

This ensures the efficient distribution of resources. However, in corrupted economies the companies that would not win the tenders award as a result of dishonest struggle.

This results an excessive spending in the achievement of projects, and substandard or failed projects, leading to overall inefficiency in the use of resources.

Moreover, one of the main feature of corrupted economies is a relatively too little middle class and an important difference between the living standards of the upper and lower classes. Because the most of the country's capital is concentrated in the hands of oligarchs and the most of the created wealth also flows to these individuals. Therefore small businesses are not widely spread in the corrupt states. It is usually discouraged by the unfair competition and illegal pressures of large companies who are connected with government officials.

Therewith the small businesses in the corrupt countries tend to avoid having their businesses officially registered with tax authorities to overtake taxation. As a result, the profit gained by many businesses is outside the official economy.

The disadvantage of shadow businesses is that the company holders usually pay their employees smaller amount of wages comparing with government standards. Besides they do not provide the acceptable working conditions, including the appropriate health insurance benefits for employees.

Additionally, investors who seek a fair, competitive business environment will avoid investing in the with a high level of corruption. The recent researchers show a direct connection between the corruption level in a country and the competitiveness measurements of its manufactures.

The documents of the International Monetary Fund prove that the corruption rises the price of education in those countries where connections influence on the teachers staff promotion. It decreases the quality of education in general. A medical sphere is also affected by corruption. People are not able to avoid this phenomenon. So, they do not have an opportunity to be treated an appropriate way

To conclude, corruption prevents the natural laws of the economy from function properly. As a result, that dishonesty in a nation's political and economic operations causes its entire society to suffer.

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OUTSOURCING IN THE MANAGEMENT

People started to use the concept of “outsourcing” in the 80s of the XX century because of globalization. The first experience in this branch is considered juridical services of English and American companies – in the frameworks of which the decision of some juristic questions give for professional and experienced specialists. Albeit, the spectrum of services had expanded after implementation of consultations- named “business”.

Nowadays, because of the crisis process in economy, types of outsourcing are increased. So the use of it also has the same tendency. Not only big companies, but also

the middle one orders the service of outsourcing in different fields of work of these companies. The main reason of it is that the service mentioned above is cheaper than to hire a person in internal staff for the same work.

In general, outsourcing is the broadcasting any activity of the firm to another one for a long period. For such persons firm leads on the transaction of its non-core activity (preparing all documentation and reports).

If firstly this service developed in the bookkeeping and jurisprudence, now it includes such fields as the support of informational systems; searching and selection of staff (HR- outsourcing); advertising services, security, PR etc. Outsourcing in the management area is related to the increased requirements to the competence level in managers and wide using of latest highly developed information technologies approximately everywhere. This application helps to approximate organizational management to the model of modern high-level management, which is characterized by five main components: professionalism, business thinking, internationalism, social responsibility and cultural-national traditions. Such approach gives the opportunity to bring the management on the new level, because at this stage the main managerial functions are such that ensure competitiveness of organization and also allows reducing costs for management.

The transfer of non-core functions to outside organizations (outsourcing) does not mean at all that the organization – the outsourcing provider, will also be provided by the own personnel, who performed such functions previously. And it is not necessary that such services will be provided by the recruitment agency. If the business function is transferred with the output of the personnel from the staff – this is named “outstaffing”, and if only the business function- outsourcing. An important criterion for readiness for the transition to outsourcing is the level of organizational development of the enterprise, which has a certain organizational structure, describes the business processes and interrelationships between departments. In other words, outsourcing cannot work effectively in disarray. Otherwise, it becomes expensive and rather cumbersome model. The readiness of the enterprise can be evidenced by its technical basis. The frequent requirement of the outsourcing company is the presence of sufficiently powerful computers, a certain type of server, and sometimes a dedicated communication channel (in the case of data transfers involving thousands of employees).

Outsourcing company is usually interested in constantly replenishing its staff at the expense of skilled professionals and often uses the practice of involving former employees of the client company on outsourcing projects for both those customers and others.

Very often the outsourcing, during the process of introduction to the company, brings the misunderstanding among employees. The main reason for such misunderstanding and rejection of changes by ordinary staff is the lack of explanatory work of the organization's management. This error can lead to ineffective co-operation of the company's employees with external experts, which in turn can lead to a breakdown of the terms of the project implementation. There is also the danger of losing a valuable employee who, having misunderstood his prospects through the changes and start to seek a new place of work. The only way out of a similar situation is the early explanatory activity of the organization.

If you pay attention to the positive aspects of outsourcing models, one of the obvious advantages can be called the ability to focus on key business processes. By

giving a certain function to outsourcing, top managers of the company can use the best world experience in providing non-core processes. Outsourcing allows you to redistribute the resources of the company, reducing operating costs or transferring them from the category of fixed to variable.

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AI-DRIVEN ONLINE GRAPHIC DESIGN: SWOT-ANALYSIS

Today, the evolution of information technologies in graphic design has come to the period when the technology itself turns into smart and free online products with artificial intelligence components. Such tech-innovations are popular among users, as they can substitute real graphic designers' physical job. The author aims to outline main sectors of the AI-driven online graphic design industry. Using the method of SWOT-analysis, it is possible to find out strong and weak points, risk and opportunities caused by rapid development of online tools for graphic design.

AI-Driven Online Logo Making is progressing sector of the online graphic design industry. Tailor Brands is the bright example of quick and easy brand-book creation. After short questionnaire to understand users' needs and tastes in graphics, this online tool offers a wide range of logos to choose. According to company's statistics, it has already attracted more than 3 million users.

AI-Driven Online Web Design is a bit complex sphere. However, there are some start-ups which try to help people with no IT-knowledge create a personal website with no coding. For example, online platform WIX (<https://wix.com>) is positioning its module Wix ADI as the first ever AI (Artificial Intelligence) solution for website design and creation, used by more than 1 million users. Another example is Firedrops (<https://www.firedrop.ai>) that helps to build landing page with AI graphic design consultant Sacha. The Grid is also one of the most popular AI website builder that advertises itself as 'AI websites that design themselves'.

AI-Driven Online Font Generators aim at making eye-catching font combinations. Online Tool Fontjoy is an excellent example of how it is possible to pair fonts automatically. The purpose of font pairing (conjugation) is to find fonts that share a common topic, but make contrast to each other. The process relies on mathematical methods, including 'deep learning.' This method is based on artificial neuronal webs. It allows to recognize structures and can improve itself after analyzing usage experience.

The strengths of AI-driven online graphic design are: 1) open and easy 24/7 access, 2) low price (can be cheaper than graphic designers' physical job), 3) logical and professional accuracy (AI designers are learned to follow the rule of three, Fibonacci's spiral, the golden ratio, sacred geometry, etc.). The *weaknesses* of these tools are: 1) time consuming (some extra features need time to find them, explore and learn), 2) monotonous results (if user needs something complicated, unique and original, AI graphic