

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 Marketing strategies that were once effective to attract customers may become outdated if you aren't constantly looking at the results and making changes.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.

Yet, if culture is the key to innovation, people are the key to creating that culture. And not just a select few, but everyone. That's the true secret of innovation. And it's one that shouldn't ever be kept. [2]

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## WHAT STATE BUDGET DEFICIT IS

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The state budget deficit is the main instrument of the state financial and credit policy and is able to exert considerable influence on the socio-economic situation of the country, as well as be a factor in holding back or accelerating development.

According to the Budget Code of Ukraine, the country's budget is the main financial plan of the state's revenues and expenditures. Provides its various functions, filling the budget with the necessary amount of financial resources in today's society is crucial.

Budget deficit is excess of the state budget expenditures over revenues. The emergence and growth of budget deficits due to economic crises, militarization of the economy, waging wars, economic instability, rising local budget debt uncontrolled growth of other budget expenditures. At the state level, the budget deficit will be covered by government internal and external loans, as well as through the monetary mix. Permanent debt accumulation becomes a public debt. Permanent accumulation of government debt becomes a public debt.

Public debt of the state to the citizens of their own country and foreign creditors The repayment of the public debt is carried out through the sale of government securities.

The budget deficit indicator will be calculated as a percentage of gross domestic product, and may also be determined as a percentage of state budget expenditures. According to the methodology of the International Monetary Fund, the permissible level of budget deficit for IMF debtor countries is 7-8%. In world practice, the following indicators are considered acceptable levels of the budget deficit: 2-3% of GDP%; 5% of national income and 10% of state budget expenditures [2].

In Ukraine, the maximum amount of the state budget deficit will be set by the Verkhovna Rada of Ukraine during the approval of the next year's state budget law.

In recent years, the State Budget of Ukraine has been adopted with a deficit. This policy aims to increase budget expenditures compared to revenue generation. However, such levers are used inconsistently. And in some periods, the budgets adopted with the deficit, in fact, are reduced to either a surplus or a deficit, much smaller than in the planned indicators.

On September 15, 2019, the government approved the draft state budget of Ukraine for 2020, which anticipates a deficit of 2.26% of gross domestic product.

As reported, the government approved the draft state budget-2020 in revenues of 1 trillion 8.3 billion UAH and expenses - 1 billion 94 billion UAH. The 2010 state budget revenues are planned