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*A.A. Halavai, student*

*V.V. Bukhanets, research supervisor*

*T.V. Kurbatova, language adviser*

*SIHE "Kryvyi Rih National University"*

## **VIRTUAL ENTERPRISE AS A MODERN PRODUCTION FORM**

The introduction of information technology in the country's economy management at macro and micro levels is one of the main factors to improve production efficiency and ensure economic development. The purpose of today's economic transformation is the change of a company model. The main priorities of the enterprise activities in the field of corporate knowledge include a flexible change of the organizational structure, a new type of jobs, innovation, customer focus, etc.

In current conditions, companies are beginning to lose its territorial and spatial isolation. Previously, the company had a stable market, certain suppliers limited by the requirements for quality and reliability, slow products wear (almost no concept of obsolescence and physical deterioration could last for years). Then fundamentally new economic conditions have appeared. The main requirement is the ability of companies to quickly respond to changing market demands and adapt to these changes.

One of the important trends of the classical system of cooperation

is the development of the concept of a virtual enterprise that broadly defines the most advanced and efficient forms of the company organization, which is best for certain technical and economic conditions. Virtual enterprise is the basis of the net economy, without sectoral or departmental barriers, an open organizational structure, with clear boundaries, thus increasing importance of partnership relations.

It is created by combining organizational and technological resources together and their integration using a computer network. This leads to a flexible and dynamic organizational system, tailored to implement the requirements of the customer. This does not mean the complete absence of basic structures in real physical space, but only the intense interaction of real professionals and departments of various companies in the virtual space. Such cooperation is realized on the basis of modern information and communication technologies.

The biggest advantage of virtual forms of organization is the ability to choose and use the best resources, knowledge and skills with the least expenditure of time. This provides a competitive advantage for virtual enterprises, namely the opportunity: reducing the total cost; increasing the speed of execution of market orders; better fulfillment of customer requirements; flexible adaptation to environmental changes; reducing barriers for entering new markets.

The effectiveness of the company under the new conditions is usually determined by corporate experience, so people are the main resource of their professional abilities. "Human capital" is the most important resource, the main area of capital accumulation and utilization.

*Anastasia Dubenchak*

*I.H. Bondar, language adviser*

*SIHE "Kryvyi Rih National University"*

## **SPECIAL ASPECTS OF TRANSLATING THE WORD "ОЦІНКА" INTO ENGLISH**

With the advent of international integration, countries began to develop political and economic relations on the basis of labour division. These relationships demand negotiating a great scope of various matters on the international level and, therefore, a so called lingua