

both monetary and nonmonetary), fear (punishment or negative consequences), achievement (either internal motivation of achieving objectives and tackling new challenges or external as a desire to receive positive feedback), growth (both professional and personal), power (as a wish for autonomy and controlling others) and social form (which is described as a desire to belong and be accepted by a specific group or relate to the people in a bigger world).

Nowadays, one of the most important factors of motivation is freedom. This term includes ability to use a human's intelligence power in its maximum. Many ownerships and directors are afraid of giving too much freedom to their subordinates. This might cause slower enterprise growth and limitation of collaborators capacities.

Giving a subordinate a wide sphere of acting and making decisions, a head motivates him with trusting and relying on him. Lots of leaders require people to work for a determined period of time and do not care about the volume of work to be done – it might be too little and makes workers to feel bored, or too enormous that produces tiredness. There is also another sort of leaders who want their workers to bring new ideas on some task solutions and do not care if it takes a bit less of a determined time. In this case, the main type of motivation used can be freedom and flexibility.

As market and innovative process tend to grow and change very quickly, organizations have to accommodate too fast as well. It is commonly known that mechanization and automation of enterprises tend to extend, but a human resource will always be a key factor of any organization activity. Thus, chefs will always need people to offer up new ideas and new decision-making.

Consequently, workers will always have to be motivated. So why do not let them choose their own way for resolving problems? Everyone is talented, and for a talented person the best motivation is giving him an ability to create, giving him liberty.

Such approach can be much more successful than any other, and can make a company reach its goals in shorter time. Moreover, letting a person choose his own time to work and rest (what is a kind of liberty as well) may provide better results. Although, if there is work, which is interesting to a subordinate, he will do all his best and work as much as possible to attain the goals and see the results of his labour.

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## **BLOCK CHAIN TECHNOLOGY**

English philosopher, biologist and anthropologist Herbert Spencer once said «Progress, therefore, is not an accident, but a necessity».

Technologies are in the process of constant changes. Development of science, which achievements made our lives easier and more comfortable is inevitable.

At the time when cellphone is locked out by face identification or by a finger print, and at the time when gravitational waves have been detected there is one more rising sphere of science and probably the key to the new epoch of great changes, it is block chain technology.

The circumstances which gave a birth to this technology influenced lot of different fields of studies, especially economics. For several months, headlines of the newspapers all over the world were filled with such an unrevealed and strange word «Bitcoin». Particularly in every country topic about cryptocurrency was discussed concerning safety and security of the country.

Why did it become so popular? First of all, there are two suggested hypotheses about the founder of this currency, but actually there is only one name, it is Satoshi Nakamoto. The author's name is still not identified so consequently it may be a group of developers.

A cryptocurrency is a digital asset designed to work as a medium of exchange that uses cryptography to secure its transactions. So bitcoin is one of a big amount of existing virtual alternative currencies. The validity of each cryptocurrency's coins is provided by block chain. The information about transactions is always available to public access and it can't be changed even if transaction was made by mistake. Block chain is stored on the computer of each user without using any servers. All payments between the users are made without any help of bank agents, dealers or brokers. Transactions are made only by involving the use of a block chain technology represented as a continuously growing list of linked together so-called blocks. Block chain efficiently records information about a bitcoin-wallet of transmitter and recipient of payment but certainly there are no real users' addresses to be recorded. Information about current status of a bitcoin-wallet of a particular user can be obtained only by stored and visible sequence of transactional chains. That means that database doesn't manage full amount of bitcoins in the wallet of a current user but only transactions.

How can block chain technology be useful for modern society and what makes it remarkable? Bitcoin can allow global transactions to take place at a lower cost. That means that in near future bank systems can replace its way of functioning, but of course not old-fashioned money. Human factor mistakes, forgery, high transaction fees will be receded into the background. This point of view has been approved by the greatest minds of this century, such as Bill Gates who said that bitcoin is better than currency, Richard Branson, Peter Thiel, Elon Musk.

In Ukraine it can be used for replacing departments such as municipal community services and all departments which are concerned with payments of bills, traffic penalty charges, utilities and communal payments. Impact of scientific and technological progress is enormous and block chain technology can help us to make our government and society transparent and free from corruption.

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## **WEBSITE PROMOTION TECHNIQUES IN SEARCH ENGINES**

Website promotion is a complex of activities aimed at improving the site's position on topical queries in search engines and, as a result, increasing the number of targeted visitors.