

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.

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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].

9. Sports and cultural events. Outings to nature, joint trips to concerts, a theater, playing sports – all this is great motivation and makes the atmosphere in the team warmer and more pleasant. Employees should have a good rest, only then they can work well.

Each manager himself chooses the intangible modern methods of motivation of the organization's personnel, that are appropriate for his business, will help to achieve maximum returns from employees [1, p. 72].

References

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EFFECTIVE BUSINESS COMMUNICATION AS A CORE ELEMENT OF BUSINESS MANAGEMENT

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Business communication is a special branch of general communication. The main objective of business communication is to exchange information, wishes, attitudes etc. Through business communication, parties like owners, managers, employees, customers, investors, suppliers, bankers and general public exchange information relating to business activities.

Effective communication is essential for the success of any activity. Poor communication system may result in bad performance, so the success of any business lies in effective communication as it is essential for the operation and progress of a business.

In this article we have defined communication process, its main methods and elements, barriers to effective business communication and various ways to overcome these communication barriers.

Communication in any organization must possess certain qualities which are described below: completeness, conciseness, consideration; correctness; courtesy; clarity; concreteness. The main ways of communication include: web based communication, E-mails, writing letters and reports, video conferencing and audio or video presentation [1]. To carry out effective business communication the following elements of business communication are involved into the process:

- 1) Sender/Transmitter: the sender is the initiator of the business communication process.
- 2) Message: it is codified information, which the sender sends to the receiver.
- 3) Medium: it is the channel of communication between sender and receiver.
- 4) Receiver/Decoder: the receiver is a person for whom the message is intended.
- 5) Feedback: it is the response or reaction of the receiver regarding the sender's message [3].

Effective communication helps to avoid misunderstanding, reach the company's goals faster, it improves employer-employee relationship and increases employees' commitment to work.

The possible barriers to effective communication may exist in various forms including linguistic, psychological, emotional, physical, and cultural. Below are some points showing opportunities for overcoming business communication barriers in any organization: 1) using simple language; 2) reduction of noise levels; 3) providing communication training; 4) using modern communication technologies; 5) effective use of body language; 6) the speaker should step into the shoes of listener; 7) unbiased attitude of management [2].