

A big drawback of modern technical tools for time management can be called poor mobility. However, many programs and services already have simplified versions for mobile phones, and also, if necessary, make it possible to quickly and easily print materials. In general, looking at the development of electronic tools, we can say that they already allow different socio-types to make the choice of the most convenient means for themselves and if not completely, then at least partially get away from traditional paper planning, while winning in speed, capabilities and convenience.

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PORTRAIT OF THE IDEAL EMPLOYEE

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It's very important for each employer what should be his employee. They create a rough framework under which to look for the right person to hire him. Because of the high level of unemployment, competition for jobs is created and they are found by those who suit employers with their qualities.

A good employee should be hardworking. Despite the knowledge and skills possessed by the employee, it is hard work that affects the quality of his duties. Such a person clearly sees the tasks and confidently achieves them, strives to succeed in work, grow up the career ladder. Unfortunately, recently there is a trend that the labor market is very difficult to find such people.

Responsibility is also an important quality of a good employee. Alas, not every employee wants to take responsibility for their actions, he prefers to dump them on colleagues or boss. A decision or action has consequences, and they are not always positive. A good employee should be responsible for his words and actions, and be able to admit his guilt [1].

Whatever the work performed by the hired employee, he will have to interact with other areas of activity. And it is very important that the employee was able to communicate with their colleagues or other people with whom he will intersect during his work. The ability to work in a team, if the position provides for it, is one of the most important qualities of a person who wants to see in his workplace. On how a person will behave with other people, will depend on the opinion of him, his reputation and the attitude of others.

The ability to think sensibly in different situations, to find an approach to problem solving, resourcefulness and initiative will not remain without attention. Situations are different, and not always the right decision is spelled out in the rules or contract. Within each employee should burn a flame of enthusiasm. If an employee works from under a stick, without motivating himself with some goals and rewards to achieve them, he will not advance far. He should calmly accept criticism and advice, listen to colleagues without resentment, separate work and personal relationships. Having leadership qualities, such an employee will be able to lead people, give them a task to perform, take the initiative. Sociability is the key to good relations in the team of employees or the company as a whole [2].

Any subordinate will be appreciated if he is punctual. This is exactly the quality that is paid attention to when hiring. If a person is not late, always has time to do their job on time and performs assignments, then it is quite possible to trust.

Considering the qualities of the ideal employee, it is impossible not to remember the loyalty. When a person is able to share the interests of the company, adhere to its rules, follow the ideas and principles, he is highly appreciated by the management. Such employees are able to understand the goals of the company, imbued with an understanding of the value of the organization.

In conclusion, it should be noted that the employer will be quite interested in a person who has all these qualities, and, having a job-will certainly achieve success in it, because it is in such employees that companies need.

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WHY COMPANY CULTURE IS KEY TO INNOVATION AND GROWTH

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In the world of business being the first among other companies requires evolving tactics of sales, marketing, hiring, and employee retention. External obstacles created by other companies force entrepreneurs to come up with new strategies and solutions for the development of their business. There is no way to succeed other than innovation.

It's important to evaluate results constantly to understand customers and attempt new ideas and solutions to satisfy their demands. Marketing strategies that were once effective to attract customers may become outdated if you aren't constantly looking at the results and making changes. What used to work before might not work now.

We see this need for innovation every day. Digital disruption continues to change the way people work. Competitors are constantly on your heels. National and global events affect the way you operate. As the old adage goes, "the only constant is change" [1].

When conducting business, the owners think through each step. They draw up an action plan, hire employees, engage in fundraising, etc. However, an important element sometimes escapes the attention of entrepreneurs. This ingredient is corporate culture.

Most of the entrepreneurs believe that it is enough to give people salaries, bonuses and clear instructions, and that's all, the company is working. However, this is not at all true, without a company culture, there is no way. And more and more companies are resorting to methods of enhancing corporate culture.

Culture matters, enormously. Studies have shown again and again that there may be no more critical source of business success or failure than a company's culture - it trumps strategy and leadership. That isn't to say that strategy doesn't matter, but rather that the particular strategy a company employs will succeed only if it is supported by the appropriate cultural attributes. This disconnect, as the saying goes, is both a problem and an opportunity [3].

Clearly, the need for companies to innovate and stay ahead of the curve has never been more important. These days, it's not so much survival of the fittest but survival of the most collaborative, with organizations that foster a culture of collective, open transformation best placed to succeed.