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ЗМІСТ

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ANALYSIS OF MICRO AND MACRO MARKETING ENVIRONMENT IN THE JUICE MARKET

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Natural juice has a therapeutic effect. Our body receives a lot of vitamins, trace elements, minerals with various juices. Today, there is a strong competition in the juice market. For effective work of the enterprise, it is necessary to constantly explore the macro and micro environment of the market.

The purpose of the article is to analyze the macro environment and microenvironment of the juice market, identify the main threats and opportunities for effective functioning in the market. The object of the research is the famous Kiev factory of soft drinks «Rosinka».

Problems in the juice market have been investigated by many well-known scientists.

Chukurna A.P. analyzes: «With the aim of increasing consumption and expanding markets, juice producers are constantly updating their product range, creating new products. In the Ukrainian market there is a very wide assortment of choices of juices and nectars for every taste, which is significantly different from the assortment abroad» [2].

Khtey states: «However, one of the most pressing problems of the industry is the shortage of domestic raw materials for production needs and the creation and promotion of trademarks to the final consumer. For domestic producers of juices and juice drinks, there is a significant potential, the use of which is limited by such factors as the low level of purchasing power of Ukrainian consumers and the growing level of competition in this segment of the commodity market» [1].

Having conducted a general analysis of the possibilities of the macro environment opportunities in the juice market, we can draw the following conclusions. The enterprise should take into account the orientation of juice production with a high level of vitamins and microelements. It is necessary to check the mandatory compliance with the rules of production and quality of raw materials and compliance with the conduct of economic activities in accordance with the Constitution of Ukraine.

There are the following main threats at the macroeconomic level in the market of juice:

- a decrease in juice consumption
- the availability of goods with an export limit
- a rigid advertising framework
- a decrease in purchasing power
- a rise of price for juices
- a high mortality rate
- a drop in the living standards of population.

In the juice market, an enterprise should quickly adapt to all these threats and minimize their negative impact.

In this sphere the special attention should be paid to the development of new tastes and the improvement of old ones, the use of inheritance strategies by the leader, the implementation of sales promotion measures and the development of new communication policies.

It would be necessary to notice in conclusion that according to our investigation the greatest threats for the enterprise are the following:

- an increasing of competition in the market
- increased consumption of mineral water
- the production lay-off
- reducing of frequency of purchases.

«Rosinka» executives need to pay attention to improving the stable position in the market and the constant rapid response to changes in the micro and macro environment. Based on the consistent consideration of these factors, to make decisions on adjusting the goals and strategies of the enterprise (corporate, product, resource, functional, managerial), which, in turn, determine the key points of the organization of activities.

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APPLICATION OF KOMPAS-3D FOR THE DEVELOPMENT OF A BELT CONVEYOR DRIVE

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We are currently involved in computer technology. Computer technology is playing a leading role today. With the development and growing role of computers and computer technologies, there is an increasing need for writing programs for different purposes. In our time, we can not imagine working without a computer, therefore we used KOMPAS-3D for the development of a belt conveyor drive.

KOMPAS-3D is the simplest three-dimensional modeling system for home use and educational purposes, a lightweight version of the professional KOMPAS-3D system.It allows us to create only three-dimensional models of parts and drawings. The program is not a commercial version of software products of the KOMPAS family and is not intended for the use in production activities related to income earning. For engineering design, there are many programs: 3D Max, Solidworks, AutoCAD, Sapphire-3D, Master CAM and others.

Let us consider advantages and disadvantages of the KOMPAS-3D system:

Advantages.

• The system is very easy to learn, even for designers who do not have experience with 3D editors.

• It represents a "digital Kuhlman drafting unit".

• The system has a large number of libraries of elements standardized according to GOST (All-Union State Standard).

• This system is a product of domestic developers, and therefore there are no problems with its localization.

• Although the system is paid, it has a very reasonable cost.

• It is easy to of process virtually any drawings according to the standards established by the Unified system of engineering drawings.

• The software is widely distributed, in addition, there is a free educational version.

•There are built-in tools for tracing pipelines, electrical cables, harnesses.

•There is a built-in module for creating electrical circuits.

• The system has extensive capabilities for parameterizing objects.

• There is a perfectly thought-out 2D module for drawing.

• There are wide opportunities for the design of the details bent from sheet metal.

• The calculation of elastic parts is supported.

• The built-in training system is available.

•The interface is uncomplicated and easy to use.

Disadvantages:

• Difficult retraining to other, especially "heavy" similar systems.

• Although it is fairly easy to draw, designing is much more difficult.
• The lack of kinematic, strength, temperature and frequency analysis.
• The specification system is not fully thought out.
• Extremely slow system development.
• It is not possible to perform ergonomic calculations.
• Very modest possibilities for creating photo-realistic images.
• The high complexity and cost of modifying the system to suit developer needs.
• The weak surface modeling system.
• The lack of tools for reserving volumes.
• Some problems when importing models from other CADs.

The purposes of designing a belt conveyor drive are: the acquisition of practical skills in working with drawings and calculations; obtaining 3D design skills as well as in the development of drawings. the familiarization and the in-depth study of the interface and familiarity with the program.

In the course of work, we acquired and mastered the necessary skills for working with the KOMPAS-3D program. This project allowed us to understand the main stages of development and design of the assembly mechanism more deeply. Today, this program is relevant in the CIS countries and is not only used in many large enterprises and small industries, so this work has provided us with practical skills and knowledge for further development and study.

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SHOULD HUMANS DRINK COW'S MILK?

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In the modern world, every second person likes dairy products and considers them healthy. From early childhood, mothers and grandmothers give us warm milk, porridge in the morning, sandwiches with cheese, yogurt, sour cream, pancakes with cottage cheese and so on. Every person considers normal to use milk in the diet every day, but it is a huge mistake. Why do we drink milk? Yes, for feeding newborns, for the development and support of their immune system. During the first months of life babies are fed with milk, because we are mammals.

The people are the only species that drink milk of another species and continue to drink it even after the end of the breastfeeding period. Hence, we have a lot of diseases because the enzymes of animal milk cannot be processed by the human's organism. For example, cow's milk contains such protein as casein, which is not digested by the human's organism, as well as lactose milk sugar, which does not break down and leads to bacteriosis. When milk enters the organism the disaccharide lactose breaks down into two components under the influence of hydrochloric acid. These components are glucose and galactose, the first of them is absorbed, and the second one never disappears from the body and only accumulates, resulting in cataracts, arthritis, and cellulite. Also dairy products provide high levels of saturated cholesterol fats, which are known as causes of atherosclerosis. This leads to heart diseases [2].

Lactose is the sugar found in milk and dairy products and it needs the enzyme lactase to break it down. Without enough lactase, the lactose is broken down by bacteria in the small bowel, causing bloating, flatulence, stomach cramps, diarrhea and nausea. Globally, around 70% of us don't continue producing lactase after we have finished breast or formula feeding. Genetically, babies need milk – adults not so much. But northern Europeans, who thousands of years ago got into cattle farming, have adapted to cow's milk and have a genetic mutation so that only between 2 and 15% have a degree of lactase deficiency. This rises to 23% in central Europeans and 95% in Asian populations. So, milk is a time delayed action bomb [3].

I think we should replace milk with something more useful and safe. First, we need to understand that people are not omnivorous; it is not surprising that nature thinks that a person should eat seasonal products in raw form. In natural conditions, people would be extremely fruit-eating. Thus, the healthiest fats are found in nuts and avocados, proteins in legumes (beans, lentils, seeds), and carbohydrates in vegetables, fruits, cereals, honey. And the milk itself can be replaced with coconut, rice, almond, oatmeal, nutty, pumpkin, poppy milk. If we talk about vitamin D, then it is in fish oil, which is also useful for Omega-3 fatty acids [1].

I hope that soon the real truth about milk will be known everywhere, because a large number of the population do not even suspect that milk can be harmful. I really sorry that the people complicate everything in this world, thereby make harm to themselves. For this reason, we need to strive for healthy nutrition, because it makes our immunity strong. All diseases go pass us, and our appearance makes us happy, because a healthy person is a happy person. We are what we consume.

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INTERNET OF THINGS VULNERABILITIES AND PERSONAL DATA PROTECTION

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Every year, Internet of Things is becoming more and more popular and accessible. Experts report on increasing number of Internet-connected home appliances. By 2020, their number will be from 25 billion (Gartner) to 50 billion (Ericsson) [1].

This study is an attempt to analyze the vulnerability of IoT devices and make some recommendations on what needs to be done to be more secure when using IoT and not become a victim of criminals skillful at hacking and social engineering.

Smart technology is actually surrounding people. They function in everyday life, in business and in industry: teapots, television sets, door locks, photo frames connected to the network – they are just the small elements of IoT. The IoT class of devices offers users a bright future with process automation, reduced material costs and time saving, but the introduced innovations add serious security problems and are still vulnerable to hackers.

Hewlett Packard Enterprise reviewed the 10 most popular devices on the Internet of Things, and the study report reveals an alarmingly high average number of vulnerabilities in devices [2]. Vulnerabilities are ranged from service faults to weak passwords for cross-site scripting. The analysis was carried out on IoT devices from manufacturers of televisions, remote power outlets, home thermostats, scales, webcams, home alarms, hubs for controlling multiple devices, controllers and automatic garage doors. Currently, the most of devices connect to cloud services that increase security risks. In addition, IoT devices imply the presence of mobile applications that can control gadgets remotely, which opens up new attack opportunities for hackers. According to the latest research 70% of the devices surveyed do not encrypt data during transmission between themselves and the Internet or local network, and the configuration can send this data on the Internet [3]. Almost every device also collects personal information such as name, address, birth data, medical information and credit card numbers. It is important that 80% of the devices studied have problems with passwords – they did not require passwords of sufficient complexity and length. According to the researchers, most devices, cloud services and mobile applications use too simple passwords, like “1234” or “123456”.

What is the danger of hacking the Internet of things? First of all, the presence of a large number of unprotected devices of the Internet of things, even with low computational power, makes them an easy prey for intruders. By exploiting vulnerabilities or simply taking advantage of the weakness of embedded security systems, hackers create large-scale botnets and use them for malicious activity, for example, to organize DDoS attacks [4].

Infected networks consisting of millions of hacked devices become a real menacing force, not only for business, but also for private users. If a device connects to the home network, control over which the attacker has obtained, most likely, this device not just supports DDoS attacks, but also collects a huge amount of information about its owner: steals personal information, passwords and bank data. Also, the attacker will be able to intercept the transmitted traffic, that is, every user’s web activity will be in plain sight.

Therefore, here are some tips for those who are thinking about purchasing smart technology or already own such a device:

- change default passwords immediately;
- install firmware updates timely;
- protect your routers by changing your password to a more complex one;
- purchase a smart-device only from reputable manufacturers who have experience in data and network security.

Modern technologies are in many ways ahead of our own perception and understanding of digital culture. Users still do not have the habit of protecting personal data not only on phones and computers, but also on other devices connected to the network. However, in the future, with the growing popularity and usability of Internet of Things, new security problems will arise that will need to be addressed simultaneously with developing modern infrastructure and device protection standards.

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HOW TO MAKE MONEY WHILE BEING A STUDENT IN UKRAINE

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Almost, every student faces the problem of lack of funds, even if he receives a scholarship, because its size is usually not sufficient to meet most needs. Especially, if the university, where the student is studying, is in another settlement, they have to live in a social behavior, buy food themselves, pay for the necessary services - all of this is a serious problem for non-resident students. If you pay attention to those who are study at hometown and, most likely, live with their parents, then they also have a problem of lack of money and the need to receive at least a small income. Also, there are situations where parents themselves give a nudge to a son or daughter to go to work because they believe they are already adults and have to fend for them.

The main purpose of the article is to solve the problem by identifying and familiarizing with perspective activities, where students can earn money, and possible places of work that will not interfere with studying and take away all the free time.

According to the statistics of the State Statistics Service of Ukraine, the number of employed youth under the age of 24 in January-June 2018 is 27.5% of the total population of the corresponding age. Also, there are informally employed in the same period - 137.2 thousand people (urban settlements) [1]. If we take into account that not all of these people are university students, then the total number will be even lower. It shows us that young people under 24 years old who working formally, it is a small amount, but that even part-time work is very complex, requiring a lot of time, so it does not remain time for study. Considering the average wage for students in September, according to the site with the requests of employers ua.trud.com, is 6500 UAH. Most vacancies for students are located in Kyiv, Kharkiv and Zhytomyr regions. The highest salary level is offered by the Kyiv region [2].

In our time opportunities for students is much more than before. First, let's look at the most widespread jobs offered by employers. Of course, shopping malls, especially supermarkets, are interested in students because they work part-time, they pay a small salary, but the working conditions are rather complicated, and the senior management is grateful. Therefore, most offers come from supermarkets, namely, cashiers, sales consultants, and loaders. But the best option for a student can work at home with a flexible schedule, that is, work on a computer. You can manage your time yourself, work when it's convenient for you, and the level of wage also depends on you and the amount of your work which you have done. The salary at such jobs is slightly lower, but the working conditions are also lighter. With regard to the work of waiters and bartenders, the difficulty is that it is usually a night job that needs a lot of effort, because sometimes it will never even be able to sleep. This is the most difficult kind of work that is conducted by students through the prestige of the institution in which the job is offered, or generous tip customers. But they forget about a healthy sleep and a good state of health.

There are plenty of activities that you can do and earn money not only for students, but even for senior students, housewives, and people who are eager to receive additional income. We focus on a few simple ways of earning money. Having a hobby that you know well can make money and enjoy the process. For example, cooking - preparing for the order of some products, fine arts - creating portraits, playing musical instruments - providing paid training lessons, pottery art - making designer utensils. Being a student, you have an opportunity to promote and advertise your "small business" through friends, the Internet. Information about the university is spreading rather quickly, and if you create a site with a demonstration of your work, then it will attract attention not only to other students, but also to people interested in products. That is, with the help of your favorite hobby and simple marketing influences, the realization of which with the increasing information of society through the open Internet space, social networks are quite simple, you can get the income. Many students choose a different path of forgery - tutoring. But this activity needs a high level of own responsibility, which complicates its implementation. Tutoring means working with schoolchildren to prepare for the OUT, STA, raising the level of knowledge on any subject. Typically, this type of jobs is provided by students of pedagogical institutions, who, besides earnings, will have an experience of working with the younger generation.

Thus, there are a lot of ways of earning money for students with a properly distributed time. For their realization, the basic thing is a desire. Even with a hobby, you can make a profitable business and adapt your knowledge to the benefit. Not all of the jobs which are offered by employers are concentrated on cashiers and waiters. The labor market for students is fairly broad; you only need to look for what's right for you.

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SMART FOOD

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In our modern world, people try to think of many ways to make their lives easier. The appearance of the first devices similar to 3D printers dates back to the early 1980s, when Dr. Hideo Kodama in Japan developed a rapid prototyping system using photopolymers. The principle of operation of the devices was the same as in modern 3D printers - the printed object was created in layers in accordance with the model. Such a printer can print whatever you want. With the help of 3D printing technology, parts for various mechanisms, bridges and even entire houses are being created. And as it turned out, the 3-D printer can even print food [2].

South Korean scientists from the Elwha Women's University have developed a 3D printer that turns powdered ingredients into complete foods with a given nutrient content and predetermined taste properties. Essential nutrients (for example, carbohydrates and proteins) are ground to powder at -100 ° C. Then the resulting raw material is heated and turns into a porous film. After that, a three-dimensional product is created from several layers of films. The uniqueness of the development lies in the fact that, by combining films with different content of proteins, carbohydrates, microelements and vitamins, you can get a product rich in nutrients in the required proportion. In addition, you can experiment with the taste palette of the product, combining, for example, powdered pear and apple. “We believe that one day anyone will be able to purchase cartridges containing powdered analogs of various ingredients that can be“ assembled ”together using three-dimensional printing and prepare a“ dish ”in accordance with individual needs and preferences,” said the author University Elwha Jin-Kym Lee [1].

The new technology, according to the developers, can greatly reduce the financial costs of transportation and storage of products, as well as reduce the amount of food waste. According to scientists, their development will be able to satisfy the desires of a growing population on earth. According to the Food and Agriculture Organization of the United Nations, by 2050, the world's population will increase from the current 7.6 billion people to 9.8 billion, and in 2100 it will reach 11.2 billion [2].

One of these printers operates in Food Ink, a 3D kitchen restaurant that was opened in London in 2016. In this institution, everything - from food to furniture and cutlery - was created on a 3D printer. The restaurant offers visitors a menu of nine dishes. The three-dimensional printer used here operates on the principle of ordinary; the role of ink is played by the paste of edible ingredients, such as curd cheese or chocolate mousse.

According to nutritionists researching, the development of Korean scientists will help people stick to a balanced diet. But in complex developments a certain amount of nutrients is provided, a person will not be able to eat so long. This 3D food can be balanced and useful, but can quickly get bored. It is impossible to engage in self-treatment with such a printer, it is better to go to a nutritionist so that he compiles you the correct diet.

On the one hand, this development is very useful, as it will make life easier for many people, you will not have to spend time preparing any product or drink, but will the printed products be as useful as the real ones? Many people simply do not understand this development, as they are used to cooking and growing vegetables and fruits themselves, they simply do not recognize it. I am not for or against this idea, but I think that not everything can be printed on such a printer. Perhaps this invention will save many countries from starvation, but for that it should have an affordable price so that not only wealthy people, but also others can get it. 3D printers print a lot of useful things, but everything on the world is impossible to print, and I do not think there will be a great need for this.

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INFLUENCE OF CRYPTOCURRENCY MARKET ON THE INFORMATION TECHNOLOGY DEVELOPMENT

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Nowadays, the development of information technology has affected almost every sphere of our life. The rapid development of the modern technology and IT-solutions make their demands in the labor market. There are many banks on the Internet, digital wallets and digital currencies, which are associated with the development of information technology. One of the mentioned above items is cryptocurrency. It is both demanded and the most discussed currency today.

The purpose of this study is to investigate cryptocurrency potential with relation to its impact on information technology advance.

Cryptocurrency is a form of digital money that is designed to be secure and, in many cases, anonymous. It is a currency associated with the internet that uses cryptography, the process of converting legible information into an almost uncrackable code to track purchases and transfers [1]. With the development of a new direction in programming, the list of professions in this field has expanded. So, because of the cryptocurrency, 18 new IT specialties appeared. Some of the most innovative are: Cryptocurrency Analyst, Cryptocurrency Developer, Cryptocurrency Mining Technician, Cloud Engineer with Bitcoin protocol and so forth. The last year only the demand level for a blockchain specialist skills and experience has grown by 40%. Nowadays, a blockchain specialist is a person with a unique combination of technical knowledge, programming skills and knowledge of the 'finance basics'.

Over the past month, not only the price of bitcoin has grown rapidly, but also the global cryptocurrency market as a whole (Figure 1) [2]. Consequently, as prices rise, so does the demand for professionals and the creation of special farms.

Fig. 1 – Ethereum Exchange ETH/USD
Retrieved from https://forklog.com/rynok-kriptovalyut-vyros-v-poltora-raza-s-nachala-2017-goda/

Today, there is no way to find a person who would not hear about mining [3] – a way to accumulate cryptotokens through the work with the corresponding program. Mining farm is a regular computer with video cards connected to it. A standard farm consists of 4 to 6 video cards. With the help of a special program (miner), a computer farm provides a return on computing power in favor of the Blockchain system, the cryptocurrency you are extracting at the moment. Also the necessary equipment for mining farms includes:

–motherboard;
–hard drive;
–videocards.
–power supplies;
–video card adapter systems;

To conclude, the demand for these devices raises the question of creating more powerful equipment and the use of advanced information technologies. Therefore, rapid breakthrough in information technology sphere is to be expected shortly.

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PROSPECTS OF GLOBAL BIG DATA APPLICATION

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The number of enterprises using Big Data in their work is constantly growing. The practice of recent years has shown that the use of the results of the large data array analysis can have a real effect, which will have a positive impact on the company’s income. But Big Data also requires huge costs (up to million dollars) from an enterprise for powerful hardware to process this huge amount of data.

The main problem and the goal of Big Data buildup is nevertheless security and safeguarding. Today, special attention to the problem of protecting private and confidential information should be paid, as it is going to face new and new vulnerabilities. The researchers emphasize that at present there is a serious gap between the amount of produced data, which require protection, and the volume of data that is actually protected. Such a gap in the future will only grow.

The purpose of this study is to analyze prospects of Big Data application for the ten-year period and to enlist the most probable trends of its advance.

Almost 20% of all data in the global informational sphere will play a crucial role in everyday life, and about 10% will be "supercritical" [1, p. 45]. By 2025, the global amount of data will grow up to 10 times and reach 163 zettabytes (one zettabyte indicates 10^{21}bytes), and most of this data will be generated by businesses, not consumers.

At this stage of globalization, the world is rapidly approaching a new era – the Big Data epoch. The modern world is undergoing fundamental changes, transforming the ways of living, work and entertainment. In total, there are six development trends for Big Data:

1. The data is no longer a "background" of business activity, but a "vital asset". By 2025, almost 20% of all data in the global information sphere will play a crucial role in daily routine, and about 10% of this data will be vitally important.

2. Security of private and confidential information will become a critical foundation because of its enormous amount.

3. Embedded systems and the Internet of things. The growth of Big Data and metadata will lead to the fact that by 2025 every person will start interacting with devices connected to networks approximately 4,800 times a day: one interaction procedure will occur every 18 seconds.

4. Machine learning will change the economic landscape. According to the IDC forecast, the share of the global information sphere being analyzed will increase by the year 2025 by 50 times compared to the current one, and the amount of data rises by 100 times [2].

5. Mobile data and real-time information. By 2025, almost 20% of the generated data will become real-time information.

6. Automation and machine-to-machine interaction will become the main competitors of traditional sources in the field of data creation.

By 2025, enterprises will create about 60% of the world's data, while earlier consumers were the creators of the main data base. The way of information production will cause massive alterations. In particular, such technologies as machine learning, automation and machine-to-machine technologies will be involved.

To sum up, it should be stressed that the most spheres and industries will be altered drastically with the use of Big Data within a decade, especially data analysis, prognostication, robotics, education and artificial intelligence.

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COMPETITVE POSITION OF THE COMPANY IN THE MARKET OF DAIRY PRODUCTS AND THE WAYS OF ITS IMPROVING

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Among the major ways for Ukraine to get out of economic crisis there is an intensive development of regional agrarian markets. Market of milk and dairy products in this respect is the integral part of agrarian market. The availability of competitive products and services does not promote for most of them to realize these 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 compatibility as well as to work out the effective means for its improving [1].

The essential contribution in its development was made by scientific centers, in particular scientific and research groups of M.Porter, I. Ansoff (USA); A.Gutman (Canada); G.Daning (Great Britain) and the papers of A.Bogdanov, O.Amosha, V.Andrianov, S.Aptekar, B.Burkinsky, I.Gerchikova, G.Guberna and others.

The purpose of the article is working out of scientific, theoretical and practical trends for providing compatibility of enterprises.

Public joint-stock company (PJSC) “Yuria” is the assignee of Cherkassy city milk plant. PJSC is the most powerful producer of milk production under trade mark (TM) “Voloshkove pole” in Cherkassy region. The enterprise is technically adapted to produce milk products of high quality in large output and assortment range [4].

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. Besides, the company differentiates the production of milk, kefir and sour cream.

Using the data the specialization of the company has been defined – it is the production of milk, sour cream and butter. In total, the sales revenues of PJSC “Yuria” products increased 2.2 times in 2017 relatively to 2015.

The volumes of milk and oil production increased by 13% relatively to 2017 and by 23 % to 2015 respectively.

The production volumes of such products as yogurt, sour cream and sour milk cheese tend to decrease (by 20.8%, 22.9% and 10.4% respectively)/

The dynamics for increasing the level for all types of these products is being observed. The greatest increase in prices took place for butter (2,8 times), for milk (2,5 times). The prices for yogurt, sour cream and sour milk cheese didn’t significantly change. The main reason for increasing the prices is increasing the costs for raw materials and energy.

On the whole, the demand for all types of products is inelastic, apart from the demand for butter and sour cream in 2017 compared with 2016.

Revenues from products sales in 2017 has increased 2.1 times relative to 2015.

The analysis of the enterprise using benchmarking has shown, that production cost price is at the average level among competitors.

That is why it is recommended to enhance the marketing benefits in order to increase the competitive position compared with other enterprises. As for the price level – it stays at an average one. The enterprise is recommended to enhance market power [3].

Taking into account the given data and analysis of the situation having been described the conclusion should be made, that PJSC “Yuria” has several ways to strengthen its competitive position. Namely, entering to a new market, export of products, starting to produce a new type of products – ice-cream; enhancing the communication policy means. If PJSC “Yuria” takes into account the proposed measures it will be able to increase significantly the enterprise profit as well as its profitability.

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FEATURES OF AUDITING OF LABOR LAW ON AGRICULTURAL ENTERPRISES

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In a market economy, the main factor in the sustainable development of society is the increase in the material interest of employees in improving the performance of activities on the basis of ensuring close interrelation of the size of the income of working with the quantity and quality of labor they spend. The payroll accounting system plays an important role. Creating an effective system and methods for accounting for payroll calculations is a major task. Audit of payroll calculations at agricultural enterprises, as a rule, takes the bulk of the audit, as this accounting area is rather specific and requires the attention of auditors and concentration.

The methods, forms, tasks and problems of the audit of payroll calculations were described in their writings by such scholars as Bilyk MD, Butinets FF, Kulakovskaya LP, O. Zhogova, and others.

The purpose of the study is to determine the peculiarities of the audit of labor remuneration at agricultural enterprises.

For the purpose of carrying out an audit of payroll calculations, an important aspect is the knowledge of the legal framework and the ability to use it to correct existing errors. Since labor remuneration is one of the main stimulants for the work of society, the legislative framework for regulating this process is rather voluminous. It includes the Code of Labor Law, Laws of Ukraine, Regulations, Orders, etc.

Wages are remuneration, calculated, as a rule, in monetary terms, which, according to an employment contract, the employer pays a worker for the work performed by him [1].

Salary depends on the professional, qualitative skills of the employee, his qualification level and the economic activity of the enterprise.

The main feature of agricultural enterprises is the fact that the unitary form of remuneration is often used, which depends on the quantity of manufactured goods. However, among other specific characteristics can also be distinguished: seasonality of works; the production process is rather long and may not coincide with the period; agriculture deals with living organisms, and, therefore, it is influenced not only by economic factors but also by chemical and biological factors; the main means of labor in agriculture is land that has low labor productivity.

Audit of wages in this case should be carried out in the following order:

1) observance of the legislative, normative base at the enterprise;
2) the choice of the most rational and correct form of remuneration;
3) checking the completeness of the wage fund (if it exists at the enterprise);

4) checking the availability of constituent, organizational labor remuneration documents at the enterprise;

5) the correctness of the calculation of wages (arithmetic check, the presence of primary documents);

6) the correctness of display in the accounts;

7) the correctness of displaying the balance of amounts at the beginning / end of the period;

At agricultural enterprises, the practice of wages in kind is often widespread, however, according to the current legislation, such extracts can't exceed 50% of the total wage in cash terms. Due to the specifics of such wages, there are often violations, mistakes and fraud by the management of the company and / or workers in this area. Among such errors can be identified excess of the amount of write-off finished products, non-compliance with the principle of completeness of reflection of such payments in accounting. In order to detect such violations, the auditor should conduct a survey of employees, payroll and management or administrative staff, review all documents in the enterprise confirming the fact of such an operation and check the Inventory Acts, if available in the enterprise [1]. Very often at agricultural enterprises there is such that the accounting is carried out by the log-order or order-memorizing form of accounting and software is not used, which greatly increases the work of the accountant in the calculation of wages, which can lead to arithmetic errors, lack of information or completeness its reflection. Considering the situation on the part of the auditor, it only increases the volume of audit and increases the audit risk.

As we can see, the audit of labor remuneration in an agricultural enterprise depends on many factors and has its own characteristics, among which the most important are the calculation of wages for seasonal workers, the payment of wages in kind and the use of tax social benefits while retaining the income tax of individuals. The auditor or audit firm must carefully check the arithmetic side of the payroll and the correctness of displaying the amounts in the account (including checking completeness, correctness and expediency). Since wages are paid at a constant cost attributable to the cost of production, it is also necessary to conduct a selective calculation part in this area in order to establish errors of fact or fraud. However, in order to integrity and correct audit of labor remuneration at agricultural enterprises, knowledge of the legislative, regulatory framework (Labor Code, Laws of Ukraine, Regulations, etc.) and International Standards of Audit is an essential condition for an audit of wages at agricultural enterprises.

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INTERNATIONAL LABOUR MIGRATION OF UKRAINIAN POPULATION

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Each year millions of people leave their homes and cross national borders in search of greater security for themselves and their families. The world is being transformed by the globalization process. States, societies, economies and cultures in different regions of the world are becoming increasingly integrated and interdependent. Due to the expansion of the global economy, millions of people can now access better opportunities in life.

The aim of this article is to investigate the causes and consequences of international migration of the population and to find ways of improving migration situation in Ukraine.

Between 1970 and 2018, the number of international migrants in the world increased from nearly 82 million to just over 250 million [4]. Such a leakage of population abroad can lead to a significant reduction in the labor potential of the country and professional degradation of the nation.

The main factors towards migration are widening disparities in income, wealth, human rights and security across countries; the lack of opportunities for full employment and decent work in many developing countries; development of skill-intensive economic sectors in most destination countries; increased demand for skilled workers; reluctance of local workers to accept certain low-skilled jobs; demographic trends such as population decline and population ageing.

According to the data of the State Statistics Committee of Ukraine, the most popular destinations for Ukrainian labour migrants between 2015 and 2018 have been the recipient countries closest to Ukraine: Poland, Russia, Belorus, Czech Republic; other destinations include Italy, Germany, Portugal, Spain. In recent years, however, there has been a rapid growth of Ukrainian migrants to the EU countries (from 13% in 2013 to 33% in 2017). This is probably the result of the establishment of a visa-free regime between Ukraine and the EU [4].

The main spheres in which Ukrainian migrants work abroad are agriculture, trade, medicine, construction. However, a serious problem is emigration of highly skilled specialists.

Labour migration has a positive effect on the development of employment opportunities for the economically active population of the region for several reasons: labor migration reduces tension in the labor market; reduces poverty; promotes the quality of life of migrant families; stimulates the development of the economy due to the increase of demand; financial transfers of migrants to Ukraine make up almost half of the budget of households [2].

However, there are also negative effects on the economy of the donor country: contribution to the reduction of fertility; acceleration of the aging of the population; population losses at the most active age ("brain drain"). People who leave Ukraine primarily fall into the age group between 20-49 years, thus reducing the working-age population. Emigration remains almost the only way for young scientists to improve their welfare while remaining in their field. After 2008, the upward trend in the highly skilled workers leaving Ukraine has become dominant [1].

Independent Ukraine has seen a number of laws adopted aiming at the regulation of migration processes. These include the Concept of the migration policy of Ukraine that was worked out and adopted by Presidential Decree, and the Agenda of activities to aid in its implementation [3]. In general, state migration policy formation is minimal. In accordance with the data of the Ptoukha Institute for Demography and Social Studies of the National Academy of Sciences of Ukraine, in 10-12 years Ukraine is going to face labour shortages that we should start to tackle today.

Overall, labour migration is a complex and large-scale phenomenon that produces ambiguous results. Among the ways of improving the labour migration situation in Ukraine the following can be named: the increase of minimum wages for the population; improving the standard of living of the population; elimination of bureaucracy; job creation; decrease of unemployment rates.

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ARTIFICIAL INTELLIGENCE: PEOPLE VERSUS INTELLIGENT MACHINES

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The term artificial intelligence has become popular today thanks to huge data volumes, advanced algorithms, and improvements in computing power and storage [1].

Today, if we take the level of general intellectual development, the machine is absolutely inferior to men. But someday the machine's mind will surpass human intelligence. Experts represent three scenarios of intellectual system takeoff on the supramental level: slow, moderate and fast ones [2].

Slow take-off.

This will probably happen in long time intervals – from decades to centuries. Such scenarios are excellent opportunities to mankind to be able to reflect on their future political moves, adapt them to the situation and respond appropriately to what is happening. The time can be taken to test different approaches to educate and train the new staff. The electoral campaign will focus on the supporters and opponents of the processes. If it turns out that we need a new security system and public control over research in the field of artificial intelligence, it will have enough time to develop and deploy them.

Moderate rise.

It will happen in a relatively short time period – from several months to several years. In this case, humanity is still some opportunity to react to what is happening, but does not have time to analyze it, and to test different approaches to solve the complex problems of coordination. There will not be enough time for the creation and deployment of new systems, such as policies, controls, computer network security protocols, but people will be able to adapt to the new circumstances and existing rules.

Quick take-off.

This will happen in a very short period of time – minutes, hours, days. During the rapid take-off scenarios people have almost no choice to react to it. Nobody has time to notice anything, but the game would be lost already. In either scenario, the rapid take-off the fate of mankind depends largely on the preparatory work already conducted at this point. During the fastest scenarios people still can make some basic movements like opening the "nuclear briefcase", but then the algorithms of these actions must be, or actually elementary, or planned, programmed and rehearsed in advance.

The scenarios described above give the people food for thought: how to avoid surpassing human intelligence and competitiveness by intelligent machines, how to act during each of the scenarios, how and where to employ people who have lost their positions because of automation.

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INTERNATIONAL MONETARY FUND IN THE CONTEXT OF COOPERATION WITH UKRAINE

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The process of globalization of the world economy creates new factors for the development and transformations of the world's economic and financial systems. The existing level of interaction between countries requires coordination of the actions of individual governments in developing a unified international strategy for social and economic development.

Significant exhaustion of domestic sources in most countries of the world demands attracting funds from international financial institutions. The problem of additional financial resources is quite actual for Ukraine as its economic, social and political transformations, as well as its attempts to enter the international financial market, are connected with the cooperation with the International Monetary Fund [3].

The purpose of the article is to investigate the current state and peculiarities of Ukraine's cooperation with the IMF aimed at achieving macroeconomic stabilization in the country and identify the main problems and prospects of cooperation.

The reasons for cooperation of Ukraine with the IMF are privileges, a relatively low cost of loans, the credibility of assessments and actions for other potential loans and investors. Cooperation with such international financial institutions is considered as an act of trust by the world financial community; cooperation with the Fund promotes Ukraine's integration into the global financial system; Ukraine's capacity to use advisory, expert analytical and forecast services of the IMF is increasing, which is of great importance in the context of globalization [2].

For more than 20 years of cooperation, financial assistance to Ukraine has been provided in the following main forms: the System Transformation Loan Program (STF) to support the balance of payments; the "Stand by" program to support the national currency and finance the balance of payments deficit; the Extended Fund Facility (EFF) to promote economic stabilization [4].

The economic program developed with the IMF includes: ensuring financial stability through effective monetary policy; strengthening of public finances; structural reforms in the area of governance, including crackdown on corruption and judicial reforms, tax administration reforms, and the reform of state-owned enterprises in order to improve the quality of management and reduce budgetary risks [3].

Cooperation with the IMF has a major economic benefit for Ukraine: 1) economic reforms (monetary, tax, pension) have been initiated, which allowed to demonstrate positive dynamics of functioning of the Ukrainian economy; 2) one of the areas of use of IMF loans is the formation of foreign exchange reserves; 3) Ukraine's export-oriented industries may be the develop the domestic market and the attraction of investors, which also needs IMF funding [4].

But there are also risks of negative outcomes, including: the formation of a "consumerist" stereotype of behaviour; the growth of public debt and the transformation of the problem into a permanent borrowing problem; formation of "forced" export specialization in commodities; the inability to form the basis of a long-term competitiveness of the national economy.

In conclusion, without a program of economic transformation, financial support from official sources makes no sense, because in this case the borrowed funds will only be used to finance the current problems of the balance of payments, which, without reforming the economy, will re-accumulate and become excessive. Thus, the main task of the Ukrainian government should be to establish such a level of cooperation with the IMF, in which the restructuring of economic policy will be directed on the achievement of strategic goals of the country's development instead of fulfilment of conditions of the Fund to receive the next tranche of credit.

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THE EFFECT OF AUDIOMARKETING TOOLS ON CONSUMER BEHAVIOUR

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Customer shopping patterns and behaviors are changing globally. The rapid development of online commerce and digital technology has become one of the factors that led to a change in consumer behavior. Modern consumers are not ready to spend as much time and money on shopping as before. Therefore, in order to keep consumer attention, retailers need to develop new ways to attract customers.

The purpose of our research is to classify the types of audio marketing tools, to find out how music affects consumer behavior and to work out effective ways to prevent being manipulated by stores.

A research conducted by the US Institute for Advertising has shown that the majority of consumers (more than 70%) make a decision about a purchase at the point of sale. In this situation, an important role is played by marketing tools that are used directly at retail outlets and are capable of retaining consumers and increasing their loyalty. These tools include the use of audio marketing [3].

Audiomarketing is used to support the traditional marketing tools as well as to make the brand more original. The purposes of audio marketing are 1) identification of a brand, 2) raising the loyalty of customers, 3) creating a positive image of the company.

Audiomarketing is a tool for influencing consumers with the help of specially selected musical accompaniment. However, people are often unaware of the fact that they are being manipulated. The use of special marketing tools makes them buy more, and this promotes consumerism which has a negative impact on the environment.

The history of background music goes back to the company named Muzak. It was founded in the USA by General George Owen Squier in 1934. In the 1940s the company researchers discovered that Muzak could make workers happier and more productive [6].

The effect of music on people’s behavior has been an object of research of many scientists. Naomi Ziv, a psychologist from Israel, discovered that when people are in a good mood they make decisions easier, but when they feel depressed they analyze everything better, so musical style and rhythm both have an impact on people’s behavior [4].

Some aspects of impact of music on visitors include: influence on the behavior of visitors using musical rhythm; thematic music creating a special festive atmosphere that attracts buyers to the shopping facilities; audio advertising, directed on visitors at the point of sale; the use of a memorable audio logo increases brand awareness and its value for consumers; music in the sales area provides a comfortable atmosphere for visitors by creating a soundscape (sound landscape) that contributes to a more relaxed communication between customers and the staff, and also hides other noises [2].

According to J. Hubareva, there are 9 types of audiomarketing tools: sound logo, signature sound in telecommunications, musical scaffolding, jingle, celebrity collaboration, musical product placement, musical events, mediadesign of buildings, offices etc, telephone audiomarketing [1].

Although these tools are used by marketing companies to increase sales, we believe that consumers should be aware of the fact that they are being manipulated. Thus, we worked out several ways to avoid being manipulated in shops, including: writing a shopping list; having the exact amount of money that you need; considering whether the food has been grown or manufactured; reading all the information on the packaging carefully; online shopping.

Audio marketing is a promising branch of marketing, which possesses powerful tools to affect consumer behavior. Concerning the prospects of development of audio marketing in the near future, it's obvious that music content will become more integrated into the marketing communication systems between consumers and retailers, making audio marketing even more personalized.

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THE ROLE, PLACE AND SIGNIFICANCE OF EVENT-MANAGEMENT IN THE PRESENT CONDITIONS

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The formation of a market economy in the present conditions requires energetic and versatile professions. The profession of manager originates from the science that studies the art of management. Event management is one of the most effective promotion methods for companies that develop innovative products and services and operate in the areas of management consulting and system integration. The well-organized event management system allows you to spend it at the highest level of a private party, presentation or corporate event. A holiday in the life of the organization is a multifaceted and ambiguous phenomenon. The study of the phenomenon of the feast represents both theoretical and practical interest. The holiday event is one of the most effective tools of marketing communication, provides a long-term effect through the formation of the image, motivation of staff, and the formation of loyalty to the organization. These circumstances determine the relevance of the research topic.

The purpose of this work is to determine the role, place and significance of event management in the present conditions. Event management (from the English "Event") ─ is defined as a complete set of events for creating mass and corporate events. This direction in management can be directed both to the internal environment of the organization (as a tool of motivation) and to external (in the framework of advertising and PR-campaign) [2].

Event-management includes all the actions and activities that are envisaged when planning, organizing, controlling and managing a project or event. Any event must have its own "creative chip". And the matter here is not only in the original idea, but in communicating it to the consumer, the way of filing it - to people at least a little, but surprised.

Event-management is a huge layer of various actions that must be performed by the event manager. In essence, it is a project management program. Like every project, any event has its beginning and end. It begins with setting goals, which should solve the future event, and ends not so much even the event, how much summing up - whether the goals have been achieved. Depending on the goals set, logistics, dramaturgy, scenography of events. An event is a new project every time, a new page in the life of the agency. But the only thing that is always the same, event-management is the process of planning, organization, control and conduct. The project organization itself is also important - meetings, negotiations. From all this, event-management is formed [3].

The range of services and facilities of the event is quite wide: from the message to employees, customers and contractors of simple but necessary information, to an effective presentation of the brand, or any product. The scale of influence can also be different: within one firm, several companies, or spread to huge masses of the public [1].

Currently, there is no statistical survey of the growth of this segment of business in Ukraine. The greatest increase in the popularity of event management is noted in the UK, where it is possible to obtain both a master's and an academic degree in this area of business. There are also a large number of societies, associations, courses offering training in connected aspects of event management: organizational skills, marketing, PR, advertising, logistics, budgeting, risk management. The demanded specialty of event-management is especially noted in large corporations, mass-media, advertising agencies, hotel and tourist business [3]. Corporate events are one of the effective tools for shaping organizational culture, which provide a long-term impact on the image of the organization. Information for the level of personnel motivation, the psychological climate in the team, and the determination of problems in internal communication is important for company management. Constant monitoring of these areas requires time, attention, professionalism of staff, financial resources. When conducting corporate events, it is possible to organize feedback more efficiently and cheaply. One-time monitoring and analysis of: communication efficiency, emotional mood, conflict, readiness for cooperation, intensity and character of relationships, identification of informal groups [4].

As a result of festive events, the formation of a position on the actions of the personnel takes place, the reliability of the promises of the leadership is checked, the team is gathered, norms and standards are propagandized, and the resource of the organization's memory is created.

To find out how the holiday affects the general mood of the team and in general to understand if the event-manager services are the necessary services, we conducted a sociological study during which we invited the students and teachers to answer the following questions: "Do you enjoy holidays?", "Do you celebrate holidays in the circle of your group / labor collective? ", "Is it accepted in your team to exchange gifts?", "What is your favorite holiday?" And of course, the most important question was -"Do you think the general celebration makes the team friendlier?" The results of our survey are as follows: 91% of students enjoy holidays, of which Easter is the most favored - 90%, in the second place birthday - 79.5%, and on the third - New Year Day - 73%. Then in descending order there are such holidays as Student's Day, Christmas, Halloween, All Lovers Day, March 8^{th}, and the Day of the Fatherland Defender. 54.5% of students celebrate holidays in the circle of their teaching staff, 66% of respondents are happy to exchange gifts. And it is the most important for us, 93.7% of students confirmed our belief that the general celebration really makes the team friendlier. It can be concluded that event-management should have its own place in the life of the organization.

Our work has led us to the conclusion that the modern reality is characterized by an increase in the number of events and events in business and public life, increasing their social significance, so the value of event management in the efficiency of management is steadily increasing.

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THE PROSPECTS OF DEVELOPING CATERING SERVICES IN UKRAINE

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Modern trends in restaurant business are largely intangible – this type of activity is rapidly developing and creates new unique features. Recently, the trend has begun to shift the services of organizing consumption of products and servicing consumers from catering halls to other places. One of the newest branches of restaurant industry is catering.

The development of the sphere of hotel and restaurant business provides new jobs for Ukrainians, creates additional revenues to the budget, allows to maintain the positive image of individual regions and the country as a whole, therefore the analysis of trends in the development of catering services in Ukraine is relevant today.

The aim of this article is to consider the role of catering in general, to analyze the broad concept of "catering", to describe its types and to reveal the prospects for off-premise catering in Ukraine.

Hospitality is one of the most profitable branches of the world economy nowadays, becoming the main direction of economic and social development of Ukraine.

Catering is defined as the business of providing food and drink, typically at social events and in professional capacity either on-site or at a remote site [3].

Catering industry has been well developed in Europe for more than 130 years [4]. However, in Ukraine, this sphere is still very young. Catering services in Ukraine began to develop in the mid-90's, with the opening of borders and the arrival of foreign companies. This can be attributed to the fact that in Ukraine the culture of public catering itself is not developed. [1].

The volume of event catering, that is, all events that take place outside restaurants and hotels, in 2014 was estimated at UAH 85 million. By the end of 2015, this figure was UAH 72 million (according to the All-Ukrainian Advertising Coalition). The indicators were influenced by the political situation in the country and the crisis. In general, the size of the Ukrainian catering market is only 5% of that in France [2].

The concept of catering includes quite a lot of types of services. It depends on the venue of events, the amount of money that the client is willing to pay, the purpose of the event. The following types of catering are distinguished:

- Depending on the status of the consumer: VIP-catering; Mass catering.
- Depending on the place of production of food: on-premise catering; off-premise catering.

– Classification of catering by type of clients: office catering; b&b catering (bad & breakfast catering); bar & buffet catering; hotel catering; residential catering; building site catering; social catering; event catering; transport catering [1].

The most popular forms of catering include cocktail; buffet, or smorgasbord (“sandwich table”); coffee breaks; picnic or barbecue; banquet [2].

Among the advantages of catering for the client the following can be named: 1) mobility; 2) saves time and money; 3) a wider range of services; 4) a varied menu (cuisine at the choice of the client); 5) the possibility of any stylistic design of the event; 6) high professionalism; 7) unlimited number of guests [5].

We conducted a survey among the citizens of Melitopol of different age groups (18-40). The participants were asked to answer questions concerning their experience of using catering services and their willingness to use them in future. The poll found that only 44% have used catering services. Among the forms of catering most of the respondents would like to use are off-premise catering - 32%, organization of birthday, wedding - 27%, cocktail bar - 21%, office catering - 20%.

In conclusion, catering has a huge potential in Ukraine because the demand is growing continuously. The Ukrainian consumer isn’t interested in simply having a delicious meal, he wants to get an interesting concept of serving dishes in accordance with the world standard of service. But the best thing about the catering industry is how creative you can be.

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TRENDS IN HOTEL INDUSTRY IN UKRAINE

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The sphere of hotel business in Ukraine is characterized by dynamic development, so it becomes an important factor in the country’s cultural and economic progress. The trends in the current development of the economic situation in Ukraine are characterized by positive dynamics, intensification the services sector, fiercer competition. The main tasks in the sphere of hotel business, in accordance with international standards, should be the creation of competitive advantages, the search for new ways of development, updating of own policy taking into account the specifics of the market of hotel services.

The purpose of this article is to consider the strategic directions of the development of hotel business in Ukraine, to identify its downsides and identify the prospects and main directions of development.

In Ukraine, tourism industry as an independent sector of economy is at the stage of its formation at present. Investment in the hotel business is seen as a major component of tourism infrastructure. Therefore, it is necessary to determine the main directions of development of the hotel business in Ukraine in order to increase the competitiveness of the hospitality industry in the hotel services market.

Hotel business in Ukraine is a promising sphere for several reasons: 1) there is an increase in business activity in the country causing an increase in "business tourism"; 2) higher income of the population of Ukraine leads to an increase in the number of people traveling: 3) Ukraine, which declared its integration into the European space, gradually becomes attractive to Europeans; 4) cancellation of hotel fees has led to a reduction in tax responsibilities for hotels [3].

But despite the fact that the service sector is becoming more and more developed in our country, the operation of hotel industry is facing a number of problems: lack of hotels due to significant barriers to entering the market of hotel services in Ukraine; discrepancy between the prices and the quality of hotel services; low competition in the hotel market due to the lack of corporate standards for quality management of hotel services; lack of a well-developed and officially accounted network of alternative means of accommodation; insufficient number and inadequate level of personnel training for the hotel industry; limited practice of using electronic and automated reservation systems of hotel rooms and the latest technologies in the process of service in hotels and other accommodation establishments; overload and insufficient quality of hotels and other accommodation facilities; poor support of hotel activity by the state [1].

The availability hotels in the cities of Ukraine is 3.9 rooms per 1000 inhabitants, which is much smaller than in the vast majority of developed countries. This number is the lowest in Europe. On average, only every twentieth Ukrainian hotel can claim a rating higher than one star [2].

To bring the hotel business in compliance with international norms and standards, it is necessary to take into account global trends in this area. Among them are the following: 1) tech explosion (cloud-based operation management, Mobile and voice-responsive functionality, use of cryptocurrency); 2) modern design (simple, nature-inspired designs, interconnected devices); sustainability (eco-friendly practices, focus on renewable energy resources); 3) increased emphasis on health and well-being (well-equipped fitness centers, pools and spas, innovative wellness options, healthy food); 4) promotion via social media; 5) real-time complaints (Facebook, Twitter, Yelp or TripAdvisior).

Thus, the prospects for the development of hotel business in Ukraine are closely connected with tourism business. Experts say that Ukraine has high marks and positive reviews of international ones rating agencies: Globe Spots, National Geographic, Trip Advisor, The Lonely Planet, which was raised after the Euro-2012, which changed the perception of Ukraine to the level of important tourist destinations. Attracting tourists will help restore the historical value of many cities, as well as improvement of recreation complexes.

Making Ukraine one of the leading tourist destinations among the countries of the world is a complex task that requires systematic efforts of both state institutions and subjects of the hotel business. The development of the hotel sector requires favorable investment climate, diversification of additional services; improving quality and culture of customer service, bringing roads in proper condition, corresponding to international standards.

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DEVELOPMENT OF APPLICATIONS ON THE ANDROID PLATFORM

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The modern world is the world of information technology. Every day, humanity rises one step in in its development. Various gadgets, rockets, cars, microcontrollers, drones and so on. All these things surround us. The information age requires specialists who would support and develop it. Nowadays, those people are in demand who are able to understand all aspects of electronics, software development and programming.

However, in fact, it is very difficult to find a job, even if you have programmer skills and a specialty in this area. Someone can be more inclined to mathematics, physics or electrical engineering. However, there are creative people. They find it harder to understand the programming algorithms, but they can come up with a cool design for the same programs.

As students of information technology, we searched a lot and thought about how you can earn some money on what we already know. We think now there are two of the most basic and accessible ways to apply programming knowledge and earn for the student. The first is the creation of a website, its design and support. The second is the creation of an Android application. “What can I do? I need to analyze yourself. It is hard to understand programming, but if I had sat, I would figure it out. I also like video games. Oh, video games! Maybe I can create my own ones” we thought.

There are two leading corporations that make software for smartphones: Google (Android) and Apple (IOS). Android is sometimes called the “corporation of good” (or rather, the well-known corporation Google, which has been the owner of Android since 2005), and Apple is called the “corporation of evil”. That is because Android is more accessible and easier in downloading free applications from the Google Play Market. Android is also easier to hack. And this means that it is easier to change the software in the service centers, if the phone is broken, it is easier to work with it, add something of your own. Apple is famous for its privacy. Many applications in the Apple Store are paid. However, Apple products are no worse and many people use them.

So, we stopped at creating an application for the popular, well-known Android. As it was mentioned above, it is more accessible in terms of application development. We use a development environment called Android Studio to create my application. At this point we do not make the game. At my university, we took an assignment from on the topic: “European Restaurant”. At the moment, we study and understand the basic methods of development. The process itself is very convenient and interesting. we can immediately see the results of my work on my phone, which is connected with a USB cable to my computer. All changes and additions of various elements in the program will be immediately displayed on the smartphone.

The prospects of the study are in the development of games in less than half a year. It is quite real. There are many services that will charge you a small amount of money when you upload your application on Google Play. There are three main ways of earning money with an application. The first way is when you have created a good game and have thought about the internal currency that players can buy for real money. The second way is to make the application paid. But this method is bad for novice developers. That indeed, the application will not be popular at first, and few people will want to buy it. The third way is to add advertising to the application. The user will periodically see ads, and you will get some money. One of the advertising services is called StartApp.

We hope everything will work out. And we advise novice developers to try one of these ways, because the development process is easy and interesting. For example, the popular game Cut the Rope was invented by two brothers who were just interested in creating applications.

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A PARADOX OF CHOICE. TRAPS OF DIVERSITY

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The official dogma sounds like this: it is necessary to increase the level of personal freedoms if we want to increase the level of social welfare. How can I expand the boundaries of personal freedoms? One way is to give more choice. The greater the choice, the more freedom, and the more freedom, the greater the welfare. This principle has spread to our daily lives. Let's look at a few examples.

You came to the store. A few words about salad dressings. There are about 175 in this store. And this is not counting 10 types of cold-pressed olive oil and 12 types of balsamic. They can also be purchased and made even more salad dressings to your taste - in case none of the 175 ready ones satisfy you. Or, for example, you go to a home appliances store to buy a stereo system - speakers, player, tuner, amplifier. There will be ready-made ones, but the thing is that you can collect more than 6.5 million variants of stereo systems from components presented in only one store. Admit it is a worthy choice. This diversity, it is in everything, in phones, health care, in marriages.

We go to football matches with a mobile in one hand, a Blackberry smartphone in the other and a laptop on our lap. Even if all the devices are disabled, every minute we continue to think about whether to take a call, answer an e-mail, or start a letter. And even if we say no to ourselves, the impression of observing playing football is completely different.

Let's talk about the negative properties of diversity. Paradoxically, a huge variety paralyzes the decision-making process. Let me give an example: the company Vanguard (a giant investment mutual fund with about a million employees.). It was found that when employees were given the choice to choose one of ten pension funds, the employee participation share fell by 2%. This means that if we offer them to choose from fifty funds, then 10% fewer employees will participate in the pension contributions program than if they offer to choose from 5. Why is this happening? Because of the 50 funds, it is very difficult to choose the one in which to invest. And people postpone this decision until tomorrow, then until the day after, and so on, and they never make a decision. Thus, paralysis is a consequence of a wide choice. After all, I really want to make the right decision when you realize that it is forever. You do not want to be mistaken in choosing a pension fund, and even in choosing a salad dressing. This is the number one negative effect.

The second effect is as follows. Even if we made a choice, we feel less satisfied with the results of our choice than we would have, choosing from a smaller number of options. Consider one of the reasons for the example of the salad dressing. You bought one and it was not perfect. It is easy to imagine that so much time options, then you can choose the better. And this imaginary choice that you didn’t make makes you regret the choice that you really made. And it deprives you of the pleasure of your choice.

Third: escalation of expectations. Example, I wear one model of jeans for many years and decided to go to the store. The seller started asking questions: “Would you narrow, straight or free? On buttons or zipper? With a scuffed or bleached effect? Maybe torn? Flare? Narrowed? ". In the end, after an hour, I went out in jeans that looked better than mine. I achieved more, but I felt worse. The reason is that when we know one model, we have no special expectations on this. Now when there are a hundred models, one of them exactly has to be perfect. And what I bought was not bad, but not perfect. Diversity entails an increase in expectations, and, consequently, a decrease in satisfaction with the result, even if it is not bad. Why was everything worse before, but better? Because when it was worse, people were more likely to be surprised. Now the world in which we live - wealthy residents of cities with high expectations - is such that the most we can hope for that our expectations will coincide with the real state of affairs. We will never be pleasantly surprised because our expectations with you are on such a crazy level.

This is the paradox of fish in an aquarium - the thing is that if you break it in order to reach great opportunities, you will not get freedom. You are paralyzed. Paralysis - more, satisfaction - less. Each of us needs an aquarium.

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CARBON DIOXIDE PROCESSING INTO ALTERNATIVE FUELS

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In recent years, mankind has faced climate warming on our planet as a result of changes in the composition of the atmosphere and the manifestation of the so-called greenhouse effect, keeping warmth on Earth. The higher the concentration of these gases, the greater the greenhouse effect.

Greenhouse gases are gases that create a screen in the atmosphere that delays the emission of infrared rays into space, which, as a result, heat the surface of the Earth. Currently, these gases include carbon dioxide, methane, chlorofluorocarbons (freons), nitrogen monoxide (N2O) and tropospheric ozone.

Thus, CO2 is a fairly stable molecule, and in order for it to enter into a reaction, a huge amount of energy is required. One common way to convert CO2 is to remove the oxygen atom and combine the remaining CO with H2 to create methanol. However, such a reaction requires very high temperatures (about 1000 degrees Celsius), which are not so easy to maintain.

The goal was to find a cheaper and less energy-consuming method of processing carbon dioxide (CO2), into an alternative fuel - methanol, which will solve two problems at the same time: reducing the amount of CO2 and obtaining almost affordable fuel.

A new method of converting carbon dioxide into liquid fuel has been developed. For this, it is enough to use copper and sunlight.

According to experts from the University of Texas at Arlington, the new technology will help produce fuel from the "gratuitous" raw materials, while not polluting the environment of CO2. The essence of the technology is in the use of nanorods of honey oxide Cu2O oxide crystallites coated with another copper oxide - CuO. During the experiments in the laboratory, it was found that if these rods were immersed in water saturated with CO2 and then irradiated with sunlight, then a photoelectrochemical reaction begins, which leads to the release of methanol. The new process is safer, simpler and less expensive than all previous greenhouse gas conversion methods: you just need to submerge the array of copper nanorods in the water.

But methanol is poisonous, and we cannot talk about the complete safety of the new technology only if reliable water is cleaned from methyl alcohol.

Nevertheless, the advantages of copper nanorods over similar modern developments are enormous.

First of all, cocatalysts, high pressure and temperature, the use of toxic or rare-earth metals are not required.

At the same time, copper nanorods demonstrate a 95% conversion efficiency of CO2 to methanol without significant energy costs.

A cheap way to convert carbon dioxide to methanol can open up completely new opportunities in the energy and chemical industries since methanol is used not only as a fuel raw material but also as a starting material for the production of plastics, adhesives, and solvents.

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UNLIMITED CLEAN ENERGY DREAM

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Our world is such that in it the existence of something infinite and ideal seems impossible. And this also applies to our planet. What happens when all the resources available to us will be exhausted? As American scientists asserted, they found an endless source of pure and free energy.

Nuclear fusion is the production of all chemical elements that exist in the Universe, from one or two simple atomic nuclei. It is believed that nuclear fusion occurred due to the release of a large amount of nuclear energy during cosmogenesis. It still continues on the Sun and on other stars. Repeated nuclear fusion reactions explain the origin of most chemical elements, ranging from hydrogen and helium to iron. Chemical elements that are heavier than iron can be explained by repetitive reactions involving the capture of neutrons by the nuclei.

Nuclear fusion is the be-all and end-all source of energy because, in theory, it’s practically unlimited and has almost no downside. It doesn’t put carbon into the atmosphere like the burning of fossil fuels or generate radioactive waste like nuclear fission, which is the technology in current nuclear power plants. And the key to reducing losses and increasing production - a new type of powerful magnets, a key component of fusion reactors. The magnets create a field to hold the fusion reaction in place without it touching anything solid - thus solving the meltdown problem. In the past, it took lots of energy to power the magnets. The new magnets created by the collaborators, however, are smaller and need less energy. This means that, for the first time, their system produces more energy than it consumes. *MIT* and *Commonwealth Fusion Systems* (US private company) plan isn’t pure theory - they’ve raised $50 million from Italian power company *Eni* to actually build a reactor. Their fusion experiment, called *Sparc*, will produce enough energy to power a small city.

During this time, governments around the world poured billions of dollars into their projects/efforts. All interested in the researchers are waiting for the results - some with a hope of the success of science, some with lust from future dividends. It’s no joke: humanity will receive a source of extremely cheap, environmentally friendly, practically inexhaustible energy. This little thing can power an apartment and a factory, a car and an airplane, a space rocket, and a sea liner. We must also take into account that work on the creation of special devices are going on in hundreds of laboratories around the world, including in Ukraine, and several groups have already announced the creation of their existing prototypes.

If the history of the science of the merger were summed up in one word, it would be “arrogance.” Many great minds were work on this many years ago and working right now. Nuclear fusion is the energy of the future and it always will be.

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THEORETICAL ASPECTS OF THE NATURE OF THE ELECTRONIC COMMERCE

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The stimulation of the formation of new economic activity forms took place during the rapid development of the global economy in the conditions of globalization and development of information technologies.

Significant role in this is played by electronic commerce, the formation and development of which is conditioned by the successful conduct of economic activity by all subjects of e-business in the international space. Today, electronic commerce has become not only one of the main areas of the economy, but also an integral part of the economic and social activities of people.

A large number of researchers understand the e-commerce as the form of products trade through information and telecommunication systems, which includes all trade and economic transactions and business processes that directly serve such transactions [3].

Characteristic features of e-commerce compared with the traditional [2]:

1) Increasing of the firm competitiveness due to increased costs for business organization, advertising and promotion of goods or services, customer service, support of communications, reducing the time spent on interaction with consumers and business partners, expansion of pre- and post-sales support.

2) The expansion and globalization of markets: for the Internet there are no geographical boundaries, time limits and holidays. Cost and speed of access to information does not depend on the distance to its source. As a result, small and medium-sized enterprises can successfully compete in the global market and users have the opportunity to gain the widest access to goods and services.

3) Personalization of the interaction: with the help of information networks, firms can receive detailed information from each client and automatically provide goods and services at mass market prices.

4) Changes in the infrastructure due to the share reduction or complete exclusion of material infrastructure (e.g. buildings), reduction of the number of personnel and intermediaries.

5) The creation of new products and services, such as e-delivery and support services, provision of referral services, customer contact and supplier services etc.

In today's world, e-commerce has an important role and is one of the most dynamic and profitable business areas. In order to become more familiar with e-commerce, we will consider the characteristics of its main types (table 1) [4].

For a better understanding of the e-commerce mechanism, it is also advisable to define its main functions:

1) advertising (a way to attract consumers attention to a specific site);

2) demonstration of the goods (display of products by means of the Internet);

3) accomplishment of operations (fast and safe calculations, delivery options);

4) after-sales service (the assistance provided to the client both during and after the purchase);

5) arrangement of long-term relationships with the client (studying the benefits and tastes).

Researchers of e-commerce in Ukraine distinguish the factors influencing its development. Thus, N. Valkova distinguishes four groups of factors: 1) restraining (risk of fraud); 2) neutralizing (responsiveness); 3) stimulating (time saving); 4) enhancing (store information) [1].

Consequently, the development of e-commerce is becoming increasingly important in the context of globalization of economic processes, due to the possibility of achieving global presence and implementation of economic activity on a global scale, global choice of goods, regardless of the geographical position of the subjects.

Today, e-commerce is developing very fast. According to the latest forecasts in the near future, it will be the most used tool for promoting goods.

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THE BRAIN DRAIN FROM UKRAINE

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In the knowledge economy, the very existence of highly developed human capital determines the ability of the country to intensify and effectively use the resources available to it. In recent years the brain drain has increased. It has a significant impact on the economic security of Ukraine.

The brain drain is a process of mass emigration in which specialists, scientists and skilled workers leave the country or region for political, economic, religious or other reasons. Evaluating this process, it can be assumed that the countries from which the specialists leave, suffer a very significant economic, cultural, and sometimes political damage. Conversely, countries that host emigrant professionals will acquire huge and cheap intellectual capital.

The age of most Ukrainians who temporarily leave the country or want to go to a permanent place of residence is from 20 to 49 years. If in 2015 the unstable political situation and lack of security appeared on the foreground, today Ukrainians focus on material aspects such as inflation, rising prices and low living standards.

Almost three of the five respondents admitted that they do not see their future in Ukraine. Every second is not satisfied with the size of the salary and the level of economic development. Slightly fewer than half consider that it is impossible to stay in a country where laws are not being implemented and corruption is flourishing. And two of five are worried about an unstable political situation.

A survey of the International Human Resources Portal showed that the population answered very negatively the question "How do you think, why many Ukrainians go to work abroad?".

1. I do not see mine and my family’s future in Ukraine.
2. A salary is small in Ukraine.
3. The economic situation is severe.
4. Laws are not being implemented and corruption is flourishing.
5. Political situation is unstable.
6. Quality of life is better abroad (good medicine, affordable insurance).
7. You can make good money abroad, even if your job is not very prestigious.
8. It is difficult to feel safe in Ukraine. [1]
9. It is impossible to achieve self-fulfillment as a professional.
10. It is easier to start your own business abroad.

In general, Ukraine should stress the potential benefits of qualified emigration, assuming the measures to mitigate the effects of this phenomenon. The brain drain is a largely inevitable process that can accelerate as Ukraine enters European and world markets. Instead of making decisions that restrict labor emigration, it is crucial, that appropriate policies on "human resource exports" depend on the state and society's ability to provide favorable conditions for the education and professional development of highly skilled professionals within their own country. Stable and attractive Ukraine is the best solution to minimize the negative effects of outflow of skilled personnel and encourage the return of highly skilled migrants from abroad, as well as attracting skilled foreigners from other labor markets [2].

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INTERNATIONAL TRADE AT THE PRESENT STAGE

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One of the oldest and most important forms of the international division of labor is international trade. In the framework of the international division of labor, there is a regular exchange of goods and services provided in accordance with the International Standards in force in the field of trade. This is any interstate exchange activity with goods, services and other results of human labor or elements of nature. It is a set of foreign trade of all countries of the world economy and creates the sphere of international trade and money relations.[1]

International trade is the most important form of realization of the principle of comparative advantage; it is another aspect of international specialization. It allows all countries to expand production and consumption, increase competition and influence economic growth.

International trade consists of the export and import of goods and services. Export means that goods and services produced in one country are sold outside of its borders. As a rule, goods which domestic prices are lower than the prices on the world market are exported. There are visible and invisible exports. It seems to belong to the export of goods, and to the invisible - the provision of services created in this country to consumers from other countries. Imports are goods and services created outside of a given country, but imported and consumed in it. As a rule, goods are imported which prices on the world market are lower than those of the domestic market. The main quantitative indicators of international trade are the volume of world exports, imports and trade. There are several types of international trade. Depending on the types of trade distinguish trade in goods and services. According to the method of interaction of the subjects, traditional and countertrade trade and trade in specialized products are distinguished.

International trade is an important part of the global economy. At the present stage of its development, more and more countries are joining the processes of globalization of world trade relations. The paper discusses the types and directions of international trade.

International trade is carried out in two main areas: directly and through intermediaries. When trading directly, there are no fees for intermediaries, which reduce transaction costs and speeds up trading. But for the implementation of such trade requires a solid knowledge of the partner, high qualifications and experience. Trading through intermediaries is easier for its subjects, but it requires more transaction costs. Here the main role is played by international exchanges, fairs, exhibitions and auctions.[2]

An important element of international trade is the world price, or the price of the world market. This is the monetary expression of the international value of goods of appropriate quality. The level of world prices is determined by a number of factors: the level of expenditures for the production of a unit of production, the level of competitiveness of goods on the world market, the nature of the state's impact on foreign economic activity, currency fluctuations. A characteristic feature of world prices is their multiplicity of a homogeneous product. This is due, firstly, to the difference in the trade policy of states on the world market; secondly, state and interstate monetary policy; thirdly, the conjuncture of world markets; fourth, differences in pricing methodology. The price may vary significantly depending on the place and time of sale, the terms of the transaction, the type of payment and currency. Differences in price levels are also due to the type of transaction for the sale of goods - commercial, clearing, and interstate.[1]

The world trading system has always been shaped by technological progress. Not only is technology a determinant of trade costs, but it also defines what products can be traded across borders, and it affects patterns of comparative advantage. Today's digital revolution has come about because of the shift from mechanical and analogue electronic technology to digital technologies, which have been rapidly adopted in the information and communication sectors in particular, and accompanied by sweeping economic and even social changes. All of this started with one fundamental innovation: the internet. The internet economy has remodelled many facets of our lives, from how we interact with each other, to what we buy and how we work. As new digital technologies leverage the internet to process and analyse big data, computers, automation and data analytics are coming together in an entirely new way that is transforming the global economy and global commerce.

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THE BASIC FEATURES OF UKRAINIAN RURAL GREEN TOURISM

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The Ukrainian village has an extremely rich historical and architectural heritage, culture, and natural picturesque landscapes, as well as recreational resources. Besides, our villages are rich in individual housing stock and kind and hardworking people.

Rural tourism is an important factor in a stable dynamic increase in budget. It boosts the development of many sectors of the economy (transport, trade, communications, construction, agriculture, etc.). Due to the preservation of ethnographic originality rural rest in Ukraine should acquire the character of national importance.

Firstly, it gives impetus to the revival and development of traditional culture. Secondly, through rural recreation, residents of urban areas have the opportunity to know real Ukrainian traditions. Thirdly, the ethnoculture of the village represents Ukraine to the world and attracts foreign tourists.

Some domestic scientists have studied the issue of green tourism. They are G.V. Kazachkovskaya, V.D. Kalityuk, V.I. Karsekin, S.I. Popovich, I.L. Sazonets, T.G. Sokol, and others. However, with the development of society and the spread of the popularity of tourism research in the field of rural green tourism is relevant.

In Ukraine, there are all preconditions for the development of recreation in the Ukrainian villages which can be considered as a specific form of subsidiary economic activity in a rural environment with the use of the natural and cultural potential of the regions. They are the following: the existing private housing stock (today there are more than 1.0 million homes in Ukraine, 98% are in private property); the rural population that is not employed on private farms is over 3.0 million people; the problem of marketing of agricultural products, two thirds of which are produced on personal farms.

Tourism is a stimulating element of the active development of the economic sectors associated with it and contributes to the socio-economic development of the region.

Despite its high tourist potential, Ukraine occupies an insignificant place in the global tourist market. Tourism stimulates the development of infrastructure elements: hotels, restaurants, trade enterprises, and also predetermines an increase in the revenue part of the budget.

In fact, the tradition of rural green tourism began to develop in Europe about half a century ago. For Ukraine, the term “rural green tourism” is quite new, but the tradition of this type of recreation in Ukraine started a century ago. Famous people of culture, science, and politics came to the Carpathians for treatment or rest in the mountains: I.Franko, L.Ukrainka, M.Grushevsky and others.

Nowadays the development of green tourism in Ukraine is the main responsibility of public association «Спілка сприяння розвитку сільського зеленого туризму в Україні». This organization collects data on green tourism in different regions of the country and organizes educational programs and trainings, gives information and communication support, and deals with consulting and legal support. It also is engaged in popularization of "green tourism", organizing conferences and exhibitions, etc.

The main thing that attracts in green tourism is a complex of factors that favorably affect a person: wellness, aesthetic and cognitive aspects. Rest in rural areas has a number of advantages: calming and relaxing environment, positive emotional impact on the surrounding tourist environment, safe environment, flexible and affordable pricing policy, and hospitality of the population.

For the convenience of tourists, the hosts often offer a whole range of additional services in addition to the provided living conditions and homemade, delicious and natural food services: for example, picking berries and mushrooms, excursions or hiking in the mountains and many other things that enrich the rest.

So, what should Ukraine do to develop and popularize green tourism in Ukraine? It really has great prospects. But, unfortunately, neither the legislative base nor the infrastructure is adapted for this type of active rest. Few people know how to present the highlights of national traditions to lovers of "green tourism" to arouse their admiration.

Ukraine can simply learn from the experience of different countries like Germany, Switzerland, Norway, Italy, France and Greece to improve this direction taking into account Ukrainian specifics and mentality.

The following measures to develop rural tourism in Ukraine should be taken: exemption from income tax; financial support of the village: subsidies, loans for modernizing housing; host training for host rules; popularization of the traditional type of village, "rural philosophy".

A systematic approach to the organization of this new type of Ukrainian tourism can contribute to the development of not only domestic but also inbound tourism. In addition, tourism has ample opportunities to attract foreign currency and various kinds of investments.

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THE PROSPECTS OF E-COMMERCE IN UKRAINE

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The integration of local networks into the global Internet network and the development of information technologies have led to a significant increase in the speed of information exchange. As the worldwide network became popular and spread out, it became an integral part of the business. At initial period of Internet use the entrepreneurs were limited to electronic correspondence. Today it is difficult to imagine a successful company not using the Internet for business. Any company needs information support of its business processes, as well as information interaction on-line with the external environment - branches in other cities and countries, customers, suppliers. The role played by the Internet for business and Commerce is much wider, than just communication. It includes making deals, advertising, making purchases, making payments, receiving feedback and, as a result, increasing the volume of the market for a particular company.

In Ukraine e-Commerce began to develop recently in comparison with the leading countries of the world. It is important for entrepreneurs to study and take into account the world's achievements in this area to ensure effective development.

The aim of the study is to examine the theoretical provisions of e-Commerce, the study of problems and formulation of prospects for the development of e-Commerce in Ukraine.

The concept of "e-Commerce" has different interpretations. Some authors separate the concept of e-business and e-Commerce, while others identify them. In particular, Summer Gr. Duncan defines e-Commerce as any form of business process, in which interactions between entities take place electronically using Internet technology, and e-Commerce as the process of buying and selling goods or services, when the entire cycle of a commercial transaction or part of it is conducted electronically [1].

The e-Commerce industry in Ukraine has a strong growth trend. Despite the difficult situation in the country's economy (and partly as a result of this situation), Ukrainian business is actively moving its activities to the Internet. The popularity of online shopping will grow in the coming years, especially if the economic situation is being improved and the solvency of the population is being increased. Currently, a high level of competition is observed only in the most popular commodity items, so a large number of areas remain open to new participants.

It should be noted, that in Ukraine there are certain obstacles to the development of e-Commerce. They primarily include the imperfection of the regulatory framework (including the protection of intellectual property rights, regulation of financial issues and contractual disputes). It is necessary to improve the regulation of electronic payment systems, taxation issues, customs issues, privacy and security.

Other reasons include slowing down the pace of e-Commerce in Ukraine, low level of confidence in online shopping for overpricing in electronic stores and cases of fraud with electronic cards, weak protection of personal data. So far, logistics and customer service from the regions are not sufficiently developed in our country.

Due to the fact, that e-Commerce is a relatively new phenomenon in Ukraine, the owners of online stores and sites have problems with hiring qualified personnel. Creation and maintenance of websites, consulting, organization of feedback-these issues require a professional approach. It is proved, that the human factor in e-Commerce can affect both the number of visitors and the amount of revenue.

The e-Commerce market has a significant potential for growth due to the conditions of solving the problems of technological support of electronic trading platforms, security of personal and payment data of buyers, further development of logistic networks and improvement of legal support of e-Commerce [2].

Taking into account the information given the conclusion should be made, that for reaching the best results, it is important to keep track of the latest achievements of the world Internet Commerce leaders. Among the main trends in the development of the e-Commerce market the development of mobile applications and mobile payments, focus on omnichannel, customer-centric and personalized sales should be noted. At the same time, ensuring exceptional customer service should remain among the mandatory requirements for your business.

Practice shows, that the market successfully finds solutions to all the problems, that arise in the process of its development and the most effective solutions quickly become the actual standards in the industry.

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ENERGY EFFICIENT STREET LIGHTING CONTROL IN THE RURAL SETTLEMENTS

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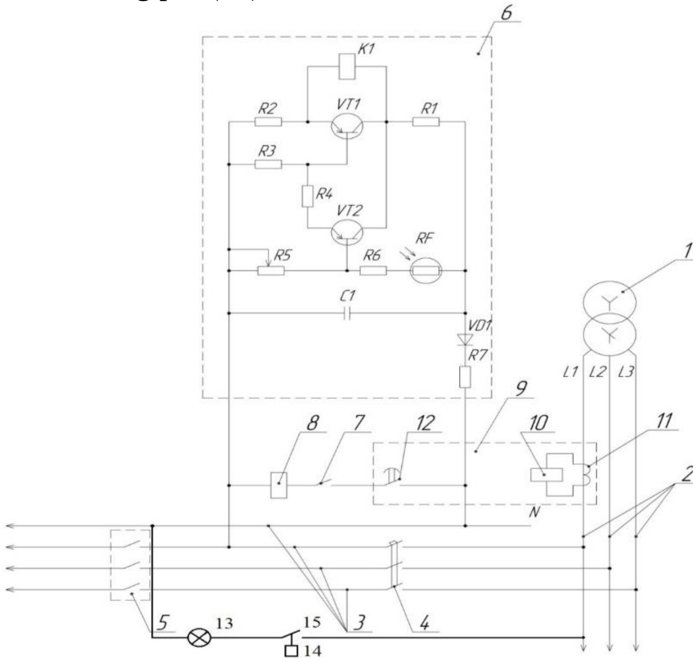
Electricity consumption for lighting is about 25%, a significant portion of which is spent on outdoor lighting. Therefore, the problem of reducing the cost of street lighting is quite relevant. The peculiarity of the villages and rural settlements is the night life. Illumination of empty streets in this period is pointless. Early in the morning the most part of the peasants (milkmaids, farm machine drivers, etc.), wakes up and goes to work, others go to the market, and they need to light up the streets. We have developed energy-efficient street lighting management system of rural settlements.

The scheme includes a power supply (1), grid (2), grid street lighting (3), attached to the power grid (through 2) sequentially switching on the circuit breaker contacts (4 and 5) of the magnetic starter, disk (6), (7) contacts are enabled in the range of (8) coil magnetic actuators, current relays (9), coil (10) which is activated in one of the phase conductors of the power grid (2) through the current transformer (11) and current relay contacts are switched in the range of (12, 8) coil magnetic actuator in series with the disk contacts (6, 7). At pylons the stand-alone lamp is installed (13) and a motion sensor (14) with its locking pin (15).



The device works on the following principle: from the power source (1), which acts as a transformer (10/0), (4) windings are connected in star scheme with zero. The current is fed to a power grid (2), through the power contacts (5), the magnetic actuators are attached to the lighting grid (3).

The proposed model is useful not only for changing natural light and electricity consumption in line, but for lighting the streets late at night. This model allows to automate the village street lighting and to save electricity and community funds. In the result we have automated control street lighting which saves at least 50 % of electricity and maintains comfort for the inhabitants of the village.

The time at which the vehicle will travel range of the motion sensor, determined by the following formula:

$$t = \frac{2R}{V}$$

where R - radius of action of the motion sensor, m (22); V - vehicle speed, m/s.

During the experiment, the sensor range of vehicles was at different speeds (40 - 60 km/h). The delay motion sensor was installed within 5 - 6 seconds, and it did not work, that was connected with the task. Thus, as the village is a place with the vehicles of much less speed, more studies have been conducted when driving a tractor, the speed of which was 20 - 45 km/h. The studies have shown that even with a minimum speed (the speed of a cyclist is 15 - 18 km/h) the motion sensor also did not work.

The motion sensor will work and energy-saving lamp will illuminate the road for at least 20 seconds, whereas the majority of the peasants are old people. The invention relates to the field of electrical engineering and is used to automate the management of objects depending on the light conditions, the availability of electric supply of consumers. The motion sensor activates for 5 seconds while the man is passing and does not respond to the movement of vehicles. The light is turned on only when the person will be in the zone of the motion sensor. The result is – automated control of street lighting which saves energy and money of the rural community budget. Total savings with energy-saving lamps will be 90%.

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POLITENESS AS A KEY TO SUCCESSFUL COMMUNICATION

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Human communication has always been a very essential part of people’s lives. This phenomenon is considered as “giving or exchanging information, messages, etc.”, hence it is a speaker-listener interaction [4; 53]. People can inform others or be informed about something, share experiences and discuss their ideas during collaborative actions. Communication is always purposeful – “some motivation leads you to communicate” [3; 10]. Its success is achieved in case when a speaker accomplishes his or her goal and there is harmony between interlocutors. In the epoch of globalization, value of communication, that includes functioning of all human activities, is increasing and its effectiveness is becoming extremely significant.

Knowledge of principles, communication is based on, regulates behaviour of partners, providing opportunities for positive interaction, helping to avoid tensions and conflicts. One of the most important principles is a Politeness Principle that enables creating a favourable atmosphere for a conversation and friendly environment for realization of interlocutors’ intentions. It is also understood as a meaningful tool in order to “to survive and flourish together” in “the world’s continued health" [6; 12]. Thus, acting in accordance with the Politeness Principle is vital in the modern society. The purpose of the paper is to offer a review of the fundamental works regarding the phenomenon of politeness and clarify the peculiarities of its expressing in interpersonal interaction, that makes the topic of our research of high priority.

The notion of politeness has received a lot of definitions. A Dictionary of Linguistics and Phonetics describes politeness as "a term which characterizes linguistic features mediating norms of social behaviour, in relation to such notions as courtesy, rapport, deference and distance" [2; 373]. In J. Holmes's opinion, it shows "positive concern for others ..." [5; 5]. According to P. Brown and S.C. Levinson, politeness "like formal diplomatic protocol presupposes that potential for aggression as it seeks to disarm it and makes possible communication between potentially aggressive parties" [1; 345]. Besides, the scholars present a notion of "face" and differentiate "negative face" and "positive face": "negative face" means a communicator who wishes to preserve his or her autonomy, whereas "positive face" refers to an individual's wish to be liked by other people [1; 13].

G. Leech sees politeness as "relationship between two participants whom we may call self and other" [7; 131]. Also, the linguist distinguishes the Maxims of the Politeness Principle: the Tact Maxim (it provides an other's independence), the Generosity Maxim (it stresses an interlocutor's significance), the Approbation Maxim (it reduces expressing of dispraise), the Modesty Maxim (it refers to accepting by a listener minimum of praising), the Agreement Maxim (aims to avoid disagreement) and the Sympathy Maxim (means to be supportive) [7; 131]. For instance, the phrase *"Can I take your key?"* sounds more tactful than *"I'm going to take your key"*. Another example does not contain any criticism and illustrates using the Approbation Maxim: *"I was amazed by your speech in public"*. Otherwise, there is disapproval in the phrase *"You could give a better speech",* that is regarded as definitely impolite.

It is necessary to note that means and forms of politeness messages vary from one culture to another. We are to bear in mind we can't exist beyond our culture and its standards, for this reason, "our ways still seem the "normal" ones" [6; 11]. However, some of them may not be appropriate or interpreted as characteristics of proper behaviour in other community or society. Furthermore, there are gender differences in showing politeness during conversations. J. Holmes claims that initially it follows from the fact men and women understand purposes of interaction differently, and as a result, they use language unequally [5; 2].

In conclusion, effectiveness of communication is predetermined by following the Politeness Principle. Some signs of politeness might be misinterpreted due to interlocutors' ethnic background and gender distinctions. Taking into account the considered factors will help to avoid misunderstandings, that can be regarded as a benefit for successful communication.

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SOLAR ENERGY AS ALTERNATIVE ENERGY IN A HOUSEHOLD

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Normal life of a modern civilization is impossible without electric energy. Therefore ensuring high reliability of electrical supplies, its rational use, the maximum reduction of expenses in the course of its production, transfer and distribution are very important. Today, the use of electrical energy has reached large volumes, and the price of electricity rises every year. The question of using alternative energy sources arises.

Scientists are looking for new ways of obtaining electric energy, increasing its power and increasing the efficiency of equipment for converting solar energy into electric. The level of development of the productive forces of society, the ability to produce material goods and create the best material conditions for life are determined by the level of production and consumption of electrical energy.

The increase in the scale of consumption of electric energy, the exacerbation of the problem of environmental protection significantly intensified the search for obtaining electric energy in environmentally friendly ways. The development of thermonuclear energy research is carried out all over the world, directly without the mechanical transformation of internal and chemical energy into electrical energy: magnet hydrodynamic, thermoelectric thermionic generators, fuel elements.

The use of solar technology is very important at the present stage of development of our country. These questions are of particular importance in energy-intensive technologies. The rationale for the economic feasibility using solar panels in the open spaces of our country is important because most of the saving of population of Ukraine go to pay for the used electric power.

Solar panels, as a source of electricity, today it is difficult to call something unusual. For the first time they began to be used for power supply of space stations more than forty years ago, today solar batteries have strongly become usual as a source of environmentally friendly and free energy.

The sun has always sent millions of kilowatts of radiation energy to the Earth and this source will exist during many millions of years. Take and use solar energy. However, solar panels are used in Ukraine quite limited. What is the reason?

A solar cell is a photovoltaic dc generator that uses the effect of converting radiation energy into electrical energy. More precisely, in solar batteries the property of semiconductors on the basis of silicon crystals is used. The light quanta, falling on a semiconductor plate, knock an electron out of the outer orbit of an atom of the given chemical element, which creates a sufficient number of free electrons to produce an electric current.[1]

One or two silicon elements aren't enough in order that tension and power of such source were sufficient for application in the household purposes. Therefore, they are united in the whole panels in parallel or consistently. The area of such panels can be from several square centimeters to several square meters. More solar power generation can be achieved by increasing the number of panels. But the productivity of the solar battery depends not only on the area, but also on the intensity of sunlight and the angle of incidence of the rays. The productivity of the solar battery depends on the area and geographic latitude in which the house is located, depends on a weather and season, from the time of day.

In order for the system of solar panels to work and supply energy to network, it is necessary to install additional electrical devices, namely: inverter, that will convert a direct current into an alternating current; the battery, which will accumulate energy and smooth out the voltage drops due to changes in lighting; the controller of a charge of the accumulator which doesn't allow the accumulator to be recharged or discharged prematurely. All these are called an autonomous power supply system on the basis of solar batteries.

The batteries and controllers are not needed in a system that works on the supply of energy in a general network. Only a main inverter is required. As well as any technical device, a solar battery has the operating and technical characteristics.

With a solar cell area of about two square meters, the power of the module is about 10 W. Tension at the maximum load is about 25 V. Current of short circuit makes about 500 mkA. Such a module weighs about 2 kg. The approximate efficiency of the solar battery ranges from 14 to 18%. Such plate serves not less than 25 years.

Despite its low efficiency, a solar cell is the most efficient source of electrics among alternative and autonomous energy sources. Due to the high cost of the solar battery, depending on weather conditions, they are positioned not as a main, but as an additional source of energy. It is predefined by two reasons: by the high enough cost of solar batteries, and comparatively small exit of energy from unit of area.

On a clear sunny day, you can get a maximum of 70 W per square meter of solar cell area. It isn't enough for operation of the computer.

Therefore, solar cells are combined in mini-power plants for more power. You can get more than 1 kW of energy from a solar cell of 10 sq. m. This can ensure functioning of a computer, TV, several light bulbs. For a house in which 3-4 people live (required power is 300-400 kW per month) in the daytime and the warm season, there will be enough solar cells with an area of 25 sq.m.

Solar battery will be inefficient in winter. There are many advantages: long service life, independence from technical malfunctions of the power generating organization, there is no need to maintain it all the time, free energy itself.

Unfortunately, there are several convincing and specific shortcomings: high cost and therefore a long payback period, dependence on weather conditions, low efficiency, inability to use for high-power devices.

Due to the fact that hydrocarbon reserves on Earth are limited, this prompts us to look for new ways to solve the problem of energy supply. There are ample opportunities to use solar installations for private farm, especially in rural areas. Expanding the scale of application of solar installations not only provides significant energy savings, but also allows to improve the environmental situation.

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ALTERNATIVE FUEL FROM AGRICULTURAL WASTES

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Agriculture is the largest contributor of any resource sector of the country. It is also a large generator of waste materials. Agricultural waste recycling is a growing business, as more and more farms and companies turn to alternate ways to process waste products instead of sending them to landfill. Production of alternative fuel from agricultural wastes is a new perspective direction for investing. This happens because of rising prices for hydrocarbon fuels and the exhaustion of its world reserves.

Previously, people use raw biomass like wood chips for heating and burning. But other biomasses like sawdust, straw, sunflower husk, corn waste, stalk, etc. are not suitable for direct use, and they often have large size which makes storage or transportation costs much higher [2]. In addition, the direct use of wood chips can sometimes not be fully combusted. In consequence, biomass pellet mill and biomass briquette machine are invented to make biomass into regular shape solid fuel which is easy to use, convenient to transport and store, and has a higher calorific value (heat value).

Unlike most traditional fuels, pellets and briquettes do not harm the environment. These extruded materials are convenient in storage, high in calories and have little ash in comparison with conventional firewood. In addition, high density eliminates moisture accumulation and prevents material from rotting. Different from fossil fuels, biomass fuels are renewable. It generally refers to the plants. Some biomasses like grass or crops are planted every year, others like tree can grow every tens of years, so we can say biomass fuels are renewable.

Wood pellets are made from dry sawdust compressed under high pressure and extruded through a die. They may include a low level of added binder, such as starch, but many use nothing other than steam. They come in a range of sizes: for domestic and relatively small scale systems 6 or 8 mm is typical, while for larger systems 10 or 12 mm are common. Biomass pellets are usually utilized in home pellet stove, central heating boiler, industrial boiler, or in power plants to replace coal. [3]

Briquettes are similar to wood pellets, but physically larger. Sizes vary but briquettes can vary in diameter from around 50 mm to 100 mm. They can offer a cleaner, more consistent alternative to firewood logs, offering higher energy density and steady combustion. They are primarily for industrial use for heating. The briquettes made by screw briquette press can also be made into charcoal briquettes for BBQ because of their light weight and regular shape. They are more durable to combust and easy to transport and store.

Main advantages of fuel briquettes and pellets.

- increased (4-6 hours) burning time compared to a conventional coal and wood;
- absence of impurities, minimum ash content;
- do not crush and whirl dust during transportation;
- convenient packaging and size are the advantage when stored in cramped conditions, stores, restaurants, cafes, etc.
- heating value is on a par with the natural gas.

The effectiveness of using alternative fuels from agricultural wastes: creation of environmentally friendly, non-waste production; decrease of the cost of products; cost-effective use of plant wastes; saving of the budget funds which are allocated for purchase of fuel for municipal boiler-houses; small business development; creating new jobs in the countryside.

So, we can say, that briquettes and pellets are the universal means of heating of both industrial facilities and social facilities. They can be used for heating production facilities, small and medium areas of social and domestic purposes (office buildings, schools, hospitals), for household needs. Fuel briquettes and pellets are a more high-tech fuel comparing to conventional coal and firewood, they do not include any harmful substances, including adhesives and, therefore, the burning process eliminates negative points such as smoke, sparks and smell. It provides exceptional environmental safety when used in industrial applications and at home furnaces, fireplaces, all types of furnaces for heating tents, greenhouses, etc.

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WHY DO CURRENCY BLACK MARKETS EXIST?

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The currency black market means the parallel market of exchanging foreign currency, which is illicit all over the world. Some current operations run outside legal channels of banks thus the black market of currency generates the underground economy. A common thing for a currency black market are cash transactions because each participant would be evidently reluctant to detect any facts of their involvement in illegal operations.

The purpose is to research why do Currency Black Markets exist. Why is it still deserved to use an adverse black market rate to convert dollars?

Currency fluctuations are a natural outcome of the floating exchange rate system that is the norm for most major economies. The exchange rate of one currency versus the other is influenced by numerous fundamental and technical factors. These include relative supply and demand of the two currencies, economic performance, outlook for inflation, interest rate differentials, capital flows, technical support, resistance levels, and so on. As these factors are generally in a state of perpetual flux, currency values fluctuate from one moment to the next [2].

But although a currency's level is largely supposed to be determined by the underlying economy, the tables are often turned, as huge movements in a currency can dictate the overall economy's fortunes – a currency tail wagging the economic dog [2].

A black market is a transaction where goods or services are exchanged illegally. What makes the market "black" can either be the illegal nature of the goods and services themselves, the illegal nature of the transaction or both [3].

For example, while the buying and selling of food is not illegal, the transaction enters the black market when the good sold is illegal, such as foie gras in California. And while it's perfectly legal to sell hamburgers, when an all-cash restaurant does not remit to the state government the mandatory sales taxes on its transactions, it too has entered the black market [3].

Black markets, also called shadow markets, come about when people want to exchange goods or services that are prohibited by governments. Black markets skew economic data, as transactions are unrecorded. Black markets also arise when people don't want to pay taxes on the transaction for legal or illegal goods or services. Some black markets exist simply because people don't realize there are laws they aren't following, such as bartering and not reporting the taxable value of the transaction, or hiring a regular housekeeper or babysitter, but failing to pay employment taxes [3]. Currency black markets typically spring up in countries that have the following characteristics in common:

Weak economic fundamentals, such as a high rate of inflation and limited foreign exchange reserves.

Strict currency controls that limit the amount of foreign currency available to residents.

A fixed exchange rate regime where the domestic currency is pegged at an unrealistically high exchange rate to the U.S. dollar or another global currency.

A lack of confidence among the citizenry in the value of the domestic currency [1].

Because of unstable situation in Ukraine, the black trading market of dollars was hit hard by growth. His main advantage is the rapid purchase of the required amount in the currency. Despite the fact that the dollar on the black market in Ukraine is slightly higher than the bank, the purchase of foreign currency from the hands of all the same enjoys an impressive demand from Ukrainians. The reason for this is:

possibility to buy a large amount at a time;
elimination of potential attention from the fiscal service.

A large part of Ukrainians prefers to keep savings in US dollars, so they are interested in any changes in the black currency market [4].

So, the existence of substantial demand on currencies is caused when people look at currency as a way of saving their cash values. The state control makes it extremely difficult for citizens to buy foreign currencies with their local currency at the official exchange rate. A black market, therefore, develops for foreign currencies that would generally be priced at a significant premium to the official exchange rate, because of its artificial value and the demand-supply imbalance [1].

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INSTAGRAM: A WASTE OF TIME OR A SOURCE OF USEFUL INFORMATION?

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Psychologists and time management experts calculate how much time a person spends wasted on social networks. Especially, the most popular is Instagram. Instagram (also known as IG) is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger.

Following the release in October, Instagram had one million registered users in December 2010. In June 2011, it announced that it had 5 million users, which increased to 10 million in September. This growth continued to 30 million users in April 2012, 80 million in July 2012, 100 million in February 2013, 130 million in June 2013, 150 million in September 2013, 300 million in December 2014, 400 million in September 2015, 500 million in June 2016, 600 million in December 2016, 700 million in April 2017, and 800 million in September 2017.

In fact, you need only 10 minutes to “post” your last photo and view the tape of friends. However, most people “hang out” on social networks – read posts, write comments, argue with other people. All this takes a lot of time, which could be spent with greater benefit for oneself and others.

In addition, many of us completely go to the online world and forget about reality. For example, a group of friends gathered for dinner at a cafe. One of them received a text message on the phone, another decided to view the Instagram tape, someone wanted to make a video in a story. As a result, people do not communicate, but are passionate about their gadgets.

Judging by the results of a survey conducted by scientists from the University of Southern California, more and more people notice that using the Internet takes time away from communicating with loved ones.

Since 2006, their share has increased from 11 to 28%, and the average time spent by family members together has decreased from 26 to 17.9 hours per week. The number of people who feel abandoned due to the fact that close people are busy on the Internet has increased by 40%.

And at Ohio State University, they recently found out that student student Facebook user ratings are lower on average than students who don't use this site.

Can we conclude that Instagram is a waste of time? Does it take a lot of time?

As for me, this is not true. I believe that people should use this social network to get useful information. There are many topics that will be interesting to both adults and young people and teenagers. For example, sports, health, medicine, psychology, humor, travel, fashion, music and so on.

Each of us should spend less time on the Internet, but get more value from there. In our research we will answer the main questions: «Instagram: a waste of time or a source of useful information?» And share interesting accounts that I follow and read with pleasure.

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DEVELOPMENT OF ORGANIC PRODUCTION IN UKRAINE

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Ukraine's agricultural sector has experienced constant growth in recent years and it is the sector which proved to be resistant to the effects of the economic recession. Ukraine has favourable conditions for organic agriculture. Indeed, mild climate and fertile soils provide the country with perfect opportunities for organic sector development. Total organic agricultural area of Ukraine is 289, 551 hectares.

Consequently, during recent years Ukraine has become a major supplier of organic products for the European market. We produce a wide range of products: wheat, barley, rye, corn, buckwheat, millet, sunflower, flax, mustard, and soybeans. Additionally, thousands of square kilometers covered with natural woodlands provide excellent growing conditions for a wide range of wild berries, herbs, and mushrooms [1].

Most Ukrainian organic operators are export oriented, most of the export goes to European countries, including Germany, the Netherlands, Italy, Switzerland, Poland, the United Kingdom, Hungary etc. Ukrainian organic products are also exported overseas, with the main markets of the U.S., Canada, Australia, and different Asian countries.

Data collected from certification bodies in Ukraine reveal that 300,000 tons of organic products were exported from Ukraine in 2016. In 2017, the greatest organic export volumes were raw materials for industry purposes, including corn, wheat, soy, barley, spelt, sunflower, millet, rapeseed, blueberry, and oat. Nevertheless, export volumes of semi-processed and processed products are also rapidly increasing [3].

The majority of organic operators are certified to standards that are equivalent to the organic EU Regulation. The Association Agreement signed in June 2014 between the EU and Ukraine has led to a reduction in trade barriers and has greatly benefitted the export business to the EU.

As for the domestic market for organic products in Ukraine it is still rather young. Organic specialty shops that started to operate in big cities since 2008 have slightly expanded in terms of product range and turnover. But the range of organic products available to consumers remains small. Currently, the following organic products of Ukrainian origin are available in the national market: vegetables and salads, seasonal fruits and berries, beverages, meat and dairy products, eggs, honey, vegetable oils, and bakery products [2].

The most important stakeholders in the Ukrainian organic movement involve: Organic Standard certification body, Information center “Green Dossier”, Organic Ukraine Public Union of Producers of Certified Organic Products, Organic Federation oUkraine, Ecoterra Lviv NGO, Institute of Organic Production, Natur Boutique, etc. Thanks to their work and services the Ukrainian organic sector is advancing fast.

Ukraine had been receiving international support for the organic market development from Switzerland, Germany, the USA, Canada, the European Bank of Reconstruction and Development (EBRD) since 2012 [1].

The development of the organic market in Ukraine is one of the priority areas in the reforming strategy plan which is based on the Strategy for Agriculture and Rural Development 2015-2020. This strategy has been initiated by the Ministry of Agrarian Policy and Food of Ukraine in cooperation with local organic stakeholders and international partners.

The Ministry of Agrarian Policy and Food of Ukraine has initiated a new draft of the organic law and elaborated it in partnership with key organic stakeholders and with support from international partners aiming at harmonization with the EU organic Regulation. This draft on basic principles and requirements for organic production, circulation, and labeling of organic products is registered in the Ukrainian Parliament in 2016.

The Ukrainian state logo for labelling of organic products was officially registered as a trademark owned by the Ministry of Agrarian Policy and Food of Ukraine.

As for the key events devoted to improving national organic production and its popularization in the world there were some of them. The First International Congress "Organic Ukraine 2017" (26-28.01.2017, Kyiv): more than 250 participants, including 70 speakers from nine countries, gathered to exchange experience and establish mutually beneficial cooperation. Two international agreements on the supply of organic products to Switzerland were signed. Within the framework of the Congress, the exhibition of organic products was introduced, It was visited by more than 3,000 people.

The first Ukrainian National Pavilion was organized at BIOFACH in 2014 (Nuremberg, Germany). In 2018, the Ukrainian National Pavilion celebrates its fifth anniversary at the international organic trade fair BIOFACH (Nuremberg, Germany) [3].

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FIELD SCOUTS APPLICATION: THE STATEMENT OF PROBLEM

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Farm producers are being focused on precision agriculture these days, since it has been accepted as the only efficient and sustainable farming system. To realize the approach in precision crop farming it is needed to provide machinery for site-specific treatment. That is why the concept of small self-propelled scouts is a pressing issue for engineers all over the world.

The aim of the current research was to study farming cycle features and needs in order to find field scouts' market niche.

According to recent research, new agricultural technology is expected to be high efficient in such areas [2, 3]:

– production of healthy food and feed as well as renewable resources
– reduction of human workload in all farming processes
– sustainable handling of natural resources
– maintenance of the landscape and biodiversity.

Nowadays precision crop farming is an approach which mixes conservation tillage and no-till systems. The idea of precision management requires constant data gathering to form a clear 'field picture' which then will be the base for making decisions about necessary treatment. The study of real production needs showed that the data might include application maps as well as information about soil, water, crop growth and infestation state. To provide on-the-go operational information updating farmers need a self-propelled machine equipped with online sensors. They could scan and measure all the parameters and / or perform weed, pests and diseases control as well as harvesting and post-harvest management, including dehumidification of crops with high moisture contents.

Analysis of test models [1, 2] enabled the key conclusion. It touches the design concept. Currently all listed farming operations are going to be performed by different machines. The idea of a universal one is attractive but is not acceptable at the moment. So the designs will depend on the crop, the production task and field conditions. We are considering 'an army' of tiny machines which cooperate with a stationary field power station.

In horticulture scouts are also in demand as they could take over most of the hand work. The development of a design concept for orchids benefits the fact that the positions of all the plants are well organized. It enables to design more unified modules which could be equipped with different operational units according to the production task.

All the technological operations of the scouter are going to be automatic. So there are many different aspects for considering:

– the power source and a drive type
– the way of movement and the type of a running system
– sensors used
– field navigation and self-location
– possibility and / or necessity of manual control
– automation details (types of controllers, programming etc.)
– the way of data storing and / or transporting to the main information center
– software.

Environment impact is one more relevant question. It is expected that scouts application can save 40-50% of energy consumption [3]. To provide that, the use of solar energy (smart storage, optimal use and supply), wind energy and biofuels has to be considered as well. According to [3] the application of scouts in greenhouse might enable optimal energy control (zero energy use), air dehumidification as well as CO2 emission reduction.

To sum up it is necessary to mention that the problem is being studied intensively in both theoretical and practical aspects. Growing interest from the farmers' side shows marketing potential of the idea and provides the stimulus for further research. The designs which have been developed and are being tested have their advantages and disadvantages. Next step in the current research could include choosing the optimal design of the scout and detailed analysis of possible ways for its improvement according to the farmers' needs.

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TIME MANAGEMENT

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Time is an important source for person and company. The success of the individual and the organization as a whole depends on the effectiveness of its use [1; 134].

Nowadays, the development and activity of the economy induce successful people to manage their own time properly to be able to formulate their purposes and goals clearly. Such features are especially useful for people today when the thesis "Time is money" has gained a special significance. Time is comparable to other resources, but in opposite to them, it is irreversible - it cannot be accumulated, transmitted or stored, so it is important to learn how to use it with maximum benefit.

The purpose of the article is to consider time management as a way to effectively allocate time, to reveal the main means to increase the efficiency of activities, as well as to identify ways to manage time [2; 203].

The announcement about time management as a separate scientific direction initially appeared in Holland in the 70's of the twentieth century. Specialized courses of planning time for employees and businessmen were established there. Then the problem of time management attracted the attention of specialists in the USA, Germany, Finland and a number of other countries. Time management is associated with other sciences, including physics, biology, sociology, philosophy, psychology since these and some other fields of knowledge contain information about time [3; 8-9].

A crazy flow of information in present provokes a feeling of total time pressure. Twenty-four hours a day are not enough, and life passes by. The inability to structure time properly in the sense of one's own existence leads to dissatisfaction with one's own effectiveness.

Mad rhythm changes the settings of the internal timers. Disagreement in course of time throws out us from the orbit of own life under a playful motto "However nothing I will have", taking the small role of observers to us. It blocks our productivity and sometimes dives into the state of unpleasant frustration. The category of time affects the quality of a person's life. The statement "I don't know what to do, so I won't do anything yet" can be overcome effectively using time management rules [4].

By Stephen Prentice, time management is management technology of time in real situations. Everyday life has a lot of examples, techniques and practical recommendations that make proposed concepts of time management visual and easily memorable [5; 4].

According to Valery Usov, time management is a management of work volume redistribution, needed resources, and changes in its content at a given time and space [6; 59].

Brian Tracy believes that time management is an art of management not only in time but also in life as a whole. He compares it with the sun, and all the components of human life - a family, relationships with other people, income, earnings, health, self-development - are planets that move around it [7; 5-6].

In fact, the time management is a lifestyle and philosophy of the value of time in a fast flow of information and an ever-changing world.

The effectiveness of time management, above all, depends on understanding the meaning of time as a valuable resource of personal life and especially in professional activity. After all, time does not come back. It is impossible to accumulate, multiply, transmit time. It passes without a trace [8].

Finally, competently constructed and organized process of time management has a positive impact on human activity. The main tasks that can be solved by time management are setting goals of activity, making plans for different periods of activity, keeping records of time in the process of implementation of tasks. The regular application of time-management technologies in practice allows a person to increase the productivity and effectiveness of his every-day activities significantly. It is worthful to notice that the efficiency of time management is not that everything is done as soon as possible but in the proper allocation of their strengths and capabilities.

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BIOADAPTIVE TECHNOLOGY OF SUGAR BEET CULTIVATION

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Soil-climatic conditions of Ukraine are quite favorable for the cultivation of sugar beets that are the only source for sugar production. From the 1990s, the beet and sugar industry has been adapting to market conditions. For more than 25 years there have been significant changes: the administrative-distribution system of planning and management has been eliminated, the privatization of enterprises of the industry has practically been completed, new organizational and legal forms of economic activity have been created, organizational measures for the protection of land relations have been implemented. However, the economic crisis, which hit the economy of Ukraine and especially the agro-industrial complex, caused a sharp decline in the sugar beet cultivation. In 2015, only 238 thousand hectares of sugar beet were sown, that is 38.5% less than in 2014 [3, c. 4]. This led to a decrease in the number of working sugar factories, sugar production volumes and, accordingly, reduction of working conditions places in both agricultural enterprises and sugar factories. In order to bring it out of the financial, economic and social crisis and to increase economic and environmental indicators, a complex of measures should be defined and implemented.

Among the main factors influencing the efficiency of sugar beet cultivation, the important place belongs to crop rotation, the observance of which enables to obtain not only high stable crops but also to control weeds, diseases and pests, to maintain optimal water and nutrition regimes of the soil. That is why recommendations for bioadaptive sugar beet production technology were developed.

This technology was introduced by Ukrainian scientists V. Sinchenko, V. Pyrkyn and U. Pastukh. It is based on the possibility of reducing production costs by minimizing technological operations, rational and full use of the fertilizers and pesticides potentials, in order to receive raw materials of high quality for sugar production [3, c. 5].

Requirements for this technology are:

- application of high-yielding sugar beet hybrids;
- supply of all agrotechnological processes with material and technical means for optimum use of soil fertility, obtaining high productivity of the crop and product quality;
- ensuring a high organization of technological processes management, technological discipline and interest in the final results [3, c. 5];
- managers and specialists with high professional knowledge;
- sufficient financial, technical, resource and technological support.

The bioadaptive technology, based on the use of high-yielding, resistant to domestic hybrids diseases, reducing costs by minimizing technological operations and chemical loading on the soil under conditions of agrotechnological measures and the use of new fertilizers, provides an increase in sugar beet yields to 65-70 tons per hectare [2, c. 18].

Bioadaptive technology makes it possible to reduce the chemical load on the soil due to the use of agronomic technological operations;

- two-time solid cultivation of soil after deep plowing in autumn;
- early spring soil tillage before sowing, pre-harvest soil tillage;
- inter-row soil loosening;
- the addition of weeds in a row;
- timely minimum introduction of new highly effective herbicides [1].

In general, the use of bio adaptive sugar beet production technology reduces costs by 15-18%, net profit is 10,0-15,0 thousand UAH per hectare, and if you take into account the sale of molasses and pulp, the production efficiency increases by 8-10% [3, c. 6].

Therefore, with an appropriate approach to the industry, the production of sugar beets and their processing can be economically beneficial for both individual enterprises and for the state as a whole.

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CHALLENGES AND BENEFITS OF GRAPHIC INPUT DEVICES (AT THE EXAMPLE OF GRAPHICS TABLETS)

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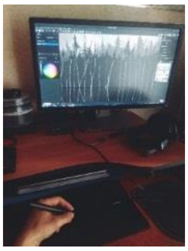
Computer technologies have drastically changed the life of modern society and, of course, had its impact on the art. Nowadays the internet is full of concept art, desktop wallpapers and different kinds of images that have been drawn by professional artists and ordinary users. Therefore, it is unsurprising that digital art has become a common thing and graphic input devices has gained their popularity.

In fact, the first graphics tablet was introduced in 1957, but mainly it was used for handwriting recognition. Today, there are lots of graphics tablets created for different purposes. Thus, they are widely used not only by artists, photographers and people of creative professions, but also by engineers, economists, managers and even teachers. Nevertheless, in our article we will focus on graphics tablet as on a device created for making digital illustrations.

According to the data taken from the statistics portal https://www.statista.com, in 2014 around 840 million people across the globe used a tablet at least once per month. In 2017 the number of tablet users has increased to 1.2 billion people [2]. Most technology companies like Apple, Wacom, FiftyThree have invested billions of dollars in digital drawing continuing to design innovative hardware and apps.



A graphics tablet is a computer input device that enables a user to hand-draw images and graphics, similar to the way a person draws images with a pencil and paper. The graphics tablet consists of a flat surface and a stylus, which can be used to produce free hand drawings or trace around shapes. When the stylus touches the surface of the graphics tablet, data about its position is sent to the computer. This data is used to produce on the screen an exact copy of what is being drawn on the surface of tablet [4, p. 40].

The main reason of its popularity and high demand is a more ergonomic method of input that can reduce the repetitive strain injury and enable to place lines more accurately. Moreover, stylus produces smoother curves and makes small, complex shapes more easily than the mouse does.

In traditional artwork, the artists have to draw every single thing, but using graphics tablets, they are not constrained by physical tools [1, p. 763]. With the help of various filters and brushes, the similar effect can be achieved by a few strokes of the digital pen or stylus. Therefore, with the help of graphics tablets artists have the opportunity to recreate their personal art styles more faithfully than they could with the mouse or the touchscreen system.

A USB Graphics Tablet is totally application independent. It is not just tied to being used within specific programs like Adobe Photoshop or Corel Draw.

Having analyzed numerous reviews and blogs written by well-known illustrators and taking into account personal experience as a digital artist, we decide to point out the main advantages and disadvantages of graphics tablets.

The main benefits of using graphic tablets for making digital illustrations are:

- The graphics tablet is lightweight and comparable in size to the laptop.
- You can easily draw or edit your project on the tablet by using the stylus.
- With a stylus, you can move your hand and wrist into a natural drawing position. This allows you to have much more control over the strokes that you make and you can literally sketch with your computer [3].
- A USB Graphics Tablet can be used in all applications.

Among the most significant disadvantages, we can point out the following ones:

- The graphics tablets are rather expensive and their cost may be prohibitive. Although their prices are slowly coming down.
- Most interfaces on the desktop and the laptop computers are designed with the mouse and the keyboard in mind, making their operation somewhat clumsy with what is essentially the sophisticated stylus.

During the work on this article, we collected a lot of theoretical data and deepened our experience of using such tablets for creating illustrations as well as improved our knowledge of the main working aspects and peculiarities of working on graphic tablets. Summing it all up, if we look at all aspects of using graphics tablets, taking into account all their advantages and disadvantages, we can stress that they are ultimately useful and must be used for work, study and art.

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УДК [378.147+336.7]=111

COMMON FINANCIAL PROBLEMS FOR UNIVERSITY STUDENTS AND WAYS OF THEIR REDUCTION

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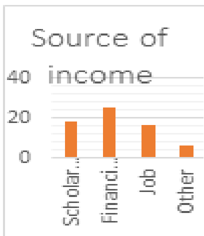


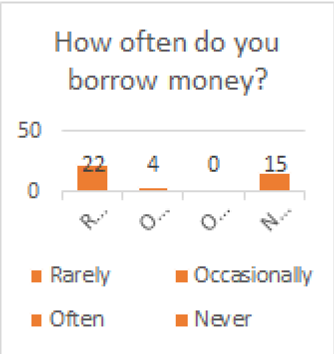
According to the latest research made by the State Statistics Service of Ukraine, macro-indicators of Ukraine showed positive results, most sectors were reformed. Unfortunately, not everything is as perfect as it seems. At the end of the year, inflation significantly deviated from the targets of the National Bank of Ukraine at 8% and reached about 13-14%. This affected the mood of foreign investors, who reduced their investments in our country. All of these issues ultimately lead to a drop in real national incomes [1]. These changes affected the field of education. The Cabinet is almost 10% reduced state order at the university and significantly changed its structure. The state will pay for training 191,100 people, and this is 9.6% less than last year. In 2018, only 25% of students get scholarships, and in 2019 they plan to cut down this amount to 15%. Thus, economists predict a rise of financial instability in the budgets of lots of students and their families [2].

According to the results of the social research conducted by us among the TSATU students, 44% of respondents said that they face financial difficulties from time to time, 33 % told that they have no financial problems, and 23% of students have serious financial problems.

At the same time, nearly 1/4 of students are supported by their parents, only 17% have the scholarship and 10% work in order to earn their living.

Moreover, over 90 % of students have no trust in Ukrainian banks or non-banking financial institutions and never had a loan even in great difficulties.

In addition, 48% of respondents told that they don't have a safety cushion. That's why more than 50% of students have to borrow money from their friends and family members.



Taking all of the received data into consideration, we can state that more than 60% of respondents constantly experience financial problems.

Nevertheless, successful financiers know that it doesn't matter how much you earn, it's important how you spend it. The ability to manage money properly is one of the main qualities of truly rich people. The survey shows that a lot of students does not know how to manage finances correctly, do the savings and therefore constantly need money. Thus, we offer the most reasonable, in our opinion, solutions to financial problems that the students of our university and country are faced with:

1) Cashback. Cashback is the process of returning part of the money from the purchase, and, in fact, one of the types of loyalty programs [3].

2) Safety cushion. A financial safety cushion is an accumulated amount of savings in which you can live a certain time, unexpectedly losing the main source of income. In other words, it is a "stash" or money for a "rainy day" [4].

3) Home accounting. Thus, you can see your expenses in detail and consciously plan all the costs in order to save the family budget.

4) Reducing micro expenses. Each of us makes a lot of small payments every month. Paying them, we have no feeling of losing money. However, in the context of the year, these costs are very tangible and can result in a decent amount.

5) Tax social rebates and tax rebate on education. Each of our parents receives a salary, and the fourth part of this payment is paid at the enterprise where they work, as a tax to the budget. This money can be returned within the next year, if they were spent on training the child [1].

Also, it should be mentioned that there are lots of ways to cope with financial problems, but the main reason of their existence is financial illiteracy. That's why, we think that extra courses on finance management should be organized not only for the TSATU students, but rather for the all members of our community.

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CURRENT PROBLEMS AND ISSUES FOR MAIZE CULTIVATION IN UKRAINE

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Maize is a cereal crop, which is cultivated widely throughout the world and has the highest production among all the cereals. It is an important food staple in many countries and is also used in animal feed and many industrial applications. Maize is important cereal crop that provides food, feed, fodder and serves as a source of basic raw material for a number of industrial products starch, protein, oil, food sweeteners, alcoholic beverages, cosmetics, bio-fuel etc.

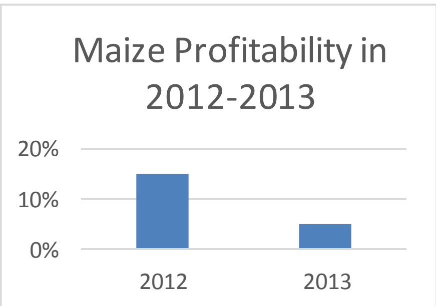
Nowadays this subtropical plant has become widespread in many countries across Europe. Expansion of corn crops and increase of its yield in European countries is the result of breeding progress, which has greatly increased the productivity of hybrids and significantly increased their suitability for lack of heat.

Maize is 3rd major crop in Ukraine after wheat and sunflower. It is cultivated over 4.3 million hectares area. At the same time, more than ¾ of produced maize is exported to the Asian and European countries. However, we have almost reached the limit of increasing arable land under its crops - the next increase in production requires qualitative changes in the industry and high investments [1]. Moreover, in order to increase the amount of crops and to make a profit, every year Ukrainian farmers have to overcome certain problems.

One of the main issues is regional climate changes. The difference between daytime and night temperatures leads to the fact that in the daytime this crop is almost not growing and for the processes of thermoregulation spends a lot of moisture. Despite of this, in winter the amount of precipitation has decreased significantly in recent years, and consequently, the reserves of productive moisture in the soil become smaller [3].

Another problem is general soil moisture deficit. Maize crops suffer greatly not only without heat but also moisture in the soil, which can lead to the slowing growth and the loss of productivity. Therefore, in order to ensure good crops, early sowing is gaining popularity. However, the greatest danger for the maize is the fall in temperatures after a short-term warm period, especially when it begins to grow [4].

Ecological situation in Ukraine plays very significant role for maize cultivation. The soil erosion from land-use patterns can negatively affect its productivity. Among the main reasons of soil erosion are:



- The soil is covered with maize for a few months only;
- The leaf cover of the soil is weaker than in other crops;
- With prolonged monoculture maize cultivation the degree of water infiltration is reduced;
- In areas with high humidity, there is a high risk of washing nitrate nitrogen in groundwater and reservoirs [3].

Despite all of challenges and problems, Ukrainian farmers have high maize crops and therefore face with its overproduction and the low profitability. According to the FAO, corn production in 2016 had reached the mark of 26 million tons. Its main consumer, cattle breeding, is falling, and maize exports are not stable enough. That's why maize crops cannot be sold at an affordable price. Sometimes the importers, having a great proposition and choice, set the low market price so that the farmers can't sell the grain at once. On the other hand, the storage on elevators or at the warehouses leads to additional expenses [1].

At present Ukraine has reached the maximum level of maize cultivation: over the past 15 years, our farmers have improved the technology of its growing, which resulted in yield doubled - to 66 centners per hectare. However, in comparison with the European level, it remains low, where the average yield is 120 pounds [2]. All of these problems and issues must be solved by further cultivation technologies improving, but this requires substantial investment.

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DEBT RESTRUCTURING IN UKRAINE

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The period including recent 4-5 years can be called "the era of big cross-border debt restructuring" in Ukraine, as we observed lots of high-profile debt restructuring projects both in private and public sectors, that had defined certain market practices and provided a vector for further development in debt restructuring practice in Ukraine.

According to the definition "debt restructuring is a process, used by companies to avoid default on existing debt or to take advantage of a lower interest rate"[1]. It is carried out both by reducing the interest rates on the loans and extending the date when the company's liabilities are due to be paid in order to improve the firm's chances of paying back its loan.

According to the Law "On Financial Restructuring" No.1414-VIII(the "Law")[2], the debtor may define the creditors being involved in the restructuring procedure as well as the subject to such creditors' consent, expressed in the form, that had been prescribed by the Law. The Law itself introduces the procedure of voluntary financial restructuring of legal entities (including municipal and state enterprises) having unpaid debt towards at least one financial institution not being a related party to the entity. In accordance with the Law, the list of monetary obligations, which may be the subject to a voluntary restructuring, excludes compulsory payments to the State Pension Fund, social insurance payments and a number of other outstanding payments, as well as the debtors` obligations towards their shareholders.

Thus, the important novelty, introduced by the Law, is that parties, involved in the restructuring procedure may independently decide as to the feasibility of its application or to choose other mechanisms of debt recovery [3].

The set of legal and financial instruments to be used for each particular project depends on a number of factors: the number of creditors, size and type of debt, involvement of local creditors, borrower's financial conditions, etc.[4].

The restructuring procedure takes place out of court by means of negotiating between the debtor and creditors. In case of disputes between the parties, such dispute shall be the subject to consideration by the arbitration court. The restructuring procedure starts upon the debtor`s application submission (with the consent of the relevant creditors) to a specially created inter-governmental authority and is considered completed upon unanimous approval by the debtor and creditors of the debt restructuring plan. The plan itself may consider such measures as amending the respective loan and other agreements, issuing new financing to the debtor, alienation of the debtor`s property, assignment to the creditor of the debtor's ownership rights to certain properties, termination of agreements, granting additional security by the debtor, attracting equity investments, issuance of securities, reorganization, etc. The terms of the debt restructuring plan are mandatory for all parties involved and prevail over any agreements entered into between the debtor and creditors, guarantors, covered by the restructuring plan [3].

In problem-type cases the first and foremost thing to be done is to prevent any leaking of the borrower's assets and funds (especially if the debt is unsecured) and preserving the borrower's business as a going concern. Such solutions as an English court worldwide freezing order or taking control over the borrower's business via initiation of insolvency proceedings in relation to a holding company of the borrower's group could be very efficient. They may be implemented relatively quickly and without the borrower's involvement (or with limited involvement). In practice the successful steps of a creditor in either freezing the assets of a borrower or taking control of the borrower's business, or even a high risk of the same, make borrowers much more cooperative in terms of debt repayment or restructuring [4].

In addition to the reduction of the total loan amount owed or an extension of the period of repayment, a debt restructure could also include a debt-for-equity swap. It is usually a preferred option when the debt and assets in the company are very large [1]. In general the arrangement scheme is the subject to relatively light-touch court supervision (only two short court hearings are needed). While, at the same time, it has never been tested in Ukrainian courts and it is difficult to predict the success of the scheme's implementation in cases with dissenting Ukrainian creditors. However, in general, challenges by dissenting creditors in the scheme process are very rare and usually unsuccessful [4].

In conclusion it should be noted, that on the way of integrating Ukraine into Europe in order to conduct debt restructuring, attract investments into entities, improve economic relations it should strictly follow the accepted restructuring law for gaining benefits in economic and social spheres.

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УДК 123.1

THE SCIENCE OF HAPPINESS AT WORK

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Routine. She devoured our lives. Weeks are like one another with their debilitating monotony. Every morning, thousands and millions of people think with hate about the upcoming work day. Offices are filled with people who work in order to live, rather than live to work. Our work has become boring and mediocre, like our life.

A lot of people don’t believe that they can be happy at work, but it isn’t true. The main purpose of this article is to prove, that they are wrong. To be happy at work – it’s very important and most importantly real. Various scholars, psychologists, sociologists and even religious figures, such as Jim Collins, Igor Mann, Benjamin Disraeli and Max Lucado paid much attention to this topic.

Statistics show that this problem has already become a real epidemic. It has become the epidemic of ordinariness. We lose interest in our lives.

A quarter of working Americans are dissatisfied with their work. A quarter of employees consider work the main source of stress in their lives. Seven out of ten people are not interested in their work and are not prepared for the performance of their main duties. Forty-three percent of employees are often angry with their employers because they feel overwhelmed. More than seventy percent of people go to work without any enthusiasm or interest [3, p. 11]. Every Sunday, with a shudder, they wait for the arrival of Monday, and on weekdays working hours are depressingly dreaming about the next Friday.

One scientific article states: “Problems in the workplace have a greater impact on health than any other sources of stress — even such as financial difficulties or family problems.”

So why is this happening in our life? We are accustomed to the fact that if we are paid for work, this is enough to be happy in life. It all comes down to the principle of “work, or die.” It is a vicious circle. And although work is not the most important thing in life, it can be turned into an amazing place where you can truly enjoy the work process and hurry here every morning.

Action does not always bring happiness; but there is no happiness without action (Benjamin Disraeli). Whatever you do should bring you only pleasure. “If it's not a fan, then why do it?” (Jerry Grimfield).

It is very easy to understand whether you are in your place if you answer two easy questions:

1. In what way can you be the best in the world? If you can't be the best at it, then why bother doing it at all? If you don't get better, you get worse. You should always strive for better and more. Do not be afraid to set big goals and ambitious plans, even if no one believes in you. If someone did not work out - it does not mean that you will suffer a fiasco.

2. What do you especially like to do? What brings you the most joy? Someone likes to draw, and someone can not just pass by a beautiful candy wrapper. There are people who smile when they are dealing with long mathematical equations, while others can spend hours in the garage repairing a car. These minor things are your strengths, your hidden potential [1, p.112].

Healing from ordinariness begins with identifying your strengths. None of the people have a set of abilities like yours. You are not just an accident, subject to the laws of statistics; not simply the result of the influence of heredity and society; not one of the dozens of identical bolts on the locksmith's workbench. You are the only one. And you don’t have to do business that you hate the most part of your life. You are able to give humanity those that no one else can give. And for this you just need to do something that makes you smile, something that makes you spend hours on end without even noticing it. Your favorite activity is your vocation [2, p.21].

I have made a decision for myself that I would never work who I would never want to be. On the contrary - I will do only what I like. And you?

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ANALYSIS OF VIRTUAL REALITY FEATURES IN THE ENTERTAINMENT INDUSTRY

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Virtual reality describes the world created by technical means, transmitted to a person through their sensations: sight, hearing, touch and smelling. Virtual reality imitates both impact and reaction to impact. The problem of virtual reality reconstruction and representation to an end-consumer includes creating a convincing complex of reality sensations built around both computer-aided synthesis of the virtual reality properties and real time feedback.

The purpose of this paper is to analyze advantages and disadvantages, prejudice and precautions in virtual reality use as entertainment means.

Programmer, writer and musician Jaron Lanier popularized virtual reality in its definition usual for ordinary users. In the mid-80s, the VPL Research company created by Lanier retained the rights to most of the patents in the field of VR. Experts believe that by 2020, the virtual reality industry will be estimated at $30 billion, and now virtual reality is moving toward this indicator in huge steps [1].

Currently, there are several main types of systems that provide formation and output of images in virtual reality systems:

– virtual reality helmet;
– motionparallax 3D displays;
– virtual retinal monitor.

Multichannel speaker system provides sound source localization which allows the user to navigate the virtual world through hearing. Imitation of vision or tactile sensations has already found its application in virtual reality systems. In addition, special gloves are used in virtual reality. The clear-cut distinction between virtual and augmented reality, which achievements are applied in health care should be drawn. The fundamental difference is that the virtual reality has become nowadays no less substantive than the objective world surrounding people in their working or private environment.

Virtual reality aspects are used in many spheres, but analyzing entertainment industry is a challenging task because of virtual reality divergence. The most popular entertainment resources supporting everything about virtual reality are nowadays films and computer games [2]. In the blockbuster movie “Ready Player One” (2018), the virtual world of Oasis was created in the year 2025. After the film release, the question arises how long it will take to developers to reach such a level of immersion which becomes a reality.

Computer games cause the most debate among scientists because they are one of the most controversial topics in modern psychology. Computer games are associated with many possible negative effects. They seem to parents, teachers and doctors to be a serious threat to normal behavior. Scientists often talk about the emergence of dependence on computer games. The games with aggressive content are assumed to make people more violent in real life. The impact of games on the cognitive development of children and teenagers, adults and even older people is discussed.

In the summer of 2018, computer games were included in the WHO International Diseases Classification. Before that, they were not presented in any disease classification. True, in the fifth edition of the American manual on psychiatric and psychological diseases dependence on online video games was listed in the section of phenomena that require additional study [3].

Computer games are an urgent concern, and no one wants to be addicted to them. Although scientists admit the possibility of dependence on computer games, it is believed that only a small percentage of people (even among children and adolescents) have the risk of its occurrence. This is due not to the nature of the game activity, but to psychological characteristics of people: on the one hand, it’s connected with the presence of specificity in a human brain. On the other hand, it is rooted in the surrounding development factors, problems in families, problems with communication, and so on.

To summarize, it should be stressed that using virtual reality people must adhere to certain rules for health care to monitor your well-being. It is necessary to use professional software, special devices and try to limit the time of stay in virtual reality.

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MODERN DEFINITITON OF BIG DATA IN THE IT SHPERE

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Nowadays, processing and managing of a small amount of data is not a problem. They are easy to view and getting the necessary information from them is fast. But, in case of big data, there are multiple obstacles.

The purpose of this study is to investigate the reasons of the term “Big Data” transformation and propagation. The mentioned above term has appeared relatively recently. According to Google Trends the beginning of a strong growth in the use of the definition since 2011 (Fig. 1).

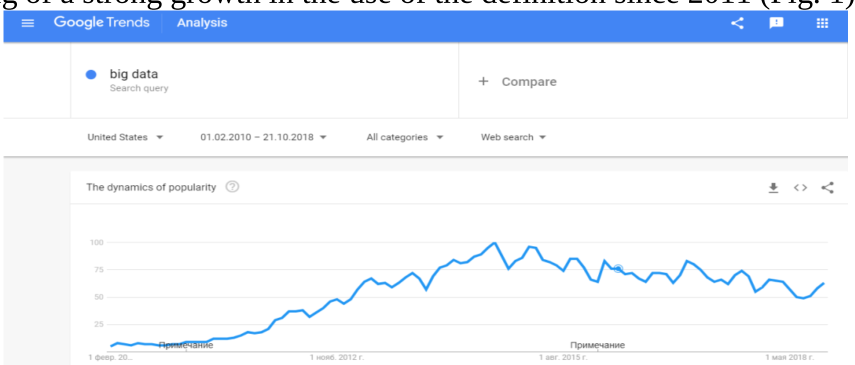

Figure 1 - Dynamics of "Big Data" definition propagation.

Retrieved from https://trends.google.com/trends/explore?date=2010-02-01%202018-10-21&geo=US&q=big%20data

So what is Big Data really? On the internet, you can encounter different Big Data definitions. For example:

- Big Data is used when data amount is greater than 100GB (500GB, 1TB, who likes it);
- Big Data is data type that cannot be processed in Excel;
- Big Data is data amount that cannot be processed on one computer;

and even the following:

- Big Data is any data in general.
- Big Data does not exist, it was thought up by marketers.

In general, the definition of "big data" can be simplified to the classical, rather popular, American definition through ‘3V’: Volume (the enormous information amounts which traditional systems cannot cope with), Velocity (the tremendous speed of their change, getting in the first place) and Variety (data semantics, data formats, and data structures types, too) [1, p. 14].

Big Data cannot be stored for processing within next few years – it changes extremely fast and needs to be processed now and today. Data can be presented as traditional, relational databases, which are divided into tables, each of which, in its turn, consists of columns and rows. Everything within Big Data is structured: just numbers, just names, just dates and time. However, this does not apply to Big Data, since only a small particle of it is structured data, and the rest of Big Data is not. They can be received as a text, a video, an audio, data from sensors, data streams, and social media information – any type. At the same time, the number of sources from which information is received (telephones, video cameras, social networks, various interconnected systems) is increasing rapidly. Every minute Facebook processes about 350 GB of information. 100 hours of new videos are uploaded to YouTube. Every minute Twitter users send 277,000 tweets. In the nearest future, to all above mentioned information amounts millions of bank transactions, reviewed web pages, published photos and opinions expressed online are to be added. By 2020, the online dossier for each of the Earth inhabitants will be compared to an electronic library of 5,000 books [2, p. 37].

To summarize, the fact is that only a few years ago any data size was calculated by terabytes. New definition for zeta-bytes amounts should be put in wide application. Therefore, randomly accumulated huge Big Data amounts have to be put into practice.

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INTRODUCTION OF TESLA AUTOMOTIVE SYSTEM INTO DIRECTIONAL GRIDS OF SMALL TOWNS

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Unfortunately, air pollution is a main problem of all cars, that is why most of us live in smog-choked cities and this is what our immunity cannot withstand and protect our health from. The greatest solution of this problem is transition from usage of petrol vehicles to driving Tesla cars.

Current research includes the study of Tesla automotive system, its advantages over common directional grids of small towns meant for petrol and gas vehicles. The purpose of this study is to determine whether it is possible to switch from available transport infrastructure to alternative automotive system which includes battery electric vehicles in large part. Expenses for town directional grid renovation and personal BEV owners' costs are taken into consideration.

In order to streamline the switchover to cars, which don't pollute the air, *Main System of Tesla Cars* [1] should be implemented into everyday townspeople routes for example when they drive to university, to work, to college or cafe, etc.

Main System of Tesla Cars allows:

- to drive cheaper. Tesla cars have the advantage of much lower running costs, because electricity expenses are lower than fossil fuel for a common car. In addition, nowadays scientists experiments with solar panels to facilitate unlimited electric energy production;

- to maintain vehicles cheaper. Spare parts for electric vehicles batteries are cheaper; moreover, they are fewer than spare parts for diesel cars;

- to conserve the environment because pollution from traffic fumes is reduced to minimum and eco-friendly ways to produce energy for electric cars tend to be rapidly developed and shortly after accepted by automotive industry.

There some disadvantages of using a Tesla car in a small town, too:

- Recharge places. Electric recharging stations are still at the design stage. Therefore, it is necessary to start change-over from petrol vehicles to BEVs gradually by introducing Tesla automotive system in small towns where there will be no long queues, then analysis of the situation should be made and this should be system improved correspondingly [2].
- Range and speed limit. Any battery electric vehicle is speed and range limited. Most of them have range limit about 80 miles and then they need to be recharged. So for now it is inconvenient to use them for long trips, except for solar panel cars, they can use sun energy all day long.
- Recharge time. Unfortunately, electric car recharge time is really essential (it takes up to 4-6 hours), while diesel cars refuelling takes several minutes. So, in a small town, special electric power stations to charge Tesla cars are to be arranged and abundant where a car can be left for several hours safe and unproblematically.
- Commonly 2 seats. Most of electric cars nowadays have two seats, it is sufficient if a Tesla car is used just for going nearby with the only purpose to get the destination point, but that is a huge problem when it is necessary to drive a family or possessions [3].

To summarize, it should be pointed out that the best way to introduce electric cars into directional grids of small towns (by the example of Tesla cars) is to force global brand manufacturers to create their battery electric vehicles. It would help electric car industry evolve rapidly and increase affordability of BEVs for regular motorists in small towns.

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УДК 378

HIGHER EDUCATION IN THE STRUCTURE OF STUDENTS` VALUES

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Young people play a very important role in the development of the country and education is designed to help them to find a place where they could be useful and be able to apply their skills.

Recently, the question of the need for education has increasingly arisen, more and more students are going to work and believe that it is possible to break through in life without a higher education. So what value does it have for modern students?

The study of the benefits of education for students was conducted by Victor Zhang. In his article he investigated everything that can be obtained from the university, inspite of its shortcomings. «The value of university is unique for every student. For many students university still provides a piece of paper that certifies their «knowledge» and can open a lot of new doors» [1]. The world is changing and the most important thing that the university should give to students is to «develop the skills of learning, critical thinking and teach how to adapt to new conditions». This study highlighted two reasons why students are not interested in attending classes and why studying might not have any values for them: «lack of teacher and student interaction and innovations in the style of teaching subjects» [1].

The purpose of our research is to investigate students' needs in obtaining higher education, to clear up the reasons which made them think about studying.

The most important thing for students is to be sure that after graduating from the university it will be easier to get a job with a higher salary and other benefits. That's why students trying to choose a university are interested in the so-called «hidden university resources». For example, various practices, exchange programs and diverse experiences that encourage them to develop in the direction they need. We could agree with Victor Zhang's statement: «University provides an opportunity to meet new people from different backgrounds and disciplines» [1].

According to a survey of TSATU students, 85% of our students believe that education is important, but at the same time 90% of all respondents stick to the principle that you can be successful in this life without it. Almost all students who took part in the survey regularly attend their university, because they believe that this will help them to assimilate knowledge which they will not be able to process on their own. The interesting results were shown about the completeness of courses on specialties: about 70% believe that they give enough valuable material for studying, but about 20% are convinced that many data are outdated and may not be useful for their profession in the future.

Fortunately the majority sees the benefits of studying at a university. The survey had a question «Is it possible to replace studying at a university by self-education?» The opinions have divided exactly in 50% to 50%.

As for the desire to continue studying at a certain stage of education, 80% think that it is necessary to go on studying, 14% study because they are forced by their parents and only 6% want to stop studying. Speaking about the assimilation of information, the majority are convinced that they will not be able to process information themselves without attending lectures, which means that attending classes still matters to students. The practical component of the disciplines, as it has turned out, also plays a significant role - all respondents have agreed that it is necessary to have practical sphere of application for their newly obtained knowledge.

The survey shows that our students have chosen their future specialties thinking about their competitiveness at the labour market and they are satisfied by their choice.

It should be noted into conclusion that it makes sense to improve the education system with the aim of increasing the interest of young people to higher education, because if the new teaching methods will be introduced and possibilities of practice will be increased, knowledge will be of great value.

It takes a lot of time to study at a university and it is necessary to take the maximum benefits from it and the task of the education system is to ensure this, and the task of students is to acquire the necessary knowledge in order to be able to realize themselves in some area.

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CRYPTOCURRENCIES AND BLOCKCHAIN: HISTORY AND PROSPECTS OF THE MARKET, ROLE IN THE MODERN WORLD

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Increasingly, people began to buy various goods, pay for services and transfer funds using the Internet. And for such purposes, ordinary money does not quite suit modern users. And the times when e-wallets were something new has already passed. And the most convenient and simple method of calculating Internet users became electronic payment systems, that is, money, but electronic.

With the help of this currency, it became possible not only to buy things, but also to pay for the telephone, utilities and even in public transport and in supermarkets.

True, virtual currency is the one of the inventions of mankind, which could be found only from the books of science fiction writers of the last century: they do without paper, printing press and are not controlled by any government of the world. Today, this is our reality, Bitcoin is the first electronic form of money in the history of mankind, known as "cryptocurrency". Cryptocurrency is a fast and reliably protected system for making payments and money transfers created using the latest technology and is not controlled by any government. Therefore, it is so popular [1].

The word "Bitcoin" is interpreted as: the word "bit" means the minimum unit of information, and "coin" means "coin", "money". In exchange trades and financial articles, as a rule, cryptocurrency symbols are used in an abbreviated version - BTC.

The Bitcoin network is combined with all client programs, that is, wallets, it is stored on each computer and has an open registry for viewing all operations in the system. A connection to the registry takes place using your own wallet or web interface and is possible from anywhere in the world, without passwords and authorization.

The payment has been made and its history can be traced to the very moment of the generation of coins, since they are not deleted from the database. That is, everyone can see the transaction, but the names and details of these persons are not known to anyone.

If we look at bitcoins from an economic point of view, here it should be noted that this digital product has a limited offer. All in all, exactly 21000000 bitcoins can be released and no more. This is a clear boundary to which their number will gradually strive. At the beginning of 2014, there were about 12000000 BTC. This emission schedule is known to users in advance and was determined by the program. After the generation of the last coins, their number remains unchanged. Another feature of Bitcoins is that this currency is generated by the users of the system themselves, providing the power of their computers to solve rather complex mathematical problems. The issuance of new Bitcoin coins is costly. Thus, a currency has a measure of value [2].

If you are interested in the topic of earning such electronic money as bitcoin, then this can be done by various methods:

The first way to get bitcoin can be earnings on entering captcha;

Secondly, bitcoin can be obtained when viewing sites and for clicks;

Third type of profit is mining using video cards or processors [3] .

At the moment, the first two ways to get bitcoin are the most popular. But for earning a third method in a computer there should be a powerful enough video card or processor.

So in general, Bitcoins can be called the first successful cryptocurrency.

Cryptocurrency or monetary substitutes are likely to firmly enter into the life of future as well as modern generations. But for this you need to solve a lot of technological, legal and economic issues.

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LABOR POTENTIAL AS THE BASIS OF ENTERPRISE DEVELOPMENT

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In this article the essence of "labor potential" is considered. It is determined which scientists were engaged in research of this issue. The essence and importance of labor potential at the enterprise are revealed. Importance of financing of labor resources at the enterprise. But there are ways to increase the effective use of labor potential.

The term "potential" means hidden possibilities. In the broad sense, it is a source of opportunities that can be put into action and used to address a variety of issues. The "labor potential" can be attributed to human resources, which are an important factor in the economic development of the enterprise.

The urgency of this topic attracts the attention of the following scholars: Oliynyk T.I., Sabluk P.T., Ulyachenko O.V., Mikhailova L.I., Diesperov VS, Yakuba K.I., V.V. Apopia , I.O. Blanko, L.V. Balabanova, P.Yu. Balaban, N.S. Krasnokutskoy, L.O.Ligonenko, A.A. Mazaraki, M.V. Chorna.

The development of labor potential at the enterprise is very important, it can be used as the most effective tool of competition. If an enterprise does not use the capabilities of its "labor potential", then it will degrade and then bankrupt for a certain period of time.

In economic literature it is proposed to consider five levels of labor potential: the labor potential of the individual (employee), the labor potential of the group, the labor potential of the enterprise, the labor potential of the industry and the labor potential of society (country). At each of these levels, labor potential can be effectively managed through a system of socio-economic leverage of influence [1].

The labor potential of an enterprise occupies an important place between the labor potential of an individual employee and the labor potential of society. He as a system is always greater than the sum of the individual labor potential of individual workers. The union of workers into a single and purposeful organized process of labor gives the effect of collective labor, which is more efficient than individual. Possibilities of forming a qualitative labor potential of an enterprise depend on the state of labor potential of society, its conformity to the modern level of development of science and technology.

Components of labor potential are health, morality and ability to work in a team, creative abilities, activity, organization, education, professionalism [2].

Of great importance is the labor potential of trading enterprises in ensuring their competitiveness. In today's conditions of economic and social condition - the increase of theoretical knowledge, skills and practical skills of its employees is one of the most important factors in ensuring its competitiveness in the market of goods and services. Therefore, the necessary investments, first of all in the improvement of working conditions, social protection and personnel development, but most companies do not consider it necessary to invest in labor resources.

In a transition economy, ways to improve the effective use of labor potential in Ukraine can be:

1) Active state policy;

2) Increasing the number, improving the quality of workplaces;

3) provision of international employment opportunities in favor of the best possible implementation of the workforce;

4) improvement of the use of an effective organizational principle of the labor market;

5) borrowing experience of foreign countries in concluding collective agreements at the highest national level between the Association of Entrepreneurs and the leadership of trade unions;

6) introduction of additional earnings for students by organizing paid work based on the place of study;

7) creation of favorable conditions for disclosure of intellectual development, effective use of labor potential;

8) state financing of labor market programs;

9) improving the quality of education; the introduction of courses, systems for improving the educational level of the unemployed [3].

In today's market conditions, it will be very effective to apply the transition to advanced training methods, increase the level of personnel, support and development of potential capabilities of staff, identifying reserves of increase in labor resources, improve labor management, labor market development, balance of workplaces and labor. With the use of these measures, an enterprise can be profitable and profitable.

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SUBSTRATE INFLUENCE ON TYLOSIS FORMATION WHEN DOGWOOD GREEN CUTTING

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The right choice of substrate for breeding CÓRNUS MAS L. is the most important factor in the formation of callus in green cuttings; it must be equated to the artificially created climatic conditions in the greenhouse. At the moment, there is no exact guidance on the choice of substrate for breeding with a green cutting for this culture.

The researching was conducted in the greenhouse of the farm “Olshanskiy”. Cuttings were made in the garden at the age of 6 years. The period of cutting was carried out from June 12 to June 13, the time of cutting from 5 am to 7 am. Root growth stimulator – Radifarm.

Research Scheme

1 variant: Coconut fiber 2 variant: Peat + perlite 3:1
3 variant: Peat + perlite 1:1 4 variant: Coconut fiber + coconut chips 4:1

During the study leaf deformations and stalk tops wilting were observed, especially in peat substrates. At the end of the research, variant 2 and 3 did not bring positive results.

Rooting by green stalk for this crop is very difficult, not only from biological features, but also from creating ideal conditions due to changes in temperature and humidity outside the greenhouse [1].

At the beginning of the rooting, the stalk had the maximum healthy appearance. The difference between the options was already visible in 3 weeks, when the observed variant 2stopped their development 12.5% of the cuttings, variant 3 was less affected, losing 10.0% of the cuttings. Such a quick response of plants to the substrate was caused due to the peat characteristics, which strongly binds and retains moisture, which caused stem cuttings rotting [2]. The remaining options stayed viable.

Further dynamics showed a gradual decrease in viability and as early as at 6 weeks variant 2 and 3 ceased their development and were removed from observation. But the remaining variants with coconut fiber showed much more positive results, since in the first variant the losses were only 10 %, and callus formations were 30%. The loss of variant 4 was 22.5%, and callus was formed in 20% of the cuttings. During the last week of research, it turned out that the best development of callus was formed in variant 1, due to the fact that the coconut fiber has the perfect capillary system. It provides uniform, constant distribution of water and moisture retention. Large porosity provides air access through the entire substrate layer. Such conditions improve development and preservation of the root system [3].

The degree of callus cuttings development for this period

Table 1

№	The degree of callus development,%											
	1-2 weeks			3-4 weeks			5-6 weeks			7 week		
	leaf darkening	stopped development	callus formation	leaf darkening	stopped development	callus formation	leaf darkening	stopped development	callus formation	leaf darkening	stopped development	callus formation
1 variant	0	0		0,5	0		70,0	10,0	30,0	80,0	52,5	47,5

2 variant	25,0	0		2,5	12,5		100	100	0	100	100	0
3 variant	22,5	0		7,5	10,0		97,7	75,0	0	100	100	0
4 variant	0	0		5,0	5,0		50,0	22,5	20,0	85,0	57,5	42,5

The use of coconut fiber increases the chances of callus green cuttings development, when peat, on the contrary, inhibits and leads to rotting of the cuttings stem.

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DIE ROLLE DER MANAGEMENT-BUCHHALTUNG ALS EINES INSTRUMENTS DER UNTERNEHMENSFÜHRUNG

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Unter den Bedingungen der modernen Entwicklung der Wirtschaft der Ukraine ist das Problem der Rolle der Management-Buchhaltung als eines Instruments der Unternehmensführung relevant, denn jedes Unternehmen braucht zu wissen, welche Produkte die größte Nachfrage haben, welche Ausgaben für deren Herstellung benötigt werden sowie welchen Gewinn deren Absatz in der Zukunft bringen wird.

Das Ziel dieser Veröffentlichung ist die Stelle und die Rolle der Management-Buchhaltung in der Tätigkeit der modernen ukrainischen Unternehmen zu betrachten.

Die Führung der Management-Buchhaltung in Unternehmen ist ein Teil des allgemeinen Prozesses der Reform des Systems der Buchhaltung in der Ukraine. Ein wichtiger Beitrag zur Forschung und Untersuchung dieses Themas wurde von solchen Wissenschaftlern wie F. Butinets, N. Chumachenko, M. Malyuga gemacht.

Die erste Erwähnung der Entstehung der Verwaltungsrechnung stammt aus dem Jahr 1855 und bezieht sich auf das in der Fabrik «Liman Mills» verwendete Buchhaltungssystem und wurde basierend auf den Zielen der effizienteren Überwachung des Produktionsprozesses entwickelt.

Viele Funktionen der Buchhaltung sind sowohl im Finanz- als auch im Managementkonto vorhanden. Unter den Bedingungen der Verschärfung des Wettbewerbs entsteht die Notwendigkeit, Management-Buchhaltung durchzuführen.

Gemäß dem Gesetz der Ukraine «Über Buchhaltung und Finanzberichterstattung» wird die interne Management-Buchhaltung als das System der Verarbeitung und Vorbereitung von Informationen über die Tätigkeit des Unternehmens für den internen Gebrauch im Prozess des Managements des Unternehmens betrachtet.

Die moderne Entwicklung der wirtschaftlichen Beziehungen und Arbeitsbedingungen von Wirtschaftseinheiten hat jedoch eine Erhöhung der Anforderungen an die Informationssicherheit des Managements jedes Unternehmens verursacht. Die Entwicklung der Management-Buchhaltung ist auf die Tatsache zurückzuführen, dass der Manager die Ergebnisse der Aktivitäten einzelner Einheiten während der Umsetzung der Strategie beeinflussen muss. Rechenzentren sind Objekte der Management-Buchhaltung.

Der Manager muss Informationen haben, die ihm helfen, die Situation wirtschaftlich richtig zu bewerten und in Echtzeit auf alle externen und internen Ereignisse des Zeitraums, welcher zu analysieren ist, zu reagieren. Dies sind die Fragen der Entwicklung von Wirtschaftsprozessen in der äußeren Umgebung, Änderungen der Artikel und des Volumens der Produktion in der inneren Umgebung sowie der strukturellen Anpassung des Unternehmens.

Gerade die Management-Buchhaltung, die den Managern entsprechende Informationen bietet, ermöglicht den Eigentümern ihr Kapital zu erhöhen, und den Mitarbeitern des Unternehmens den Wert ihres materiellen und geistlichen Zustandes zu erhöhen.

Die Informationen werden den Benutzern als Berichte des tabellarischen, grafischen und Textformats angezeigt. Und hier ist zu beachten, dass alle gesammelten Informationen, die in Form eines Berichts zur Verfügung gestellt werden, auf den Benutzer zugegriffen werden müssen. Der Übergang von einer Managementkostenanalyse zu einem strategischen Kostenmanagement ist eine Hauptaufgabe für die Zukunft. Der Erfolg dieses Übergangs wird dazu beitragen, den Wert der Management-Buchhaltung zu erhöhen.

Nur in diesem Fall wird die Management-Buchhaltung in der Lage sein, Organisationen maximalen Nutzen zu bringen und Erfolg im Wettbewerb zu gewährleisten.

Verallgemeinernd können wir schließen, dass das System der Management-Buchhaltung grundsätzlich neue Perspektiven für ukrainische Unternehmen eröffnet und die Möglichkeit gibt, nicht nur Informationen für die Produktionstätigkeit zu erhalten, sondern auch strategische Management-Entscheidungen zu treffen, Modernisierung der technologischen Prozesse durchzuführen, Verbesserung der Organisationsstruktur und andere organisatorische Veränderungen zu gewährleisten.

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FORMIERUNG DES SYSTEMS DER MOTIVIRUNG DER ARBEITNEHMER IM BETRIEB

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Das Hauptproblem bei der Motivation der Arbeit in ukrainischen Unternehmen ist ihre Unvollkommenheit. Der Hauptnachteil ist dabei die unzureichende Finanzierung von Aktivitäten, die auf die Verbesserung der Motivationsprozesse gerichtet sind. Es ist leider die Tendenz zu beobachten, dass Unternehmen dem Motivationssystem keine angemessene Aufmerksamkeit schenken. Dies verursacht die Aktualität des obengenannten Themas [1]. Den Fragen der Motivation sind die Arbeiten von folgenden ausländischen Wissenschaftlern gewidmet: A. Smith, F. Taylor, E. Mayo, G. Gilbraith, A. Maslow, L. Porter. Unter inländischen Wissenschaftlern wurde dieses Phänomen von folgenden Forschern untersucht: N. Volsky, T. Stepanov, I. Vernadsky, I. Franko und anderen. Diese Autoren haben theoretische und praktische Aspekte der Motivation der Arbeit erforscht.

Ziel dieser Veröffentlichung ist es, Besonderheiten des Prozesses der Motivation der Arbeitnehmer sowie die Hauptrichtungen für die Verbesserung der Aktivitäten des Personals in inländischen Unternehmen zu betrachten.

Bei der Motivation der Arbeit spielen Anreize eine besonders wichtige Rolle. Dies sind "Einflußhebel", die die Motive einer Person aktualisieren. Anreize verursachen keine bestimmte Art von Aktivität, sie erfüllen nur die Rolle des "Katalysators" bei der Aktivität der Arbeiter. Die Aktivität selbst wird dabei bereits durch die innere Motivationsstruktur der Persönlichkeit bestimmt. Anreize sind wirksam, wenn sie eine Reaktion bei der Person auslösen können.

Bei der Förderung eines eigenen Motivationssystems im Betrieb stützt sich die Leitung gewöhnlicher Weise auf die positive Erfahrung anderer Unternehmen auf diesem Gebiet.

Unter den Bedingungen der Entwicklung der Marktwirtschaft in der Ukraine werden bei der Motivationsförderung die Grundsätze der Welttheorie und -praxis im Bereich der Arbeitsmotivation zunehmend beachtet [3]. In der Regel werden bestimmte Motive durch solche Faktoren wie Geschlechts- und Altersmerkmale beeinflusst. Jede Person ist mit ihren Bedürfnissen, die sie im Unternehmen erfüllen möchte, individuell. So sollte der Leiter beim Aufbau eines Motivationssystems daran erinnert werden, dass es unmöglich ist, alle Arbeiter gleichermaßen zu motivieren.

Die Besonderheit der Arbeit eines beträchtlichen Teils der inländischen Unternehmen (insbesondere der staatlichen) ist die Arbeitspassivität. Die Entwicklung der Arbeitsaktivität beinhaltet die Abnahme der Bremsen, die die Initiative und Unternehmungsgeist unterdrücken.

Für eine effektiv funktionierende Wirtschaft ist eine Art von solchen Arbeitnehmern erforderlich, die sich auf maximale Leistungen bei der Arbeit konzentriert sind, die initiativ sind, die die Verantwortung nicht nur für ihr eigenes Schicksal, sondern auch für den Erfolg der gemeinsamen Sache übernehmen, die ihre Rechte kennen und die sich vor allem auf eigene Kräfte verlassen. Ein solcher Arbeitnehmer ist bestrebt, sich zu qualifizieren, weil er seine Fähigkeiten mit der Arbeit verbindet. Er ist verantwortungsvoll, gewissenhaft und zu innovativen Tätigkeiten fähig [2].

Die moderne Praxis von den ukrainischen Unternehmen zeigt eine Tendenz zu erheblichen Veränderungen im System der Motivation des Personals. Meistens werden heute Selbstverwirklichung und Selbstentwicklung (immaterielle Motivation) in den Vordergrund gestellt.

Im Westen ist eines der häufigsten Anreizsysteme für Arbeitnehmer ein konsistentes Belohnungssystem. Es basiert auf dem Wunsch der Arbeitnehmer, eine Karriere in einer bestimmten Organisation zu machen. Das Wesen eines solchen Systems besteht darin, dass die Arbeitsverträge voraussehen, dass die Arbeitnehmer in den ersten Jahren ihrer Karriere nur einen Teil der Belohnungsmittel erhalten, aber in den nachfolgenden Etappen viel mehr belohnt werden. So wird der Arbeitnehmer an seiner ehrgeizigen Arbeit interessiert, um sich einen Anstieg des Gehalts in der Zukunft zu sichern. Und die Betriebsleitung löst dabei die Probleme der Fluktuation, Disziplin und Produktivität der Arbeit.

Eine wichtige Rolle bei der immateriellen Förderung des Personals spielt die Regelung der Arbeitszeit und die Förderung der Arbeitnehmer bei der Erhöhung sowie Verbesserung ihrer beruflichen Fähigkeiten auf der Grundlage der Bereitstellung der Freizeit.

Die Wirksamkeit des Systems der Arbeitsmotivation im Unternehmen hängt jedoch nicht nur davon ab, welche Anreize, materielle oder immaterielle, angewendet werden. Es wird nur wirksam sein, wenn das ganze Personal des Unternehmens ins Motivationssystem vollständig miteinbezogen wird und es individualisiert wird.

Verallgemeinernd ist Folgendes zu betonen. Motivation ist eine der führenden Management-Funktionen, da das Erreichen des Hauptziels der Wirtschaftstätigkeit von der Kohärenz der Arbeit der Menschen abhängt. Daher muss der Leiter sich um sein Personal kümmern, es ständig anregen. Dabei muss man berücksichtigen, dass es unmöglich ist, alle Arbeiter auf gleiche Weise zu motivieren. Natürlich ist eine initiativvole und aktive Person für erfolgreiche Aktivitäten notwendig, so, wenn der Prozess der Arbeitstimulation richtig etabliert ist, wird es keine Spur von einem passiven Mitarbeiter geben.

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BESTIMMUNG DER EFFEKTIVSTEN WERBETRÄGER FÜR BUTTER DER ÖAG "BUTTERWERK ZHYTOMYR "

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Das Wettbewerbsumfeld zwingt die Butterhersteller dazu, nach Wegen zu suchen, um ihre Position auf dem Buttermarkt zu verbessern. Dieses Problem entstand auch vor der ÖAG "Butterwerk Zhytomyr".

Eine der effektivsten Möglichkeiten, die Wettbewerbsposition des Unternehmens zu verbessern, ist die Werbung.

Die Ermittlung der effektivsten Werbemittel erfordert die Bestimmung des Standes, inwieweit die Verbraucher über die Warenmarke informiert sind.

Ziel dieser Veröffentlichung besteht in der Bestimmung des Marketingplans für die Durchführung von Werbemaßnahmen für Butter der Marke "Rud".

Dafür wurde eine Online-Umfrage durchgeführt. Die Befragten waren Einwohner der Stadt Melitopol. Erhalten wurden folgenden Ergebnisse:

- Die Mehrheit der Befragten (86%) sind Käufer von Butter, dabei 42% von ihnen kaufen Butter einmal pro Woche;
- Die Warenmarke "Rud" nimmt im Bewusstsein der Melitopoler den 3.Platz ein, nach den Warenmarken "Tulchynka" und "Milk River";
– Die Hauptindikatoren, nach welchen Verbraucher Butter wählen, sind die Natürlichkeit von Rohstoffen, Preis und Ernährungswert des Produkts;
– Die Werbung von Butter der Warenmarke "Rud" wird hauptsächlich unmittelbar an den Handelsstellen vorgestellt und es gibt fast keine Werbung in anderen Medien;
– Unter den beliebtesten Werbeträgern haben die befragten Melitopoler die Werbung im Fernsehen und in den Geschäften genannt.

Basierend auf den Ergebnissen der Studie könnten folgende Schlussfolgerungen und Empfehlungen gemacht werden:

Eine große Anzahl von Befragten ist mit Butter der Warenmarke "Rud" nicht vertraut, so dass es sich lohnt,

– Werbemaßnahmen in Geschäften durchzuführen, um Konsumenten anzuziehen;
– So einen Werbekomplex für diese Warenmarke im Fernsehen einzuführen, der den Bekanntheitsgrad und dadurch den Absatz von Butter in der Region erheblich steigern wird;

– Förderung der Butterwerbung während des "Tages der Eiscreme" und Ausstellungen von Milchprodukten;

– Erhöhung der Intensität von Werbeprodukten im Internetbereich, wodurch die Ausgaben für die Anziehung von Verbrauchern minimiert werden.

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DIE ROLLE DES AUDITS FÜR UKRAINISCHE UNTERNEHMEN

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In der Zeit der intensiven Entwicklung von ukrainischen Industrie- und Handelsunternehmen wird in der Ukraine das Wachstum der Wichtigkeit von Audit und der Rolle des Berufs des Auditors beobachtet. Vorher konnte der Wirtschaftsprüfer in kleinen Unternehmen als Buchhalter fungieren und Berichte erstellen. In großen Unternehmen, in denen der Besitzer nicht immer der Geschäftsführer sein konnte, wurden Wirtschaftsprüfer eingeladen, um die Arbeit des Management-Apparats zu überprüfen. Die Entwicklung und Verbesserung des modernen Steuersystems hat das Interesse des Staates an der Vollständigkeit und Aktualität der Steuerzahlungen verschärft. In dieser Hinsicht gibt es eine neue Richtung der Tätigkeit von Wirtschaftsprüfern - Kontrolle von Zahlungen und Steuern im Interesse des Staates, Bestätigung der Richtigkeit der eingereichten Erklärungen.

Das Ziel der Veröffentlichung besteht darin, die Stelle des Audit in den Tätigkeiten ukrainischer Unternehmen zu beleuchten und die Bedeutung der Durchführung eines Audits aufzuzeigen.

Heute ist eine große Anzahl von Wirtschaftsprüfungsgesellschaften auf dem globalen Markt tätig, aber nur wenige haben internationale Anerkennung erlangt und sind zu multinationalen Unternehmen mit vielen Niederlassungen sowie Tochtergesellschaften in verschiedenen Ländern geworden. In den meisten Fällen handelt es sich dabei um die so genannten "Big Five" Prüfungsgesellschaften (zum Beispiel Pricewaterhouse, Ernst & Young usw.). Mit der Entwicklung der zivilisierten Marktwirtschaft nehmen auch die Bedeutung und das Prestige des Berufes des Wirtschaftsprüfers zu und steigen die Anforderungen an das Qualifikationsniveau [1].

Die Wirtschaftsprüfung als eine unabhängige Form der finanziellen und wirtschaftlichen Kontrolle wurde von vielen prominenten Ökonomen in ihren Schriften untersucht, insbesondere von R. Dodge, R. Montgomery, R. Adams. Das Problem der Prüfung wurde von ausländischen und inländischen Wissenschaftlern erhoben. R.Rudnitskaya untersuchte die staatliche Prüfung im System der Finanzkontrolle, I. Balibyuk und O. Denisyuk betrachteten die Prüfung aus der Sicht des Unternehmens, M. Kocherga hob die Rolle der Prüfung im System der Bewirtschaftung der natürlichen Ressourcen hervor [3].

Nach dem Gesetz der Ukraine „Über Revision“ wird die Revision als das Unternehmenstätigkeit bezeichnet, die organisatorische und methodische Unterstützung des Audits umfasst. Audit ist eine Prüfung der Rechnungsdaten und Indikatoren der finanziellen Tätigkeit des Unternehmens mit dem Ziel, ein unabhängiges Prüfungsurteil über ihre Zuverlässigkeit in allen wesentlichen Belangen und über die Einhaltung der Gesetze der Ukraine sowie der Vorschriften (Normen) der Rechnungslegung und der anderen Regeln in Bezug auf die Anforderungen der Nutzer zu äußern [2].

Bei der Durchführung der vom Programm bereitgestellten Prüfverfahren prüfen Fachleute:

- die Vollständigkeit der Anzeige wichtiger Geschäftsvorfälle in der Buchhaltung und im Berichtswesen;
- Rechtzeitigkeit und Korrektheit der Erfassung der Ergebnisse des Bestands an Sachanlagen, Sachwerten, Zahlungsmitteln und Abrechnungen;
- Bewahrung während der festgelegten Dauer der primären und anderen Dokumente, die die Umsetzung der wirtschaftlichen Transaktionen und ihre Reflexion über die Buchführung bestätigen.

Die Verifizierung der gemeldeten Daten erfolgt in der Regel aufgrund spezieller Tests. Sie haben die Form einer Befragung in Bezug auf die Datenerhebung und die Berechnung von Schlüsselindikatoren.

Auf der Grundlage der Überprüfung und Analyse des Finanzstatus sollten die Prüfer in einer offiziellen Form die Sicht auf die Endergebnisse der Aktivitäten von Unternehmen, Organisationen und Institutionen für einen bestimmten Zeitraum bestätigen. Dabei verpflichten sie sich, nach den durchgeführten Inspektionen einen Auditschluss zu machen, der mit dokumentarischen Ergebnissen von Studien, Prüfungen und Bewertungen einhergeht, die insgesamt eine klare Vorstellung davon vermitteln, auf Grund von welchen Daten die Ansichten der Auditoren formuliert werden.

Auf der Grundlage der Ergebnisse der Prüfung ziehen die Prüfer Schlussfolgerungen über die tatsächliche finanzielle Lage des geprüften Unternehmens. Diese Informationen werden sowohl dem Kreditgeber als auch den anderen Personen und Unternehmen bereitgestellt, die an der Arbeit des gegebenen Unternehmens interessiert sind. Manager von kommerziellen Strukturen sind an einer qualifizierten Prüfung interessiert, weil sie ihnen das Recht gibt, sich für den offiziellen Besitz des entsprechenden Status zu qualifizieren.

Audit-Service garantiert Vertraulichkeit und Wahrung von Geschäftsgeheimnissen. In einigen Fällen sieht das Gesetz zugleich jedoch vor, dass die Strafverfolgungsbehörden über festgestellte Missbrauchsfälle informiert werden müssen, die dem Unternehmen oder dem Staat schaden.

Verallgemeinernd ist zu unterstreichen, dass der Bedarf an Prüfungstätigkeiten insbesondere mit der Umstrukturierung der ukrainischen Wirtschaft und dem Übergang zur Marktwirtschaft zugenommen hat. Die Entwicklung des Audits gewährleistet die Bildung des Systems der unabhängigen Kontrolle mit dem Ziel, die Interessen der Nutzer von finanziellen und anderen wirtschaftlichen Informationen auf allen Ebenen der Wirtschaftstätigkeit im Staat zu schützen.

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УДК 004

DIE AUSWIRKUNGEN DES COMPUTERS AUF UNSERE GESELLSCHAFT

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Computerisierung und die Auswirkungen des Computers auf die menschliche Gesundheit sind eines der wichtigsten Probleme des modernen Lebens. Der Computer erleichtert zwar das Leben einer Person, kann aber gleichzeitig eine ernsthafte Abhängigkeit verursachen. Personen, die in die virtuelle Welt eintauchen, hören auf, sich für andere zu interessieren, und werden dadurch von der Realität abgeschnitten.

Der Computer beeinflusst alle biologischen Eigenschaften des Menschen und vor allem seine körperliche und geistige Gesundheit.

So ist das Ziel der vorliegenden Thesen das Problem der menschlichen Computerabhängigkeit zu betrachten und deren Auswirkungen auf die menschliche Gesundheit zu analysieren.

Der Computer mit all seiner Technik hat erstaunlich schnell ins Leben der modernen Gesellschaft eingegangen. Er hat Routinearbeiten übernommen und den Menschen als Arbeiter von manch lästiger Tätigkeit befreit. Das hat logischer Weise zu einer Erhöhung der Arbeitslosigkeit geführt.

Auf der anderen Seite hat der Rechner auch viele Beschäftigungsmöglichkeiten geschaffen, zum Beispiel, sind solche Berufe wie Entwickler oder aber auch Technische Assistenten mit verschiedenen Qualifikationen (Systemanalyse, Programmierung, Anpassung und Optimierung von Software) erschienen. Wie Steve Jobs unterstrichen hat, löst ein Computer die Probleme, die wir ohne ihn nicht hätten.

Dies ist sicher nicht hundertprozentig richtig, aber auch nicht komplett falsch. Gleichzeitig hat der Rechner gravierende Probleme geschafft, in der erster Linie, für die Kinder. Sie wachsen jetzt mit der neuen Technik auf. Der Einstieg zur neuen Technik beginnt schon im früheren Alter mit dem GameBoy, über verschiedene Spielkonsolen, wie zum Beispiel PlayStation, bis hin zum eigenem PC. Die Leute verlernen allgemein, sich ohne Computer oder Fernsehen zu beschäftigen.

Aber auf der anderen Seite ist diese Technologie auch eine Kommunikationsverbesserung, denn durch diverse Angebote des Internets ist es möglich große Entfernungen zu überbrücken. E-Mails werden in Sekundenschnelle verschickt und können gelesen werden. Man kann von jedem Ort der Welt mit der richtigen Ausstattung mit beliebigem anderem Ort der Welt kommunizieren und Informationen abrufen, und ist selber immer erreichbar.

Die Arbeit mit Computern kann jedoch gesundheitliche Probleme hervorrufen. Die Arbeit im Büro wird im Allgemeinen als ungefährlich eingestuft, aber bestimmte Krankheiten treten erst nach einer gewissen Zeit auf und sind dann nur schwer zu lindern oder zu heilen. Vor allem das Sitzen macht dem Körper Probleme zu schaffen. Schlechtes Sitzen und Bewegungsmangel kann zu den verschiedensten Krankheitserscheinungen führen, wie zum Beispiel der Volkskrankheit Rückenschmerzen, doch das ist nur die Spitze des Eisbergs.

Weitere Beschwerden sind zum Beispiel:

- verminderte Herzleistung auf Grund des Fitnessverlusts;
- Sehstörungen auf Grund von flimmernden Bildschirmen;
- von monotoner Belastung (Tastatur, Maus) hervorgerufene Armschmerzen;
- Muskelverkürzung und Muskelschwund durch Bewegungsmangel und die damit verbundenen Beschwerden mit dem Bewegungsapparat allgemein.

Verallgemeinernd kann man folgende Schlussfolgerungen ziehen:

- Der Computer mit all seinen positiven Seiten, wie zum Beispiel die weltumspannende Kommunikation oder Informationsaustausch, oder als Ersatz für Arbeitskräfte in der Industrie, bringt auch Probleme mit sich. Zu nennen wären hier die Einflüsse auf Kinder oder gesundheitliche Schäden, die bei längerer Computerarbeit auftreten können.

- Aber aufgrund der positiven Aspekte gehört meine Generation zu der Seite der Befürworter. Der Computer verbessert unser Leben, indem er Luxus ist. Er erhöht den Lebensstandart.

- Der Computer ist in unserer Gesellschaft unerlässlich geworden und wird unserer Meinung nach auch nicht wieder verschwinden. Die Technik entwickelt sich rasend schnell und ist nicht aufzuhalten. Aber man sollte dabei die Kommunikation mit Mitmenschen nie vergessen, selbstverständlich nicht in virtuellen Chatrooms, sondern in der Realität.

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BEDEUTUNG DER KÜNSTLICHER INTELLIGENZ FÜR VERBESSERUNG DES ALLTAGS

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Immer mehr Menschen nutzen künstliche Intelligenz: Sprachassistenten in Smartphones, Auto-Navigationssysteme, Gesichtserkennung für Foto- und Videoanwendungen und so weiter. Aber nur wenige wissen, wie und wo künstliche Intelligenz sie schon heute im Alltag umgibt und was die besonders macht.

So ist das Ziel der vorliegenden Veröffentlichung, Unterschiede zwischen herkömmlichen PCs und künstlicher Intelligenz, die Bedingungen für die intensive Entwicklung der künstlichen Intelligenz sowie die Bedeutung der künstlichen Intelligenz für Verbesserung des Alltags zu betrachten.

Der wesentliche Unterschied von herkömmlichen Computerprogrammen zu Systemen mit künstlicher Intelligenz besteht darin, dass erstere nur das tun, was ihnen Menschen durch vorgegebene Verarbeitungsvorschriften (Algorithmen) beigebracht haben. Eine künstliche Intelligenz lernt dagegen selbstständig und reagiert auf Aufgaben oder Probleme, unabhängig vom Menschen.

Die Suche nach künstlicher Intelligenz ist nicht neu, hat aber in den letzten Jahren kräftig an Fahrt aufgenommen. Das liegt unter anderem daran, dass die Probleme, bei denen Menschen dringend Hilfe benötigen, so vielseitig und komplex geworden sind, dass sie ohne technische Hilfe kaum noch bewerkstelligt werden können. Als Beispiele könnte man in erster Linie solche Probleme nennen als Fachkräftemangel in Krankenhäusern oder, was von besonderer Bedeutung für die Menschheit ist, der Klimawandel.

Künstliche Intelligenz kann bei der Lösung globaler Probleme helfen. Sie kann Produkte und Dienstleistungen verbessern und wird deshalb von Wirtschaftsexperten als besonders "heiß" gekennzeichnet.

Wirtschaftliche Bedingungen für die Entwicklung der künstlichen Intelligenz sind eigenartig. Dass hinter erfolgreichen Anwendungen der künstlichen Intelligenz nicht immer große Firmen mit Millionenbudgets stehen müssen, zeigt das deutsche Startup DeepL. Es bietet mit "Linguee" ein kostenloses Onlinewörterbuch an, unter anderem für Englisch, Chinesisch und Japanisch. Die Gründer bastelten aus Experimentierfreude mehrere Monate an einem Übersetzungsprogramm, das sich auf neuronalen Netzen basiert. Es durchforscht das Internet nach Texten, die in zwei Sprachen vorliegen. Ein von Menschen trainierter Algorythmus bewertet die Satzpaare nach der Qualität der Übersetzung. Das Ergebnis ist so gut, das Googles Übersetzer "Translate" dagegen so aussieht, als stamme er aus dem letzten Jahrhundert.

Die künstliche Intelligenz hat einen großen Wert für Verbesserung des Alltags. Damit intelligente Systeme unseren Alltag bereichern können, benötigen sie große Datenmengen. Big Data sind eine wichtige Voraussetzung für eine gut funktionierende künstliche Intelligenz. Denn durch die andauernde Daten-Analyse, beispielsweise von Benutzerdaten, lernt sie stetig dazu. Im Sport kann durch die Analyse biometrischer Daten ermittelt werden, wie sich das Training eines Sportlers auf seine Verletzungswahrscheinlichkeit auswirkt. Landwirte können den optimalen Zeitpunkt für die Bewässerung der Felder ermitteln. Städte nutzen Daten für das Energiemanagement. Die Medizin setzt künstliche Intelligenz ein, um Krankheiten zu erkennen und Behandlungen nachzuverfolgen.

Als Schlussfolgerung ist zu betonen, dass künstliche Intelligenz unser Leben verbessert und es einfacher macht.

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OBLIGATORISCHE VERSICHERUNG DER ZIVILRECHTLICHEN VERANTWORTUNG DER EIGENTÜMER VON KRAFTFAHRZEUGEN: ZUSTAND UND ENTWICKLUNGSPERSPEKTIVEN

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Im Jahre 2018 nimmt die Ukraine einen der ersten Plätze in der Welt hinsichtlich des Gefahrenzustandes auf den Straßen ein. Die Voraussetzung dafür ist die jährliche Zunahme der Anzahl der Autos auf den ukrainischen Straßen und der sehr schlechte Zustand derAutobahnen und Straßen selbst. Das Amt für Verkehrssicherheit in der Ukraine hat im Zeitraum vom 01.01.2017 bis zum 31.08.2017 offiziell 102825 Verkehrsunfälle registriert.

Eine bedeutende Folge der Verkehrsunfälle sind auch die Indikatoren der Beträge der durch den Unfall verursachten Schäden für das Eigentum von natürlichen und juristischen Personen und für das Leben sowie die Gesundheit der Bürger [3].

Im Zusammenhang mit der Zunahme der Zahl der Autos, erhöhter Verkehrsstärke, Erhöhung der Anzahl der Unfälle auf Autobahnen und der Anzahl der Opfer sowie Erhöhung der materiellen Verantwortung von Bürgern und juristischen Personen gewinnt die Forschung der modernen Aspekte der Funktionen und Weiterentwicklung der KFZ-Versicherung eine besonders wichtige Bedeutung. So ist das Ziel der vorliegenden Veröffentlichung, diesen Problemkomplex als einen wichtigen Faktor für die Gewährleistung des garantierten Versicherungsschutzes gegen die negativen Auswirkungen von Risiken zu betrachten.

Die Haftpflichtversicherung für Landfahrzeugbesitzer ist eine der meist weltweit verbreiteten Arten der Haftpflichtversicherung. Sie bietet eine Rückerstattung von Schäden, die für die Gesundheit, Eigentum oder das Leben der Geschädigten durch einen Verkehrsunfall verursacht wurden, sowie den Schutz der Eigentumsrechte der Versicherter [1].

Lange Zeit nach der Verkündigung der Unabhängigkeit der Ukraine gab es keine ganzheitliche Gesetzgebung der KFZ-Versicherung. Die Rechte der Geschädigten auf die Versicherungsentschädigung wurden am 1. Juli 2004 durch die Unterzeichnung des ukrainischen Gesetzes "Über die obligatorische Versicherung der zivilrechtlichen Haftung der Besitzer von Landfahrzeugen" voll anerkannt. Es wurde zur Hauptquelle der Regulierung der Beziehungen zwischen dem Versicherer, dem Versicherten und dem Geschädigten (dritte Person), auf wessen Rechteschutz die Handlung dieses Gesetzes gerichtet ist [2].

Wie es schon oben erwähnt wurde, erfordert dieses Gesetz weitere Verbesserung und Entwicklung. So wurde von der Nationalen Kommission für Finanzleistungen ein Projekt «Über Änderungen zu einigen Vorschriften über die obligatorische Versicherung der zivilrechtlichen Verantwortung der Eigentümer von Landfahrzeugen».

Dieses Projekt sieht in erster Linie vor, das Limit der maximalen Zahlung entsprechend der obligatorischen Versicherung der zivilrechtlichen Verantwortung festzustellen, und zwar, für den dem Eigentum gebrachten Schaden in der Höhe von 130 Tausend UAH (früher 100 Tausend UAH) und für den dem Leben und der Gesundheit von Dritten gebrachten Schaden - 260 Tausend UAH (früher 200 Tausend UAH). Zweitens ist das die Aktualisierung der Werte und der Liste der Korrekturkoeffizienten, welche durch aktuelle mathematische Berechnungen mit der Berücksichtigung des Verluststandes der Versicherung entsprechender Art und der statistischen Angaben bestätigt werden. Drittens wird das obengenannte Projekt eingeführt, um Verstöße gegen die Rechte der Verbraucher von Versicherungsdienstleistungen durch die Bereitstellung von Bedingungen für die Einhaltung von den Versicherern-Mitgliedern des Transportsversicherungsbüros der Ukraine der Anforderungen an die durch die Gesetzgebung festgelegte Zahlungsfähigkeit zu verhindern. Und zuletzt sieht das zu betrachtende Projekt die Einführung von Informationen über Verträge, die im Bereich der Versicherung der zivilrechtlichen Verantwortung der Eigentümer von Landfahrzeugen abgeschlossen wurden, in die allgemeine zentrale Datenbank des Transportsversicherungsbüros der Ukraine vor [4].

Um den Verlust der Aktivitäten der Versicherer zu vermeiden, wird ein Koeffizient eingeführt, der es den Versicherern ermöglicht, steigende Preise und die Häufigkeit der Versicherungsfälle zu berücksichtigen und etwas höheren Wert für den Versicherungsschein der zivilrechtlichen Haftpflichtversicherung der Eigentümer von Landfahrzeugen zu bestimmen [5].

Verallgemeinernd ist Folgendes zu sagen: In den letzten Jahren hat sich die Situation auf dem Markt der KFZ-Versicherung nicht sehr günstig entwickelt. Die Finanz- und Wirtschaftskrise führte zu einem Rückgang der Nachfrage nach Versicherungsdienstleistungen. Aber eine Reihe von neuen Gesetzen, die von der Nationalen Kommission für Finanzleistungen zur Verfügung gestellt wurden, haben alle Chancen, den Markt dieser Art von Versicherung positive zu ändern.

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GLOBALE UMWELTPOLITIK

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Globale Umweltpolitik ist der Teil der zwischenstaatlichen Umweltpolitik, der sich vor allem auf globale Umweltveränderungen und -szenarien bezieht. Hierzu gehören insbesondere Desertifikation, die globale Erwärmung und grenzüberschreitende Luftverunreinigungen sowie die Erhaltung der Biodiversität. Häufig findet sie auf der Ebene der Vereinten Nationenstatt.

Globale Umweltpolitik geschieht in der Regel als Verhandlung und Abschluss (und eventuelle Weiterentwicklung) eines internationalen Umweltabkommens, also eines völkerrechtlichen Vertrages zwischen drei oder mehr Staaten.

An der globalen Umweltpolitik sind neben staatlichen Stellen, besonders den jeweiligen Umweltministerien, auch zahlreiche internationale Organisationen beteiligt. Zu den Hauptakteuren gehören Das Umweltprogramm der Vereinten Nationen (UNEP) und die an der Umsetzung und Finanzierung zahlreicher Projekte beteiligte Globale Umweltfazilität (GEF).

Weitere beteiligte Organisationen sind:

Kommission der Vereinten Nationen für Nachhaltige Entwicklung (United Nations Commission on Sustainable Development, CSD), Die UN-Generalversammlung, das Sekretariat der Klimarahmenkonvention (UNFCCC), UNFF, das Waldforum der Vereinten Nationen

ECOSOC, der Wirtschafts- und Sozialrat der UN.

Neben den oben genannten spielen die Nichtstaatlichen Organisationen eine zunehmend stärker werdende Rolle. Zu den umweltpolitisch aktiven Organisationen gehören sowohl nationale als auch internationale Gruppen: Friends of the Earth, Greenpeace, Internationales Grünes Kreuz, Klima-Bündnis, WWF, Wissenschaftliche Begleitung.

Die Erkennung und Behandlung globaler Umweltveränderungen bedarf eines erheblichen wissenschaftlichen Aufwandes. Der naturwissenschaftliche Teil hiervon wird unter anderem von groß angelegten internationalen Forschungskooperationen wie dem Millennium Ecosystem Assessment (MA) oder dem Intergovernmental Panel on Climate Change (IPCC) geleistet.

Besonders im Folgeprozess sind dann auch vermehrt sozialwissenschaftliche Erkenntnisse gefragt, welche die Effektivität eines neu errichteten internationalen Regimes messen oder Vorschläge zur effektiveren Umsetzung der vorgegebenen politischen Ziele abgeben.

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MYKORRHIZA ALS BIOLOGISCHES INTERNET

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Nach der Information von Staatsunternehmen „Derzhgruntohorona“ wird in der Ukraine bis 90% Boden bearbeitet. Die Fläche von degradierten Böden hat sich in den letzten zehn Jahren von 70.000 auf 100.000 Hektar pro Jahr erhöht, was zusammen 1,1 Millionen Hektar ausmacht. Die Frustration führt zu Erosion, geringerem Humusgehalt, Verlust von Biodiversität und Desertifikation. Intensive Landwirtschaft wirkt sich negativ auf den Boden aus, veraltete Landwirtschaftsmethoden beschleunigen die künstliche Erosion.

Das Problem muss jetzt gelöst werden, je weiter die Zeit vergeht, desto schlechter wird die Situation. Die Forscher haben dokumentiert, wie Pflanzen unterirdische Pilznetze ausnutzen., um zu verhindern, dass benachbarte Pflanzen Insekten angreifen. Dies zeigt deutlich die komplexe und zielgerichtete Vernetzung der Natur.

In dieser neuen Studie kultivierten Wissenschaftler mehrere Gruppen von Leguminosen in Gruppen von je fünf Pflanzen. Sie erlaubten drei Pflanzen in jeder Gruppe, Zugang zu Böden zu erhalten, die unterirdische Netzwerke von miteinander verbundenen Pilzmyzelien enthielten. Als Kontrolle lagerten die Forscher zwei Restpflanzen in jeder Gruppe, getrennt von den Pilzverbindungen im Boden. Dann infizierten die Forscher eine Pflanze in jeder Gruppe von Blattläusen (Piercing, saugt Insekt), die in der Veröffentlichung von pflanzlichen Chemikalien führen, die Blattlaus abstoßen und Wespen anziehen.

Es ist überraschend, dass Pflanzen, die nicht von Insekten bedroht waren, aber durch ein unterirdisches Netzwerk von Pilzen mit der infizierten Pflanze verbunden waren, in ihren Zellen schützende chemische Reaktionen hervorriefen. Pflanzen, die nicht mit dem Pilznetz verbunden sind, haben ihre chemischen Schutzsysteme nicht aktiviert. Als zusätzliche Kontrolle deckten die Forscher die Pflanzen mit Säcken ab, um eine bodengebundene Signalübertragung auszuschließen, die möglicherweise auf chemische Signale in der Luft zurückzuführen ist, die in den Blättern zu spüren sind. Aufgrund der sorgfältig kontrollierten Bedingungen wurden die Signale, die diese Abwehrreaktion ausgelöst hatten, über das Pilznetzwerk an die Gemeinde weitergegeben.

Bisher Wurzelsysteme von vielen Arten von Pflanzen untersuchten sind, die nicht nur die Bohnen enthalten, aber auch Kräuter wie Weizen, Reis, Mais und Gerste, die diese Art von Wechselwirkungen mikorizal Pilze zeigen. Zweifellos kommt diese wunderbare Beziehung der Beziehungen auch in der Natur vor, weil die Pflanzen, die wir in der Landwirtschaft verwenden, mit Wildtieren gezähmt worden sind.

Evolutionisten beharrlich erklärt, wie komplexes Verbundnetz zwischen völlig verschiedenen Arten von Organismen wie diese kann durch Darwins Evolution gemacht wird, vor allem, wenn sie dynamisches Netzwerk von biochemischen Wechselwirkungen in zwei verschiedenen Arten von Organismen umfassen. Stattdessen ist es ein offensichtliches Zeugnis für das intelligente Design des allmächtigen und weisen Schöpfers.

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PERSPECTIVES DU DÉVELOPPEMENT DE L'ACTIVITÉ DES ASPERGES EN UKRAINE

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La production d'asperges en Ukraine occupe aujourd'hui la place la plus prometteuse parmi les autres branches du secteur des légumes. Les principaux arguments des agriculteurs ukrainiens investissant dans des projets d'asperges sont des coûts relativement bas et des prix relativement élevés pour les asperges dans les chaînes de vente au détail. Les agriculteurs démontrent les taux de croissance rapides, en développant et en fournissant ce mets délicat pour les Ukrainiens, ainsi que pour l'exportation. Aujourd'hui en Ukraine, environ 116 hectares de terres sont sous asperges. Au cours de cinq dernières années, la superficie cultivée dans cette culture a triplé, mais cette proportion est très petite et peu perceptible à l'échelle européenne. [3]

L'asperge (lat. Aspáragus) est un genre de plantes de la famille des asperges, disséminées dans le monde entier, principalement dans un climat sec. La technologie de culture de cette plante est similaire à la culture de plants fruitiers. Un tracteur équipé d'une trancheuse portée peut creuser des tranchées peu profondes pour la plantation et, en automne, les arbustes de semis envahis par la végétation sont tondus. Après la plantation, les asperges produiront une récolte pendant 20 ans, comme un verger. Les types les plus communs d'asperge sont l'asperge de soja, l'asperge vert, l'asperge de mer. Le coût de la culture d'asperge est faible.

Dans l'Union Européenne, les champs d'asperges de 65 000 hectares donnent une production annuelle de 250 000 tonnes. Le rendement le plus élevé en Europe aujourd'hui est collecté par les agriculteurs polonais 15 t/ha et les agriculteurs ukrainiens récoltent seulement 4 t/ha, bien que le sol ukrainien soit plus fertile qu'aux Pays-Bas, au Danemark et en Allemagne. Comme il y a davantage de jours ensoleillés en Ukraine, les plantations d'asperges ne seront pas utilisées en Europe entre 8 et 10 ans, mais pourraient atteindre 15 à 20 ans.

En Ukraine, le projet sur les asperges a ses propres problèmes: une période de récupération relativement longue, le manque de plants d'asperges de haute qualité de la production nationale, des plants importés très coûteux. Le coût des plants par hectare d'asperges est d'environ 8 000 dollars et la première récolte industrielle d'une plantation commerciale ne peut être récoltée que la troisième année. Cela freine le développement des asperges dans le pays. Des perspectives réelles de croissance de la production industrielle de cette culture seront possibles dans le cas de l'ouverture par des producteurs étrangers de plants et de leurs propres pépinières en Ukraine. Cela permettra de réduire considérablement les prix [1]. En raison du manque de plants d'asperges de haute qualité, le rendement en arbustes est faible, la raison pour laquelle le prix des asperges est très élevé. Sur le marché, le prix d'un kilogramme d'asperges est de 200UAH et son coût est de 50UAH. Le problème de la vente des asperges en Ukraine est la spécificité de la consommation de ce produit par les Ukrainiens, qui en ont une idée lointaine et ne savent pas du tout comment l'utiliser.

Néanmoins, il convient de noter que les asperges ont l'un des potentiels d'exportation les plus élevés dans le secteur des produits de base de l'Ukraine. La culture et la récolte des asperges sont associées à l'utilisation de la main-d'œuvre manuelle, beaucoup moins chère en Ukraine que dans l'UE. En outre, la consommation d'asperges dans les pays développés d'Europe est incomparablement plus élevée que dans les pays de la Communauté des états indépendants. L'UE est l'un des marchés les plus pratiques et les plus prometteurs pour les asperges ukrainiennes. Pendant de nombreuses années, cette région est restée un importateur net d'asperges: avec un taux de croissance stable de la production nationale, l'UE achète environ 50 000 tonnes de ce produit sur le marché étranger chaque année. C'est 400 fois plus que le rendement total en asperges en Ukraine. Dans le même temps, la consommation d'asperge importée dans l'UE augmente chaque année de 10 à 15%, tandis que les exportations ne dépassent pas 2 000 tonnes. [3]

Les asperges sont connues dans le monde depuis plus de 2 000 ans, mais elles ne sont cultivées que depuis le 18ème siècle. En conséquence, à notre époque, lorsque l'asperge est devenue largement disponible, des efforts titanesques sont déployés pour la rendre populaire et informer les gens de ses qualités bénéfiques.

Les agriculteurs ukrainiens doivent d'abord réfléchir aux nuances de la commercialisation de ces produits, trouver les moyens de vendre leurs produits dans leur pays et sur le marché européen, puis calculer le montant minimum ponctuel de produits d'exportation exportés vers les chaînes de vente au détail de l'UE. Pour vendre un produit périssable et délicat en Ukraine, les supermarchés doivent disposer de vitrines spécialement équipées. Par conséquent, les agriculteurs ukrainiens ont besoin d'un financement supplémentaire de la part de l'État. Grâce à des investissements et à un financement ciblé, l'Ukraine pourra atteindre un nouveau niveau de croissance et d'exportation des asperges.

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ÉTAT ACTUEL DU DÉVELOPPEMENT DE LA TRUFFICULTURE EN UKRAINE

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Le business est une source du développement économique et social de la société. Actuellement en Ukraine, apparaissent de nouvelles orientations commerciales. Une de telles orientations est la culture de la truffe.

La culture artificielle de la truffe est non seulement un moyen de sauver cette espèce, mais également une opportunité de réaliser un bon profit. La rentabilité de la production au prix de vente de la truffe la moins chère sera 300 euros par kilogramme. Le coût de l'entretien de la truffière fait 300 euros par an [1].

La truffe est une variété de champignons parmi les plus précieux au monde, qui poussent librement en Ukraine. L'Ukraine est un pays idéal pour la culture de la truffe au climat et à l'humidité favorables [1]. L'Ukraine a déjà formé une culture de consommation de ces champignons, prévoyant une demande accrue. Ces gourmandises sont cultivés en Transcarpatie, dans les régions des Carpates, de Vinnitsa et de Kiev.

Ainsi, le fondateur de la ferme "Sunberry Ukraine", située dans la région de Vinnytsia, a décidé de rendre à l'Ukraine l'ancienne gloire du fournisseur des champignons les plus chers du monde - les truffes. Pour faire cela, on a besoin d'un mycélium de haute qualité, d'un sol de qualité et surtout, on a besoin d'un lot de terre dans un climat tempéré chaud. Pour planter un hectare de truffière, il est nécessaire d'acheter des plants de noisetier, de noix de pécan ou d'autres arbres «infectés» par des spores de truffe. Un arbre de noisetier coûte 10 euros [2]. Le premier investissement pour la plantation de truffes comprend de 5000 à 10 000 euros /ha. La première récolte, 40 kg/ha est obtenue dans 5 ans , en augmentant jusqu'à 90 kg /ha dans les années suivantes, ce qui représente un bénéfice de 40 000 euros par hectare par an.

Les champignons ukrainiens peuvent être cultivés pour la vente en Ukraine et pour l'exportation. La situation est en train d'obtenir des certificats de vente légale de champignons en Europe [2]. La France, l'Espagne, l'Italie et la Croatie sont les principaux pays producteurs et consommateurs de ce mets délicat. Ce sont des restaurants, qui achètent les truffes les plus précieuses et les plus chères. Le prix varie de 300 à 10 000 euros par kilogramme.

La truffe est connue pour ses propriétés culinaires et curatives. Les gourmets du monde entier apprécient les champignons souterrains pour un goût riche qui transforme n'importe quel plat en une œuvre d'art culinaire. La composition de la truffe comprend des protéines végétales, des glucides, des vitamines des groupes B, PP et C, divers minéraux, antioxydants qui améliorent l'état émotionnel d'une personne. Le jus de truffe est un bon remède pour certaines maladies des yeux [4].

La vente de truffes est une idée d'entreprise prometteuse qui exige des efforts considérables. L'Américain Ian Purkayastha a donc créé une pépinière de truffes en Amérique [3]. Sa première entreprise, spécialisée dans l'importation de truffes aux États-Unis, n'a pas été rentable. Mais il n'a pas abandonné cette affaire et a commencé à cultiver son propre produit, les truffes. Le résultat, le revenu de 4 millions de dollars par an, parle pour lui-même. L'exemple d'un Américain prouve encore une fois qu'il s'agit d'une entreprise unique: une idée pour un "million".

L'industrie de la truffe est née tout récemment en Ukraine, mais il existe déjà une forte demande de champignons dans les restaurants ukrainiens: plus de 15 kg par semaine pour un restaurant. Selon les opinions des agriculteurs de Vinnitsa, dans 20 ans, l'activité de la trufficulture en Ukraine sera rentable sans surproduction et sans concurrence.

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LANGUE ÉTRANGÈRE COMME UNE DES COMPOSANTES POUR LE DÉVELOPPEMENT PROFESSIONNEL D'UN FUTUR ÉCONOMISTE

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La bonne connaissance d'une langue étrangère professionnelle par des spécialistes dans le domaine de l'économie est l'une des conditions d'un travail fructueux et de l'évolution de carrière. Les entreprises s'intègrent de plus en plus à l'économie mondiale et la connaissance d'une langue étrangère devient la même compétence de base que les compétences informatiques, par exemple. Les entreprises et les compagnies essaient de refuser des services de traducteurs et elles sont plus disposées à embaucher des employés qui parlent une langue étrangère et qui sont capables de traduire la littérature et la documentation spécialisées. Il convient de noter le fait qu'un simple niveau de conversation en langue ne suffit pas pour effectuer des tâches sérieuses au travail. Chaque personne doit parler une langue étrangère pour pouvoir facilement:

- suivre les affaires internationales;
- connaître tous les termes économiques;
- communiquer avec des collègues d'autres pays;
- mener la correspondance commerciale;
- traiter rapidement les informations dans une langue étrangère [1].

Aujourd'hui, l'économiste, le comptable ou le responsable ordinaire doivent connaître une langue étrangère. Après tout, cela donne non seulement une augmentation de salaire de 20%, mais ouvre également de nouvelles opportunités pour le jeune spécialiste. Les économistes ordinaires, les avocats et les dirigeants devraient réfléchir à leur avenir s'ils envisagent de se lancer dans une carrière au niveau international.

Dans les activités professionnelles quotidiennes, des spécialistes des domaines de l'économie et des finances ont besoin d'une langue étrangère qui est nécessaire pour:

- étudier la théorie et la pratique de l'activité économique étrangère, du commerce international;
- posséder d'un vocabulaire des termes économiques, élargir des connaissances dans le domaine des sciences économiques;
- lire des ouvrages spécialisés et trouver les informations demandées, acquérir les compétences nécessaires pour analyser, annoter;
- traiter de grandes quantités d'informations en langue étrangère;
- réaliser la communication professionnelle facile avec des collègues en Ukraine et à l'étranger;
- faire la correspondance commercial, gérer et maintenir la documentation;
- mener la communication interculturelle, élargir des horizons de leurs connaissances, rapprocher les cultures de différentes nations [2].

Au cours des dernières années, le secteur d'assurance s'est développé rapidement. Les gens ont commencé à voyager davantage dans d'autres pays et à utiliser les services des sociétés internationales. Par conséquent, une personne travaillant dans ce domaine est obligée de connaître une langue étrangère pour pouvoir négocier facilement avec des sous-traitants. Des spécialistes du profil économique doivent savoir traiter la documentation étrangère et connaître parfaitement l'assurance internationale. En outre, il est très important de maîtriser la terminologie professionnelle, car l'exactitude de la traduction influencera directement sur l'interprétation correcte de l'événement, le cas assuré. Les futurs analystes devraient également améliorer leurs connaissances, car ils seront obligés de faire des rapports, d'explorer les activités financières d'autres pays. Ils doivent aussi surveiller et analyser les marchés financiers mondiaux. Cela concerne également ceux qui ont prévu une carrier d'un commerçant, car il ne saura pas se débrouller sans parfaite connaissance d'une langue étrangère.

Bien entendu, la connaissance d'une langue étrangère dans les conditions modernes est extrêmement importante. La langue est une qualité compétitive forte, de sorte que ses connaissances sont nécessaires à la promotion professionnelle. Et, bien sûr, si on connaît non seulement l'anglais, mais également d'autres langues étrangères, on aura les plus grandes possibilités de devenir un excellent spécialiste.

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TECHNOLOGIE DE LA SUBLIMATION DES FRUITS POUR LA PRODUCTION DES COPEAUX DE FRUITS EN UKRAINE

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Dans le monde d'aujourd'hui, les aliments malsains, tels que les croustilles, les craquelins, sont remplacés par des friandises saines et savoureuses sous forme de croustilles de fruits et de collations de légumes, qui devraient constituer une alternative aux aliments malsains, mais très populaires. Les copeaux, chips de fruits, c'est un produit tout à fait prêt à être utilisé, conçu pour une collation rapide. En comparaison avec les chips classiques, les fruits présentent plusieurs avantages qui distinguent avantageusement le produit d'autres produits similaires [1].

La technologie de production des copeaux de fruits élimine le traitement thermique, ce qui vous permet d'économiser plus de 90% de vitamines et d'oligo-éléments nécessaires à l'organisme. Pour la production de croustilles de fruits, on utilise la technologie de la sublimation ultra moderne (lyophilisation à sec), qui permet la condensation inverse. C'est-à-dire que le liquide est déplacé par une méthode complètement différente, ce qui contribue à l'obtention de produits de meilleure qualité et utiles. Le processus lui-même implique une congélation rapide puis une évaporation de l'humidité sous haute pression. Ainsi, le produit fini conserve le goût, ainsi que toutes les vitamines et les substances naturelles contenant dans les matières premières originales. En d'autres termes, la tranche d'abricot sublimée reste l'abricot et les fraises gardent la couleur, la forme et la configuration de la baie. La seule différence est la texture croquante et la perte de poids [2].

Les croustilles sont un substitut sain et nutritif à la pomme de terre traditionnelle. Le marché de la gastronomie moderne comprend les chips les plus simples et à prix abordables, comme la banane ou la pomme, et les plus exotiques à base de papaye, de pitahaya et autres.

La production de telles chips constitue une avancée majeure pour le marché ukrainien. Il n'y a pas de concurrents directs sur le marché ukrainien. Un nouveau segment s'ouvre sur le marché des snacks. L'apparition d'un tel produit modifie radicalement l'opinion établie sur les propriétés de consommation des chips et satisfait pleinement l'intérêt croissant des acheteurs envers une alimentation saine.

Aux États-Unis et en Europe, les croustilles sont très populaires (elles ne sont pas importées en raison de leur coût élevé). Selon les analystes, les chips de fruits, les chips de baies ont de vastes perspectives. Les produits sont distribués principalement au niveau national, bien que les autres pays comme la Slovaquie, les Émirats Arabes Unis, la Norvège, les États-Unis, l'Autriche et la Pologne s'intéressent aussi aux chips de fruits. Pour organiser les livraisons externes, on doit avoir le lot minimum de 1 à 2 tonnes. Pour le moment, les producteurs ukrainiens, même en coopérant ensemble, ne peuvent pas fournir régulièrement de tels volumes [3].

L'Organisation Mondiale de la Santé (OMS) affirme qu'un régime alimentaire sain doit inclure la consommation quotidienne de 400 grammes de fruits et de légumes en 5 portions, ce qui réduit considérablement le risque de diabète, de cancer, de maladies cardiovasculaires et d'autres maladies non transmissibles [4].

La technologie de la sublimation des fruits présente de nombreux avantages par rapport à leur traitement thermique. Le produit sublimé garde le goût, la couleur, la forme, ainsi que toutes les vitamines et les substances naturelles contenant dans les matières premières originales. Un tel produit est absolument naturel et ne contient ni colorants, ni édulcorants, ni arômes. C'est aussi une collation très utile et diététique, qui ne contribue pas aux troubles du système digestif et n'affecte pas la prise de poids. En plus, la production de telles chips de fruits est une activité très rentable, qui porte ses fruits environ dans 2-3 ans. La base de matières premières de l'Ukraine est simplement énorme, elle offre de nombreuses opportunités pour le développement d'une telle industrie.

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TENDANCES DE LA TRANSITION VERSLEMARCHÉ DES PRODUITSALIMENTAIRESBIOLOGIQUES EN UKRAINE

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D'après le WWF, la transition vers les produitsbiologiquesest déjà en cours.Les aliments biologiquessont de plus en plus populairesdans le monde. Selonl'Organisationmondiale de la santé, un aliment dangereuxpeut causer plus de deux cent maladies. Cesdernièresannées, la demandemondiale de fruits etde légumes, de viande et de lait a étéproduitedans des zones sûres et cesproduitsne contiennent pas d'additifschimiques. Les acheteurs ne sont pas découragés par des prix encore plus élevés, car ilssaventque les produits bio sont de haute qualité.

En France, ilexiste*«unemajoritéculturellecomposéed'agriculteurs, de consommateurs, de collectivités locales, de producteurs et d'entreprises qui mènent déjà à leuréchelle la transition vers un nouveau modèleagricole et alimentaire»*.L'organisation de protection de l'environnement attend des actions, des mesuresconcrètes de la part des dirigeantspolitiques, pour encourager et non freinercemouvement. [1]

Alors, pourquoi les produitsbiologiquessont-ilsdevenussipopulaires? Etqu'est-cequ'onpeutattendredansl'avenir?Les produitsbiologiquesetécologiquesdeviennentunetendancemondiale et un créneauprometteur.Cesdernièresannées, la production de produitsbiologiquesetrespectueux de l'environnementdans le monde estdevenueuneindustriepuissante avec un chiffred'affaires de plusieurs milliards de dollars. Selon les analystes, le volume dumarché de seulsproduitsbiologiques,certifiés en 2016-2017,dépasse les 100 milliards de dollars.

En Ukraine, ceprocessusest plus lent en raison des conditions économiques et politiques, maismontretoujoursunetendance positive.Au moins 10 à 15% de la population de l'Ukraine, biensûr, principalementceux qui résidentdans les grandesvilles, sont en mesured'achetercesproduits. Les produitsbiologiquespeuventêtreachetésdans 800 points de ventesituésdans 35 villesd'Ukraine.Etce ne sontque des donnéesofficielles. Les principauxacheteurssont les jeunes parents, les femmes enceintes, tousceux qui se préoccupent de leur santé, les jeunesavancés, les personnessouffrant de maladies du tractus gastro-intestinal.

Depuis 1999, le marchéalimentaire bio mondialaétémultiplié par six. On voitaussila croissance du marché bio en Ukraine. Les Ukrainienssont de plus en plus conscients des problèmesécologiqueset de sécurité sanitaire.Les agriculteurs du pays se tournent de plus en plus vers la production biologique pour soutenir la demande des consommateurs.Aujourd'hui, le marcheukrainienreste encoremodeste.Ils'agit d'un petit marché - 2% du marchéalimentaire du pays. Maisil se développe à un rythmesoutenu. De 2008 à 2013, l'augmentationaétésupérieure à 2500%. Selon les donnéesofficielles en2012-2013, la production biologique a augmenté de + 44%, de sortequ'en 2013, l'Ukraineest entrée dans le top 5 des pays producteurs de produitsbiologiques. L'Ukraineestaujourd'hui le numéro 11 en Europe en termes de production de produitsbiologiques (FIBL -ForschungsinstitutfürbiologischenLandbau/ Institut de recherche de l'agriculturebiologique). Ilest probable qu'en 2018-2020, l'Ukraineentreradans le TOP 5 des pays les plus grandsfournisseurs de produitsbiologiques au monde.

Les produitsbiologiquesc'estuneopportunité de gagner des millions d'eurossur les exportations en travaillant en Ukraine.Les exportations de produitsbiologiques et écologiquesaugmententégalementrapidement. L'Europeest en mesured'acheter beaucoup plus de produitscertifiésukrainiensque le fournisseurukrainienen offriraujourd'hui. L'Ukraineest en train de transformer avec confiance non seulement le panier à pain de l'Europe, maiségalement le panier à pain biologique de l'Europe.Cettebranche de l'agriculturefournitunrevenu stable en devise étrangère. En 2013, les 36 exportateursukrainiensontgagné au total 36 millionsd'euros.

Cesecteuragricoleestsocialement responsible, il se préoccupe pour son pays et ses habitants.Maiscetteactivitéd'affairen'est pas pour tout le monde. Tout de même,cedomaineexige de la loyauté et de certainescroyances. En effet, du point de vue du profit, les agriculteurspeuventégalements'occuper des produitsagroalimentaires non biologique. Les fabricants desproduitsbiologiquessontconvaincusque, contrairement aux producteurstraditionnels, ils ne les ruinent pas, maissauventleur pays natal et leurpeuple. Puisqueque beaucoup de produitschimiquessontutilisésdans la culture de plantesetdansl'élevagetraditionnels, les terres et les animauxbiologiquessontcréésselon des méthodespures, qui sontinoffensives et vraimentutiles.

On observe la tendanceversla nourrituresaineproduiteetconsomméelocalement pour longtemps.Comptetenu des ressourcesfertiles de l'Ukraine, son rôleclé en tantquefournisseur de produitspropres en Europe et dans les pays du monde estinévitable, et sur le marchéintérieuraussi. L'importance de la sécuritéalimentairevacroître. L'obésité, la morbiditéélevéeet la mortalitéforceronttôtoutard de plus en plus de personnes à introduire la fameusecitationd'Hippocratedansleurvie: "Nous sommesceque nous mangeons". Par conséquent, cetteindustrie aura certainementune perspective.Maischacundoitprendresa place sur le marchémaintenant, alorsque le marché se forme. Après 5 ans, il sera,peut-être, trop tard.

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MÉTHODES INNOVANTES D'AMÉLIORATION DE L'AGRICULTURE EN UKRAINE

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Ukraine a non seulement un fort potentiel en tant que le pays agricole, mais aussi elle a de grandes perspectives sur les marchés agricoles. Malgré cela, l'agriculture ukrainienne est peu efficace par rapport aux pays agricoles à l'Europe et aux États-Unis. Dans l'agriculture de l'Ukraine prédominent d'anciennes technologies traditionnelles, et la mise à jour innovante est en mouvement lent, ce qui est la cause majeure de la crise prolongée du secteur agricole[1]. Mais tout de même, il existe déjà des idées novatrices qui changeront l'agriculture de l'Ukraine.

Un exemple de ces idées innovantes, c'est une ferme de style Uber, l'incarnation du jeu «Ferme joyeuse» dans la vie où chacun peut avoir une vraie ville et une récolte, mais sans cela, il n'est pas nécessaire de consacrer du temps et de la force au jardinage. À l'aide d'un calculateur en ligne créé avec des nutritionnistes, la famille sera en mesure de calculer ses besoins en produits pour une année. Lors de la confirmation de la commande, le système sélectionne les producteurs les plus proches qui sont prêts à cultiver et à fournir des produits.

On utilise de plus en plus des technologies modernes des semis de précision. Pour le développement efficace des plantes à la plantation il est nécessaire de respecter une certaine distance entre elles. Un agriculteur ukrainien a élaboré le semoir à précision qui distribue des semences dans le jardin à la distance requise pour une culture particulière. Cela permettra l'utilisation la plus efficace des semences et des terres. Le nouveau semoir sera de deux types: mécanique et électronique.

La serre «Intelligente» c'est un système de contrôle, qui vérifie la température, l'éclairage, la préparation de la solution nutritive pour les plantes et l'irrigation. Tout le processus peut être contrôlé à partir de votre smartphone. La serre "raisonnable" fonctionne de manière autonome, sans l'intervention humaine. Selon le développeur, une personne peut être au service de plusieurs serres, et le système permet d'effectuer la surveillance à distance, faire l'analyse des processus et de prédire le rendement des cultures.

Les appareils Craft Scanner Capteurs sont destinés à contrôler la profondeur du labour de sol à partir de n'importe quelle machine agricole: cultivateur, semoir, herse ou charrue. Le fait consiste en ce que chaque plante nécessite un niveau différent du traitement de sol. Craft Scanner peut suivre le travail des conducteurs de tracteur, car il est impossible de vérifier si le champ a été labouré correctement. [2]

Dans l'agriculture de l'Ukraine, les drones sont de plus en plus utilisés pour suivre le rendement des champs. Les agriculteurs dressent une carte des parcelles de récolte médiocres, puis ils accrochent des conteneurs avec des engrais aux drones, et ceux-ci les dirigent déjà aux endroits appropriés. De telles façons, le drone UA survole les champs 8 fois par saison.

L'Ukraine reste une zone exempte d'organismes génétiquement modifiés. La pureté bio des produits est l'un des avantages concurrentiels de l'Ukraine sur le marché agraire mondial.

En Ukraine, on a déjà lancé un projet unique, la création du premier cluster international de producteurs agricoles en Ukraine. Ses activités seront possibles grâce à la mise en œuvre d'un projet de grande ampleur "Réseau transfrontalier pour une agriculture innovante", doté d'un budget de 297 milliers d'euros. Le projet vise à accroître la compétitivité du secteur agricole en développant les contacts des partenaires des deux côtés de la frontière et en introduisant des solutions innovantes dans le secteur agraire. Cela leur permettra d'améliorer la qualité des produits et d'accéder aux marchés de l'Union européenne. Tous les participants de ce projet auront accès à une formation régulière dans le domaine des technologies innovantes, de la normalisation européenne, de la gestion, du marketing et de l'échange de bonnes pratiques.

L'Ukraine a besoin de changements dans l'agriculture. Il existe également de nombreuses idées pour améliorer l'agriculture. L'élaboration de nouveaux projets, les technologies informatiques, l'agriculture de précision, l'utilisation de tracteurs autonomes, de drones agricoles, la production de produits biologiques contribueront à améliorer l'efficacité de l'agriculture et à accéder aux marchés de l'Union européenne. L'Etat ukrainien devrait promouvoir l'introduction de ces méthodes innovantes d'agriculture. Mais cela nécessite des conditions nécessaires et un financement, comme dans les pays développés.

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LE NEUROMARKETING COMME LA PERSPECTIVE DU DÉVÉLOPPEMENT DE MARKETING SUR LE MARCHÉ MONDIAL

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Problème: Dans les conditions modernes du développement économique mondial, le marketing se trouve à un tel stade de sa formation quand la production, la quantité de biens et de services augmentent. Les conditions de la concurrence deviennent plus complexes, les orientations de valeur des consommateurs changent, les problèmes sociaux et politiques s'aggravent, la crise économique s'approfondit. Alors, il apparaît un besoin urgent de résoudre les problèmes de marketing. C'est pourquoi, pour résoudre ces problèmes dans le monde, on utilise le neuromarketing, qui active les ventes de biens, accroît la compétitivité des produits sur le marché et constitue également l'un des principaux moyens d'influencer l'acheteur. Il est alors urgent de résoudre les problèmes de marketing.

Objectif: Révéler l'essence du neuromarketing, mettre en évidence les principales technologies et les possibilités de son application sur le marché mondial.

Contenu principal: Le neuromarketing est un type des recherches de marketing totalement nouveau, qui associe le marketing et la neurobiologie. Son essence réside dans l'étude de la réaction inconsciente du cerveau humain aux diverses solutions de marketing. Le neuromarketing permet de connaître l'essence, de comprendre l'attitude de l'acheteur à l'égard d'un produit particulier avant qu'il le comprend lui-même, et permet donc, de gérer cette attitude à l'aide de différents types d'impacts.

Un ou plusieurs sens peuvent avoir un impact sur le cerveau: odorat, toucher, ouïe, vue et goût. L'impact visuel est utilisé plus souvent que d'autres et peut être rendu, par exemple, par la couleur: l'utilisation de couleurs vives attire davantage l'attention, par exemple, les logos de marques célèbres, telles que Coca-Cola, Lays, McDonalds. Les premières entreprises qui ont commencé activement et efficacement à utiliser le neuromarketing ont été les marques bien connues Coca-Cola, General Motors, Nestlé, Proctor & Gamble [3].

L'utilisation du neuromarketing a également révélé qu'une petite publicité de 30 secondes attirait beaucoup plus l'attention qu'une publicité minutieuse. Une seule partie du cerveau est responsable des signaux d'action, l'autre est au repos en ce moment. Ainsi, une personne n'a pas de temps pour analyser une image ou un logo vu instantanément, mais le cerveau le reconnaît et le traite sans la participation de la conscience. Les informations sont mémorisées et la prochaine fois, quand la personne rencontrera ce logo, il sera perçu comme logo connu et créera de la confiance, ce qui pourra entraîner un achat.

Malgré le fait que, dans la plupart des cas, les spécialistes du marketing tentent d'influencer la composante visuelle, vous ne devez pas négliger les autres canaux. L'audition et l'odorat sont tout aussi efficaces, par exemple, la musique d'ambiance et les arômes dans les magasins, l'odeur du produit lui-même. Selon les recherches, pour 70% de consommateurs, l'odeur d'un produit indique de sa qualité. Certaines marques, telles que Samsung, Bang & Olufsen, Holiday Inn, BMW, Honda, Opel, British Airways, ont même leur propre parfum de cognac, et les journaux et les magazines utilisent des odeurs sur leurs pages pour augmenter leurs ventes. Les informations obtenues par les sensations affectent directement le subconscient. Il est prouvé que la capacité de toucher le produit, de le sentir, augmente l'efficacité des ventes. Ce n'est pas en vaine qu'il existe des échantillons d'exposition dans les magasins d'électronique et dans les salons d'automobiles, ils proposent de se mettre au volant.

En outre, les supermarchés Auchan en France et en Ukraine parfument les départements de confiserie et de pâtisserie avec les odeurs de pudding de Noël et de chocolat. Sous l'influence de cette odeur, les ventes augmentent de 60%. Dans les magasins d'Autriche et d'Allemagne, la société Tchibo a installé près de l'entrée des machines qui diffusent l'odeur du café fraîchement moulu, c'est pourquoi le nombre de visiteurs a augmenté de 50%.[1]

Outre les couleurs et de l'odorat, on l'utilise le design sonore dans la vente. La musique affecte aussi bien l'ambiance des clients. Par conséquent, dans la plupart des grands magasins, on crée un fond de musique douce. Les experts américains affirment que cette musique d'ambiance contribue à une augmentation de 46% du chiffre d'affaires [2]. Habituellement, s'ils veulent intensifier leurs échanges commerciaux, ils utilisent une musique entraînante de 12h à 15h et après 18h, et inversement, de 9h à 11h et après 22h, ils utilisent la mélodie calme, par exemple, à Silpo.

Les trois composantes du neuromarketing constituent un mécanisme puissant permettant d'influencer les acheteurs, en créant un lien clair entre une entreprise et un acheteur, en contribuant à augmenter quantitativement les ventes de produits et à accroître la compétitivité d'une entreprise. Par conséquent, pour accroître l'efficacité des ventes, les fabricants devraient utiliser plus activement le neuromarketing, ce qui permettra de faire progresser le développement des ventes de produits et de minimiser les coûts des entreprises pour des campagnes de publicité onéreuses.

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LES NOUVELLES TECHNIQUES DE PRODUCTION DE GAZON EN ROULEAUX EN UKRAINE

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L'industrie de paysage en Ukraine a débuté il y a environ dix ans. Aujourd'hui, selon les experts, il existe un intérêt accru et une demande croissante pour les activités paysagères et l'aménagement paysager du territoire des maisons privées dont les propriétaires souhaitent voir autour d'eux la beauté. Les professionnels peuvent satisfaire cette demande en proposant le gazon de pelouse qui est la base et le fondement de la conception de paysage. La pelouse donne un excellent fond et une très belle vue pour les parterres de fleurs, les espaces verts plantés d'arbres et d'arbustes, décorés d'haies de plantes et pour les petites formes architecturales.

Le gazon (en français *gazon* signifie ″herbe″), appelé aussi pelouse artificielle, c'est une surface semée de graines de graminées, spécialement sélectionnées et diversifiées. On crée des pelouses pour l'aménagement du territoire des parcs, des plantations des arbes, des jardins ou pour les aménagements paysagers indépendants. Conditionnellement, les pelouses sont réparties et qualifiées en groupes selon des mélanges de graminées. Pour la production végétale des herbes vivaces, il existe deux méthodes principales: le gazon de semis et le gazon en rouleaux. Pour recevoir une récolte abondante, à perpétuité, dans chacune des deux méthodes il faut semer des semences de céréales d'espèces de longue durée, celles de vie courte et des semences d'espèces de transition. Il est nécessaire d'appliquer les engrais minéraux de la plus haute qualité dans le sol.

Le gazon en rouleux est une couverture dense d'herbe, la couche du gazon en plaques des herbes vivaces, roulé en ballot. L'herbe de pelouse en rouleaux est un matériau déjà prêt à créer une nouvelle couverture verte sur une terre stérile. Cela prend un an avant qu'il ne soit mis en vente. Mais pour la replantation du gazon d'un sol à l'autre il suffit deux, trois semaines. Les spécialictes modernes cultivent le gazon en utilisant une technologie spécialement élaborée.

Afin de choisir un mélange de graminées pour la future pelouse il faut prendre en compte ce que l'herbe de graminées mixtes est divisée en mélanges de variétés et en mélanges de graminées. Dans le premier cas, on utilise les semences d'une seule espèce, dans le second cas, ce sont de différents types des céréales qui sont utilisés. Sur les terrains sablonneux des «pépinières de gazon», la production de gazon est réalisée sur un filet synthétique et aussi sans celui-ci.

L'entrelacement des racines de plusieurs espèces de variétés des plantes sert la base pour le gazon en rouleaux. Pour les entreprises industrielles destinées à la culture du gazon Big Rolls, les champs avec une surface horizontale et parfaitement plane conviennent le mieux.

La production s'effectue en plusieurs étapes: la préparation du sol par le labourage, le traitement, le nivellement et le comactage de la surface de sol. Puis on fait le traitement par les herbicides, le deuxième labourage; la destruction complète des mauvaises herbes, le déchaumage du sol à l'aide d'un pulvérisateur avec une charge spéciale; la planification sur le terrain avec la plantation en grille, le semis des graines hybrides de gazon, l'arrosage de 12 heures par jour avec un système de la fertigation automatisé; la fertilisation par les engrais, la tonte et l'aération.

Lors de la tonte, on enlève une tige supplémentaire qui ne donne pas la croissance à la pousse. Puis on coupe l'herbe du gazon en rangées; on la ramasse, on fait le pliage, puis l'emballage de la pelouse finie sur des palettes et on transporte le gazon pour la maturation et le stockage dans des réfrigérateurs spéciaux.

Au printemps, avant de commencer la vente de gazon, chaque fabricant devrait lui faire une jolie vue, c'est-à-dire, il faut éliminer des résidus séchés des plantes, donner le temps aux jeunes plantes pour atteindre 10 cm, ajouter de l'engrais (N, P, K), faire la coupe et après, à partir du mois de mai, on peut mettre le produit en vente.

Un gazon crée un bel environnement offrant une aire pour les activités de loisirs, il procure des avantages du point de vue de la santé. Il abaisse la température de l'air, absorbe les polluants atmosphériques, dégage une grande quantité d'oxygène dans l'atmosphère, réduit des peuplements de mauvaises herbes provoquant de réactions allergiques.

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LES SPÉCIFICITÉS DU TRAVAIL DES RESTAURANTS FRANÇAIS DANS LA ZONE DE VILLÉGIATURE

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La cuisine française est à juste titre considérée comme un modèle de la cuisine du monde, un standard de raffinement et de sophistication. Sa grandeur repose sur le choix judicieux de produits et sur la bonne combinaison d'ingrédients, ainsi que sur le souci du moindre détail. On ne peut pas imaginer le tourisme vert et les loisirs des Français sans ses plats célèbres et ses excellents restaurants. En France, les restaurants de la cuisine française traditionnelle sont les plus populaires. En outre, les spécificités du travail sont très différentes des institutions similaires en Ukraine.

En comparant ces deux types des restaurants, il faut examiner les caractéristiques du travail des restaurants français typiques. Dans tous les restaurants et les cafés du pays, le choix des plats est généralement effectué selon le menu. Les prix indiqués pour les plats complexes incluent rarement les boissons et presque jamais des frais supplémentaires pour le service. La commande peut être faite selon le menu avec des plats et des prix préréglés (prix fixe) ou on peut commander des plats individuels en utilisant le système à la carte. Un menu typique comprend généralement plusieurs sections: l'apéritif (entrées ou hors-d'œuvre), le plat principal, le dessert et le fromage. Parfois, les restaurants proposent un ensemble complexe, généralement 2 ou 3 plats les plus en harmonie, ce qui coûtera 5 à 7% moins cher que si chacun de ces plats était pris séparément. Les prix des menus à la carte dépendent de la politique de l'établissement (dans les restaurants à la mode, c'est souvent la seule option), mais traditionnellement, c'est un peu plus cher que le prix fixe.

Les frais de service (12-15%) sont généralement inclus automatiquement dans la facture dans les restaurants et les bars, donc officiellement, aucun paiement supplémentaire n'est requis, mais il est considéré comme une bonne forme de laisser de l'argent au personnel de maintenance avec la facture.

Puisque les vins et les boissons ne sont pas habituellement inclus dans le menu, ils sont servis au bar. En conséquence, dans la facture, ces composants seront divisés et le paiement du vin, par exemple, pourra être effectué via le bar. Les barmans et les serveurs locaux ont tout un système pour désigner le règlement avec le client. Les moyens de paiement autres que les espèces sont acceptés sans restrictions.dans presque tous les bars et les cafés.

L'horaire de travail de la plupart des restaurants locaux est individuel et n'est limité que par le propriétaire de l'établissement. De nombreux établissements, notamment les plus prestigieux, n'ouvrent pas leurs portes pour le petit-déjeuner et le déjeuner. En hiver, ces restaurants sont généralement fermés. Le restaurant, ouvert pour le petit-déjeuner, débute généralement son travail au plus tôt à midi et sert les clients jusqu'à 13h30. Le dîner commence habituellement entre 19h00 et 19h30 et dure jusqu'à 21h30. Les restaurants offrant de plus longues heures de service ne se trouvent généralement que dans les grandes villes et même le plus souvent, dans le centre historique. Dans la plupart des restaurants de haut niveau, la commande d'une table est obligatoire à l'avance. Sans la commande, même un seul visiteur peut être refusé, peu importe si le restaurant soit vide ou complètement occupé.

Quant aux menus du restaurant, ici on présente essentiellement les plats traditionnels et régionaux français . Parmi eux, la truffade, la potée auvergnate, le coq au vin, les choux farcis et plusieurs autres. Il est important que les commandes se préparent très vite, ce qui caractérise le restaurant de la meilleure façon. Souvent, les gens viennent personnellement voir le chef et le remercier pour le déjeuner bon ou lui exprimer tout simplement leur admiration.

Souvent, la presse locale organise une campagne bruyante contre le calcul du nombre des touristes dans les cafés et les restaurants. Un tel problème existe, surtout dans les endroits très fréquentés par des visiteurs étrangers. Il est donc recommandé de vérifier soigneusement l'addition avant de payer. Cependant, cela est typique aux grandes villes. Dans les provinces, une telle escroquerie est toujours considérée comme dégradante pour l’institution et plutôt sévèrement réprimée. Dans tous les cas, un bon service et l’absence de réclamations à l’égard de la facture renforcent grandement la réputation de l’institution.

On peut donc en conclure que le secteur de la restauration française est très différent de l’ukrainien. Il propose une large gamme de menus, de prix, de services et bien plus encore. La France a réalisé le plus grand développement dans ce domaine, ce qui s'explique principalement par une situation économique plus stable dans le pays. Les principales différences sur le marché de la restauration sur le marché intérieur comprennent également un nombre insuffisant de restaurants par un habitant. Cette situation est en partie due au fait que la tradition des restaurants est pratiquement ancrée en Europe et que les moyens nécessaires pour la visite d’un restaurant sont à la disposition d'une grande partie de la population des pays européens.

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ДИСКУСІЙНЕ ТА УСТАЛЕНЕ У СУЧАСНІЙ КОНЦЕПТОЛОГІЇ

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У контексті концептуалізації й категоризації світу, формування різних структур знання й способів їхньої репрезентації в мові, по-новому ставиться проблема співвідношення значення й змісту слова. Когнітивна лінгвістика, як нова система вивчення мовних явищ, не заперечує досягнутого в лінгвістиці раніше, але інтегрує отримане знання, виводячи його в зовсім іншу площину [7].

Мовна картина світу – це відтворення в мові предметів і явищ навколишньої дійсності за допомогою засобів мови [4]. Структуруючим елементом картини світу є концепт – оперативна одиниця нашої свідомості. Із сучасного розуміння концепту витікає, що він сприймається як «базова когнітивна сутність, що дозволяє зв'язувати зміст із уживаним словом» [1].

Появу головного поняття когнітивної лінгвістики – терміну «концепт» пов’язують з іменем Сергія Олексійовича Аскольдова-Алексєєва. У 1920-х роках він розробляв теорію концепту, котра наприкінці ХХ ст. виокремлюється у самостійну галузь науки – концептологію. Термін «концепт» не має однозначного тлумачення. В рамках когнітивного підходу термін «концепт» синонімічний терміну «поняття», практично ототожнюється з ним [7].

Мова йде про широкий погляд на слово, що вивчається на стику цілого ряду гуманітарних галузей знання – лінгвістики, літературознавства, логіки, філософії, мистецтвознавства й культурології. Слово розглядається як цілісний об’єкт гуманітарних наук. Хоча в сучасному постмодерністському контексті не прийнято говорити про зміст, між тим вважається, що саме зміст у найбільшій мірі розкриває суть терміна «концепт» [2].

Концепт розуміється як багатомірне ментальне утворення, «значеннєва» польова структура, у яку входять різні аспекти знання й досвіду, у тому числі: світоглядний, раціональний, емотивний, культурологічний [3-4].

За словами Валентини Авраамівни Маслової, концептом стають тільки ті явища дійсності, які є актуальними і цінними для даної культури, мають велику кількість одиниць для своєї фіксації, є темою прислів'їв та приказок, поетичних та прозових текстів. Вони є свого роду символами, емблемами, точно вказують на текст, ситуацію, знання, що їх породили. Вони є носіями культурної пам'яті народу [6].

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SALT WATER ENERGY

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It is no secret that people will sooner or later run out of oil, gas, and coal. The question arises, where to get energy? After all, our whole life is based on the use of energy. Is it possible that after the end of all the reserves that are still on the planet, the existence of civilization will end?

It is important to understand the alternative little-known source of electricity, which causes hope and in the future will save us from the disappearance of civilization.

Gaze at the end of a river, where saltwater and freshwater meet. It may not look like anything, but new research suggests this could be a massive source of electricity [1].

Imagine a tub divided in half by a semi-permeable membrane. On one side of the membrane, the tub is filled with saltwater. On the other side, it is filled with fresh water. Molecules from the freshwater side will squeeze through the membrane to dilute the salty side (such as water's love of equilibrium). This process is called osmosis.

Osmosis can be used to generate power. As molecules pass through the membrane, the water level on the salty side of the tank rises. Rising water can move a turbine to run a generator. Historically, however, osmotic power plants have generated too little power to have any practical application [2].

An osmotic power station is a stationary power plant based on the principle of diffusion of liquids (osmosis). The osmotic power station takes control of the mixing of salt and fresh water, thereby extracting energy from the increasing entropy of liquids. Mixing takes place in a tank that is divided into two compartments by a semi-permeable membrane. Seawater is supplied to one compartment and fresh water to another. Due to the different salt concentrations in the sea and fresh water, water molecules from the freshwater compartment, trying to equalize the salt concentration, pass through the membrane into the marine compartment. As a result of this process, an overpressure is formed in the compartment with sea water, which is used to rotate a hydro turbine that produces electricity.

Recently, a team of researchers from Switzerland and the United States built a new kind of osmotic power generator that vastly outperforms any that came before. In their version, one side of the tank contains a higher concentration of seawater ions than the other side of the tank. The membrane, which is just three atoms thick, features a single opening through which only positive ions can pass. An electrode connects the two sides. When positive ions squeeze through the membrane, their electrons transfer to the electrode, producing a current.

The ultra-thin membrane and its microscopic opening are a key to the success of the generator. Larger membranes with myriad openings could generate huge sums of energy. The researchers say a membrane just one square meter in size could produce 1 megawatt of electricity, enough to power roughly 750 homes. [1]

A version of this technology could be deployed to river estuaries where freshwater and saltwater meet. Unlike wind turbines and solar panels, they would reliably generate electricity at all hours of the day, potentially enough to power entire cities.

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