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Секція 3

Перспективні напрями підприємницької діяльності в умовах трансформації економічних відносин

PROBLEMS OF CO-WORKING DEVELOPMENT IN UKRAINE

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The economy of Ukraine is in extremely difficult situation and involves a number of problems: deterioration in living standards of the population, disintegration of many state and private enterprises various industry, decrease in attraction of the domestic and foreign capital. These problems make a reservation more with uncertainty of military aggression.

From the aforesaid it is possible to tell that for successful functioning of the enterprise in the market it is necessary to adapt, first of all, to crisis conditions and at the same time to develop such project on minimization of the expenses with high quality which would not raise doubts at foreign investors.

The transformational processes happening in Ukraine predetermine need of finding of ways of ensuring overall performance of the enterprises. The role and value of efficiency should be considered in the context of fast development of technological process and social and economic changes [1].

The construction industry is an important component of an economic complex of the country, plays a significant role in activity of society, influences rates and efficiency of its economic and social development.

Today all Ukrainian enterprises have hard times and try as it is possible to operate business processes more effectively. All this is connected with a crisis situation of economy of Ukraine. The construction industry is in extremely difficult situation as demand for purchase of housing among Ukrainian almost disappeared because of prompt dollar exchange rate, the number of the state orders decreased, there was rapid increase in prices for materials and energy resources, there was considerable reduction of staff because of what unemployment rate considerably grew.

The problem of development of the construction industry is very relevant presently and brightly lit in works Verkhoglyadova N.I., Ivanitskaya T. E., Goyko A. F., the Skakun V.A., Sorokina L.V., Minukhin S. V., Besedovsky A. N. In these works great attention is drawn on effective management of business processes of the

construction industry, also pay attention on problems of financing of the construction enterprises, but this subject demands deeper studying because of instability of factors of the external environment which directly influence activity of the construction industry of Ukraine.

As the co-working is a model of work in which participants, remaining independent and free, use the general space for the activity. In particular, the co-working is popular among freelancers, remote workers, translators, programmers, designers and businessmen. The co-working takes the intermediate place between work from the house and use of separate office.

Co-working the centers are services in the organization of rational working process. Potential clients of the center can become: businessmen; journalists, designers, programmers who work as freelancers; specialists in consulting; the companies from another town organizing exit seminars, trainings and other actions; writers; school and university students; representatives of creative and professional communities.

The market a co-working services in the Kharkiv region is presented by the small number of the companies, poorly developed. Assessment of capacity of these services is a difficult task. It should be noted that users a co-working services generally freelancers are self-employed people who are provided various services. This category of people conduct the activity, as a rule through, the Internet. It is difficult to estimate indicators of their activity in number as official statistics in the Kharkiv region is not kept.

Proceeding from it, market size can be calculated only approximately. Statistics of search queries of Google (Google AdWords) was for this purpose used. Data processing is carried out: a co-working - 33100, a co-working Kharkiv - 720, a co-working center - 880, a co-working center Kharkiv - 30. In total inquiries on subject - 34730. But to be realistic how many people are interested in work in a co-working center difficult therefore for the analysis it is necessary to choose the inquiries connected with the Kharkiv region more precisely. Let's receive as a result of 750 inquiries of people who are interested in it [2].

There is a stereotype that this type of working space popular with freelancers, startups, creative people. Really, a co-working traditionally are associated with startups and creative audience, but a trend of the last years - demand for a format from the large companies and corporations to which the co-working gives flexibility in the rent relations.

Co-working soon will appear practically in all large office buildings and business centers. The business park of the class A ComCity became one of the first on this way that belongs to the Czech group of PPF. Management of the company at some point decided to consider a co-working as a part of business infrastructure of office Comcity park. Besides, it increases a funnel of potential tenants.

Now a co-working using not only startups and freelancers, but also project teams from the large companies, including, tenants of Comcity, among which a large telecom and IT - the companies.

The practical value of the work is to provide motivated recommendations for

the more effective construction of an advertising message that affects the viewer, without damaging his feelings and without causing harm.

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ECONOMIC EFFICIENCY OF FERTILIZER APPLICATION IN PRODUCTION TECHNOLOGIES OF UKRAINE

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The means of regulation of nutrient content in soils, nutrient intake by plants with different ratio is a system of nutrition regime. It has a radical impact on the level of supplying plants with mineral elements. But practice shows that mineral fertilizers do not solve all the problems related with the optimization of nutrition regime. During their growing season plants are under stress for quite a long time, their nutrition under such environmental conditions becomes less efficient (Jaspers and Kangasjärvi 2010). The task of a farmer is to provide suitable conditions for plants to overcome stress as fast as possible (Rady 2012, Hanserud et al 2018). There is a number of factors causing stress-reactions of plant organisms during the growing season. By the nature of impact they are divided into chemical (salts, gases, xenobiotics); biological (negative impact of pests, pathogenic agents, competition with other plants) and physical (excess or deficiency of moisture, temperature regime, light and radioactivity) (Whipps 1997, Goswami and Deka 2020)[3,pp.40-61]. Under these conditions it is necessary to apply complex multi functional fertilizers, containing mixtures of organic, humic and fulvic acids, a number of micro-elements in a chelated form in their formulation causing their fungicide action and activating microorganisms. It ultimately leads to stimulation of growth processes and contributes to the overcoming stress phenomena of plant organisms (Kumar et al 2015, Domaratskiy et al 2018, Domaratskiy et al 2019) [1]. The scientific research conducted in North America establishes that plant growth regulators applied in low concentrations are able to affect the division and growth of cells, their structure and functioning (Small and Degenhardt 2018). Direct application of such natural hormones and their synthetic analogs to plant stems, leaves and flowers, increases their resistance to biotic and abiotic environmental factors, improves drought-resistance of crops and water-use efficiency [4, pp.818-827]. The studies show that such fertilizers are capable of increasing nitrogen use efficiency, contribute to an