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ТЕЗИ

***79 Всеукраїнської науково-технічної конференції молодих вчених,
магістрантів та студентів
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У збірнику представлені матеріали наукових досягнень з питань іноземних мов, філософії, соціології та історії українською, російською, англійською та німецькою мовами. Всі публікації редакції не підлягають та подані в авторському тексті, за зміст редакція відповідальності не несе.

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Nowadays progress in technology has a wide range and unknown effects. But we can reasonably expect some major successes in the way the railways operate: more trains no drivers, real-time control rolling stock and infrastructure, increasing predictive passenger information accuracy, technical planning service, and most importantly, seamless travel in integration with other modes of transport. To move forward with innovation, it is vital that decisions are made based not only on past experience but also on future opportunities to achieve preferred results. Future floated railway that is something special that will be created.

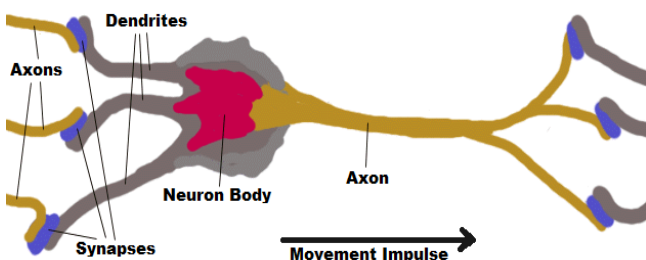
We can say with confidence that railway transport is one of the most important industries, material production, due to its economic advantage, stability, and reliability.

ARTIFICIAL INTELLIGENCE. CREATION OF AN ARTIFICIAL NEURAL NETWORK

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Artificial intelligence technologies are used in tasks that are beyond human capabilities. The main problem of the topic of artificial intelligence is not the willingness and lack of confidence of most people in such technologies, but still no one is fully aware of how artificial intelligence works - this is the fact, that cannot be challenged so the purpose of the article is to describe and explain the main paradigms of the artificial intelligence functioning, on the example of neural networks.

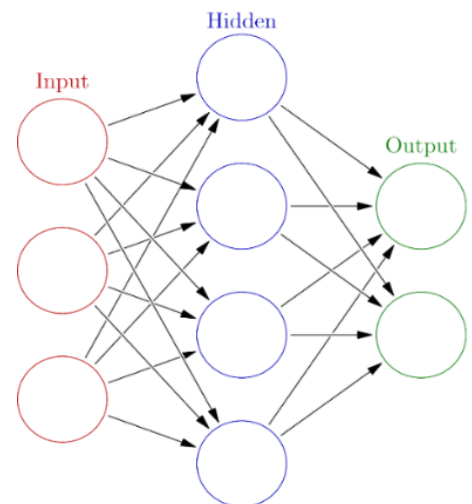
An artificial neural network (ANN) is a mathematical model, as well as its software and hardware implementation, built on the principle of biological neural networks functioning - networks of nerve cells of a living organism.



This concept arose when studying the processes occurring in the brain, and

when trying to simulate these processes. After the development of Neural networks training algorithms, the resulting models were used for practical purposes: in forecasting problems, for pattern recognition, in control problems, and etc.

Neural network - represents a sequence of neurons connected by synapses. A synapse is the connection between two neurons. In synapses there is 1 parameter - weight. Thanks to it, the input information changes when it is transmitted from one neuron to another.



The artificial neural network works as follows: signals are received at the inputs of neurons and summed. This takes into account the synaptic mass, that is, the significance of each of the inputs. Further, the input signals of some neurons arrive at the inputs of other neurons. The mass of each such connection can be positive (stimulating connection) or negative (braking connection). They define the computation of a neural network, and therefore its memory and behavior. But in order for an artificial neural network to perform complex tasks, it must be trained.

Technically, training is to find the coefficients of connections between neurons. In the process of training, the neural network is able to identify complex relationships between input data and output, as well as to make generalizations.

There are three general paradigms of training: “with a teacher”, “without a teacher” (self-study) and mixed.

Based on given information, it can be concluded that artificial neural networks are quite a perspective area for humanity both at present and in the future.

ANALYSIS OF THE ENTERPRISE COMPETITIVENESS IN THE MARKET OF DAIRY PRODUCTS

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Market of milk and dairy products makes up the integral part of agrarian market. The availability of competitive products and services does not promote for most of them to realize their advantages due to the lack of practice in using the entire set of measurements. In such a situation it becomes essential for each enterprise to analyze competitiveness as well as to work out the effective means for its improving. The most essential contribution in its development was made by scientific centers, in particular by scientific and research groups of M.Porter, I. Ansoff (USA) and the papers of A.Bogdanov, O.Amosha. Competitiveness, being one of the fundamental notions, is used both in theory and practice of economic analysis [1, c. 28]. Enterprise competitiveness characterizes capabilities and dynamics of its adaptation to market competition. The analysis of competitiveness has been conducted by the author of the article by the example of “Yuria” public joint-stock community (PJSC). The above enterprise is the most powerful producer of milk production under trade mark (TM) “Voloshkove pole” in Cherkassy region. The assortment range of TM “Voloshkove pole” makes up 10 assortment groups of products and the depth makes up 58 assorted units.

The assortment is being constantly replenished at the expense of new goods or the improvement of already existing ones. On the basis of the data obtained the specialization of the enterprise has been defined – it is producing milk, sour cream and butter. PJSC “Yuria” sales proceeds in 2017 year made up 679,7 mln UAH, being 2,2 times more in comparison with 2015 year. The tendency to decreasing in yoghurt, sour cream and damp cheese realization was observed as well.

The volumes of milk and butter production increased by 13% relatively to 2017 and by 23 % to 2015 respectively. For more detailed analysis of pricing policy the demand elasticity for enterprise products has been defined. For benchmarking analysis the following enterprises were chosen: LLC “Milk House”, PJSC “Kremez”, dealing with milk processing, production of butter and cheese. The calculated elasticity coefficients show, that the basic demand for all types of products is inelastic, in addition to the demand for butter and sour cream in 2017 compared to 2016.

As a result of conducted research, it was determined, that PJSC “Yuria” occupies an average position in the market of dairy products among competitors and the leading position in product quality, personnel qualifications and marketing benefits.

The use of the “target tree” method has shown, that the goals of the commodity policy of the company are the improvement of the quality of goods, which becomes possible due to the introduction of innovative technologies, and the expanding the range (for example, the production of dairy products for children, ice cream). The analysis of the enterprise with the help of Ansoff matrix showed, that for PJSC “Yuria” two strategies are possible - market development strategy and product development strategy.

підвищення статусу професії соціального педагога, спеціаліста та професійного самовизначення і самовдосконалення; залучення до викладання й керівництва практикою студентів кращих спеціалістів з галузі, супервізорів.

Отже, синдром "емоційного вигорання" є сьогодні досить поширеним явищем як у професіоналів, так і майбутніх фахівців. Необхідно пам'ятати, що у здійсненні пошуку шляхів запобігання цього явища слід з'ясувати і врахувати, що саме стало причиною його виникнення.

Наукове видання

Тези 79 Всеукраїнської науково-технічної конференції молодих вчених, магістрантів та студентів «Науково-технічний прогрес на транспорті».

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