

development of targets and benchmarks for each of the areas.

The role of HR-manager in modern business is affiliate (he can be called a strategic partner). HR-manager really affects the strategic indicators and manages human capital. That is, he is an intangible resource that allows the organization to quickly acquire knowledge and distribute it through the system

HR strategy depends on how the company works on the market. Even the acceptable level of personnel turnover is determined by the company's competitive strategy.

There are several classifications of competitive strategies that business can choose. One of them involves three types of strategy: concentration (professional strategies), cost leadership and innovation strategies.

The strategy of concentration is the choice of a specific segment and focusing on it. Such a company offers niche solutions, its prices are not always low. An example is an agency of design solutions. The cost of personnel in such companies can be up to 70% of total costs. The salaries of employees are higher than the average in the market. Long-term incentives and benefits can also be used. The company spends money on staff retention to reduce personnel turnover.

Cost leadership strategy, as a rule, is chosen by companies that produce mass products. Such companies attract consumers with low prices due to cost management and clear business processes. The attitude towards staff in such organizations is different from companies that choose a concentration strategy. Staff turnover can be high (up to 20%), and this is normal, because it is part of the HR strategy. The salary of linear staff may be even lower than the average market. A trial period is an obligatory part of HR-processes.

An innovative strategy provides a breakthrough solution that nobody can repeat, at least for some time. Employees in such a company receive rather high salary, and motivations for them are some non-standard steps, for example, visits to prominent organizations. In this case, it is acceptable to have a flexible working schedule, and the turnover of personnel in such a business does not exceed 5-10%.

The actions of HR-manager (as well as his budget) are fundamentally different in the three cases described. Therefore, there is no single option for the formation of HR-strategy, which is suitable for any company. Of course, all organizations need a HR brand, but it will broadcast different messages to the market, depending on which competitive strategy is chosen by the business.

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## **ELECTROMOBILES AND ICE IN FUTURE**

In 1807 was created first internal combustion engine (ICE), that in future displace steam engines. Because they were more safety, reliability and have smaller size. Thanks for ICE people have an opportunity to create a car.

ICE have a very long story, a story of evolution. With time they become more

powerful, became lighter and most important that became faster.

Electric vehicles displace vehicles with standard internal combustion engine. Because the demand for oil in the world is falling.

The most interesting that the first working electric engine was created in 1834. But demand for them increase only in nowadays and will be even more in future.

Also we should bethink about symbiosis of ICE and electric engine. Because with this option for a normal man we have practicality of ICE (easy to refill car) and economy of electric engine.

We can say that ICE already in the past, symbiosis it is nowadays and future for electric cars.

The growing popularity of electric vehicles leads to a drop in demand for oil in the world. This was reported by the international rating agency Fitch.

As the agency reports, this is not the main, but only one of the supposed scenarios for the development of the automotive market.

"This is not our main scenario, but the events of 2017 show how technological changes and higher awareness can lead to annual sales of electric vehicles to 10 million by 2025," – reads the message.

During the all 2017, there were regular reports of new technological solutions that would reduce the cost of production and exploitation of electric cars. Also, many large automakers and governments of the countries that are the largest markets for auto industry have announced about taking a course for electromobilitization.

Based on this, OPEC increased the forecast for the size of the park of electric vehicles by 2040 from 140 to 250 million units. After that, Fitch revised their forecasts, and having painted two possible scenarios: conservative and aggressive.

Even if everything goes according to the conservative scenario, the demand for oil will at least stop growing, which will inevitably lead to lower prices and lesser leaps. The extreme scenario states that by 2040 the number of electric vehicles on the roads will reach 1 billion units – more than half of the world's car park. The probability of such development of events is much smaller, but it has increased significantly during the past year:

"But we believe that the new extreme scenario has become more believable over the past year," the survey said. "If we apply it to the demand for oil with the forecasts of the International Energy Agency, evidently that the demand for oil will reach a peak in 2029."

Already, oil traders are preparing for the worst and trying to diversify their activities. The main areas are natural gas, alternative energy and petrochemicals.

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## **CHALLENGES FOR EDUCATION IN FUTURE**

There are fundamental changes in the sphere of labor economy nowadays. Due to the rapid development of scientific and technological progress, more than 800 jobs that are now in demand will be automated and roboticized until 2035. This will lead to an increase in unemployment among the economically active population, if we do not start to study new areas of activity now. Here's what Jack Ma, the founder of Alibaba