

gradually strive. At the beginning of 2014, there were about 12000000 BTC. This emission schedule is known to users in advance and was determined by the program. After the generation of the last coins, their number remains unchanged. Another feature of Bitcoins is that this currency is generated by the users of the system themselves, providing the power of their computers to solve rather complex mathematical problems. The issuance of new Bitcoin coins is costly. Thus, a currency has a measure of value [2].

If you are interested in the topic of earning such electronic money as bitcoin, then this can be done by various methods:

The first way to get bitcoin can be earnings on entering captcha;

Secondly, bitcoin can be obtained when viewing sites and for clicks;

Third type of profit is mining using video cards or processors [3] .

At the moment, the first two ways to get bitcoin are the most popular. But for earning a third method in a computer there should be a powerful enough video card or processor.

So in general, Bitcoins can be called the first successful cryptocurrency.

Cryptocurrency or monetary substitutes are likely to firmly enter into the life of future as well as modern generations. But for this you need to solve a lot of technological, legal and economic issues.

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УДК 658.512.62=111

LABOR POTENTIAL AS THE BASIS OF ENTERPRISE DEVELOPMENT

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In this article the essence of "labor potential" is considered. It is determined which scientists were engaged in research of this issue. The essence and importance of labor potential at the enterprise are revealed. Importance of financing of labor resources at the enterprise. But there are ways to increase the effective use of labor potential.

The term "potential" means hidden possibilities. In the broad sense, it is a source of opportunities that can be put into action and used to address a variety of issues. The "labor potential" can be attributed to human resources, which are an important factor in the economic development of the enterprise.

The urgency of this topic attracts the attention of the following scholars: Oliynyk T.I., Sabluk P.T., Ulyachenko O.V., Mikhailova L.I., Diesperov VS, Yakuba K.I., V.V. Apopia , I.O. Blanko, L.V. Balabanova, P.Yu. Balaban, N.S. Krasnokutskoy, L.O.Ligonenko, A.A. Mazaraki, M.V. Chorna.

The development of labor potential at the enterprise is very important, it can be used as the most effective tool of competition. If an enterprise does not use the capabilities of its "labor potential", then it will degrade and then bankrupt for a certain period of time.

In economic literature it is proposed to consider five levels of labor potential: the labor potential of the individual (employee), the labor potential of the group, the labor potential of the enterprise,

the labor potential of the industry and the labor potential of society (country). At each of these levels, labor potential can be effectively managed through a system of socio-economic leverage of influence [1].

The labor potential of an enterprise occupies an important place between the labor potential of an individual employee and the labor potential of society. He as a system is always greater than the sum of the individual labor potential of individual workers. The union of workers into a single and purposeful organized process of labor gives the effect of collective labor, which is more efficient than individual. Possibilities of forming a qualitative labor potential of an enterprise depend on the state of labor potential of society, its conformity to the modern level of development of science and technology.

Components of labor potential are health, morality and ability to work in a team, creative abilities, activity, organization, education, professionalism [2].

Of great importance is the labor potential of trading enterprises in ensuring their competitiveness. In today's conditions of economic and social condition - the increase of theoretical knowledge, skills and practical skills of its employees is one of the most important factors in ensuring its competitiveness in the market of goods and services. Therefore, the necessary investments, first of all in the improvement of working conditions, social protection and personnel development, but most companies do not consider it necessary to invest in labor resources.

In a transition economy, ways to improve the effective use of labor potential in Ukraine can be:

- 1) Active state policy;
- 2) Increasing the number, improving the quality of workplaces;
- 3) provision of international employment opportunities in favor of the best possible implementation of the workforce;
- 4) improvement of the use of an effective organizational principle of the labor market;
- 5) borrowing experience of foreign countries in concluding collective agreements at the highest national level between the Association of Entrepreneurs and the leadership of trade unions;
- 6) introduction of additional earnings for students by organizing paid work based on the place of study;
- 7) creation of favorable conditions for disclosure of intellectual development, effective use of labor potential;
- 8) state financing of labor market programs;
- 9) improving the quality of education; the introduction of courses, systems for improving the educational level of the unemployed [3].

In today's market conditions, it will be very effective to apply the transition to advanced training methods, increase the level of personnel, support and development of potential capabilities of staff, identifying reserves of increase in labor resources, improve labor management, labor market development, balance of workplaces and labor. With the use of these measures, an enterprise can be profitable and profitable.

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