

вышеупомянутых показателей, однако своевременное обнаружение тенденции к отклонениям в ситуации на рынке продукта, в стране или в поведении потребителей с помощью методов исследований хода рекламной кампании может помочь избежать ряда неприятных последствий, а значит и повысить шанс на более благоприятный эффект от рекламы.

Литература.

1. Назайкин А. Как оценить эффективность рекламы / А. Назайкин. – Москва: Солон-пресс, 2014. – 302 с.
2. Левитас А. Экспресс-маркетинг. Быстро, конкретно, прибыльно / А. Левитас. – Москва: Манн, Иванов и Фербер, 2016. – 224 с.
3. Котлер Ф. Основы маркетинга. Краткий курс / Ф. Котлер. – Москва: Вильямс, 2015. – 496 с.
4. Иванов А. Сильный ход. Нестандартные решения в рекламе / А. Иванов. – Москва : Альпина Паблишер, 2016. – 218 с.
5. Хасслер М. Веб-аналитика / М. Хасслер. – Москва: Эксмо, 2010. – 432 с.

ACTUAL DIRECTIONS AND NEW TRENDS IN THE THEORY AND PRACTICE OF MODERN MANAGEMENT

***HRYHORENKO A.S., VYLYSK A.O., STUDENTS,
KHARKIV PETRO VASYLENKO NATIONAL
TECHNICAL UNIVERSITY OF AGRICULTURE***

In the conditions of the transformation of the national economy of Ukraine, the problem of identifying and developing new perspectives and directions of modern management becomes of particular relevance. Different spheres of economy at the present stage of Ukraine's development are subject to reform, expansion, and substantial changes. The scope of management is also subject to reform.

The modern system of governance perspectives was shaped by the objective changes in world social development. There is recognition of social responsibility of management and business both to society and to people working in the organization. The result of the development of various schools and approaches was the formation of management models, the main of which are:

The European model of governance has the following main components:

– the main task is to ensure the effective functioning of market mechanisms as the basis of the economic system of the country and the well-being of its citizens, while competitive relations contribute to economic progress and productivity growth;

– producer support and development of production are carried out at the expense of the state's reduction of taxes and duties, and the main income must remain at the entrepreneur who personally cares about the development of his business and his family, and the functions of social charity and state distribution of benefits and subsidies should be limited;

– the state economic strategy is socially oriented and serves as a social equalization, because a large difference in incomes can cause a number of social and political problems in the country;

– the size of social benefits with the growth of social welfare must be reduced, each person must secure his future as an active work activity, accumulate funds and using a system of pension insurance;

The Swedish model of governance is aimed at creating a system of social protection of the population, which guarantees equal opportunities for the welfare of both able-bodied and disabled. To achieve this goal, a system of such state measures is provided [8, p.218-220].

– provision of material assistance to the poor through the abolition of benefits to the rich;

– provision of conditions for high earnings that do not contradict the law;

– creating a favorable socio-psychological climate both in society and in labor collectives;

– ensuring stability in public life;

– protection of civil and political freedoms;

– protection from political persecution and arbitrariness of the administration;

– creation of a favorable social and psychological climate both in society as a whole and in separate groups.

The American model of governance has the following characteristics:

– orientation of the personnel policy to narrow specialization, individual skills and initiative, selection of specialists in the labor market through the network of universities and business schools;

– clear formalization of the management structure;

– dependence of wages on individual results, merits of the worker, productivity of his labor; individual responsibility of the manager;

– orientation to the narrow specialists;

– self-financing.

The Japanese model of governance on the main approaches is significantly different from the American one and provides the following steps [8, p.226-236]:

- lifelong hiring for managerial staff, training and training at the firm without interruption from production, widespread use of the work of graduates of schools and universities;
- flexible informal approach to building a management structure;
- collegial responsibility for the decisions made;
- the dependence of wages on age, seniority, performance of the group;
- orientation towards managers of a universal type;
- widespread attraction of borrowed funds.

The Ukrainian model of governance has the following characteristics:

- orientation of many experienced management personnel to the command system;
- predominance in organizations of vertical, formal ties and relationships;
- underestimation of horizontal ties and relations;
- weak consideration of current trends in the development of enterprises and the use of new types of organizations oriented to the market;
- lack of desire of a large number of managers to delegate authority;
- weak involvement of employees in the management of enterprises and their subdivisions, which largely ignores knowledge and experience of employees;
- full copying of Western methods of enterprise management, ignoring national experience;
- lack of flexibility in responding quickly to changes in external and internal factors that affect the company's activities;
- insufficient knowledge of administrative and legislative regulations;
- ignoring the norms of business ethics and breaking the entrepreneurs of elementary ethical rules when conducting business operations;
- lack of basic knowledge of production technology, economics and management as a science of management in many entrepreneurs;
- the dependence of wages of hired workers on relationships with managers, and not on qualifications and results of work;
- inattention to employees and ignoring of management ethics, arbitrariness, deceit and rudeness, have become the norm of behavior of individual executives, especially in private enterprises;

– insufficient level of mechanization, automation and computerization of management activities.

Main directions of modern management:

- rational combination of the market and state regulation;
- widespread use of strategic planning and management in the organization's activities;
- constant adjustment of the goals of organizations as a response to changing the external environment;
- achieving strategic and operational objectives of the organization through optimal distribution of material, labor, financial resources in the main areas of activity;
- development of new methods and techniques of management, which allow for a more flexible adaptation to the external environment;
- raising the level of qualification and the art of managers in the management;
- utilization in the practice of managing optimal solutions;
- improving management structures by applying decentralization of functions;
- constant control over the training of employees of the organization;
- maximizing the use of innovation, economic and mathematical models;
- development of information systems, widespread use of the global information network;
- involvement of employees in the management of the organization.

Literature.

1. Губенко В.І. Актуальні напрями та новітні тенденції теорії і практики сучасного менеджменту / В.І. Губенко // Актуальні проблеми інноваційної економіки. – 2016. – № 1. – С. 11-17.

2. Туленков М.В. Сучасні теорії менеджменту [Текст]: навч. посібник / М. В. Туленков. – К. : Каравела, 2012. – 304 с.

3. Маркіна І.А. Менеджмент організації [Текст]: навч. посібник / І.А. Маркіна, Р.І. Біловола, В.А. Власенко ; Міністерство освіти і науки, молоді та спорту України, Вищий навчальний заклад Укоопспілки «Полтавський університет економіки і торгівлі». – К. : ЦУЛ, 2013. – 248 с.

4. Назарчук Т. В. Менеджмент організацій : навч. посібник для ВНЗ / Т.В. Назарчук, О. М. Косіюк ; М-во освіти і науки України. – К. : Центр учб. літ., 2016. - 560 с. : табл., схем. - Бібліогр. у кінці тем.

5. Маркетинг і менеджмент інноваційного розвитку : монографія / За заг. ред. д.е.н., проф. С.М. Ілляпенка. – Суми : Університетська книга, 2015. – 728 с.