

- regional and local authorities are increasingly playing a key role in the development of sustainable entrepreneurship ecosystems by stimulating innovation and increasing the competitiveness of local businesses;
- increasing their own potential allows the authorities to play a primary role in coordinating the interaction of the main actors of local economic development and forming a comprehensive policy to support innovation-oriented SMEs;
- regional and local authorities should be involved in the creation of new and development of existing subjects of innovation infrastructure - organizations that support the spread of innovation processes in business, while simultaneously developing network platforms for cooperation between organizations of science, education and the business environment;
- in accordance with the study of the needs of regional and local authorities in the development of innovative infrastructure, the existing potential and the opinion of the representatives of the Mayor's offices, business and academic communities, a number of concepts of the IBSI were proposed for the development and implementation.

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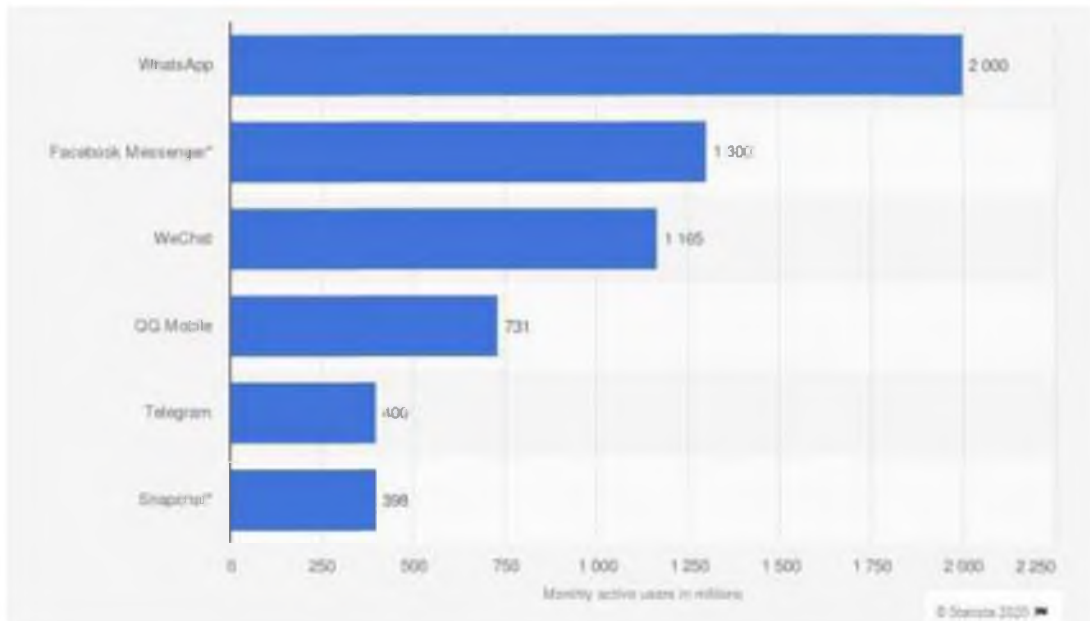
THE ESTABLISHMENT OF EFFECTIVE COMMUNICATIONS IN PERSONNEL MANAGEMENT IN THE AGE OF DIGITALIZATION

In modern society systems of communications and automations have a stable tendency to comprehensive development and modernization, providing the latest high-tech means of communications and the transition to modern digital technologies that increase productivity, as well as allow you to show more flexibility at the business and professional levels.

Today it is difficult to imagine our public life without smartphones and various applications for communication online. Emergence and functioning of mobile communicators – messengers, takes a special place in this process. Modern messengers have already become full-fledged communication centers, which, in

addition to text messages, implement voice and video communication, files exchange and web conferencing. The most popular messengers in the world are WhatsApp, Facebook Messenger, QQ Mobile, WeChat, Viber, and Telegram.

Figure 1 shows the number of active messenger users in April 2020. The functionality of applications does not depend on the operating system, they are available on both mobile platforms and computers [1].



F.1. – The number of users of the most popular messengers in the world in April 2020

Resource: built by author based on [2]

According to the website Statista.com [2], the WhatsApp manager has two million users, and it is one of the most popular mobile social applications in the world as of April 2020.

Modern information technologies give us the opportunity to increase and improve the efficiency of the workflow by using the conference platforms. YouTube Live, Zoom, Cisco WebEx Meeting, Google Meet, Click Meeting, TrueConf, GoToMeeting, Whereby, Jitsi Meet, video Most, Mind, Link chat, Pexip Infinity and others are worth to be highlighted in a variety of online conferencing platforms. The characteristics of the most popular platforms for video conferencing and online meetings are presented in Table 1.

The platform services are used to communicate with colleagues, partners, as well as to train staff, which significantly expands the opportunities for open collaboration and productive information exchange.

The main trend now is the transition from the traditional form of synchronous learning to asynchronous one. Therefore, software and tool platforms are becoming widely used. The analysis of online information resources showed that the most interesting for users are the following software and instrumental platforms for

distance learning: Moodle, Eliademy, ATutor, Forma LMS, Dokeos, ILIAS, Opigno, OLAT, iSpring Learn.

Table 1

Platforms for video conferences and online meetings

Platform	Description
TrueConf	It is the largest developer of corporate and individual products and equipment for video conferencing in Eastern Europe. TrueConf solutions allow to deploy a secure system of corporate united communications in 15 minutes with support for UltraHD quality video conferencing across any size of organization.
YouTube Live	It has an easy access with various useful features, such as chat and statistics section. In addition, with the help of YouTube you can easily share your video with users on other social networks. The only important note is that an application required for the broadcast will take about a day to consider.
Google Meet	This service is for business communications. Consists of the Meet (for group video) and Chat (for group chats) applications. It also works on mobile platforms.
Zoom	It is used for video conferencing, online meetings, and group chats. A free account allows 40 minutes of video conferencing. The obvious advantage of Zoom is its speed and stability - it can run on less RAM. It supports streaming from mobile devices, sharing documents, audio files and images, as well as working with Google Drive, Dropbox, and Box.
Cisco WebEx Meetings	WebEx is one of the world's most popular video support platforms owned by Cisco. It is suitable for organizing the large-scale online conferences, as well as for meetings and trainings within the company. It pays great attention to cybersecurity. In addition, Cisco WebEx Meetings easily integrates with video conferencing, MS Office, Outlook, and Lotus Notes.
GoToMeeting	Online service for web conferencing. It allows you to hold an unlimited number of meetings for a fixed monthly fee: send invitations, show a presentation, and work together on documents and applications, record and play the meeting.

Source: written by author.

The new means of communications rise an important question for organizations: do all these tools really increase productivity, rather than turn work into a chaotic flow of messages and emails, endless conference calls and chats? That is why it is necessary to control how employees use their working time, to identify possible problems in time and correct them. There are many different time and attendance systems: CrocoTime, Yaware Time Tracker, Time Doctor, Kickidler, StaffCounter, Workly, FaceTimer and others, which monitor time, record appointments and calls and identify key performance indicators.

To make the use of new means of communication simple and productive, close interactions between HR, IT functions and company is required, thanks to which an integrated work environment that meets the unique needs of the company can be built.

The industry of digital technologies, digitalization of society is the driving force of global change around the world and today it occupies a special place in the economics of each country. Modern man is an active subject of self-technology, while building his life, business, entertainment, travel, etc. with the help of gadgets

and digital applications. Modern information technologies make it possible to increase and improve the efficiency of the work process, to create an integrated work environment that meets the unique needs of employees and the company.

The multifaceted problem of professional personnel management in modern conditions is not limited to the research. Further study is needed to analyze the possibilities of these elements in the realities of the business environment in Ukraine, which will give organizations the opportunity to create an effective personnel management system and increase their business activity. This question is a prospect for further research.

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СУЧАСНІ ЗАСОБИ КОМУНІКАЦІЇ ВСЕРЕДИНІ ПІДПРИЄМСТВА

Ключем до успіху в бізнесі були, є і будуть працівники. На сьогодні, коли усі системи компаній перенавантажені інформаційними потоками, все важче забезпечити ефективність роботи персоналу, зокрема й через скорочення тривалості затримання його уваги на завданнях та цілях. Відтак перед бізнесом все частіше постає проблема забезпечення засоби в комунікацій, без перебільшення, особливих засобів комунікацій, які б вирішили її.

В цьому контексті на перший план виходять інноваційні методи, які можуть бути використані компаніями для полегшення, прискорення та гнучкого комунікування з персоналом.

Розглянемо декілька підходів та інструментів, які можуть бути впроваджені в компаніях з метою поліпшення внутрішніх комунікаційних зв'язків і є реально дієвими, зокрема й через те, що дозволяють проявити креативність за допомогою внутрішніх повідомлень.

Оскільки кожен співробітник перенавантажений інформацією в текстовому форматі (електронна пошта, повідомлення, групові чати, соціальні мережі), виникає необхідність активного використання відеоконтенту для