

## INTRODUCTION

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Most research in decision making focuses on the application of systems and situational approaches to decision making. However, the information environment, the emergence of Big Data, the growth of the rate of change, crisis phenomena, etc. are conditions in which the manager is forced to make decisions on a daily basis. Generally accepted decision-making approaches are losing their effectiveness, because for the effective and competitive functioning of the organization, the manager needs to make informed decisions in a short time. Thus, we propose a new approach to solving the issues of making managerial decisions in a crisis – the econometric approach.

The proposed econometric approach to managerial decision-making is a combination of the properties and principles of systemic (acceptance and understanding of the hierarchy of variables and their relationships, preservation of the principle of consistency) and situational approaches (accounting for system analysis, analysis of the content and dynamics of each individual situation) with an emphasis on the use of econometric methods and models. The advantage of the combined approach is that it reduces personal bias and allows comparison of dissimilar alternatives when using quantitative analysis.

The theoretical basis for the study of the econometric approach to decision making was the work of leading scientists and economists, namely: Altman, M., Shalabh, McKenna, R. J., Saaty, T. L., Cooke, S., Slack, N. and others.

Paying tribute to the developments of domestic and foreign scientists on the issues under study and the significance of the scientific results obtained, it should be noted that certain theoretical, methodological and practical issues of using the econometric approach for making managerial decisions remain unresolved. There is an objective need for further research on the conditions and features of the application of econometric methods in the field of managerial decision-making.

The theoretical and methodological basis of the study was the provisions of economic theory, macro- and microeconomics, management theory, the works of leading domestic and foreign scientists on managerial decision-making.

To achieve the set scientific objectives, the following research methods were used in the work: generalization and systematization (to determine the essence of the concepts «econometric approach to managerial decision-making», «information and analytical support for managerial decision-making»); calculation and analytical and comparative (to study the dynamics and structure of economic indicators at the micro and macro levels); economic and mathematical (to justify the choice of managerial decisions); matrix (to determine the relationship between strategic priorities, the level of innovative development and the standard of living of the population); graphic and tabular (for a visual representation of statistical material, visualization of theoretical and practical provisions); cluster analysis (for grouping regions) system analysis and synthesis;

systems approach. Data processing was carried out using MS Excel modules and STATISTICA 10.0 application software.

The information and regulatory framework for the study was the laws of Ukraine, decrees of the President of Ukraine, regulatory documents of the Cabinet of Ministers of Ukraine, official materials of the State Statistics Service of Ukraine, official materials of territorial bodies of the State Statistics Service of Ukraine, official materials and publications of international organizations, scientific publications of domestic and foreign scientists, collections scientific and practical results of the authors' own research.

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