

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

profitability of the enterprise. No management system can function well if it doesn't have a well-developed model of motivation that motivates a particular worker and team to achieve personal and general goals.

Today, well-motivated staff is one of the most important factors, which influences the development of the company. Not surprisingly, a weak motivation of the staff ranks third in the list of reasons that hinder business growth. Accordingly, a high degree of motivated subordinates is ranked the first place out of other internal factors that increase the competitiveness of the business.

Payroll is a motivating factor only if it is directly related to the results of work. Employees must be sure of the existence of stable links between the remuneration received and the performance of work. Special studies have shown that employees are not encouraged by wages but by the real possibility of their growth, fair appointment of bonuses to workers, etc.

For today the modern systems of motivation are used, namely tangible rewards such as:

- wage rate;
- additional payments;
- participation in share capital;
- medical service;
- insurance.

The system of motivation includes not only economic incentives but also intangible ones, such as the possibility of further professional development, personal recognition, enrichment of personal knowledge and skills.

The most important motivational factors include: maintaining favorable sanitary and hygienic working conditions; assistance to the administration for continuing education, self-improvement, spiritual and cultural development of workers; involvement of employees in production management; creation of favorable conditions for rest and health care of workers; high level of organization of workplaces.

So, it should be remembered when choosing a system of motivation the needs and interests of employees should be necessarily taken into account. The process of implementing this system should be aimed at achieving a certain result i.e. satisfied employees who are committed to their work.

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## **ARTIFICIAL INTELLIGENCE IN MEDICINE**

Nowadays information technology has taken an important place in different fields of knowledge. Scientists introduce artificial intelligence (AI) in all spheres of human life. This tool can be very useful in modern medicine. It is a powerful instrument that can help to develop individual medications and methods of treatment.

In hospitals and clinics AI can become an indispensable technology that will use data about patients and allow doctors to make better decisions. AI will take into account the newest and most effective methods of treatment for each patient.