

- Putting into practice the forecasting of training and use of personnel in agriculture, taking into account regional changes in the economy.

Therefore, the education and training system is the most important tool for improving the competitive environment in the country. The competitiveness of agroindustrial complex products depends on the level of training of the employees employed in this field. At the same time, it is important not only to provide a certain amount of professional knowledge and information, but also to educate students with dedication to their work. The quality of training of specialists depends directly on the quality of the educational process, the defining moment in which is the work of the teacher. The hope of the opportunity for action of human resources potential for the economic development of the agro-industrial complex can be justified if you rely on dedicated, motivated and qualified teachers. Therefore, the government's policy in the field of educational activity should be based on a proper attitude to the work of teachers, recognition of its high social and material importance. The high public status of the teacher must be reflected and confirmed by appropriate remuneration.

Literature

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THE STRATEGY OF FORMING A POSITIVE IMAGE IN THE SYSTEM OF ECONOMIC SECURITY MANAGEMENT OF FOOD INDUSTRY ENTERPRISES

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Monitoring the economic security of an enterprise is connected with the fact of determining the profitability of its production and economic activity, since the main source of ensuring sustainable economic development is profit.

It is necessary to determine the presence of profit from the enterprise according to the financial statements for the last period of its activity.

The organization of the system of monitoring the state and trends of mutual settlements in the enterprise is important for improving its economic security for the following reasons:

a) since the balance of payments has a significant impact on economic security, the monitoring results allow us to determine certain threshold levels of obligatory status characteristics and certain indicators of financial and economic status when certain managerial decisions need to be taken to avoid unduly reducing economic security;

b) the monitoring of the settlement status provides feedback in the company settlement system. After all, the success of implementation of any management actions, strategies and plans is determined not only by the quality of their preparation, but also by the monitoring of their implementation status, due to changes in the characteristics of the mandatory statuses of the enterprise and those indicators of financial and economic status that are related to economic security. businesses and the settlements in which it participates.

Structurally, the system of monitoring the economic security of the enterprise consists of an information database, analytical tools and a bank of targeted programs for safe development. And if the first and third elements of the monitoring system are already well developed in scientific research, then the choice of analytical means of information analysis still has controversy.

The main subjects of the system of monitoring of settlements are: the enterprise, its management apparatus, as well as production and auxiliary units. Participation of all units in monitoring is obligatory, and the management of the enterprise ensures confidentiality and reliability of the information provided by them. In the process of managing settlements in terms of economic security

of the enterprise, it is logical to distinguish six time levels: current; operative; medium term (from one quarter to one year); tactical; long-term (from one year to three); strategic.

The separation of such levels is due to the fact that the adjustment tools of the settlement policy must be differentiated depending on the level of application. On the other hand, the factors that affect the current situation are different in the medium to long term.

Also, before conducting the monitoring itself, it is necessary to determine the economic security status of the food industry. It is advisable to distinguish between the following types of economic security: sustainable economic security; critical danger; unstable security; sufficient security [3].

The content and sequence of monitoring at the food industry should consist of the following steps:

1. identification of the enterprise (economic entity) and the object of monitoring;
2. formation of a system of technical and economic indicators for assessing the economic security of an enterprise, taking into account the specifics of its functioning;
3. collection and preparation of information characterizing the status of the monitoring object; identifying factors that characterize prospective directions of enterprise development;
4. modeling and formation of scenarios or strategies of enterprise development;
5. calculation of technical and economic indicators of the enterprise for the entire depth of the forecast period;
6. analysis of economic security indicators;
7. development of proposals for the prevention and neutralization of threats to the economic security of the enterprise.

The offered methodical approach and tools of analysis and diagnostics of the state of the enterprise allow with sufficient completeness to investigate a set of factors that threaten the economic security of the enterprise, to reasonably and purposefully organize and perform the necessary monitoring, to systematically analyze the dynamically changing socio-economic situation, to conduct technical and economic decisions. .

Based on the data obtained on diagnostics of the economic security of the enterprise and the proposals on improvement of the system of economic security management, the main directions of ensuring the economic security of the food industry enterprises for the next period are:

- 1) achievement of financial stability and independence, development of measures of anti-crisis financial management;
- 2) introduction of effective management and marketing, including the functions of which should be the organization and implementation of protection of confidential information; organization of collection, accumulation, automated accounting and analysis of information on economic security; conducting inspections in the structural units of the enterprise and providing them with practical assistance in the safety of their activities; inspection of personnel for compliance with the rules of economic, information and physical security; improvement of work with personnel in matters of selection, appointments, job transfer and professional development of personnel; collecting, processing, storing, analyzing information about counterparties in order to prevent agreements with unscrupulous partners;
- 3) balance between financial security and other components of the economic security of the enterprise.

The main direction of strengthening the economic security of the food industry in modern conditions is to monitor systemic risks that threaten the existence of the enterprise at all levels of management, as well as adequate means of countering these threats.

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INNOVATIVE DEVELOPMENT OF ECONOMIC ENCOURAGEMENT OF ENTERPRISE PERSONNEL

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Innovative economic development requires dramatic changes in many areas of economic activity, including the pay system. New relations between the state, the organization and the employee concerning the organization of work are formed. Organizations have the right to choose systems and forms of remuneration on their own, based on the specifics and tasks of the organization, aimed at maximizing the use of workers' labor potential, accurate and complete assessment of the quantity and quality of work. Due to the organization of wages, the necessary compromise between the interests of the employer and the employee must be reached and the development of social partnership relations between the two driving forces of a market economy should be promoted.

In the interests of science and practice, wages at the present stage should be transformed by flexible regulation of the necessary aspects of the organization of remuneration into the main link of the process of economic development and to give it the functions of stabilizer of the economy. New approaches in the organization of the formation and distribution of remuneration funds are intended to ensure social justice, objectivity, to increase incentives and motivation of employees, which is greatly facilitated by effective internal and external control of economic activity of enterprises [1, p.48].

Improvement of methods of economic incentives for personnel in enterprises of the agricultural sector of the economy should be based on establishing the relationship between the wages and the level of income of the organization, as well as the efficiency of the employee himself. The payment system must create a sense of confidence and security for people, include effective incentives, and ensure the process of energy recovery (employee recovery).

In order for the chosen system of payment to increase the productivity of employees of the company, we propose to carry out designing in the following sequence:

1. Define the goals and principles of the payment system (focus on individual or group results, whether the system allows you to find and retain the right professionals, reduce staff turnover, and the like);
2. Collect information about payment systems from competing firms;
3. To analyze the conditions under which the appropriate remuneration system operates;
4. Consider interviewing for proposed changes to the payment system;
5. Analyze the effectiveness of the payment system by comparing the results achieved with its objectives [2, p.26].

Remuneration policy is an integral part of managing an enterprise, and it depends largely on the effectiveness of its work, since wages are one of the most important incentives for the rational use of labor. When developing a wage policy and its organization in a trading company, the following principles must be taken into account when remuneration:

- justice, equal pay for equal work;
- accounting for the complexity of the work performed and the level of work qualification;
- promotion of quality of work and conscientious attitude to work;
- outperformance of growth of productivity of labor in comparison with rates of growth of average wages;
- indexation of wages in line with inflation;
- the use of progressive forms and systems of remuneration, which most closely meet the needs of the enterprise.