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MODERN MEANS OF COMMUNICATION IN MANAGEMENT OF A COMPANY

Since 2018 we have entered a period of widespread expansion of the sixth technological order. Key factor (Glazyev's forecast): nanotechnology, cell technology [1]. The advantage of the technological order, in comparison with the previous one, according to the forecast, will consist in a sharp decrease in the energy and material consumption of production, in the design of materials and organisms with predetermined properties. The convergence of nano-, bio-, info- and cognitive technologies (the so-called NBICS convergence, NBIC) gradually leads us to new methods of communication, each time more and more progressive.

Also, in support of the above, one of the relatively recent concepts that have gained popularity is the Internet of Things. The Internet of things (IoT) describes the network of physical objects—a.k.a. "things"—that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the Internet [2]. The concept and the term for it were first formulated by the founder of the Auto-ID research group at MIT Kevin Ashton in 1999 at a presentation to the Procter & Gamble leadership. The presentation highlighted how the roll-out of RFID tags could transform a corporation's supply chain management system [3]. But the biggest concern was highlighted by National Intelligence Council (NIC). A 2008 National Intelligence Council report cites the Internet of Things as one of six disruptive technologies, indicating that ubiquitous and invisible Internet hubs for such ubiquitous items as retail packaging, furniture, paper documents can significantly increase the risks in the field of national information security [4]. We can agree on the fact that the information security is the biggest concern of modern means of communication. The ultimate destiny of Internet-0 is not just turning on the lights. An I0 network will be indistinguishable from the computers that it connects; it really will be the computer. By allowing devices for communications, computation, storage, sensing and display to exchange information in exactly the same representation—around the corner or around the world—the components of a system can be dynamically assembled based on the needs of a problem rather than fixed by the boundaries of a box [5]. Ericsson (lit. Telephone Stock Company of LM Ericsson) estimated that in 2018 the number of sensors and devices of the Internet of Things should have exceeded the number of mobile phones; connected devices around the world, about 16 billion will be somehow connected within the framework of the concept of the Internet of Things.

In its slow pace, the transformation of communication methods is gradually coming to enterprises. Often, due to the imperfect communication system, the efficiency of management and operation of the enterprise is significantly reduced.

Communications in management are referred to as management processes because they link the functions of organization, planning, motivation and control.

Formally, the communication process is defined as the process of exchanging information between employees and the environment in order to solve certain problems.

Accordingly, there are three aspects of communications [6]:

- the technical aspect is associated with the processes of transmission of information from one point, equipment or person to another through appropriate channels;
- the semantic aspect reflects the transmission and reception of information, including its understanding by the recipient;
- pragmatic aspect takes into account the impact of received information on the behavior of recipients and the effectiveness of this information.

We are going to concentrate on the technical aspect of communication, rather means of communication. As we already can conclude, communications in the modern world play almost decisive role, both in everyday life and enterprise activity. The data transfer speed is important, but equally important is the reliability of the channel, as well as their protection, so developers are constantly improving equipment and provide the user with all the new tools. Even the smallest office is incomplete without access to a global network, telephone and LAN.

The following basic types of communications are classified:

- Wired communication uses wired lines;
- Radio relay Communication is based on the principle of relaying;
- Tropospheric Communication is based on the principle of long-distance tropospheric reflection;
- Satellite Communications is one of the most common forms of communications based on the principle of relaying a signal via satellite [7].

Modern communications systems include an assemblage of types of communication in one communications system. This communication system allows us to make calls, video calls, video conferencing, data and other information exchange worldwide. Each user of telecommunication services does not reflect what route information passes to tie together two subscribers for calls or data transfer.

There are many modern means of communication that allow the possibility of communication between individuals quickly and easily, and among these means the following: Internet – allows us to transfer gigabytes and terabytes of information everyday. Using the internet, we can conduct financial services, shop from within the home, send e-mail, exchange files, conduct audio, and video conferences remotely, use social networking sites, and a lot of things available. It is an essential, the corporate world felt it intensely during unexpected Covid-19 pandemic that completely stopped the offline communication for more than a year. Private messages on social media, they became the most used modern mean of communication due to its less formal nature, in recent generation studies it is reflected that generation Z and Y goes through tremendous internal stress volumes when asked to make a regular call, using the message form feels much safer for them, instant reduced formalism of the conversation is the reason for that phenomenon. As a representative of Gen Z I can confirm myself – this issue is real. And for companies it is a mean of communication between customers and service providers to answer the customer inquiries and questions as the number of customers millennials and genZers is increasing [8].

The mobile phone – it is a technical device, but it can deservedly be considered as an autonomous mean of communication as it provides the possibility of fulfill all the mentioned above activities. It is one of the most important modern communication technologies that are constantly developing without stopping.

Blogging – the newest mean of modern communication used both by independent individuals and companies for communication with the world and promoting themselves or their products. Public figure branding is extremely popular and in large volume used by the most advanced companies, a prime example is Tesla, led by Elon Musk. Individual entrepreneurs as personal trainers or any kind of influencers are vigorously using their platforms to promote so called “infoproducts”.

Satellites are used to broadcast television channels that transmit matches and programs to all parts of the world. Radars are frequently used by the armed forces to receive information about enemies. They are also used to obtain information related to the locations of enemy aircraft, and they are also useful for air traffic control and communication with aircraft at airports. These abovementioned two are the most unobvious means of modern communication but are highly important.

To conclude, we live in a time of extraordinary technological breakthroughs that occur every day, the main advantages of modern means of communication are: transmission speed – messages can be sent or received within a few seconds; expansion of coverage areas – the process of communication covered all parts of the world so that the world has become a small village; low cost – the use of modern methods significantly reduces the effort, cost, and time; benefit from others: ideas exchange and an immediate reaction are obtained on a specific topic; possibility to manage business operations around the world – businessmen can easily control their business activities with the help of video conferencing and e-mail technologies. And the weighty disadvantages are difficulties in building relationships, due to the reduction of a direct meeting between people, and the reduction of dependence on actual telephone communication. Rising health issues is a concern, especially as they use low-frequency signaling technology. And modern means of communication are insecure because the information is centrally in one database. It is likely to be exposed to tampering from corrupt people, and pirates or viruses can also attack it.

In the next ten years of more progress and another new age of connectivity where human engineering and science will work together to bring the world even closer through technology, privacy and security ought to be the main focus.

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ДЕЯКІ АСПЕКТИ ЕКОЛОГІЧНОГО УПРАВЛІННЯ В СИСТЕМІ УПРАВЛІННЯ СУЧАСНИМ ПІДПРИЄМСТВОМ

Екологічна практика в сучасному світі займає домінуючі позиції. Однак в соціальній практиці дуже нечітко вимальовується усвідомлення важливості даної теми, хоча йдеться про майбутнє усього людського роду. Розвиток екологічного стану на планеті спонукає людей до пошуку шляхів подолання екологічної кризи. Менеджмент та екологія, до недавнього часу, були дещо індиферентними поняттями стосовно одна одної, однак наразі у сучасній практиці управління з'явився новий напрямок діяльності – екологічний менеджмент [1, с. 47].

Наразі, суспільство все більше акцентує увагу на екологічних проблемах, а країна вводить більш суворі екологічні норми, керівники суб'єктів господарювання повинні також брати активну участь в адаптації своїх стратегій та розвитку внутрішньої інноваційної діяльності для вирішення екологічних проблем [2, с. 227].

Останнім часом, все більше науковців відзначають, що забруднення є конкретним свідченням неефективного використання ресурсів. Щоб досягти кращого балансу економічних і екологічних показників, підприємства повинні прагнути бути екологічно активними, проводячи «зелену» інноваційну практику. Існує значна кількість наукових публікацій, в яких досліджується управління навколишнім середовищем, де підкреслюється, що практика «зелених» інновацій може принести підвищення ефективності, економію витрат і екологічні вигоди.

Різні дослідження вивчали взаємозв'язок між практиками проведення «зелених» інновацій та корпоративною ефективністю з різних точок зору, але до