

Таким образом, как правило, в открытых, демократических обществах конфликты выполняют функциональное, положительное назначения, тогда как в закрытых обществах тоталитарного типа конфликты, которые возникают или жестоко подавляются, или же приводят к распаду системы.

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PROFESSIONAL SOCIALIZATION OF CIVIL SERVANTS

Socialization is a broad and multifaceted process of human assimilation of the experience of social life and its reproduction. The concept of "professional socialization" is derived from the general concept of "socialization".

In the civil service, socialization is called the function of human resource management, when the leader first introduces the individual to the organization, and then teaches him to perform official duties. This process is seen as the socialization of the individual in order to assimilate the values and goals of the organization. The functions of the manager in this area include morality, incentives, discipline, control, educa-

tion and training of the subordinate employee. This approach is used in foreign practice.

Thus, the professional socialization of civil servants is called their assimilation through the interaction of norms, knowledge, status of specific social groups and institutions that constitute the social reality of the civil service.

Professional socialization is a process and mechanism that introduces a person to the world of professional activity. A person, choosing the field of professional activity, correlates his motivational system with the conditions and factors of this activity that can meet his expectations and needs.

In view of the above, the professional socialization of civil servants, scientists define as the process of entry of an individual who has already formed as a person and received recognition as a professional in a particular field, in the civil service. This process consists, first, in the acquisition by the employee of the knowledge necessary for the performance of official duties, primarily in the field of management, constitutional, administrative and other areas of law, as well as skills, professional experience, social values and norms of civil service, stereotypes, rationally approved behavior, secondly – in the active implementation of the accumulated experience in management and communication.

The civil service of modern Ukraine is a sphere of professional socialization, which has a special managerial nature of activities to ensure the powers of state bodies, special rules of interaction of individuals, the hierarchy of employees.

In the context of administrative reform in Ukraine, this area of socialization, which has substantive uncertainty, is expanding its innovation segment.

The main ways to increase the effectiveness of professional socialization of civil servants are related to the management of this process, which is based on the selection and evaluation of civil service personnel by professional, business, moral and psychological characteristics; organization of the system of professional education of civil servants, ensuring their business careers, clarification of professional qualification requirements, correction of the content, nature and working conditions.

Management of professional socialization of civil servants is the influence of public authorities on the purposeful assimilation of professional knowledge, norms, values, assimilation, accumulation and development of professional experience and rational use of professional potential of civil servants in practice.

Human socialization is influenced by a number of factors (mega factors, macro factors, meso factors, micro factors) that require certain behavior and activity.

The influence of micro factors on socialization is the most significant, because people face them constantly. They include:

- the influence of the social environment and the immediate environment of the individual;
- education;
- social status;
- Public Opinion;
- organizational culture of the civil service.

These factors can work in different combinations, resulting in increased variability in career choice and implementation. Also, these factors facilitate and sometimes complicate the promotion. Because of this, there is a need to study and analyze the factors of professional socialization of civil servants in modern Ukrainian society.

The process of professional socialization of civil service personnel is largely determined by the transformations that take place in it, radically changing the characteristics of the social environment in which the life of social actors.

Normative professional socialization is a common segment of their professionalization for all public servants, provided for in the governing documents and regulations. This is the socialization of civil servants as professionals, which is required and expected by Ukrainian society.

Real professional socialization is a statically widespread, typical socialization of civil servants with the acquisition of professionalism. Any public administration structure needs such a civil servant who has a highly developed personal potential, has deep professional knowledge, the necessary skills and abilities. At the same time, the prerequisite for high efficiency of the apparatus is depersonalization, impartiality, executive discipline of the employee.

Thus, the professional socialization of civil servants is a promising way to rationally use the human resources of the civil service, the formation of the social class of civil servants as one of the most stable structural components of society and the state, the bearer of knowledge, experience and traditions.

The importance of professional socialization of civil servants and the effectiveness of their activities requires a detailed analysis of the

diversity of approaches to the study of socialization and professional socialization, as professional socialization of the civil servant is inherently a social process as an integral component of general socialization.

Solving theoretical issues of analysis of socialization and professional socialization in the civil service has both theoretical and practical value for the formation of an effective and efficient civil service system in Ukraine.

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**ВЛИЯНИЕ ТОВАРНОГО АССОРТИМЕНТА НА ВЫБОР
СПОСОБОВ ПРОДВИЖЕНИЯ ПРОДУКЦИИ
ОАО «1-АЯ МИНСКАЯ ПТИЦЕФАБРИКА»**

Птицеводство является одной из наиболее развитых отраслей сельского хозяйства в Беларуси. В настоящее время на душу населения производится более 27 кг мяса птицы и более 370 яиц. В 2019 г. во всех категориях хозяйств Республики Беларусь имелось более 53 млн. голов птицы, из которых 90 % приходилось на сельскохозяйственные организации. В общественном секторе производилось около 90 % мяса птицы и почти 83 % яиц.

ОАО «1-ая Минская птицефабрика» производит около 13 % от общего объема яиц в республике и около 40 % от объемов производства яиц в Минской области.

Основными рынками сбыта продукции ОАО «1-ая Минская птицефабрика» являются: Республика Беларусь (в основном, это г. Минск и Минская область), Российская Федерация.

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1. Яичная продукция;
2. Мясо кур;
3. Полуфабрикаты из мяса кур;
4. Субпродукты куриные;
5. Готовая продукция.