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## **INNOVATIVE DEVELOPMENT OF ECONOMIC ENCOURAGEMENT OF ENTERPRISE PERSONNEL**

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Innovative economic development requires dramatic changes in many areas of economic activity, including the pay system. New relations between the state, the organization and the employee concerning the organization of work are formed. Organizations have the right to choose systems and forms of remuneration on their own, based on the specifics and tasks of the organization, aimed at maximizing the use of workers' labor potential, accurate and complete assessment of the quantity and quality of work. Due to the organization of wages, the necessary compromise between the interests of the employer and the employee must be reached and the development of social partnership relations between the two driving forces of a market economy should be promoted.

In the interests of science and practice, wages at the present stage should be transformed by flexible regulation of the necessary aspects of the organization of remuneration into the main link of the process of economic development and to give it the functions of stabilizer of the economy. New approaches in the organization of the formation and distribution of remuneration funds are intended to ensure social justice, objectivity, to increase incentives and motivation of employees, which is greatly facilitated by effective internal and external control of economic activity of enterprises [1, p.48].

Improvement of methods of economic incentives for personnel in enterprises of the agricultural sector of the economy should be based on establishing the relationship between the wages and the level of income of the organization, as well as the efficiency of the employee himself. The payment system must create a sense of confidence and security for people, include effective incentives, and ensure the process of energy recovery (employee recovery).

In order for the chosen system of payment to increase the productivity of employees of the company, we propose to carry out designing in the following sequence:

1. Define the goals and principles of the payment system (focus on individual or group results, whether the system allows you to find and retain the right professionals, reduce staff turnover, and the like);
2. Collect information about payment systems from competing firms;
3. To analyze the conditions under which the appropriate remuneration system operates;
4. Consider interviewing for proposed changes to the payment system;
5. Analyze the effectiveness of the payment system by comparing the results achieved with its objectives [2, p.26].

Remuneration policy is an integral part of managing an enterprise, and it depends largely on the effectiveness of its work, since wages are one of the most important incentives for the rational use of labor. When developing a wage policy and its organization in a trading company, the following principles must be taken into account when remuneration:

- justice, equal pay for equal work;
- accounting for the complexity of the work performed and the level of work qualification;
- promotion of quality of work and conscientious attitude to work;
- outperformance of growth of productivity of labor in comparison with rates of growth of average wages;
- indexation of wages in line with inflation;
- the use of progressive forms and systems of remuneration, which most closely meet the needs of the enterprise.

All forms and systems of wages are a way of establishing the relationship between the size of the employee's salary and the amount, quality of work, his job and real pay. However, in modern conditions, all forms have lost their motivational role in improving labor productivity and improving the quality of work of employees, because the marginal efficiency of work depends not only on the individual abilities of the employees involved, but also on the technological level of enterprise development, the state of the market situation, availability of reserve staff. employees of the required qualifications [3, p.114].

Nowadays, economic literature is increasingly reflecting on the cost-free system of remuneration. In it, the main role is played by coefficients that take into account work experience, quality of work and a number of other indicators.

We propose the introduction of a system of material incentives, which is built as a system of investing workers, aimed at high cost efficiency of the labor involved. It is necessary to introduce an approach where pay becomes a function of investment in the quality of the workforce, because investment is a much broader concept than traditional wages, it is not limited to, and is not limited to. Their main source is final income. The system of material incentives for employees should focus on the level of qualification of the work performed, rather than on the qualification obtained by diploma.

Encouragement of creativity and initiative of employees should be presented as payment for "personal contribution" and "services to the organization". The company itself sets a set of criteria against which to assess personal contribution and merit. Merits and contributions mean the manifestation of the personal qualities of the employee, his workplace, evaluation of the results of his activities. Although the payment for an employee's personal contribution goes against the collective nature of the work, it can still be used to assess an employee's qualifications, taking into account the total contribution. Collectivism should be the principle of encouragement of labor [4, p.65].

For workers of enterprises it is possible to apply such system of payment which is called "floating salaries". It is that the employees of the organization are set new salaries on a monthly basis, and the salaries for the next month are determined by the results of work of employees for the previous month. For example, for every percentage reduction or increase in productivity when performing certain tasks, the amount of salary is reduced or increased. Or, workers' wages are formed at the expense of actual profit.

Thus, in today's economic environment, enterprises are faced with the question of increasing the efficiency of their activities. Today it is undeniable to understand the fact that an important place in achieving the strategic goals of enterprise development belongs to the employee, as the carrier of knowledge, competence and experience, the engine of scientific and technological progress. Investment priorities for increasing technical capabilities are shifting their vector towards investment in human capital. Development must occur through the use of human capabilities, intelligence, creative ability, innovative solutions. The abilities and potential of the employee should be used to the fullest extent possible through motivation to achieve the goals of the enterprise.

At present, it is only possible to overcome the gap in the economic development of Ukraine in comparison with the economically developed countries, provided that a clear development strategy is adopted. The priority of the management of any enterprise deserves the construction of an effective motivational mechanism, depending on the development goals. Creating an effective motivation system is always an open question, because under different conditions, at different times, depending on the goals of the enterprise, this system will be different.

#### Literature

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## THE INNOVATIVE MEANS OF MECHANIZATION OF AGRICULTURE

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By 2050, the number of people on the planet will grow to 9.7 billion people. All of them will need food, of a high quality, because the welfare of society will also increase. To feed such a large number of people, agriculture must change radically and become less of an economy and more of a large-scale production. To achieve this we need new technologies. The most interesting trends and phenomena are from led drones to farm management and harvesting robots.

The analysis shows that in order to improve the efficiency of equipment use, first of all, a radical reorganization of the technical service system, the introduction of a proprietary method of its maintenance is required. However, in the context of reducing the production of domestic equipment, this process was delayed, although it is necessary to solve this problem immediately.

Domestic cars entering the market, as a rule, have low technical and economic indicators and insufficient reliability. This does not allow to effectively realize the advantages of modern agricultural technologies and encourages agricultural producers to acquire more productive and reliable foreign equipment. Innovation – the end result of innovation, which has been implemented in the form of a new or improved product sold on the market, new or improved technological process used in practice.

Let's consider the main innovative technologies:

### 1. Sensors and counters

Today, there are already smart systems for plant caring — they automatically water and fertilize seedlings, taking into account every nuance. This technology, which saves up to 20% of water, falls under the concept of smart farming — a system of accurate calculation of planting, watering, fertilizing and harvesting using computer systems. Modern sensors also analyze the composition of the soil and predict its fertility, the degree of saturation with moisture and fertilizers.

### 2. GPS Navigation

GPS navigation systems allow you to know the exact location of tractors and other agricultural machinery up to centimeters. Thanks to this technique does not cultivate the same pieces of land several times and does not miss important areas that previously occurred everywhere. This approach allows to reduce fuel costs up to 40%, as well as more efficient use of fertilizers, herbicides and pesticides.

With the help of GPS systems maps of the crop have already drawn up on many farms maps of. Shows which pieces of land are more efficient and productive, and accurate cartographic survey gives an understanding of how water affects a particular parcel of land.

### 3. Aircraft and drones

Farmers also use small aircraft to collect data on their land. They measure the area of the crop and distinguish crops from weeds. The technology of polyspectral analysis explores how plants absorb and reflect sunlight with different wavelengths. Based on this information, you can determine which plants grow and which do not.

Polyspectral cameras are so accurate that they can take pictures of individual plants, which can further improve productivity.

Many companies are adopting in agriculture quadcopters. Modern farmers even use satellites. For example, the lab planet relies on the acclaimed mini-satellites CubeSat satellites, which are easy to launch into orbit and just as easy to decommission. Companies sometimes have access to satellite data archives and can examine how individual fields and land have changed over time, how much biomass they have produced from year to year, and then compare these data with current figures.