

There are four main types of communication we use daily: Verbal, nonverbal, written and visual. Let's take a look at each of these types of communication, why they are important and how you can improve them for success in your career. The communication is an important management function closely associated with all other managerial functions. It bridges the gap between individuals and groups through flow of information and understanding between them. Information is the most vital aspect for communication. The content of the communication can be facts, ideas, concepts, opinions, attitudes and emotions. On this topic I will focus communication in business organizations." Communication is the flow of accurate information which people want need and are entitled to have for successful completion of the job." Communication is one of the most important functions of management. It may cement an organization or disrupt. It promotes managerial efficiency and induces the human elements in an organization to develop a spirit of cooperation. It has become one of the most vital factors in the efficient performance of management.

The last Question an individual may try to ask is, how to improve communication in our daily life?. We have read what are the importance of it, but we should also understand how it works in us. Most people believe that they know communication but communication its not that simply to be understood without studying its meaning and how it works, we communicate in different ways and times using a different tune, hand gestures and body language.

References

1. <https://foreignpolicy.com/>
2. <https://az.quote.com>.

THE ECONOMIC CONTEXT OF AZERBAIJAN

Gurbanov Nijat Rizvan ogli, student of specialty 073 Management, educational program «Business Administration», group BA-61 m
L. M. Shymanovska-Dianyach, Scientific adviser, Doctor of Economic Sciences, Professor, Head of the Department of Management Higher Educational Establishment of the Ukoopspilka «Poltava University of Economics and Trade»

Azerbaijan's GDP grew 2,7 % in 2019 and is expected to decrease slightly to remain at 2,1 % in 2020 and 2021 (IMF). The country has benefited from high oil prices and increased gas

production, although its non-oil and gas sectors have also shown improvement. Other strengths include a strong sovereign fund, gas abundance in the Caspian Sea, an increase in exports to Turkey and Europe, serving as a geographic liaison between China and Europe, and a positive general business environment. According to the IMF, Azerbaijan's government debt grew slightly to 19,7 % of GDP in 2019 and is expected to decrease to 18,6 % in 2020 and 16,9 % in 2021. IMF also registered a stable inflation at 2.8 % in 2019, with similar figures projected for 2020 (3,0 %) and 2021 (3,2 %). As for the budget surplus, it closed at 5,3 % of GDP in 2019 and is expected to decrease to 3,2 % in 2020 and 2,6 % in 2021. According to the latest economic studies by COFACE, economic challenges in Azerbaijan include heavy reliance on hydrocarbons, declining oil production (25 % lower over the past six years), and a weak banking system that refuses to offer loans in local currency to avoid exchange rate risk. Public investment focuses essentially on projects such as the Shah Deniz gas field in the Caspian and the Trans Anatolian TANAP pipeline, although economic diversification is also promoted in industries such as cotton, tourism, fruit and vegetables, and vehicles.

As for the unemployment rate, it remained stable at 5,0 % in 2019, with identical expectations for the coming years (IMF). An increased minimum wage has been discussed as a strategy to reduce poverty. The problem of corruption remains unresolved and may act as an impediment to the country's development, although Azerbaijan has considerably improved its position in Transparency International's Corruption Perceptions Index 2019, from 152 to 126 out of 180 countries.

Azerbaijan has a workforce of 5,07 million out of its 10 million population (World Bank data). Its economy is based on gas and oil, steel, iron, chemical and petrochemical products, and textiles. Agriculture accounted for 5,2 % of GDP and employed 35,8 % of the population (World Bank). Main crops include wheat, barley, corn, fruits (wine grapes), potatoes, cotton, tea, silk and tobacco. The country also produces other potentially valuable crops, including indigenous pink grapes and persimmon. Soon, a new online and mobile Government platform will allow Azerbaijani farmers to sell their products. Industry accounts for 52,2 % of GDP and employs 14,4 % of the population (World Bank). Besides oil products and its derivatives, Azerbaijan produces cement, machinery, cotton, and foodstuffs. In the large-scale Azerbaijan – 2020: outlook for the future development project, the Azerbaijani Government seeks to

more than double the volume of per capita GDP in the country through non-oil industries. Services accounts for 35,2 % of GDP and employs 49,6 % of the population. Flourishing service sectors include banking, construction and real estate. Situated in 9 out of 11 existing climatic zones, Azerbaijan has quite a unique geographical position and privileged tourism potential. 2.9 million tourists visited the country in 2019 (State Border Service), a growth of 11 % compared to 2018. Widespread salt springs in the country are progressively turned into flourishing health spa resorts. Furthermore, Azerbaijan and Uzbekistan reached an agreement to jointly prepare tourist guides with international status.

Table 1 – Main Sectors of Industry of Azerbaijan

Breakdown of Economic Activity By Sector	Agriculture	Industry	Services
Employment By Sector (in % of Total Employment)	37,5	13,9	48,5
Value Added (in % of GDP)	5,3	49,6	37,5
Value Added (Annual % Change)	4,7	-3,8	-1,9

Source. World Bank, Latest Available Data. Because of rounding, the sum of the percentages may be smaller/greater than 100 %.

References

1. GDP per capita of Azerbaijan Republic, stat.gov.az
2. State Statistical Committee of Azerbaijan, at: <http://www.stat.gov.az/source/industry/indexen.php>, acceded May 17, 2018.
3. State Statistical Committee of Azerbaijan, at: <http://www.stat.gov.az/source/industry/indexen.php>, acceded May 17, 2019.

КЛАСТЕР ЯК ТЕРИТОРІАЛЬНО-ПРОСТОРОВЕ УТВОРЕННЯ ТА МОЖЛИВІСТЬ ВЧАСНОГО ЗАДОВОЛЕННЯ ЖИТТЄВО ВАЖЛИВИХ ІНТЕРЕСІВ НАСЕЛЕННЯ УКРАЇНИ

Д. Ю. Тереховська, студентка спеціальності Менеджмент, група МЕНБ-41

О. В. Бондар-Підгурська, науковий керівник, д. е. н., доцент кафедри менеджменту Вищого навчального закладу Укоопспілки «Полтавський університет економіки і торгівлі»

Кластери як істинне дитя глобалізації створюють основу для притоку іноземних інвестицій, активізації навчання широкого