

methods will be introduced and possibilities of practice will be increased, knowledge will be of great value.

It takes a lot of time to study at a university and it is necessary to take the maximum benefits from it and the task of the education system is to ensure this, and the task of students is to acquire the necessary knowledge in order to be able to realize themselves in some area.

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CRYPTOCURRENCIES AND BLOCKCHAIN: HISTORY AND PROSPECTS OF THE MARKET, ROLE IN THE MODERN WORLD

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Increasingly, people began to buy various goods, pay for services and transfer funds using the Internet. And for such purposes, ordinary money does not quite suit modern users. And the times when e-wallets were something new has already passed. And the most convenient and simple method of calculating Internet users became electronic payment systems, that is, money, but electronic.

With the help of this currency, it became possible not only to buy things, but also to pay for the telephone, utilities and even in public transport and in supermarkets.

True, virtual currency is the one of the inventions of mankind, which could be found only from the books of science fiction writers of the last century: they do without paper, printing press and are not controlled by any government of the world. Today, this is our reality, Bitcoin is the first electronic form of money in the history of mankind, known as “cryptocurrency”. Cryptocurrency is a fast and reliably protected system for making payments and money transfers created using the latest technology and is not controlled by any government. Therefore, it is so popular [1].

The word “Bitcoin” is interpreted as: the word “bit” means the minimum unit of information, and “coin” means “coin”, “money”.

In exchange trades and financial articles, as a rule, cryptocurrency symbols are used in an abbreviated version - BTC.

The Bitcoin network is combined with all client programs, that is, wallets, it is stored on each computer and has an open registry for viewing all operations in the system. A connection to the registry takes place using your own wallet or web interface and is possible from anywhere in the world, without passwords and authorization.

The payment has been made and its history can be traced to the very moment of the generation of coins, since they are not deleted from the database. That is, everyone can see the transaction, but the names and details of these persons are not known to anyone.

If we look at bitcoins from an economic point of view, here it should be noted that this digital product has a limited offer. All in all, exactly 21000000 bitcoins can be released and no more. This is a clear boundary to which their number will



gradually strive. At the beginning of 2014, there were about 12000000 BTC. This emission schedule is known to users in advance and was determined by the program. After the generation of the last coins, their number remains unchanged. Another feature of Bitcoins is that this currency is generated by the users of the system themselves, providing the power of their computers to solve rather complex mathematical problems. The issuance of new Bitcoin coins is costly. Thus, a currency has a measure of value [2].

If you are interested in the topic of earning such electronic money as bitcoin, then this can be done by various methods:

The first way to get bitcoin can be earnings on entering captcha;

Secondly, bitcoin can be obtained when viewing sites and for clicks;

Third type of profit is mining using video cards or processors [3].

At the moment, the first two ways to get bitcoin are the most popular. But for earning a third method in a computer there should be a powerful enough video card or processor.

So in general, Bitcoins can be called the first successful cryptocurrency.

Cryptocurrency or monetary substitutes are likely to firmly enter into the life of future as well as modern generations. But for this you need to solve a lot of technological, legal and economic issues.

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LABOR POTENTIAL AS THE BASIS OF ENTERPRISE DEVELOPMENT

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In this article the essence of "labor potential" is considered. It is determined which scientists were engaged in research of this issue. The essence and importance of labor potential at the enterprise are revealed. Importance of financing of labor resources at the enterprise. But there are ways to increase the effective use of labor potential.

The term "potential" means hidden possibilities. In the broad sense, it is a source of opportunities that can be put into action and used to address a variety of issues. The "labor potential" can be attributed to human resources, which are an important factor in the economic development of the enterprise.

The urgency of this topic attracts the attention of the following scholars: Oliynyk T.I., Sabluk P.T., Ulyachenko O.V., Mikhailova L.I., Diesperov VS, Yakuba K.I., V.V. Apopia, I.O. Blanko, L.V. Balabanova, P.Yu. Balaban, N.S. Krasnokutskoy, L.O.Ligonenko, A.A. Mazaraki, M.V. Chorna.

The development of labor potential at the enterprise is very important, it can be used as the most effective tool of competition. If an enterprise does not use the capabilities of its "labor potential", then it will degrade and then bankrupt for a certain period of time.

In economic literature it is proposed to consider five levels of labor potential: the labor potential of the individual (employee), the labor potential of the group, the labor potential of the enterprise,