

де  $ЗП_{\text{сер}}$  – середня заробітна плата (грн.);

$ЗП_{\text{мін}}$  – мінімальна заробітна плата (грн.);

$a$  – вільний член рівняння;

$b$  – параметр регресії.

За даними регресійного аналізу було визначено наступне рівняння:

$$ЗП_{\text{сер}} = 1639.2031 + 1.97359219 * ЗП_{\text{мін}},$$

Адекватність отриманих розрахунків підтверджується значенням  $R$ -квадрат = 0.916112766 (достовірність моделі – 91%),  $F - 98.29 > F_{\text{табл}} - 5.12$ , достовірність по рівню значимості за критерієм Фішера (Значимість  $F$ ) –  $3.84E-0.6 < 0.05$ ,  $P$ -Значення для коефіцієнтів регресії  $< 0.05$ .

Таким чином навіть незначне підвищення мінімальної заробітної плати (наприклад, на 200 грн.) призведе до суттєвого збільшення середньої (на 2033 грн.), а це, в свою чергу до зростання рівня цін на 12% (темп росту середньої заробітної плати досягне 122%  $((2033+9218)/9218=1.22)$ , а приріст інфляції – 12.1%  $(22%*0.55)$ .

[1]Мінімальна заробітна плата. Офіційний сайт Міністерства фінансів України. – [Електронний ресурс]. – Режим доступу до ресурсу: <https://www.minfin.gov.ua/ua/labour/salary/min>

[2]Середня заробітна плата. Офіційний сайт Міністерства фінансів України. – [Електронний ресурс]. – Режим доступу до ресурсу: <https://index.minfin.com.ua/ua/labour/salary/average/>

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### **THE URGENCY OF ENSURING THE TECHNICAL AND TECHNOLOGICAL DEVELOPMENT OF ENTERPRISES IN CONDITIONS OF FIERCE COMPETITION**

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Fierce competition in the market requires companies to increase efficiency, improve the consumer quality of products and services, expand the range, intensify business in general. Therefore, the most important task of a modern enterprise is to increase the efficiency of its activities through the successful use of its internal and external reserves on an innovative basis. Assessing the economic efficiency of the enterprise is one of the factors of its further development. It should be emphasized that this complex phenomenon

cannot be determined by a single indicator and requires an integrated approach. In modern realities, scientists in analyzing the effectiveness of the enterprise primarily focus on its ability to generate financial results at the expense of a certain amount of financial and non-financial resources on an innovative basis.

Acceleration of depreciation of technological equipment of industrial enterprises under the influence of scientific and technological progress has led to the fact that the equipment becomes obsolete faster than it wears out during use. As a result, it is becoming increasingly important to consider the rate and level of depreciation in all its manifestations. It is very important to identify in a timely manner the extent to which further use of the equipment becomes economically impractical. Large industrial enterprises of Ukraine are focused on the production of large volumes of products that far exceed the capacity of its domestic market [3]. Therefore, we need to enter foreign markets as soon as possible. But this requires a transition to a new level of product quality, changes in its range and range, standards and requirements for production. It is also necessary to carry out the restoration of products, technology and technological equipment on a large scale, in a short time, and even with a shortage of funds for its financing. This requires identifying the most important recovery items and coordinating the funding process. In such conditions, it is especially important to determine the useful life of technological equipment, taking into account depreciation and physical wear and tear, as provided by accounting standards [1]. The useful life of each individual object can be not only the basis for determining the depreciation rate of equipment, as the period of compensation for wear, but also an important indicator of planning the process of its restoration.

At the present stage of transformation of social production, objectively, there are certain trends in the progressive development of the technical and technological base of enterprises in the manufacturing sector. Determinants of them are:

- increasing the knowledge-intensive means of labor, the level of fundamentality of the knowledge embodied in them;
- increasing the scale and expanding the range of applications of modern microelectronic equipment;
- transformation of means of labor into technical integrity of a higher order;
- transformation of technical and technological means into increasingly universal systems;
- deepening the integration of individual elements of the TTB and organizational and managerial components of production;
- increasing the degree of automation of machinery and technical systems, the gradual transition to flexible automation of production due to its quantitative diversification and reduction of serialization [4].

The process of economic management of technical development of the enterprise usually includes the following main stages:

- setting goals - defining, ranking, prioritizing;
- preparatory - analysis of production conditions, preparation of forecast information;
- option choice of solutions - development, selection of criteria and evaluation of the effectiveness of possible options;
- programming (planning) of works - coordination of selected and adopted decisions, their integration into a single set of measures within the program of technical development of the enterprise for the short and long term;
- support of the program implementation - control over the implementation of the measures envisaged by the program, carrying out the necessary adjustments to the program [2].

The technical development of the enterprise largely depends on marketing and production strategies, which determine the planned measures for equipment and technology needed to produce a particular product. Improving the technical and technological base of the enterprise should be planned and focused primarily on those measures that will ensure the implementation of its chosen strategy. For domestic enterprises with limited financial resources, such measures are mainly aimed at maintaining the existing technical level through its overhaul and modernization.

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