

employees. In some segments of the market, this indicator is very important, because it is critical to the rate of turnover of staff, it increases or decreases the trust and sympathy for a brand or trade mark.

So, before hiring a specialist, the manager must determine exactly for himself: whom the company needs and why.. On the basis of these tasks there are requirements for education, professional experience, personal characteristics. Special testing, personal interviewing, studying the previous work experience of the candidate both on the basis of the resume and the corresponding recommendations from the previous jobs allows the manager to assess correctly the expected effectiveness of human activities in the company.

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## **VR-TECHNOLOGY**

Nowadays it's hard to imagine our world without modern technologies. Portable computers, water-repellent smart phones, all these used to be just a dream of a bunch of scientists. Now it's our reality. One of these dream innovations is VR-technology. VR stands for virtual reality, with creating a separate world in IT-dimension being its ultimate goal. Back at the start of VR era it sounded like some fairy tale. Now, top companies integrate VR into their developments. Today you can play, watch videos, create things, communicate and do a lot of other things in VR.

I would like to focus on technological achievements made by Sony. This company is widely known in the world for the development of gadgets and household appliances. But, indisputably, everyone knows Sony for its PlayStations. These gaming consoles have been driving kids crazy since 1994. In 2016, Sony went further making VR more accessible and cooperative with its latest PlayStation. So what is VR from Sony? It is a compact and portable virtual reality headset. It's peculiar because unlike its predecessors from the Oculus and the HTC, its helmet is connected directly to the console and it is controlled by a motion camera with no additional motion sensors. To play a game you need PS moves, that is special joysticks. PlayStation Move is a motion game controller developed by Sony. Initially released in 2010 for PlayStation 3, and is the key control element of PlayStation VR. Since you have got them all the fun begins.

But what makes Sony so special compared to its competitors? After all, a helmet for games is not the newest development. The answer is simple – its content. More than 300 developers have undertaken to expand the world of VR, changing boring driving simulators and watching videos to exciting plot action games. Reliable hardware will provide incredible game experience. An OLED 1920 × 1080 pixel display with an RGB subpixel matrix is capable of displaying content at 120fps. So, a helmet can clearly carry what a player sees wearing a helmet on TV so that other players without a helmet can also play or watch. It is also important to note that VR from Sony is most

reasonably priced. Of course, if you have the latest model of PlayStation. Otherwise, be ready to save a tidy sum.

In any case, Sony was one of the first developers who tried to integrate VR into the global market, making it publicly available. Now virtual reality glasses are available from most developers. Materials they are made from vary from plastic to paper. All you need to get VR experience is to put your phone in these glasses. An example of such glasses is VR from Google. Convenient cardboard glasses, which are not only reasonably priced but also simple to use are helpful when surfing the network, watching videos, etc. This device does not stand out for its technical characteristics and can only be used in the redistribution of Google and their applications, but it is incredibly accessible. You can make such glasses yourself. For this, you will need a pair of lenses and some cardboard.

This is the next step in the development of technology. Watching videos or playing games is not the limit. Lately, there has been rapid development of Skype, which will allow you to enjoy seeing your interlocutor and even produce such simple gestures as shaking hands. For now, Skype allows your interlocutor to see what you can see and thanks to VR-glasses it can place holograms into your world.

Now that unattainable VR technology has become a common thing, we can make a complete immersion in Africa, an ice cream advertisement or play chess with Napoleon without leaving a couch.

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## **YOUNG GENERATION OF SCIENTISTS: ADVANTAGES AND DISADVANTAGES**

In recent years various technologies and different spheres of science are rapidly developed. There is a constant financing of up-dates researches but the science isn't satisfied with what has already been achieved. Every day a profession of the scientist is becoming more and more required in a labor market. In studying of global problems and development of new projects the development of the IT sphere, the improvement of economic concepts and models are engaged worldwide. The science doesn't stand still to be in the provision of eternal development. I want to note that in Ukraine in the last century a deep decline has occurred because of our «great minds» migrate to be estimated in an appropriate way.

In Ukraine the science doesn't develop according to the world standards. I consider that the main reason is a poor financing of this sphere. Many scientists just can't stay in the homeland because of the lack of career development in the branch. They want to achieve self-improving, to master all necessary skills and knowledge that can be possible to provide by the high developed leading countries. The government should increase the