys a comprehensive integration of current technologies and reasonable management methods [15]. Hybrid IT includes integrated platforms and systems that support data mining, local databases, big data analysis tools, machine learning algorithms, natural language processing (NLP) systems, and other features. collective work of scientific groups.

The development of hybrid technologies makes it possible to: automate the collection, structuring and processing of text information; identify patterns and interconnections in modern and cultural data; model potential scenarios for the development of follow-up projects; optimize the distribution of resources and the organization of team work hours.

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