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**MANAGING PROJECTS "INFODEMIC" VS "PANDEMIC" VS
“PANICDEMIC” SYSTEM ON THE COVID – 19 ENVIRINMENT**

The risk in society during a Pandemic is assessed taking into account the parameters of the Public Immune System, such as strength, power, resilience, etc. The weaker the level of the "Public immune system", the higher the risk in society.

The "public immune system" is formed on the basis of "Everyone's immune system." The more cohesive and stable the "Human immune system", the higher the level of the "Public immune system".

Pandemic - information about the existence of a danger in society, i.e. great risk in society.

Information - activates the mind in a person and on the basis of which a decision is made.

Infodemia - forms public opinion about the existence of risk, about its level and consequences. Individual knowledge is formed for everyone. There is an exchange of knowledge between people and a “Information Shell”, the so-called infodemia, is formed in society.

Reason - or activates the microworld (micro shell) of the individual and turns on the anti-risk immune system; or the individual's brain cannot make a decision and automatically shuts itself off. At the same time, Panic turns on and as a result; the "Panic shell of the individual" is formed.

Panic - Disables the individual's immune system. "Infodemia" forms a “Panikdemia” in the society.

Public Immune System - Combining all human immunities into one.

Let's introduce some postulates for system modeling "Infodemic vs. Panicdemic vs. Pandemic" COVID-19.

The strength and resilience of the "Public Immune System" (OIS) versus Pandemia. The stronger the Panicdemic, the weaker the OIC and vice versa.

Strength of Panicdemic versus proportional to Infodemia. Then not correct and not extensive shell of Infodemia, the more severe Panicdemia, or vice versa.

Human consciousness contains and uses a wealth of data and knowledge. Human nature reveals the taste and needs to acquire new knowledge and apply it to behavior in new, circumstances and situations arise every minute. In general, intelligence can be modeled by a pair of sets, or a set of facts and rules, or methods of applying them to achieve a goal. This model was called productive and was used in the early stages of artificial intelligence development [1, 2]. Examples of facts and rules: fact - work is paid; the rule is that if you do the job, you can be rewarded. Here, the rule is conditional: if a condition is met, then some action will occur. The rules establish the necessary sequence of cause and effect to achieve the intended consequence, that is, the result. The facts and rules have different complexity and are organized into a knowledge base. To achieve this goal, you need to be able to link complex sets of facts and rules. The mission of innovative projects is often unclear, so intermediate goals are also vague, if they are bound by fuzzy rules, the task of achieving such a goal is significantly complicated and unclearly achievable [2, 12]. This circumstance influences the emotional state of the manager and requires certain competencies to handle uncertainty in the context of emotional infection of stakeholders. This creates the conditions of creative risk. Such risks are critical in times of crisis when an innovative project is adversely affected by external factors [3, 4]. Here, it is almost impossible to abandon the simplification, the selection of the main, most essential features of the facts and rules and the rejection of minor ones [16, 17, 18].

In the study of the emotional component of the processes of managing innovative projects recognition was created by the psychophysiology PV Simonov [5] formula,

in a short symbolic form represents a set of factors that affect the emergence and nature of the effects of emotions.

$$E = f(P * (In - Is)),$$

where E - emotion, its degree, quality and impact; P - the power and influence of the actual need; $(In - Is)$ - assessment of the possibility of meeting the need based on innate and ontogenetic experience; In - information on cost, meeting the need; Is - information about existing assets that the manager actually owns.

This formula is not used to obtain specific quantitative values, but only to illustrate the very principle of the formation of positive or negative emotions of varying strength.

The factors listed above are decisive, necessary and sufficient, but a time factor should also be considered. Emotion can be either short-lived or long-lasting. At the same time, it is necessary to take into account the peculiarities of emotions and individual-typological features of managers of innovative projects. From the formula, it follows that the possibility of satisfying the need (comparing the values of IP and IT) influences the sign of emotion. A function that reflects emotions is the same as an evaluation function.

Emotional infestation is a social and psychological mechanism of transfer of mental mood to other people from one person or group of people, emotional influence in the conditions of direct contact and inclusion of a person in certain mental states.

Emotional contamination occurs in large open spaces, especially in unorganized communities, for example, in a crowd that can spread certain emotional states quickly. Most often, these conditions can be markedly enhanced by multiple reflections in the chain reaction scheme. However, unlike cognitive chain reactions, the emotional transmission is less conscious and more automatic.

Emotions are different in content, reflecting different aspects of the significance of their situations. To apply the psychophysiological formula for assessing the impact of the emotional state of the stakeholders of innovative projects, we transform these influences into a competent dream model of managing innovative projects.

In times of crisis, the emotional behavior of the project manager and his infection with the project team is exacerbated by external uncertainty.

Pandemia (PnD) - translated from Greek means "all people".

Infodemia (InfD) - information coverage of "all people", information space of society (I).

Panicdemia (PncD) is a panic state of "the whole people", depending on the information coverage of the society. The more reliable (R), timely (T) and complete (C) information among the people (in society), the less panic. The absence of one of these three RTC-parameters leads to an inferior formation of "Infodemia". In such cases, the result is an infodemia with the "Black Hole".

$$InfD(I) = \sum_{i=1}^I R_i T_i C_i$$

$$InfD(I) \Rightarrow PncD(I) \Rightarrow PnD(I)$$

$$\min(InfD) \rightarrow \max(PncD) = \max(Pnd)$$

$$\max(InfD) \rightarrow \min(PncD) = \min(Pnd)$$

Consider the intensity of emotions in the implementation of innovative projects within the competence of the knowledge system P2M [2, 12]. Emotions may vary in intensity (strength). The stronger the emotion, the stronger its physiological manifestations. The intensity of emotion in each case is, of course, influenced by a large number of factors within the competence of managing innovative projects. In general, their contribution makes it possible to estimate Simon's formula.

Besides, the intensity of emotions may depend on the completeness and functional integrity of the central and autonomic nervous system of the project manager and team. Depending on the impact on the activity of the stakeholders of the innovative project emotions are divided into a wall (from the Greek. Έθένος - force) and asthenic (from the Greek. Ασθένεια - powerlessness). Stenic emotions stimulate

activity, mobilize human forces (joy, enthusiasm and others). Asthenic emotions weaken or paralyze forces (Sadness, and etc.).

The concept of a community project or its intellectual space emerged in the global development of management science. The project community includes members of the project team and other stakeholders, organically shapes the value of the project mission, and participates in the implementation of the project, using the combined competence of all members of the community. It is a virtual, motivational space in which the stakeholders devote themselves to the project, being in different geographical, cultural, specialized and organizational environments; and build interaction and collaboration within the project through an exchange of views on project content, planning, control and information engagement in the project. The possibility (or impossibility) of the project to create an active intellectual space significantly influences the project implementation (fig. 1).

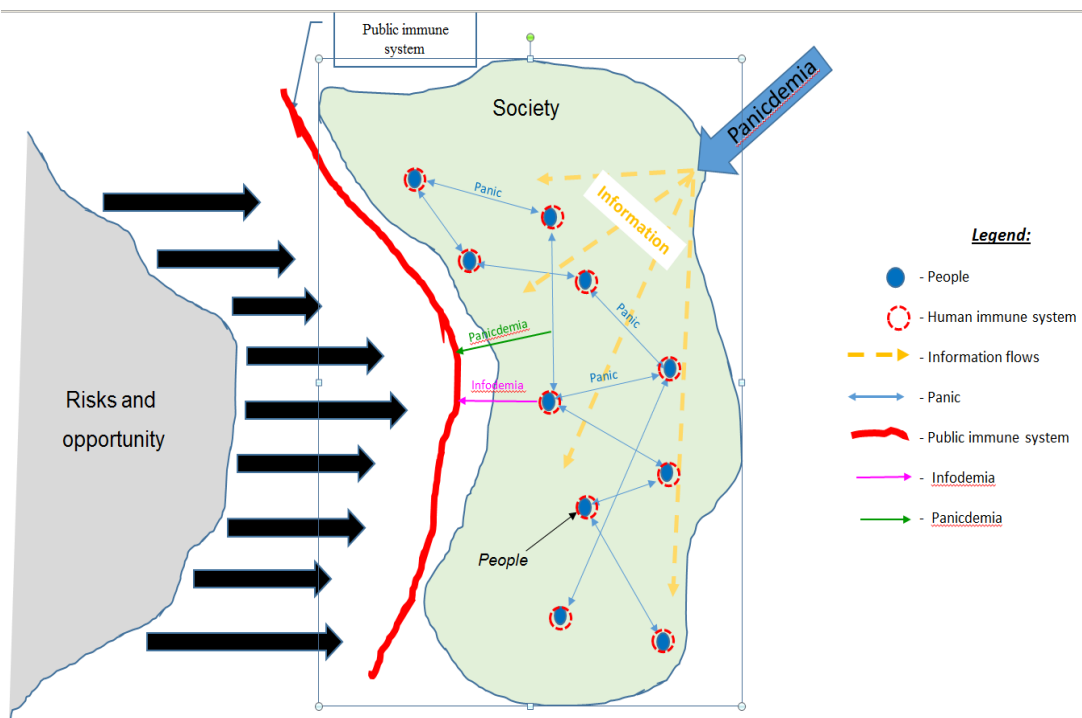


Fig. 1. Conceptual model reaction of public immune system

Fig. 2 shows a diagram of the balance of Pandemic, Infodemic and Panicdemic COVID-19 model. The diagram shows direct and feedback links, showing the interaction logic of the proposed model.

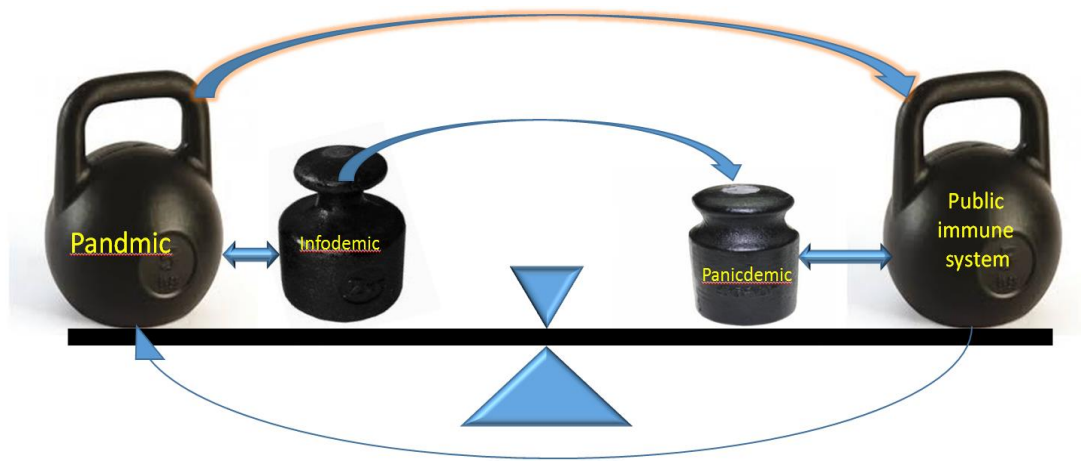


Fig. 2. Connection of “Infodemic vs. Panicdemic vs. Pandemic” model COVID-19

In fig. 3 shows the simulation results. On the basis of differential equations 1-4, morbidity dynamics curves are formed. At the same time, the threshold for the capabilities of the country's health care system has been determined. With an increase in the incidence and approaching the threshold of the health care system, the effect of Panicdemia arises, which sharply weakens public immunity.

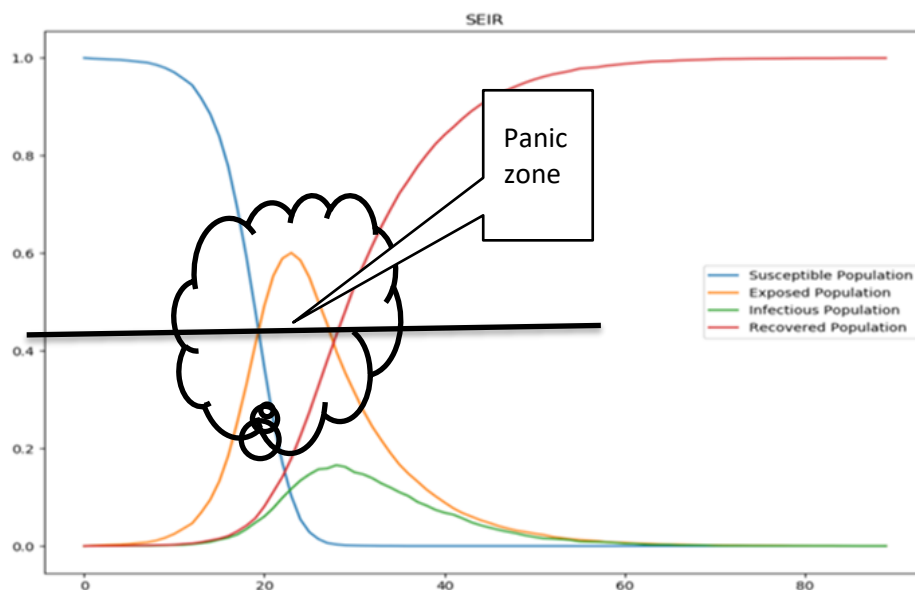


Fig. 3. Uncertainty zone and Panic of “Infodemic vs. Panicdemic vs. Pandemic” model COVID-19

Emotions are different in content, reflecting different aspects of the innovation project and the situations that caused them situations.

Consider how emotional infection of stakeholders in innovative projects is formed through the competency system of the P2M example [12].

Criteria for assessing competence in managing innovative projects and programs are determined based on a taxonomy consisting of 10 criteria [12].

Criteria I through III are the thinking criteria that are needed primarily to form a concept in program and project management.

I Holistic (holistic) thinking.

II Strategic thinking.

III Integral thinking.

The criteria evaluate: the ability to think holistically to formulate a mission in order to create added value through penetration scenarios and to determine the intention to move from an "as is" model to an "as will" model; the ability to think strategically to execute a program or project in accordance with planned success based on the organization's added value, competitive advantage, consumer satisfaction, balanced social importance, etc.; integral thinking to represent the value of the program and to support its value, developed in the beginning, against the resistance of the environment. In defining these criteria, a system of memes is formed [18], which lays the foundation for emotional infection of stakeholders.

The following four criteria relate to the target behaviors required to successfully manage the concept of planning and executing projects and programs.

IV Leadership.

V Planning ability (planning competence).

VI Ability to perform (competence of performance).

VII Coordination.

These qualities are necessary for the project team (program) to transform the strategy, mission and architecture of the project (program) into a conceptual plan, to organize the team and to implement the conceptual plan of the project (program). These competencies support the process of emotional infection.

The following three competency criteria complement the 7 criteria mentioned above.

VIII Relationship Skills.

IX Focus on achieving results.

X Self-realization.

These success criteria focus on individual values, psychology and ethics. Criterion VIII evaluates communication skills, leadership ability and team members' motivation. Criterion IX is a behavioral model on which concentration on achievement is evaluated, while criterion X evaluates self-realization and self-discipline. These competencies are drivers of emotional infection.

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To form a harmonious community, the following rules must be followed:

- 1) mutual trust in the realization of common tasks: observance of social ethics, orientation on maybe productive cooperation and commitment in work;
- 2) defining the context and principles of the program - an unequivocal interpretation of the mission, tasks, roles and professional terms within the program;
- 3) defining the program regulations - principles of program implementation, common professional or technical language, terms for communication and standards of implementation of business processes;
- 4) the availability of professional skills that are implemented in the work on the program;

5) space ("Ba") is a common space used by stakeholders to support their professionalism and engagement within the program, with a minimum set of rules of engagement.

Effective community management requires visibility, usefulness and novelty. For participants to feel the usefulness of the community, it should develop and present real and clear plans for the implementation of the program, quantitative indicators and methods of interaction. Besides, the community should be able to access the application's databases and databases at any time, from anywhere. Otherwise, it will be difficult to attract first-rate professionals to participate in the program.

The stakeholder infection model is based on an understanding of the life cycle of the project manager, which is presented as a Kubler-Ross curve for personal changes of the manager of innovative projects and programs (Fig. 4).

On this curve, we see the initial phase of change of effective activity within three steps - "shock, surprise, reflection", "insensitivity" and "denial". This is a short-term phase where the wall and asthenic stains are infected. These infections usually do not extend beyond the project management team. The second phase is related to a significant drop in performance. These are "blaming yourself and others," "panic and fear," "depression and danger." At this stage, an asthenic infection is formed that goes beyond the project management team.

The third phase involves the transition from asthenic to wall infection of the stakeholders of the innovation project. In this phase, the following factors are formed - "acceptance of ignorance", "testing and verification", "feeling of optimism, hope and restart", "opening, learning", "feeling of satisfaction" and "integration and new understanding" of the innovation project.

The project stakeholders are:

- sponsor of the project (or otherwise the project owner);
- investors and finance managers;
- consultants of the project owner.

Not only members of the project team, but also other participants involved in the project in one way or another, including service companies, agencies responsible for forming a temporary staff, etc. - all of them are directly E^{ex} affected by the project product, or the project implementation process. Therefore, the stakeholder is, therefore, a generic term that defines all institutions, companies and individuals who are directly or indirectly affected by the project.

A project manager is a success-oriented professional with the necessary authority to manage and integrate the project; its role is to detail the mission of the project on goals and objectives, to formulate a strategy for its implementation, and to form a project team consisting of experienced professionals to perform work on a project that has certain limitations and conditions for implementation.

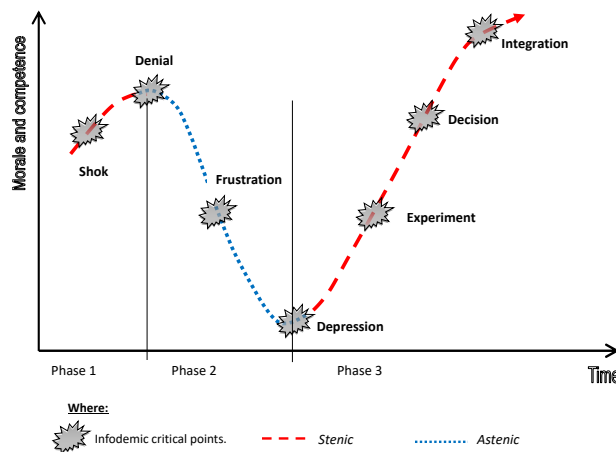


Fig 4. The curve of scope of the Infodemic vs. Pandemic vs. Pandemic

Conclusion

The proposed model assumes the interaction of social immunity in the framework of the mutual influence of Pandemic, Infodemic, and Pandemic in a turbulent environment. This approach to modelling the system “Infodemic vs. Pandemic vs. Pandemic” COVID-19 involves taking into account the key factors influencing the model. This increases the adequacy of the simulation results. The experiment conducted with the competencies of strategic trust in the situation in the country and

the actions of the government showed a sharp decline in trust as a result of the Panicdemic.

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THE IMPORTANCE OF ANALYZING MODERN MODELS AND METHODS OF RISK MANAGEMENT IN MIS IMPLEMENTATION PROJECTS

Abstract

Many risks might be encountered in every project. Some of the risks that might impact MIS implementation projects include constantly changing requirements, estimating time and risks, and technical risks. Thus, while implementing any MIS project, it is vital to analyze techniques of risk management and modern models. Different modern models and risk management methods must be utilized in any project for it to succeed.

In order to deal with project risks, it is vital for managers to identify effective strategies that should be utilized to eradicate the risks. One way managers eradicate these risks is by applying the right tools, which enables a firm to identify risks that might impact project goals and objectives. Modern and effective software must also be utilized in all the procedures of risk management, as discussed in this paper.

Keywords: MIS projects, risk management methods, modern risk management models