

Определены ключевые факторы, влияющие на бытовую деятельность аграрных предприятий. Предложены мероприятия по увеличению объемов продаж сельскохозяйственной продукции в современных экономических условиях. Отмечена роль концепции маркетинга в повышении эффективности реализации аграрных предприятий.

Ключевые слова: эффективность, производство, реализация, аграрное предприятие, сельскохозяйственная продукция.

Abstract.

Gavrilenko O. V. Trends in efficiency of production and sale of agricultural products of agricultural enterprises.

The article examines the existing trends in the efficiency of production and marketing of products sold by domestic agricultural enterprises. The cost of the unit of sold products and the volume of dynamics of commodity products are analyzed on the example of the activity of PJSC «Mayak» and LLC «Renaissance». The key factors that influence the marketing activities of agricultural enterprises are identified. Measures are proposed to increase the sales of agricultural products in today's economic environment. The role of marketing concept in improving the efficiency of agricultural enterprises realization is noted.

Key words: efficiency, production, sales, agricultural enterprises, agricultural products.

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FORMATION AND DEVELOPMENT OF PROFESSIONAL COMPETENCES OF MEDICAL WORKERS

**REMYNYAK I., SEMENENKO A., SEMENENKO N., APPLICANTS,
KHARKIV PETRO VASYLENKO NATIONAL TECHNICAL
UNIVERSITY OF AGRICULTURE**

The actuality of the subject. Systematic modernization of the national healthcare sector, focused on improving the technological level and quality of medical services in accordance with the strategic needs of our country and the world-wide current trends in the development of the medical sector, as a key condition for the implementation of innovative decisions in the healthcare sector determines the training of specialists on the basis of principles of competitive labor market. In this regard, a fundamentally new approach to the process of training and professional development of medical personnel is being formed, which involves the active involvement of the professional community in the educational process in order to smooth the emerging contradictions between the competences acquired in the institution and the requirements of the professional environment.

The most difficult is the problem of the formation of the necessary professional competences in health care workers, due to the constant complication of the equipment used and the updating of technologies for the

provision of medical services, as well as the public nature of the functioning of the field, in which the reproduction of labor with certain qualitative characteristics, is of particular value. The relevance of this area of research is complemented by the need to develop proposals for the formation and development of professional competencies of medical professionals in terms of competitiveness and global tendency of standardization of innovation processes in the public sector.

Continuous training in the system of purposeful management of the development of human resources of medical institutions implies constant assessment of the set of professional knowledge, skills and skills of employees. Currently, there is a great deal of research on assessing the level of professional competence of healthcare professionals. However, the methods used are poorly aligned with the principles of competitiveness, not linked to a single career-building system, or consistent with strategic guidelines for the development of health care facilities and the national health care system as a whole. These circumstances make it necessary to develop proposals for the formation and development of the professional competence of healthcare professionals in these positions. The set of these problems determines the relevance of the chosen topic of our research.

The analysis of the land research and publications. The area of this research is an interdisciplinary field where the interests of researchers of problems of qualitative improvement and updating of mechanisms of the system of advanced training of medical personnel intersect; questions of formation, development and evaluation of professional competencies of medical professionals; certain aspects of functioning of the competitive labor market, etc.

General conceptual problems of innovative transformations in the system of medical personnel training are presented in the works of Barkovskaya G., Vitenko I., Voronenko Y., Latysheva E., Lysi G., Mishchuk G., Nosulich T., Shevchuk L. and others. Theoretical studies of certain aspects of functioning of the competitive labor market are covered in the studies of foreign and domestic scientists J. Atkinson, D. Bohini, O. Gridin, O. Grishnova, P. Zhuravlova, V. Zakharchenko, S. Zaika, V. Kozar, Y. Krushelnyska, O. Novikov, V. Onykenko, T. Pepi, V. Prymak, U. Sadova, G. Standing, J. Hicks, J. Ehrenberg and many others. In their work, scientists pay attention to various aspects of the formation and development of human resources in general and health care in particular.

The aim of the article. The purpose of the work is to develop proposals for the formation and development of professional competences of health care workers in today's competitive environment.

The object of research is the labor resources of health care institutions in the context of tasks of formation and development of professional competencies of medical workers, increasing their competitiveness.

The presentation of the basic material. Maintaining a health care system to ensure the proper level of health for its citizens is usually a priority of the state. This implies the need for the proper development of this field, especially the human resources as its main component. With the transformation of the health care society, there are dynamic changes in the number of employees, deep quantitative and qualitative shifts in the structure of human resources, largely due to the growing needs for medical services, the need to expand their range and increase the level of service to the population [12].

Analysis of labor potential as a form of manifestation of human potential allows in the complex to consider the totality of its socio-economic, organizational-managerial, professional-technical, ideological-moral, psychophysical capabilities, to determine the system of quantitative and qualitative indicators of human potential, to conduct analysis on macro-, meso- and micro-levels, to find out what factors influence the process of its formation and implementation. This approach allows defining the essence of personnel potential as a category that reflects the socio-economic relations that arise at all stages of the movement of the human factor – from the formation to full realization of the employment opportunities of an individual or an aggregate employee in the process of economic activity [6, 7].

The term "personnel potential" is often used in the research of scientists as a synonym for the concept of "manpower". Some researchers equate the quantitative characterization of human resources with the number of human resources; others specify that labor resources are considered in the unity of quantitative and qualitative aspects. We cannot agree with this, since labor resources are only quantitative and related to the sphere of social production, and human resources are to the point of socially useful activity in general. The number of manpower is determined by the count of able-bodied individuals in working age and working people before and beyond this age. Personnel potential differs from labor resources in the first place in that it represents the essence of man (his substance as a social being), which characterizes him as a possible subject of employment. An individual as a potential subject of work should not only have the appropriate abilities, but also the ability to use them properly [5, 8, 12].

In terms of human resources, labor and the aggregate worker act as specific carriers (in the first case - the human resources of society, and in the second – economically active share of the population), and the whole population – as a demographic basis of reproduction. As a result, many quantitative and qualitative characteristics of human resources and human resources coincide.

With regard to the workforce, which is directly influenced by all factors of objective and subjective nature, it is regarded primarily as a capacity for work, as a set of physical and spiritual abilities of a person used in industrial activity. The basis of the individual workforce is the ability to work, i.e. health, knowledge, skills that enable you to do some work. Workforce - the category is much narrower because it does not reflect all the capabilities embedded in the potential and cannot function outside of production.

Personnel potential is an element of nature, life, so it is not something frozen but constantly changing under the influence of the economic environment. Market conditions often require qualitative refinement of individual components of human resources, which in turn affects quantitative performance.

Thus, human potential is a complex socio-economic phenomenon, which has its structure, spatial and temporal orientation is present in different forms simultaneously.

Personnel potential refers to the ability of the population to allocate from their environment a workforce of a certain level of activity and efficiency, which is realized or can be realized in the national economy and be competitive in the labor market [9, 15].

Human potential of a person is a part of his potential as a person, that is, in relation to the individual; the human potential is a part of the potential of a person, which is formed on the basis of natural abilities, education, training and life experience.

A study of the current state of health care potential indicates the multifaceted nature of the problem of creating a highly skilled workforce in the national healthcare system. Accelerated rates of social development, which determine the new requirements for the level, quality and way of life of the population, also lead to a change in the understanding of the place and role of the health care worker. That is why the system of training for the medical field must meet not only the needs of health care but also the society as a whole. Issues of formation and development of professional competencies of medical workers in the modern conditions of modernization of this sphere and priority state tasks of improving the quality of life as a necessary condition for the progress of modern society are widely covered in the works of G. Barkovskaya. It proposed the definition of the essence of the terminological design "personnel potential of medical professionals", defined the main qualitative characteristics of the personnel potential and features of its reproduction in the healthcare sector, correlated the categories: "labor resources", "personnel potential", "personnel potential", "Human capital" (Fig. 1) [1, 14].

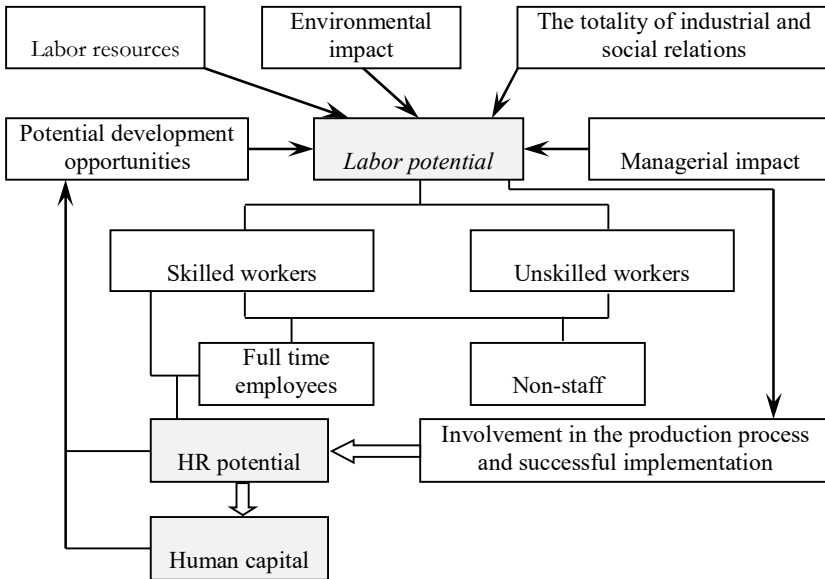


Fig. 1. The ratio of the categories of «labor resources», «labor potential», «human resources» and «human capital»

Therefore, under the staffing potential of a healthcare facility, the capacity of healthcare facilities to fully deliver the full range of high quality health care services through the effective use of modern medical equipment and technology is understood. In this case, it is included in the provision of services and successfully implemented human resources are transformed into human capital. Human capital is able to accumulate and generate income. That is, the formation of human capital is related to the process of capitalization of human resources [10, 11].

The study of the qualitative characteristics of the human resources of the medical sector provides for the expediency of introducing the concept of "quality of workforce in the medical sphere" into scientific circulation, which is considered as an integral characteristic of the human resources potential, which includes quantitative and qualitative indicators reflecting:

- competent the professional characteristics of the health care worker related to the performance of his/her duties, determined by the specifics of external and internal factors;

- motivational characteristics of activities, the level of which indicates the orientation to self-development and self-expression in combination with the social and moral values of health care workers;

– productive indicators reflecting the level of satisfaction of the population with the quality of health care delivery, as well as objective indicators of the state of health of citizens [2].

The problem of formation of qualitative characteristics of personnel potential of medical workers is considered through the prism of the processes of its reproduction, that is, from the point of view of the totality of various connections and interactions of economic entities that carry out the consistent transformation of labor resources - medical workers – into human capital, allocation, exchange and utilization of human resources.

Therefore, in the system of formation of human resources there is a need for continuous improvement of the level of qualification, professional self-development of medical workers, conditioned by the fast pace of development of medical technologies. Nowadays, at the stage of realization of the human resources potential of health care workers, the main problem is the low connection of the current system of motivation with the real contribution of the employee to the results of work, the level of his workload, the quality of the medical service provided. At the stage of distribution of personnel potential of medical professionals, the main problem is related to the imbalance in the provision of health care facilities by healthcare professionals with the necessary professional qualifications. The problems of the stage of exchange in the process of reproduction of the human resources of medical workers are connected with the necessity to create such material and intangible conditions of activity of the medical worker, which would ensure the reproduction of his working capacity with adequately spent efforts.

Thus, the achievement of the goals of health modernization determines the intensive way of reproducing the human resources of the medical sector, which is possible on the basis of the implementation of the following measures:

– development of institutional mechanisms that stimulate the integration of the state, science and business in the training of health care professionals to increase the level of competence of health care workers;

– development of mechanisms for interaction of strategies and programs of development of medical institutions and health care system with programs of regional development;

– creation of mechanisms for securing highly qualified medical personnel in the peripheral territories in order to stimulate the processes of modernization in the healthcare system [2, 3, 14].

Output. Innovation, technical re-equipment and upgrading of technologies in the field of health care - a prerequisite for an intensive way of reproduction of human resources potential, based on the interaction of health care institutions, institutions of higher education, scientific institutions and manufacturers of medical equipment in the formation and development of professional competencies of medical professionals.

Formation and development of professional competencies of health care workers, conditioned by the public nature of health care services, which distinguishes it from other sectors of the national economy and influences the choice of form of implementation of human resource management practices, which should be synchronized with the practice of health service delivery within the framework of a balanced management model.

Provision of training for health care professionals of innovative type with the necessary professional competences, focused on continuous improvement of their professional level and career development should occur in accordance with the strategic plan of development of each specific medical institution and health care system of the country as a whole.

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Анотація.

Реміняк І.В., Семененко А.В., Семененко Н.О. Формування і розвиток професійних компетентностей медичних працівників.

Реалізація цілей підвищення технологічного рівня і якості надання медичних послуг в умовах інноваційного розвитку сфери охорони здоров'я неможлива без підвищення ефективності формування і розвитку професійних компетентностей медичних працівників та підвищення їх конкурентоспроможності на ринку праці. Особливе значення має формування необхідних професійних компетентностей у медичних працівників, в зв'язку з постійним удосконаленням медичного обладнання та оновленням технологій надання медичних послуг.

В статті досліджуються питання модернізації системи охорони здоров'я, яка передбачає інтенсивний шлях відтворення кадрового потенціалу; розглядаються головні проблеми формування і розвитку професійних компетенцій медичних кадрів відповідно до потреб та умов інноваційного розвитку.

Встановлено, що забезпечення підготовки медичних працівників інноваційного типу з необхідними професійними компетентностями, які орієнтовані на безперервне підвищення професійного рівня та кар'єрне зростання повинно відбуватись в відповідності до стратегічного плану розвитку як кожного конкретного медичного закладу, так і системи охорони здоров'я в країні цілому.

Ключові слова: професійні компетентності, кадровий потенціал, трудові ресурси, медичні працівники, сфера охорони здоров'я, ефективний розвиток, конкурентоспроможність.

Аннотация.

Реминяк И.В., Семененко А.В., Семененко Н.А. Формирование и развитие профессиональных компетенций медицинских работников.

Реализация целей повышения технологического уровня и качества предоставления медицинских услуг в условиях инновационного развития сферы здравоохранения невозможна

без повышения эффективности формирования и развития профессиональных компетенций медицинских работников и повышение их конкурентоспособности на рынке труда. Особое значение имеет формирование необходимых профессиональных компетенций у медицинских работников, в связи с постоянным совершенствованием медицинского оборудования и обновлением технологий предоставления медицинских услуг.

В статье исследуются вопросы модернизации системы здравоохранения, которая предусматривает интенсивный путь воспроизводства кадрового потенциала; рассматриваются главные проблемы формирования и развития профессиональных компетенций медицинских кадров в соответствии с потребностями и условиями инновационного развития.

Установлено, что обеспечение подготовки медицинских работников инновационного типа с необходимыми профессиональными компетенциями, которые ориентированы на непрерывное повышение профессионального уровня и карьерный рост должен происходить в соответствии со стратегическим планом развития как каждого конкретного медицинского учреждения, так и системы здравоохранения страны в целом.

Ключевые слова: *профессиональные компетентности, кадровый потенциал, трудовые ресурсы, медицинские работники, сфера здравоохранения, эффективное развитие, конкурентоспособность.*

Abstract.

Remynyak I., Semenenko A., Semenenko N. Formation and development of professional competences of medical workers.

Achieving the goals of improving the technological level and quality of medical services in the conditions of innovative development of the healthcare sector is impossible without increasing the efficiency of formation and development of professional competencies of medical workers and increasing their competitiveness in the labor market. Of particular importance is the formation of the necessary professional competences in health care professionals, in connection with the continuous improvement of medical equipment and the updating of technologies for the provision of medical services.

The article explores the issues of modernization of the health care system, which envisages an intensive way of reproduction of human resources potential, discusses the main problems of formation and development of professional competencies of medical personnel in accordance with the needs and conditions of innovative development.

It is established that the provision of training of innovative type of health care professionals with the necessary professional competences, which are focused on continuous professional development and career development, should be carried out in accordance with the strategic plan of development of each specific medical institution and the healthcare system as a whole.

Key words: *professional competences, human resources, human resources, healthcare professionals, healthcare, effective development, competitiveness.*