

ского хозяйства Республики Беларусь за период 2017–2019 гг имеют положительную динамику, однако данный рост незначителен, также наблюдается и отрицательная динамика отдельных показателей.

Статистические данные и существующие тенденции говорят о необходимости развития инновационной деятельности в сельском хозяйстве Республики Беларусь, так как его развитие в значительной степени определяется уровнем привлечения инновационных технологий и эффективностью производства.

Таким образом, активизация инновационной деятельности позволит обеспечить сбалансированное и устойчивое развитие сельского хозяйства, повысить его конкурентоспособность и существенно улучшить производственные и экономические показатели.

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MODERN APPROACHES TO THE FORMATION OF THE IMAGE AND REPUTATION OF CIVIL SERVANTS

The civil servant is a promising profession in Ukraine and the requirements for the civil service are growing every year.

The concept of "image" includes not only natural personality traits, but also specially created. In addition, it indicates both the appearance and the inner world of man, his psychological type. This problem is addressed by a new branch of scientific knowledge – imageology.

Image is a certain image that a person presents to the world, it is also a kind of self-presentation. On the one hand, it is information for the surrounding world; on the other hand, it is a way to achieve a certain goal. An important feature of the image is its activity. It can affect the consciousness, emotions, activities and actions of people.

It is very important to understand the motives of their behavior, its necessity, the expected result. There are the following components of the image:

- style;
- ideology;
- creditworthiness.

In considering style under image understand appearance, style in clothes and a manner to be kept. Working on the image is a selection of costumes, make-up, search for the most profitable angles for photography and video. In other words, we can say that this is the appearance of a person.

Considering the ideology, it should be noted that this approach suggests that the style of clothing, mannerisms and actions should be subject to the ideology of the enterprise. The formation of ideology dictates the formation of image. That is, everything should be according to the standards and not deviate from the norms.

Given the credit, the work on the image aims to enhance the personality of the leader as a communicator, which must meet three conditions:

- be an expert in a particular field;
- inspire confidence and be reliable;
- have a legitimate authority.

If the image is more related to the external side of the image of a particular person, the reputation is a general opinion that has developed in certain circles about the advantages and disadvantages of this person, a kind of his trademark, a characteristic passed from mouth to mouth. The purpose of the image is the opportunity to convey information about yourself, about your sincere foundation, ideals, plans, actions.

Given the symbolic nature of the image, it can be considered as a message addressed to the audience that the individual has certain properties. In order for the audience to perceive such a message, it must be written in a language they understand, and therefore use familiar symbols in their usual meanings.

The object of the image is a person, a group of people or an enterprise. The concept of "image" includes not only the natural properties of the leader, but also specially designed, created, formed. It is largely determined by the objective characteristics of the object, in particular, its psychological type, compliance with the demands of time and society.

Of particular importance are the components of appearance and behavior that form the image. The display of these components performs two functions: to directly distinguish and recognize them among other components of the form and in the overall picture of behavior, and the interpretation of the psychological content, which seems to the participants, concluded in accordance with formal and informal rules.

There is a concept of "business reputation" – a set of qualities and assessments of any entity in business management. It is this kind of reputation that can tell us how well a person meets the basic requirements of a civil servant.

It is not uncommon to encounter a situation where the terms "image" and "reputation" are used interchangeably. In this regard, it seems necessary to distinguish between these concepts.

Reputation is an important characteristic of an individual or enterprise, it is associated with the perceptions of individual social groups about the qualities and behavior of its owner.

Image, in contrast to reputation, is focused on the mass audience and mass consciousness.

As follows from the definition, the image is, first of all, a means of communication, a tool of communication of its carrier with mass consciousness..

That is, image and reputation complement each other. Each of these concepts has its own meaning, but they are not identical, but rather complement each other. In our opinion, reputation is a broader concept than the image of a civil servant. After all, the image can tell us about a person's imagination: what he looks like, how he is dressed. And reputation gives us a more complete description of a person. It is on the basis of reputation that citizens trust the representatives of the civil service. After all, when we know that a person who solves certain issues, adopts certain laws, participates in solving public issues has a good reputation, we can trust him.

In conclusion, it is worth noting that the reputation and image of a civil servant is a set of professional and service qualities that are very important for the public environment. Reputation is very important for a civil servant, because when offering a public service, a citizen first of all pays attention to the person who provides him with the service.

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РАЗВИТИЕ МЕНЕДЖМЕНТА В АГРОПРОМЫШЛЕННОМ КОМПЛЕКСЕ

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