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MODERN METHODS OF BUSINESS MANAGEMENT

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Резюме – в научной работе рассматриваются современные методы управления бизнесом. Также исследовались сущность и принципы методов управления.

Resume – the scientific paper examines modern methods of business management. The essence and principles of management methods were also studied.

Introduction. Every manager strives for professional growth and, at a minimum, has the desire to found a profitable enterprise. To achieve our goals, we will consider different technologies and factors in organizing business management. Each system and factors have their pros and cons. By starting to understand the features of different models, we will be able to customize processes, taking into account all the shortcomings, and choose the best methods for managing our business.

Main part. There are various requirements for an entrepreneur in the business process and in recent years they have grown significantly. These factors are characterized by an unstable external economic environment for firms of different sizes, high speed of technological development and innovation, globalization of production, changes in restrictions and barriers to trade.

The basic principle of management is the division of labor, and organizational order cannot be maintained unless the responsibilities of each employee are clearly assigned. Authority is the successful management of a business by those with official authority. Discipline. This is one of the main methods of control and its presence is necessary in all cases. It is important to have one manager to prevent conflicts and tension between employees. Unity of management aims to ensure that managers work towards the same goal, that conflicts between them are minimized, and that their actions are fully coordinated and do not contradict each other [1].

For optimal corporate governance, it is also important to consider order, fairness, and stability of the workforce, spontaneity and cooperation. All management methods can be classified based on the direction of action. Depending

on how the method affects the motives of a group of employees or separately for each, their classification occurs. Motives are based on human, spiritual and material needs. Methods of managing an organization are important because they are aimed at achieving goals in the shortest possible time with the rational use of all resources. The management methods of many organizations today are outdated, and every day new ideas and changes are emerging to improve them. In some real organizations, classical methods no longer work as effectively as they once did, which is why innovative management methods are successfully used and adopted.

Let's look at some modern management methods. The first innovative management method is the program-target method. This method is based on a system of programming, budgeting and planning. Goals are achieved with a minimum amount of resources used, which has a beneficial effect on the operation of such a system. Elements such as goals, list of actions, resources and results form a system based on accounting and control.

The method of program-targeted management is one of the modern approaches to the strategic management of an organization. In this method, all managers, regardless of their level, are guided by clear goals. Although the method governs organizations of different shapes, fields of activity and levels of complexity, success is achieved if there is order in the organization of business activities. As part of the budget management method, plans are developed for future financial performance, cash flows and possible expenses. All this data is carefully analyzed, calculated and forecasted. The use of the budget control method allows the organization to achieve its goals through an appropriate balance of financial indicators. Its effectiveness lies in the fact that it allows the organization to be financially stable and competitive in the market [2].

One of the newest and most effective methods is management without a budget. Integral to this approach is the value of employees working towards common goals. It is also important to be guided by the overall values, goals and objectives of the organization. It is management that does not follow overhead rules. It is transparency, where all employees have access to publicly available information. The need to improve the productivity of the entire team of employees helps the productivity of the entire company to achieve a single global goal. Trust that creates a healthy work environment. Responsibility and accountability that all employees must demonstrate in the workplace. Goals, incentives and plans are also an integral part of this approach. This method allows the organization to allocate resources more flexibly and systematically, making it easier to plan and manage activities.

Conclusion. The use of modern management methods allows companies to be flexible, adaptive and innovative, which contributes to their successful development and strengthening their position in the market. It is important to constantly monitor new management trends and techniques to stay abreast of the latest changes and use the most effective approaches to achieve your goals.

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THE STATE ROLE IN THE FIELD OF INNOVATION SUPPORT

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Резюме – в данной статье рассматривается роль и поддержка государства в сфере инноваций.

Resume – this article describes the role of the state in the field of innovation support.

Introduction. Almost any business gets the maximum profit if and only if this business is breakthrough and revolutionary. If a business does not realize in time the importance of being at the forefront of innovation, then competitors will quickly catch up with it, and it will have to quickly reduce the price of its goods or services to the market, and it will inevitably lose its previous positions.

Main part. The latest government documents on innovation policy, on putting the country on an innovative track, obviously prove that the intentions of civil servants are as serious and balanced as possible. However, the most important criterion is the least economic losses, and preferably the maximum profit – a debatable issue, since in order to achieve these goals, it is necessary to decide on specific areas and measures of public policy, calculated quantitative and qualitative indicators of innovation in detail, and clearly conveyed motivation for the innovation scenario. Based on the above, it can be stated with full confidence that at present the role of the state in the innovation sphere is becoming more significant than ever. The correct application of government decisions accelerates the development of industries, promotes cooperation and the spread of technologies, and eliminates both infrastructural and legislative obstacles to the development of innovations [1]. Next, the most applicable new ways of government support for innovation are proposed:

The first factor of successful innovation activity is the demand from the state for new technologies. The state order for innovation, along with direct support for productive forces, also stimulates the scientific and innovative activities of universities and research institutes. You don't need to go far for examples – GPS, touch screens and Internet connection were originally developed by order