

as valuable and most important resources. The corresponding trend is explained by the rapid development of the market environment and given the global experience this type of resources is the key to long-term success due to the formation of competitive advantages.

Also, the availability of strategic resources determines the firm's resilience in a dynamic market environment. In the process of forming and maintaining a high level of economic efficiency of the enterprise, it is necessary to focus not only on the efficiency of the use of resources, but also on the identification of their new elements of competitive advantages. Also, in order to shape the economic efficiency of an enterprise, the principle of anticipating the creation and development of unique types of resource combinations that are inaccessible to competitors over a period of time is essential.

Thus, the efficiency of the enterprise's business activity is the property and ability of the enterprise to formulate and achieve its goals, taking into account the influence of external factors and the use of internal conditions of operation, using all available resources and means, focusing on solving financial, social, environmental and other problems of the enterprise for the established cost/performance ratio.

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MANAGEMENT OF RESEARCH WORK AND INNOVATIVE DEVELOPMENT OF THE UNIVERSITY

The fundamental changes in the socio-economic life necessitate the modernization of the higher education system. In combination with science and culture, the higher education system is the most important factor in creating an innovative economy on a fundamentally new technological basis, a key means of developing human potential and ensuring the formation of an intellectually developed personality.

Features of economic growth of a society are its commitment to science-intensive innovations. Universities play a huge role in shaping the knowledge economy, which requires major changes in the academic environment. The new role of universities is formed, including as a result of a steady tendency to expand the penetration of education in society, accompanying it all stages of human life.

In today's context, the requirements for higher vocational education are constantly increasing, and the practice requires a specialist to master the most up-to-date methods of work based on scientific research and their latest results. Against this background, the role of university science in ensuring the quality of educational services is difficult to overestimate: the university's scientific potential and its own scientific research create the basis for the formation of students of high professionalism. In order for the scientific potential of a higher education institution to be converted into high quality educational services, it is necessary to ensure the broad realization of this potential. Solving this problem significantly increases the ability of the university to provide high quality educational services, contributes to the growth of the image of higher education institutions, and hence its commercial effectiveness.

The current society is characterized by a dynamic economy, and therefore higher education institutions should not just provide knowledge, they are designed to prepare young people for fundamentally different conditions of their life: political, economic, social, spiritual. This places an enormous, without exaggeration, historical responsibility on the whole education system to be one of the main driving forces behind the country's renewal.

In the context of national science, university science has a significant place. She is at the average level of performance, and is the absolute leader in the training of highly qualified people. This function of the university sector of science is not inferior in importance, and even surpasses the research function, since it forms the national scientific elite, which is known to be the basis of national scientific potential. Specialized Academic Councils of the University are one of the sources of increasing the level of scientific and methodological support of the educational process and improving the quality of educational services.

The realization of the university's scientific potential can be carried out both in the external environment of the university sector (technological and social innovations, consulting services, license sales, custom research, etc.), and within the educational system (higher education educational institution, paid educational services additional education, preparation of dissertations, methodological support of the educational process, etc.). External realization of the scientific potential of higher education institutions is connected with a complex of unresolved problems of practical realization of scientific and technical results as a whole. This problem is exacerbated by the fact that the Ukrainian business is not sufficiently interested in innovation. Therefore, it is necessary to pay attention to

the possibilities of internal realization of the scientific potential of the higher education institution, ie commercial and non-commercial realization within the educational system. The process of such implementation has an internal, built-in mechanism based on the motivation of the teaching staff to use the results of research work in the educational process.

Thus, the management of research and innovation development of the university should ensure the fulfillment of its mission in the development of the economy of the state and society as a whole as a driver of innovative processes.

The most important role of universities in modern conditions gives them the opportunity to act as a leader of innovation, combining education, science and production, and is a prerequisite for innovative development of the country as a whole.

Nowadays, higher education institutions are the drivers of innovative processes in the economic space, creating the conditions for achieving technological leadership of the country, however, in order to increase their contribution to innovation development, the orientation of research directions to the formation of new markets and technologies and the introduction of innovations in commercialization production are required results of research work.

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MOTIVATIONAL COMPONENTS OF STIMULATION OF WORK OF MEDICAL WORKERS

The system of work motivation at the enterprise plays one of the leading roles that influence its development. Proper stimulation of workers and a good motivation for production activity give an internal impetus for more efficient production and, ultimately, more efficient operation of the enterprise.

The current stage of economic development of Ukraine is characterized by great attention and intensified research on the development of new approaches to work motivation. The main ways to improve the system of work motivation in enterprises, including the health sector, include: assessing the current state and determining the target system of motivation; salary