

Each of these ways to reduce business costs focuses on making an alternate decision that can save you money. If you can adopt a “business cost-friendly” mindset, helping you reduce your business costs every day. Many of these smart decisions will become second nature and eventually work their way into all of your business decisions.

References

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REGULATION OF INTERNATIONAL TRADE AND SERVICES

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The global services market represents the exchange of services between countries. Along with world commodity markets, it is an integral part of international economic relations as services are being exchanged in this very market. These are the result of functioning the most important spheres of human activity such as science, technology, production and management. A service is the performance, according to the contract, of one party (contractor) at the task of the other party (customer) of certain actions or the implementation of certain activities consumed in the course of their realization [1, p. 254].

International trade in services is governed by the General Agreement on Trade in Services (GATS). It seeks to promote the economic growth of all trading partners and the development of developing countries through the expansion of trade in services, and aims to achieve it by means of applying the GATT.GATS rules to international trade in services, with the exception of services provided by public authorities, and many airline services. GATS is, firstly, a comprehensive agreement as it contains the main rules for all types of services; annexes for specific services and sectors; a scheme of specific obligations for each member, and, second, a framework agreement, that provides the start-up conditions and rules, being further clarified and adjusted by the parties at their will [1, p. 267].

The GATS structure has 6 parts: Scope and Definition, General Obligations and Discipline, Specific Obligations, Further Liberalization, Institutional Provisions and Final Provisions. The most important common obligations include: 1) providing the most favored-nation regime;

2) transparency of the rules on trade in services. This obligation involves the creation of information and contact points;

3) mutual recognition of the qualifications required for the provision of services;

4) rules on monopolies, exclusive service providers and other business practices that restrict competition;

5) measures to liberalize trade, in particular to ensure greater participation by developing countries [1].

Specific commitments are commitments made by individual countries for particular service sectors. In each of the selected service sectors, the country is obliged to commit to market access, national treatment and other commitments.

Conclusions. The international market for services is mainly governed by non-tariff measures, since the immense nature and existence of specific modes of provision make it impossible to protect the market for services through tariffs. Liberalization of international trade in services and goods in

the course of its realization runs into barriers, caused by legislative and administrative practice established mostly within the country. Currently, trade barriers in the international services market are powerful tools and are mainly used to support national security, public and private monopoly status, for example, immigration, licensing services. Therefore, work on liberalizing the global service markets has been started within the WTO, as it remains the most protected area today owing to the participating States.

References

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INTANGIBLE STAFF MOTIVATION

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Among the responsibilities of a modern leader, there is nothing more complicated than motivating employees to achieve planned results.

The company needs to create and maintain strong motivation, which will retain old and attract new employees. Even a real careerist under his mask of severity and responsibility is eager to hear words of gratitude or just wants to get an extraordinary vacation [1, p. 87].

The purpose of this work is the recognition of intangible types of personnel motivation, which are the basis for employee incentives.

Intangible motivation is very important for staff. It has several types [2, p. 149]:

1. Praise the leader. In fact, this method of stimulation is very effective, although many people think otherwise. The public and personal praise of the authorities encourages us to move on, to strive for more. Because of this, many enterprises still use honor boards, both physical and virtual;

2. Career growth. Every employee knows, that if he does his job more efficiently and quickly, he will be upgraded, which will significantly raise his social status and guarantee further development in the professional sphere;

3. Training at the expense of the company. A great way to motivate if the company offers its employees to take advanced training courses at the expense of the company;

4. Good atmosphere in the team. Workers perform their work much better and better if they are in a warm, friendly team. Conversely, if the atmosphere is far from calm, it cannot be set up for a working mood;

5. Spontaneous gifts. Small presentations to employees just for a good mood cannot but rejoice and not stimulate work.

6. Attention to family members of employees. You can provide children's trips to camps or sanatoriums, give out sweet gifts for the holidays, and guarantee medical insurance to all family members of each employee.

7. Large selection of prizes for a good job. For example, a subscription to gym, a trip to restaurant or movie.

8. The image of the company. Many seek to work in an organization, that everyone knows and its services or products are in great demand, because it is prestigious. Here one should take into account the prestige of the company not only in the market, but also as an employer [3, p. 211].