

team is a decisive factor in project success; therefore, the manager's role is to create favorable conditions for cooperation, ensure high-quality communication, and maximize each participant's potential. A successful project team is not just a group of professionals performing their duties but an integrated mechanism where every detail matters. The effectiveness of this mechanism directly determines the overall success of the project.

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KEY COMPETENCES OF A PROJECT MANAGER IN CONDITIONS OF CONSTANT CHANGE

In modern world, changes occur rapidly and constantly, so it is important for a project manager to be flexible and ready to adapt to new circumstances, risks and requirements. It is also necessary to have a clear purpose and vision of the company's strategic goals and direct the team to achieve them.

In conditions of constant rapid changes and transformations, the task for the project manager becomes the determination and coordination of the requirements of the project participants, from which the initial data for making management decisions

during its planning and implementation are formed. When solving such tasks, the project manager must not only spot all concerned and take into account their claims, but also calculate the optimal parameters of their interaction to achieve success.

At the same time, project participants in the process of its implementation invest and receive different values from the project and influence the project, based on their interests, competence and degree of involvement in the project. Project management can be significantly complicated due to changes in such requirements and values during the implementation of the project [1, p.110].

Project managers combine a variety of skills and areas of knowledge to do their jobs effectively. Project management competencies are key qualifications that great project managers have, including skills, experience and other qualifications.

The main tasks of developing managerial skills are the constant improvement of the professional competencies of employees and managers in a chaotically changing business environment, as well as the formation of modern management technologies and techniques for developing the professional competence of personnel.

The manager must analyze the team's motivation in order to skillfully apply it to the success of the project, despite the impossibility of satisfying all individual requests. To successfully manage a project, a manager must demonstrate significant team competence and be aware of the diversity of motivational factors in people [3, p. 625].

Firstly, the most important competence is intelligence. This competency enables the project manager to effectively deal with large amounts of data, which contributes to successful project management. This allows for effective response to ongoing changes without losing focus on achieving the ultimate goal. Multitasking, which requires the use of expert knowledge and skills is a key competency that requires a high level of intellectual preparation of the project manager.

The next key competency is persistence. The project implementation is a complex process that unfolds at different levels and consists of many successive

stages. The project manager must work persistently in two modes: systematically - to pursue long-term tasks and flexibly - to respond to dynamic unforeseen changes. The persistence in work can be the result of both the initial determination of a novice manager and the long-term practical experience of the project manager. The role of the manager in the project determines the required level of persistence, regardless of his personal motivation [2, p. 65].

Secondly, the project manager's competency element is resourcefulness in any situation, that is, flexible use of thinking methods for effective discovery and analysis, prioritize, and find alternatives in order to deal with or solve challenges and problems. Project managers must be competent in negotiations and resilient to any possible stressful situations that may occur at work.

The main focus should be on balancing different interests, needs, and expectations to achieve mutual agreement and commitment, while maintaining positive working relationships. Results orientation determines the priorities of the means and resources that need to be applied and attracted in order to overcome problems, difficulties, and obstacles, and obtain a result that is optimal for all stakeholders. Results should be constantly in the center of attention during team discussions.

Thirdly, the project manager must remain in demand and be a competitive individual and not just adapt to changes, but also stay ahead of them. However processes such as automation, agile methodologies and globalization are shaping a new reality in the work of a project manager. The manager must have an understanding of modern information technologies and their capabilities, as well as be ready for constant learning and adaptation to innovations.

These competencies determine the success of a manager in the modern business environment and are important for ensuring the sustainable development of a company in conditions of constant change and competition. The impact of information technologies on the development of managers' competencies in the modern business environment is significant and has several important aspects.

Information technologies provide managers with access to a wide range of data and information.

Consequently, the key competencies of a project manager in an environment of constant change are flexibility and adaptability, strategic thinking, leadership, advanced communication skills, the ability to manage risks and crises, as well as continuous development and learning. These skills allow you to effectively respond to change, motivate the team, make informed decisions and ensure the successful achievement of project goals, despite unforeseen circumstances.

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