

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

**МАТЕРІАЛИ V ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ СТУДЕНТІВ,
АСПРАНТІВ, ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

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Energy-saving in any sphere helps to decline unavailable losses of energy essentially. Therefore there are different ways of saving resources nowadays. Let us have a look at some examples of such energy saving.

1. Application of modern thermal isolation of heating and hot water-supply pipelines.
2. Substitution of incandescent lamps by modern energy-saving lamps.
3. Turning off devices which are not in use from a network (for example, a TV set, a videotape recorder, a musical center).
4. Application of tableware with a bottom which is equal or hardly exceeds the diameter of a burner when you put it on the electric cooker. Do not use tableware with the distorted bottom.
5. Application of high-quality nebulizers-aerators on mixers and showers (they are special attachments on a water faucet) allows to use water comfortably but the expenses are twice less.
6. Use a correctly chosen mode in a washing-machine with a complete load of washed clothes.
7. Delete scum from electrical kettle.
8. Dry linen not very hard, it saves electricity when you iron.
9. Put a refrigerator in the coolest place in the kitchen.
10. Use light curtains and wallpapers.
11. Wash windows more often.
12. Do not close heating batteries with dense curtains.

So, we can come to the following conclusion having in mind everything mentioned above: saving of natural resources in Ukraine acquires special actuality in the period of market relations development because natural resources are the major element of country`s wealth.

DIFFERENT ASPECTS OF BENCHMARKING

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Benchmarking is the process of improving various strategic areas (including economy) that is based on a comparative strategic analysis of the company with industry leaders. It consists of the estimation of the own efficiency, identification the industry leaders and implementation the results of the best in own activities.

Benchmarking can be applied in all areas of the company (production and sales, marketing, logistics, etc.). However, it may give the

best results in the formation of a comprehensive economic strategy of the enterprise.

For a firm that is going to improve a production process or even the whole of its activities, benchmarking becomes an indispensable tool to ensure the implementation of this plan. In this case, the firm must determine which company is on top of the competition, why own business is not the best in the industry. It should define what needs must be changed or saved in the company, how to implement the appropriate strategy to become the best of the best. In this sense, benchmarking helps to develop the potential of the company and is the basis of motivation production. The introduction of benchmarking allows to improve the planning, management and production of the company and increases its competitiveness, which makes it possible to learn from the mistakes of others, minimizing own. Only a comparative analysis creates new productive and technological innovations in the market.

Benchmarking promotes the development of a critical attitude to the existing organization business processes; activates the learning process and creates motivation for change for the better; allows to find the innovative sources of improvement; reveals new standards to measure the performance of business processes.

Thus, benchmarking can be regarded as one of the most important areas of strategic marketing oriented research. Enterprises must develop activities for the study the «best» products and marketing process used areas competitors and companies working in similar areas to identify possible ways to improve their methods.

САМООЦІНЮВАННЯ СТУДЕНТА ПІД ЧАС РОБОТИ НАД ПРОЕКТОМ З ІНОЗЕМНОЇ МОВИ

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В епоху орієнтації освіти на самостійність, оцінка студентом власних пізнавально-творчих здобутків під час роботи над проектом з іноземної мови виокремлюється як невід’ємна складова навчання. Цей процес стимулює студентів самостійно визначати напрямки роботи та засвоювати критерії оцінки власних творчих продуктів.