

5. Manage communication and collaboration: Jira has integrated tools for team communication and collaboration. You can discuss tasks, make comments, send notifications, and work together on projects.

6. Assign access rights: Jira allows you to set up access rights to information and tasks for different users. You can restrict access to confidential information and assign roles and permissions to users according to their role in the project.

7. Extend functionality with apps: Jira has many apps and extensions that allow you to extend its functionality. These apps can help you solve specific problems and needs of your business.

The use of Jira software for project and workflow management in enterprises is proving to be very sound. Jira provides a wide range of tools that allow you to improve project organisation and management, increase productivity, track progress, and analyse results. It's highly customisable, integrates with other tools, and has an active user community. With Jira, businesses can manage resources more efficiently, plan and execute projects, and improve communication and teamwork. Given its capabilities, it helps businesses save time and resources, increase productivity, and achieve greater success in today's business environment.

In summary, Jira is a powerful project and workflow management tool that helps businesses achieve their goals and remain competitive in the dynamic business world.

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THE CONCEPT OF ECONOMIC DEVELOPMENT OF AGRICULTURE AND AGRO - INDUSTRIAL COMPLEX IN THE REGION

In today's unstable conditions, agriculture, as a branch of the national economy, occupies a leading place in the reproduction system. Therefore, the national economy increasingly depends on its development and rural areas in general.

Key words: modern agriculture, agriculture sector, rural development, development requires, farming technologies.

The history of the development of modern agriculture began with the collapse of the USSR, during the transition period from socialism to capitalism. At that time, the agriculture sector was destined to become more efficient to survive. The newly emerged young owners were eager to earn money. Initially, all money that was earned in the fields, and large cattle were long considered a subsidy, a social project rather than a business. It was often viewed as a project to provide employment for more shareholders, allowing them to feed their families while leasing the land to enterprises.

Socio-economic development of a village is defined as a process of changes aimed at increasing the level of development of the economic and social spheres of rural areas, with the highest level of meeting the needs of the rural population and the interests of the state. Rural development requires a comprehensive approach to solving all problems of the rural region - economic, social, ecological, demographic [1].

Over the 40 years since gaining independence, there has been intensive improvement in crop farming technologies and efficiency, with less focus on animal husbandry as a business. In the 2000s and 2010s, the situation has been changed as milk prices became more attractive, leading farmers to view it as a promising direction. Trips abroad to agricultural enterprises became a trend, aiming to gain experience and apply it to their own farms. Since then, farmers have been in a race for efficiency, especially in animal husbandry. Efforts directed at improving livestock efficiency have resulted in increased business profitability.

There is a need for the formation of target orientations and the structure of the strategy for socio-economic development of rural areas in the context of strengthening the economic security of Ukraine [2]. However, Ukrainian agriculture currently faces challenges due to various issues, primarily to the war with Russia. The war has disrupted stability, causing a decline in demand for agricultural products within the country.

The key market-changing factors include:

1. Mass migration of the population abroad has reduced domestic demand for agricultural products, resulting in a decreased workforce.
2. Mobilization of the working population into the armed forces has caused a labor shortage in agriculture.
3. Export restrictions have led to a drop in prices for both crop and livestock products, coupled with inflation and increased production costs, challenging the raw material model.
4. Urbanization has intensified as people move from villages to larger cities for better opportunities.
5. Ineffective education in universities, with students lacking sufficient knowledge and not entering the workforce after graduation.
6. Aging farmers without heirs or whose children are unwilling to continue the family business face management crises.
7. Small-scale farms with outdated infrastructure struggle to be effective in today's conditions.

In the concept of developing Ukraine's agricultural economy, there are significant prospects with the implementation of a specific strategy: provide favorable working conditions, from comfort to high pay and social benefits; increase the number of milking cows to match the farm's feed production, optimizing logistics and reducing infrastructure and equipment costs; upgrade existing and construct new, modern dairy farms; continuously work on improving livestock efficiency and aim to lead in milk production per cow and longevity; collaborate with universities to attract promising students to work on the farm and organize professional courses for practical animal handling; explore new markets for end products that exceed domestic demand; develop a plan for replacing aging farmers on farms.

Implementing these steps could contribute to the sustainable development of Ukraine's agricultural sector. The balanced development of rural areas makes it necessary to distinguish conceptual approaches to the formation of a comfortable living environment. At the current stage, it becomes expedient to substantiate the mentioned approaches to ensuring the sustainable development of rural areas of Ukraine in order to implement state support and introduce targeted

state programs and strategies. They are aimed at the infrastructural development of rural areas [3].

References

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THE ROLE OF INSURANCE MEDICINE IN THE SPHERE OF FINANCING HEALTH CARE UKRAINE IN THE COURSE OF MEDICAL REFORM

Health financing is a critical function of health systems that contributes to universal health coverage by improving effective service coverage and financial protection. Today, millions of people turn away from services because of cost.

Keywords: health insurance, health care, financing.

Since 2016, the reform of the health care system in Ukraine is aimed at providing affordable and free medical care for all citizens. The national model of health care financing is the most optimal according to Ukrainian legislation.

The implementation of the medical reform and the introduction of mandatory medical insurance will allow to increase the efficiency of the mechanism of accumulation and distribution of insurance funds and to strengthen the social protection of all segments of the population.

WHO's approach to health financing focuses on the following core functions:

- Attract funding sources, including national budgets, mandatory or voluntary insurance schemes, direct payments from users' pockets and external aid;
- Concentration of funds (accumulation of advanced funds at the expense of part or all of the population);
- Procurement of services (payment or allocation of resources to providers of medical services).

In general, the use of health insurance in financing the health sector directly depends on the financing model implemented in the country. The health care financing model depends on the share of state funding.

Given that each country has a unique context and starting point for health financing mechanisms, health financing reforms cannot simply be imported from one country to another.

So, for example, the Semashka model was practiced in Ukraine even during Soviet times. It is used by the following countries: Bulgaria, the Czech Republic, Poland and Hungary. It is based on free medical services and total state control of medical services. This model led to a deficit of budget funding, which was clearly reflected in the country's health care system.