

У відповідь на виклики, що постають перед США у сфері соціально-економічного розвитку, уряд і громадянське суспільство вживають заходів для зменшення розриву між багатими і бідними верствами населення, підвищення доступності освіти та охорони здоров'я для всіх громадян, а також покращення умов життя і робочих місць для менш привілейованих груп населення.

Для вирішення соціальних та економічних проблем у США уряд і громадянське суспільство приймають широкий спектр заходів. Деякі з них включають наступне: підвищення рівня освіти; розвиток інфраструктури; боротьба з нерівністю та дискримінацією; розвиток екологічно чистих технологій; розвиток підприємництва та інновацій.

Підсумовуючи, можна сказати, що соціально-економічний розвиток суспільства в США залишається на високому рівні завдяки інноваціям, підприємству, розвитку науки і технологій, а також відкритості до міжнародної торгівлі та інвестицій. США продовжують бути однією з найбільш інноваційних і економічно розвинених країн світу. Однак виклики, які стоять перед країною, вимагають подальшої уваги та зусиль для їх вирішення. Тільки при активній співпраці уряду, бізнесу і громадянського суспільства країна зможе досягати нових висот у своєму соціально-економічному розвитку.

PRODUCTIVITY FACTORS IN SMALL BUSINESS STATISTICS

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Labor productivity in small businesses is one of the key characteristics that determine the competitiveness of an enterprise in the market. In the conditions of the modern economy, small businesses play a significant role in creating jobs and increasing employment, especially in developing countries such as Ukraine. In order to achieve a high level of labor productivity, small businesses need to take

into account a number of factors that can both contribute to and hinder effective operations.

Labor productivity is also one of the most important indicators of production efficiency, reflecting the level of productivity of personnel labor. The labor productivity indicator is one of the criteria of economic efficiency, demonstrating how the country uses its main resources: labor resources and working time. The well-being of the country and its income depend on the dynamics of labor productivity [1, p. 261].

Small businesses differ from each other both in their internal characteristics and in the intensity of the impact of external environmental factors on them. These differences directly depend on the stage of development of the company and allow us to pay attention to the existence of a life cycle of a small business, which involves six stages: formation, growth, maturity, development crisis, revival [2, p. 114].

The main directions for further development of small business in Ukraine in the near future may be [3, p. 70]: formation of an appropriate legislative framework:

- favorable for the development of small businesses;
- improvement of financial and credit support;
- ensuring material, technical and innovative conditions for development;
- information and personnel support for business;
- stimulation of foreign economic activity of small businesses.

Along with this, the growth of productivity is the basis for increasing the well-being of the workers themselves, and thus ensures the coordination of the economic interests of the employer and employees. These circumstances become a serious motive for small businesses to identify factors that influence the efficiency of personnel and determine reserves for its growth.

One of the main factors influencing labor productivity is the rational organization of the work process. Small businesses, unlike large ones, have limited resources, which makes it especially important to correctly distribute duties and responsibilities among employees. It is important that each employee understands their functions and tasks, and has access to the necessary resources to perform them. In small businesses, flexibility is important - employees often perform several roles at the same time, which can be both a plus and a minus depending on the level of the organization.

Another important factor is the qualification of employees. The higher the level of knowledge and skills of employees, the faster and better they can do their job. However, small businesses often find it difficult to compete with large

corporations in terms of attracting highly qualified personnel. The solution may be to organize internal training and personnel development.

Innovation and the use of modern technologies have a significant impact on labor productivity in small businesses. Digitalization of processes, the introduction of automation, the use of resource management software allows small businesses to reduce time and human resource costs. The most progressive companies use tools such as customer relationship management systems (CRM), enterprise resource planning systems (ERP), and accounting automation software.

One of the most important factors determining labor productivity is the availability of financial resources. Small businesses often face problems with a lack of financing, which can limit their ability to upgrade equipment, train staff, and expand production.

An important factor is the general state of the market and the level of competition. In Ukraine, small businesses face a number of economic and legal barriers, such as high tax burdens, administrative barriers, currency instability and political instability. These factors can significantly reduce labor productivity and limit opportunities for growth and development.

Labor productivity in small businesses depends on many factors, from labor organization to the level of competition in the market. In Ukrainian conditions, small businesses face a number of unique challenges, but the use of innovations, flexibility and strategic management can significantly increase their efficiency. But even in difficult economic conditions, high results can be achieved if available resources are used correctly and modern approaches to management are implemented.

Literature

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