

Machine-building and weapon production covers the third place. Our country occupied the 9th in the ranking of the largest arms exporters in 2017. Eastern countries are already investing in Ukrainian machine-building. Over the last 5 years, Ukraine has completed the planes modernization and the supply of gas turbine installation for warships in India, sold to China two small landing ships on the airbag of the 958 "Bison" project and signed contracts with Thailand to supply armored personnel carriers and tanks. Also, domestic air and space production is in demand. NASA launched a rocket with Ukrainian engine, Saudi Arabia ordered Ukrainian transport AN-132, AN-148 and their modifications and Algeria – 33 Mi-24 helicopters modified Super Hind Mk III.

Renewable energy takes the fourth place. For example, in the beginning of 2018 the Canadian company TIU attracted almost 11 million euros for the construction project of the SES in Nikopol, at the same time DTEK company invested 340 million euros in the construction of Botievskaya WES. Obviously, that the interest of investors in the field of "green" energy is increasing annually, and the potential of Ukraine can provide the desired stable growth of the invested capital.

The last place of the list is the pharmaceutical industry. Although this realm is weak today, foreign investors note the presence of skilled human potential in Ukraine, relative free market and government programs to support business in the pharmaceutical field. In the last 5 years, according to the data of the European Business Association, about 200 million dollars were invested in Ukrainian pharmaceuticals.

To summarize, according to the European Business Association study, Ukraine's investment climate has been at the highest level for the last 6 years.

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## **SOME FEATURES OF THE MOTIVATIONAL PROCESS IN MODERN MANAGEMENT**

Motivation has always been a strong instrument, which moved people and, particularly, an organization to their aims and goals.

For all the time of the existence of business 'motivation' has changed in its methods of influencing on people. It depended on scientific knowledge and achievements, social and political factors, and, essentially, enterprise and human's priorities.

Different authors distinguish many types of motivation according to the values one may have.

Human behavior is goal-directed. Motivation causes goal-directed behavior. Through motivation needs are handled and tackled purposely. The needs of individual serve as a driving force in human behavior. Therefore, a manager must know the "hierarchy of needs" proposed by Maslow in 'The Need Hierarchy Model'

Others can name six forms of motivation based on variation of people's personalities. There are incentive (that is a form of motivation that involves rewards,

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.