7. McConnell K.R., Brue S.L. (1992) Economics: principles, problems: Moscow. (Vols.1-2, Vol. 1.) 399 p.
8. Nikolenko Yu.V. (2003) Fundamentals of Economic Theory. Textbook. Kyiv: TsNL, 540 p.
9. On approval of the Rules of fire safety on the markets of Ukraine: Order of the Ministry of Internal Affairs of Ukraine 06.06.2017 No 470. URL: http://zakon2.rada.gov.ua/laws/show/z0795-17
10. On Approval of the Rules of Trade in Markets: The Order of the Ministry of Economy, Ministry of Internal Affairs of Ukraine, STA of Ukraine, State Committee for Standardization of 26.02.2002 № 57/188/84/105. URL: http://zakon2.rada.gov.ua/laws/show/z0288-02
11. On Protection of Economic Competition: Law of Ukraine dated January 11, 2001 No. 2210-III. *Supreme Council of Ukraine.* 2001. No. 12. p. 64
12. On veterinary medicine: Law of Ukraine dated 25.06.1993 № 2498-XII. *Supreme Council of Ukraine.* 1992. No. 36. Art. 531
13. Tax Code of Ukraine: Law of Ukraine dated 02.12.2010 No. 2755-VI. *Supreme Council of Ukraine*. 2011. № 13-14, 15-16, 17. with. 112
14. The Commercial Code of Ukraine: Law of Ukraine dated 16.01.2003 No 436-IV. *Supreme Council of Ukraine*. 2003. 18, № 19-20, 21-22, 144
15. The concept of the transition of the Ukrainian SSR to a market economy of 11.11.1990. *Supreme Council of USSR*. 1990. No. 48. p. 632
16. Wikipedia: Free Encyclopedia URL: https://uk.wikipedia.org/wiki/%D0%A0%D0%B8%D0
17. Zhuk L.A. Zhuk IL, Nezhivets O.M. (2003) Commercial law. Kyiv: Fundamentals 514 p.

QUALITY MANAGEMENT IN ENTREPRENEURSHIP

Murenets Iryna,
Ukraine, Simon Kuznets Kharkiv National University of Economics,
Department of Entrepreneurial Activity, lecturer,
ira.murenets@gmail.com

Аннотация. В статье автор анализирует управление качеством в предпринимательстве. Отмечается, что обеспечение качества и контроль качества являются двумя очень тесно связанными понятиями, и из-за их тесной взаимосвязи они часто путаются и одно ненадлежащим образом используется в качестве замены другого.

Abstract. In the present article, the author analyzes Quality Management in Entrepreneurship. It should be noted, that Quality Assurance and Quality Control are two very closely related concepts and because of that close relationship they are often confused and one is inappropriately used as a substitute for the other.

Keywords: Quality, Total Quality Management, Quality Management, Quality Assurance, Quality Control.

Quality management is a vital part of operations in all kinds of business sectors, industrial operations and government. Given the nature of today's global economy and international competition, product and service quality is critical to the success of entrepreneurship.

Aim of the thesis is to determine the difference between quality assurance and quality control and highlight basic principles for improving quality.

According to ISO 9001:2015, quality is "the degree to which a set of inherent characteristics of an object fulfill requirements." Simply put, quality in localization is about meeting client requirements, while also sticking to industry and language standards.

Quality as a concept has been known for years, but it only started to receive prominence in the 20th century. Following the Industrial Revolution and the rise of mass production, companies realized the need to better define and control their processes. In the 1920s, quality control came to life as a method for ensuring that requirements were met in final products. Thirty years later, quality assurance and auditing developed out of the realization that quality could be improved earlier in the process and therefore should be managed from the source. The 1980s brought the rise of total quality management (TQM) as a methodology to ensure quality through the coordination of all the processes in a company. As the movement matured and improved, it developed into what we now know as quality management [1].

Quality Assurance and Quality Control are two very closely related concepts and because of that close relationship they are often confused and one is inappropriately used as a substitute for the other [2,3].

Let's now explore them in more detail and see how they fit into the quality management methodology (figure 1.).

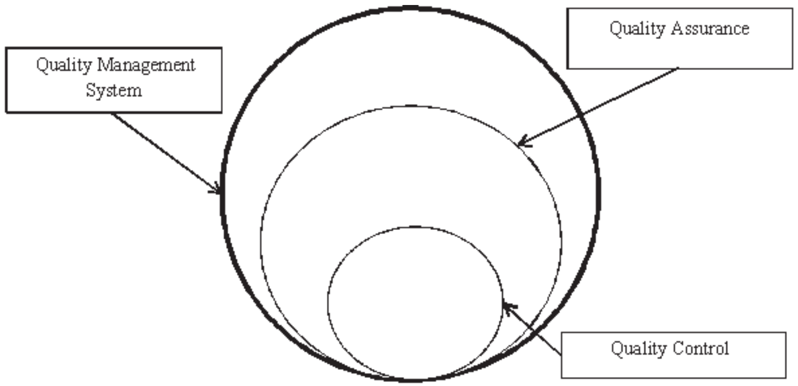

Figure 1. Quality Management

Quality control is the most basic level of quality management. It includes all activities of inspecting, testing, or checking a product to ensure it meets the requirements. The intent of QC is to identify any issues - and either fix them or eliminate them - to make sure the end result is as expected. QC is typically conducted reactively, at the end of the process [1,4].

The main limitation of quality control is that it’s very product oriented and doesn’t improve quality or make quality more efficient - it only focuses on identifying instances where quality is lacking. What’s more, you only find out about issues at the end of the process, which may cost you time and money.

Quality assurance takes your quality management process a step further. QA is focused on planning, documenting, and agreeing on the steps, rules, and guidelines that are necessary to ensuring quality. The planning happens at the beginning of a project, and the end result is a documented quality plan.

The main purpose of QA is to prevent defects from entering into your product in the first place, so it’s a proactive measure to ensure quality. Planning for quality is key to mitigating risks, but also saves you a lot of time and money. TQM covers these four basic principles for improving quality in any organization (figure 2):

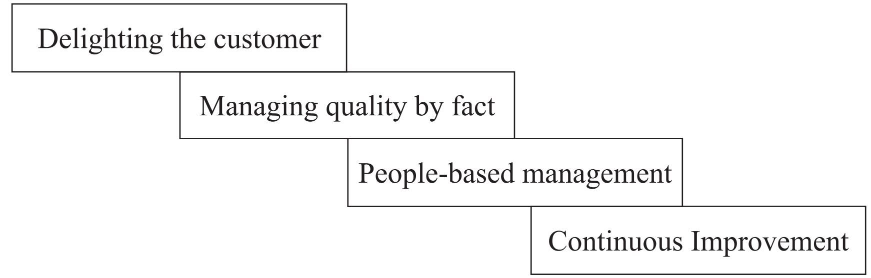

Figure 2. Basic principles for improving quality

Start by asking yourself what would delight your customers. This means that you need to be the best at what matters the most to your customers, and this factor can change over time. Being aware of these changes and always keeping your customer satisfied are an essential part of TQM (Delighting the customer).

Knowing the present quality standards of the goods or service is the first step you can take to improve. You can only improve if you know the foundation of your product or service (Managing quality by fact).

Your employees need to know exactly what they’re doing and why they’re going doing it in order to be motivated by any kind of feedback. In this way, you can give them more responsibility. The more your employees feel involved, the stronger their commitment to satisfying the customer will be. Standards, systems and technology alone cannot provide quality. People play an extremely important role in the improvement of quality in any organization (People-based management).

TQM is not just a short-term technique that is over once the target is met. It is not a project or program. It is a process that recognizes the fact that however much you may improve, your competitors will also continuously improve and your customers will demand more and more from you. Continuous improvement is essential to any organization (Continuous Improvement).

In the past, managers had to face the rapidly growing quality demands and expectations of the customers, but today, with the advent of TQM, managers are now finding it a lot easier to manage quality in their organizations [4].

Basically, the Total Quality Management (TQM) philosophy and related quality management techniques have contributed to increased competitive performance through increased quality of products or services and cost reductions. An example of these quality management techniques is the ISO 9000 standards on quality management systems. Their scope, institutional infrastructure for certification and the costs and benefits of the implementation of ISO 9000 standards. ISO 9000 standards function as a trade facilitator. They may improve business performance, and they establish a basic framework for further implementation of quality management practices. Consequently, the adoption of ISO 9000 standards is associated with enterprise competitiveness.

REFERENCES

1. Murenets I., Ignatenko L. /Quality management, its components and principles/ Murenets I., Ignatenko L. //Integration processes and innovative technologies: achievements and prospects of engineering sciences. 2016. P. 442–448
2. http://www.businessdictionary.com/article/1046/quality-assurance-vs-quality-control-d1412/
3. https://repositorio.cepal.org/bitstream/handle/11362/4688/1/S9700133_en.pdf
4. https://www.theseus.fi/bitstream/handle/10024/132592/Quality%20 Management.pdf?sequence=1

LEGAL PROBLEMS ARISING FROM THE TRANSFER OF FOREST LAND FOR GEOLOGICAL EXPLORATION BY DIGGING BOREHOLES

Savchuk Olena,
Ukraine, Yaroslav Mudryi National Law University, Ass. Department of Environmental Law, Scientific and Research Institute of Providing Legal Framework for the Innovative Development National Academy of Law Sciences of Ukraine scientific associate, PhD;
Liubchych Anna,
Scientific and Research Institute of Providing Legal Framework for the Innovative Development National Academy of Law Sciences of Ukraine Scientific Secretary of Institute, scientific associate, PhD, ORCID 0000-0002-6492-4179

Аннотація. У роботі проаналізовано правові проблеми здійснення геологознімальних, пошукових, геодезичних та інших геологорозвідувальних робіт шляхом буріння свердловин на земельних лісових ділянках. Метою дослідження є висвітлення сучасного стану законодавства щодо зміни цільового призначення земель лісогосподарського призначення для здійснення зазначених робіт. У статті розглядаються приклад використання зазначеної категорії земель для проведення цих робіт. При розгляді даної проблематики застосовувалися переважно метод наукового узагальнення, логіко - юридичний та порівняльно-правовий методи. З врахуванням норм національного законодавства та міжнародного права, серед основних законодавчо-обгрунтованих шляхів вирішення запропоновано деякі рекомендації щодо вирішення питання наявної правової колізії по даному виду користування надрами, як складової природокористування.

Annotation. The legal problems of realization of geological surveys, searching, geodesic and other geological survey works by well-drilling on lot forest land are analyzed in the article. A research aim is illumination of the modern state of legislation on conversion of forest land for realization of the indicated works. At consideration of question the method of scientific generalization, logical-legal and comparative-legal methods are used mainly. Taking into account the norms of national and international legislation, among the basic legislatively well-regulated ways of decision some recommendations offer in decision of question of conflict of law on this type for subsoil use as part of environmental management.

Key words: forest land, geological exploration, innovation, land, land use, rules of law.

In practice, there are cases when gas-producing enterprises carry out their activity on forest land plots that are forest-covered with woody vegetation, which impedes the carrying out of this activity. There is a need for felling of forest plantations. The issue of preservation or felling of trees, in the event of a change in the intended use of the forest land on which they are located, is regulated by Art. 58 of the Forest code of Ukraine [2].

A practical example of the use of forestry lands, which are in constant use by state forest enterprises, for, among other things, geological survey, search, geodetic and other exploration works, is the resolution of the Cabinet of Ministers of Ukraine dated 19.06.2006 No. 839 “On the