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### **FACTORS FOR IMPROVING THE QUALITY OF ENVIRONMENTALLY SAFE TEXTILES BASED ON LINEN FIBERS**

The article considers the main factors influencing the quality of textile goods based on linen fibers. Major among them – technical, organizational, economic, social and psychological.

The requirements for the personnel who work at the enterprise are defined, namely, the personnel must be competent, have the proper education, training, qualification and experience.

The necessity of implementing an integrated, systematic approach to personnel quality management, improvement of qualification and confirmation of the competence of employees is analyzed. The influence of certification of personnel on the improvement of the quality and competitiveness of environmentally safe textile products based on linen fibers has been substantiated.

**Key words:** linen products, ecologically safe goods, properties, certification, personnel, qualification, quality, competitiveness.

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### **ЧИННИКИ ПІДВИЩЕННЯ ЯКОСТІ ЕКОЛОГІЧНО БЕЗПЕЧНИХ ТЕКСТИЛЬНИХ ТОВАРІВ НА ОСНОВІ ЛЛЯНИХ ВОЛОКОН**

У статті розглядаються основні чинники, що впливають на якість текстильних виробів на основі лляних волокон. Основні з них – технічні, організаційні, економічні, соціальні та психологічні.

Визначено вимоги до персоналу, який залучений до робіт на підприємствах текстильної галузі, а саме персонал повинен бути компетентним, мати належну освіту, професійну підготовку, кваліфікацію та досвід.

Проаналізовано необхідність реалізації комплексного, системного підходу управління якістю персоналу, підвищення кваліфікації та підтвердження компетентності працівників. Обґрунтовано вплив сертифікації персоналу на підвищення якості та конкурентоспроможності екологічно безпечних текстильних товарів на основі льняних волокон.

**Ключові слова:** льняна продукція, екологічно безпечні товари, властивості, сертифікація, персонал, кваліфікація, якість, конкурентоспроможність.

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## **ФАКТОРЫ ПОВЫШЕНИЯ КАЧЕСТВА ЭКОЛОГИЧЕСКИ БЕЗОПАСНЫХ ТЕКСТИЛЬНЫХ ТОВАРОВ НА ОСНОВЕ ЛЬНЯНЫХ ВОЛОКОН**

В статье рассматриваются основные факторы, влияющие на качество текстильных изделий на основе льняных волокон. Основные из них – технические, организационные, экономические, социальные и психологические.

Определены требования к персоналу, выполняющего работу на предприятиях текстильной отрасли, а именно персонал должен быть компетентным, иметь надлежащее образование, профессиональную подготовку, квалификацию и опыт.

Проанализированы необходимость реализации комплексного, системного подхода управления качеством персонала, повышение квалификации и подтверждения компетентности работников. Обосновано влияние сертификации персонала на повышение качества и конкурентоспособности экологически безопасных текстильных товаров на основе льняных волокон.

**Ключевые слова:** льняная продукция, экологически безопасные товары, свойства, сертификация, персонал, квалификация, качество, конкурентоспособность.

**Formulation of the problem in general.** Flax, as an agricultural crop, is widely known to mankind since ancient times. Flax production has been widely used in various sectors of the national economy and the life of

the population. At present, the textile industry uses roughly equal amounts of natural materials – cotton, wool, flax and synthetic fibers [4, p. 161 – 167].

Due to the great interest of the society in environmental issues, the first place among the selection of raw materials for fabrics and clothing are just natural materials. The clothes of the future should reflect the problems of ecology, but at the same time, it should be attractive to the person, to be comfortable and to cause positive emotions.

At the beginning of independence in Ukraine, there was a fairly developed and extensive flax industry, producing products that were high in demand with consumers. In the current stagnation period, the linen industry is in complete decline, and flax-based products are rather rare, although the potential for its development is still quite significant, the same issue of the flax industry and the market for linen products is quite relevant [4, p. 161 – 167].

The quality of linen fabric is very relevant today. After all, in view of the growing demand for natural materials, it is very important that the fabric, textile material meets the standards and quality standards. Despite the wide use of linen, flax in Ukraine is in a crisis condition, due to the acute need for raw materials. The main reasons for the shortage of raw materials and linen products can be considered as reduction of sown areas, and decrease in yield and quality of linen products. Reduced fiber yields can be offset by improving its quality. But the quality of flax products produced in Ukraine also has a tendency to decrease. At present, it almost does not meet the requirements of the population and the textile industry. This problem should be approached comprehensively, starting with the technology of harvesting and storage of crops, because especially on the data segments of the full technological chain of obtaining linen fibers irreversible losses occur.

Integration of Ukraine into European space is a strategic reference point for Ukraine's development and requires the adaptation of the domestic economy, its enterprises and firms to European standards, norms and rules, which, accordingly, are marked by serious requirements for personnel of enterprises and organizations. The quality and professional competence of the personnel are important factors that ensure the innovative development and competitiveness of linen products [9, p. 46].

**Analysis of recent research and publications.** The problems of the effective development of the market for textile products based on linen fibers were studied by many scientists, namely S. Dudukov, T. Kuzmina, who considered the issues of the revival of flax, the scope and competitiveness of flax products. The theoretical and practical issues for evaluating the competencies of staff of firms and organizations and the individual questions of its certification are discussed in the writings of foreign researchers and practitioners: M. Armstrong, P. Drucker, R. Kaplan and D. Norton, D. Kembella, G. Hamela et al. In the works of national scholars R. Baitsara, V. Vasylenko, N. Volkova, O. Amoshi, O. Glukhova, V. Petyukha and others presented a study on the assessment of personnel competencies of enterprises based on the application of certification. They considered the certification of specialists as a factor in improving the quality of products, the goals and objectives of certification of personnel, its importance and benefits for enterprises and workers, the model of job requirements to the competencies of specialists, methods of personnel assessment. It should be acknowledged that in the personnel management system only individual enterprises use the certification method, therefore, it needs further scientific and applied developments and adaptation to modern conditions of management [5, p. 60 – 67; 2, p. 50 – 58].

**Selection of previously unsettled parts of the general problem.**

At present, with a fairly significant demand for clean, ecological products, the problem remains unresolved, which concerns the quality of environmentally safe textile products based on linen fibers. The urgency of the topic lies in the fact that the personnel – the main driving force of the enterprise, serving as a labor resource and is simultaneously a link between the technical and economic factors of the production process [8, p. 1].

Recently, in the developed countries of the world, the procedures for certification of personnel are becoming increasingly popular. This is primarily due to the actual needs of organizations in highly skilled personnel, whose competence can be confirmed not only by a diploma about education received in an educational institution, but also a certificate which testifies to the person's passing of additional professional training, the presence of her unique and relevant knowledge, skills and abilities. Today, the question of the formation of the system of certification of personnel is more than ever relevant, which is connected with the need to achieve economic and social goals, not only enterprises that produce linen products, but also the state as a whole [4, p. 161 – 167].

**The purpose of the article** is theoretical research and substantiation of the influence of personnel certification on improving the quality and competitiveness of environmentally sound textile products based on linen fibers.

**Presentation of the main research material.** Today, at the beginning of the XXI century, among the main priorities of the development of domestic textile production, there is a significant increase in production volumes and expansion of assortment of different purposeful groups of ecologically safe textile materials and products from them. This will allow not only to form, but also to ensure the successful functioning of the relevant segment of the domestic market of eco-safe textiles, which has been developing successfully in more than 20 years in many economically developed countries of the world for more than 20 years. The saturation of this segment of the market with high-quality and competitive groups of textile ecologically safe goods places a number of new tasks in the sphere of textile production and trade of Ukraine, the successful solution of which is possible only within the framework of the inter-sectoral state program with wide involvement for its implementation by specialists of various profiles (ecologists, biologists, chemists, technologists, commodity researchers, marketers, standardizers, etc.).

Since Ukraine has taken the path of economic expansion through world integration, it should not miss the preparations of domestic light industry enterprises in the conditions of competition of international markets of goods, services, capital and labor. The success of this process depends on many factors, and most importantly – the harmonization of national norms, requirements and rules with European and international, in particular in the field of confirmation of competence of staff. The modern management system is the art of making extraordinary decisions, intuition and foresight. Therefore, leading management experts say that now the success of any organization by 95% depends on the extent to which these criteria are met by its employees. Not prepared for a certain work a person can cause significant material damage [4, p. 161 – 167].

At present, the provision of quality and competitiveness of manufactured products or services that are provided is impossible without the establishment of management systems based on the principles of international standards ISO 9000, 14000, 18000, HACCP, TQM. Therefore, the development of such complex systems, their

implementation, ensuring the efficiency of functioning in any sphere, and especially the implementation of certification work, is relevant to the present [10, p. 1].

The urgency of the search and introduction into the production of advanced technologies, modern forms of personnel management, the latest methods of production of linen products at the present stage of development of the natural economy of Ukraine due to the transition of the economy to market relations, high energy intensity, low efficiency, moral and physical wear of equipment, high costs of production.

At each enterprise, the quality of production is influenced by a variety of factors, both internal and external. Internal factors include those related to the ability of an enterprise to produce products of the proper quality, that is, depend on the activity of the enterprise itself. They are numerous, and they should be classified into the following groups: technical, organizational, economic, socio-psychological. Technical factors have a major impact on the quality of products. Therefore, the introduction of new technology and technology, the use of new materials, better quality raw materials – the material basis for the release of competitive products. Organizational factors are related to the improvement of the organization of production and labor, increased production discipline and responsibility for the quality of products, ensuring the culture of production and the appropriate level of personnel qualification, the introduction of quality management system and its certification, and other organizational measures. Economic factors are due to the costs of production and sales, the cost of providing the necessary level of product quality, pricing policy and the system of economic incentives for the production of high-quality products. Socio-psychological factors to a large extent influence the creation of a healthy socio-psychological climate in the team, normal conditions for work, education of personnel in the spirit of devotion and pride in the brand of their enterprise, moral encouragement of employees for a conscientious attitude to work – all these are important components for the release of a competitive products. Sometimes it is difficult to understand what factors are important for solving the problem considered – technical or socio-psychological.

Practice has already convincingly revealed the essential prerequisites for ensuring the quality of products and showed that the main factors of quality are technical, administrative and human factors (Fig. 1).

This is also noted in international standards ISO 9000 [1, p. 1; 11, p. 5]. In other words, we can say that quality assurance requires:

- necessary material base (purchased products and materials, technological and test equipment, measuring instruments, buildings, structures, transport, etc.);
- qualified personnel interested in effective work (human factor);
- deeply thought-out organizational structure and clear management of the enterprise as a whole and quality management – in particular.

Two of these factors – active skilled personnel and the material base – determine the necessary basis for the production of high-quality products. Therefore, these factors can, obviously, be considered the foundation, the basis of quality.

The third necessary factor of quality – organization and management of the enterprise – complements this foundation, allows you to realize the opportunities created by the material base and human factor. Because you can not produce products, having only machines, materials and people. It is necessary to organize work, that is, to create the necessary structures and to establish management.

As practice shows, the first factor from which to begin the solution to the problem is the human factor, and in it – the interest of workers in improving the quality of products. This is explained, first of all, by the obvious understanding that an uninterested employee will not work well on the perfect equipment, and the interested will seek, find and use any opportunity to achieve high quality [8, p. 1].

Only interest, backed by a good material base, is able to become the foundation on which it is possible to improve the quality of products.

As you know, the interest of workers in quality work depends on whether such work contributes to the satisfaction of their individual goals and aspirations. Therefore, the goals and aspirations of workers should be the subject of constant attention of the administration. Without the interest of the workers, the struggle for quality will be doomed to failure, despite the application of the latest technology and the introduction of the most advanced organization of work on quality management. And if they say that advertising – an engine of trade, then the interest can be called the engine of quality.

The staff involved in the work affects the quality of the product, must be competent, have the proper education, training, qualifications and experience.

In today's conditions of socio-economic development, Ukraine pursues a policy of priority orientation for expanding international contacts and economic relations with the western countries of the world, which requires the personnel of enterprises and organizations of high professional qualification level and personal qualities, ie competence, confirmation which is provided by the new technology of staff assessment – certification.

Certification of personnel is an official confirmation of qualification, theoretical and practical training of the person in a particular type of activity. An important proof of the professionalism of professionals is the assessment of their competence by an independent accredited certification body.

In Ukraine, the Ukrainian Quality Association is a professional certification body recognized by the National Accreditation Agency of Ukraine (accreditation certificate No. 60010), since March 29, 2007, it has been appointed by the certification body of the UkrSEPRO System (registration number in the Register Systems UkrSEPRO № UA07.001.034) [6, p. 1]. Certification in accordance with the given system promotes conformity assessment bodies to competent staff, increases the level of knowledge of auditors and a number of other categories of specialists, while the European integration course chosen by Ukraine promotes the recognition of certificates of competence of personnel issued in the UkrSEPRO system on the international level.

Today, OSA UIA has issued more than 4,300 certificates to specialists from Ukraine, Belarus, Italy, Switzerland, Russia, Azerbaijan, Georgia, Kazakhstan, Uzbekistan and other countries [6, p. 1].

Today, such concepts as “human potential” and “human capital” are becoming increasingly relevant. In a situation where business strategies and technologies tend to be a decisive factor in the competition, the factor of the person is on the fore. Foreign companies spend about 20% of their profits on training their employees. The greater their professionalism, which is expressed in knowledge, skills, the greater the likelihood of stable production of high-quality products [1, p. 1; 3, p. 1].

Certainly, the staff need to be developed by investing in its capital, but before making a decision on investing in personnel, management and



business owners would like to know about the level of personnel at the present time and what can be expected in the future.

The constant study of the strengths and weaknesses of the staff, the identification of factors that can positively affect the productivity of work and motivation of employees, will enable enterprises in various sectors of the national economy to get out of a crisis state more quickly. Ukraine needs to move more firmly into the “hard” standards of the world community and harmonize its nomenclatura base with the international one.

The direction of the solution of the issues of professional development and the confirmation of the competence of the personnel is to ensure the training and qualification of specialists in quality management, the development of relevant training programs, the development of fundamental and applied research in quality management.

Personnel certification is the activity of an independent (third party) assessment of the degree of professional training, competence and qualification of certain categories of teams to the established requirements [7, p. 96].

Personnel certification – the establishment of the qualitative characteristics of the personnel (education, level of professional competence) to the requirements of the domestic (international) standards.

It should be noted that certification of personnel does not need to be associated with attestation. The purpose of attestation is to determine the qualifications of an employee in order to verify his correspondence of the position, and the purpose of certification – to establish the level of training, professional knowledge, skills and experience of a specialist to confirm its compliance with the established requirements and determine its ability to properly carry out specific actions in one or another field activities. Attestation is carried out by the employer (the second party), and the server is certified by the certification body (third party).

Certification of the staff does not replace the basic education and does not question it. Intensive development of industry and services every year brings to the specialists new requirements on the level of knowledge of technology, software, regulatory documents. Consequently, there is a need for their periodic certification for compliance with the criteria adopted today. Objective and independent evaluation is provided by certification. Requirements for specialists and the procedure for assessing conformity is

determined not by the state but by all interested parties. Light industry enterprises can not produce products and provide services without staff.

Introduction to the World Trade Organization and the realization of the goal of joining the European Union and other international organizations leads to the expansion of international contacts, the need to harmonize business practices within the European Union and beyond, the needs of specialists, the level qualifications which meets international requirements.

Certification of personnel is one of the rules in force in the WTO and the EU. Independent assessment will allow for internal analysis by the management of the qualifications of workers, training of workers in those areas in which their discrepancy is revealed. Figure 1 shows the main objects of security certification of personnel [12, p. 36 – 44].

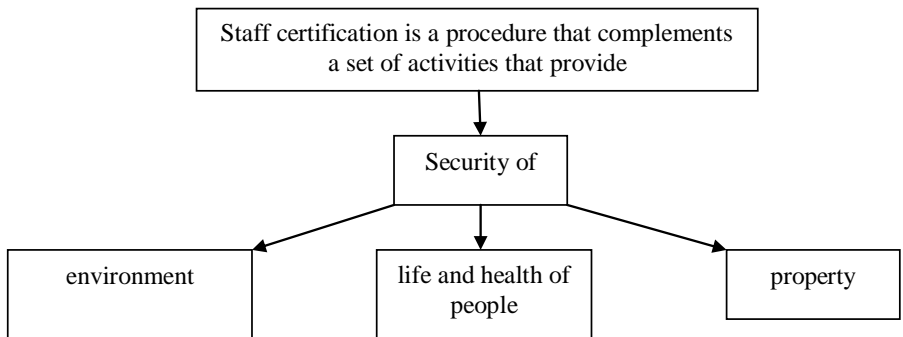


Fig.1 Objects of certification of personnel

Chestnut, linen and woven fabrics are still indispensable in their properties, and the further development of the linen industry in Ukraine is necessary. A country that wants to take its rightful place in the world community must definitely increase the level of professionalism of workers in various sectors of the national economy, and implement international standards where necessary. The certificate of competence of the European sample will be a significant proof of the fulfillment of the requirements of the international standard ISO 9001: 2000 on the competence of the personnel at any stage of development, implementation and improvement of quality management systems. In the end, this will ensure the protection of consumers of certification certificates from incompetent and

unscrupulous “specialists” and will promote the improvement of the quality and competitiveness of domestic products and services.

That is, the certification of the personnel is a significant lever of official confirmation of the quality of labor and an urgent tool for staffing. Therefore, it is necessary to distribute and implement domestic practical experience of personnel certification, which is adapted to the current conditions, and to improve the legal and normative provision of the functioning of the process of servicing specialists in the personnel management system of enterprises and organizations. It is necessary to continue to develop the world experience in evaluating the competencies of the personnel with the application of its certification procedure and to continue its implementation into practical activities, which will increase the innovative potential and competitiveness of Ukrainian enterprises in domestic and international markets of product sales. In addition, for employees, certification is attractive, first and foremost, by contributing to the official confirmation of their high professionalism, the creation of preferences for career development. It should be noted that within the framework of the partnership, Ukraine and Europe have reached the Agreement on Mutual Recognition of Certificates of Conformity of Personnel with the European Accreditation Organization, which committed to promote the recognition of certificates issued by accredited bodies, all users in European countries. The same certificate in the future may also be useful when you are employed abroad.

**Conclusions and perspectives of further research.** Ukraine has an age-old heritage of growing and processing flax. That is why in this area there are significant prospects for further development and ensuring the elimination of income on the domestic market of products from non-natural fibers.

Thanks to the unique complex of flax properties (hygiene, high strength and ability to absorb moisture, comfort, natural bactericidal properties, etc.), there is a constant demand for its products.

The problem of increasing the competitiveness of domestic textile products at the stage of Ukraine's accession to the World Trade Organization is of particular importance in connection with the possible expansion of markets for supply and supply. This is primarily the product of linen fibers, since it is traditional for production in Ukraine, as well as due to the unique properties of linen fibers.

Ukraine at the present stage of development of the national economy does not fully use its potential for the production of flax production. Each year, the production of flax fiber, and, accordingly, linen fabrics in the territory of the state, is significantly reduced, which respectively indicates the intensification of existing problems in the industry.

The conducted researches have shown that achievement of positive results of obtaining the necessary properties of linen fabrics and wovenworks products is possible with a well-planned work of the person, his skills and skills. Confirmation of high professional qualification level, competence of staff is ensured by new technology of staff assessment – certification. Therefore, it is necessary to distribute and implement the domestic practical experience of personnel certification, which is adapted to the current conditions, and to improve the legal and normative provision of the functioning of the process of servicing specialists in the personnel management system of enterprises and organizations.

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