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## MODERN TECHNOLOGIES FOR “SMART HOUSE” AND THEIR PRACTICAL USE

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"Smart House" is not only system with artificial intelligence and it is not just attribute of some **superhero** movies. It is a residential house of modern type with automatic and high-tech devices. Also, "Smart House" is not only villa crammed with electronics, but it also can be a flat. So, "Smart apartment" also is a "Smart House".

Currently, many companies use similar technology. For example, Siemens, General Electric, Microsoft, Google, Apple, etc.

With smart house you can interact with 1) heating, ventilation and air conditioning; 2) Lighting; 3) System power the building; 4) Security system.

**ACCESSIBILITY.** In recent years there are two trends. First, intelligent solutions for home are becoming more flexible and versatile. Secondly, they are cheaper. Now complete system can be done from 2000 euros.

**Installation.** Installation is made by specialists. They work with many companies, so it allows you to choose the system which is optimal for the task. But this applies only to construction projects from scratch. We can make a smart house and the apartment, where **REPAIR** was done many years ago. There are no common standards on the subject, as there is no instruction, so everyone can build a smart home just the way he wants.

Thanks to “smart technologies” you can manage the brightness, color, certain time of stopping and so on. All you can do from your smartphone or special control panel.

**Conclusion!** Thanks to the "smart house" various subsystems begin to work in harmony, there is the concept of "script" when pressing the button, is followed by a certain set of actions. As a result you get comfort, safety and energy saving. And also with the correct formulation of the problem, you can get its simple solution.

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## THE MAGIC OF BEHAVIOURAL ECONOMICS

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Mykytchuk R. Human beings are not always as rational or logical as traditional models might suggest: we make mental shortcuts. Behavioural Economics shines a light on such mental shortcuts and the psychology of decision-making. Understanding the principles of Behavioural Economics provides both valuable insights and a strong competitive advantage to those firms and individuals who embrace it, whether in executive decision-making Investment, sales, marketing or in society at large.

**What’s it all about?** Traditional economic models assume that people are always rational decision makers who fully analyse data and act logically. Behavioural economics is important because it disputes this and therefore relates to real people in the real world.

**The importance of psychology.** Human beings have an instinctive, hard-wired reactive way of thinking, as well as a more recently evolved rational, analytical side – what Nobel Prize winner, Daniel Kahneman, calls System 1 and System 2. We all like to think that we are constantly using System 2. But the hard-wired, emotive and unconscious System 1 can never be switched off and we accordingly rely on it far more than we believe. This can sometimes lead investors and savers to make



decisions that are irrational at worst and sub-optimal at best. People are not accustomed to thinking hard, and are often content to trust a plausible judgement that quickly comes to mind.

**So what?** Behavioural Economics emphasises the importance of challenging our in-built biases, in order to optimise our chances of reaching better conclusions.

Interestingly, in anything performance-based, there are elements of luck and skill. One of the things that behavioural economics allows you as an investor to do is to dial up your skill (to cut out the mistakes that you might otherwise make).

**Conclusion.** Behavioural economics is relevant to everyone; it is fascinating and often fun, and it is backed up by psychology and academic research. Above all, do not underestimate how much it could improve your business and investment decision-making.

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## **COMMERCIALIZATION RESULTS OF INNOVATIVE ACTIVITY**

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In the global economy of the early XXI century intellectual capital acquires special importance. The creative potential of the nation increasingly becomes a leading factor of economic growth and international exchange, radical structural changes, becomes the main aspect in determining the market value of high-tech enterprises and the formation of competitiveness of a high level. The purpose of commercialization of intellectual property objects (IPO) makes a profit through the use of intellectual property objects in production or sale or transfer the rights for using to other legal entities or individuals.

Commercialization of intellectual property objects are mutually beneficial (commercial) actions of all participants of the process, it is transformation of the results of intellectual work into product in the market to get profit or other market benefits.

The main methods of IPO commercialization are:

use of intellectual property objects in production;

introduction the rights for the intellectual property objects into the share capital of the company;

transferring (sale) of rights for the intellectual property objects.

It is believed that commercialization through using IPO in own production is the most profitable process from the standpoint of profit. All profits from the sale of an innovative product that obtained by IPO, remain in the hands of the IPO right owner.

It is clear that this way of commercialization is associated with significant start-up costs for IPO improvement, development of production technology etc. But in case of success, a significant profit can be received.

If the right holder does not envisage using IPO in his own production or start a new business, or create a joint venture, he may transfer the whole or part of ownership of IPO to another individual or legal entity.

Property rights for the intellectual property objects are a combination of the right to possess, use and dispose of the object.

Selling rights in full is done through the sales contract as a contract of exchanging agreements under which the resulting transfer of ownership for the intellectual property objects is given to the owner as party who sells, loses all ownership rights to it. But more often only the right to use the IPO is transferred. Permission for the use of intellectual property objects is issued by a licensing agreement that certifies the right of the licensee to carry out specified therein type of business within a certain period, subject to the license conditions.