appeal to common sense, simple truths that are accessible to the understanding and use of the broad masses.

In conclusion, Ukrainian model of modern management is in the stage of formation. The main feature of Ukrainian thought is the search for new concrete and real ways to improve the management system, to develop a position on various management problems in relation to market conditions and on the basis of creative thinking of advanced foreign experience. Therefore, the development of modern management in Ukraine is to itself continuous search for more and more new ways to make your company more competitive in the global management market.

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TYPES OF PROGRAMMERS

The sphere of information technologies is moving forward with eight mile steps. Over the past decades, the world has developed considerably in terms of technology. No one can imagine his life without an electronic device: a phone, a laptop, a tablet, etc. Of course, all these devices need improvement and constant care. Therefore, it is not surprising that the IT sphere has become very popular: high wages, high demand and the ability to have a free work schedule.

Programmers can be classified, depending on the type of their work. Basically, programmers are divided into:
• system programmers;
• application programmers;
• web – programmers.

System Programmer. People working in this area are developing programs that work with computer software (operating system) or computer hardware. The difference between system programming and application programming is that application programming creates end-user programs, and the result of system programming are programs that later serve the operating systems. Usually, system programmers use low-level programming languages.

Application programmer. Applied programmers are different from system applications that create application software. These are programs that interact with the user directly. For example: text and image editors, databases, audio and video players. The work of an application programmer is to write code, set it up and test it. At times, programmers simply update or make adjustments to the already existing code. In most cases, high level programming languages are used, such as: Java, C #, C ++, Python, PHP. Applied programmers work both independently and in companies that develop computer software. May also be participants in startups.

Web – programmer. This is one of the most popular IT specialties. Web – programmer's work is connected to the global Internet network. This person is engaged

in the creation of a technical part of the sites. For example, at the request of the customer, the designer creates a graphic model of the future site, and the task of the web programmer is to translate these ideas technically, that is, to make the site come alive. To fully understand the work of the web programmer, just open any webpage. Everything you see in front of you is created by the efforts of web developers.

But web – programmers can also be divided into groups:
• Frontend developer;
• Backend programmer;
• Fullstock developer.

Frontend developer. It is a kind of programmer who deals with all the visible part of the web page: buttons, slideshows, menus, widgets, that is, all interactive elements. The main programming language for them is javascript. In addition, the frontend developer must know HTML and CSS. Frontend is not easier than the backend; it's just another. It's suitable for people who like to work with a graphical user interface.

Backend programmer This person writes that part of the program for a site that a person can not see. Backend includes work not only with the application itself, but also with the databases of the server. To write a code, the programmer uses the following languages: Java, C #, PHP, Python, Javascript.

In the end, I want to say that it does not matter what kind of IT profession you choose. Because if you are hard – working and patient person, you will be able to reach the peaks in any of these professions.

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MOTIVATION OF EMPLOYEES IN MODERN ECONOMIC CONDITIONS

At the present stage of economic development, the problem of motivation is of great value. The staff is the most complex and specific kind of resources that the enterprise uses in its activities. Efficiency of enterprise activity largely depends on the efficiency of the work of the staff. Exactly due to the employee's interest in the result of his/her work, it is possible to achieve an increase in labor productivity.

Motivation is one of the main functions of management at the enterprise. An enterprise can realize its potential for economic growth only under conditions of effective motivation. Insufficient motivation in the enterprise can restrain the growth of its performance.

Thereby the important task is to create the right conditions for calm, rhythmic, productive work of individuals and teams for the development of their abilities and creative potential. Implementation and development of stimulating systems that establish a close link between wages of employees, their qualifications, business qualities, personal initiative, give an opportunity to achieve high production results.

The main purpose of the process of motivation is to get the maximum return from the use of labor resources, which makes it possible to increase overall efficiency and