

costs or resources that determined this result. It is advisable to measure the economic efficiency of agricultural land intensification using a system of indicators, the main indicators of which will be the indicators of increasing the efficiency of the use of agricultural land: the amount of gross and marketable products, gross income, profit obtained additionally per 1 ha of agricultural land. Additional indicators are the increase in the economic efficiency of the use of labor resources: additional gross and commodity products, gross income, profit per 1 average annual employee, 1 man-hour of labor costs were obtained as a result of intensification. The main directions of increasing the economic efficiency of intensification of agricultural land should be the following: complex mechanization, based on the latest achievements of scientific and technical progress; rational chemical treatment (use of high-quality fertilizers and plant protection products); justified melioration and reclamation; improvement of agro technical works (application of advanced methods of cultivation of agricultural crops; reduction of losses during harvesting and storage); introduction of more productive crops and varieties; improvement of seed production. (4) **Conclusions.** The main areas of increasing the efficiency of agricultural land use within the framework of intensification should be determined: 1. Involvement in agricultural production of low-productivity areas, while reducing the size of agricultural lands, which for various reasons fall out of economic turnover. 2. Carrying out recreational and supporting agro-technological measures with the aim of increasing the productivity of existing agricultural lands. 3. Full use of the existing fertility of agricultural land.

Keywords: sustainable land tenure, agricultural enterprises

LEAN PRODUCTION TOOLS TO IMPROVE THE EFFICIENCY OF SALES OF CONSTRUCTION MATERIALS

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Abstract. (1) **Background:** In modern conditions, the concept of Lean has proven its effectiveness both in the production sphere and in the sphere of services, and public administration. In addition, this philosophy is becoming popular in everyday life. An important type of activity of any manufacturing enterprise is the sale of products. The problems of organizing the work of the sales department of an enterprise for the production of asphalt-concrete mixtures are investigated, and the possibilities of using lean technologies are considered. (2) **Methods:** With the help of the "cross-functional map" tool, the sales process is analyzed in terms of individual operations and responsible persons, indicating the execution time of each stage. (3) **Results:** All operations that make

up the process are divided into actions that create value for the product consumer; actions that do not provide added value, but cannot be abandoned, and actions that are unproductive losses, according to the Lean approach. Such operations were waiting for confirmation of payment and waiting for confirmation from the download. By eliminating unproductive waste through improved communication tools, actual manager involvement was reduced and overall process time was reduced by 30 minutes within one process. The implementation of the "qualification matrix" tool made it possible to determine the level of real skills and knowledge of the staff and identified weak points. The management organized training to improve the qualifications of employees. According to a preliminary assessment, this will ensure the interchangeability of personnel and free up 2 employees who will be involved in other processes. The implemented 5S system made it possible to reduce the time to search for the necessary information by 20 minutes. within 1 order. (4) **Conclusions:** The use of Lean (lean production) tools allows you to achieve: cost reduction, product quality assurance, management process transparency, increase consumer satisfaction with the company's products, increase the involvement of the company's personnel and strengthen their motivation, reducing the loss of resources.

Keywords: Lean production, construction materials, efficiency of sales, Lean production tools.

DEPOSIT INSURANCE DEVELOPMENT CLUSTER MODEL (ON THE EXAMPLE OF UKRAINE)

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Abstract: (1) **Background:** The deposit insurance market is an essential subsystem of the financial infrastructure of Ukraine, as it is supposed to ensure the smooth functioning of the financial and credit system, which plays a crucial role in ensuring the movement of cash flows in the economy and thus creates the essential prerequisites for social reproduction. Moreover, some authors researched deposit insurance as a factor of economic security of banking activity in Ukraine; (2) **Methods:** The article suggests investigating the development of deposit insurance in Ukraine, having carried out periodization in the following stages: selection of input-defining features, standardization of variables, application of the Ward procedure for the formation of