

## **THE PROBLEM OF "BRAIN DRAIN" FROM THE ECONOMIC POINT OF VIEW**

With the transition to new market relations many countries are facing a number of serious problems. Among them there is a particularly acute problem known as "brain drain". The aim of my study is the following: to explore the essence of the problem of "brain drain" and its contents; to describe the main causes of intellectual migration; suggest measures to curb the "brain drain".

The term "brain drain" means the departure abroad for permanent employment of highly qualified specialists who did not find the use of their abilities, which are unclaimed in the country of residence. "The pursuit of minds" became one of the determining factors of economic prosperity in today's international competition. Absolute leadership in this area belongs to the United States, which in the last two decades attracted 250 thousand highly qualified specialists. Americans say: "If one has an apple and we exchange, then we will once again have an apple. But if one has the idea, after the exchange, each of us will have two of them".

By leaving motherland scientists rarely lose any opportunities and they are much more likely to acquire something: a decent and stable income, confidence in the future. Even if it is necessary to re-qualify, then they gain a serious chance for a decent life. Perhaps, it can be described as "the escape of stomachs", which simply can not feed themselves.

Brain drain and migration of valuable human resources as a social phenomenon has existed for many years. Most often the main reasons of the move are economic. And not always we are talking only about the level of wages. People choose another country because of living conditions, good working place, access to the latest achievements of science and technology.

The general portrait of the modern emigrant is believed as a young man or the girl who is living in the large city (the regional center or the capital), getting the higher education, and also is engaged in perspective activity in the field of science, medicine, business and IT. The emigration reasons are exclusively economic (improvement of a material state, advanced training, career development and social guarantees). Thus, the majority of our bright minds which flows away abroad are economic migrants.

The government of many countries is trying to find solutions to the current situation. In the issue of staff turnover the mainly needed factor for a solution is increasing financial incentives primarily of young professionals. Creating a strong material base may interest young people to stay and work in their hometowns. But at the same time, only the creation of a material base could not fully prevent brain drain, there is a need to improve the social status of the young scientist and specialist, to change the negative attitude from the employer, which has developed in modern

society. For example, during the second and third year of high education a company takes a student "under its wing" and with the help of trainings and scientific conferences prepares him for the future work.

With the development of intelligent corporate culture it will be able to discover and develop high-tech production. They will become the backbone of the new-type economy. The laws will be rewritten and it will change the administrative structure, after which a need for new professions and jobs will appear.

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## INNOVATION IMPLEMENTATION AND ITS EFFICIENCY IN THE RESTAURANT BUSINESS

Restaurants and catering establishments play a very important role in modern life. People go there not only to eat but also to relax and enjoy the pleasant atmosphere of the restaurant. In the modern world restaurant business is growing rapidly, so there is a serious competition between the establishments for the visitors. This factor encourages top managers to consider not only the basic strategy and style of the restaurant but also details that give them a unique identity.

The object of our research is restaurant business.

The subject is innovations in the restaurant business and their efficiency.

The purpose of our work is to consider the most interesting innovations in the modern restaurant business. In our research work we would like to give a definition of innovations as a phenomenon, to explain why they are needed in the restaurant business and how effective their implementation is. As for a more practical point we would briefly oversee the most unusual and interesting innovations and pay particular attention to the restaurant "In the dark".

Firstly we should clearly understand what innovation is. According to many sources it is putting into use new or very improved product (goods,