

# PRINCIPLES OF "SLEEVE PRODUCTION" IN THE MANAGEMENT OF INTELLECTUAL CAPITAL OF THE ENTERPRISE

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Recognition of human resources as a source of increasing the effectiveness of enterprises involves their effective using, the formation of conditions for self-realization, capacity development. An important and popular management tool in modern conditions is the use of "economical technologies". Their essence is to increase production efficiency by carefully and consistently eliminating losses and respect for the person [1, 7]. "Thrifty technologies" are universal and can be adapted to any enterprise.

The main principles of "lean production" are [1-9]:

- understanding of value;
- identifying the flow of value creation;
- fight against losses;
- product flow;
- constant improvement.

Thus, "lean production" is aimed at eliminating actions that do not create value - losses.

The following principles of "prudent management" should be highlighted:

- refusal of coercion to achieve goals - the transition to involvement;
- recognition of the right of employees not to work to the limit;
- involvement of employees in the management decision-making process, in the optimization process;
- delegation of part of management functions and responsibilities;
- dominance of network communications;
- multiplicity;
- the right of every employee to know how money is earned in the company, what are the rules for career building and dismissal of employees.

"Lean management" is focused not only on increasing profits and reducing costs, but also on the formation of organizational culture, motivation, "thrifty" attitude to human resources of the enterprise.

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Human resource management, as one of the main factors in the formation of competitive advantages of the enterprise, in terms of "lean management" is based on increasing employee motivation, involving them in management decisions, development of professional competencies, increasing loyalty to management [1-5]. The activities of employees should be aimed at reducing production costs.

Thus, a "thrifty" approach to human resource management involves the formation of an "effective" employee, appropriate to the position and the profile of the profession, with such qualifications that allow him to timely and efficiently solve production problems, achieve goals [4, 6-8]. Employee performance management is based on the integration of organizational and employee goals through the development of its competencies, and the introduction of "lean manufacturing" in human resource management involves intensifying efforts to apply new management tools and technologies.

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## **WAYS TO INCREASE THE ECONOMIC EFFICIENCY OF GRAIN PRODUCTION**

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The level of development of grain production traditionally characterizes and determines the reliability of bread supply, socio-political and economic stability in the country, as well as a kind of indicator of economic well-being of the state.

In terms of absolute and per capita grain production, the availability of reserve funds, the state of the grain market can be judged not only on the efficiency of the economy and its individual industries, but also on living standards, economic power of the state [2, 8].

Grain accounts for about one third of the value of gross and more than 50% of marketable crop production, as well as about one third of all livestock feed. The costs of grain farming account for almost 20% of all costs of agricultural production.

The high energy, protein, mineral and vitamin value of grain and products of its processing allows a person to meet a significant part of their physiological needs, and at a relatively minimal cost. The proteins

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