

Voice and visual search methods are gaining popularity rapidly nowadays. So, IT-companies improve them to such a high level, that users will get over on them thus boosting e-commerce.

4. The spread of face recognition technology.

Despite the failure of Apple's attempt to implement face recognition technology it will be improved and employed on a global scale.

5. Smart toys.

Toys for children with built-in artificial intelligence will become popular and available for everyone in several years. There is no doubt that it is very important to teach a child to use IT products that will become an inseparable part of life.

6. Drone as the main farmers' assistant.

Drones with ultrasensitive sensors and cameras will make great assistants for farmers. They will relieve farmers from the need to watch the fields and the crop, collecting and transmitting all necessary.

7. Non-verbal communication.

To exchange information you do not even have to open your mouth. It will be possible to exchange thoughts using a simple device clad in your head. The most interesting thing is that everybody will be able to read your thoughts and vice versa

8. Vulnerability of IT-systems.

It is the main trend that is really worth paying attention. Emphasizing the rapid development of cybercrime and downturn in the development of security programs, we should say that in the nearest future companies will spend tiny sums on eliminating the adverse consequences of cyberattacks rather than protective measures.

I have mentioned only 8 interesting trends that stir my imagination. All we know is that the world of IT shows a very fast pace of development, with mankind facing new challenges.

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PECULIARITIES OF GOVERNMENT MACROECONOMIC ADJUSTMENT

The management of the country's economy is the influence of the state on objects and processes to provide a certain orientation to economic activity, to coordinate actions of the subjects of the national economy and to achieve the desired results.

Government regulation of the economy – these are certain measures for the regulatory, compensatory and supporting activities of the state, aimed at creating the normal conditions for the effective functioning of the market and solving the complex socio-economic problems of the development of the national economy and society as a whole.

The state must intervene in the economy in order to:

- create conditions for the effective functioning of the market mechanism

- protect national interests in the world market
- eliminate the negative effects of market processes
- To solve problems, which market mechanism can not solve.

The state macroeconomic regulation was studied by such scholars as J. M. Keynes, R. Harrod, E. Hansen, P. Davidson, D. Robinson and others.

State macroeconomic regulation has its own peculiarities. They can be aimed at non-profit purposes, social orientation, support of private enterprises and direct stimulation of their development, or – to focus on the laws and principles of the market, the use of its attributes, forms and methods of self-regulation of production and commodity circulation. A useful combination of market and state regulation methods, the optimal correlation between them becomes important here.

State macroeconomic regulation takes place at the level of spheres and branches of the economy and involves measures of general economic effect. Since regulation is a process that binds the object, regulator and direction of movement, then the state macroeconomic regulation is associated with the real movement of macroeconomics (object), the regulatory mechanism (regulator), the set of tasks and the means of their solution (objectives).

It is important here to keep in mind that regulation reflects and embodies the structure of the regulated object, and therefore it should be distinguished from management, planning, economic programming and economic forecasting, although plans, programs, and forecasts are at the same time instruments of state regulation.

There are three market subsystems of macroeconomic regulation: the market, the subsystem of regulation by firms, state regulation. The market subsystem of the macro-regulation mechanism coordinates economic activity spontaneously through the system of prices and competition. The state improves the functioning of the market system by: creating an independent legal and social environment, and intensifying competition. In the transition period, the state should coordinate economic processes at the macro level, maintain optimal proportions of social production and the continuity of the reproduction process.

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ANALYSIS OF MULTIMODAL SERVICE MARKET IN UKRAINE

Transport is one of the main sectors of world economy, an important component of industrial and social infrastructure. It also plays an important role in countries' socio-economic development. As you know, transportation is a key logistics activity associated with the movement of products in vehicles in the supply chain and it consists of logistics operations and functions, including forwarding, packaging, customs procedures, cargo processing, transfer of rights, risk insurance, etc.

Multimodal transportation is the carriage of goods by two or more modes of transport but according to one agreement, and carrier is responsible for the transportation. Multimodal transportation is often carried out at international cargo