

управління. Отже, у зв'язку з цифровізацією економіки в силу вступають нові тенденції в сфері управління персоналом.

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FORMATION OF A SYSTEM OF EFFECTIVE CORPORATE MANAGEMENT IN CONDITIONS OF DIGITALIZATION

The organization of corporate governance at a level that meets international standards is one of the main available resources for increasing the company's value, since it is proper corporate governance, openness and transparency of the company's activities that can attract the attention of potential investors.

The corporate governance system is an organizational model by which the corporation represents and protects the interests of its investors. The degree of responsibility of individual investors is limited by the amount of their contribution to the corporation; accordingly, their possible losses cannot be higher than their contribution. The spread of the corporate form of doing business allows investors to diversify investment risk: in order not to "put all their eggs in one basket", they can simultaneously participate in a whole range of corporations [1, 2]. Thanks to this, corporations receive significant financial resources, which are necessary at the current scale of the economy, and can also take on a level of risk that is inaccessible to each individual investor separately.

At the same time, the advantage of limited liability is achieved at the expense of losing part of the control over the corporation's activities. Shareholders transfer the right to manage operations to managers, that is, they delegate the right to make decisions on a number of aspects of activity to directors and managers – with the exception of decisions of fundamental importance.

The distribution of the functions of ownership and control over the activities of the corporation would not present any serious problems if the interests of the owners and managers completely coincided. As a rule, shareholders invest in a specific corporation only a part of their fortune, distributing their investments among a number of objects. On the contrary, managers concentrate all their assets in one place - in the corporation they serve: work is their main value, and its loss represents the most serious danger. Due to this circumstance, the manager may prefer such decisions that the shareholder would not approve of, although their interests may ultimately coincide. Shareholders prefer actions that lead to high returns, i.e. dividends, while managers benefit from taking steps that reduce the risk of contingencies, such as financing with retained earnings rather than external debt, or diversifying the corporation's capital to reduce danger of bankruptcy.

One of the basic principles of corporate governance is the formation of the organizational structure of the corporation. Currently, in order to improve the efficiency of

operation, large foreign corporations are beginning to rebuild the organizational structure in a vertically oriented hierarchy.

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OPTIMIZING THE STRUCTURE AND INCREASING THE EFFECTIVENESS OF THE USE OF LAND RESOURCES OF THE ENTERPRISE

Increasing the efficiency of land use in agriculture is facilitated by the intensification of crop production with the help of progressive farming systems, advanced machinery and technology for growing agricultural crops.

Characterizing the process of intensification, it should be noted that agriculture develops not by increasing the amount of cultivated land, but on the basis of improving the quality of cultivation, due to the increase in the size of means. chemicalization of plant and animal husbandry, development of agricultural reclamation, organizational and economic measures (specialization and concentration of production, introduction of progressive forms of organization and payment of labor), wide use of scientific achievements and best practices [1, 2].

The implementation of complex mechanization and automation of production involves the creation of highly productive and perfect systems taking into account the specifics of the agricultural industry. Of particular importance is the improvement of the quality and reliability of agricultural machinery, which is the basis of the high efficiency of its use.

Rational and effective use of land in agricultural production can be achieved under the condition of consistent implementation of measures to increase soil fertility and protect it from erosion and other destructive processes. Based on national interests, society should use the land in such a way as to pass it on to future generations in an improved state.

The diversity of natural conditions necessitates the introduction of scientific agricultural management, which involves increasing soil fertility and improving the quality of agricultural land. Therefore, the main component of the agricultural management system is the farming system.

Crop rotation is an important component of the land use system. The practice of modern agriculture shows that during the development of the theoretical and practical foundations of biological agriculture, the main attention was paid to the selection of more productive crops, their placement after the best predecessors, the determination of the effect of different ratio and alternation of crops in short-rotational crop rotations on the fertility of the soil, the phytosanitary condition of it and crops different levels of intensification.

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