

ISSN 2225-6407

**ДЕРЖАВНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД
«ПРИАЗОВСЬКИЙ ДЕРЖАВНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ»
STATE HIGHER EDUCATIONAL INSTITUTION
«PRIAZOVSKYI STATE TECHNICAL UNIVERSITY»**

*Збірник наукових праць
заснований у 2008 році*

**Теоретичні і практичні аспекти економіки та
інтелектуальної власності**

**Theoretical and Practical Aspects of Economics and
Intellectual Property**

**Випуск 2
Issue 2**

**ТОМ 1
Volume 1**

*Збірник наукових праць
Proceeding of Scientific Works*

**Маріуполь - 2013
Mariupol - 2013**

УДК 33:34

ББК У2/4:Х

Composite authors

Theoretical and Practical Aspects of Economics and Intellectual Property: Collection of scientific papers. – Mariupol: SHEI «PSTU», 2013. – Issue 2, Volume. 1. – 407 c.

Issues contains articles, that summarize the results of the researches made by staff of the higher educational institutions of Ukraine, academic and industrial research organizations, leading and the most important industrial enterprises of the country, employees of the international, national and regional organizations, government agencies that deal with the development of the theoretical and practical aspects of the economy and intellectual property. The collection is assigned for scientists, who specialize on the study and the research of the economy, teachers, post graduates, students.

All items offered in this collection were obtained Editorial Board in the period from 1 September 2013 till 15 October 2013. The collection was registered in the Ministry of Justice of Ukraine - State registration certificate KB № 17948 – 6798 ПП from the 21.06.2011.

Collection was assigned to:

Specialized scientific publications list of the Higher Attestation Commission (HAC) of Ukraine № 8, 2009 p., International, specialized platform for promoting scientific achievements **Index Copernicus**
<http://jml2012.indexcopernicus.com/+++++++.p1908,6.html>

ICV: 3,68 (2012 pic)

The collection was approved for publication decision of the Scientific Council of the State Higher Educational Institution «Priazovskyi State Technical University», protocol № 9 from 28.11.2013 p.

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With the support of:

National Institute For Strategic Studies for the President of Ukraine. Regional branch in Donetsk

Institute of Intellectual Property National Univesity “Odessa Law Academy” in Kyiv

ISSN 2225-6407

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УДК 339.7.01

FROM THE HISTORY OF PAPER MONEY AND THEIR INFLUENCE ON THE WORLD ECONOMY**Voloshin V.** Doctor of Technical Sciences, Professor, Rector State Higher Educational Institution «Priazovskyi State Technical University»**Babenko A.**, PhD, State Higher Educational Institution «Priazovskyi State Technical University»**Волошин В. С., Бабенко А. В. Из истории бумажных денег и их влияние на мировую экономику.**

В работе приведены научные взгляды авторов из истории бумажных денег и их последующего влияния на развитие мировой экономики. В работе отмечено, что история денег, история их преобразований, тщательно привязанная к конкретным историческим датам и событиям, могла стать частью точной науки об истории человечества. В работе указано, что впервые на территории Западной Европы бумажные деньги появились как средство неограниченной эмиссии и обязаны своим появлением шотландскому банкиру Уильяму Питерсону. Началось все с создания Банка Англии в 1694 году. Монополия Англии в печати бумажных денег давала ей ощутимые преимущества. Стала формироваться идея уникальности бумажных денег и идея доминирования единой валюты в финансовых взаиморасчетах между странами. Формируется понимание того, что не крепкая экономика делает финансы государства, а наоборот, прочная, устойчивая валюта определяет силу экономики государства. Неизмеримо высокая роль денег в политике и истории продолжается и сегодня в виде мировой гегемонии доллара, принявшего эстафету от фунта стерлингов через Бреттон-Вудскую хартию 1944 года. Результатом же Бреттон-Вудской хартии стала система частных резервных банков в Европе, копирующих американскую Федеральную Резервную Систему. На протяжении двух мировых войн США накопили самый большой в мире банковский золотой резерв. Самый главный результат такой мировой финансовой системы заключался, как и в случае с Банком Англии и Государственным Банком Франции XVII века в одном: все должны на веру принять гарантии США (историческая спираль) и неограниченно приобретать банковские билеты частной компании ФРС США. Таким образом, бумажные деньги открыли мировой путь не только к неконтролируемому обогащению для одной отдельно взятой страны, чему мы являемся свидетелями, но и к неконтролируемому политическому влиянию.

Voloshin V., Babenko A. From the history of paper money and their influence on the world economy.

The paper presents the scientific views of the author on the history of paper money, and their subsequent impact on the global economy. The paper noted that the history of money, the history of their transformation, carefully tied to specific historical dates and events, could become part of the exact science of human history. In the article indicated that paper money appeared in the Western Europe as a means of unlimited emissions and owe their existence to the Scottish banker William Peterson. It all began with the establishment of the Bank of England in 1694. England's

monopoly in the printing of paper money gave her tangible benefits. It is began to develop the idea of the uniqueness of paper money and the idea of the domination of a single currency in the financial settlement between the two countries. Private pound sterling is not backed by gold assets of the country, gradually became the main currency on the European continent. It is formed understanding that not a robust economy makes the state's finances, but rather strong, stable currency determines the strength of the state's economy. Immeasurably high role of money in politics and history continues today as a global hegemony of the dollar, took the baton from the pound through the Bretton Woods Charter in 1944. World history is not yet fully appreciated the role of the Bretton Woods conference and the agreements signed there. This interesting document that formed the post-war world economy of the 20th century, has been signed by 14 countries. The basis of the Charter - the monopoly of the dollar as the sole reserve currency for the world. Charter has neither signed nor ratified the only one conference participant - the Soviet Union. Which in the postwar years and had its very competitive alternative currency - the ruble. Same result of the Bretton Woods system of private charter became the reserve banks in Europe, copying the U.S. Federal Reserve System. During the two world wars the United States amassed the world's largest bank gold reserves. The main result of this global financial system is, as in the case of the Bank of England and the Bank of France of XVII century in one should all take for granted a U.S. guarantee (historical spiral) and unlimited purchase of private bank notes of U.S. Federal Reserve. Thus, paper money of the world opened the way not only to uncontrolled enrichment for a single country, what we are witnessing, but also to uncontrolled political influence.

Волошин В. С., Бабенко Г. В. З історії паперових грошей та їх вплив на світову економіку

В роботі наведено наукові погляди автора, щодо історії паперових грошей та їх подальшого впливу на розвиток світової економіки. В роботі зазначено, що історія грошей, історія їх перетворень, що ретельно прив'язується до конкретних історичних дат і подій, могла стати частиною точнішої науки про історію людства. В роботі зазначено, що в перше на території Західної Європи паперові гроші з'явилися, як засіб необмеженої емісії та зобов'язані своєю появою шотландському банкірові Вільяму Пітерсону. Почалося все із створення Банку Англії в 1694 році. Монополія Англії у друкуванні паперових грошей давала їй відчутні переваги. Стала формуватися ідея унікальності паперових грошей і ідея домінування єдиної валюти у фінансових взаєморозрахунках між країнами. Незмірно висока роль грошей в політиці та історії продовжується і сьогодні у вигляді світової гегемонії долара, що прийняв естафету від фунта стерлінгів через Бреттон- Вудський хартію 1944 року. Світова історія ще не до кінця оцінила роль Бреттон – Вудської конференції та угоди підписаної там. Цей цікавий документ, що сформував післявоєнну світову економіку 20 - го століття, був підписаний 14 країнами. В основі хартії - монополія долара, як єдиної резервної валюти для всього світу. Результатом же Бреттон - Вудської хартії стала система приватних резервних банків у Європі , які копіюють американську Федеральну Резервну Систему. Протягом двох світових воєн США накопичили найбільший у світі банківський золотий резерв. Найголовніший результат такої світової фінансової системи полягав, як і у випадку з Банком Англії та Державним Банком Франції XVII століття в одному: всі повинні на віру прийняти гарантії США (історична спіраль) і необмежено набувати банківські квитки приватної компанії ФРС США. Таким чином, паперові гроші відкрили світовий шлях не тільки до неконтрольованого збагачення для однієї окремо взятої країни, чому ми є свідками, але й до неконтрольованого політичному впливу.

People used money for more than twenty centuries - in ancient Egypt and Mesopotamia, ancient Greece and Rome, Babylon and Byzantium, ancient China and India. State Incas and Aztecs knew monetary money relations. Australian Aborigines had their primitive currency where tribal relations began to take shape, where there was the development of trade. The history of monetary money is very interesting in general. But the history of paper money is particularly interesting. It is not only the history of countries' economy. This is history itself, because many historical events contain exactly the cash nexus. And if mankind had invented another way of equivalent exchange of goods, the history of mankind, might have been quite different.

The author had a conscious suspicion for a long time in connection with the latest innovations in historical science, which largely overturn our understanding of it [1,2,3]. These representations are basically argued by the lack of clear criteria in history, similar to those in the exact sciences, blurred and distorted by possible chronology of historical events, etc. .. My suspicion is that the science of history could get a different, more accurate, precise chronological content, if humanity had studied history a little bit in a different way. And, in particular, from the standpoint of monetary and financial causal conditions the more so that indicators such as income from trade, the value of certain money in relation to trade goods, the GDP of any state financial balances, indirect cost of living in a particular era, and others have always been present in history and can very effectively lead the researcher to more accurate results in chronology of many historical events, would allow them to interpret more accurately. And, in particular, the history of money, the history of their transformations, carefully tied to a specific historical dates and events, could become part of a more exact science of human history.

It's good for history that experiments with the philosopher's stone of the alchemists failed. There was no such spell stones, potions and any other methods that would allow to get gold out of gold (let's remember this thesis - "To get gold out of nothing" - it is useful to us). Mankind had already had to get a good lesson for the equivalence of their values as vaccination against those diseases that had affected and continue to affect the world economy today. Namely, the "free cheese is only in a mousetrap." And the money having appeared from nowhere (for example hypothetical medieval gold from lead) would pre-depreciate gold itself, and would make it ineffective as the equivalent of commodity transactions. If for centuries any state minted its own coins (gold, silver, bronze, copper, silicon), its number had almost never exceeded the total amount of product that the citizens of this state produce. Although, if only because the undeveloped financial system separate medieval state contributed to the existence of a parallel barter, especially among the common people. And gold, silver and other coins were always in price. Not only as the total equivalent of the produced product, but also as a coin, having its autonomous value.

In the Middle Ages, bankers, moneylenders stored gold coins and lent them as there was any need. Naturally, at interest. In addition, they performed another very interesting function of banking - payment. Not hard to guess that its advantage was that customers could pay by gold, not dragging it from place to place. Especially if payments were large they used receipts, promissory notes (which are already securities - a prototype of paper money), where there was recorded the right of the bearer to receive, at any time, the amount of gold due to it. Gold was stored in banks. This is the most important point, which is the basis not only of the bill, but also of the whole banking system. Security of bills by the gold of the bank, equally as providing any money their precious metal par value, lies at the heart of any state money pyramids at all times of the existence of money. We note at once, not to be idealists, that for any such system banker copyright receipts, bills made it possible to maneuver through the issuance of their number slightly larger than available in his bank gold

reserves. It was a "goldfish", lust earnings for any banker. The main issue here was the condition: that all holders of receipts and bills equivalents did not have to demand their share of the gold.

This formulation, which appeared for the first time only in the 16-17th centuries in Europe, in China, has become a source of origin of the modern financial and banking system in the world. Legitimately. At the very least, the law had no control over this banking system (fiscal organization appeared much later, as opposed to the banking mayhem). Or until the happening event signified - the presentation of the promissory notes amount of unsecured bank gold reserves. Let's remember the Great Dumas. How did the hero of the novel the Count of Monte Cristo punish his nemesis, Baron Danglars? He bought all his bills and at the same time presented them to the bank for payment. The bank collapsed. There is no need to have a lot of money for it. Enough to know the critical mass unjustified bank's assets and not buy back all the bills, but only the required part.

These things happen and across entire states, which led them to bankruptcy. And not only in ancient times but in recent history, including the XXI century as well.

It was at the turn of the XVII-XVIII centuries that in international financial relations those bombs were laid by those bombs that are shaking the world for centuries, distort the global economy, and make states' policy dependent on money, the most part of which has no logical content today. Just such is the meaning of the words: "Money rules the world." It is MONEY. Paper money. In the future we will use critical reasoning instructive by an interesting author N. Starikova of his work [4].

Sale of securities not backed by gold resource of the bank for a loan – is nothing else as the sale of confidence in the bank. You never quite know what assets the bank has (under every bill of exchange transaction, you will not reduce the bank's balance sheet and re-examine its assets). Therefore, taking the payment bill and presenting it to the bank, the man had just to believe that his bill is unfunded by the bank. Thus, paper money or heralds - bills and receipts began to form a new quality inherent only paper money: the belief in debt. Moreover, this belief (purely psychological factor) proved to be very stable. Who today, even 300 years after the appearance of paper money, does not trust the bank, putting back their money on deposit? Faith in debt - is one of the most important qualities of paper money perverse responsible for future inflation, economic crises, world wars, revolutions.

The appearance of paper money as a means of unlimited emission is obliged to Scottish banker William Peterson. It all began with the creation of the Bank of England in 1694. It was the time of incessant wars on the continent. Everyone fought against everyone. Religious wars, crusades, wars for the redistribution of land, for indemnity for the throne, for the Overseas Territories, and others. Wars have always demanded a lot of money. And the end of the XVI century was a time when the treasury of England, the treasury of France, at that time the largest countries warriors were empty, but religion (Catholic and Protestant), succession in Spain and England's colonies demanded a war. The idea with which Peterson addressed the new king of England William the Third of Orange, was to cover the fiscal deficit of the country, formed by endless wars, by creating the world's first emission center capable of issuing neither monetary mass, nor bank bills, but high-grade paper money provided by the state assets. The highlight of the project was that genius Scotsman proposed the establishment of the Bank of England, as a private company, a shareholder of which, however, was the King of England. That gave the safeguards system of legality of the operation.

For the first time the country was filled with paper public money issued by a private enterprise. The undoubted fact became the irresistible shaft fiat guarantees of the Bank of England in the form of the money. The Royal family was lent the paper money in the first place. They were

offered under such notes and bonds of economic monsters of the period, as the East Indian Company, and later, the Panama Canal Company, and others.

Country's budget deficit was repaid during the year. Within three years, Europe's largest naval fleet - the pride of Britain of all times was built. [5] There was prosperity in the country not secured by anything except printed privately bank notes under the guarantee of the King.

Everything it did not happen in the poorest country in the world. After all, even before the creation of the Bank of England, in the middle of the XVII century England, for example, gave 80% of the coal produced in Europe. Every second ton of European iron was made in England. The country had developed shipbuilding, pottery and weaving crafts of high level and cheap labor [6]. But this was not enough. Economy at the intersection of XVII-XVIII centuries did not make England rich. War ate everything.

All the more surprising is the fact of intensive development of this country on the border of the centuries. There was enough money to overthrow King James II in England itself [7], and to bribe allied France, and to supply with weapons the Huguenots in France to resist the French invasion of Ireland (sent to the aid of the Irish Catholics), and to win the war of the Spanish Succession, and to assist the Overseas Territories in America, and from there to oust the Spanish and French colonists and retention of colonial territories in India and Africa. [8]

The source was one - paper money, continuously issued in London under the flag of the Bank of England. And who would refuse? Instead of time-consuming search for gold and silver deposits, their mining technology of casting coins - a simple operation of the printed character. Extremely favorable event. The danger, as before, came from the potential of coordinated return of all the money that has not been provided with the gold reserves of the country. Guarantee against this was participation in the company of the royal family; the head of the state. Subsequent stabilization, however, was contributed by the increased inflow of gold from overseas colonies, and the redirection of American gold flows from Spain to England, and trade with US states, backed by the most powerful fleet in the world [5]. This situation was favorable for everyone in England. And no one in this case asked himself the question of insecurity of the produced monetary currency. The factor of the belief that any pound was guaranteed by the state, became the dominant and in the work of banks and industry, and the economy of the country. But this money came out of nowhere! Wasn't it a philosopher's stone, capable of receiving "gold out of nothing?"

The substitution of basic concepts in economics, trade, banking took place. Paper money spawned its own insecurity. And this idea gradually became dominant in the society. Though it is no secret that this financial system is in stark contrast with nature [4], where the laws of balance, conservation of energy, matter, the laws of dispersion and concentration exist. The New Financial Order, created by Peterson and the Bank of England apparently broke these laws. But as long as fiat money was relatively small, and they were in use in one country only and only for specific purposes related to investments in the development of the country - this contradiction was imperceptible. And even when the paper pound began to expand its presence on the European continent and brought fabulous profits, above all, the English treasury, the basic contradiction didn't become antagonistic and was not mentioned by the economists [4].

England's monopoly in the printing of paper money gave her tangible benefits. The idea of the uniqueness of paper money and the idea of the domination of a single currency in the financial settlement between the two countries began to develop. Private pound, not backed by gold asset of the country, gradually became the main currency on the European continent. The understanding that it is not strong economy which makes finances of the state, but rather a strong, stable currency determines the strength of the state's economy was being formed. [4] Moreover, the more universal

is the national currency, that is, the more it has forces in international circulation, the more profitable it is. It understands even today the underlying global economic system.

France at the beginning of the XVIII century having lost almost everything to England due to efforts of Scot J. Lowe created its own private State Bank (1716 - 23 years after the English). The Bank also was originally designed to eliminate the country's fiscal deficit by printing bank notes with the right to exchange them for being constantly in the retail turnover metallic money [9]. The state instantly receives a credit of 100 million livres. With its own budget of 1 million livres [10]. A new stage in the war with England for the Spanish Succession begins. Colonization of North America, from where desired yellow metal arrives, which in France itself was exchanged only for banknotes was activated. The French Indian Company for overseas trade, the shares of which are sold only for new bank notes was created. Population actually sells gold in favor of private State Bank of the country.

J. Scot. Law in France didn't take into account a fundamental principle of the Scot W. Peterson in England. Namely, the net exchange of coins for paper money without their active injections into the economy, was the cause of the growth of the issue of money, the enormous growth of distrust of the population to the latter. And this could not boil over in France. Distrust had increased a hundredfold after the decree of the king of France to suspend the circulation of metal coins in the country in 1719 [9]. Bank issued during two years about 3 billion paper livres while the assets of the bank at 700 million in cash and coins become a potential bankrupt. As a result there was two-time devaluation of money in the country, a sharp impoverishment of the masses of the people, private bankruptcy of the State Bank of France. With the fall in popularity of paper money in France distrust to the royal power increased, which was one of the main causes of the 1789 Revolution. Paper money in France played the role of detonator in the social environment. If there had not been George Lowe with his State Bank of France, it is unknown whether the country would have become a republic, whether the Gironde, the Jacobins, would have appeared, whether Napoleon's genius would have found the way to his conquests?

Immeasurably high role of money in politics and history continues today in the form of global hegemony of the dollar, which took the baton from the pound through the Bretton - Woods Charter in 1944 [4]. World history has not yet fully appreciated the role of the Bretton - Woods Conference and agreements signed there. This interesting document, which generated the post-war world economy of the 20th century, was signed by 14 countries. At the heart of the Charter there is the monopoly of the dollar as the sole reserve currency for the whole world.

The Charter was neither signed nor ratified by only one participant of the conference - the Soviet Union, which after the war had its alternative and quite competitive currency - the ruble. The fact of the matter is that the Soviet ruble was forced not to be provided by bank assets ticket, as in the most countries that had signed the Bretton - Woods Charter, but the real gold reserve of the State Bank of the country (subordinate to the Government of the USSR), and later, be a cumulative GDP. This provided the stability of the ruble within the country and in relation to other currencies. USSR traded mainly raw materials and if they wanted to buy, they paid them in a solid ruble. To do this it was necessary to buy rubles only in our country. That is, it was necessary, even through the "do not want" to develop trade with the USSR. The dollar thus had no right to be used in the Soviet Union.

Far seeing leadership of the country made it possible not only to escape from the grip of post-war devastation, but also to restore as soon as possible the industrial potential and level of scientific development, to overcome hunger and rush in pursuit of the most developed countries in the world - the US, ahead of the pace of development in many countries in Europe. Agree that in the

case of financial bind to the post-war dollar it would have become impossible. Especially during the Cold War and the confrontation of different political systems. But it became later.

The result of the Bretton - Woods Charter was a system of private reserve banks in Europe, copying the US Federal Reserve System. During the two world wars the United States gained the world's largest bank gold reserves. In addition, in the results of the Second World War, the US became the largest lender in the world. The main industrial productions after the war were also in undefeated, prosperous US cities. This was rationale to build the world, and especially the European economy on the basis not of the national gold reserves and their own currency but the US dollar. Each country assumed the obligation to issue the national currency in an amount which was covered by its own dollar reserves in the country, which, in turn, were guaranty covered by US gold reserves (ideally, which everybody soon abandoned). The dollar had to become the world's reserve currency, which is pegged to the rate of all the currencies of the world. The States signatory to this agreement must now save up not gold, but currency in the form of US dollars. Gold was needed only for American gold and foreign exchange system.

The most important result of such world's financial system is, as in the case of the Bank of England and the Bank of France XVII century in one: thing should everybody take US granted (historical spiral) and unlimited by purchase banknotes of the private company Fed. And the latter has an opportunity, openly print dollars on any uncontrolled scale, serving in the first place, and this is understandable, American business.

Now you can lend any borrower in any size and for any interest (and here was an invaluable role of the International Monetary Fund and the World Bank, created in the same 40-ies of the 20th century). And when the government loan became uncollectible, it was possible to dictate the political and social conditions to any country.

Thus, the paper money of the world have opened the way not only to uncontrolled enrichment for a single country, what we are witnessing, but also to uncontrolled political influence.

The versatility of the dollar gave one more negative result. Credit and deposit and mortgage systems developed only on the field of the dollar unsecured by any real value, not giving the real growth of national wealth themselves were one of the main causes of overheating financial markets in the world. It can be argued that the separate national currency areas could, in this case, be a deterrent factor to the global crisis processes on the assumption of mortgage spiral cyclical relationships.

The role of money in politics was nobody and never contested by today, however, especially after the Bank of England in the XVIII century, after the Bretton - Woods in 1944, paper money began to play more important politics than the armies of entire countries, tanks, and weapons. Wars no longer solve the fate of the world. No need to use nuclear weapons to achieve world domination. There is global financial system controlled from one centre that permeates like blood, all the economies of the world and is based on the paper monetary unit, which production costs are very cheap, and their impact on the world order should be recognized as the ultra-efficient. In order to suppress discontent, to control other powers, to change their political system and social content - only paper money is needed as a universal equivalent of everything. Or their deficit or their lack streams of paper money (from the US Federal Reserve, the IMF, WB - organizations that are just tools to control actions via the money supply) control policies to change governments, make new orientations of the parties and movements, quench national liberation struggle, control terrorism. Only at the intersection of the past centuries such controlling actions, which were based on paper money became an international conflict that changed the life and fate of hundreds of millions of Europeans, Arabs, South Americans in many countries (Table. 1).

Table 1. Summary of some of the world's conflicts, the basis of which was a large cash investment of the countries concerned

№№ пп	State	Year of event	Political changes. Aim. Result	Costs, million U.S.\$
1	The USSR	1944-1991	Ideological expansion, cold war, destruction of the political system	?
2	Cuba	1959-...	Economic blockade	17000 (budget of the USA)
3	Argentina	1990-2000	Organization of artificial default, economic expansion	22000 (facilities of IMF and IB)
4	Kuwait	1991	Operation «Boring in the desert». Economic expansion	1200 (budget of NATO)
5	Yugoslavia	1999	External expansion, change of the political system, destruction of the state, ethnic cleaning and genocide of separate nationalities	2300 (budget of NATO, budget of the USA)
6	Afghanistan	2001	Occupation. New government.	2800 (budget of the USA)
7	Iraq	2003	Foreign occupation. Physical removal of leader. Change of the political system. New government.	9500 (Budget of NATO, budget of the USA)
8	Georgia	2003	Creation of revolutionary situation, change of government	350 (social funds of the USA)
9	Ukraine	2004	Creation of revolutionary situation, change of government interference with an electoral process	1200 (social funds of the USA)
10	Libya, Tunis	2011 2010	Creation of revolutionary situation, change of the political mode, physical removal of leader	1780 (budget of the USA)
11	Egypt	2011	Creation of revolutionary situation, change of government	?

Only in two cases of these eleven mentioned control of the situation in the countries of dollar interest was associated with the introduction of troops and organization of military actions. In other cases financial investments, bribery and other tools, from the number of mentioned above, led to the desired results. This is the role of paper money in the world politics.

Today, few people remember or know that the tragic events in Ukraine, in the Volga region in 1933, later called "Holodomor" were preceded by quite specific monetary and financial stocks of the West in relation to the young country of the Soviets. These include the "golden blockade" 1925, when the Western countries refused to trade with the Soviet Union by a full-fledged Soviet gold pieces. And in 1930, the United States and France in the trade of industrial equipment and machines prohibited the payment by forest and oil on the part of the USSR, leaving only grain as a means of payment for the Soviet Union thus completely eliminating trade money circulation with the Soviet Union. This is fact, known as Holodomor was "designed" by manipulating required to trade money (gold ducat) having eliminated it from operations. The goal is a purely political one - to provoke discontent among the population, to obtain a specific deficit in the form of genuine currency - the grain trade with the USSR. Issue price for the USSR was in the alternative: grain shortage and

famine, or the country's industrialization and the purchase of machinery and equipment for the precious grain and this despite the presence of a strong national currency - gold piece. West needed neither any more wars, nor army. Everything was solved by paper money at the same degree as it is done now.

Note that the country's dollar supply in the majority and for a long time is located in the zone of potential bankruptcy. Today, at least the US, UK, EU, Switzerland, Japan have no real aggregate balance sheet resources to enable the existing standard of living there. Material resources for their lives are acquired through unsecured labor paper money, first of all - the US dollar.

But this is the way that has already, with the acquiescence of understanding and ignorance of those who don't understand and tangibly, led the world to irreversible economic collapse.

European countries, abandoning the independence of their currencies, thus lost much of their national sovereignty. For example, October-November 2013 once again shook the global economy through the expected default of the US financial system. Immediate requirements of the Congress to limit US foreign debt that can reach 17 trillion digits dollars, are based on the need to limit the growth of bank interest rates (ungrounded by any goods) and the slowdown in the economy of most countries. "First the money, then the economy," said in one voice IMF chief Christine Lagarde, head of the MB and J. Kim Yong in October 2013. With the growth of external debt of one country, in this case the US financial system in most European countries increasingly deeper to its own bankruptcy procedure is being linked to a universal currency - paper U.S. dollar .

The end result is that on the decline of the XX century Russia surrendered. Through the efforts of young reformers, in particular, Anatoly Chubais in the 90s years Russia's central bank built by the type of backup systems of European countries and the United States, according to the Law "On the Central Bank of Russia" also became virtually independent of the government of Russia [11,12,13]. In this way Central Bank of Russia with its gold reserves, as well as the banking systems of other countries, came under the influence of the US dollar, from which is practically impossible to get out now, at least in an evolutionary way. It is surprising, but the Bretton - Woods "inoculation" received by the Soviet Union in 1944, which saved the country in the postwar years of economic and political dependence, was unstable, and 50 years later the independent ruble zone ceased to exist. Today the dollar expansion spread to Russia and other CIS countries. The evidence of this is the Law on the Central Bank full of contradictions, and the actual gold reserves of the bank, which consist of dollar supply and securities of US and European banking systems that do not belong to the Government of Russia [12,13]), and firmly tied to the dollar emission processes of Russian currency, and the government's use of alternative possibilities of Vnesheconombank of Russia as a counterweight to the non-governmental Central Bank [4].

Interesting are the opportunities of the ruble to influence the policy and the society in the territory of one sixth of the land. Stable ruble of the USSR was not only a guarantor of the country's sovereignty, but also of social protection without the intervention and credit IMF and World Bank, without inflation. The ruble is the currency with which the whole world traded with the Soviet Union throughout the world. And the country got profit from this trade. Only the government determined exchange rate, maintained it at the level required by its own resources and in such way guaranteed free education and medicine, sustainable pension legislation, low-cost housing. Citizens' income consisted not only of visible wages, which, yes, was small. In everybody's income there were social benefits and pensions, and free medicine and education, with a specific amount of which only Sweden with its moderate socialism could compete. But in Sweden, the income tax is half the income.

Let's agree that the USSR had lost the pace of growth in the late 70's - 80's, but it was not the fault of the ruble, but the mismanagement and short-sighted policy of the government elders and forced distribution system set up in the country. The Country even at that time had enormous potential, inexhaustible mineral resources and developed industry and science. And despite the exhausting arms race, it helped countries of the socialist camp and the third countries and had its own development prospects.

Money in Russia, Ukraine is significantly different from the money of the USSR. The features are described above. It is only necessary to understand that these features make the national currency of the former world's largest power "foreign" to the former inhabitants of the USSR. With its help, even the sale of petroleum products as the main items of income in Russia, is under the control emission processes of uncontrolled to the Central Government Central Bank, without which the country cannot received a single dollar so, under the control of the donor dollar – USA.

You have to understand that this state of things is applied to the monetary system of Kazakhstan, Georgia, Moldova and other countries of the CIS. They have become an uncontested part of the global financial system, the system initially flawed, based on the credibility of the sources of uncontrolled unsecured value of paper money system, initially focused on the processes of inflation and, if necessary, devaluation of any national currency.

Ultimately, the global financial and monetary system, as the basis for determining an efficient economy will be the gravedigger of the economy.

Paper money not backed by labor-derived simple printing of banknotes on a background of the monopolized individual currency in the world - is the way to the strain of the global economy (which we observe today) and a road to nowhere. This is the road to the destruction of the world economy, the way we have, anyway, to pass through. Only no one knows what will the end be - a further revival of the economy or a general collapse?

The role of paper money system created in the world today is not just huge. It is decisive for the further development of mankind. The inventors of paper money as a universal means of equivalent exchange, in the XVIII century did not even realize what kind of monster they spawned. And what its real opportunities no one can say today. All brilliant – is simple.

And a little bit about the future. Paper money in its turnover created in the 20th century, another monster - the system of cashless payments, and in the beginning of the new century - another miracle, electronic money. If, as we have seen, paper money, which are based on their unsecured material values, led the world economy to substantial shocks, what can we expect from the cashless payment systems and electronic money? Bankers have much more opportunities for critical maneuvers than in the system of paper money. Any cash turnover of the banks can be traced, at least, through wages, through a network of shops, trading systems, and again through the banks, and fix the size of the back of profit in every single economic system. Turnovers of electronic money are not controlled by electronic banking networks at all. And if it is usury (in particular, ad nauseam, mortgage) electronic loans, the volume of which is the world is an order of magnitude higher than that of paper, they and much more their rent is are not provided with any values in advance.

Existing systems of electronic money - WebMoney, operating in Ukraine for over 10 years and that the National Bank of Ukraine is trying to ban in the country, the US payment system PayPal, through which the most of the transactions on the Internet, the system online bank account, which provides periodic payment types, even without participation of the client, the system of virtual currency Bitcoin, which is not controlled by conventional banking electronic networks - confirm this. The number of such systems is growing avalanche. They have one important feature -

their dynamics is not regulated reliably by any country or bank supervisory authority, they do not have a single emission center, and their circulation does not respond to the regulations in many countries. For example, the issue of Bitcoin is strictly algorithmically the same as lack of control.

Banks, which received in his charge electronic money, are mostly interested in electronic payments, as in this case there is a growing number of working capital in the bank for 46 million. Inhabitants of Ukraine the country's banks issued 30,750,000 electronic payment cards. This led to the fact that Ukrainians (41%) do not see a huge part of their revenue in the form of paper money but in the form of electronic cards. And this trend is growing. In 2013, the electronic revolution in Ukraine reached 140 billion UAH.

The total US debt, including unfunded liabilities of the country, lack of social security and pensions, has increased by 220% over the past 30 years (Pic. 1) [14].

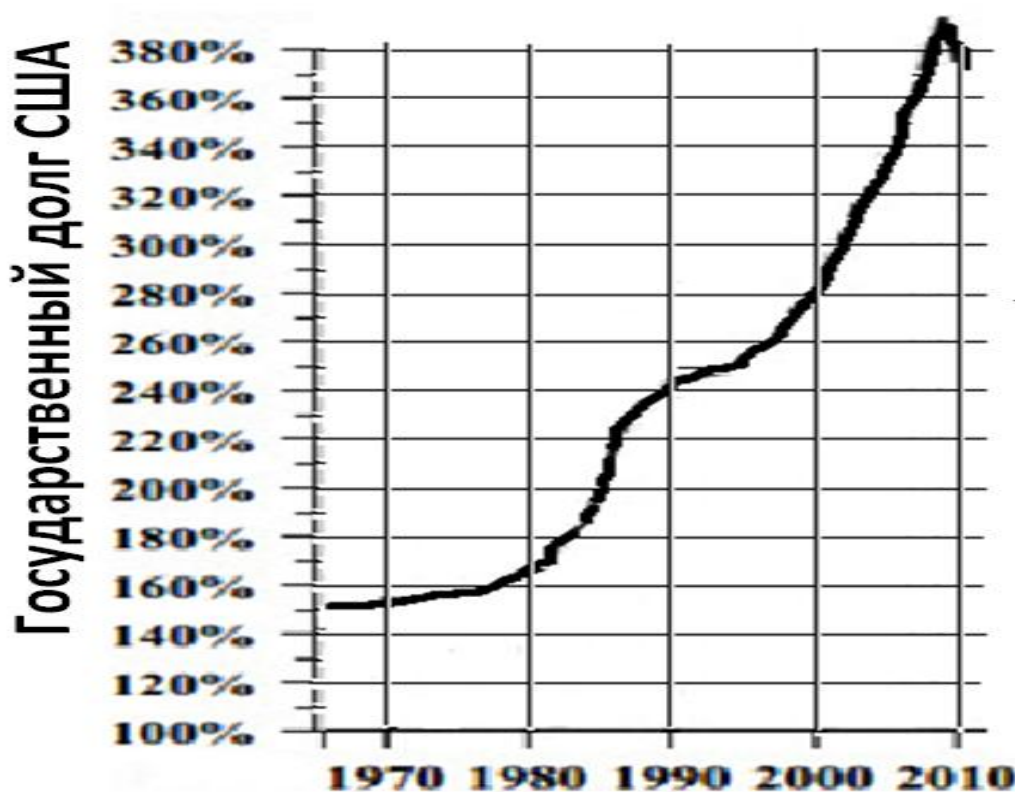
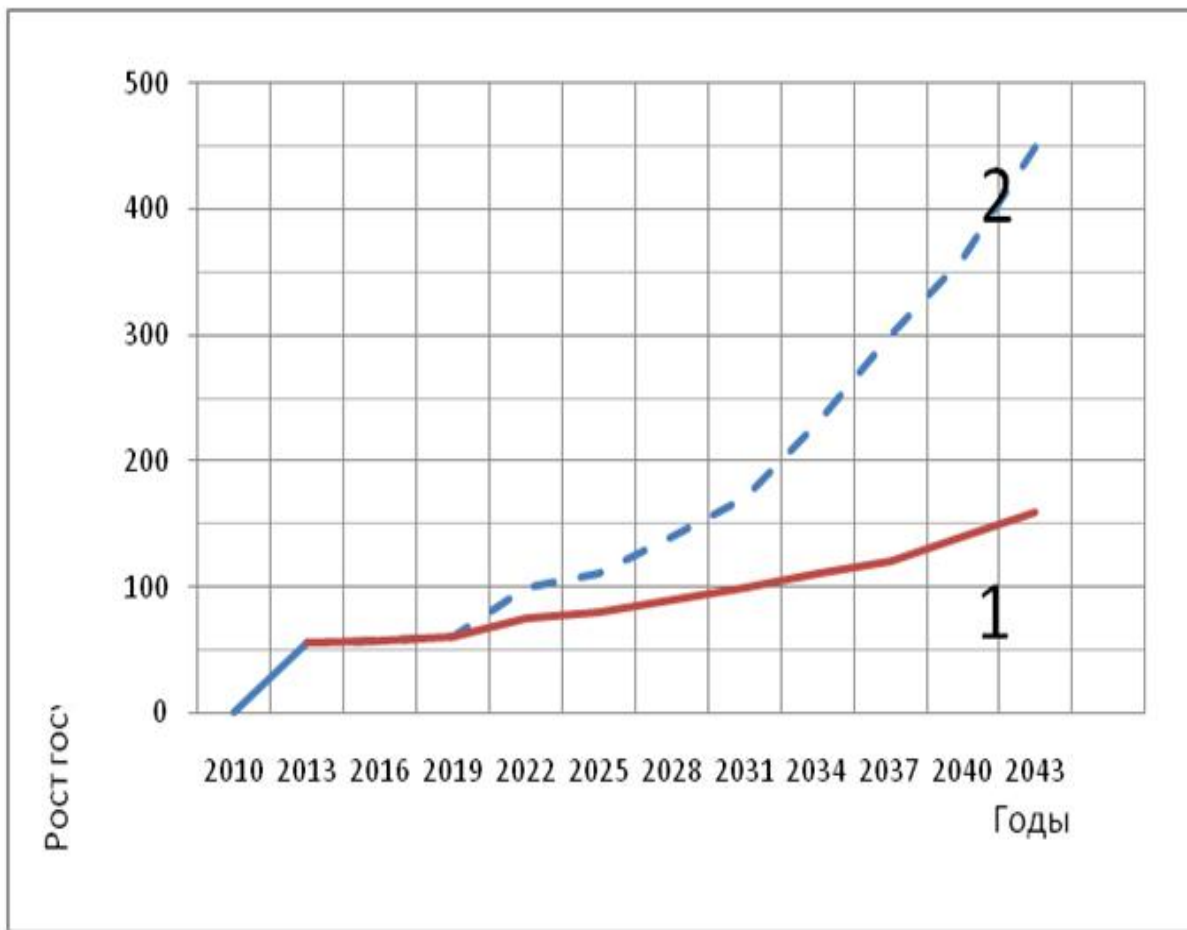


Fig. 1. The total US debt as a percentage of GDP

It is \$ 57 trillion of continuing annual growth by 8%. This debt exceeds the country's GDP is almost three times in 2013 (Table. 2). On simplified calculations aggregate US debt after 30 years can reach 190 trillion which is 2.1 times higher than the GDP of the world with its annual growth of 4% (Fig. 2). But if we take into account the dynamics of growth of the world of electronic payments and their insecurity gross national product, the credit market debt of the US will have to grow to the same extent as if global GDP growth of 8% (see. Fig. 2) and will reach the milestone of \$ 430 trillion.

And another special feature of modern electronic money - active criminal activity around them. Indirect evidence of inferiority to the community of electronic money is the extent of access to their criminal seizure. Safe complicated system, dubbed security, alarm systems gave criminal weaning physical money from banks very difficult time and demanded great efforts on criminal procedure, which was often to be disclosed, as a crime. Theft of non-cash was greatly simplified, and even acquired some shade of "legality". Operations Memo different banks typical of the criminal world of post-Soviet Russia and the CIS countries is a confirmation of this. However, such

operations were invented not in Russia. Criminal financial world in the United States and Asia and in European countries is flooded with them even today. And even in this criminal background simplification of access to electronic money astonishes by its ease and accessibility for a large number of intelligent criminals, very weak detection and impunity of such crimes. A victim for some time in general does not know about the loss of so-called electronic money from his account. A hacker has the ability to put this anonymous money out of reach for the return, in particular, due to the fact that they in no way are provided for each bank. Just at the time of writing of this article the information came about a great fraud of electronic money in South Korea. In January of 2014 as a result of leakage of personal data cash bank deposits of almost 15 million inhabitants of the country, cardholders of NongHyup Card, Lotte Card were affected.



Picture 2. The credit market debt (1) at 4 percent rise in the world GDP, including taking into account the development of electronic payments (2)

Table 2 Total amount of individual countries GDP [15]

Country	GDP, billions U.S.\$
USA (2013 год)	15684,8
World (2013 год)	71666,35

Ability of electronic money to make new money from scratch is even more attractive to global financial and monetary system than the power of money with its paper printing machine. It's

convenient in general that no one sees or touches anything. But it is so tempting to develop projects such as "The Bank of England-XVII century." History makes a spiral again. Do we really step on the same rake again?

Let's consider the phenomenon of money from the other side, which, of course, emphasizes once again the importance of this super important invention of man. Let's say it once more that with appearance of paper, non-cash, electronic money humanity got a unique means of universal exchange irrespectively of the value of this tool itself. Moreover, this system has been operating for more than three centuries on all continents without exception, in all countries without exception.

What's really going on? Society creates the total volume of commodity values (global GDP) and consumes it by pre-redistribution (trade) and the subsequent use or consumption of distributed values. Parallel to this, there is a process of mutual exchange, for example, of having no real value securities (cash, stocks, and other "valuable" paper). How necessary was it to convince the actual product manufacturer to trust these papers, electronic or digital pulses to convince the world to trade through worthless securities. What is then, there real that backs up it (money), that makes the whole world believe in their value, solvency. One of the tools is just a belief. British industrialists of the XVIII century, the British mercenary armies believed in paper money of the Bank of England, because they were supported by the authority of one of the founders of the bank, King William III. In 1944, in Bretton - Woods fourteen countries were forced to trust the dollar calf, because that was the dollar that was supported by the most real economy of the , the US economy, its plants, machinery, gold finally. They believed and were not disappointed. For half a century the dollar exchange legally not backed up by gold equivalent of the United States, served as the universal equivalent in trade, in a region where nothing is taken for granted consciously is accepted on faith the cornerstone - equivalent exchange of material goods on the basis of paper, electronic money without intrinsic value. At first glance it is absurd. Taking a closer look there's the iron logic, probably empirical but logic.

The most valuable thing a man can have is his faith. Faith in God. Belief in justice. Perhaps belief in equal equivalent of commodities on the basis of paper money is from the same very thin area? Belief in Divine was born in a man well before there were commodity-money relations. And it originated as a universal need, regardless of time and location of the community, both in North Africa and Europe, and South America, and Oceania, and Asia, regardless of each other, and led to a very stable global religion of modernity. But the appearance of the primary trade, the need for equivalent exchange and were not associated with a place where people lived either. Does the notion of belief include something more effective than people think? Perhaps there is a connection between global religious faith and confidence in the global trading cash equivalents. This connection makes such areas of human aspirations extremely stable over many centuries. Is it because both of these areas are vital for a person perhaps?

At least, the phenomenon of money confirmed it no less important than faith in the Creator. Is the world currency really so unacceptable? After all, for international trade, for the intensification of global processes in the world such currency will be a godsend. Any currency should be provided by the gold reserves of the country or set of products of the product. Super national currency, in principle, cannot have gold equivalent, as gold in the world belongs to specific countries. But the global financial system has long agreed that the international dollar is not covered by any gold reserves, or total merchandise wealth of his country.

Faith, trust in paper currency gradually moved into general conciliatory silence. The whole world knows about the insecurity of the dollar, but keeps silence and nothing happens. The world economy is growing it, has its ups and downs. Is the world trade developing despite the fact the

international currency is assured by nothing. So maybe insecurity of paper currency and its stability - is not the derivative of its material equivalent? Perhaps the world currency is a derivative of a global agreement of interested countries or groups of people who arrogate to themselves the right of this compromise. This is a real convention, not having anything material to support it? Not long ago, the South American countries tried to introduce international money "sucre" for trade bypasses of the world currency - the dollar. Maybe they would have managed to do it if it were not for counteracting the dollar space.

The conclusion that can be made is the following. Supranational currency is the way into single global governance. This is the way to the world government on earth. This vector has the right to exist, and perhaps someday it will be realized. Is it possible that the experience of the Bretton - Woods, the Bank of England experience, the experience of paper money - is undervalued previously heralds of such management in the world? It is difficult to disagree with it. What will it give to mankind? We will see.

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Ключові слова: Бреттон-Вудс, паперові гроші, світова економіка, історія, трансформація, Західна Європа

Ключевые слова: Бреттон-Вудс, бумажные деньги, мировая экономика, история, трансформация, Западная Европа

Keywords: Bretton Woods, paper money, the world economy, history, transformation, Western Europe

UDC 338.2

SYSTEM OF ENVIRONMENTAL MARKETING OF INDUSTRIAL ENTERPRISES

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Белопольський М. Г., Толпежнікова Т. Г. Система екологічного маркетингу промислових підприємств.

У статті розглянуто роль екологічного маркетингу в структурі комплексу маркетингу промислових підприємств. Узагальнена модель системи екологічного маркетингу, що ілюструє її розвиток і вдосконалення. Маркетингова діяльність сучасних підприємств стає більш зосередженою на концепції еко-економічного розвитку, всі більшу актуальність набувають «екологічні товари», та як наслідок екобрендінг (екологічний маркетинг). Екологічний маркетинг – розробка та створення методів просування і реалізації не тільки екологічно безпечної продукції або послуги, але і просування екологічно спрямованого виробництва. Розглянуто роль екологічної політики, яка буде спрямована на розробку і впровадження методів щодо зниження і попередження негативних впливів на навколишнє середовище протягом всього життєвого циклу продукції, що виготовляється підприємством продукції, а також оцінку досягнутих результатів. У роботі розглянуті основні варіанти базової маркетингової екологічної стратегії підприємства. У рамках вибору екологічної стратегії обґрунтовано методичні підходи на засадах факторів позитивної та негативної мотивації які повинні перевищувати витрати для здійснення природоохоронної діяльності в повному обсязі. Для оптимізації стратегії розвитку підприємств рекомендований метод вибору еко-економічної стратегії, який побудований на основі економічних критеріїв її оцінки.

Belopolskyy M., Tolpezhnikova T. G. System of the ecological marketing of industrial enterprises.

In the article the role of the ecological marketing is considered in the structure of complex of marketing of industrial enterprises. Generalized model of the system of the ecological marketing that illustrates its development and perfection. Marketing activity of modern enterprises becomes more concentrated on conception of eco-economic development, all greater actuality is acquired by «ecological commodities», and as a result ecobranding (ecological marketing). The ecological marketing is development and creation of methods of advancement and realization not only ecologically of safe products or favour but also advancement of the ecologically directed production. The role of ecological policy, that will be sent to development and introduction of methods in relation to a decline and warning of negative influences on an environment during all life cycle of products that is made the enterprise of products, and also estimation of the attained results, is considered. The basic variants of base marketing ecological strategy of enterprise are in-process considered. Within the framework of choice of ecological strategy methodical approaches are reasonable on principles of factors of positive and negative motivation that must exceed expenses for realization of nature protection activity in full. For optimization of strategy of development of enterprises there is the recommended method of choice of eco-economic strategy, that is built on the basis of economic criteria of her estimation.

Белопольский Н. Г., Толпежникова Т. Г. Система экологического маркетинга промышленных предприятий.

В статье рассмотрена роль экологического маркетинга в структуре комплекса маркетинга промышленных предприятий. Обобщенная модель системы экологического маркетинга, который иллюстрирует ее развитие и совершенствование. Маркетинговая деятельность современных предприятий становится более сосредоточенной на концепции эко-экономического развития, все большую актуальность приобретают «экологические товары», и как следствие экобрендинг (экологический маркетинг). Экологический маркетинг – разработка и создание методов продвижения и реализации не только экологически безопасной продукции или услуги, но и продвижение экологически направленного производства. Рассмотрена роль экологической политики, которая будет направлена на разработку и внедрение методов относительно снижения и предупреждения негативных влияний на окружающую среду в течение всего жизненного цикла продукции, которая изготавливается предприятием продукции, а также оценка достигнутых результатов. В работе рассмотрены основные варианты базовой маркетинговой экологической стратегии предприятия. В рамках выбора экологической стратегии обоснованы методические подходы на принципах факторов позитивной и негативной мотивации которые должны превышать затраты для осуществления природоохранной деятельности в полном объеме. Для оптимизации стратегии развития предприятий рекомендованный метод выбора эко-экономической стратегии, который построен на основе экономических критериев ее оценки.

Formulation of the problem. In today's economy such a term as "environmentally oriented demand" is more common. The environmental properties of the product and sustainability of production become one of the main production criteria. The environmental component of economic activity becomes the most important, but it can be considered not only as a part of social and ethical field, but as a separate component of the activity. Industrial entities are orienting marketing departments and services in accounting and practical use of environmental aspects. Such concepts as "environmental branding" and "environmental marketing" are more commonly used. Nowadays the environmental branding is becoming clearer, but in hasn't achieved its development in Ukraine yet. In general, ecobranding means a kind of branding which is an activity for creating introduction of an eco-brand to the market with the help of proper ecoinstruments.

Analysis of recent research and publications. Theoretical and methodological prerequisites for the study of the subject are described in the works of famous foreign and national experts: I. Ansoff, H. Assel, Kotler P. Minette, M. Porter, X. Hershgen and EO Adam, E. Golubkov, TP Danko, etc. They are dedicated to general theoretical marketing problems in general and, in particular, to the features of environmental marketing and branding. However, a number of problems are still scarcely explored.

The aim of this paper is to examine the concept of "ecobranding", structural models of environmental marketing, finding the ways of environmentally friendly industrial enterprises to identify the effects of environmental marketing for the company.

The contents. The full definition of ecomarketing is given by Toffler: "The environmental marketing – is the type of marketing, which includes integrated activities aimed at identifying, predicting and making consumer inquiries about the reproduction of natural resources, promotion of ecological goods and services from the producer to the consumer. Environmental marketing as a part of social responsibility in Europe has long been such an integral term as public relations and advertising. There is a great deal of benefits provided by the focus on the use of ecological concepts in marketing. Ecobranding enhances the value of the product. After all, if the production process

uses only environmentally friendly materials, and wastes don't poison the water or the air, then the company cares about its customers and the environment. Thus, the brand is supported by a growing number of community-oriented environmental concepts of consumption. Today, when society is increasingly focused on issues and problems of global warming, environmental branding becomes a significant competitive advantage. Marketing activities of modern enterprises is more focused on the concept of eco-economic development; ecological goods and consequently ecobranding (environmental marketing) become more popular.

Modern marketing in general has purely economic objectives and seeks to balance the economic interests of producers and consumers. However, in recent years the influence of the production sector on the environment has affected not only the government and scientists, but also the general public as the consumer. In order the problem of environmental protection to be one of the main goals and objectives of modern marketing, it is necessary to explain the increase of profits. Environmental marketing is the development and creation of methods to promote and implement not only environmentally safe products and services, but also to promote eco-production. One of the goals of environmental marketing is to provide a balance between the interests of economy and environment.

Industrial entities believe that the solution of pollution free problems is associated with high costs. This is largely due to the dominance of the so-called technologies "as at the end of a pipe» («end of pipe technologies»), when the environment is to establish various kinds of filters, refinement plants, etc. Modern integrated approach to these problems is characterized as the opposite. This is achieved by reducing the consumption of materials and energy per unit of output and is accompanied by cost savings, which in turn allows to be more competitive in the environmentally friendly markets. To achieve this, the company needs to develop its environmental policy, which will focus on the development and implementation of methods to reduce and prevent negative environmental impacts throughout the product life cycle. Environmental policy determines the level of environmental responsibility and the scope of the obligations to maintain the environment. It should be available to all parties concerned.

Environmental policy includes the following: defining environmental objectives and targets; development and implementation of an enterprise system of environmental marketing (part of the marketing system that includes organizational structure, planning activities, responsibilities, practical work, as well as procedures, processes and resources for developing, implementing, evaluating of the achieved results of environmental policies, goals and objectives); development of a system of indicators to assess the environmental performance (environmental audit); environmental certification and obtaining an ecomarking. This is not compulsory - it is just a voluntary choice of the company. However, a growing number of manufacturing companies around the world use these methods to improve management.

The benefits that an enterprise that has implemented and faithfully supports environmental management system (management) or have passed the environmental certification and obtained the right to use the eco-label may be described as follows: reduced production costs of the company by reducing the consumption of energy, water, raw materials; rejection of the use of non-renewable raw materials; reduced waste company in connection with the realignment of manufacturing processes for low-waste technology; reduced transport costs by more detailed study of logistic plans from the standpoint of environmental management approaches; cost savings by preventing abnormal, emergency situations and reduce environmental risks; use benefits provided by law for environmentally active companies.

Under the system of environmental marketing is commonly understood as part of the overall marketing of the production, including the necessary organizational structure, planning activities, responsibilities, practical work and the processes and resources for developing, implementing, evaluating progress and improvement of environmental policy. Generalized model of environmental marketing, illustrating its development and improvement "spiral", shown in Fig. 1 Formation of environmental marketing begins with the development, approval and public declaration now environmental policy and objectives. Further sequence of interrelated activities in the system management involves planning, organization and practical implementation, internal monitoring and control activities carried out in accordance with the environmental policy and objectives. An integral part of any system of environmental marketing is an independent assessment of results (audit), periodic review and revision of the marketing system as a whole with the management. It should be emphasized that the absence or lack of sophistication of some of the elements shown in Fig. 1, making the whole system ineffective.

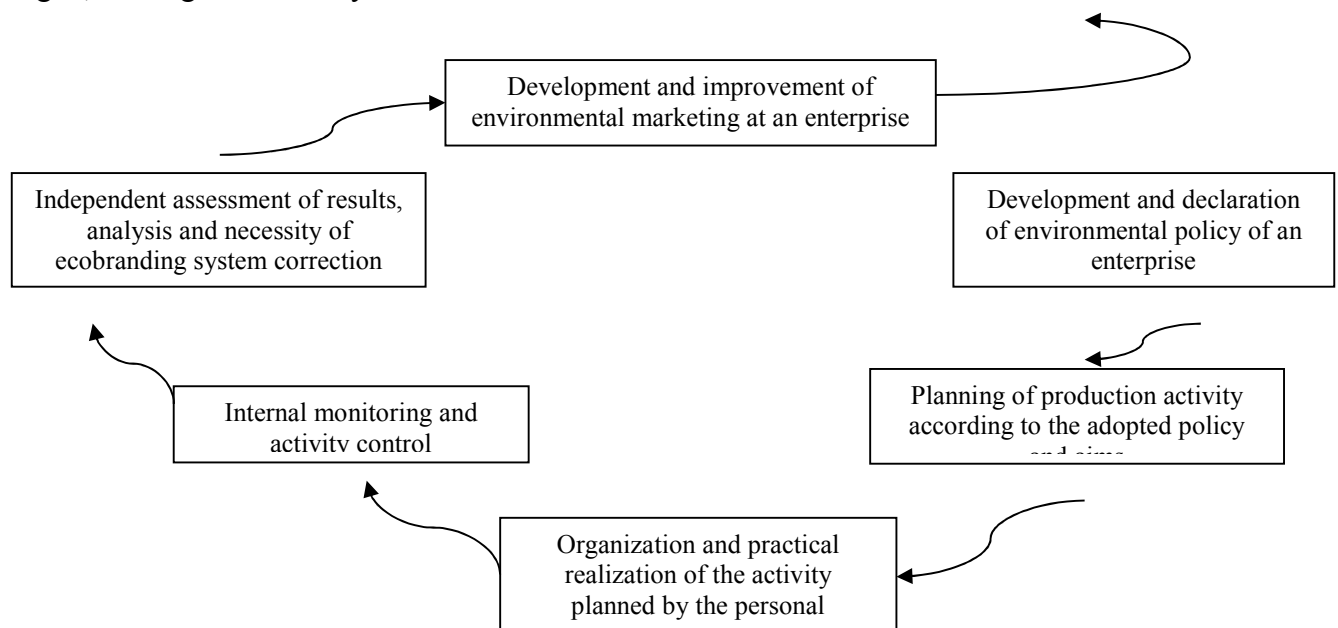


Figure. 1 General model of environmental marketing

When choosing environmental strategy recommended guided by the following methodological campaigns.

1 In compliance with state strategies you can use a comparison of positive and negative factors of motivation expressed in environmental costs:

$$\text{From } U_{\text{nder}} \leq (Ruth + NL + CL + TL) \quad (1)$$

$$\text{From } U_{\text{nder}} \leq (PSI + SDS + DPL + W + NDOP), \quad (2)$$

where C_{pod} - spending on environmental protection; Ruth - gain on disposal of waste; NL - tax benefits; CR - credit benefits; CE - price increments; PSI - charges for excess use of natural resources; SDS - charges for excess pollution; DPL - charges for waste disposal; W - fines; NDOP - additional taxation.

Elements of formula (1), which are factors of positive motivation, increase income retained by the company, and the elements of the formula (2), a negative motivation factors - lower it when the company is trying to save on environmental costs. These factors must exceed the costs that are necessary to carry out environmental activities fully.

2 When choosing a strategy focusing on competitive advantage, based on a winning market share at the expense of the environmental performance of products, it is necessary to evaluate

different dimension of environmental strategies, the ability to capture a segment of the market and achieve competitive advantages in this particular segment. Thus, the importance of making a profit from the production of environmentally friendly products linked to the level of ecological culture of consumers

3 In analyzing the economic aspects of environmental strategy focused on sustainable development, it is necessary to evaluate the possibility of using current technology reducing environmental impact in the long run. For this purpose, is proposed to analyze the relationship of current environmental costs and emissions per unit of finished product in dynamic models of stochastic nature. For effective functioning of eco-economic management strategic approach should be combined with a system of environmental management. And if the compliance strategy rather traditional systems management environment, focusing on the requirements of the state, to achieve competitive advantage and sustainable development need to rebuild the existing system based on international standards. Thus, to optimize the enterprise development strategy recommended method for selecting eco-economic strategy, which is based on economic criteria for evaluation.

Conclusions: The Greening of economic activity - a process of continuous and steady implementation of administrative, technological and other solutions to increase the efficiency of natural resources. The main objective of marketing approaches to environmental management aimed at sustainable use of assimilative capacity of the environment. Environmental marketing is considered as market promotion of products and services on environmental protection, areas which are: the formation of financial institutions support environmental action; environmental audit level of environmental impacts. Environmental marketing should not be viewed simply as a new conceptual approach: it allows a new exercise strategic planning process and resolve many difficulties associated with the emergence of environmental risks. While noting the benefits of environmentally safe image based on environmental responsibility, it should be noted that implementation of environmental management and cleaner production company creates an invisible, intangible capital - positive and responsible image in the eyes of the public and business partners.

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Ключові слова: маркетингова діяльність, екологічний маркетинг, промислове підприємство, екологізація, еко-економічний.

Ключевые слова: маркетинговая деятельность, экологический маркетинг, промышленное предприятие, экологизация, эко-экономичный.

Keywords: marketing activities, environmental marketing, industrial enterprise, greening, eco-economical.

УДК 339.564

IMPLEMENTATION OF THE STRATEGY TO STIMULATE EXPORTS IN THE WORLD

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Пузанов І. І. Реалізація стратегії стимулювання експорту у світовій практиці.

У статті розглядаються питання використання стратегії стимулювання експорту з метою отримання фінансових ресурсів для економічного розвитку. Можливість, а в деяких випадках і необхідність використання цієї стратегії обґрунтовувалася у теоретичних підходах і практичних концепціях, прийняття в рамках ООН концепції Нового Міжнародного економічного порядку. Показані серйозні успіхи в цьому напрямку нових індустріальних країн Південно-Східної Азії, країн АСЕАН та окремих латиноамериканських країн. Розглянуто економічна політика країн і механізм реалізації експортоорієнтованої стратегії, труднощі і проблеми при її реалізації.

Pouzanov I. Implementation of the strategy to stimulate exports in the world.

The article examines the use of export promotion strategy in order to obtain financial resources for economic development . Opportunity , and in some cases, the need for this strategy was justified in theoretical approaches and practical concepts , acceptance within the UN concept of a new international economic order. It is shown substantial progress in this direction of the new industrialized countries of South East Asia, ASEAN and Latin American countries. It is considered economic policy and implementation mechanism export oriented strategy, constraints and challenges in its implementation

Пузанов И.И. Реализация стратегии стимулирования экспорта в мировой практике.

В статье рассматриваются вопросы использование стратегии стимулирования экспорта с целью получения финансовых ресурсов для экономического развития. Возможность, а в некоторых случаях и необходимость использования этой стратегии обосновывалась в теоретических подходах и практических концепциях, принятии в рамках ООН концепции нового Международного экономического порядка. Показаны серьезные успехи в этом направлении новых индустриальных стран Юго-Восточной Азии, стран АСЕАН и отдельных латиноамериканских стран. Рассмотрены экономическая политика стран и механизм реализации экспортоориентированной стратегии, трудности и проблемы при ее реализации.

Formulation of the problem. The use of export promotion strategy for financial resources for economic development are currently very relevant. The possibility, in some cases, the need for this strategy was based on theoretical approaches and practical concepts, making the UN concept of the New International Economic Order. The author considers feasibility consideration of this issue in more detail zpyrayuchys on international and domestic experience.

Analysis of recent research and publications. The program is speeding up exports as a model for national economic development is a theoretical justification under theories of foreign

trade and export of capital concepts in the works mercantilist, B. Balas, R. Vernon, George. Keynes, K. Akamatsu, K. Koji, P.Velfensona, P .Dzhesinski, Dzh.Hiksa, E.H.Hansen, V. Leont'yeva, P. Bakli, M. Casson. However, in the second half of the 90th. There was a surge of interest in theoretical developments and practical testing of this model. This increased interest in policy issues forcing exports for economic growth was caused by the conduct of reforms in post-socialist countries. Moreover, interest in this strategy took place against the backdrop of harsh criticism from the scientific community, experts of international economic and financial institutions development strategy focused on the domestic market, ie import substitution, based on embedded excessive use of state of import restrictions under-exchange rates, stimulating obtain high profits of domestic producers. The basis of such harsh criticism from the theory of production factors Heckscher-Olin, from which flowed logically need guidance, particularly in developing countries on foreign economic relations with the strong development of the national economy in labor-intensive industries.

The purpose of this paper is determining directions of export promotion strategy in the world.

Statement of the main research. Given the international specialization that developed in the early 70's. And based on the theory of Heckscher-Olin, Ya.Tinberhen concluded that the time has come for the redistribution of the different groups of industries. Such a revision, in his view, was to lead to a reduction or even to eliminate some industries and the creation or expansion of others [1, 15]. Developed countries need to shift production of labor-intensive products in many developing countries, leaving behind only complex knowledge-intensive production. By the way, what happened, and, to accelerate this process particularly helped TNCs have branches in developed and in developing countries. If the 70's. If there were about 7 thousand. TNCs, by the mid 90's. This number increased to 40 thousand. If in the early 60's. TNCs were 3.5 thousand overseas. Subsidiaries then in the 90's. their number exceeded 200 thousand. in 2008 the UN estimates the number of TNCs equal to 79 thousand., and the number of branches - 790 thousand. in 2009 the number of TNCs - 82 thousand., branches - 810 thousand . The greatest number of subsidiaries of multinationals has newly industrialized and transition countries like China, Singapore, Brazil, Mexico, South Korea, Russia [2, 3].

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Very popular in the 70's. Was the report of the independent experts chaired by V.Brandt created on the initiative of the World Bank, "North - South: the problem of survival." The report was first proved vzayemopov'yazuyut economic problems of industrialized (North) and countries

and developing countries (South). In their view, the rapid development of the South will provide the North, and in turn, economic growth is important for North South Economic Development.

Incidentally, the Commission V.Brandta examining the system of external financing in developing countries, anxiously noted that 2/3 of borrowings used in these countries unproductive, hence the problems with repayment of external debt and its rapid growth phenomenon. Thus, in the mid 70's. The Commission V.Brandta warned that the debt crisis is inevitable, if not take the necessary measures.

Development of exports to developing countries was possible only due to the fact that in the early 70's. Ended with the victory of their long struggle for a new international economic order (NIEO). Back in 1955 the first conference of developing countries in Bandung raised the question of improving the terms of trade, the abolition of protectionist tariffs for goods from developing countries, stabilizing markets and prices, to diversify their export trade. In other words, the latter clearly aware that produce goods for export, creating relevant sectors in the domestic economy - a half case. The other half - the implementation of products in the global market. Here developing countries were very united. The struggle for a new international economic order lasted more than 20 years. In 1963 at the regular session of the General Assembly developing countries presented a joint declaration of 75 countries which suggested to gradually reduce until the complete elimination of all tariffs on exports from these countries. At the first session of UNCTAD in 1964, developing countries made a similar request, adding the question of reducing payments on external debt. Finally, in 1974 the fight was a success, and the UN General Assembly adopted the Declaration and Programme for the establishment of NIEO. The program contained a requirement for review of foreign indebtedness of cancellation of a number of debt moratorium, change the timing of payments of interest subsidies. Approval of the program NIEO demanded industrialized countries response [6].

Especially radically revised its policy towards developing countries and Japan. In the second half of the 70's. Was published Koji K, which was made very relevant for the time concluded: development of economic relations through North - South should be played by expanding assistance to the South, mostly government channels and through trade liberalization relations. In other words, it was proposed to make two very timely way, improve the structure of the external debt of upwards of preferential loans and state aid for two- and multilateral basis to prevent the debt crisis and promote exports of developing countries, which would increase their foreign exchange earnings and reduced need for external financing. K. Kojima proposed the following scheme of interaction between developed countries and developing countries: 1) the first phase of assistance is in the form of direct investment in the primary sector, and then in production infrastructure, 2) in the second stage in an existing (created in the first phase) solvency of loans, and then technologies that meet the level of development; 3) the third stage - the transfer of management experience. It is along these lines appeared in the 80's. Newly industrialized countries of Southeast Asia [7].

The whole concept of NIEO and changing the economic priorities of industrialized countries towards export promotion forcing developing countries led to the fact that in the early 80's. These countries have made significant progress in the field of exports. If in 1960 the export of new products and semi-products from these countries amounted to 3.7 billion. Dollars. at current prices, in 1970 - 13.1, and in 1982 - 119.0 (including machinery and equipment - 32.1). The share of finished and semi-finished products in total exports of developing countries was: in 1960 - 14.2%, in 1970 - 23.8 in 1980 - 19.5, 1982 - 28.6, 1990 - 53.6, 1995 - 65.9, 2000 - 69.2, 2005 - 65.9, 2010 - 63.1, 2011 - 59.6% [8, 9, 10, 11].

However, there should be emphasized that these impressive advances in the dynamics of exports were achieved mainly due to newly industrializing economies (NIEs) and ASEAN countries. Other developing countries continued to maintain exported resources combined with importozaminuyuchoyu industrialization. The main exporters of machinery and equipment was four NIEs - Hong Kong, Singapore, Taiwan, South Korea and four ASEAN countries - Indonesia, Malaysia, Thailand, Philippines. It is clear that forcing exports as a model of economic development could work or in countries rich fuel resources (mainly oil) - Bahrain, Congo, Iran, Iraq, Nigeria, Oman, Qatar, Saudi Arabia, United Arab Emirates, or in countries with a sufficient level of economic development of export competitive industrial goods - in China, Hong Kong, Israel, South Korea, Singapore, Taiwan. For most other developing countries (over 40), they are exporters or mineral (Bolivia, Chile, Guinea, Liberia, Peru, Togo, Zaire), and agricultural products (Argentina, Burundi, Côte d'Ivoire, Guinea, Madagascar, Nicaragua, Namibia, Paraguay, Peru, Vietnam, Zambia). In 60-70 years. Vyokremylasya countries as a group (over 30) who became exporters of services and recipients of income and private transfers, Bahamas, Barbados, Bhutan, Cambodia, Cyprus, Dominican Republic, Egypt, El Salvador, Jordan, Jamaica, Kuwait, Maldives, Seychelles, Malta, Nepal, Panama. And in these cases it is as successful tourism development and transfer of citizens of these countries, working abroad [6].

This distribution of export opportunities of developing countries in 70-80 years. Mean that the vast majority of them do not have sufficient export capacity to compete in the global market, so we can not talk about individual success earning funds by forcing exports. In fact, only four newly industrialized Asian countries - Hong Kong, South Korea, Singapore, Taiwan - have made significant progress in industrial development and exports (precision instruments, automobiles, computers, TV, Video, Audio, textiles, etc.). The second group of developing countries - exporters - is OPEC, that exporters of energy. Thus, forcing exports could be for the vast majority of developing countries that panacea that would solve all the problems of mobilization necessary for economic development funds and would deprive developing countries, the need to take external funding.

This differentiation of the developing world in the degree of realization of export-oriented development model due to differences in conducting their economic policies. East Asian export-oriented model was closer to the realities of the global economy. It is the most consistent one characteristic that has been given to speeding up exports to American studies B. Balassa. He argued that export oriented developing countries increases productivity, positive effect on resource allocation, capacity utilization, production scale and technology changes. B. Balassa research results in the 80's. Showed that exports helped increase economic growth [12, 13].

Based on the analysis of economic policy in developing countries, American economist concluded that the importance to them of openness of the national economy, its orientation in foreign economic relations. In the 80-ies. B. Balass concluded that the most promising model of growth should be a combination of policies to encourage exports and import substitution in the leading role of exports. The increase in the export quota of the country has a positive impact on its economic growth, while import substitution in the narrow confines of national markets its restrains.

Against the background of a wide variety of forcing the concept of exports to the economic development of developing countries particularly favorable impression East Asian version. The concept of this region is recognition of the need of active interaction between national economies with foreign capital, full use of the advantages of the international division of labor. Asian development model is a regional in the sense that it took most of Southeast Asia, and in the sense that it is implemented in stages countries in the region: the most advanced countries (NICs) go

farther in their development, they almost catching up with ASEAN countries, following them and repeat the path traversed by these countries for several years previously [14].

In the first stage of the model forcing exports interaction industrialized countries with future NIK carried out at the level of production and limited foreign trade, which dominated the exchange of finished goods industrial countries for raw materials from Asia. At this stage dominated by imports technologically new products. Obviously, this type of foreign economic relations could not affect the Asian economy, which was very unstable, sensitive to external changes and impacts.

In the second stage of interaction developed countries with future NIK import-substituting industrialization past conduct. During this period, the export of capital from the industrialized countries in the Asian region accompanied by deliveries of machinery, equipment, technology, know-how, etc. External financial resources and technology were directed at creating import-substituting industries and the creation of industrial infrastructure. Due to policy of import substitution in the Asian region was able to quickly saturate the domestic market goods. However, the limited domestic market has been a major deterrent to further economic development, which required over time change the general concept development. During this period (70 years.) Begins to develop export-oriented policy.

The third phase transformation in the Asian NIEs accompanied supplies to the region and industrial process equipment and increase exports from these countries. External financing in Asia carried out at this stage, both in public and in private lines for two- and multilateral concessional and commercial terms. The dynamics of the foreign borrowing process as follows: from public development aid to investment, innovation and export credits, and to loans to refinance and service foreign debt. It should be noted that unlike the NEC Latin America, where the irrational use of foreign loans led to the formation of a huge and hard-driven external debt, Asian NIEs were able to avoid the acute debt crisis. They managed to create effective mechanisms for the use of foreign loans and form-established system of debt service. These included all export revenues, foreign exchange earnings from tourism, remittance of dividends abroad, income from the export of services.

The inflow of foreign capital and branching TNC heightened competition in the domestic market NIK. In a context where economic survival "local" companies depended on the competitiveness of their products, affiliates of TNCs provide a stimulating effect on them, forced them faster to use and develop new technologies, management techniques, develop scientific and technical base. Thus the creation of businesses oriented to foreign markets, consistent with the mutual interests of TNC and Asian countries.

As a result, the economies of Southeast Asia occurred desired changes: in first place out manufacturing industries, therefore, increased exports of industrial products. Formed feedback, ie developed countries influx export finished products from Asia.

The third phase transformation of Asia ended interweaving structure in their interaction with industrialized countries such factors as science. If the first and second phases relative to research in these countries, a policy loan, the third stage is characterized by the development of its own scientific and technological capacity. Research works are mainly applied in nature and are concentrated in the Institute of large companies. Of course, the transition to this level of economic development is also impossible without external factor: it is a training of specialists abroad.

All three of these stages of development - Import, import-substituting industrialization, export - were first described by Japanese economist K.Akamatsu. The author concluded that the new industrial country (then it was about Japan) characterized by a sequence of V-shaped growth curves import, manufacture and export, reminiscent become geese flying. Conclusions K.Akamatsu

were almost confirmed as the development of post-war Japan, and the development of the 70-80's. Nick. The concept of "geese flying" K.Akamatsu further developed in economic theory. In 1973 K.Kodzima instead of the concept introduced the concept of "catch-up cycle of production" [16, 17].

Researchers concept of "catch-up series production" on a "geese flying" repeatedly emphasized the importance of political will and a highly dictatorial type of democracy in economic reforms. I must say that this Southeast Asian answered this requirement. In South Korea, the military regime was installed in 1961, Taiwan has always been a one-party system in Thailand and Indonesia there was a dictatorship.

The economic success of South-East Asia, of course, determined not only a form of government. Military dictatorships were in Latin America, but in Chile were positive results in economic reforms such as "catching up" (and then for a longer period of time). But still it should be emphasized that in Asia at all stages of the concept of "geese flying" government policy played a crucial role. It changed the priorities of the government economic policies and rebuilt on the go, looking for the best options for a quick goal. At the preliminary stage by means of subsidies and tax incentives the government encouraged local and foreign entrepreneurs. In step import-substituting industrialization government supported domestic production. At the stage of forcing export it helped to create a purely export industries (such as television production in South Korea or refrigerators and air conditioners in Taiwan).

Southeast Asia, which came in the way of overtaking, had different starting conditions. Since Taiwan and Korea were Japanese colonies in the past, some industrial sectors there were created back in the 30's. At that Taiwan dominated small private production, and in the state bureaucracy Korea supported the development of large private firms. In Hong Kong, the development of the textile and clothing industry began in the 50's. Due to migration of labor, capital, knowledge from Shanghai (China).

But despite all the differences at the start, the main features of Asian economies alike. They are distinguished by the desire to repeat the path of Japan, to live on a "first economy, and democracy." The development of these countries took place in authoritarian regimes, the powerful bureaucracy; Rapid industrial growth occurred mainly due to export orientation. By the way, world history is under the dictatorship of a rapid recovery and economic growth - the dictatorship of Cromwell, Napoleon. Thus, making the coup and seized sole power in late 1793, Napoleon Bonaparte only one year resumed balanced budget, put out not only internal but also external debt of France. Follow the logic of Asian countries after reaching a fairly high rates of economic growth will inevitably lead to the overthrow of the dictatorship and democracy [18].

Huge impact on the process of "catching up" policy making foreign direct investment. In the 90's. Leader in the import business capital was, without a doubt, China. In its economy in 1990 was invested 3.49 billion. US., 1993 - There are 27.52 billion. US., In 1995 - 35.85 billion., In 2000 - 38.40 2005 - 79.13, 2008 - 154.80 billion. dollars. [19, 20]. Also, a significant volume of foreign investments in Malaysia, Taiwan, Thailand, Hong Kong, Singapore. Some stood apart Korea. It implemented the concept of self-support financial and technological goals, a policy of protectionism on national entrepreneurs.

As the nearly four decades in the countries of South-East Asian concept of "catching up", they made a giant leap in development: average annual growth amounted to 5.5% - is three times higher than in Latin America, and 5 times than in Africa [19, 20]. Moreover, the rapid pace of economic growth in the NIEs (Hong Kong, Singapore, Taiwan and South Korea) allow the IMF to

include in 1997 these countries to the group of advanced economies. However, monetary and financial crisis that developed in the region in 1997, changed the situation.

During the years of "catching up" has changed the structure of national economies. Prior to 1980 the share of agricultural sector in GDP NIK Southeast Asia fell by 1% in Hong Kong and 14% in South Korea. The share of industry in the same year were as follows: 1/3 of GDP Singapore, Malaysia, South Korea, Taiwan 43% of GDP, 28% of the GDP of Thailand. That is, at the turn of the early 90's. These countries have become highly developed state. Simultaneously rapidly growing in these countries export quota: in Hong Kong in 1970 it increased to 1980 from 69 to 91% in 2000 - rose to 120 in 2005 - up to 162.3, 2009 - up to 153% in Singapore - increased in 1970-1980 gg. from 80 to 176 in 2005 - to 192, and in 2008 - declined to 186% in South Korea - has increased in 1970-1980. 9 to 30, 2000 - 48 2005 - 86 in 2009 - to 91% in Malaysia - increased in 1970-1980. from 44 to 54, in 2000 - 105, 2005 - dropped to 103, and in 2008 - 94% in Thailand - increased in 1970-1980. 10 to 33% in 2000 - 114 2005 - 173 in 2009 - 272% [19, 20]. All six of the above are currently following export specialization garment and textile, electronics, home electronics, automotive.

Creating a developed economy in the region began with a radical restructuring of the agricultural sector, which set the stage for industrialization. Was made nationalization of large land holdings with the following distribution of land, away from monoculture. The basis for industrialization was the local textile industry. Beginning with light industry, export industrialization gradually expanded through electronic and electrical industry, automotive and machine tools. Since the late 70's. Asian first-tier NIEs started to build knowledge based industries and development of its scientific and technological base. This led to a reorientation to export high-tech manufacturing. The industrialization of the countries considered passed with a reasonable use of external financing. South-East region received substantial resources from international financial institutions, as well as the US, Japan and Western Europe. Step attract public funds from abroad regularly changed the growth of foreign investment. NIK Governments in Southeast Asia have sought to ensure conditions for foreign investment, political stability, favorable economic climate. The important role played by tax exemptions and special depreciation incentives to improve corporate profits and savings. Carried out selective protectionism, control interest rate and allocation of credits. Host countries have updated laws regulating the activities of foreign capital and multinationals. Enterprise focused on foreign markets, granted tax, customs, financial and other benefits. Often these businesses located in specific areas - export processing (EVZ), which are conveniently located area - near the seaport or airport with developed industrial infrastructure. In the small businesses these governments encouraged the development of sub-contracting relationships with large production.

Southeast Asia, Singapore, Thailand, Malaysia, South Korea failed to forming export-oriented production, to overcome their deficit and trade balance due to positive trade balance provide funding for national economic development. Another picture using the model forcing exports and "catching up" existing in Latin American countries. Politics export orientation was proclaimed in most of these countries in the early 70's. This due to the fact that most university centers in Latin America have traditionally strong economic school, there has been a wide variety of views on the concept of export-oriented economy. In monetarist ideas M. Frydmena built economic policies of Argentina, Uruguay and Chile. Brazilian development concept was is directed to stimulate export industries. Other countries in the region dominated by the views that are based on the theory of comparative advantage of David Ricardo, production factors Heckscher-Ohlin theory and product lifecycle R. Vernon.

But good and varied theoretical model is developed export orientation did not lead to real practical results. In the early 80's. Latin American countries remained mainly exporters of raw materials (80% of total exports). Six countries are net oil exporters, 15 - Coffee exporters (Brazil, Colombia, etc.). The concept of targeting foreign economic relations involves the creation of a export potential, wide attraction of foreign investment, the expansion of intra-regional trade in developing countries. All these processes began to be carried in the most prepared countries in Latin America. Large industrial state Latin American continent started to build export capacity in the late 60's., Realizing the impossibility of just under import-substituting industrialization concept. In addition, during this period intensified activities of North American and German multinationals that have traditionally had interests in the region, for the establishment of subsidiaries in these countries.

The leading country in Europe, the so-called "big three" - Argentina, Brazil, Mexico, by TNC began to create capital-intensive and high-tech industries. By 1980 the share of industry in GDP in the region increased by 30%. In 1980, industrial output in Latin America reached 60.8 billion. US., While exports of manufacturing production increased from 1.7 billion. Dollars. in 1970 to 16.0 billion. dollars. in 1980 Thus in 1980 70% of regional exports were in the "Big Three". In the industrial development of Latin America is very large role of foreign private investment and multinationals. Since the mid 60's. US multinationals and Germany moved some of labor, energy and resource-production on the territory of the region. In these years, began creating export processing zones (EVZ), which was developed electronic and electrical industry. By the 80's. Mexico functioned for over ten FTE [21]. As in the Asian region, the governments of Latin America performed active regulation of the expansion of export production. But this process had such successful results, as in Asia. These governments failed to prevent capital flight abroad, he sailed in non-manufacturing sector, speculative, waste wealthy segments of the population and so on. As a result, in 1980 the share dropped six Latin American countries (Argentina, Brazil, Venezuela, Colombia, Mexico, Chile) in product and industrial exports. The development of Latin American countries for exports forcing accompanied by possible involvement of external financing in various forms - from public to very painful in its consequences private. As a result of increasing pace increased debt of these countries - both external and internal.

By 1980 the total external debt of Latin America and the Caribbean reached 220.4 billion. US., Including obligations to private banks (most burdensome part of the external debt) accounted for 75%. In 1982, when the debt crisis was at its zenith, the debt of these countries amounted to 289.4 billion. Dollars. and the share of private commercial banks accounted for 70% of all commitments [9, 10, 11, 19, 20]. The current account deficit in 1980 was 28.2 billion. US., And in 1981 - 40.3 bln. USD. It is also interesting to trace the dynamics of foreign debt countries in the region during the period of the program forcing exports. Thus, in 1970 Brazil's foreign debt amounted to 5.0 billion. US., In 1982 - 63 billion. Dollars .; Mexico - 3.8 and 55 billion. Dollars. respectively; Argentina - 2.5 and 32 billion. Dollars. In the mid 70's. The total value of regional foreign debt amounted to 69.1 billion. US., In the mid 80's. - 379.2 billion., And in the mid 90s. - 608.0 bln. USD . [9, 10, 11, 19, 20]. Thus, in 20 years the debt has increased more than 8 times.

This landslide increasing foreign debt of Latin American countries due to a number of factors. The fact that these countries increased need for external borrowing in connection with the export policy of forcing unfortunately coincided with a number of adverse debtors fundamental change in the international monetary relations. The collapse of the Bretton Woods monetary system was completed following realities: the dollar, as the key currency of the world's system is not convertible into gold and, as a result, suffered several devaluations; collapsed system of fixed exchange parities and it was replaced by floating exchange rates; due to the unprecedented increase

in oil prices there was an energy crisis that deepened and exacerbated the currency crisis; insufficient demand for loanable funds in developed countries in terms of their relative surplus in the second half of the 70's. caused major concern these sellers money - commercial banks in placing them in developing countries. The economies of developed countries declined in this period from 5.6 to 3.0-3.5%.

In the circumstances of the recession and they lowered the price, that went to lower interest rates, increased concessionality - and extension of the grace period, softened their main requirements when assessing the solvency of the debtor. These factors, as well as decentralization mechanism conclusion of short- and medium-term loans have meant that external debt grew chaotic region in terms of both its volume and the use of credits. There were times when long-term investments in fixed assets financed by short-term loans with floating rates and no grace period. This generally resulted in undermining the solvency of the debtors and delay repayment obligations. It turned out extremely difficult for borrowers: easily obtained huge external financing concept forcing exports required within a very short period of no less than the cost of servicing the huge loans and their repayment.

However, wide external financing of the Latin American region was not only negative consequences. There were positive results of this process. First, there was the integration of these countries into the international monetary and financial system. Second, in the 80's. There was a significant growth in these countries, which was above average rates in developing countries: Brazil - 8.2% in Mexico - 6.4% in average for the world, growing at 5.5% [19, 20]. We can conclude that from the beginning of the 2000s. In major Latin American current account balance was positive and they delayed in comparison with the NEC Southeast Asia for 10-15 years. Overlook the way of financing economic development through eksportnoorientovanyh industries .

Thus, the strategy worked forcing export only a limited set of countries and expected results of the model began to provide long-term states that they applied the necessary financial resources for development, although in most cases not brought them out of "the Borrower" in international system of external financing.

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Ключові слова: експортоорієнтована модель, імпортозаміщення, модель наздоганяючого розвитку, нові індустріальні країни, новий міжнародний економічний порядок.

Ключевые слова: экспортоориентированная модель, импортозамещение, модель догоняющего развития, новые индустриальные страны, новый международный экономический порядок.

Keywords: export-oriented model, import substitution model of catch-up development, new industrialized countries, new international economic order.

UDC 331.262

HUMAN RESOURCE DEVELOPMENT IN THE NORDIC AND BALTIC STATE AUDIT INSTITUTIONS

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Гіжене В., Рачелене Л., Жалгіріте Л. Розвиток людських ресурсів установ державного аудиту в країнах Північної Європи та Прибалтики.

Оточення, що постійно змінюється, формує новий підхід до організації. Ресурси в нематеріальному вираженні - знання і досвід працівників - стали основним активом компанії. Управління людськими ресурсами повинні бути узгоджені зі стратегією і цілями організації. Установи, що здійснюють функцію аудиту не відрізняються, від будь-якої іншої організації в тому сенсі, що їх функціонування забезпечується людськими ресурсами. Людські ресурси, які належним чином відібрані, навчені, мають відповідні навички та освіту, є джерелом конкурентних переваг для організації, оскільки розробка, впровадження, управління і

контроль стратегії організації передбачає залучення всіх співробітників. Ефективність системи аудиту не що інше, як навички та вміння аудитора, тобто комплекс знань і досвіду, що у цілях досягнення якісного проведення аудиту і для досягнення всіх поставлених цілей. Мета статті полягає у проведенні оцінки розвитку людських ресурсів в установах державного аудиту. Об'єкт дослідження цієї статті - людські ресурси установ державного аудиту. Для того щоб виконати оцінку людських ресурсів в державних аудиторських установах було використано порівняльний, систематичний і логічний аналіз наукової літератури, метод узагальнення; було проведено SWOT- аналіз центральних інститутів аудиту в країнах Північної Європи та Прибалтики; метод експертного опитування було використано для опитування аудиторів в установах державного аудиту в країнах Північної Європи та Прибалтики, щоб визначити їх кваліфікацію, їхні вимоги, відповідність очікуванням з реальною ситуацією. Для аналізу було використано пакет програмного забезпечення SPSS .

Giziene V., Raceliene L., Zalgiryte L. Human resource development in the Nordic and Baltic state audit institutions.

A constantly changing environment forms a new approach to the organization. The resources with non-material expression – employees' knowledge and expertise – become the main asset of the companies. Human resource management must be aligned to the strategy and aims of the organization. The institutions executing audit function do not differ from any other organization in the sense that their performance is ensured by human resources. Human resources, which are properly selected, trained, have the appropriate skills and education, are the source of competitive advantage for the organization, as the development, implementation, management and control of the organization strategy involves all its employees. The efficiency of the audit system is none other than the auditor's skills, i.e. the complex of knowledge and experience used in order to achieve a high quality audit and to achieve all the goals. Aim of the article is to perform the assessment of human resources development in state audit institutions. Objective of the article is human resources in state audit institutions. In order to perform the assessment of human resources in state audit institutions the comparative, systematic and logical analysis of scientific literature and generalization was used; the SWOT analysis of central audit institutions in the Nordic and Baltic countries was conducted; expert survey method was used to question the auditors in the Nordic and Baltic state audit institutions, to determine their qualifications, their requirements, the compliance of expectations with the actual situation. SPSS software package was used for the analysis.

Гижене В., Рачелене Л., Жалгирите Л. Развитие человеческих ресурсов учреждений государственного аудита в странах Северной Европы и Прибалтики.

Постоянно изменяющееся окружение формирует новый подход к организации. Ресурсы в нематериальном выражении - знания и опыт работников - стали основным активом компании. Управление человеческими ресурсами должны быть согласованы со стратегией и целями организации. Учреждения, осуществляющие функцию аудита не отличаются, от любой другой организации в том смысле, что их функционирование обеспечивается человеческими ресурсами. Людские ресурсы, которые должным образом отобраны, обучены, имеют соответствующие навыки и образование, являются источником конкурентных преимуществ для организации, поскольку разработка, внедрение, управление и контроль стратегии организации подразумевает вовлечение всех сотрудников. Эффективность системы аудита не что иное, как навыки и умения аудитора, т.е. комплекс знаний и опыта, используемого в целях достижения качественного проведения аудита и для достижения всех поставленных целей. Цель статьи заключается в проведении оценки развития людских ресурсов в учреждениях государственного аудита. Объект исследования этой статьи - людские ресурсы учреждений государственного аудита. Для того чтобы выполнить оценку людских ресурсов в государственных аудиторских учреждениях был использован сравнительный, систематический и логический анализ научной литературы, метод обобщения; был проведен SWOT- анализ центральных институтов аудита в странах Северной Европы и Прибалтики; метод экспертного опроса был использован для опроса

аудиторов в учреждениях государственного аудита в странах Северной Европы и Прибалтики, чтобы определить их квалификацию, их требования, соответствие ожиданиям с реальной ситуацией. Для анализа был использован пакет программного обеспечения SPSS.

The research problem is how to properly assess the potential for improvement of human resources in audit institutions.

The analysis of recent studies and publications. Due to constantly changing environmental conditions, organizations are facing challenges, which can be overcome with the help of properly chosen employees. The long-term success of the organization is ensured by people working there. An audit is one of the sources of economic information, which helps the company to determine whether it is working efficiently and profitably, and whether it is reliable and stable. It is very important that individuals working for the institutions executing audit function were extremely competent and demanding of themselves and others; that they were enabled to develop professionally and successfully carry out their duties taking into account changing environmental factors. The theoretical analysis of the concept of human resources leads to the conclusion that human resources are the employees with certain expertise, who affect the organization's operational efficiency and profitability by deciding and implementing their decisions, and also is one of the key factors in promoting economic growth. Human resource management can help the company to gain a competitive advantage and can contribute to the problem solving within the organization. [14] claimed that in the existence of an organization people are more important than the product developed or the technology used. A. Smith was the first economist classicist to include human resources in the definition of human capital, and to describe it as an existing skills and abilities of an individual integrated into the capital resources of the nation. According to the scientist, the knowledge and skills of an individual increases the well-being of both the public and the individual. Human resources were widely studied by both foreign and Lithuanian researchers ([1]; [11]; [4]; [10]; [5]; [12]; [9]; [3]; [2], [6]; [8]; [13] and others). Human resources have been described in the theoretical works of the scientists since 1962, though a more active interest is not noticed. The authors often use different terms, such as "human capital", "human stock", "human resources", when assessing the same object. It was observed that the term "human resources" is often used in the literature of management science while the term "human capital" was mostly found in the research works of economists.

Under current conditions, in the context of globalization and international integration processes, the rapid formation of a knowledge society, human resource management becomes increasingly important [3]. Employee performs quite a lot of different functions, therefore effective human resource management is becoming one of the key factors to organization's success. Human resource management is not just appropriate distribution of tasks, but also a consistent and long-term process involving recruitment, job assessment, motivation, career planning, staff training, organizational communication, etc. Human resource management is linked to the organization approach to employee, his feelings and a positive work environment, because these factors are very important for personal creativity. The results of individual's work depends on his/her ability to perform the work creatively, so it is important for the organization to take care not only of staff expertise. It is very difficult for a non-creative person to successfully solve problems. Thus, properly formed and coherent organization staff, in addition to ensuring that each employee is personally satisfied with self-realization at work, safe working conditions, creates more value to the organization [7]. There are four main human resource management activities: formation of human resources, evaluation of human resources, training and development of human resources, employees' motivation.

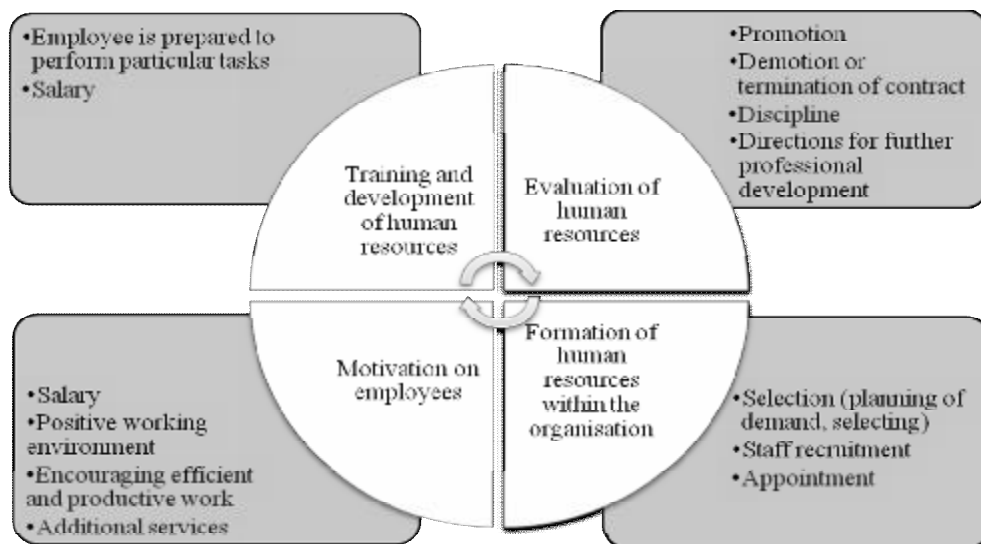


Figure 1. Activities of human resource management

The analysis of scientific literature reveals the specifics of human resources and growth of their importance in the conditions of globalization and intense competition, when constant changes and growth in operational efficiency are required. Due to changing importance of this resource, the management methods, tools, and whole human resources management concept has to be altered [6].

The study aims to determine how auditors assess their work environment, which individual characteristics are important to them, whether they are able to adapt acquired skills and personal qualities to one's practice. In order to better assess the current situation in the National Audit Authority of the Republic of Lithuania, survey data is compared with the results from the supreme audit authorities from Latvia, Finland and Sweden.

The main aim of the article: to perform the assessment of human resources development in state audit institution. **The research findings.** In order ascertain the situation of human resource development in the National Audit Authority of the Republic of Lithuania, it is appropriate to question the state auditors in foreign countries and to compare the current situation. Auditors from the supreme audit institutions in Latvia, Sweden and Finland – experts were questioned.

Experts survey method was used. Foreign experts received the same questionnaire as the Lithuanian state auditors. The survey was carried by sending an e-version of the questionnaire via e-mail to the foreign state audit institutions. The questionnaire was sent to supreme audit institutions in Latvia, Estonia, Sweden, Finland and Norway. Norwegian auditors refused to participate in the study because they were implementing new auditing standards in their institution. Employees could not take the time to fill in the survey. The supreme audit institution from Estonia has returned only one completed questionnaire. Therefore this country was not included in the evaluation of experts.

The expert survey included 22 auditors from Lithuania, 24 from Latvia, 11 from Finland and 7 Sweden, all occupying different positions in supreme audit institutions. The major part of Lithuanian and Finnish experts were senior public auditors (50 per cent and 82 per cent respectively), in Latvia – state auditors (58 per cent), in Sweden chief state auditors (57 per cent).

After assessment of development of human resources in Nordic and Baltic central audit institutions through the auditors perspective, the strengths, weaknesses, opportunities and threats of the institutions were identified and presented in Table 1. The SWOT analysis of the central audit institutions in the Nordic and Baltic countries revealed that the audit institutions have a lot of similarities and some differences in the improvement of development of human resources. The central audit institutions in Baltic and Nordic countries have highly qualified employees. With the help of these human resources, institutions could easily overcome their weaknesses and excel in the field of auditing.

Table 1. SWOT analysis of central audit institutions in Nordic and Baltic countries

	LITHUANIA	LATVIA	FINLAND	SWEDEN
STRENGTHS	High qualifications in the field of audit; Audit job experience; Authority in favor of staff qualification improvement; Staff responsible, honest, in pursuit of development; Good relationships between members of staff.	High qualifications in the field of audit; Effective communication between executives and employees; Audit job experience; Good relationships between members of staff; Authority in favor of staff qualification improvement; Sufficiency of information needed to properly carry out the task; Staff responsible, honest, in pursuit of development;	High qualifications in the field of audit; Audit job experience; Good relationships between members of staff; Authority in favor of staff qualification improvement; Effective use of information technologies; Introduction of supervisory processes; Staff in pursuit of development.	High qualifications in the field of audit; Audit job experience; Good relationships between members of staff; Authority in favor of staff qualification improvement; Sufficiency of information needed to properly carry out the task; Staff responsible, honest, in pursuit of development; Introduction of auditors' certification system.
WEAKNESSES	Weak employee motivation system; High staff turnover; Skills of criticism admission and conflict management need; Lack of opportunities for more frequent improvement of qualification; Heavy workload and shortage of human resources needed to ensure an effective audit; Short time given to perform the audit and any of its phases; Shortage of information needed to properly carry out the task.	Lack of opportunities for more frequent improvement of qualification; Weak employee motivation system; Heavy workload and shortage of human resources needed to ensure an effective audit; Short time given to perform the audit and any of its phases.	Weak employee motivation system; Shortage of information needed to properly carry out the task; Shortage of human resources needed to ensure an effective audit; Short time given to perform the audit and any of its phases; Skills of criticism admission and conflict management need.	Heavy workload and shortage of human resources needed to ensure an effective audit; Short time given to perform the audit and any of its phases; Weak employee motivation system; Skills of criticism admission and conflict management need.
OPPORTUNITIES	Deployment and use of information technologies and new audit tools; Improvement of psychological climate within institution; A clearer formulation of assigned tasks, employee promotion (for good performance); Improvement of communication between executives and employees Improvement of staff motivation system; Encouraging feedback on the job results; Introduction to career possibilities in the institution, encouraging to express one's opinion; Deployment of public entities' external auditors certification system; Cooperation of internal and external auditors; Sharing of audit experience with foreign supreme audit institutions (internships, seminars).	Deployment and use of information technologies and new audit tools; A clearer formulation of assigned tasks, employee promotion (for good performance); Sharing of audit experience with foreign supreme audit institutions (internships, seminars); Application of flexible work schedule; Introduction to career possibilities in the institution, encouraging to express one's opinion; Improvement of staff motivation system; Organizing events for staff.	Improvement of communication between executives and employees; Improvement of psychological climate within institution; Building the ability to respond positively to changes in work; A clearer formulation of assigned tasks, employee promotion (for good performance); Organizing events for staff; Sharing of audit experience with foreign supreme audit institutions (internships, seminars); Introduction to career possibilities in the institution, encouraging to express one's opinion; Opportunities to combine work and studies; Improvement of staff motivation system; Increased responsibility for the decisions made.	Improvement of communication between executives and employee; A clearer formulation of assigned tasks, employee promotion (for good performance); Encouraging feedback on the job results; Improvement of staff motivation system; Sharing of audit experience with foreign supreme audit institutions (internships, seminars); Opportunities to combine work and studies; Organizing events for staff. Introduction to career possibilities in the institution, encouraging to express one's opinion;
THREATS	The adverse economic situation, declining funding (which increases staff turnover) High public expectations of audit quality; Shortage of human resources; Lack of qualifications and training (due to lack of financing).	The adverse economic situation, declining funding (which increases staff turnover) Shortage of human resources; Lack of qualifications and training	The adverse economic situation, declining funding (which increases staff turnover) Shortage of human resources;	The adverse economic situation, declining funding (which increases staff turnover) Shortage of human resources;.

Conclusions. A study of the role of the human resources in the audit institutions showed that human resources are employees of the organization with certain expertise, who are affecting the organization's efficiency and profitability by making and carrying out various decisions, and is one of the key factors in promoting economic growth. The SWOT analysis of the central audit institutions in the Nordic and Baltic countries revealed that the audit institutions have a lot of similarities in the improvement of development of human resources. The auditors of these institutions possess such strengths: high qualifications in the field of audit, audit job experience, good relationships between members of staff, and the pursuit of development. The supreme audit

institution in Lithuania, Latvia, Finland and Sweden support the training of employees. The identified weaknesses in Baltic and Nordic audit institutions include the shortage of human resources needed to ensure an effective audit, weak employee motivation system, the short time given to perform the audit and any of its phases. The results of the expert survey revealed that in all the countries the majority of employees in the state audit institutions face with issues such as shortage of human resources, and a short period of time to perform the audit or any of its phases. Summarizing these results, it can be concluded that the Finnish, Swedish and Latvian experts are improving their qualification more often compared to Lithuanian experts. It is necessary to for the audit institutions is all the countries to improve the system of employee motivation. In all countries the audit institutions should pay greater attention to the development and improvement of human resources.

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Ключові слова: людські ресурси, аудит, аудит розвитку людських ресурсів, аудит інститутів.

Ключевые слова: человеческие ресурсы, аудит, аудит развития человеческих ресурсов, аудит институтов.

Keywords: human resources, audit, auditas human resource development, audit institutions.

УДК 339.9:316.4

THE ROLE OF THE GREEN REVOLUTION IN OVERCOMING GLOBAL PROBLEM OF HUNGER

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Giguashvili Giuli, Naochashvili Beka. The Role of the Green Revolution in Overcoming Global Problem of Hunger.

The fight against poverty, food security is the responsibility of, the implementation of which is possible through the development of specific programs and proper food policy. In this case, particularly large role so called "Green Revolution." Green Revolution refers to a series of research, development, and technology transfer initiatives that increased agriculture production worldwide. In many countries it is carried out through the introduction of new agricultural technologies, machines, equipment, fertilizers and plant protection products. Targeted agricultural policy, innovative technology will be reflected in the green revolution of the XXI century, which for its part will allow us to eradicate poverty in the country and make a contribution to addressing the global problem of hunger.

Гігуашвілі Гіулі, Наочашвілі Бека. Роль зеленої революції в подоланні глобальної проблеми голоду.

Боротьба з бідністю, продовольче забезпечення є обов'язком держав, виконання якої можливе шляхом розробки специфічних програм і правильної продовольчої політики. У цій справі особливо велика роль так званої «зеленої революції». Зелена революція - процес масового впровадження досягнень науково-технічної революції в сільське господарство. У багатьох країнах світу вона здійснюється шляхом впровадження нових агротехнологій, машин, обладнань, добрив і засобів захисту рослин. Цільові інноваційні технології будуть відображені в зеленій революції XXI століття, яка в свою чергу дозволить нам викоринити злидні в країні і внести свій внесок у вирішення глобальної проблеми голоду.

Гигуашвили Гиули, Наочашвили Бека. Роль зеленой революции в преодолении глобальной проблемы голода.

Борьба с бедностью, продовольственное обеспечение является обязанностью государств, выполнение которой возможно путем разработки специфических программ и правильной продовольственной политики. В этом деле особенно велика роль так называемой «зеленой революции». Зеленая революция – процесс массового внедрения достижений научно-технической революции в сельское хозяйство. Во многих странах мира она осуществляется путем внедрения новых агротехнологий, машин, оборудований, удобрений и средств защиты растений. Целевые инновационные технологии будут отражены в зеленой революции XXI века, которая в свою очередь позволит нам искоренить нищету в стране и внести свой вклад в решение глобальной проблемы голода.

In economic circles, it is well known philosophy of the famous English economist Thomas Malthus (1776-1834) and his followers on the issue of food insecurity. In theory, established in 1798 and known as the "Declining fertility of the land" he wrote: "The power of population is indefinitely greater than the power in the earth to produce subsistence for man", "when population growth is not controlled, it increases exponentially, and the means of existence - on an arithmetic progression ... I do not see the ways in which it is possible to overcome this law, which threatens

every living being." In today's world there are scientists who in one form or another and share ideas of Malthus considered mandatory control of the world's population. At the present stage of civilization is permissible regulation of the population of each country. An example of this is China, where the decline of population growth occurs against a background of strong economic growth.

Exacerbate the problem of food leads to a rapid increase in world population, which is not accompanied by an increased demand for food outlets to satisfy the quantitative and qualitative growth. By 1990, the planet lived 5.6 billion people, by 2012 the world population will exceed 7 billion, according to forecasts, by 2030 the population will reach 8.9 billion, and by 2050 - 10 billion. Despite the fact that over the last 50 years, humanity has reached a remarkable success in the production of products and service, hunger and poor nutrition are still the major problem facing mankind. According to a FAO study on today in the world of hunger and poor nutrition affects 815 million people to 1.0 billion only satisfy the basic requirements and are on the verge of starvation.

The provision of food and other industries for raw material supply has traditionally been the prerogative of the agricultural sector. The growth of the population's demand for food requires a rise in use of agricultural land, which on the other hand causes a decrease in fertility. For example, land reclamation has caused soil salinity in the Middle East, the deep plowing - severe storms in Kazakhstan and the United States, pasture and agriculture - Desertification in Africa. To food security was threatened and threatening trend of steady decline of arable land, accelerated soil erosion, degradation of the resources of the oceans, freshwater shortages and continual disruption of the ecological balance, and so forth.

The fight against poverty, food security is the responsibility of the implementation of which is possible through the development of specific programs and proper food policy. In this case, particularly large role so called "Green Revolution." Green Revolution - the process of mass adoption of scientific and technological revolution in agriculture. In many countries it is carried out through the introduction of new agricultural technologies, machines, equipment, fertilizers and plant protection products. As a result of the green revolution, particularly increases crop yields, due to the breeding of new varieties and their massive introduction into cultivation. In some countries, new varieties have made it possible to overcome food shortages and a significant increase in production.

Experts rightly recognized as the father of the Green Revolution American scientist Norman Borlaug, whose work has contributed to improving poor countries' food supply, and thousands of people were saved from starvation death. Through his scientific works was made possible with quality and high-yielding breeding of crops. [1]

The basis of the Green Revolution was laid in 1943 by in agriculture - Agricultural program of the Government of Mexico and the Rockefeller Foundation. This project achieved good results Norman Borlaug, who brought effective wheat varieties that give higher yields than conventional varieties and are more responsive to fertilizer. Borlaug technology has been applied in the selection of Colombia, India, Pakistan. Later, he and his colleagues have the same method used in Asia to increase the yield of rice and corn. It has excited the United States Agency for International Assistance – USAID director William Gaud the "green revolution" said.

Critics believe that the "green revolution" Borlaug requires huge volumes of water resources, promotes the use of pesticides and artificial fertilizers, leading to the bankruptcy of small farmers and strengthens the control of large corporations in agriculture. But, in Borlaug "green revolution" was a necessary means to cope with the dramatic increase in population. Today the world is facing a new challenge. In some regions, climate change, water scarcity and increased production of bio-fuels again caused an increase in demand for food. Therefore, the recent increase in calls that humanity needs a new "green revolution." It is impossible not to note the strategy of the United States in matters of food safety, where the master is given to a program called "feed the future generations." As part of this program over the next three years, America will provide \$ 3.5 billion for agricultural development in the world and overcome the power problems. To achieve results, the program will work with local organizations in different countries, especially

in the civilian sector, private businesses and government agencies to reduce the problem of hunger and eradicate poverty. [2]

Georgia is trying to contribute to overcoming the global problem of hunger. In June 2013 the Director General of the Food and Agriculture Organization (FAO) José Graziano *da Silva* gave a special award to President of Georgia Mikheil Saakashvili, "For success in the fight against hunger." By decision of the FAO Special Prize was awarded for the leaders of countries - members of the United Nations, who spent significant reforms in this direction and have made significant progress. In presenting the award takes into account the organization carried out successful reforms in the country and the effects of the policy on food security.

According to the statement of the President, "After the Rose Revolution in Georgia, nearly 50 % were living below the edge of poverty, today the figure dropped to 20 % ... Every second was in hunger, today every fifth serious problem of daily income. We have introduced a social assistance, which until then almost was not. One national product of Georgia increased from 5 billion to 16 billion. The birth rate has doubled, and the mortality rate of children and women has decreased three times." [3]

We think that the issue of food security, each individual country to decide based on their own capabilities, in terms of maximum support and create safeguards by the world community. Georgia's new government said the top priority the development of agriculture. According to the government program "For a strong, democratic, united Georgia", the first guarantee of the development of agriculture will be clearly defined agricultural and regional policies and the manifold increase in funding for the sector of agriculture. The source of funding for agriculture will be the state budget, loans and grants issued by international organizations and individual donor countries, private investment (local and foreign). Significantly increase the share of private sector investment financing in the structure of gradually reducing the expense of other forms of financing. This will create a one -billion-dollar fund "agricultural development". As part of the strategy of agricultural policy: will address the issues of land use, the agricultural sector will be provided with the services and raw materials, small and medium-sized farmers will be provided with the funds available, the agricultural sector to increase productivity, profitability and competitiveness, grow income from agricultural production; formed modern system of agricultural education and science, counseling and extension it; Georgian products back to the domestic market, Georgia will take a well-deserved place in the international market, in the areas of business improvement will occur and its promotion, in the regions will improve the standard of living of the population. Ensure food safety, food safety and preservation of agro-biodiversity.

Targeted agricultural policy, innovative technology will be reflected in the green revolution of the XXI century, which for its part will allow us to eradicate poverty in the country and make a contribution to addressing the global problem of hunger.

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Ключові слова: Зелена революція, проблема голоду

Ключевые слова: Зеленая революция, проблема голода

Key words: Green revolution, the problem of hunger

УДК: 519.86: 338.1: 637.1(477)

VALUATION MODELS OF ECONOMIC DEVELOPMENT OF THE DAIRY INDUSTRY IN UKRAINE.**Goloven` Olga**, PhD, Zaporozhya State Engineering Academy, Zaporozhya
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В статті на основі аналізу основних підходів до трактування поняття «рівень розвитку підприємства» запропоновано проводити оцінку зазначеного показника з позицій платоспроможності підприємства та сформованого ним іміджу, комбінація оцінок яких дозволяє віднести підприємства до одного із можливих класів рівнів розвитку економічних об'єктів: високого, середнього, низького. Для реалізації викладеного підходу на інструментальному рівні, по-перше, розроблено дискримінантну модель оцінки рівня платоспроможності підприємств молочної галузі України, що відповідає сучасному стану економічних взаємовідносин в досліджуваній галузі та дозволяє з точністю 82% оцінити поточну спроможність підприємств виконувати їх фінансові зобов'язання протягом року; по-друге, удосконалено методологію оцінки іміджу підприємств на основі синтезу методу головних компонент та сформованої авторами системи показників, які з точки зору методу визначення характеризуються максимальною об'єктивністю та відображають сприйняття споживачами бізнес-середовищем підприємства, що дозволяє визначити рівень успішності комунікації підприємства із зовнішнім середовищем відносно порівнювальної бази. Практичну апробацію теоретичних засад здійснено при порівнянні рівня розвитку підприємств молочної галузі України, результати чого дозволяють стверджувати, що економіко-математичного інструментарію є простим, інформативним, а його комплексне застосування дозволяє дати користувачу об'єктивну, коротку та змістовну характеристику рівня розвитку об'єкту дослідження.

Головень Ольга Владимировна. Клопов Иван Александрович. Модели оценки уровня экономического развития предприятий молочной отрасли Украины. В статье на основе анализа основных подходов к трактовке понятия «уровень развития предприятия» предложено проводить оценку указанного показателя с позиций платежеспособности предприятия и сформированного им имиджа, комбинация оценок которых позволяет отнести предприятия к одному из возможных классов развития экономических объектов: высокого, среднего, низкого. Для реализации изложенного подхода на инструментальном уровне, во-первых, разработана дискриминантная модель оценки уровня платежеспособности предприятий молочной отрасли Украины, которая соответствует современному состоянию экономических взаимоотношений в исследуемой области и позволяет с точностью 82 % оценить текущую способность предприятий выполнять их финансовые обязательства в течение года, во-вторых, усовершенствована методология оценки имиджа предприятий на основе синтеза метода главных компонент и сформированной авторами системы показателей, которая с точки зрения метода определения характеризуются максимальной объективностью и отражает восприятие потребителями, контрагентами предприятия, что позволяет определить уровень успешности коммуникации предприятия с экономической средой относительно сравнительной базы. Практическую апробацию теоретических основ осуществлено при оценке уровня развития предприятий молочной отрасли Украины, результаты чего позволяют подтвердить эффективность экономико-математического инструментария с точки зрения простоты и информативности, а также утверждать, что его комплексное применение позволяет дать пользователю объективную, краткую и содержательную характеристику уровня развития исследуемого экономического объекта.

Goloven` Olga. Klopov Ivan. Valuation models of economic development of the dairy industry in Ukraine. On base of the analysis main approaches to the interpretation of the concept

"level of enterprise development" method of evaluation the specified index position of solvency and its formed image is proposed in this article. Which combination of assessments allows enterprises to include one of the possible grade levels of economic objects: high, medium low. To implement the above approach to instrumental level, firstly discriminant model assessment of the solvency of the dairy industry in Ukraine was developed. Which by analysis of the current state of economic relations in the study area for the last 6 years allows up 82% to assess the current capacity of enterprises to fulfill their financial liabilities during the year; secondly, was improved methodology of company image evaluation based on the synthesis method of principal components and on the authors system of the existing indicators. Which from determining method point of view are characterized by the objectivity maximum and reflect the perception consumers business environment companies to determine the level of success of the enterprise communication with the outside environment relative to comparable base. The practical testing of theoretical principles with comparing the level of development of the dairy industry in Ukraine is done, results suggest that economic and mathematical tools are simple, informative, and their complex application allows user to give an objective, concise and meaningful description of development level of the research object. The research is based on the extensive statistical base performance of the dairy industry in Ukraine and possibilities of modern data-processing system STATISTICA 6.0.

Statement of the problem. Segment of milk and dairy products in Ukraine is a third of the food market. The demand for the products is stable and is at the level of the developed countries of Europe. Consumption of certain brands of dairy products does not exceed 8.8%, indicating a high density environment of competitive manufacturers. In this regard, market participants actively use opportunities acquisitions, mergers and consolidation as a way to win the competition. Continuation of this trend will lead to a major upgrade of existing facilities and construction of new plants, which will be the driving force behind the investment.

Thorough analysis of the enterprise using technique as recommended by the State and approved by the investors. Note that at the stage of creating the list of alternative investment targets the information about the effect of their activities may be minimal. Therefore, investors are desperately needed tools to estimate the level of companies, which are adequate to the sectoral characteristics and their results are informative and at the same time requiring small dimension of the input data.

Analysis of recent researches and publications. The researching of problems and patterns development of dairy industry in Ukraine and identification process the main factors of development considered in the publications of N. Belinsky [1, P.87-103, 127-143], T. Mostenskoyi [2], T. Myronyuk [3], Y. Tyvonchuk [4], V. Tsymbal [5] and others [6, 7].

The problem of evaluating and measuring level of development is interesting and controversial. Various aspects of this trend revealed in the writings of such scholars as Lapyhin M. [8, pp. 148-160, 182-213], Melnik L. [9, p 19-34, 138-182], M. Fomin [10] and others. However, please note that in relation to the company is better to use the term economic development (summarizing achievements by introducing measures of technical, organizational, socio-cultural) that is most often identified with the concepts of financial condition and ability to pay. Such academics are focused on this aspect as Y. Bahramov [11, p 366-390], M. Zayukova [12], A. Sheremet [13, S. 151-168, 203-219] and others. But still many theoretical and practical issues are aside, including the related need to improve the economic and mathematical tools for assessing the level of the enterprise according to industry features.

The purpose of the article - improving the economic and mathematical tools for assess the level of economic development of the dairy industry in Ukraine by identification position of it's solvency and image. To achieve the goal the following tasks decided: discriminant model assessment the solvency level of the dairy industry in Ukraine is developed, approach to ratings of image based on the method of principal components is improved, the level estimation of development of the dairy industry in Ukraine is done.

Recitation of main content. The term "economic development enterprise" is flexible in terms of its interpretation. However, with the variety of content emphasis scientists distinguish its basic element - solvency assessment which provides an intermediate description of the success of management actions concerning the management goal operation of the business.

The solvency estimation model of the dairy industry in Ukraine is designed as a step-function discriminant method of independent variables selection. The essence of this method is the selection of a model that has the smallest value of Wilks lambda criterion and the highest classification accuracy for different combinations of input parameters.

The first step in building any discriminant model is the formation of the primary directory of independent variables that provide high classification accuracy. This formed the basis of data from 60 of the financial statements (form 1 "Balance", Form 2 "Income Statement") of the dairy industry in Ukraine for the period 2006 -2012. The results of the primary analysis of these financial statements selected 16 factors that characterize different aspects of financial and economic activity of the enterprise and can make binding statements independent class in terms of ability to pay.

In the second stage to remove redundant factors by the algorithm Farrara-Hlobera in information-analytical system STATISTICA 6.0. From selected among 16 factors chosen the most significant combination with high ability to identify the position of the enterprise and lack of multicollinearity (Fig. 1). The final set of independent canonical variables consist of factors: coverage of investments (x16), dynamic efficiency (x19), fixed assets turnover (X8), asset turnover (X6), financial autonomy (x9).

Итоги анализа дискриминантн. функций (Копия FIN) Шаг 5, Переменных в модели: 5; Группир.: д1 (2 гр.) Лямбда Уилкса: ,54287 прилб. F (5,11)=1,8525 p< ,1830						
N=17	Уилкса лямбда	Частная лямбда	F-исключ (1,11)	p-уров.	Толер.	1-толер. (R-кв.)
X16	0,582287	0,932307	0,798694	0,390618	0,398521	0,601479
X19	0,674049	0,805387	2,658037	0,131301	0,033056	0,966944
X8	0,611125	0,888314	1,383012	0,264413	0,028484	0,971516
X6	0,635850	0,853770	1,884025	0,197214	0,742887	0,257113
X9	0,596698	0,909791	1,090683	0,318728	0,753363	0,246637

Figure. 1. Analysis of canonical variables discriminant function assess the solvency of the dairy industry in Ukraine using the program STATISTICA 6.0 with separation of financial statements on 2 classes (low and high levels of solvency).

The third stage - the canonical analysis gives opportunities to state that the discriminant function is statistically significant, and 100% of capacity, which discriminated due to this feature. Appropriate standardized explanatory parameters (canonical) variables are presented in Fig. 2 (a).

Исходные коэффициенты (Копия FIN) для канонич. переменных	
Переменная	Кор. 1
X16	-0,48616
X19	0,80351
X8	-1,10358
X6	0,25716
X9	-0,29011
Конст-та	0,55918
Соб. зн.	0,84206
Кум. доля	1,00000

(a)

Матрица классификации (Копия FIN) Строки: наблюдаемые классы Столбцы: предсказанные классы			
Группа	Процент правиль.	G_1:1 p=,52941	G_2:2 p=,47059
G_1:1	88,88889	8	1
G_2:2	75,00000	2	6
Всего	82,35294	10	7

(b)

Figure. 2. Options of discriminant function assess the solvency of the dairy industry in Ukraine in the program STATISTICA 6.0: a) standardized parameters explanatory variables, and b)

classification quality matrix

Discriminant model for evaluating the achieved solvency level of the dairy industry in Ukraine tuned to particular economic condition parameters explanatory variables has the following mathematical form:

$$Z = -0,46Y_1 + 0,80Y_2 - 1,10Y_3 + 0,25Y_4 - 0,29Y_5, \quad (1)$$

where Z - discriminant function value of solvency level of the dairy industry in Ukraine Y_1 - coverage ratio of investment; Y_2 - coefficient of dynamic efficiency, Y_3 - Fixed assets turnover ratio, Y_4 - asset turnover ratio, Y_5 - the coefficient of financial autonomy.

The value of the model (1) is greater than -0.55 illustrates the high level of solvency. Thus the higher value of discriminant function, the more stable is the situation of the company. Otherwise - there is a threat of financial crisis and insolvency.

Evaluation results of classification in system STATISTICA 6.0 are represented as the corresponding matrix (Fig. 2b), the values of which represent the percentage of correctly classified reports (first column) and the number (on the main diagonal of the matrix). Experiments using the developed model showed quite high overall accuracy (82%) assess the level of solvency, the quality classification of insolvent companies is 75%, determine the financial and sustainable enterprises 89%.

It should be noted that the characteristics of modern economic relations emphasize the importance of company image as an independent assessment of aggregated constructive relationships of the enterprise with the external environment. Therefore advisable to supplement assessment of financial company by its image estimation.

To evaluate the enterprise's image set of parameters is defined, those characterizes the functioning of the various parties to the enterprise (business image and reputation in the consumer image of staff) and is free impact from peer review and market surveys (Fig. 3). This will enhance the objectivity and accuracy of quantitative assessment of the image of the company.

Assessment of company image is based on the method of principal components, according to which the enterprise as a multidimensional object is characterized by a vector of features $a = (y_j)$. Each element of the vector y_j is the main component of the evaluation of image caused by a set of features x_{1j}, \dots, x_{pj} :

$$y_j(x) = w_{1j}x_{1j} + \dots + w_{pj}x_{pj}, \quad j = \overline{1,3}, \quad (2)$$

where y_j - the main component of the j-th estimation image direction of the enterprise (business image, consumer image personnel image) w_{1j}, \dots, w_{pj} - coefficients of principal components x_{1j}, \dots, x_{pj} - indicators j-th direction of enterprise image evaluation.

Then the eigenvalue λ_j of covariance matrix of y_j direction is companies rating in the relevant area and arithmetic mean of the eigenvalues (relevant y_1, y_2, y_3) will form index (rating) of the company, which high value is characteristic of a successful environmental information about the features and benefits, products and services, public activity of the company.

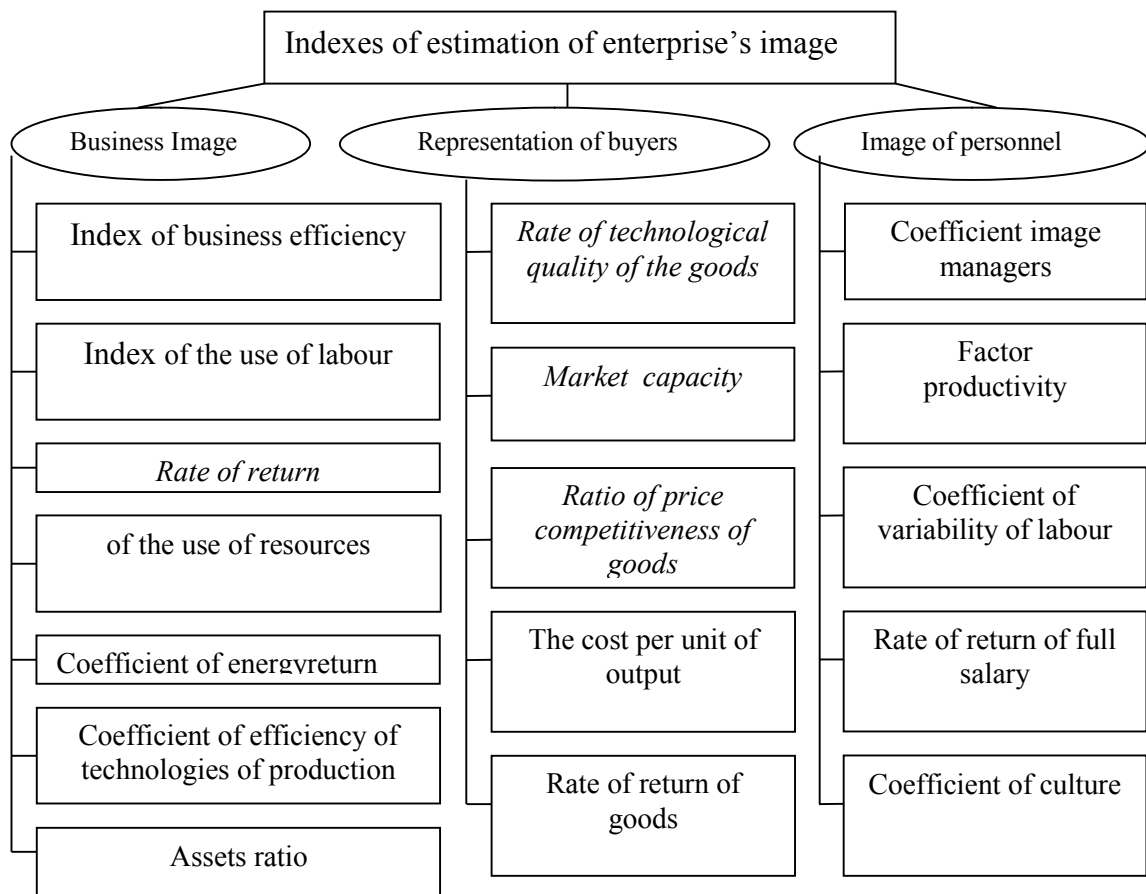


Figure. 3. The system of indicators to evaluate company image (highlighted in italics elements that characterize the external image of the company)

Synthesis results of solvency and his formed image will identify the level of development as follows 1) identity and solvency assessments generated image (high / low) indicate a similar level of development of his company (high / low), 2) opposite between the solvency estimates and image causes two situations: if the solvency margin is high, and the image has a low score, it describes the average level of the enterprise, which in financial terms is successful, but has trouble communicating with the external environment, the opposite situation characterizes the company that still has a positive consumer perception and contractors, but wrong management decisions led to a deterioration in the financial condition, which relates it to the group of subjects with low levels of development.

The present economic and mathematical tools used to analyze the state of Ltd "AVIS-1" and JSC "Vladimirskiy milk factory". Calculations were carried out according to the activities of companies in 2011- 2012 yrs.

Using discriminant model assessment of solvency allowed to state that the JSC "Vladimirskiy milk factory" has stable purchasing power state (discriminant function value exceeds -0.55), and Ltd "AVIS-1" refers to a group of insolvent companies (meaning discriminant function tends to -1).

Calculation of eigenvalues areas of image evaluation was performed in a specialized enterprise modules STATISTICA 6.0. For example, JSC "Vladimir's milk" "Business image" group eigenvalue is 4.9 (Fig. 4), a sufficient number of principal components to characterize the direction is 1, while the explanatory variance is 98.05%.

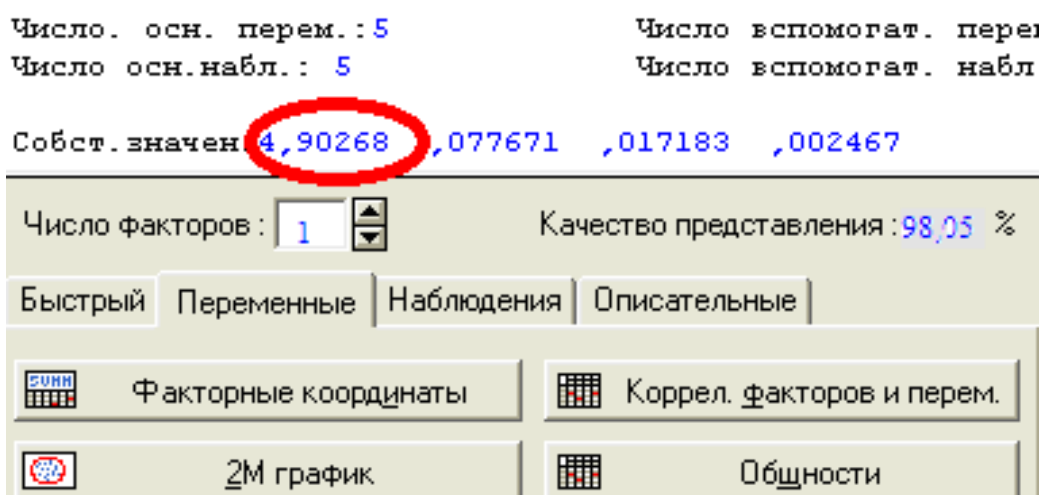


Figure. 4. Module fragment "Principal Component Analysis and Classification» STATISTICA 6.0 of identified eigenvalues of «Business Image" group JSC "Vladimirskiy milk factory"

Compared enterprise image rating of Ltd "AVIS-1" and JSC "Vladimirskiy milk factory" based on the eigenvalues of evaluation certain areas are presented in the table. According to the table it is clear that grade image JSC "Vladimirskiy milk factory" is higher and together with the preliminary results for its solvency suggests its high level of development.

Table

Rating evaluation of image Ltd «AVIS-1» and JSC "Vladimirskiy milk factory"

Group factors	Ltd «AVIS-1»	JSC "Vladimirskiy milk factory"
Business Image, y_1	3,92	4,9
Representation of buyers, y_2	2,81	3,9
Image of personnel, y_3	4,28	4,66
Combined the rating evaluation	3,43	4,48

Low development of Ltd "AVIS-1" has place because the activities can not withstand the competition and finds markets. As a result, this leads to the incomplete utilization of production capacity and reduce incoming raw materials. The management of Ltd "AVIS -1" should promote their products through advertising, optimize the range structure, improve the quality of finished raw materials and then modernize the organizational and technical measures.

Conclusions:

1. Economical development of a company is considered as a synthesis of solvency and its image, which combination of assessments can be attributed the company to one of the possible grade levels of economic objects: high, medium, low.

2. Discriminant model assessment of the solvency of the dairy industry in Ukraine was designed, which is set to generated over the past 6 years especially economic relations in the study area and allows a sufficiently high accuracy (82%) to assess the current capacity of enterprises to fulfill financial obligations during the year.

3. The model estimating the image of the enterprise was improved, which, unlike the existing analysis method based on principal component of indicators system that characterize the perception of consumers and business environment of the enterprise and is free from peer reviews and market surveys to determine the level of success of the enterprise communication environment relative to comparable base.

4. Testing the developed economic and mathematical tools assess the level of economic development of the dairy industry in Ukraine has determined that it is simple (especially in the implementation of modern information and analytical systems), informative, and his complex

application allows the user to give an objective, concise and meaningful description of the level of object of study.

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Ключові слова: рівень, економічний розвиток, платоспроможність, імідж, модель, дискримінантна функція, рейтинг, метод головних компонент.

Ключевые слова: уровень, экономическое развитие, платежеспособность, имидж, дискриминантная функция, рейтинг, метод главных компонент.

Key words: level, economic development, solvency, image, model, discriminant function, rating, method of main components.

УДК 338.48

LITHUANIAN MACROECONOMIC ENVIRONMENT AND TOURISM LINKS

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Симанавичене Ж., Симанавичюс А., Вилке Р. Исследование взаимосвязи макроэкономической среды Литвы и туризма

Анализ концепции туризма показал, что каждый автор выбирает свои самые важные критерии для классификации туризма. Тем не менее, мы видим тенденцию, что и ученые, и институты, регулирующие туризм подчеркивают тот факт, что туризмом является деятельность жителей, которые, как правило, имеют конкретную цель (путешествие, отдых, новые впечатления) и в целях достижения этой цели, житель должен временно оставить свое место жительства. Объектом исследования является туризм и макроэкономическая среда. Цель статьи - выявить и показать взаимосвязь между туризмом и другими секторами. Методы исследования - статистический анализ данных, корреляционный анализ. Корреляционный анализ показал сильную связь макроэкономической среды с развитием туризма. Такие макроэкономические показатели, как ВВП, иностранные инвестиции, развитие международной торговли, число иностранных контролируемых предприятий в Литве, туристические ресурсы являются важным для страны, которая хочет развивать сектор туризма. Исследования показали сильную корреляцию между названными показателями и туризмом. Исследования также показали, что въездной туризм зависит от географического расположения, доступности страны.

Simanaviciene Zaneta, Simanavicius Arturas, Vilke Rita. Lithuanian macroeconomic environment and tourism links

Lithuania still does not solve the many problems associated with inbound tourism sector, such as poor image of the country, lack of investment in tourism infrastructure, inefficient tourism marketing communication and others. The object of research -tourism and the macroeconomic environment. The aim of article - to identify and demonstrate the relationship between tourism and other sectors. Research methods - statistical data analysis, correlation analysis. The analysis of the concept of tourism studies have shown that each author chooses his most important criteria for the classification of tourism. Since the selection of criteria depends on how the authors formulate the concept of tourism and what it emphasizes. However, we can see the tendency that both scientists and institutions governing the tourism highlights the fact that tourism is the residents activity, which usually has a specific purpose (travel, recreation, new impressions) in order to achieve that objective, resident has to temporarily leave their place of residence. A good image can be earn with good political and economic indicators, such as the favorable laws and normative documents, the macroeconomic situation stability and economic growth, the increase of foreign investment and foreign trade growth. All of these factors are more or less influenced by inbound tourism, and all are important in assessing the development of tourism. Correlation analysis showed a strong macroeconomic environment connection with the number of incoming tourists travels. Such macro-environmental indicators, as GDP, foreign investment, international trade development, the number of foreign controlled enterprises in Lithuania, tourism resources. Received a strong correlation between these parameters, in all cases, interdependence is close to one. Research has shown that inbound tourism is also affected by geographical location, accessibility of the country.

Симанавічене Жанета, Симанавічюс Артурас, Вилце Ріта. Дослідження взаємозв'язку макроєкономічного середовища Литви і туризму

Аналіз концепції туризму показав, що кожен автор вибирає свої найважливіші критерії для класифікації туризму. Проте, ми бачимо тенденцію, що і учені, і інститути, регулюючі туризм підкреслюють той факт, що туризмом є діяльність жителів, які, як правило, мають конкретну мету (подорож, відпочинок, нові враження) і в цілях досягнення цієї мети, житель повинен тимчасово залишити своє місце проживання. Об'єктом дослідження є туризм і макроекономічне середовище. Мета статті - виявити і показати взаємозв'язок між туризмом і іншими секторами. Методи дослідження - статистичний аналіз даних, кореляційний аналіз. Кореляційний аналіз показав сильний зв'язок макроекономічного середовища з розвитком туризму. Такі макроекономічні показники, як ВВП, іноземні інвестиції, розвиток міжнародної торгівлі, число іноземних контрольованих підприємств в Литві, туристичні ресурси є важливими для країни, яка хоче розвивати сектор туризму. Дослідження показали сильну кореляцію між названими показниками і туризмом. Дослідження також показали, що в'їзний туризм залежить від географічного розташування, доступності країни.

Statement of the problem. Tourism is one of the most successful stories of our time. This industry began to increase significantly only in 1960, and over the past 50 years, tourism revenues and outgoing people greatly increased. If in 1950. international tourists there were 25 million in 2000 already - 698 million, in 2010 - 935 000 000 The World Tourism Organization (WTO) predicts that the number of international trips tourists exceed 1.5 billion.

It should be noted that tourism does not only affect the country's development and economic growth, but also on the employment of workers, so tourism is becoming more important in everyone's life. In addition, the tourism sector is closely linked with other sectors of the economy (food, lodging, etc.), And contributes to the development of national traditions and contemporary culture.

Tourism makes a multifaceted impact people, communities, regions and countries. Locals and tourists from other countries may affect not only positive, but a negative effect on the local population, the environment and the landscape, and a successful tourism development should be carried out continuously analysis. Thus, developing tourism, it is necessary to combine economic growth, sustainable development and ethical aspects.

Level of research problems. Study of tourism development devoted to the works of many scientists [1, C. 57; 2, C. 29; 3, C. 48; 4]. Lithuania has a convenient geographical location (near the Baltic Sea, a transit country between the North and the South), which contributes to the development of tourism, however, opportunities for development are not fully used. Lithuania still does not solve the many problems associated with inbound tourism, it is problems such as bad image of the country or its absence altogether. lack of investment in tourism infrastructure, inefficient marketing communication and others. [4, C. 118; 5, C. 1]. These problems prove problematic object. There is a relationship of tourism to the macroeconomic environment? The study examined the linkages between research, along with the concept of tourism. The scientific literature contains many different interpretations of the concept of tourism [6, C. 16; 7, C. 31; 8, C. 154; 9, C. 109; 10, C. 285; 11, C. 274; 12, C.531; 13, C. 5; 14, C. 41]. Studies show that it is difficult to define the concept of tourism as a mixture of various components: behavior, natural and cultural resources, transportation, accommodation and other services, public policy and regulatory system.

The object of study - tourism and the macroeconomic environment.

The purpose of the article - to identify and demonstrate the relationship between tourism and other sectors.

Research methods - statistical data analysis, correlation analysis. Изложение основного материала исследования. Scientists have different points of view about the origin of the concept of tourism. Some [15, C. 143] scholars say that it derives from the Latin word "turn" - spinning, spinning, that means traveling from one place to another and back. Others [16, C. 61] pointed out

that the word "tourism" (in French *Tourisme*) means of traveling from one place to another at your leisure.

Russian scientists [17, C. 43.] believe that tourism is a temporary human visits (travel) in a country or region is not more than 24 hours (as opposed to permanent residence), but not more than 6 months in a calendar year, or at least at least one night of entertainment, recreation, sports, educational, religious activities without receiving wages. Tourism, according to Russian scientists [18, C. 18] - all kinds of movement, non-permanent change of residence. Many authors define tourism as a dynamic process (travel, movement) and spatial phenomenon. Other authors [19, C. 52] added a comment that tourism must be active. Scientists [20, C. 1] considers tourism as a complex socio-economic system, which functions as a whole system of relations, communications and events in which people are moving and changing location without a permanent place of residence and work.

Study the concept of tourism have shown that the analysis of the concept of tourism is necessary to identify the main criteria. These include:

- Moving: Move to a place that is for everyday environment;
- presence in another place or time: the presence of the other places should not be a permanent residence (up to 12 months or more);
- payment activity within the place visited: destination should not be linked to paid employment.

Study of the macroeconomic environment of tourism in Lithuania

To summarize, SWOT analysis of the tourism sector in Lithuania was introduced in the National program of tourism development for 2010-2013. Based on this analysis, it is possible to identify the main factors in the macroeconomic environment of tourism in Lithuania.

Macroeconomic stability and economic growth. With GDP growth, the country is becoming more attractive to foreign tourists. Can be traced to a strong correlation between the arrival of foreign tourists and GDP (see. 1 fig.). In 2009, with a decrease in GDP in the same year the number of tourists has dropped significantly and the number of trips.

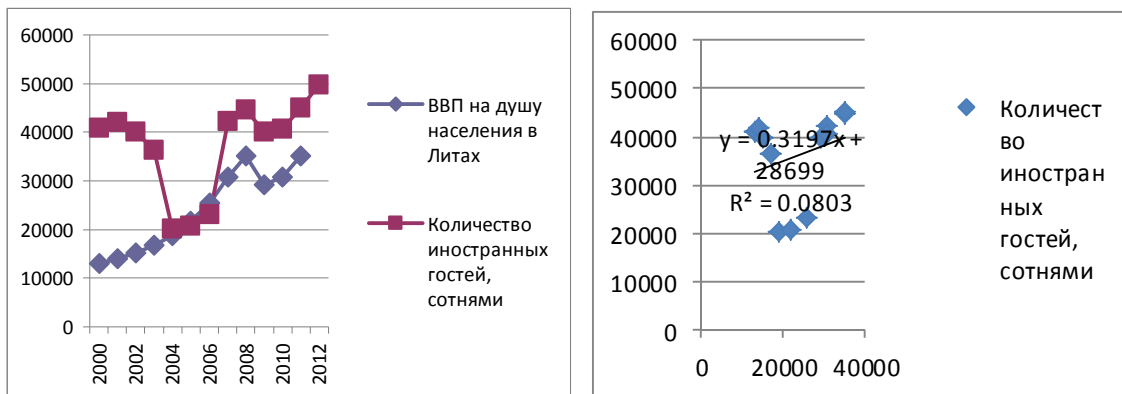


Fig. 1 The relationship between the arrival of foreign tourists (hundreds) and GDP per capita (in Litas)

Foreign investment. Another factor influencing the inbound tourism, foreign investment is, the more foreign investment, the more the country can improve tourism infrastructure and create more favorable conditions for tourists. The calculation of these two measurements showed a strong correlation, which proves that the more foreign investment into the country, the greater will be the number of tourists.

Development of international trade. Another important factor in the development of tourism in Lithuania is the growth of foreign trade. Expansion of ties with foreign companies increase the number of inbound business. The second chart shows the correlation between exports and the

number of tourist arrivals. The more trade with foreign countries, the more comes of foreign tourists who come to the country for business.

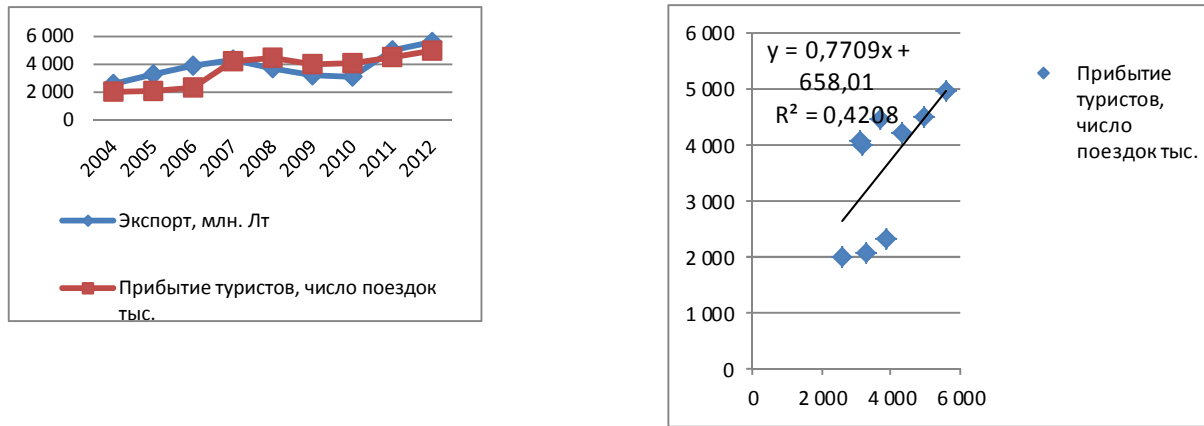


Fig. 2 The relationship between the arrival of tourists (number of trips thousand.) And exports (mln. Lt)

Geographical position. The favorable geographical location of the country is essential for the development of tourism. Lithuania is in the middle of Europe, the country can be visited using various modes of transport, and comfortably accessible country attracts more foreign tourists.

Tourism resources. Inbound tourism is heavily influenced by tourism resources. In this study, a tourist resources mean enterprises accommodation and meals. The more of these services, the more tourists arriving in the country (see. 3 fig.).

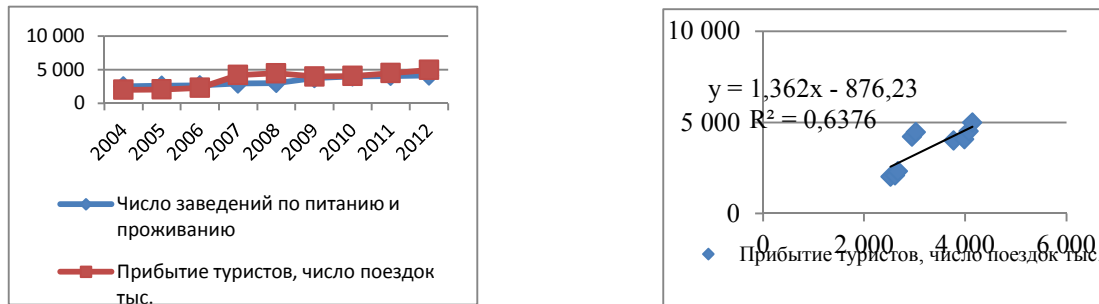


Fig. 3 The relationship between the arrival of tourists (number of trips thousand.) And the number of establishments for accommodation and meals

In order to attract foreign tourists to the country, it is necessary to ensure the safety of their stay. Analysis of the data shows that there is a connection between the arrival of tourists and recorded offenses (see. 4 fig.). The correlation shows that the more crimes in the country, the less foreign tourists want to come to this country.

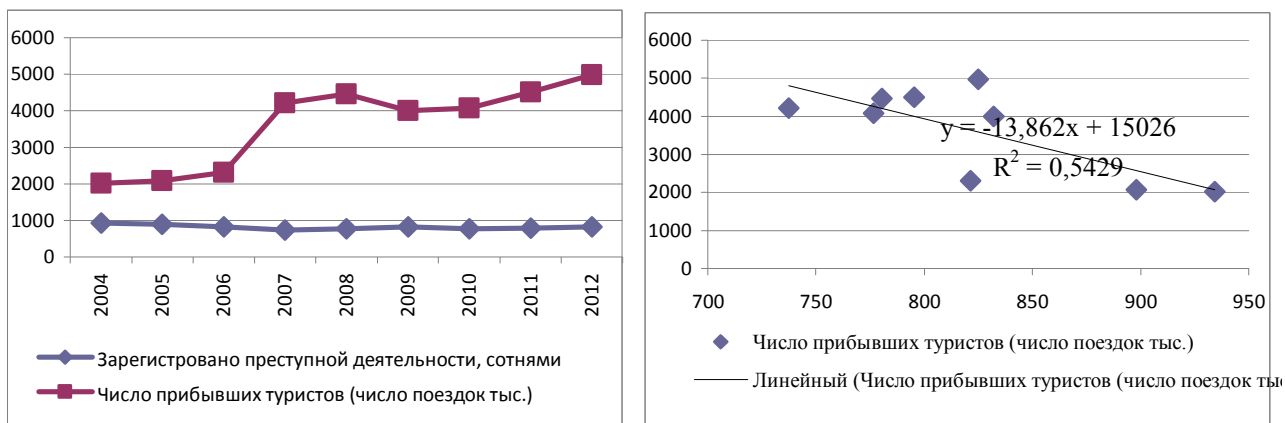


Fig. 4 The relationship between the number of tourist arrivals (number of trips, thous.) And registered criminal activities in the country (in hundreds) conclusions

Correlation analysis showed a strong association of the macroeconomic environment with a number of tourist arrivals: macroeconomic indicators such as GDP, foreign investment, international trade and development, the number of foreign enterprises, tourism resources of Lithuania directly affect the number of tourists staying. Studies have shown that the development of tourism also depends on the geographical location of the country access to the country.

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Ключевые слова: туризм; макроэкономическая среда; показатели.

Keywords: tourism, the macroeconomic environment, indicators.

Ключові слова: туризм, макроекономічне середовище, показники

УДК 336(477)+336(474.5)

THE ANALYSIS OF CHANGES IN COMPETITIVENESS AND FISCAL POLICY OF LITHUANIA AND UKRAINE IN THE CONTEXT OF CYCLICAL DEVELOPMENT OF THE ECONOMY**Stankeviciene Jurgita** - lecturer, Department of Finance, Faculty of Economics and Management, Kaunas University of Technology, Lithuania**Sineviciene Lina** – doctor of Social Sciences, lecturer, Department of Finance, Faculty of Economics and Management, Kaunas University of Technology, Lithuania.**Koshelenko Viktoriya V.** - lecturer, post graduate student, Department of International Economics, Donetsk National University, Ukraine.**Станкявічене Ю., Сінявічене Л., Кошеленко В. Аналіз змін в конкурентоспроможності та податково-бюджетної політики Литви та України в контексті циклічного розвитку економіки.**

Проведений аналіз показує, що рівень розвитку економіки Литви вищий, ніж у України, що призводить до підвищення конкурентоспроможності Литви. Ця ситуація призвела до стійкого економічного зростання і зниження витрат на уряд. Цей показник розраховується співвідношенням державних видатків до ВВП. З метою підвищення конкурентоспроможності основних литовських і українських урядів є підвищення ефективності бюджетної політики та стабільності. Це може бути досягнуто за рахунок підвищення ефективності державних витрат, боротьби з бюрократією та корупцією.

Станкявичене Ю., Сінявичене Л., Кошеленко В. Анализ изменений в конкурентоспособности и налогово-бюджетной политики Литвы и Украины в контексте циклического развития экономики.

Проведенный анализ показал, что уровень развития Литовской экономики выше, чем у Украины, что приводит к повышению конкурентоспособности Литвы. Такую ситуацию определил устойчивый экономический рост и снижение размера правительства, измеряемого отношением государственных расходов к ВВП. В целях повышения конкурентоспособности, главной задачей правительств Литвы и Украины являются повышение эффективности и стабильности налогово-бюджетной политики. Это может быть достигнуто за счет повышения эффективности государственных расходов, борьбой с бюрократией и коррупцией.

Stankeviciene J., Sineviciene L., Koshelenko V. The analysis of changes in competitiveness and fiscal policy of Lithuania and Ukraine in the context of cyclical development of the economy.

The article evidenced that the degree of Lithuanian economy development is higher as compared to Ukraine which leads to higher competitiveness of Lithuania. Such situation was determined by more stable economic growth and reduced size of government sector which is measured by the government expenditure to GDP ratio. In order to enhance the competitiveness of Lithuania and Ukraine, the main objective of governments is to increase the effectiveness and stability of fiscal policy. This can be achieved by increasing the efficiency of public spending, reducing bureaucracy and corruption.

Introduction. Under globalization of economic processes, it becomes increasingly difficult to define the boundaries of these processes in terms of individual countries or regions. Nevertheless, one of the most frequent issues that are raised currently at various levels is national and regional competitiveness, since it leads to the development of the global economy [21]. Importance of this issue is evidenced by the fact that various organizations calculate competitiveness indexes, positive changes in the competitiveness of a country are emphasized as one of the main merits in reports of

governments, increasing the country's competitiveness is included in electoral programs as one of the major goals, the reduction of regional disparities and improving their competitiveness is one of the main objectives of the European Union (EU), which gets a significant part of the EU support [14,15]. Moreover, scientists analyze in their studies how to assess the competitiveness more accurately and search for the reasons of its changes.

In the scientific literature, authors assess the competitiveness of a country measuring it with one or few specific factors, or integral sets of different factors. When applying different methods to measure competitiveness, some authors use macroeconomic indicators that reflect the macroeconomic environment, market conditions and environment (infrastructure) created to business [25, 9,20,23,2,24], others use micro-economic indicators that reflect efficiency of corporate governance, productivity, etc. [17], another try to attach less quantifiable, measurable indicators, such as social responsibility, tolerance, diversity, creativity [6,4,1]. However, most authors state that competitiveness is too complex to be evaluated by one or few indicators, therefore multiple factors or composite indices should be used for this purpose [18,4,16,5,22,7,21,8,19]. Such indices are calculated by various international organizations; however they use different models, select and group different indicators reflecting competitiveness therefore the results may vary [2]. In any case, all indices include and assess following main groups of indicators: economic situation of a country/region, government efficiency, business efficiency and infrastructure.

Despite the fact that the problem of competitiveness is widely assessed in the scientific literature, the main attention is given to the development of competitiveness' measurement models/methods, their evaluation and reliability. Significantly lesser part of the authors try to estimate reasons of the certain competitiveness level and its changes. Among such studies, the research of I. Macerinskiene and G. Sakhanova [12] should be mentioned; the authors found that the economy growth is one of the main reasons for the increase of competitiveness of Kazakhstan. The same reasons for the changes of competitiveness are indicated by Biro and Biro [3], who investigated the changes in competitiveness of Romania and Lengyel [11] who researched the Hungarian regions. V. Snieška and J. Bruneckienė [22], investigating the separate regions of Lithuania found that their competitiveness is determined by the economic situation, and G. Mačys [13] states that the regional competitiveness can be increased by improving the infrastructure. In order to fill a gap in this type of competitiveness' research at least partially, **the aim of this paper** is to evaluate the changes in competitiveness of Lithuania and Ukraine linking them to the changes of fiscal policy in the context of cyclical development of the economy. Changes in competitiveness are evaluated in conjunction with changes of the fiscal policy of analyzed countries in mentioned context as macroeconomic indicators and the environment are identified as one of the key determinants of national and regional competitiveness in the main part of the scientific literature. **Methology.** The authors have used theoretical (systematical analysis of scientific literature, comparison analysis, summarize analysis) methods in the article.

The Global Competitiveness Index (GCI) of World Economic Forum is used to assess the competitiveness of Lithuania and Ukraine as according to I. Macerinskiene and G. Sakhanova [12] this index includes more countries and wider analysis of data. The source of GCI is Global Competitiveness Index data platform [26]. The source of other data in this research is World Economic Outlook Database [27]. The sample includes data for the period of 2005 – 2012.

Analysis of the link between competitiveness and fiscal policy in the context of the economic cycle in the case of Lithuania and the Ukraine. According to World economic forum (2013a), there are three stages of countries' development: factor-driven, efficiency-driven and innovation-driven. Lithuania is in the stage of the transition from efficiency-driven to innovation-driven stage of development, whereas the Ukraine is in efficiency-driven stage of development [27]. Therefore the degree of Lithuania's development is higher. The higher degree of countries development determines the higher evaluation of countries competitiveness. The stage of cyclical development of economy in a country affects the country's competitiveness. The country's economic cycle development is represented by the changes of real Gross domestic product (GDP).

As shown in Figures 1 and 2, it was economic boom in analyzed countries until 2007; it has switched to the recession since 2008 in consequence of the global financial crisis and lasted until 2009. Although cyclical changes of economy in both countries were similar, it can be observed that the growth rates of the economy during growth periods were higher in the case of Lithuania. Lithuania’s economic recovery was slower than that in Ukraine in 2010, but Ukraine’s GDP growth rate slowed down more than Lithuania’s in 2012. Figures 1 and 2 show, that despite the fact that the impact of the crisis on GDP growth rates in both countries’ was very similar, Lithuania’s economy growth rates were more stable than the Ukraine’s.

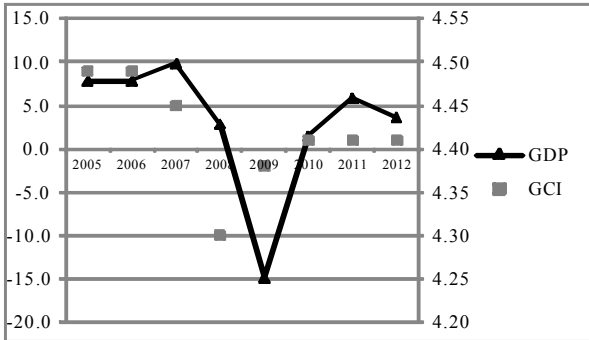


Figure 1. Changes of Lithuania’s GDP (in percent) and GCI (in score)

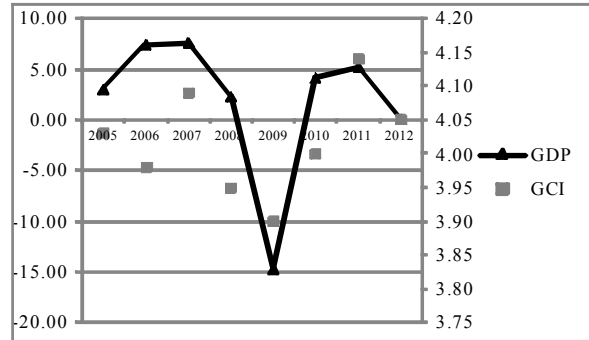


Figure 2. Changes of Ukraine’s GDP (in percent) and GCI (in score)

Changes of GCI and GDP have shown that there is a high relationship between changes of these indicators in the case of Lithuania and Ukraine. The increase (decrease) of country’s GDP determines increase (decrease) of GCI. Since 2010, Lithuania’s competitiveness has not changed, while Ukraine’s competitiveness increased in 2011 and decreased in 2012. These differences between countries can be explained not only by the changes of countries’ economic conditions, but also by the fact that the political and institutional environment in Ukraine is more unstable than in Lithuania. Recent financial crisis has shown that the problems of public finance had a significant impact on the stability of the macroeconomic environment. Government cannot function effectively and contribute to improving the competitiveness of a country if it has to repay large debts and pay high interest rates. Low credit ratings of a country increase interest paid on private sector’s loans, as credit risk of a country increases. Another important aspect is the size of government, which can be characterized by the ratio of government expenditure to GDP (GEXP). The higher the ratio, the more complex is assurance of the efficiency of public spending. Moreover, it will be difficult to ensure the previous level of government spending if revenues collected to the government’s budget will decrease during the crisis. As it can be seen in Figures 3 and 4, government size in Lithuania was lower than that in Ukraine. GEXP in Lithuania increased from 33 percent in 2005 up to 36 percent in 2012. During the crisis, the higher decline of GDP has led to significant growth of this ratio in 2009 (up to 44 per cent), but when the economy was recovering this indicator gradually decreased. In case of Ukraine, fluctuation of GEXP was lower; nevertheless, the causes of fluctuations can be explained by variation of GDP in the case of both countries. However, the research results evidence that a clear link between GEXP and GCI does not exist.

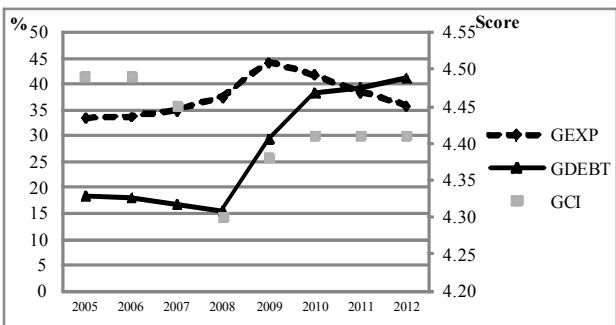


Figure 3. Lithuanian public finance indicators and GCI

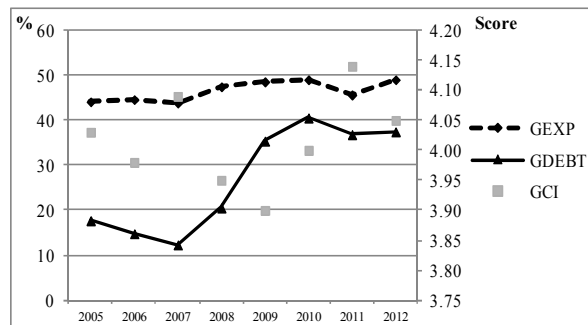


Figure 4. Ukrainian public finance indicators and GCI

Government debt (GDEBT) in Lithuania and Ukraine increased steadily during the period of 2005 – 2012; the growth rate of Lithuania's debt was the highest in 2009 - 2010, of Ukraine's debt was the highest in 2008 - 2010. In 2012, Lithuania's government debt amounted to 41 percent of GDP; Ukraine's amounted to 37 percent of GDP. The general government debt ratio indicates outcomes of fiscal policy of previous years; therefore the government budget deficit/surplus (see 5-6 figures) is very important indicator, which shows current year outcome of fiscal policy.

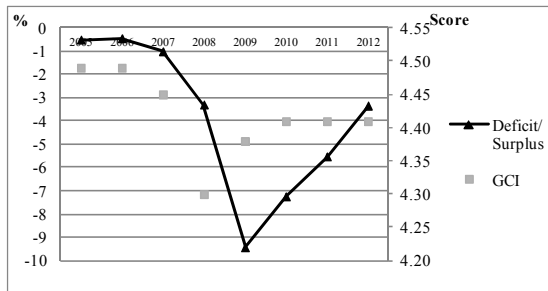


Figure 5. Lithuanian general government budget deficit/surplus and GCI

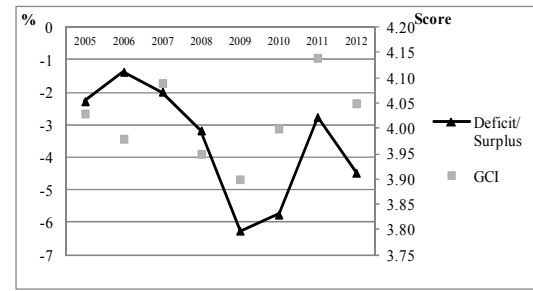


Figure 6. Ukrainian general government budget deficit/surplus and GCI

GDP and government budget deficit / surplus indicators in Lithuania and Ukraine show that governments of both countries have pursued pro-cyclical fiscal policy during the analyzed period, i.e. expansionary fiscal policy have been pursued in years of economic upturn and contractionary – in years of economic downturn. Ukraine, as well as Lithuania, has not been accumulated government budget surpluses during the economic upturn, and this has resulted in very limited possibilities for governments to pursue contracyclical fiscal policy during the economic downturn. Although Ukraine was able to achieve lower fiscal deficit than Lithuania in 2009 (Lithuania's budget deficit was 9 percent of GDP, Ukraine's – 6 percent), but the state of public finance in Ukraine was worse in 2012 if compared to Lithuania. The government budget deficit in Ukraine was 4 percent of GDP, whereas in Lithuania – 3 percent of GDP in 2012. Figures 5 and 6 show that changes of government budget deficit/surplus indicator, as well as changes of GDP, well explain changes of countries' competitiveness, i.e. when government deficit increases, the countries' competitiveness decreases.

According to World Economic Forum [26], the most problematic factors for doing business in Lithuania are: inefficient government bureaucracy, tax rates, restrictive labour regulations, tax regulations, access to financing and corruption, while in Ukraine – access to financing, corruption, inefficient government bureaucracy, tax regulations, policy instability and tax rates (indicators are listed in order of their importance). Therefore the key elements of fiscal policy, such as tax rates, tax regulations, budget deficit/surplus are relevant increasing countries' competitiveness.

Conclusions. The degree of Lithuania's development is higher if compared with Ukraine's. Lithuania is in the stage of the transition from efficiency-driven to innovation-driven stage of development, whereas Ukraine is in efficiency-driven stage of development. The higher degree of Lithuania's development determines the higher evaluation of country's competitiveness. The impact of the crisis on GDP growth rates in both countries was very similar, but economy growth rates in Lithuania were more stable than that in Ukraine. The analysis of GCI and GDP changes has shown that there is a high relationship between changes of GDP and GCI in the case of Lithuania and Ukraine. The increase (decrease) of country's GDP determines increase (decrease) of GCI.

Government size, measured by the ratio of government expenditure to GDP in Lithuania was lower than that in Ukraine. Fluctuations of government expenditure to GDP ratio were lower in the case of Ukraine; nevertheless the causes of fluctuations can be explained by variation of

the GDP in the case of both countries. However the research evidenced that a clear link between the government expenditure to GDP ratio and GCI does not exist.

Changes of government budget deficit/surplus indicator, as well as changes of GDP, well explain the changes of countries' competitiveness, i.e. when government deficit increases, the competitiveness of a country decreases. The most significant Lithuanian and Ukrainian governments' tasks seeking higher country's competitiveness are enhancing the effectiveness and stability of fiscal policy; it can be achieved enhancing the effectiveness of public spending, reducing the government bureaucracy and corruption.

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Key words: competitiveness, fiscal policy, Lithuania, Ukraine, public finance indicators, economic cycle.

Ключевые слова: конкурентоспособность, налогово-бюджетная политика, Литва, Украина, показатели государственных финансов, экономический цикл.

Ключові слова: конкурентоспроможність, податково-бюджетна політика, Литва, Україна, показники державних фінансів, економічний цикл.

This research was funded by a grant (No. TAPLU 09/2012) from the Research Council of Lithuania

УДК 658.15

USING CORRECTIONS FOR CONTROLLING THE FINANCIAL COMPONENT IN THE STRATEGIC MANAGEMENT OF THE ENTERPRISE

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Анисимова О.Н. Использование контроллинга для корректировки финансовой составляющей в рамках стратегического управления предприятием.

В статье рассмотрены особенности стратегического управления и место контроллинга в управлении финансовыми показателями. Для внедрения контроллинга необходимо сформировать контролируемые величины для измерения и оценки потенциала предприятия, установить нормативные величины, определить фактические значения контролируемых величин, сопоставить фактические показатели с плановыми; фиксировать отклонения от стратегических целей и анализировать причины; выявить требуемые корректирующие мероприятия для управления отклонениями от стратегического курса. Дана краткая характеристика стратегического финансового контроллинга. Выделены монетарные и немонетарные цели для корректировки финансовой составляющей в рамках стратегического управления предприятием. Показаны преимущества контроллинга.

Anisimova O. Using corrections for controlling the financial component in the strategic management of the enterprise

The peculiarities of strategic management and controlling place in the management of financial performance. For controlling introduction is necessary to generate controlled quantities to measure and assess the potential of the enterprise, to establish normative values to determine the actual values of the controlled variables, to compare actual performance with planned; fix deviations from the strategic objectives and to analyze the reasons, identify the required corrective measures to control the deviations from the strategic course. The brief characteristic of strategic financial controlling. Allocated monetary and non-monetary goals for corrections financial component in the strategic management of the enterprise. The advantages of controlling.

Анісімова О. М. Використання контролінгу для коригування фінансової складової в рамках стратегічного управління підприємством.

У статті розглянуто особливості стратегічного управління і місце контролінгу в управлінні фінансовими показниками. Для впровадження контролінгу необхідно сформулювати контрольовані величини для вимірювання та оцінки потенціалу підприємства, встановити нормативні величини, визначити фактичні значення контрольованих величин, зіставити фактичні показники з плановими; фіксувати відхилення від стратегічних цілей і аналізувати причини; виявити необхідні коригувальні заходи для управління відхиленнями від стратегічного курсу. Дана коротка характеристика стратегічного фінансового контролінгу. Виділено монетарні і немонетарні цілі для коригування фінансової складової в рамках стратегічного управління підприємством. Показано переваги контролінгу.

Formulation of the problem. Use of controlling the orientation process for the enterprise management to achieve strategic goals in Ukraine due to economic and political

reasons. In today's economy, there are trends: the complexity of the structure of the external environment of the organization; accelerating the pace of change in the parameters of the environment; and especially the increased influence of the factor that characterizes the uncertainty of the parameters of the environment over time. These factors combine to cause a complication management organizations, especially diversified - corporations and conglomerates, so it is advisable to use controlling.

Analysis of recent research. Controlling as a tool widely used in scientific research, so Romyantsev N. researched model of industrial logistics controlling system of the enterprise, Golovkova LS organizational and economic mechanism of business planning on the basis of controlling, smooth NI has developed a controlling mechanism in the control system now, Zelenskiy MS is responsible for implementing the system of controlling the company, Aniskin YP combined planning and controlling. General questions considered in controlling their studies R. Mann, DG Khan, JF Elfimova, VA Chikanova, A. Muratov, P. Lebedev, HJ Folmut.

The purpose of the article: analysis of problems and errors when using controlling for adjustments to the financial component of the strategic management of the enterprise.

The main material. Controlling is a management tool, which is based on the targeted collection of information, its processing and for timely response, ie, decision-making and management. [3] The object of study is the process of controlling the enterprise management, which includes setting goals, formulating strategies, developing strategic and operational plans and budgets, monitoring current events, control and analysis of deviations of actual results against targets.

At the birth of controlling it was assumed that the field of research will be combined range of tasks of accounting and finance, and the role of the Comptroller performed the chief accountant. With the development of this direction spheres of competence of the controller gradually extended to marketing, procurement, production, increased range of tasks: financial control, optimization of the use of funds to achieve the ultimate goals of the analysis, analysis of the results of the company. In general terms, controlling a tool to achieve the main goal of the company - obtaining the maximum profit. In the classic sense of controlling system was first described and used as a support system of administrative decisions at the enterprises in the United States in the late XIX - early XX century in the so-term controller Head of Controlling comes from the English «controlling». [5] Currently, the service function of controlling virtually all large enterprises and implies a self-regulating system of methods and tools, which aims to support the functional management of the company and includes the provision of information, planning, coordination, control and internal consulting.

There are several approaches to determining the place of controlling in the organizational structure of the enterprise. The main difference between them is in the nature of subordinate services Controlling: directly to the Director of the enterprise or the CFO. Given the range of functions and tasks performed by controlling, in our opinion, Controlling department should be included in the structure of economic and financial services companies that are subject to the CFO. In Europe, the CFO is head of the Financial and Economic Department, the competence of which are finance, accounting, production accounting and calculation, perform the functions of both the controller and the financier. On US firms, these functions often separated.

Under the strategic financial controlling understand complex functional tasks, tools and methods for long-term (three years or more), financial management, cost and risk. The time horizon of strategic controlling unlimited. Financial services companies are focusing on the strategic direction of the company, strategic success factors, strategic goals. On this basis, develop a financial strategy of the enterprise. For efficient use of the system of controlling introducing a system of early warning and response, ie, conduct a preliminary analysis of opportunities and risks, identify strengths and weaknesses of the company. In forming the controlling system must constantly vary in size planning horizons (depending on the situation on foreign markets, the domestic markets, the political situation and so on.). Strategic financial controlling instruments are long-term financial planning: planning the profit and loss account,

Cash-flow, balance sheet, key financial indicators, long-term management of the enterprise value and profit for its owners, ensuring the integration of long-term strategic goals and operational objectives that are put before individual workers and structural subdivisions.

The most important task of controlling a strategic viability of the enterprise in the long term on the basis of management of the existing potential and create additional success factors. Available in enterprise development potential is determined by the following main factors: financial security and the ability to raise additional capital; availability of qualified personnel; the availability of reliable and cheap sources of supply of raw materials and materials; availability of markets for products; productive capacity; efficient organizational structure; high quality management.

The main tools of strategic Controlling include: analysis of the strengths, weaknesses, build strategic balance, portfolio analysis, organizational analysis, functional and cost analysis, life-cycle model, the system of early warning and response, discriminant analysis, Shareholder-value, Valapsed-Ssoresard, benchmarking and others.

Experience shows that successful financial and economic activity of the enterprise depends approximately 70% of the strategic focus, almost 20% - on the effectiveness of operational management and nearly 10% of the quality of performance of current tasks. Effectiveness of the strategy is determined by the gap between strategic objectives and the real possibilities of the enterprise.

The most important form of manifestation of strategic financial controlling system is a strategic (long-term) planning. The strategic plan should take into account the results of the analysis of the strengths and weaknesses of the company, the requirements of market partners and the interests of owners. Development of a strategic plan is - the result of joint discussions of management and senior managers of the enterprise. Controller while playing a catalytic role and acts as an initiator and a synthesizer process. [7] In terms of fixed targets that the company aims to achieve in the long run. These goals may be non-monetary (qualitative goals) or the monetary kind. For non-monetary goals include improving credit and investment attractiveness of the enterprise; improvement of the system of financial relations companies: banks, suppliers, customers, tax authorities, etc .; improving the company's reputation as a reliable financial partner; compliance with the rules of financing. [2]

Monetary targets are wider, divided according to the orientation:

profit and profitability (the achievement of certain earnings growth, achieving a certain level of implementation, achieving a certain level of return on assets, achieving a certain level of return on equity, achieving a certain level of net income, achieving a certain level of profitability of sales); on Cash-flow (achieving a certain level of operational Cash-flow: maintenance of the need for separate periods FCF, providing a certain ratio Cash-flow and equity, achieving a certain level of net Cash-flow margin, ensuring a certain level of Cash-flow, discounted to the present value); liquidity (compliance criteria for financial balance, achieving a certain level of working capital and coverage ratios, ensuring a stable solvency, the formation of certain stable volume of liquid reserves); the growing cost of the enterprise and corporate rights (achieving a certain level of balance sheet assets of the enterprise, achieving a certain level of equity, ensuring a certain amount of hidden reserves, ensuring a certain level of the market value of corporate rights, ensuring a certain level of dividends) [7]

Controlling is at the intersection of accounting, information assurance and control, it combines these functions, integrates and coordinates them, but is not able to completely replace the control, but acts only as an innovation in management managers [1]. One of the key aspects of the financial management system component of an enterprise is to assess the results of the financial situation. And, accordingly, the degree of change in the state of the company after the introduction of appropriate controlling processes that allow to evaluate the degree of achievement of goals. A specific feature of controlling is its ability to give based on the analytical conclusion of recommendations to achieve the goal. Controlling is not responsible for

budgeting and accounting, he aims to identify deviations, and allows you to make operational recommendations to remedy the situation.

Controlling assists improve governance and focused on the future development of the company, whose main purpose is the orientation of the management process to maximize profits while minimizing risk and preserve liquidity and solvency of the company. At the same time, controlling not only foresee the results of operations and plan the activities of the enterprise, but also timely accurate information necessary to make informed management decisions.

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Ключові слова: контролінг, стратегічне управління, фінанси, підприємство.

Ключевые слова: контроллинг, стратегическое управление, финансы, предприятие.

Keywords: controlling, strategic management, finance, enterprise

УДК 339.9+338(477)

THE SOCIAL AND ECONOMIC CONSEQUENCES OF GLOBALIZATION FOR THE WORLD ECONOMY AND THE UKRAINIAN ECONOMY

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Кравченко В. О., Гудаков О. К. Соціально-економічні наслідки глобалізації для світової та української економіки.

Актуальність написання даної статті витикає з великого значення факторів, пов'язаних з глобалізацією, які на сучасному етапі дуже впливають на економічний та соціальний розвиток багатьох держав світу. Головна мета даної роботи детально проаналізувати вплив глобалізації на світову та українську економіку на сучасному етапі. У статті приведений теоретичний аналіз сутності процесу глобалізації у сучасних умовах. Наведені основні причини виникнення процесів глобалізації, з точки зору історичної необхідності. У роботі наведені два основних напрямки визначення глобалізації з точки зору поведінки національних держав у глобальному геополітичному середовищі. У статті наводяться позитивні та негативні фактори впливу глобалізації на світову та національні економіки країн світу. Особлива увага приділяється проблемним моментам пов'язаним з глобалізацією для окремих держав. В даному напрямку наводяться, як загальні проблеми глобалізації актуальні для більшості країн світу, так і специфічні проблеми, які в більшій мірі стосуються слабо розвинутих країн, або навпаки країн з високим рівнем соціально-економічного розвитку. Далі у статті наводяться основні причини кризових явищ у глобальній економіці та їх вплив на економіку України, як таку що дуже залежить від кон'юнктури світової економіки. Особлива увага приділяється питанню експорту України, як однієї з над важливих складових соціально-економічного розвитку нашої держави. В даному напрямі наводяться, як статистичні данні так і основні причини змін експортних показників за останній період.

Kravchenko V., Gudakov A. The social and economic of globalization for the world economy and the Ukrainian economy.

Relevance of this article comes from the large role of the factors associated with globalization, which greatly affect economic and social development of many countries at the present stage. The main objective of this paper to analyze in detail the impact of globalization on the world economy and Ukrainian economy at the present stage. The paper presents the theoretical analysis of the nature of the process of globalization in the modern world. Here are main reasons of globalization, in terms of historical necessity. The paper presents two main directions to define of globalization in terms of the behavior of nation-states in the global geopolitical environment. The paper presents the positive and negative influences of globalization on the world economy and national economies in the world. Special attention is paid to the problems associated with globalization for the different states. In this course, here are common challenges of globalization, which are relevant for most countries, and here are the specific issues that relate more to less developed countries, or vice versa here are the issues that relate more to countries with high levels of social and economic development. Then in this article are the main causes of the crisis in the global economy and their impact on the Ukrainian economy, which is very dependent on the situation of the world economy. Big attention is paid to the question of the Ukraine's exports as one of the very important components of the socio-

economic development of our state. In this course, here are statistics and the main causes of changes in the export in the last period.

Кравченко В. А., Гудаков А. К. Социально - экономические последствия глобализации для мировой и украинской экономики .

Актуальность написания данной статьи вытекает из большого значения факторов, связанных с глобализацией, которые на современном этапе большое влияние на экономическое и социальное развитие многих государств мира . Главная цель данной работы подробно проанализировать влияние глобализации на мировую и украинскую экономику на современном этапе. В статье приведен теоретический анализ сущности процесса глобализации в современных условиях. Приведены основные причины возникновения процессов глобализации, с точки зрения исторической необходимости. В работе приведены два основных направления определения глобализации с точки зрения поведения национальных государств в глобальной геополитической среде. В статье приводятся положительные и отрицательные факторы влияния глобализации на мировую и национальные экономики стран мира. Особое внимание уделяется проблемным моментам связанным с глобализацией для отдельных государств. В данном направлении приводятся, как общие проблемы глобализации актуальные для большинства стран мира, так и специфические проблемы, которые в большей степени касаются слабо развитых стран, или наоборот стран с высоким уровнем социально-экономического развития. Далее в статье приводятся основные причины кризисных явлений в глобальной экономике и их влияние на экономику Украины, как такую, которая очень зависит от конъюнктуры мировой экономики. Особое внимание уделяется вопросу экспорта Украины, как одной из очень важных составляющих социально-экономического развития нашего государства. В данном направлении приводятся, как статистические данные так и основные причины изменений экспортных показателей за последний период.

The evolution of the world economy has reached the stage of its development where the systems of social reproduction in different countries, using the international division of labor and international economic relations, are transformed into unified global geo-economic space, in which the process of globalization plays leading role. This process is deciding factor in global consolidation of economic, financial, political, socio-cultural, scientific, technical and environmental elements of national economies. The degree of participation of some countries in the globalization of the world economy is very different from the others, it makes fundamental differences in socio-economic development of the national economies.

Many domestic and foreign scientists are involved into researching the problems of the process of globalization of the world and national economies. Among them are economists such as: T. Levitt, A. Peccei, L. Brown, J. Uollerstayn, D. Lukyanenko, Yu. Makogon, K. Omaye, O. Bilous, B. Kulishov, L. Kline and other economists.

However, permanent development of the process of globalization and national economies, creates new ways of influence of globalization on world and national economies. Moreover, the modern manifestations of globalization may have the mutual features with the manifestations of globalization in earlier period, it makes possible to more fully define the nature and trends of this process. So, the process of globalization and its impact on the world and national economies, requires constant and detailed researching.

The purpose of this work is researching the impact of globalization on the world economy and Ukrainian economy in modern time.

The processes of globalization have a long history of forming, but their final concretization took place in middle of the last century. This objective process accompanies humanity throughout its whole history. In same time, this process is public, it occurs in activity and relationships of individuals, nations and civilizations. This process is linked directly to their goals and interests. For the first time the term "globalization" had been introduced by T. Levitt in

1983. He applied this term in order to characterize the phenomenon of merging markets of some products, which were produced by large multinational corporations.

The complex of many opinions and views on the process of globalization can be divided into two major areas. The supporters of the first of them try to express the essence of globalization via description and further research of objective processes, especially in the economic sphere, which actually take place in the modern world and radically change the entire everyday life of modern humanity. Accordingly, the representatives of this trend consider the actions of each nation-state as response to the objective challenges of globalization. The supporters of the second direction, which is based on their own subjective interpretation of the essence of globalization process, try to bring a new ideology of world domination (one country, a narrow group of countries, supporters of one way of life) and offer appropriate behavior and algorithm of existence to national states in context of globalization. [1]

The positive effects of globalization may include:

1. Deepening specialization and international division of labor, the expansion of industrial cooperation, more efficient allocation of funds and resources.
2. Economies of scale, reducing costs, creating the conditions for lower prices.
3. Gains from free trade on mutually beneficial basis.
4. Increasing competition, stimulating further development of new technologies.
5. Growth of international competition, forming new competitive areas with tougher competition in traditional markets, which is beyond the power of a single country or corporation.
6. Increasing productivity as a result of rationalization of production on a global level and distribution of advanced technology and pressure of competition for constant implementation of innovations in global scale.
7. Mobilizing large amounts of financial resources, because investors can use a wider range of financial instruments on much larger number of markets.
8. Forming the basis for solving global problems, especially environmental problem, as a result of joint efforts of the international community, consolidation of resources, coordination in various fields. [2]

Considering the irregularity distribution of the benefits of globalization, the negative effects of globalization in a particular country will depend greatly on the place where this country is in the world economy. In this regard, we distinguish three groups of threats, hazards, potential problems at the present stage of development of the internationalization of economic activity, which depending on country where this problems could happen.

Among the major problems that could potentially cause negative consequences of globalization in all countries are the following:

1. Uneven distribution of the benefits of globalization in the context of particular sectors of the national economy.
2. The possibility of de-industrialization of national economies.
3. The opportunity of transition control of the national economies from sovereign governments in other hands, including the more powerful states, multinational corporations or international organizations.
4. The opportunity of destabilization the financial sector, the potential regional or global instability via the interdependence of national economies worldwide. Local economic fluctuations and crises in one country can have regional or even global consequences.

The less developed countries, which belong to the so-called "global periphery", may face most negative effects of globalization. Most of this countries participate in the internationalization as raw material suppliers and producers of labor-intensive products (and some of them are suppliers of parts and components for modern sophisticated goods), this countries are in full dependence on advanced countries. Their revenues are much less, very unstable and to dependent on world commodities markets.

The additional problems of these countries from globalization are following:

1. Increasing technological gap from developed countries.

2. Increasing socio-economic separation, marginalization (ie, the destruction of civil society, which is a process of disintegration of social groups, it breaks the traditional contacts between people, individuals lose the belonging to a community, they lose sense of belonging to the particular professional or ethnic group).

3. Impoverishment of the most part of population.

4. Increasing dependence of less developed countries on functioning of world economic system functioning.

5. TNCs limit the ability of states to conduct national economic policies.

6. External debt growth, especially, to international financial institutions, that prevents further progress of this countries.

Most industrialized countries have the biggest benefit from participation in globalization, they are able to reduce production costs and to focus on production of the most profitable high-tech products, they transfer labor-intensive and technology-dirty production in developing countries. But industrialized countries may have problems with processes of globalization too. If they do not regulate this processes, they may face increasing unemployment, instability of financial markets, and so on.

The most discussed social and political problems, which potentially occur in developed countries by reason of globalization, include:

1. Increasing unemployment as a result of: implementation of new technologies, which lead to job losses in the industry, increasing social tension; changes in the structure of production and movement of mass production of labor-intensive goods in developing countries, that harms the traditional sectors of developed countries, and causes the close of many industries.

2. TNCs often put their own interests above than public, that diminishes the role of national states and their functions are transferred to various supranational organizations and associations. [3]

One of the main modern challenges is poverty in all its forms. It is the reason of intensification the anti-globalization movement. According to some sources, the share of the "golden billion" is 57.7% of global GDP, but the population of "golden billion" is 15.5% of the world population. While the share of 128 developing countries is only 36.8% of global GDP, but their population is 77.7% of the world population. [Now 1.2 billion people in the world have revenues less than \$ 1 per day. If the poverty line is income till \$ 2 per day, the number of poor in the world will increase to 2.8 billion people. Over the past fifteen years, the gap of economic development between the "center" and "periphery" has increased more.

Polarization most countries in economic area inevitably generates different opinions to globalization processes: the quantity of supporters and opponents of globalization constantly expands. The number of anti-globalization increases not only by the young leftist radicals, now professional unions, and various segments of the population join to them. They are people who see in globalization the threat of dehumanization of society. [4]

The characteristic of economic and social development of Ukraine at this stage is the high degree of influence of global instability on domestic economic processes. The global economy are involved into recession. The intensive search of ways to return the economy of the European Union (One of the most influential partners of Ukraine) on the path of growth continues, but this search still does not give the expected result.

In global economic environment, according to the conclusions and predictions of leading international financial institutions, are signs of economic depression and sufficiently high level of uncertainty of perspectives and macroeconomic instability. 2012 year had demonstrated the unstable dynamics of the global economy - with some recovery at the beginning of the year and further deceleration of growth.

In 2012 the economies of industrialized countries continued to balance on the boundary of recession, their economies were damaged by the four key issues, which mutually reinforced negative trends: sovereign debt crisis, weak banking sector, low aggregate demand (as the result of rising unemployment and tough fiscal measures) and ineffective institutional policy. Major

countries, which are trade partners of Ukraine in the European Union, showed a negative GDP growth at 2012 (Italy, Spain, Hungary) or slower economic growth (Germany, Poland). According to Eurostat, the results of 2012 was the total EU GDP in annual terms has decreased by 0.3%.

Uncertainty about the prospects of solving the debt crisis in the EU, in particular, in the euro area - one of the main problems that obstructs sustainable recovery in the region and the world. Inhibition of the European economy has a negative impact on GDP growth of most countries, including the United States.

Economic problems in developed countries slow down the GDP growth in developing countries. A significant slowdown in GDP growth in 2012 was in main Asian countries - trade partners of Ukraine: in China - from 9.3% to 7.8%, Turkey - from 8.8% to 2.2%; India - from 7.7% to 4.0%. Economic growth has slowed down in Russian Federation - 3.4% in 2012 compared to 4.3% in the previous year.

Depression of the world economy has caused decreasing demand in international markets, which are the markets for Ukraine's main export products. The terms of trade have deteriorated more as the result of using protectionist measures in the countries - trade partners of Ukraine.

As result of significant reduction of export of goods and services from Ukraine in 2012 (by 7.7% in real terms), the contribution of export to forming Ukrainian GDP became negative and amounted -3.2 percentage points.

According to the State Statistics Service of Ukraine, on the results of 2012 Ukraine had exported goods by \$ 68.8 billion, in value terms by 0.6% (or \$ 415.6 million) more than in 2011. The imports of goods during this period amounted to \$ 84.6 billion, the import had showed increasing of 2.5% (or \$ 2.0 billion). Thus, on the results of 2012, trade balance of goods was negative, and amounted to \$ 15.8 billion, it is on \$1.6 billion more than in 2011.

The traditionally trade deficit is partially compensated by the positive balance of trade in services. According to data from the State Statistics Service of Ukraine, in 2012 there was a slight decreasing of exports of services by 1.4%, to \$ 13.6 billion. The import of services had increased by 8.0% to \$ 6.7 billion. Thus, during this period the surplus in services trade was formed to \$ 6.9 billion. Features of Ukraine's foreign trade, in conditions of expanding depressive tendencies of the world economy, had made specific features of the national economy in 2012.

The continuation and deepening of the global recession causes significant risks to Ukraine as the country with open and export-oriented economy,. Low investment activity in the world and still not attractive domestic investment climate does not allow to hope for solving the problems in the financial sector of Ukraine only via foreign investment. Furthermore, in the conditions of high level of uncertainty in the global economic system, the difficulties in international cooperation of Ukraine may occur, including in the problems of improving the efficiency of interaction with regional international organizations.

For Ukraine, it is important to keep positive dynamics in relations not only with the traditional "global players", but also with countries which assert themselves on the global map as the modern new world and regional leaders. The current realities require that Ukraine must have more broader and more meaningful cooperation with foreign partners, especially in the economic field. [5]

So, globalization is the integral part of life of every modern country in the world. Globalization will continue to gain even more momentum and therefore each state must look for opportunities to use advantage and to solve problems which arise as result of the globalization of the world economy and social life.

Ukraine as a modern state of the world is also very integrated into the global economy, and therefore, Ukraine is very sensitive to the positive and negative factors of globalization on national economies. This is especially noticeable in crisis and post-crisis phenomena that accompany the global economy in recent years. Large Ukraine's dependence on external factors

of development, especially exports, makes highly vulnerable economy of Ukraine to global economic shocks which are the integral part of modern globalization.

Therefore, Ukraine needs to constantly look for new sources of economic development, both internally and within the global economic environment.

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Ключові слова: глобалізація, соціально-економічний розвиток, світова економіка, Україна, національна економіка, експорт.

Ключевые слова: глобализация, социально-экономическое развитие, мировая экономика, Украина, национальная экономика, экспорт.

Keywords: globalization, socio-economic development, the world economy, Ukraine, national economy, export.

UDC 658

THEORETICAL BASES BRAND, BRANDING AND REBRANDING

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Ковальов А. В., Шиян А. О. Теоретичні основи бренду, брендингу та ребрендингу.

Формування купівельного попиту і управління процесом просування торгової марки на ринок грає важливу роль в розвитку і успішності бізнесу в будь-якій сфері діяльності. Що року на ринку з'являється величезна кількість нових товарів, переважна більшість товарних груп представлені торговими марками. Нові сегменти ринку, ледве сформувавшись, стрімко заповнюються товарами, що мало відрізняються за своєю суттю. Схожі товарів дуже багато, і відмінності між ними не дозволяють споживачам правильно і швидко здійснити вибір. Кожен виробник бажає привернути увагу споживачів до свого товару за допомогою реклами і інших засобів маркетингових комунікацій. Проте ефективність рекламних кампаній падає з втратою комунікативних якостей реклами. Оскільки товарний ресурс дії на споживача вичерпаний, необхідно вийти за межі товару і споживача, змінити стратегію просування товару на ринку. Сьогодні найсильнішим інструментом бізнесу є бренд. Сучасна стратегія брендинга виходить з того, що куля повинна втілювати собою важливі і цінні для споживача якості, що викликають стійкий емоційний відгук і що допомагають встановити з ним довготривалі відносини. Крім того, товар повинен бути легко впізнаним і популярним. Дані функції виконує бренд — атрибути фірми або товару, що відображають їх індивідуальність і ціннісні орієнтації, що привертають концентровану увагу споживачів і що мотивують їх до здійснення покупки. У статті розглянуто теоретичні основи бренду, брендингу і ребрендингу.

Kovalev A., Shiyan A. Theoretical bases of Brand, Branding and Rebranding.

Forming of purchasing demand and process control of advancement of trade mark to the market plays an important role in development and business progress in any sphere of activity. Annually the enormous amount of new commodities appears at the market, swingeing majority of commodity groups presented trade marks. The new segments of market, barely formed, are swiftly filled commodities which little differ on the essence. Alike commodities very much, and differences between them do not allow users correctly and quickly to carry out a choice. Every producer wishes to come into the notice of users to the commodity by advertising and other facilities of marketings communications. However much efficiency of publicity campaigns falls with the loss of communicative qualities of advertising. As a commodity resource of operating is on an user outspent, it is necessary to exceed a supply commodity and user, change strategy of advancement of commodity at the market. Today the strongest instrument of business is a brand. Modern strategy of брендинга goes out from that a bullet must incarnate by itself important and valuable for an user qualities which cause a proof emotional review and that help to set of long duration relations with him. In addition, a commodity must be easily knowable and popular. These functions are executed by a brand — attributes of firm or commodity, that represent their individuality and valued orientations which come into attracted attention users and that explain them to realization of purchase. In the articles considered theoretical bases of brand, Branding and Rebranding.

Ковалев А. В., Шиян А. А. Теоретические основы бренда, брендинга и ребрендинга.

Формирование покупательского спроса и управление процессом продвижения торговой марки на рынок играет важную роль в развитии и успешности бизнеса в любой сфере деятельности. Каждый год на рынке появляется огромное количество новых товаров, подавляющее большинство товарных групп представлены торговыми марками. Новые сегменты рынка, едва сформировавшись, стремительно заполняются товарами, мало отличающимися по своей сути. Похожих товаров очень много, и различия между ними не позволяют потребителям правильно и быстро осуществить выбор. Каждый производитель желает привлечь внимание потребителей к своему товару с помощью рекламы и других средств маркетинговых коммуникаций. Однако эффективность рекламных кампаний падает с потерей коммуникативных качеств рекламы. Поскольку товарный ресурс воздействия на потребителя исчерпан, необходимо выйти за пределы товара и потребителя, изменить стратегию продвижения товара на рынке. Сегодня самым сильным инструментом бизнеса является бренд. Современная стратегия брендинга исходит из того, что шар должен олицетворять собой важные и ценные для потребителя качества, вызывающие устойчивый эмоциональный отклик и помогающие установить с ним долговременные отношения. Кроме того, товар должен быть легко узнаваемым и популярным. Данные функции выполняет бренд — атрибуты фирмы или товара, отражающие их индивидуальность и ценностные ориентации, привлекающие концентрированное внимание потребителей и мотивирующие их к совершению покупки. В статье рассмотрены теоретические основы бренда, брендинга и ребрендинга.

Resolution of the problem. In modern conditions of high competition in the market for goods and services brand has become essential for the maintenance of a stable position of the company on the market and one of the main factors of competitiveness. Accordingly, the formation of a strong brand is strategically important and requires increased attention from management.

Analysis of recent research and publications. Analysis of previous publications showed that the issue of forming a brand dedicated many works of foreign and domestic scholars, including this perspective highlight Bontour A., Jean-Marc Leyyu, T. Ambler, TI Lukyanets et al. [1-3]. According to A. and D. Bezruchenko Logush brand - a unique holistic image of the product as the subject of communications and brand management task is to create and maintain this comprehensive and consistent image. M. Lewis argues that "... the brand - it's aura perceptions and expectations about the product (or service) that make it relevant and excellent. It goes beyond the physical, psychological perception penetrates and has extraordinary power "[4, p. 641].

The purpose of the article. Show that the strategy of creating a strong brand as an alternative to price competition resulting value of the brand to a new level and ensures the creation of a sustainable strategic competitive advantage.

Teaching basic material. The word "brand" comes from the English «brand», which in turn was due to drevneskandinavskomu «brandr» («smoke, fire»). They affected the brand, which signified their owners livestock animals. Therefore «brand» translated as "mark" or "trademark". In Soviet literature can be found writing and "brand" and "brand". Since this word is borrowed, it allowed its dual writing.

Thus, the brand name - a name, sign or symbol identifying the products and services of the seller. Trademark increases the responsibility of the company's products, facilitates the identification of the product to customers, guarantees a certain quality to consumers.

Goods may be released to the market as a manufacturer of branded and private brand for agent, distributor or dealer. Also part of the goods may be sold under the brand name manufacturer part - in private.

Brand names are as follows:

- Individual brand names (the company has its own name, its products - its);
- A single brand name for all products (the only name for the company and its products);

- Collective brand name for the product families;
- The trade name combined with individual names of products.

Not related to the company name bahatomarochnyy approach offers several advantages, because buyers often do not advocate one brand and happy to try others. In this approach, you can focus on different groups of consumers benefits of different consumer groups.

Depending on the scale of sales brands may be: local (for individual regions), national (for all countries), international (for some countries), global (to the world).

Mark can be compatible and unifying efforts of several companies. When you buy a license for names and symbols previously created by other manufacturers will mark license. In the absence of such brands as products belonging to the category of goods or unbranded products dzhenernykov.

Trademark owned almost all companies, but the brand - a little. Today the brand means not every brand, but only widely known. In brendyrovannyy product is easy to install premium rates, he won a large share of the market compared with the goods sold under the brand name, it has most of the customers are loyal.

According to the American Marketing Association (American Marketing Association), brand - a "name, term, sign, symbol or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to distinguish goods or services from goods or services of competitors. "Very briefly we can say that brand - it is the sum of consumer qualities plus product image product.

Brand also define as a "set of perceptions in the mind of the consumer," and as "figurative representations stored in memory stakeholders, acting as the identification and differentiation and determine the behavior of consumers when selecting products and services", and as a product that "identified, service, person or place, designed so that the consumer or buyer accepts the unique added value that meets their needs best. "

Definitions brand a lot, but somehow they all boil down to identify the goods or services to consumers, its relevance to them. Original brand should have a set of specific characteristics that create consumer value. First of all, it's guaranteed money, publicity, prestige, accessibility to shopping, the presence of a large number of loyal customers, lehkouznavaemye name and logo.

Brand intangible and exists only in the minds of consumers. It includes functional utility, and various promises, associations and benefits that the audience connects with it. This powerful but intangible asset. The concept of the brand is a combination of copyright, trade mark (logo) and brand name (brand name).

In today's rapidly changing world brand provides its owner with stability and consumers - confidence in choosing among a huge variety of all goods and services.

The idea of the brand - a brief definition of the essence of the product and its uniqueness.

Brand companies should have stated mission and corporate values necessary for building relations with employees, partners and other audiences.

For successful existence of the brand in the market it should be clearly and successfully marketed.

Brand identity is needed - its essence, a set of associations that connects with it the buyer and inspiring to continue this relationship.

Buyer should be easy to understand brand value high functionality and promised benefits.

When assessing the brand used two concepts «Brand valuation» and «brand evaluation». Brand valuation - a value (valyuatsyya, valtatsyya) brand equity. Brand evaluation (value) - value of the brand.

The value of the brand - a brand strength ("capital in the head"), a set of assets such as famous mark, loyal customers, perceived quality and associations related to the brand, as well as other components (patents, trademarks and related channels movement of goods), adding (or reducing) the value of the proposed product or service. The value of a brand can be measured in the expansion or stabilization of the consumer audience, the level of sustainability reputation, the level of capitalization and so on

The cost of the brand (brand value) - an estimate of discounted cash flows generated by the brand for the company. Brands are traded. A good brand the costs are much higher than the total value of all assets. For example, according to BusinessWeek and Interbrand in 2000-1010's brands each of the top three world leaders Coca-Cola, Google and Microsoft were worth more than 50 billion. Dollars. In the first three leaders (cost more than 1 billion. Euros) - Beeline, MTS and Baltika.

The main components of this brand:

- Name (brand name); descriptor; slogan; The visual and verbal identification (trademark, corporate identity, packaging, special sounds and so on); communication media that reflect and transmit the idea of the brand.

Thus, the word "brand» (brand) name indicates, character or symbol that identifies products and services vendor. "Brand building (brand-building)» - brand building. Branding (branding) - is the actual process of creation and development of the brand, the main way of product differentiation tool for promoting products on the market and create long-term relationships with customers based on actual consumer values embodied in the brand. If say in short, the branding - a set of sequential actions to create a holistic and popular consumer image of the product or service. Very briefly: branding - a brand management.

The purpose of branding - creating a clear brand image and forming a clear direction of communication. Branding includes work on market research, product positioning, the creation of the name (brand name), descriptor, slogan, visual and verbal system identification (trademark, corporate identity, packaging, special sounds, etc.), the use of identification and communication media, reflecting and translating the idea of the brand.

In the process of branding may be stretching and expansion of the brand. A sprain occurs in the case when the appearance of a new product under the same name remain the same product category, purpose, target audience, brand identity, and changes only benefit to the consumer.

Expanding the brand - a distribution mark a new segment of consumers or related product category. For example, cosmetics «Nivea» was originally feminine, but began to develop and masculine direction, releasing «Nivea for man».

Often used sub-brand (a brand within a brand) or mark-down movement. In this case, to cover the brand more popular segments of consumers, the company is developing a new product that differs from the basic model to a greater simplicity.

A set of products promoted under one brand called vintage family. Use promotion brand family allows you to use common channels of distribution and promotion, thus saving tools. Also, in order to save using compatible branding, a jointly developed somewhat agreed with each stroke.

During recent years in Ukraine were specialized agency which professionally engaged in design brands.

The main stages of branding: an analysis of the market situation, the target audience (the current state of the brand, if it is already established); planning (formulation essentially brand positioning, brand strategy development management); building brand; Brand Promotion (use of integrated marketing communications to create strong relationships between consumers and the brand); Brand monitoring and evaluation activities.

Rebranding (rebranding) - a set of measures to change the entire brand, or elements (name, logo, visual design, positioning, ideology and so on). When we talk about rebranding, the mean change image available in the consumer's mind.

Rebranding helps bring the brand in line with the current state of business and the company's plans. Rebranding involves changes in all brand communications, from packaging to promotional materials.

As a result of rebranding the complete elimination of the old brand usually does not happen. Rebranding helps the brand to evolve. Having upgraded communications and shell brand can become significantly fresher эмотыоналнее. It gets new powers, finds new money becomes more attractive for existing customers and gaining new ones.

Minor changes or visual elements in advertising policy will not be re-branding. Rebranding is a process of changing the appearance and reflects qualitative changes in positioning and strategy. Rebranding - it is always a fact of total viewing almost all the attributes of the brand.

Economics, like other areas of life, prone to fashion. Sometimes all almost the same time begin to carry out the rebranding, not thinking about that - whether it is needed.

By rebranding resort when:

- First brand incorrectly positioned;
- Changing market conditions, and adaptation of existing brand they can not;
- The level of brand awareness is very low;
- Brand begins to lose to competitors;
- Before the brand set more ambitious objectives.
- The tasks that are put before rebranding usually includes:
 - Brand differentiation (increased its uniqueness);
 - Strengthening the brand (increase customer loyalty);
 - Increase the target audience of the brand (attracting new customers).

When rebranding is necessary to keep those elements that are perceived by consumers as the advantages and strengths of the brand compared to competitors and abandon those properties brand that contribute to its attenuation.

Conclusions. The analysis showed that in times of crisis in the global economy to maintain a stable position of the company on the market a significant role in the development strategy formation plays a strong brand as a sustainable competitive advantage. Singling out the most important consumer attributes allows the company to build a competitive positioning strategy, implementation of which will ensure the achievement of strategic goals.

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Ключові слова: бренд, брендинг, ребрендинг, ринок, конкуренція, стиль, марка.

Ключевые слова: бренд, брендинг, ребрендинг, рынок, конкуренция, стиль, марка.

Keywords: brand, branding, rebranding, market, competition, style, brand.

UDK 656.073.5

THE ORGANIZATIONAL-ECONOMIC PROBLEMS OF COLD LOGISTICS DEVELOPMENT

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Volkov V., Goroshkova L. The organizational-economic problems of Cold Logistics development.

The article is considered the researches of directions of development of Cold Logistics in the world and in the Ukraine. The level of economic communications on development Cold Logistics and its dependence on a level of the perfection of legislative framework is analysed. Established, that the basic problems of the development of the cold logistics in Ukraine: imperfection of the legislative framework; absence of compulsion of realization of the control of a temperature mode at a storage, transportation and realization of perishable food; absence of the advanced infrastructure and large operators giving service cold logistics; insufficient volume of refrigerating capacities in the country; high degree of a deterioration of refrigerating machinery; absence of investment and credit resources for development; absence of the information concerning parameters of branch. The directions of perfection Ukrainian organizational-economic regulation in sphere of Cold Logistics are determined. For overcoming problems, it is necessary: creation of legislative framework of the mixed transportations regulation; investments of the attraction; introduction the «logistical modules», automated systems of documentary support of the clients; development of a network of the logistical centers; development of the container transport infrastructure; introduction of the institute for the operators of the mixed multimodal transportations.

Волков В. П., Горошкова Л. А. Організаційно-економічні проблеми розвитку холодної логістики.

У статті проведено дослідження напрямів розвитку холодної логістики у світі та Україні. Проаналізований рівень економічних зв'язків щодо розвитку холодної логістики та її залежність від рівня досконалості законодавчої бази. Встановлено, що основними проблемами розвитку холодної логістики в Україні є: недосконалість нормативно-правового регулювання; відсутність обов'язковості здійснення контролю температурного режиму при збереженні, транспортуванні і реалізації продуктів, що швидко псуються; відсутність розвинутої інфраструктури і великих операторів, які надають послуги холодної логістики; недостатній обсяг холодильних потужностей у країні; високий ступінь зношеності холодильного устаткування; відсутність інвестиційних і кредитних ресурсів для розвитку; відсутність інформації щодо показників галузі. Визначені основні напрями вдосконалення регулювання організаційно-економічної діяльності у сфері холодної логістики. Для подолання проблем, необхідно: створення нормативно-правової бази регулювання змішаних перевезень; залучення інвестицій; упровадження «логістичних модулів», автоматизованих систем документального супроводу клієнтів; розвиток мережі логістичних центрів; розвиток контейнеризації та її транспортної інфраструктури; впровадження інституту операторів змішаних мультимодальних перевезень.

Волков В. П., Горошкова Л. А. Организационно-экономические проблемы развития холодной логистики.

В статье проведено исследование направлений развития холодной логистики в мире и Украине. Проанализирован уровень экономических связей по развитию холодной

логистики и его зависимость от уровня совершенства законодательной базы. Установлено, что основными проблемами развития холодной логистики в Украине являются: несовершенство нормативно-правового регулирования; отсутствие обязательности осуществления контроля температурного режима при хранении, транспортировке и реализации скоропортящихся продуктов; отсутствие развитой инфраструктуры и крупных операторов, предоставляющих услуги холодной логистики; недостаточный объем холодильных мощностей в стране; высокая степень изношенности холодильного оборудования; отсутствие инвестиционных и кредитных ресурсов для развития; отсутствие информации относительно показателей отрасли. Определены основные направления усовершенствования регулирования организационно-экономической деятельности в сфере холодной логистики. Для преодоления проблем, необходимо: создание нормативно-правовой базы регулирования смешанных перевозок; привлечение инвестиций; внедрение «логистических модулей», автоматизированных систем документального сопровождения клиентов; развитие сети логистических центров; развитие контейнеризации и ее транспортной инфраструктуры; внедрение института операторов смешанных мультимодальных перевозок.

The research problem. The actual problem is the increase of management efficiency by sale of the goods in the market of the perishable goods, which volume annually increases as on a global scale, so in Ukraine. The interest to «Cold» or is connected to it «Fresh» Logistics.

The aims of research are the search of ways of increase of a management efficiency of functioning logistic chains on delivery of perishable cargoes in Ukraine. Thus the attention is given both legal, and organizational-economic aspects of the decision of a problem.

The analysis of recent studies and publication. The problem of the Logistics research by the domestic and foreign scientist, among which Cooper J., Browne M., Peters M., Jonsons J.C., Wood D. F., Moller C., Johanser J., Stock J. R., Lombert D. M. [1-4] est.

The research finding. In the economically advanced countries of the world Cold Logistics develops intensively. Today, there is international legislative framework, which regulating activity connected with sale of the perishable food. Such by the documents are the following [5-7]:

1. The international transportations of the perishable cargoes are carried out according to the Geneva Convention «About the international transportations of perishable foodstuff and about special vehicles intended for these transportations».

2. The requirements to the control System of food safety are adjusted by the international standard ISO 22000:2005 «Control systems of safety of foodstuff». This standard includes the requirements HACCP (Hazard Analysis and Critical Control Point) on system of organization and of the foodstuff safety, including storage and transportation.

3. The requirements to transportation of food-stuffs are adjusted by the by the Instructions of EU 93/48 and 89/108.

The coordination of actions in sphere of Cold Logistics in the world is carried out by the World Global Alliance Cold Logistics (GCCA), European Association of refrigerating warehousing and cold logistics.

The dynamic development of the Cold Logistics is caused by necessity of the world scale problem decision, change of the climate and emissions destroying an environment. Harmful emissions of the gas from decomposition of on products, which has been taken out on a dump. The quantity of products sent on dumps in the world makes about 40 % from of the made quantity. Therefore world leaders give the special attention to observance of a temperature mode during transportations of products not to their damage.

In the advanced countries there is an effective system of guarantees of the observance of a temperature mode by deliveries of perishable food as from the manufacturer part, retail network, so from consumer retail network.

The Cold Logistics in the advanced countries is effective due to the fact that in the market the large operators work. It is divided not on small but on large segments. It provides an opportunity to have profit at the expense of use of effect of economy on the scale of manufacture.

The organization of cold delivery circuit demands essential investments of money resources - for installation of monitoring systems of a temperature mode, refrigerating machineries in warehouses, installation refrigerating in the shops, auto park of refrigerator engineering updating etc. Therefore only large operators of the market Cold Logistics have an opportunity of reception of the investment and credit resources. The credit resources in the sphere of Cold Logistics are actively given by the International financial corporation and the European bank of reconstruction and development.

The conclusions concerning a level of food safety in the country and the system effectiveness Cold Logistics can be made on the basis of an estimation of the area of the warehouse area with a temperature control mode on the soul of population. The highest this parameter is in the USA - 71 m³, in EU it makes 65 m³, in Russia 15 m³ (fig. 1). In Ukraine this parameter cannot be determined in the view of the absence of the official statistical data.

On our sight, during the analysis of the Cold Logistics condition in Ukraine, it is necessary to allocate its two sectors:

1. The sale of the perishable goods on a home market.
2. Export-import flows of the perishable goods.

According to the experts [8], the volume of a home market Cold Logistics of Ukraine in 2012 has made 3 million grivni. According to the official statistical data in 2012 the volume perishable food export from Ukraine has made 2,34283 billion \$ USA or 18,742 billion Ukrainian grivni, the appropriate volume of import - 3,70725 billion \$ USA or 29,658 Ukrainian grivni.

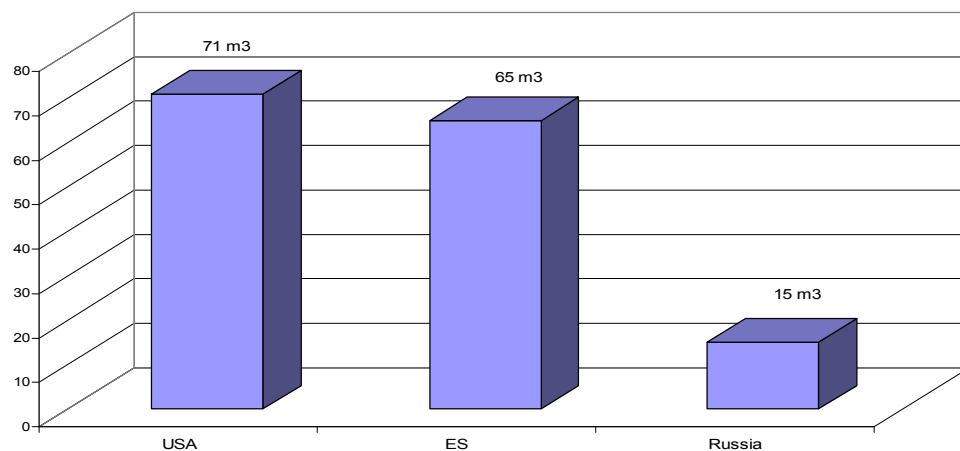


Fig. 1 Comparative estimation of the area of warehouse premises with controls by a temperature mode on soul of the population in USA, EU and Russia

The results of the our analysis of export-import flows of the perishable goods are given in a fig. 2 and 3. As we can see, the import flows have determined the cyclical, in contrast to export. In our opinion, the reason is, that Cold Logistics in the world is the system, the controlled process, and the consequence of the cyclical of import volumes.

The absence of cyclical of the rates growth of export flows grows out of the un generate of the market of services of Cold Logistics in Ukraine. For the benefit of it the increase of import by higher rates in comparison with export testifies. Under the state on 31.12.2012, the result of the foreign trade in the perishable goods in Ukraine made - 1,3644 billion \$ USA or 10,916 billion Ukrainian grivni (the reseat of our analysis). The level of the Cold Logistics development in Ukraine essentially lags behind the advanced countries.

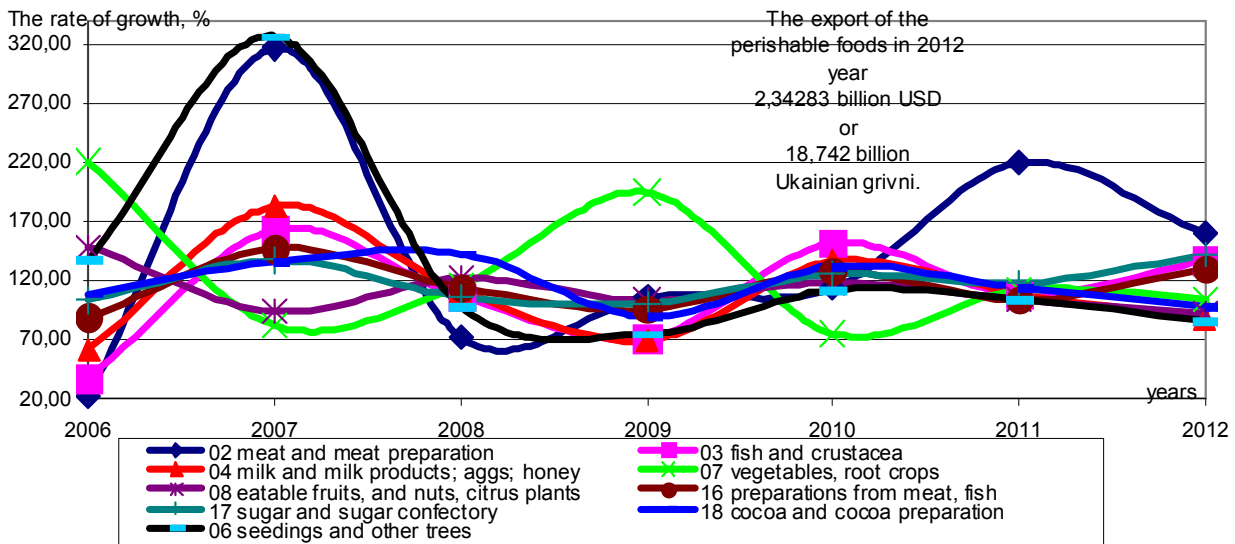


Fig. 2 The rates of the growth of the perishable goods export flows from Ukraine (make by authors)

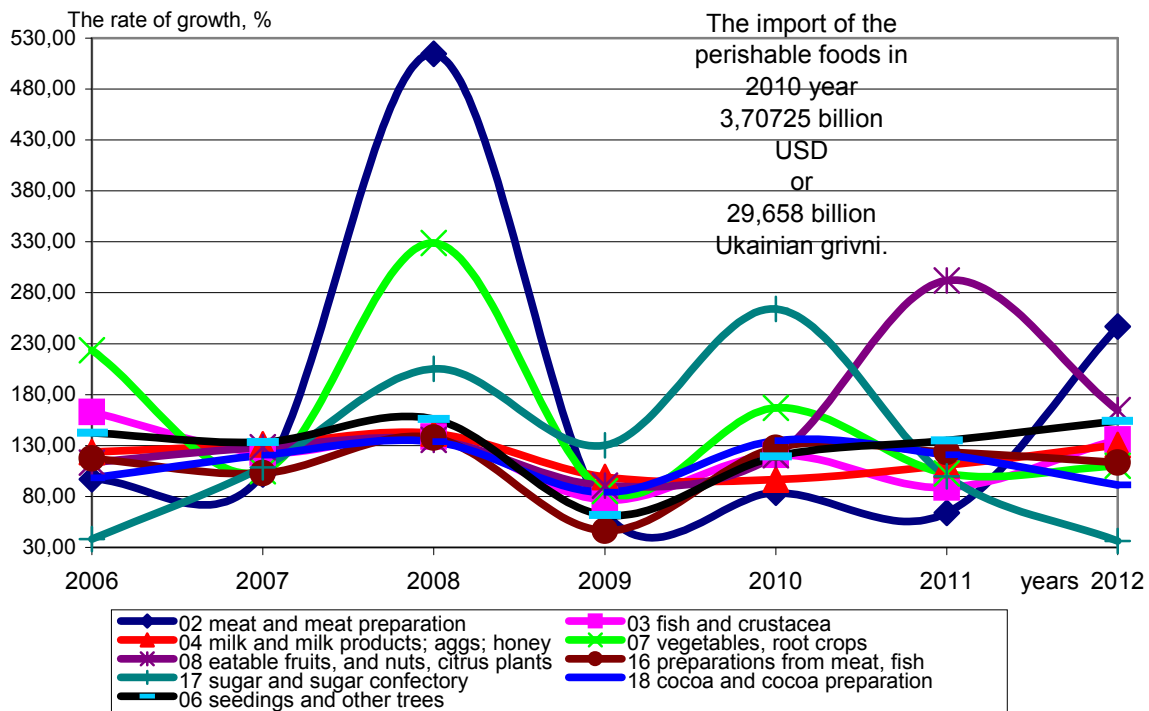


Fig. 3 The rates of the growth of the perishable goods import flows in Ukraine (make by authors)

The basic problems of the development of the cold logistics in Ukraine:

1. Imperfection of the legislative framework.
2. Absence of compulsion of realization of the control of a temperature mode at a storage, transportation and realization of perishable food.
3. Absence of the advanced infrastructure and large operators giving service cold logistics.
4. Insufficient volume of refrigerating capacities in the country.
5. High degree of a deterioration of refrigerating machinery.
6. Absence of investment and credit resources for development.
7. Absence of the information concerning parameters of branch.

Let's characterize each of them in more detail.

The Ukrainian legislative framework [9]:

1. The national standard 4161-2003 «Control systems of foodstuff safety» (works since 01.07.2003).

2. The national standard ISO 22000:2007, harmonization with ISO 22000:2005 (works since 01.08.2007).

3. The order of the Ministry of transport № 363 from 14.10.1997 «Rules of transportation of cargoes by motor transport in Ukraine», in which cold logistics concerns section 29 and appendix №18⁵.

First two documents correspond to the international standards, third the one is obsolete. So, for example, the Rules the transportation of dairy products in awning machines (instead of in special); the list of products is not determined which can be stored and transport and by one transport etc. As a whole, the domestic legislation in sphere of the Cold Logistics cannot be characterized as a system. It includes the separate orders, instruction, the majority from which require updating.

Fact that is positive, in February 2011 under the initiative of more than 25 conducting participants of the Ukrainian market of the Cold Logistics was created the Association «Cold Logistics of Ukraine». Among the tasks put by the Association, we shall allocate basic:

- Development and introduction of the uniform branch standards of the Cold Logistics of Ukraine;
- Interaction with state regulators and lobbying of interests of the participants of the market;
- Maintenance of conditions for effective cooperation and prompt information interchange between the members of the Association;
- Creation of the National center of examination of the quality Logistics of the cooled and frozen products in Ukraine;
- Attraction of the international experience and foreign investments on the national market.

There are bases to hope, that the decision of the listed tasks will ensure (supply) an opportunity of the development of the Cold Logistics in Ukraine.

All those lacks of Cold Logistics sphere, revealed at the analysis of problems on a home market, are the constraining factor and in foreign trade. Besides that such factors are added:

- Duration of transportation (limitation of terms of perishable cargoes delivery);
- Of the external economic cargoes cost transportation (the cost price of production essentially depends on cost of its delivery).

From the position of transportation terms, the most is optimal the air transportation, but it is the most expensive. From the position of transportation price, other types of transport (on the degree of its increase) can be arranged as follows: sea (river), railway, automobile.

In export-import deliveries transport maintenance (the choice of a type of transport) becomes one of the basic. In this connection, the prospects of the Cold Logistics in foreign trade activities, on our sight, are connected to the mixed transportations, namely - contrailers. In Europe first contrailers transportation have begun to be carried is in 60-s in the XX century: the first regular route Cologne (Germany) - Verona (Italy) was entered into operation in 1972. The characteristic of the basic contrailers of routes of Europe and Ukraine is given in the tables 1 and 2.

By the advantages of the contrailers transportations:

- Simplicity of the operation;
- Guarantee of timeliness of delivery of a cargo according to the diagram of the train movement;
- Guaranteed safety of delivery of a cargo under any weather conditions;
- Significant reduction of passage boundary time and customs control;
- Safety of a vehicle and savings it motoresource, economy of fuel;

- Safety of the highways;
- Safety of the environment ecology.

Tables 1 - The contrailers routes of Europe

№	Route	Length, km	The trains per by the day
1	Virgil (Austria) – Trento (Italy)	240	5
2	Virgil (Austria) – Brenner (Austria)	95	14
3	Salzburg (Austria) – Trieste (Italy)	430	3
4	Salzburg (Austria) – Villah (Austria)	190	2
5	Veils (Austria) – Szegen (Hungary)	640	3
6	Veils (Austria) – Maribor (Slovenia)	320	6
7	Lion (France) – Turin (Italy)	175	2
8	Bale (Croatia) – Lugano (Switzerland)	290	1
9	Freeburg (German) – Navarro (Itali)	430	10

Tables 2 - The contrailers routes of Ukraine

№	Route	Length, km	The trains per by the week	Time in way, hours	Time of passage of border, hours
Regulars					
1	«Vikigr»: Illichevsk (Ukraine) – Minsk (Republic Belarus) – Klaipeda (Lithuania)	1700	2	52	1,5
2	Yaroslav»: Kiev (Ukraine) – Slavkov (Poland)	1000	2	39	5
Non-Regulars					
3	«Kreschatik»: Odessa-port, Illichevsk – Kiev (Liski)				
4	«Dneprovets»: Odessa-port, Illichevsk – Dnepropetrovsk (Liski)				
5	«Nika»: Illichevsk – Nikopol				
6	«Odessa»: Odessa-port – Zernovoye (Ukraine) – Suzemki (Russia) – Moscow (Russia)				

Constraining the factors of development combined, including the contrailers transportations:

- Low level of the mixed transportations legal regulation;
- Absence of legal regulation in responsibility of the parties in the combined transportations;
- Absence of the law «About ports of Ukraine»;
- Low investment appeal because of the insufficient legal regulation and the state support of the investment process;
- Imperfection of legislative base in the sphere customs and other kinds of the control;
- Imperfection of tariff politics;
 - Discrepancy to the European technical standards of transportation;
 - Absence of state support in development container and contrailers of transportations;
 - Absence of necessary demand on a number of routes;
 - Disproportion in development of ports and railway stations, contiguous to them;

- Absence of a network of the transport-logistical centers;
- High risks in sector of the warehouse real estate;
- Low level of a hardware of an infrastructure.

Conclusions. The analysis, carried out in the article, has shown, that the Cold Logistics in the world is dynamically developing branch. The reason it is, that the opportunity of the decision of global problems, namely - change of a climate and emissions destroying an environment is connected to it.

The analysis has shown, that in Ukraine the reasons of slow development Cold Logistics are the lacks of the systems in the legal regulation, and also organizational-economic problems.

For overcoming problems, it is necessary:

1. Creation of legislative framework of the mixed transportations regulation.
2. Investments of the attraction.
3. Introduction the «logistical modules», automated systems of documentary support of the clients.
4. Development of a network of the logistical centers.
5. Development of the container transport infrastructure.
6. Introduction of the institute for the operators of the mixed multimodal transportations.

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Key words: cold logistics, delivery, perishable cargoes, container transport, contrailers transportations.

Ключові слова: холодна логістика, постачання, вантажі, що швидко псуються, контейнерні перевезення, контрейлерні перевезення

Ключевые слова: холодная логистика, поставка, скоропортящиеся грузы, контейнерные перевозки, контрейлерные перевозки

UDC 336.722.8

**THEORETICAL FUNDAMENTALS OF
INITIAL PUBLIC OFFERING MARKET FUNCTIONING**

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Гладчук К. М. Теоретичні основи функціонування ринку первинної публічної пропозиції цінних паперів.

У статті поглиблено теоретичні засади функціонування ринку IPO. Зокрема, з'ясовано сутність поняття «IPO» як процесу, що охоплює сукупність економічно-організаційних відносин з приводу підготовки, реєстрації та продажу акцій додаткового та основного випуску, у тому числі у формі депозитарних розписок на акції, необмеженому колу інвесторів на організованому фондовому ринку, що вперше здійснюється приватною компанією-емітентом, внаслідок чого вона змінює статус з приватного на публічний та залучає додаткові фінансові ресурси. Розкрито зміст ринку IPO як сукупності економічно-організаційних відносин, що виникають між емітентами, інвесторами та іншими учасниками фондового ринку та передбачають особливу процедуру пропозиції цінних паперів на первинному ринку та їх подальший обіг на вторинному організованому (біржовому / позабіржовому) ринку у процесі залучення інвестиційних ресурсів шляхом IPO. Розглянуто класифікацію методів залучення інвестиційних ресурсів та визначено місце IPO в ній. Окреслено організаційний процес здійснення операцій на ринку IPO. Проаналізовано ризики IPO, а саме з'ясовано сутність ризику IPO як ймовірності скасування IPO або недосягнення очікуваних фінансових результатів / зазнання збитків емітентом у процесі IPO внаслідок впливу несприятливих факторів. Проведено синтез класифікаційних ознак ризиків IPO та здійснено їх авторське узагальнення з поділом на екзогенні та ендогенні.

Gladchuk K. Theoretical fundamentals of initial public offering market functioning.

The article extends theoretical fundamentals of IPO market functioning. In particular, the essence of IPO was disclosed as a process covering economic and organizational relations concerning preparation, registration and sale of initial and additional stock and depository receipt issues to the public in the organized stock market conducted for the first time by a private issuer who changes his status from private to public and attracts additional financial funds. The intension of IPO market was stated as a set of economic and organizational relations arising between issuers, investors and other stock market participants and stipulating a special procedure of offering securities in the initial market and their further circulation in the secondary organized (stock-exchange / over-the-counter) market in the process of attracting investment funds via IPO. The author examined the classification of investment funds attraction methods and identified the position of IPO in it. Organizational process of conducting IPO was described. Special attention was paid to IPO risks. In particular, IPO risk was defined as a probability of cancelling IPO or failure to achieve expected financial results / suffering losses by an issuer in the process of IPO owing to the impact of unfavorable factors. Criteria of IPO risks classification were synthesized, generalized and divided by the author into exogenous and endogenous.

Гладчук К. Н. Теоретические основы функционирования рынка первичного публичного предложения ценных бумаг.

В статье углублены теоретические основы функционирования рынка IPO. В частности, выяснена суть понятия «IPO» как процесса, охватывающего совокупность экономически-организационных отношений относительно подготовки, регистрации и продажи акций дополнительного и основного выпуска, в том числе в форме депозитарных расписок на акции, неограниченному кругу инвесторов на организованном фондовом рынке, которая впервые осуществляется частной компанией-эмитентом, в результате чего

она меняет статус с частного на публичный и привлекает дополнительные финансовые ресурсы. Раскрыто содержание рынка IPO как совокупности экономически-организационных отношений, возникающих между эмитентами, инвесторами и другими участниками фондового рынка и предусматривающих особую процедуру предложения ценных бумаг на первичном рынке и их дальнейшее обращение на вторичном организованном (биржевом / внебиржевом) рынке в процессе привлечения инвестиционных ресурсов путем IPO. Рассмотрена классификация методов привлечения инвестиционных ресурсов и определено место IPO в ней. Очерчен организационный процесс осуществления операций на рынке IPO. Проанализированы риски IPO, а именно выяснена суть риска IPO как вероятности отмены IPO или недостижения ожидаемых финансовых результатов / понесения убытков эмитентом в процессе IPO вследствие воздействия неблагоприятных факторов. Проведен синтез классификационных признаков рисков IPO и осуществлено их авторское обобщение с разделением на экзогенные и эндогенные.

Problem statement. Under terms of financial globalization legal entities look for new ways of attracting investment funds in the international capital markets. In addition to traditional debt financing they choose new methods including stock financing. During the last decade such form of stock financing as initial public offering of securities (IPO) has become widespread in the developed and developing markets. IPO gives obvious benefits to entrepreneurs and has positive impact on the national economy.

Analysis of latest research and publications. Recent increase in IPO market volumes has caused great interest of experts and scientists in researching this phenomenon. Complex analysis of the modern IPO market is conducted by such foreign specialists as Jay R. Ritter, N. L. Bower, I. Welch, T. Loughran, M. Pagano, F. Panetta and L. Zingales, R. Aggarwal, A. Ljungqvist, T. J. Jenkinson and V. J. Vilhelm, S. Bragg, J. S. Brau and S.I. Fawcett, R. Geddes, G. N. Gregoriu, etc. Issues connected with IPO practice are reviewed in the papers of Russian scientists S. Gvardin, P. Gulkin, A. Lukashov, A. Mogin, Y. Mirkin, Y. Zhukov, V. Nykiforova, V. Makarova and O. Volkova, P. Shlyk, A. Potyomkin, Y. Danilov and A. Yakushin, S. Ryazkova and M. Tolstel. IPO research is carried out by the Ukrainian scientific community as well. Experience of domestic companies in IPO market is studied by O. Mozgoviy, G. Karpenko, V. Kuksa, L. Melnichuk, Y. Kovalenko, V. Hrushko and O. Chumachenko, T. Mayorova, L. Ilchenko-Syuyva and S. Radzimovska, I. Shkolnik and S. Chervyakova, N. Shapran, I. Rekunencko, R. Zadorozhna, V. Vergeles, etc. Giving credit for research groundwork of domestic and foreign scientists on this problematics, we should mention that key accent is put on practical aspects of IPO market functioning. But little attention is paid to interpretation of IPO and its role in investment funds generation. Complex research of theoretical aspects of IPO market functioning and appropriate risks is absent as well.

The article is aimed at deepening theoretical fundamentals of IPO market functioning by way of giving definition to IPO, highlighting its key features, examining the classification of investment funds attraction methods and identifying the place of IPO in it, revealing the essence of IPO market, outlining the organizational process of conducting deals in it and risks accompanying this process.

Description of key research material. Analysis of IPO definition shows that it still doesn't have single-valued interpretation both in scientific sources and in practice. Examination of terminology characterizing IPO essence (stock financing, offer, emission, placement, issue), as well as views of domestic and foreign scientists on IPO issue [1, p. 288, 326; 2, p. 3; 3, p. 5; 4, p. 37; 5, p. 4; 6, p. 10-11; 7; 8, p. 31; 9, p. 195; 10, p. 1; 11, p. 459; 12, p. 1] enabled to offer advanced determination, according to which *initial public offering of shares (IPO)* is a process covering economic and organizational relations concerning preparation, registration and sale of principal and additional stock and depository receipt issues to the public in the organized securities market conducted for the first time by a private issuer who changes his status from

private to public and attracts additional financial funds. Application of the unified IPO definition would simplify understanding its procedure by potential issuers and investors, as well as enhance the mechanism of domestic IPO market functioning.

We also suggested our own interpretation of *IPO market*: it is a set of economic and organizational relations arising between issuers, investors and other stock market participants and stipulating a special procedure of offering securities in the initial market and their further circulation in the secondary organized (stock-exchange / over-the-counter) market in the process of attracting investment funds via IPO. The advantage of this definition consists in the fullest and most accurate coverage of IPO market essence.

Analysis of the existent system of investment funds attraction methods enables to suggest their generalized classification and identify the place of IPO in it (figure 1).

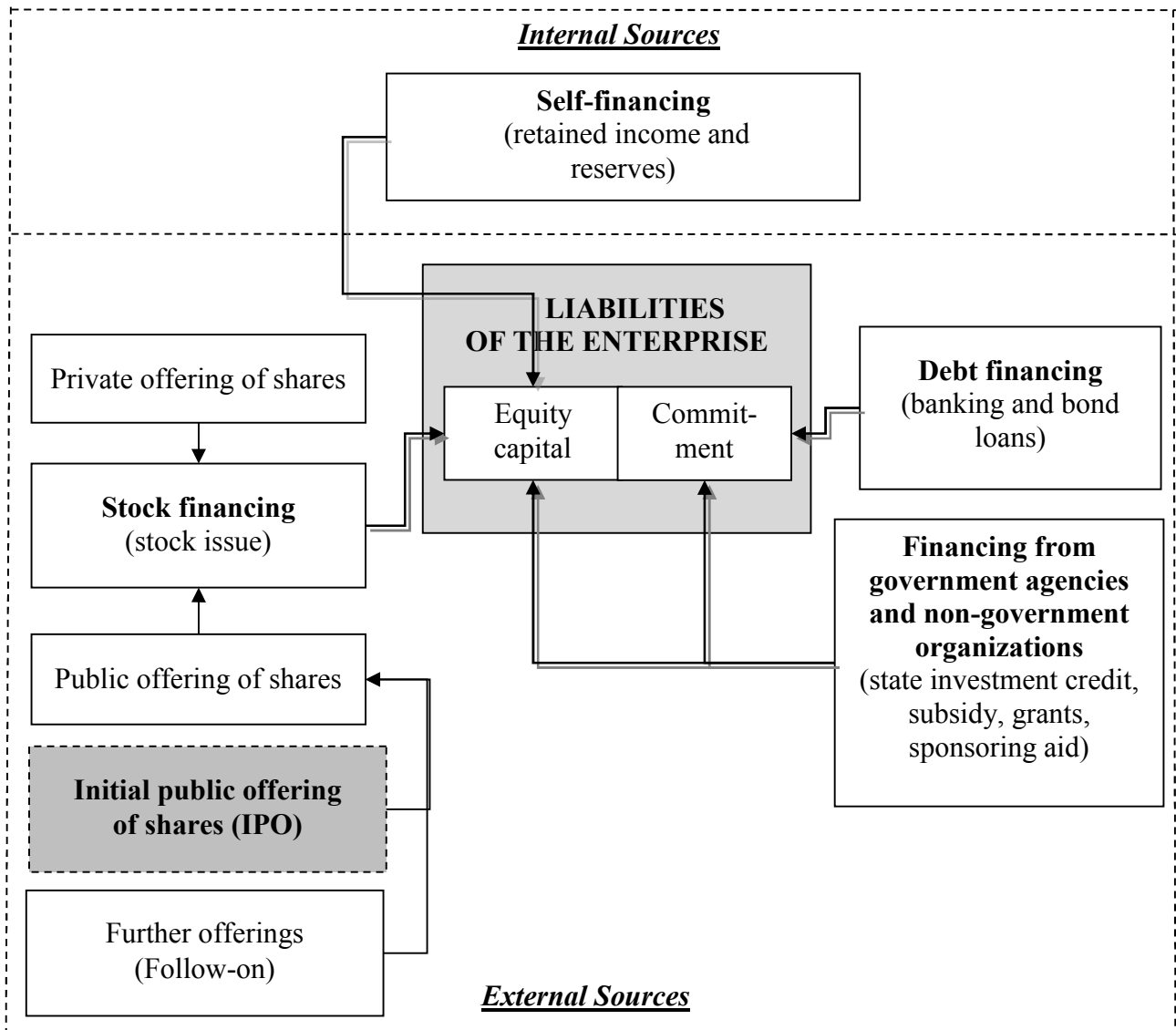


Figure 1 – Place of IPO in the system of investment funds attraction methods

A thorough research of organizational process of conducting IPO allowed developing a scheme of IPO realization steps (figure 2).

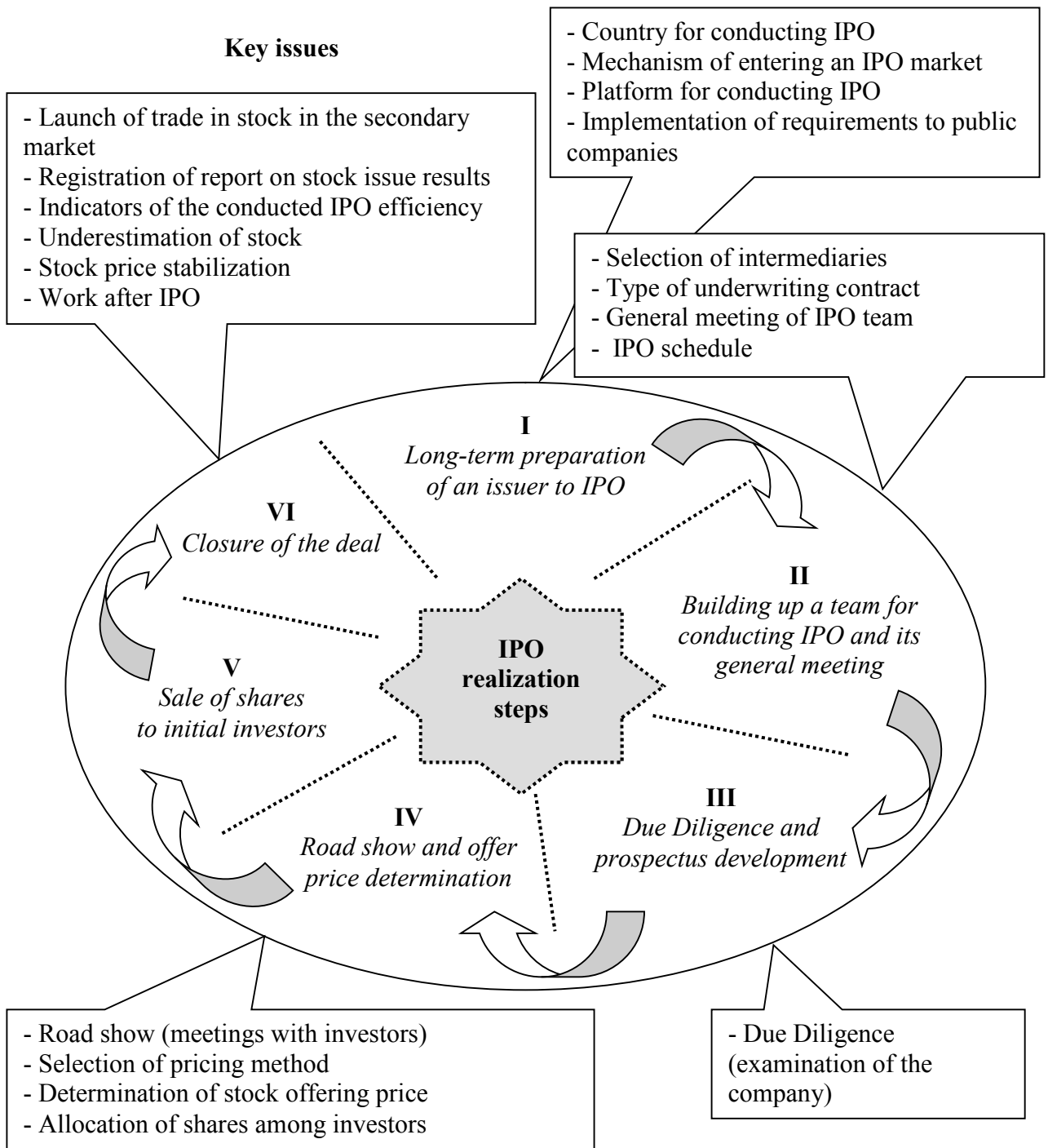


Figure 2 – A sequence of IPO realization steps

Modern scientists have different opinions on the role of IPO in generating companies' investment funds. It is well-known that not all IPO deals turn out to be successful and absolutely benefit issuers. Analysis proves that this process is accompanied by a wide range of risks. IPO risk is defined as a probability of cancelling IPO or failure to achieve expected financial results / suffering losses by an issuer in the process of IPO owing to the impact of unfavorable factors. This definition, in contrast to other ones, in addition to failure to achieve expected financial results and suffering losses also points out a probability of complete IPO cancellation that is particularly topical under terms of high capital markets volatility. And it also generalizes a list of factors preceding such a risk. The author synthesized the criteria of IPO risks classification given by scientists generalized them and divided into exogenous and endogenous (depending on the possibility of managing them) (figure 3).

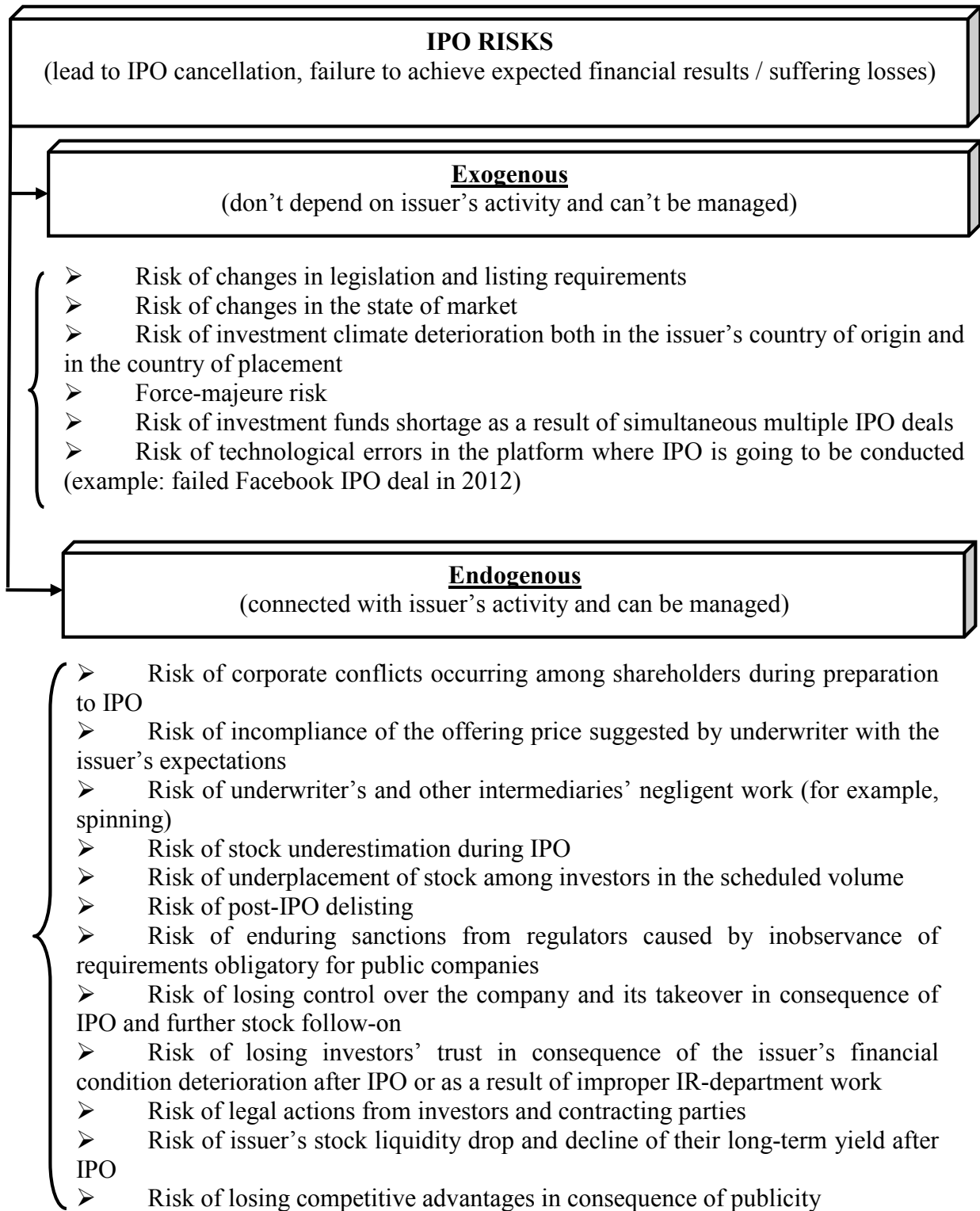


Figure 3 – Generalized classification of IPO risks

Identification and systematization of such risks will enable an issuer to conduct their thorough analysis.

Summary. It is determined that under terms of financial globalization initial public offering of securities as a form of investment funds attraction has become widespread in the international capital markets recently. In consequence of systematization of scientists' views we offer advanced determination, according to which initial public offering of shares (IPO) is a

process covering economic and organizational relations concerning preparation, registration and sale of principal and additional stock and depository receipt issues to the public in the organized securities market conducted for the first time by a private issuer who changes his status from private to public and attracts additional financial funds. We also reveal the essence IPO market: it is a set of economic and organizational relations arising between issuers, investors and other stock market participants and stipulating a special procedure of offering securities in the initial market and their further circulation in the secondary organized (stock-exchange / over-the-counter) market in the process of attracting investment funds via IPO. Analysis of the existent system of investment funds attraction methods enables to suggest their generalized classification and identify the place of IPO in it. A thorough research of organizational process of conducting IPO allowed developing a scheme of IPO realization steps. Analysis of theoretical fundamentals of IPO market functioning has proved that this process is accompanied by a wide range of risks. The essence of IPO risk was defined, criteria of IPO risks classification were synthesized, generalized and divided by the author into exogenous and endogenous.

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Key words: corporatization, initial public offering of securities (IPO), stock market, IPO market, IPO market participants, IPO process, IPO risks.

Ключові слова: акціонування, первинна публічна пропозиція цінних паперів (IPO), фондовий ринок, ринок IPO, учасники ринку IPO, процес IPO, ризики IPO.

Ключевые слова: акционирование, первичное публичное предложение ценных бумаг (IPO), фондовый рынок, рынок IPO, участники рынка IPO, процесс IPO, риски IPO.

Key words: corporatization, initial public offering of securities (IPO), stock market, IPO market, IPO market participants, IPO process, IPO risks.

УДК 338.24

INNOVATIVE DEVELOPMENT: CHARACTERISTICS AND PROBLEMS

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Гринько Т. В., Кошевий М. М. Інноваційний розвиток: характерні риси та проблеми.

У статті досліджено сучасний стан та особливості інноваційного розвитку регіонів України, визна чено характерні риси інноваційного розвитку, як економічної категорії. Проаналізовано інноваційну активність суб'єктів національної економіки України за 2000-2012 рр., оцінено тенденції інноваційної діяльності суб'єктів господарювання України та обґрунтовано напрями забезпечення економічного зростання національної економіки. Доведено, що поняття інноваційний розвиток потребує функціонального поєднання категорій «інноваційний процес» та «інноваційний потенціал». Одним із основних чинників економічного зростання національної економіки є активізація інноваційних процесів на регіональному рівні, що забезпечують структурну модернізацію економіки на новій технологічній основі та підвищують її конкурентоспроможність. За видами економічної діяльності найбільша частка інноваційно-активних підприємств, як і раніше, належить переробній промисловості. Тому з метою вирішення проблем і поширення практики інноваційного розвитку суб'єктів національної економіки необхідно: по-перше, визначити чинники, що струмують цей процес, по-друге, оцінити географічні та галузеві особливості інноваційної активності та, по-третє, виділити організаційно-економічні напрями поширення інноваційної діяльності на усі галузі національної економіки України. Проведений аналіз теорій інноватики показав, що кожна з них характеризує інноваційний розвиток підприємства з різних аспектів та визначає основні фактори впливу на цей процес. Сучасні теорії інноваційного розвитку доповнюють та уточнюють фактори впливу на інноваційний розвиток, дозволяють зосередити увагу на всіх аспектах, які характеризують здійснення інноваційного процесу на підприємстві за умови його подальшого ефективного розвитку.

Gryngo T. V, Koshevoy M. M. Innovative development: characteristics and problems.

This article investigates the current state and features of regional innovative development in Ukraine, defines the characteristics of innovative development as an economic category. The innovation activity of the national economy entities in Ukraine was estimated and analysed for the period 2000-2012, and the directions for economic growth of the national economy were justified. It was proved that the concept of innovation development requires a combination of such functional categories as “innovation process” and “innovation potential”. One of the main factors of economic growth in the national economy is intensification the innovation process at the regional level to ensure the structural modernization of the economy on a new technological basis and to increase its competitiveness. As for the economic activities, the biggest share of innovation active enterprises is still occupied by the manufacturing industry. Therefore, to solve problems and dissemination practices for innovative development of the national economy entities it is necessary: first, to identify the factors which flows the process, and secondly, to assess the geographical and sectorial features of the innovative activity and, thirdly, to provide organizational and economic directions of innovative activity promotion in all sectors of the national economy of Ukraine. The conducted analysis of the theories of innovation has shown

that each of them describes the enterprises' innovative development from different aspects and identifies the main factors influencing this process. Modern theories of innovation are complementary and specify the impacts on innovation development, they allow focusing on all aspects characterizing the implementation of the innovation process in the company due to its further effective development.

Гринько Т. В. , Кошевой Н. Н. Инновационное развитие : характерные черты и проблемы.

В статье исследовано современное состояние и особенности инновационного развития регионов Украины, определены характерные черты инновационного развития, как экономической категории. Проанализирована инновационная активность субъектов национальной экономики Украины за 2000-2012 гг., оценены тенденции инновационной деятельности субъектов хозяйствования Украины и обоснованы направления обеспечения экономического роста национальной экономики. Доказано, что понятие инновационное развитие требует функционального сочетания категорий «инновационный процесс» и «инновационный потенциал». Одним из основных факторов экономического роста национальной экономики является активизация инновационных процессов на региональном уровне, обеспечивающих структурную модернизацию экономики на новой технологической основе и повышают ее конкурентоспособность. По видам экономической деятельности наибольшая доля инновационно - активных предприятий, по-прежнему, принадлежит перерабатывающей промышленности. Поэтому в целях решения проблем и распространение практики инновационного развития субъектов национальной экономики необходимо: во-первых, определить факторы, которые сдерживают этот процесс, во-вторых, оценить географические и отраслевые особенности инновационной активности и, в-третьих, выделить организационно - экономические направления инновационной деятельности на все отрасли экономики Украины. Проведенный анализ теорий инноватики показал, что каждая из них характеризует инновационное развитие предприятия по различным аспектам и определяет основные факторы влияния на этот процесс. Современные теории инновационного развития дополняют и уточняют факторы влияния на инновационное развитие, позволяют сосредоточить внимание на всех аспектах, характеризующих инновационный процесс на предприятии при условии его дальнейшего эффективного развития.

Problem. Innovative development today is the foundation that determines the competitiveness of the state and prospects of its further development. This innovative economy in modern conditions is one of the most important concepts in economics and drives the production efficiency. However, today there is no single approach to understanding the modern sense of the term, there is a need to obtain the most detailed information on features and ways to create innovative economic space of the modern world with a specific innovation development. Under the present conditions of innovative development is constrained by lack of institutional support for innovation, the formation of non-systematic legal framework and many other factors.

Analysis of recent research and publications. The issue of innovation has been actively developed in the late nineteenth - early twentieth century. Various aspects of innovation development studied by many domestic and foreign scholars: Amosha AI, AI Ansof., Heets VM, wanted YM, Havkalova NL, Green VM, MI Krupka ., Onyshko, S., A. Green, P. Drucker, Yohna MA, M. Stadnik, Ilyashenko SM, AP Halchynskiy, VM Heyets, BE Kvasniuk, AV Kolodyuk, AA Quotes, IV Novikov, IV Odotyuk, Y. Pakhomov, AM Poruchnyk, VS Savchuk, VP Seminozhenko, LI Fedulova, J. Forester, V. Chirkov. In these studies, researchers revealed issues formation mechanisms of innovation development at different levels, innovative model of economic development, financial, economic and legal aspects of innovation.

Not solved the problem. Despite the large number of papers on innovative development in a transformation of the environment and paying tribute to the scientific and practical results of domestic and foreign scientists, it should be noted that the existing approaches not fully

correspond to the present. Review of scientific works of domestic and foreign scientists showed lack of attention to this vital issue, the impact of innovative features regional development on innovative development countries, which in modern realities of particular relevance and importance.

The article aims to analyze the features of innovative development of regions and identify the problems that hinder the development and competitiveness of the national economy to develop proposals for their solution.

Results. Defining the essence of the concept of "innovation development" should be subject to the general theory of development as innovative development as part of economic development should include features that category (Fig. 1). Proof of this are, firstly, that innovative development is subject to the laws of dialectical development, generality and universality which covers all areas of modern reality and reveal the essence of development - from the reflection of a qualitative change to the disclosure of the controversial nature of this process as a unity of change and their contradictions .

Secondly, innovative development takes specific features inherent in its own economic development, which should be considered in sutnistno-semantic terms as a process of quantitative and qualitative changes in production and consumption of goods and services that take place in time and space dimension, worldwide, scale international associations and unions, individual countries, regions and sectors.

Generalization of scientific research suggests that the concept of "innovative development" mostly seen as part of global science and technology - macroeconomic approach; mechanism-fulfillment company; set of actions on innovation.

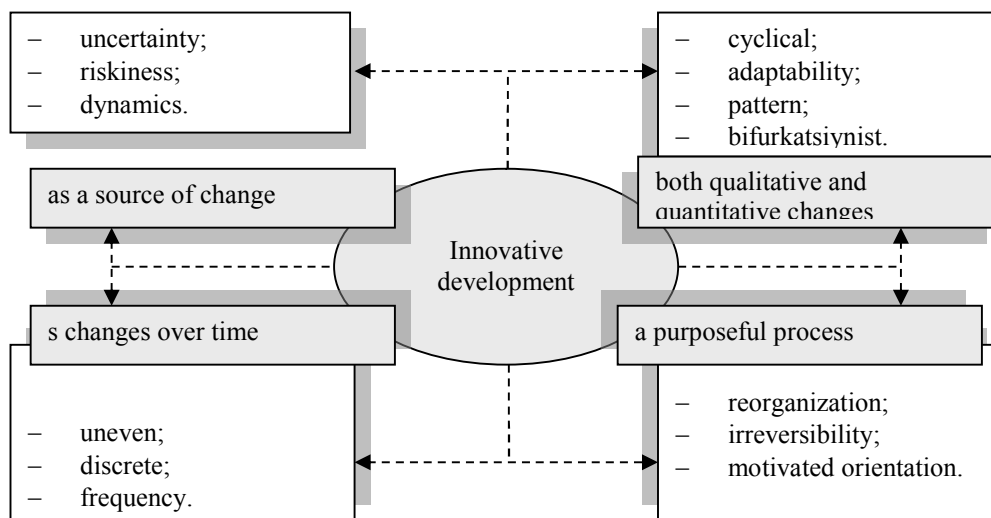


Fig. 1. Characteristics of Innovation Development

Largely variety of interpretations of "innovative development" is also due to ambiguous understanding it as exogenous and endogenous factors of the subject.

Therefore, the definition of innovative development requires a combination of functional categories of "innovation process" and "innovative capacity", and hence understanding of innovation development not only as a process, but as a system of factors and conditions that are necessary for its implementation, ie the potential of innovative development.

Considering the innovation activity of the national economy is first necessary to describe trends in innovation in its industrial sector. Thus, according to the State Statistics Service of Ukraine, in 2011. Innovation in the industry engaged in business in 1679 (16.2% of the surveyed industry), and in 2012 - 1758 (17.4% of the surveyed industry) or 4, 7% more.

Geographic structure of innovative industrial enterprises in 2012 is shown in Fig. 2. The structure suggests that most innovation active enterprises are concentrated in Kharkiv region -

9.56%, m. Kyiv - 7.39%, Zaporozhye region - 6,54%, Mykolaiv region - 6,48% in Lviv area - 5.75%, in Donetsk region - 5.18% in the Ivano-Frankivsk Oblast - 5.06%.

Under the innovative activity of enterprise refers to a comprehensive description of its innovation, including: enterprise susceptibility to technical and organizational innovations; degree of intensity and timeliness of committed action for the creation, implementation and commercialization of innovations; ability to mobilize resources, financial, technological and human resources required quantity and quality; ability to ensure the validity of the methods; rationality technology innovation process composition and sequence of operations.

Regions of Ukraine, where the share of innovative industrial enterprises is less than 3% are Vinnytsia region (2.84%), Volyn region (1.65%), Zakarpattia Oblast (1.02%), Kyiv region (2.50%) Kirovohrad region (2,62%), Poltava region (1.65%), Rivne region (2.05%), Sumy region (2.33%), Ternopil region (2.84%), Cherkasy region (2 84%), Chernivtsi region (2.45%) and Sevastopol City. (0.74%).

Regarding the share of innovative enterprises in the total number of industrial enterprises, it should be noted that in 2012 the regions of Ukraine, whose share of innovation active enterprises above average in Ukraine (17.4%) are Vinnytsia region (18.0%), Zaporizhia region (29.8%), Ivano-Frankivsk region (20.5%), Kirovohrad region (17.4%), Mykolaiv region (29.8%), Odessa region (22.3%), Sumy region (18.6%), Ternopil region (22.3%), Kharkov region (22.1%), Kherson region (26.1%), Khmelnytsky region (22.5%), Chernivtsi region (18.4%) Chernigov region (20.4%) and m. Kyiv (26.1%), which indicates the presence of geographic disparities in the development of innovative enterprises.

Innovative development of the national economy of Ukraine also driven by the dynamics and structure of innovative products, which refers to the market introduction of new or significantly improved goods or services with respect to its characteristics such as improved software usability, layout and subsystems. If we consider the geographical structure of the volume of sales (Fig. 3), it should also be noted on the availability of certain features.

The structure sales of innovative products suggests that the largest quantities go through the Poltava region - 22.76% and Donetsk region - 13.76%, which collectively is more than 1/3 of the total sales of innovative products for 2012 (36 157 7 mln. USD.).

Among outsiders regions where the share of sales of innovative products less than 1% is Vinnitsa region (0.84%), Volyn region (0.45%), Kirovohrad region (0.81%), Mykolaiv region (0.56 %), Rivne region (0.23%), Cherkasy region (0.96%), Chernivtsi region (0.37%), Chernihiv region (0.53%) and Sevastopol City. (0.07%).

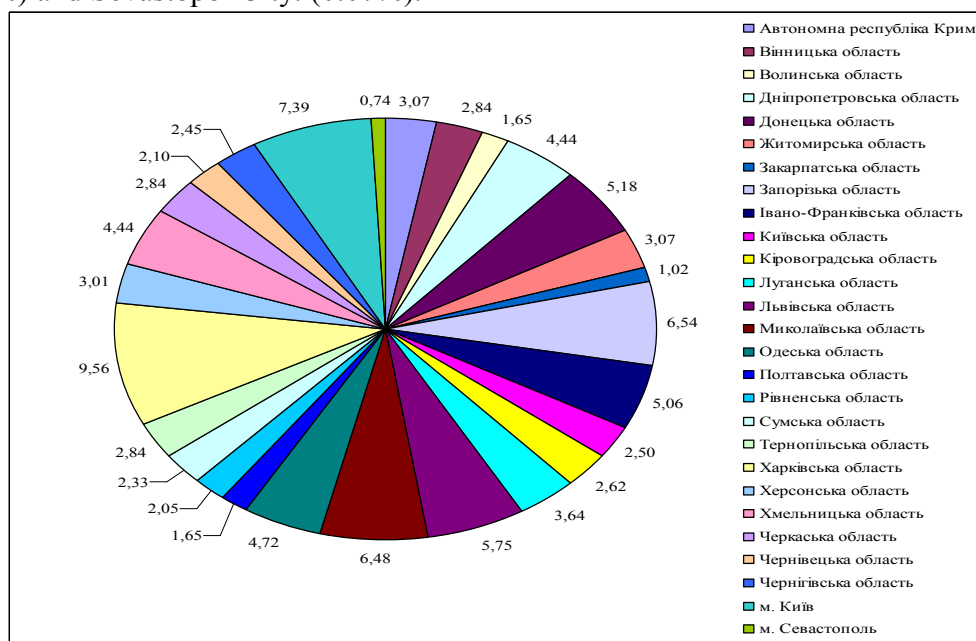


Fig. 2. Geographical structure of innovative industrial enterprises in 2012,%¹

¹ Compiled and calculated according to the author [6].

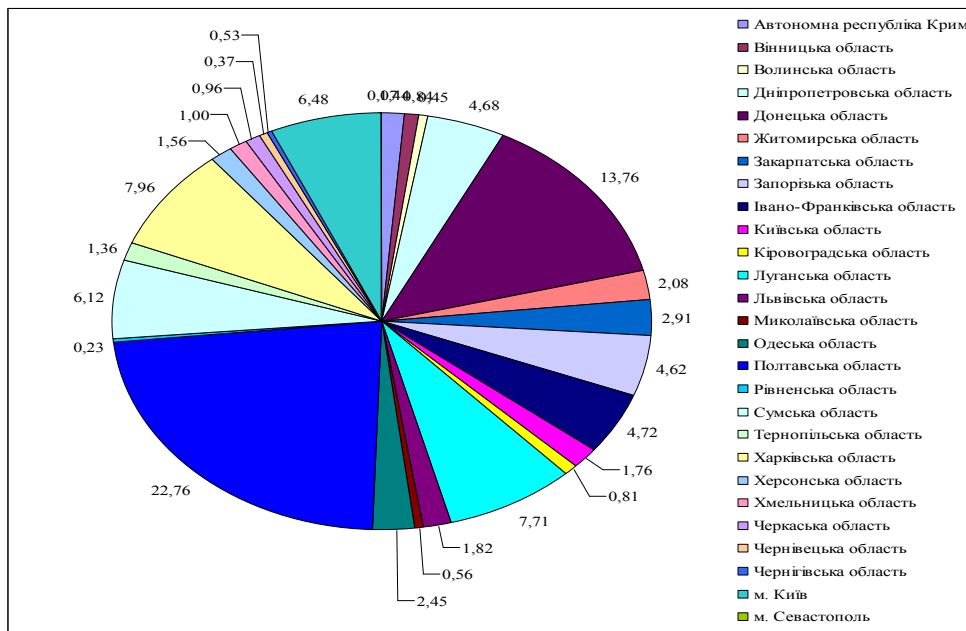


Fig. 3. The geographical structure of volume of innovative products in 2012,% ¹

¹ Compiled and calculated according to the author [6].

Regarding the share of sales of innovative products in the total volume of industrial production among leading regions in which such share exceeding 10% are only three areas: Transcarpathian region - 13.4%, Poltava region - 14.4% and Sumy region - 10.6% whereas in regions where such amounts do not exceed 1%: Dnipropetrovsk region - 0.8%, Mykolaiv region - 0.9%, Rivne region - 0.6% and Sevastopol City - 0.6%.

One of the main factors of economic growth of the national economy is boosting the innovation processes at the regional level, providing structural modernization of the economy on a new technological basis and increase its competitiveness. By economic activities the largest share of innovation active enterprises still owned manufacturing.

The contribution of individual regions to support innovative development of economy of Ukraine belongs to the Donetsk region. But at the same time, the pace of innovation development of economy of Donetsk region is not too high, as evidenced by the dynamics of the share of firms involved in innovation and implementing them (Fig. 4). Thus the proportion of firms involved in innovation slightly decreased from 13.50% in 2000 to 11.80% in 2012. At the same time significantly, almost twice reduced the percentage of firms that introduced innovations - from 21.70% in 2000 to 10.90% in 2012. Also it should be noted the dynamics of innovation expenditures Donetsk region (Fig. 11), which from 2000 to 2008 increased significantly from 467.6 million. UAH to 2.7404 billion. USD. or nearly 6 times, and since 2009 have decreased by almost 3.5 times and the results of 2012 slightly increased, approaching 2005 - 1447600000. USD.

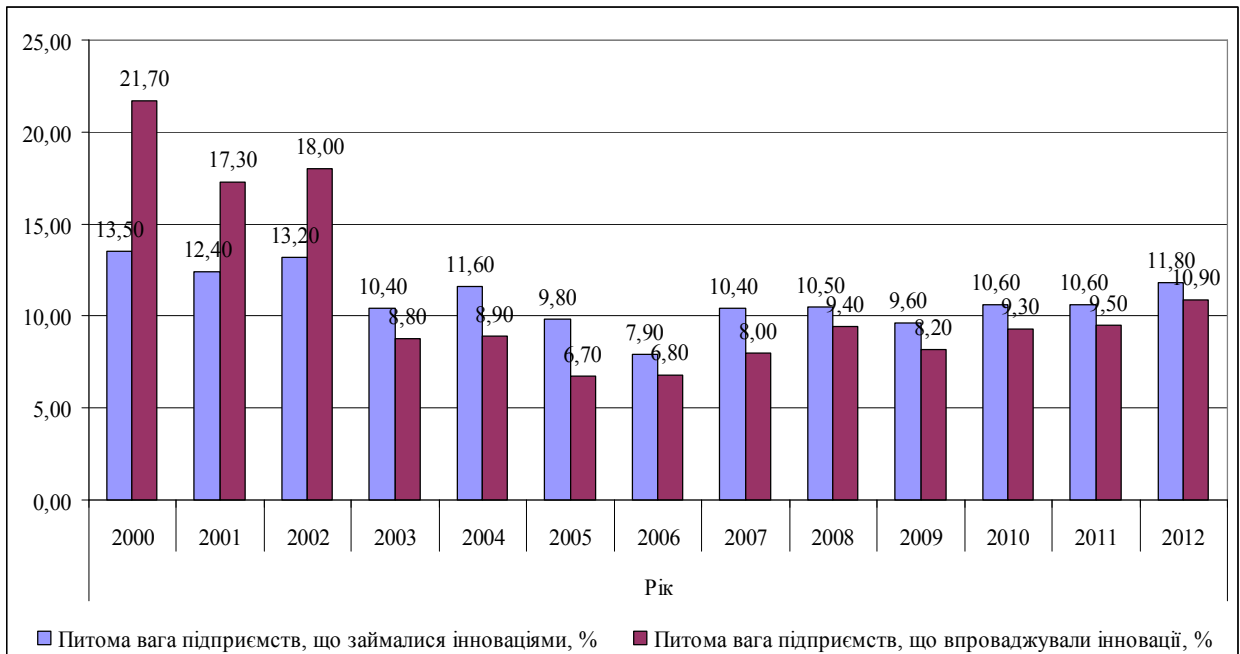


Fig. 4. Dynamics of the share of enterprises in Donetsk region, engaged and implemented innovations, %¹

¹ Compiled and calculated according to author [2].

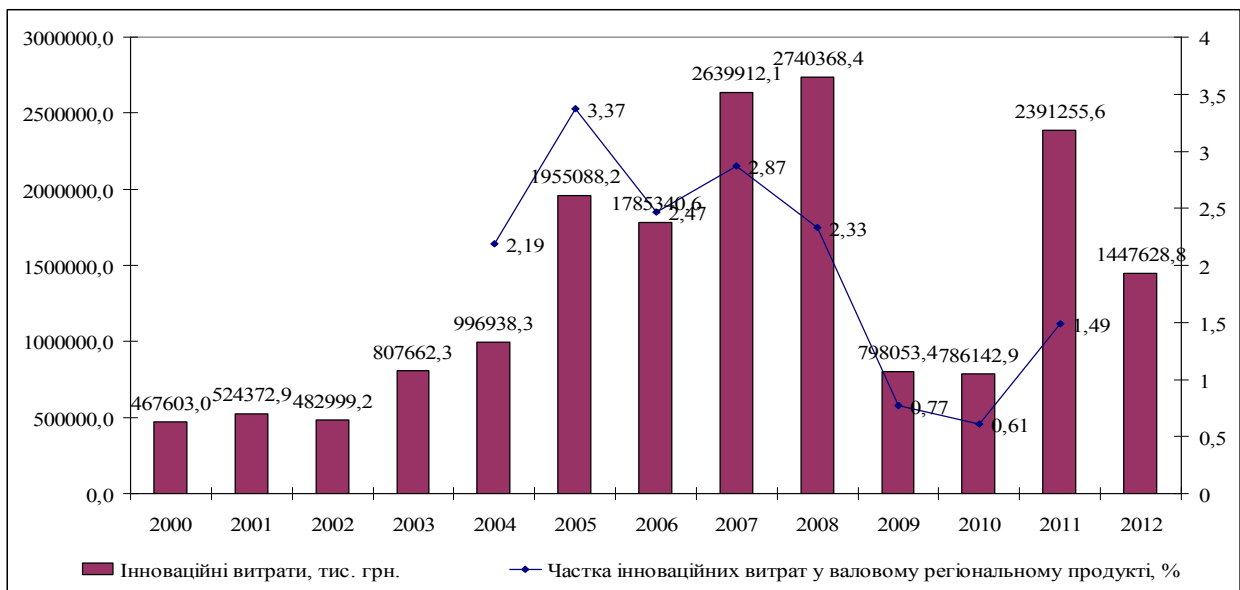


Fig. 5. The dynamics of innovation expenditures and their share in the gross regional product of Donetsk region¹

¹ Compiled and calculated according to author [2].

During the period 2004-2011 gg. Also observed sharp fluctuations in the share of innovation expenditures in the gross regional product of Donetsk region (Fig. 6). During this period, the share of innovative cost less than 1% took place in 2009 and 2010, and most of its significance occurred in 2005 - 3.37% in other periods investigated interval share of innovation expenditures over a certain national norm 1, 7%, except in 2011 overall, growth in gross regional product for the period from 2004 to 2011 in 3.53 times, innovation expenses increased for the period 2010-2012. 3.1 times.

The structure of financing innovation in the Donetsk region suggests the significant differences at the national and regional levels (Table. 1, Fig. 6).

Table .1 Sources of financing innovation in the Donetsk region * (thousand. UAH).

year	Total expenditure	Including funds			
		own	state budget	foreign Investors	other sources
2000	467603,0	385840,0	128,0	17731,0	63904,0
2001	524372,9	480811,6	–	5424,8	38136,5
2002	482999,2	384565,7	1565,3	19085,7	77782,5
2003	807662,3	557349,6	682,8	–	249629,9
2004	996938,3	933802,2	2386,0	–	60750,1
2005	1955088,2	1825523,5	–	4919,9	124644,8
2006	1785340,6	1773664,5	9615,6	–	2060,5
2007	2639912,1	2447291,0	3576,1	–	189045,0
2008	2740368,4	2484230,1	4934,8	–	251203,5
2009	798053,4	723390,7	–	15105,0	59557,7
2010	786142,9	770696,8	14314,1	–	1132,0
2011	2391255,6	1700374,1	3219,1	–	687662,4
2012	1447628,8	1321934,8	22027,0	–	103667,0

* Compiled and calculated according to author [2].

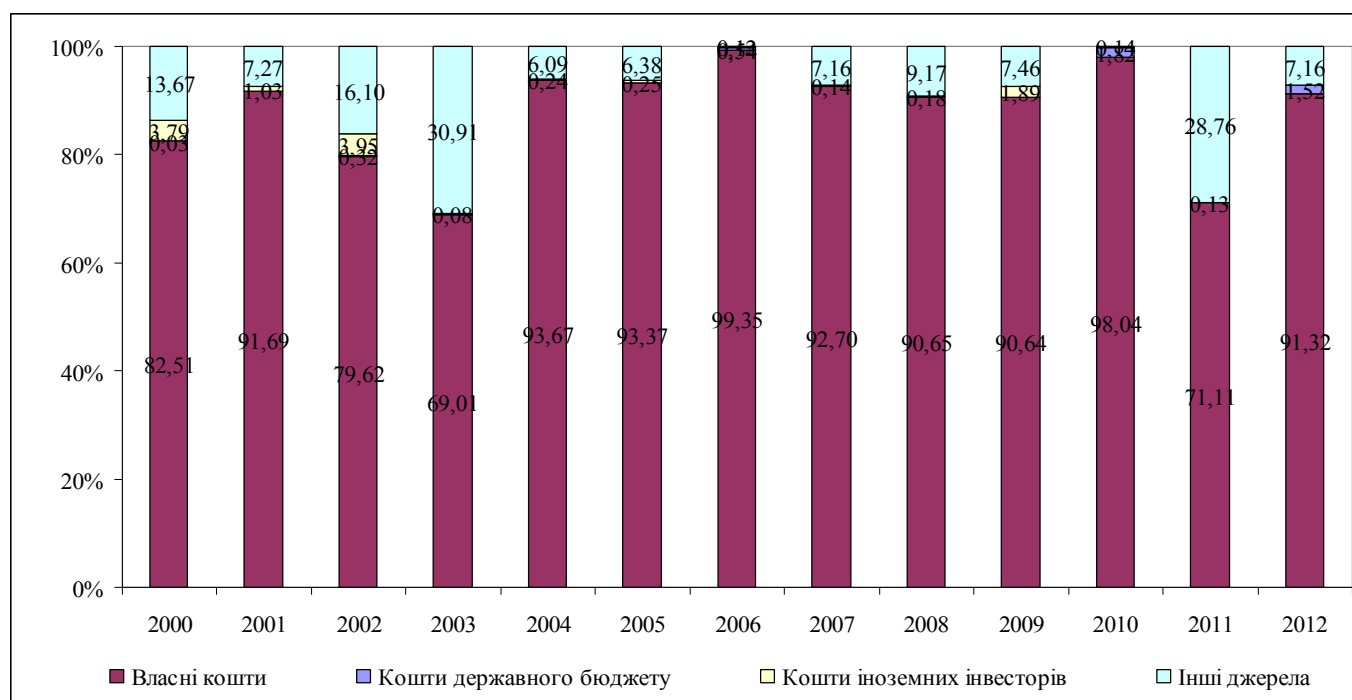


Рис. 6. The structure of the sources of innovation funding
Donetsk region, %*

* Compiled and calculated according to author [2].

Thus, as evidenced by the dynamics and structure of innovative sources of financing Donetsk region in their composition is dominated by funds of enterprises and organizations, Chaska per year has a high value on average more than 85.0% annually, its value increased from 82.51% in 2000 g. 91.32% in the 2012 state budget funds for the entire analyzed period not significant: in 2000 - 0.03% in 2002 - 0.32% in 2003 - 0.08 % in 2004 - 0.24%, 2006 - 0.54%, in 2007 - 0.14% in 2008 - 0.18% in 2010 - 1.82% in 2011 - 0.13% in 2012 - 1.52%, and in 2001,

2005 and 2009, this type of source generally not used. This situation is somewhat similar for foreign investments, just as other funds are essential: in 2003 they amounted to 30.91% and in 2011 - 28.76%.

Conclusions. These trends of innovative development of the Donetsk region the following conclusions: most large industrial enterprises in the region have low innovation capacity; state industrial policy of recent years has not been focused on stimulating innovation processes domestic production, resulting in increased industrial structure imbalance in favor of low-tech industries and consequently the share of innovation active enterprises; technological and organizational backwardness of industrial enterprises of the region is the main cause of his ugliness and lack of investment funding; because of the significant technology gap businesses for a long time can survive a situation where foreign borrowing simple techniques and technologies will be more attractive to producers than order, purchase and implementation of new domestic appliances and technologies.

Thus, the development of innovative enterprises is part of innovative economic development and play important aspect of industrial relations, namely: the renewal of fixed assets and the construction and improvement of their use both during the formation and training of scientific and technical production.

The importance of innovation for the modern economy Ukraine can not be overemphasized. It is through innovation can be achieved economic growth in the near future. Active use of innovations allows entities to achieve a high degree of technological independence, enhances competitiveness in strategic perspective.

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Ключові слова: інноваційний розвиток, модель інноваційного розвитку, інноваційна активність, конкурентоспроможність, інноваційна діяльність.

Ключевые слова: инновационное развитие, модель инновационного развития, инновационная активность, конкурентоспособность, инновационная деятельность.

Keywords: innovation development, innovation development model, innovative activity, competitiveness, innovation.

УДК 330.3

**HUMAN DEVELOPMENT EVALUATION UNDER FORMATION OF SOCIO-
ECOLOGICAL-ECONOMIC SYSTEMS**

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Economic Informatics DNU. Oles Gonchar

**Саричев В. І., Єлісеєва Г. Ю. Оцінка людського розвитку в умовах
формування соціо-еколого-економічних систем.**

У статті досліджено основні проблеми формування соціо-еколого-економічних систем в умовах глобальної екологічної кризи. Наведено інтегральний показник вимірювання здоров'я планети за методиками Всесвітнього фонду дикої природи та національної в Україні щодо навколишнього природного середовища. Проаналізовано динаміку показника глобального екологічного сліду країн Великої вісімки та України у 2003 – 2008 рр. й обґрунтовані чинники природоохоронного курсу держави на перспективу. У статті досліджено головні аспекти негативного впливу існуючих світових моделей виробництва та споживання на стан біосфери; проаналізовано динаміку екологічного сліду країн з різним рівнем людського розвитку та інтегральних показників екологічного стану. Доведено, що збереження екологічного балансу поступово стає провідним завданням національних урядів. Більшість країн світу на сьогодні є учасниками міжнародних програм з питань захисту біосфери, але дієва світова природоохоронна система поки що не сформувалася. Таким чином, важливим при розв'язанні екопроблем є попередження їх загострення, що робить цей процес надмірно обтяжливим в фінансовому та соціальному плані. Екологічна політика України повинна легко адаптуватися до негативних змін клімату. Її пріоритетними напрямками розвитку повинні стати: адаптаційні заходи з підготовки народно-господарчого комплексу та суспільства до зміни клімату, застосування широкого спектру технологічних інновацій з метою переходу на виробництво з низькими витратами вуглецю, підвищення енергозбереження, розвиток відновлюваних систем, формування структури «зеленої» економіки з урахуванням досвіду розвинутих країн.

**Sarychev V., Yeliseyeva G. Human development evaluation under formation of
socio-ecological-economic systems.**

The article explores the main problems of the formation of socio-ecological - economic systems under conditions of the global environmental crisis. An integral indicator measuring the health of the planet by World Wildlife Fund and Ukrainian environmental indicators are studied. The dynamics of the global environmental footprint of G-8 and Ukraine for the period of 2003 – 2008, as well as factors justifying environmental policy are analysed. The article also studies the main aspects of the negative impact of current consumption and production patterns on the biosphere; analyzes the dynamics of the ecological footprint of countries with different levels of human development and the integral indicator of ecological condition. It has been proven that the preservation of the ecological balance should become a priority for national governments. Most countries in the world today joined the international programs for nature protection, however effective global nature conservation system is not yet formed. So, while in solving ecological problems it's important is to prevent their exacerbation. Environmental Policy of Ukraine should be able to easily adapt to the adverse effects of climate change. Its development priorities should be: adaptation measures to prepare the national economy and society to climate change, a wide range implementation of the technological innovations with an aim to move production towards

low-carbon trajectory, increase of the energy efficiency, development of renewable systems, and development of the "green economy" based on the experience of post-industrial countries.

Сарычев В. И., Елисеєва А. Ю. Оценка человеческого развития в условиях формирования социо-эколого-экономических систем.

В статье исследованы основные проблемы формирования социо-эколого-экономических систем в условиях глобального экологического кризиса. Приведен интегральный показатель измерения здоровья планеты по методике Всемирного фонда дикой природы и национальной в Украине для оценки окружающей среды. Проанализирована динамика показателя глобального экологического следа стран Большой восьмерки и Украины в 2003 - 2008 гг. и обоснованы факторы природоохранного курса государства. В статье также исследованы основные аспекты негативного влияния существующих моделей производства и потребления на состояние биосферы; проанализирована динамика экологического следа стран с различным уровнем человеческого развития и интегрального показателя экологического состояния. Доказано, что сохранение экологического баланса должно становится первоочередной задачей национальных правительств. Большинство стран мира сегодня являются участниками международных программ по вопросам защиты биосферы, но действенная мировая природоохранная система пока не сформировалась. Таким образом, важным при решении экопроблем является предупреждения их обострения. Экологическая политика Украины должна легко адаптироваться к негативным изменениям климата. Ее приоритетными направлениями развития должны стать: адаптационные меры по подготовке народно-хозяйственного комплекса и общества к последствиям изменения климата, применение широкого спектра технологических инноваций с целью перехода на производство с низкими издержками углерода, повышения энергосбережения, развитие возобновляемых систем, формирование структуры «зеленой» экономики с учетом опыта развитых стран.

Problem statement. Nowadays one of the socio- economic progress's results is an excessive environmental debt towards future generations caused by unlimited use of natural resources. A lot of scientific attention has been devoted to the development of methodologies to assess the impact of economic activity on the environment. One of the proposed techniques was the concept of ecological footprint assessment proposed by scientists William M. Wackernagel and W. Rees [11]. Ecological footprint is defined as a measure of the impact on the environment caused by production and consumption patterns [7].

Sustainable development is only possible if environmental and socio-economic relations between the components of the noosphere are organized in order to hold the balance of global ecosystems and prevent climate change while involving non-governmental and private institutions on the local, national and global level.

Analysis of recent research and publications. The issue of socio-ecological-economic systems (SEES) has been actively developed since the early 1970s thanks to the efforts of scientists in Western Europe and the USA. Commissioned by the Club of Rome J. Forrester published work "World dynamics" (1971) and later D. Meadows - "The limits to growth" (1972), which became a methodological basis for analysis of the global environmental issues, neglect of which can lead to a global catastrophe.

Economic growth strategy based on simultaneous consideration of the interests of production, consumption and environmental protection was developed by the founders of modern economic thought R. Solow, Leontiev, J. Stiglitz in the early 1990s [12].

The idea of greening the growth was further developed at the UN Conference in Rio de Janeiro (1992), where Sustainable Development Strategy has been adopted, and the World Summit in Johannesburg (2002). Significant scientific contribution in this area has been made by J. Bartholomew, James Galbraith, J. Daly, A. Sen, P. Soderbaum, A. Enders [5, 8].

The reports of the World Wildlife Fund (WWF) are also a powerful information source, which provides data on components of global ecological footprint (GEF), measured in global hectares (gha), in relation to biocapacity (see Table 1).

Table 1 – Global Ecological Footprint by WWF in 2006 – 2012

Date of report	2006	2008	2010	2012
Base year for calculation	2003	2005	2007	2008
Global Ecological Footprint:				
- total (bln gha)	14,1	17,5	17,8	18,2
- per capita (gha)	2,2	2,7	2,7	2,7
Productive territory:				
- total (bln gha)	11,2	13,6	12,7	12,0
- per capita (gha)	1,8	2,1	1,9	1,78
Excess of the Global Ecological Footprint:				
- over biocapacity (bln gha)	2,9	3,9	4,9	6,2
- per capita (gha)	-0,4	-0,6	-0,75	-0,9

A significant contribution to the research of regional aspects of the environmental and economic development has been made by both domestic scientists, among which it is worth noting B. Bukrynsky [2], A. Galchynsky [3], B. Danilishin, M. Zgurovsky, S. Erokhin, E. Libanova [10] V. Luk'yanyhyn [7], and by their Russian colleagues: A. Ursul [6], N. Mamedov, V. Danilov -Danilyan, E. Bizyarkina [1]. Summarizing ideas of these scientists one can note that priority is given to improvement of the system of economic and legal relations between central and regional public authorities concerning the natural resources management, implementation of the transparent mechanisms for business environmental certification, the saturation of the domestic market with quality environmental services, implementation of the insurance policy against environmental risks, waste management, and so on.

Not solved problems. The paradox of the current situation in the formation of SEES is that the acceleration in the global effort to solve social and economic problems (poverty, severe illness, lack of education, unemployment) causes deepening of the environmental problems through increased volumes of production and consumption.

Therefore the aim of the article is to assess the human development in context of SEES formation with an aim to improve environmental policies of the countries.

Results. According to the resolution of the UN Summit on Sustainable Development " Rio +20 " (June 2012), the world's population is forecasted to increase to 8 billion by 2030 and 9 billion - in 2040. At the same time the middle class (the main consumers) will grow at a faster pace, from 3.2 billion in 2020 to 4.9 billion in 2030, and 6.0 billion - in 2040. According to the experts this would increase the demand for food – by 50%, for energy – by 45%, for water – by 30 % in 2030, which would result in about 3 billion people living in the conditions of endemic poverty. These projections are supported by the findings of the UN Development Programme (UNDP) on the impact of countries with different levels of human development (HDI) on biopotential of the territory they occupy (see figure 1) [5].

It also coincides with the direction of recent foreign studies of SEES, in particular E. Laszlo defined change of priorities to address the most pressing problems of mankind, primarily social and environmental problems, which in turn correlate with political and economic ones, based on the theory of bifurcations of dynamic systems [4]. Thus global governance architecture has been threatened by the conflict stratification of society, the growth of alienation and injustice at the beginning of the third millennium due to a significant acceleration of the progress of civilization.

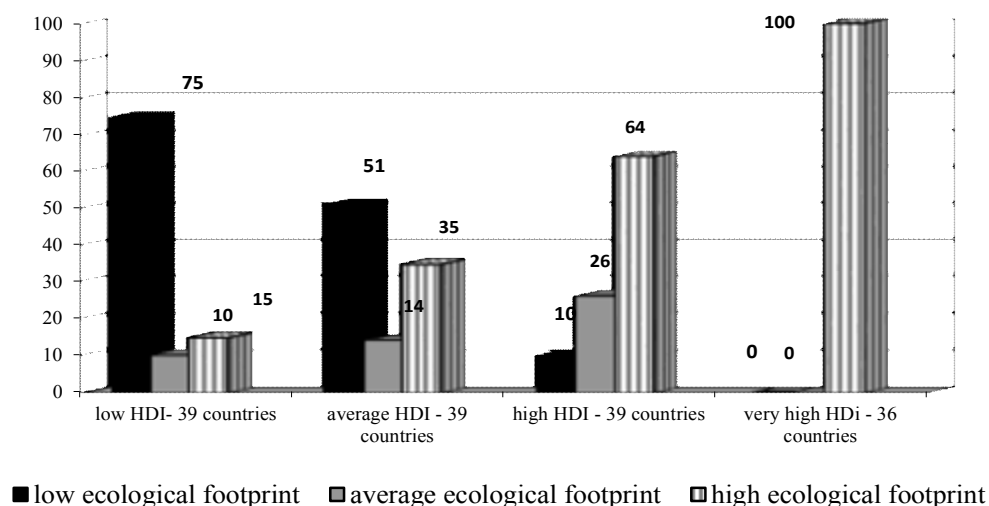


Figure 1. Distribution of countries with different HDI in relation to the world average biopotential in 2012, % of the total number of countries in the group

In this regard we consider it appropriate to draw parallels with measuring the health of the planet using WWF method and calculation of integral environment indexes in Ukraine. The WWF method includes the following indicators: Living Planet Index (1100 components), which determines the state of the biosphere populations; size of Global Ecological Footprint (6-7 components), which gives an idea of the extent of the natural resources exploitation and biocapacity, which estimates the possibility of their recovery. Calculations of the Living Planet index are based on the use of generalized additive patterns or annual changes in the dynamics using interpolation of data about the state, density and size of populations. 1970 is a base year. Data also takes into account the specificity of climatic zones. Global Ecological Footprint is defined by the Global Footprint Network in conjunction with bioproductivity and the size of countries' territories. The main components estimated by GEF are arable land, pastures, forests, fishing areas, carbon after combustion of fossil fuels, nuclear power facilities, built-up land and so on.

The final objective of such calculations is to determine imbalances (ecological deficit) between the consumption of natural resources and the capacity of ecosystems to renew. The analysis of the Living Planet Report data (2006 – 2012) demonstrates the main trend of the world SEES - to accumulate excessive environmental debt towards future generations (see table 2).

Table 2 – Global Ecological Footprint Dynamics of G8 and Ukraine in 2003 - 2008

	GEF (gha per capita)	Biocapacity (gha per capita)	Ecological deficit, (gha per capita)			
			2003	2005	2007	2008
	2003					
USA	9,6	4,7	-4,8	-4,4	-4,2	-4,0
Canada	7,6	14,5	6,9	13,0	13,6	14,1
Great Britain	5,6	1,6	-4,0	-3,7	-3,9	-3,8
France	5,6	3,0	-2,6	-1,9	-2,0	-1,9
Germany	4,5	1,7	-2,8	-2,3	-2,2	-2,3
Italy	4,2	1,0	-3,1	-3,5	-3,8	-4,1
Russia	4,4	6,9	2,5	4,4	4,6	4,8

Japan	4,4	0,7	-3,6	-4,3	-4.5	-4.9
Ukraine	3,2	1,7	-1,5	-1,7	-1.8	-1.9
World	2,2	1,8	-0,4	-0,6	-0.75	-0.9

According to the report "Living Planet" - 2010 the top-10 among the countries with the highest ecological footprint are the United Arab Emirates, Qatar, Denmark, Belgium, United States, Estonia, Canada, Australia, Kuwait, Ireland (Russia and Ukraine are at respectively 40 and 58 places). In 2012, the composition of the top-10 has mostly not changed: the Estonia's place has been taken by Ireland, Russia and Ukraine were on 33 and 51 places respectively.

The top-10 countries with the highest biocapacity include Brazil (15.4%), China (9.9%) , the USA (9.8 %) , Russia (7.9%) , India (4.8%) , Canada (4.2%) Australia (2.6%), Indonesia (2.5%) , Argentina (2.4%), DR Congo (1.6%), the rest of the world - 38.8 % [7].

Based on calculations of WWF and UN Statistical Commission the World Bank has recently started using the integrated eco-socio-economic index of "adjusted net savings», which consists of 8 components and covers more than 200 countries.

Ukrainian national calculation of regional human development index (HDI) takes into consideration the environmental component as an important factor of the progress of the national SEES. At the same time an effective environmental policy should cover all aspects of life: economics, politics, social services, domestic and international relations.

Based on the comparative analysis of the integral indicators like regional HDI and the environment index (see table 3) it can be concluded that the state of environment in the regions of Ukraine with high and very high HDI is estimated as intense in 10 out of the 13 oblasts, as critical in Kharkiv and Zaporizhia oblasts, as satisfactory only in the Zakarpattya region. Oblasts with medium and low HDI are characterized by more favorable ecological situation. This situation can be explained by different levels of industrial development and the use of outdated technologies in the production.

Table 3 - Comparative analysis of integral indicators, regional HDI and environment index, in Ukraine in 2011

Oblast	Regional HDI		Integral index of the environment condition	
	standardized calibrated value	ranking	standardized calibrated value	Ranking / condition
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
Oblasts with very high HDI				
Kharkivs'ka	4,0869	1	0,389	21/critical
Chernivets'ka	4,0172	2	0,554	5/intense
Zakarpats'ka	3,9904	3	0,620	4/satisfactory
L'vivs'ka	3,9572	4	0,499	11/ intense
Poltavs'ka	3,9460	5	0,474	14/ intense
Kyivs'ka	3,9395	6	0,455	16/ intense
Oblasts with high HDI				
Zaporiz'ka	3,9314	7	0,154	24/ crisis
Cherkas'ka	3,9231	8	0,483	12/ intense
Crimea	3,9008	9	0,431	19/ intense
Odes'ka	3,8451	10	0,515	9/ intense
Mykolaivs'ka	3,8216	11	0,448	17/ intense
Ternopils'ka	3,8121	12	0,479	13/ intense
Ivano-Frankivs'ka	3,7861	13	0,437	18/ intense
Oblasts with average HDI				

Volyns'ka	3,7573	14	0,636	1/ satisfactory
Dnipropetrovsk'ka	3,7400	15	0,189	23/ crisis
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
Rivnens'ka	3,7273	16	0,622	3/ satisfactory
Chernigivs'ka	3,7063	17	0,529	7/ intense
Vinnys'ka	3,6980	18	0,462	15/ intense
Donets'ka	3,6980	19	0,077	25/ crisis
Oblasts with low HDI				
Lugans'ka	3,6928	20	0,342	22/ critical
Sums'ka	3,6902	21	0,389	20/ critical
Khmelnys'ka	3,6809	22	0,528	8/ intense
Khersons'ka	3,6206	23	0,504	10/ intense
Kirovograds'ka	3,5599	24	0,534	6/ intense
Zitomys'ka	3,4790	25	0,623	2/ satisfactory

* Data source: [10]

Developed countries' experience shows that where the government faces problems of natural capital depletion its compensation by strong investment in physical and human capital yields positive results (Norway, Canada, United Kingdom).

At the same time we note that funding for the National Action Plan for the environment protection in 2011 – 2015 has a positive trend (see table 4).

Table 4 - Dynamics of funding of the National Action Plan for Environment Protection in Ukraine in 2011 – 2015

Year	Government spending (thousand UAH)	Government fund for environment protection spending (thousand UAH)	Other sources (thousand UAH)	Total (thousand UAH)
2011	537 925	461 363	147 954	1 147 242
2012	501 760	402 374	117 701	1 021 835
2013	502 140	192 620	117 760	812 520
2014	501 840	196 075	-	697 915
2015	501 640	204 165	-	705 805
Total	2 545 305	1 456 597	383 415	4 385 317

* Data source: [9]

Conclusions. International experience of solving the global problem of the ecological debt's reduction though a large-scale introduction of "clean development mechanisms", development of the "green economy", "eco-innovations", "environmentally correct behavior", etc. indicates the possibility of its resolution by joint efforts of all actors at local, national and global levels.

Preservation of the ecological balance is gradually becoming a leading task of national governments. Most countries today are part of international conventions and agreements for environment protection, however effective global conservation system is not yet formed. Thus, currently the solution of the environment problems begins with prevention of their escalation, which would make the process overly burdensome both financially and socially.

Environmental policy of Ukraine shall be adequate to current negative consequences of climate change. Its development priorities should be: adaptation measures to prepare national economic sector and society to climate change, both negative and positive, the use of a wide range of technological innovations with an aim to enable the shift to low-carbon production,

increasing energy efficiency, development of the renewable systems and "green" economy based on the experience of developed countries.

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Ключові слова: глобальний екологічний слід, зелена економіка, соціо-еколого-економічна система, індекс живої планети, навколишнє середовище, ноосфера.

Ключевые слова: глобальный экологический след, зеленая экономика, соціо-еколого-економіческая система, индекс живой планеты, окружающая среда, ноосфера.

Keywords: global ecological footprint, green economy, socio-ecological-economic system, the Living Planet Index, the environment, the noosphere.

UDC 338.27:338.46

**FORMATION OF THE EVALUATION SYSTEM FOR LABOR POWER
DEVELOPMENT OF THE ENTERPRISE HUMAN RESOURCES**

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Гільорме Т.В. Формування оціночної системи розвитку робочої сили персоналу підприємства

У статті розглянуто особливості та сучасні тенденції теоретико – методологічних основ формування оціночної системи розвитку робочої сили персоналу підприємств. При вивченні будь-якого економічного явища необхідно досліджувати не тільки кількісну, але насамперед, якісну характеристику об'єкта. Проте сучасна оцінка якості робочої сили на підприємстві – процес суб'єктивний, але він дозволяє надати порівняно об'єктивну оцінку особистим та діловим якостям працівників підприємства. Під час дослідження виявлено, що необхідно створити систему показників оцінки властивостей якості робочої сили персоналу, відповідати наступним принципам: системності, оптимальності, гнучкості. Також необхідно враховувати відповідність персоналу підприємства згідно семи категорій. Показники розвитку робочої сили пропонується досліджувати, якщо показники кількісно вимірювальні - кваліметричний метод, інші показники за допомогою грейдової оцінки. Результати оцінки дозволять об'єднати робочу силу персоналу в три групи, що в подальшому дозволить спрямувати інвестиції підприємства у розвиток свого персоналу.

Gil'yorme T.V. Formation evaluation system of workforce development personnel of the enterprise

The article describes the features and modern trends in theoretical and methodological bases of formation evaluation system of workforce development personnel of the enterprises. When learning any economic phenomenon it is necessary to investigate not only quantitative but qualitative characteristics of the object. However, the assessment of the quality of the workforce in the enterprise is a subjective process, but it allows you to provide a relatively objective assessment of his personal and professional qualities of employees. In the course of the study revealed that the need to establish a system of indicators to estimate the properties of the quality of the labour force personnel, comply with the following principles: consistency, optimality, and flexibility. Also need to consider the compliance of the personnel of the enterprise according to the seven categories. Indicators of workforce development proposed to investigate, if the rates of quantitatively measuring method of qualimetry, other indicators using grade assessment. The results of the assessment will allow to unite the labour force personnel in three groups, which in the future will direct the investment of the company in development of its staff.

Гільорме Т.В. Формирование оценочной системы развития рабочей силы персонала предприятия

В статье рассмотрены особенности и современные тенденции теоретико-методологических основ формирования оценочной системы развития рабочей силы персонала предприятия. При изучении любого экономического явления необходимо исследовать не только количественную, но прежде всего, качественную характеристику объекта. Однако современная оценка качества рабочей силы на предприятии - процесс субъективный, позволяет предоставить сравнительно объективную оценку его личным и деловым качествам работников предприятия. В ходе исследования выявлено, что необходимо создать систему показателей оценки свойств качества рабочей силы персонала, отвечать следующим принципам: системности, оптимальности, гибкости.

Также необходимо учитывать соответствие персонала предприятия согласно семи категорий. Показатели развития рабочей силы предлагается исследовать, если показатели количественно измерительные - квалиметрического метод, другие показатели с помощью грейдовой оценки. Результаты оценки позволят объединить рабочую силу персонала в три группы, что в дальнейшем позволит направить инвестиции предприятия в развитие своего персонала.

Problem definition. Ukrainian economy faces a significant task – transition to the innovative path of development, since namely the innovations are presently one of the leading driving forces of the current social and economic development as well as the technological modernization of the manufacturing facilities. The employee, capable of creating innovations, is furthermore capable of using his potential for the development of the enterprise.

The objective of advancing the labor power development of the personnel consists in maintaining its qualitative properties at the level that corresponds to the requirements of the enterprise or even forestalls them. Therefore, advancements in the labor power development of the personnel must proceed from the existing properties and the current situation with the labor power of enterprise personnel as well as from defining the inconsistencies between them. The management must determine the development priorities – such areas of inconformity, which, first and foremost, require concentrating limited enterprise resources on them.

Analysis of the latest researches and publications. Representatives of the classical school of political economy A. Smith and D. Ricardo, as well as many other domestic and foreign researchers, among them A. Afanas'jeva, I. Bagrova, G. Beker, D. Boginja, O. Grishnova, I. Krasnopevceva, S. Mochernyj and others, dedicated their scientific studies to the theoretical and methodological issues of development and realization of corresponding mechanisms of controlling the labor power at the level of country, regions and sectors of economy as well as to the enhancements in the mathematical apparatus of labor power level evaluation. Nevertheless, still remaining relatively unstudied and underdeveloped are the issues of formation of evaluation system for labor power development of enterprise personnel with further provision for the properties of the enterprise personnel labor power.

Objective of the article. The objective of the research is a development of theoretical propositions, development and practical realization of methodological approaches to the evaluation system for the labor power development of personnel.

Principal research data. For the purpose of evaluation of the enterprise labor power development, it is necessary to develop a system of indicators, which would create a formalized basis for managerial decisions, which would in their turn reflect the strategic interests of the enterprise and would motivate its personnel to enhance own labor power properties. The indicators must comply with the following principles: systemacy (they must be targeted at the overall objective of the company's activity), optimality (they must be the most appropriate from the viewpoint of criteria, which reflect the level of company's objectives achievement) and flexibility (so that the process of indicators selection as well as indicators themselves would promptly react to the external influences and, in case of need, would adjust their directional properties).

Table 1 – Specification of constituents for structure of properties of enterprise personnel labor power qualities and their evaluation indicators

№ з/п	Constituents	Groups of indicators	Contents of evaluation indicators
1	Demographic constituent	Personnel gender indicators	Women in the total number of company employees, decimal fraction
			Men in the total number of company employees, decimal fraction
		Personnel age indicators	Number of employees with sustainable working performance in the total number of company employees, decimal fraction
			Number of employees with substandard working performance in the total number of company employees, decimal fraction
		Number of employees with residual working performance in the total number of company employees, decimal fraction	

		Personnel health condition indicators	Number of employees with general state of health in the total number of company employees, decimal fraction
			Number of employees requiring social protection in the total number of company employees, decimal fraction
2	Social and economic constituent	Education indicators	Number of employees having completed specialized higher education in the total number of company employees, decimal fraction
			Number of employees having completed non-specialized higher education in the total number of company employees, decimal fraction
			Number of employees having completed specialized secondary education in the total number of company employees, decimal fraction
			Number of employees having completed general secondary education in the total number of company employees, decimal fraction
			Number of employees having completed post-basic secondary education in the total number of company employees, decimal fraction
		Length of employment indicators	Relative average length of employment of a single member of personnel at the enterprise – defined by a correlation between average length of employment at the given enterprise and average total length of employment, years
			Personnel stability quotient – correlation of total length of employment of the whole personnel at the given enterprise to the total quantity of personnel
		Qualification indicators	Quotient of employees qualification usage defined by a correlation between labor input for performing the work with specific qualification and total labor input over a period
			Quotient of conformity of the labor force qualification to the quality of the workplace – correlation between costs for personnel labor power quality enhancement and costs for innovative adjustments to the workplace
		3	Social and attributive constituent
Indicators of level of qualification propensity for innovations	Relationship between bonus payment amounts for innovative ideas, improvement suggestions, innovative solutions and the total amount of bonus payments at the enterprise		
	Conformity of the qualification training of the employee to the innovative process – the correlation between enterprise personnel advanced training costs and the costs of enterprise capital renewals		
	Total quantity of innovative ideas (innovative processes suggestions, structural innovations, marketing innovations) proposed by company personnel over the latest periods		
	Index of enterprise personnel qualification enhancement – correlation between costs of professional re-training for personnel and total payroll costs.		

For the purpose of displaying a true image of the state of labor power quality within the enterprise, it is of utmost importance to conduct a study of the labor power development evaluation for a separate member of staff. According to the Occupational Classification (ДК 003:2010) for enterprises, the enterprises are generally employing 7 major groups of specialists:

1. Managers (managerial staff, senior executives) – coordination and administration of consolidated companies, enterprises, institutions, organizations and their departments irrespective of their form of ownership and types of economic activity.

2. Professionals – the group stipulates the presence of advanced knowledge in the domain of natural, mathematical, biological, agricultural, medical or human sciences.

Professional tasks consist in increasing the existing stock (extent) of knowledge, applying certain concepts, theories and methods for problem-solving or in teaching the foregoing to the full extent in a systematic manner. This group comprises the professions which require the following qualifications from the employee (taking into consideration the scope and the complexity of certain job tasks and professional duties) according to:

- Diploma of complete higher education, corresponding to the Master's degree or the Specialist degree;
- Diploma of conferment of a degree: candidate of science; doctor of science (PhD);
- Certificate of awarding the academic degree: senior research assistant; associate professor; professor (full professor).

3. Specialists (associated professionals) – this group requires knowledge in one or several branches of natural sciences, engineering sciences and humanities. Professional tasks include performing special tasks, connected with the application of scientific concepts and operational methods of corresponding sciences (the following diploma qualifications and other qualifications according to the corresponding education certificate conform with the mentioned professions: associate degree; bachelor's degree; specialist degree with post-graduate training in process (professional training, internship, clinical residency, etc.); technical specialist (works connected with complex machinery operation and maintenance).

4. Technicians – the group requires knowledge, necessary for preparation, storage and recovery of information, as well as conduction of calculations; they comprise the professions demanding the qualification of associate degree as well as other professions which require completed general secondary education with completed specialized technical education or completed general secondary education with completed occupational training in production.

5. Qualified instrumental workers – the group requires knowledge, necessary for selecting modes of operation with material and instruments, determining stages of work process, providing for characteristics and applications of ready product (includes professions, connected with mining operations, construction and manufacturing). These professions require completed general secondary education with completed specialized technical education or completed general secondary education with completed occupational training in production. For some of the professions, connected with high proficiency work performance, a junior specialist qualification is required.

6. Workers related to technical equipment maintenance, operation and supervision, machinery and equipment assembly – the group comprises the professions, which stipulate the presence of knowledge, necessary for machinery and equipment handling and operation supervision, including highly automated equipment and the process of its assembly. These professions require general secondary education with completed specialized technical education or completed general secondary education with completed occupational training in production. For some of the professions, connected with high proficiency work performance, a junior specialist qualification is required.

7. Simple professions – span over the simplest professions (jobs), which require basic knowledge for completing simple tasks employing manual tools and, in some cases, requiring the application of considerable physical efforts. Job tasks are connected with property safe-keeping and protection, cleaning, tidying, laundering, ironing and performing other low-qualification works. To perform the given professional tasks only a completed basic general secondary education and minimal occupational training in production or minimal workplace briefing is required.

Each labor power property of a single employee is being evaluated according to the following scale: 0 – unsatisfactory for the given job position; 1 – considerably lower than the required level (requires significant improvement); 2 – slightly lower than the required level for the given job position; 3 – slightly higher than the required level for the given job position; 5- significantly higher than the required level for the given job position.

Each expert, conducting the evaluation, mandatorily accompanies his assessment with short commentaries / reasoning. In case of absence of commentaries, the completed evaluation forms are not accepted for processing.

Based on the provisional results of the evaluation according to each block of evaluation indicators, a resulting value of result achievement by workers, which are assessed according to complex labor power level evaluation, is represented by:

$$B_{(Amk, ArM, Ain)} = \chi_{Amk}^{експ} \cdot B_{Amk} + \chi_{ArM}^{експ} \cdot B_{ArM} + \chi_{Ain}^{експ} \cdot B_{Ain} \quad (2.32)$$

where: $B_{(Amk, ArM, Ain)}$ - is a degree of achievement of blocks under evaluation, %;

$\chi_{Amk}^{експ}$, $\chi_{ArM}^{експ}$, $\chi_{Ain}^{експ}$ - correspondingly, a degree of significance according to assessment blocks 'Employee's workplace adaptation', 'Employee's adaptation among staff', 'Employee's adaptation to the innovation policy of the enterprise', all of which are documented by evaluation experts in compliance with the previously defined methodology.

Resulting from the aforementioned, we obtain a summarized complex value of labor power level evaluation, expressed in percent, - range from 0 to 100.

Based on the data obtained with regard to the labor power development of enterprise human resources and in view of the evaluation results, an enterprise staff ranking is drawn up. The ranking is conducted separately for each operational unit (department, office, division) according to the methodology of ABC analysis. In case of extensive staff numbers, a division into ranking subgroups is allowed regarding the functional features (such admittance is only possible when staff number of the functional unit exceeds 50 employees).

Subsequent to the results of the ranking, the enterprise employees are divided into the following groups:

Group A – 20% of the staff number, which are being ranked, with the maximum achievement rate according to evaluation;

Group B – 60% of the staff number, which are being ranked, with the average achievement rate according to evaluation;

Group C – 20% of the staff number, which are being ranked, with the minimum achievement rate according to evaluation;

The results obtained are subject to analysis, on the basis of which the human resources specialists, jointly with the immediate superior of the evaluated employee, are issuing recommendations regarding the development plans individually as well as reaching the decision to include the employee into the personnel reserve of the enterprise.

If the employees belong to Group A – it is decided about the necessity to include the employee into the personnel reserve of the enterprise. The decision on the inclusion to the personnel reserve, which has a tremendous motivating significance to the employee, is made by a chief executive of the enterprise. The exclusion from the reserve is made by the same executive taking into the account the age, the health condition, unsatisfactory results displayed during the period of inclusion into the reserve. Consequently, the composition of the personnel reserve is reviewed and updated regularly.

If the employees belong to Group B, it is recommended to take the given group into consideration during the next evaluation and analysis: if the trend becomes stable regarding the properties from block 'Employee's adaptation among staff' it is imperative to invest the corresponding efforts into the development of the qualitative properties of labor power. At the same time, it is being taken into consideration which system these indicators belong to: if the property of the labor power is innate – an attention should be drawn to the possibility of improving the psychophysiological capabilities of the employee (for instance, in order to improve the health status of the employee it is reasonable to financially back the purchase of the health resort voucher or else to implement the working conditions improvement measures, which requires supplementary analysis of labor utilization (length and causes of sick leaves)). If the problematic factors belong to block 'Employee's workplace adaptation', a study of all the factors, influencing the performance, must be conducted.

If the employees belong to Group C, the situation requires increased attention: in case of impossibility to take measure for transition of the employees to a steadier Group B, there is high probability of employee dismissal.

Findings and prospects of further research. While creating the evaluation model for the system of labor power development of the enterprise personnel, the whole system of interrelations between the elements of the system is represented in the analytical form (the formulas are saved in the computer memory). The input parameters for calculations are realized in the form of the electronic table, e.g. in the spreadsheet application MS Excel.

Prospects of further studies in the designated direction lie with the creation of organizational and economic mechanism of labor power development of the personnel, the basis of which is an objective evaluation of the labor power development of the enterprise personnel in the corresponding branch of economy, industry (for instance, the enterprises of chemical, mining and smelting industries, service industry and others) or region of the country.

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Ключові слова: розвиток, робоча сила персоналу, адаптація працівника, грейд

Ключевые слова: развитие, рабочая сила персонала, адаптация работника, грейд

Keywords: development, labor personnel, adaptation of the employee, the grade

UDC 658.8

MANGEMENT MAARCETING POTENTIAL AT PROCESSING ENTERPRISES IN MARKET ECONOMY CONDITIONS

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Гончаров В. М., Бистрова Т. С. Управління маркетинговим потенціалом на переробних підприємствах в умовах ринкової економіки.

В статті визначені основні напрямки побудови ефективного управління конкурентоспроможним маркетинговим потенціалом переробних підприємств за ринкових умов. Проаналізовано ряд досліджень вітчизняних вчених що до визначення поняття «маркетинговий потенціал» підприємства. Розкрито його сутність, визначені основні елементи маркетингового потенціалу та значення необхідності управління маркетинговим потенціалом на переробних підприємствах. Визначено маркетингові фактори, які формують потенціал переробних підприємств. Наведена класифікація основних елементів маркетингового потенціалу підприємств та обґрунтована необхідність її застосування на переробних підприємствах при виявленні резервів підвищення конкурентоспроможності підприємства. Розкрито форми маркетингу, які застосовують на українських підприємствах переробного комплексу: епізодичне використання інструментів маркетингу керівниками чи уповноваженими особами, періодичне використання маркетингу структурними підрозділами підприємств та використання маркетингу як частини системи управління підприємством із постійним застосуванням максимального набору відповідних інструментів. Проведено аналіз економічного стану типового представника досліджуваної галузі. Визначені напрямки дослідження місії підприємства при виборі стратегії управління маркетинговим потенціалом та сформульовані конкурентні цілі для досліджуваного підприємства. Виявлено основні фактори, що визначають політику ефективного управління маркетинговим потенціалом на підприємстві та визначено рівень використання маркетингового потенціалу на досліджуваному підприємстві. Запропоновано застосування стратегічного підходу що до управління маркетинговим потенціалом на переробних підприємствах.

Goncharov V. N., Bystrova T. S. A management of marketing potential in the processing enterprises in market economy conditions.

The article identifies basic directions of construction the effective management of competitive marketing potential at the processing enterprises in the market conditions. It was analyzed a number of scientists research to define the «market potential» of the enterprise. It was revealed the essence and the basic elements of marketing potential and value of necessity of marketing potential management in processing plants. It was defined marketing factors that form the potential of processing enterprises. It was resulted classification of basic elements of marketing potential of enterprises and proved the necessity of its application on the processing enterprises under the discovering reserves for increasing the competitiveness of the enterprise. It was revealed the marketing forms which apply on the Ukrainian enterprises of processing complex: episodic using of marketing instruments by the leaders or authorized persons, periodic using of the marketing by the structural subdivisions of enterprises and using of marketing as a part of the control system by the enterprise with permanent applying of a maximum set of appropriate tools. It was analyzed of economic position of typical representative in the

investigated industry. It was determined the direction of the research mission of the enterprise at the choice of the management marketing potential strategy and competing goals that formulated for the studied companies. It was found out the basic factors which determine the policy of effective marketing potential management on the enterprise and certainly, the level of the using of marketing potential on the investigated enterprise. It was proposed to apply a strategic approach to the management of marketing potential on the processing enterprises.

Гончаров В. Н., Быстрова Т. С. Управление маркетинговым потенциалом на перерабатывающих предприятиях в условиях рыночной экономики.

В статье определены основные направления построения эффективного управления конкурентоспособным маркетинговым потенциалом перерабатывающих предприятий в рыночных условиях. Проанализирован ряд исследований отечественных ученых касающихся определения понятия «маркетинговый потенциал» предприятия. Раскрыта его сущность, определены основные элементы маркетингового потенциала и значение необходимости управление маркетинговым потенциалом на перерабатывающих предприятиях. Определены маркетинговые факторы, которые формируют потенциал перерабатывающих предприятий. Приведена классификация основных элементов маркетингового потенциала предприятий и обоснована необходимость ее применения на перерабатывающих предприятиях при выявлении резервов повышения конкурентоспособности предприятия. Раскрыты формы маркетинга, которые применяют на украинских предприятиях перерабатывающего комплекса- это эпизодическое использование инструментов маркетинга руководителями или уполномоченными лицами, периодическое использование маркетинга структурными подразделениями предприятий и использование маркетинга как части системы управления предприятием с постоянным применением максимального набора соответствующих инструментов. Проведен анализ экономического состояния типичного представителя исследуемой отрасли. Определены направления исследования миссии предприятия при выборе стратегии управления маркетинговым потенциалом и сформулированы конкурентные цели для исследуемого предприятия. Выявлены основные факторы, определяющие политику эффективного управления маркетинговым потенциалом на предприятии, и определен уровень использования маркетингового потенциала на исследуемом предприятии. Предложено применение стратегического подхода по управлению маркетинговым потенциалом на перерабатывающих предприятиях.

Statement of the problem: On the modern stage of development of the processing enterprises, attention to the problems of the efficiency in the management of marketing potential in domestic enterprises attracts the attention of many scientists. It is connected with the following stage of economy development our country, where, under the formation of the market relations a work of the marketing services and effective using of the marketing potential is the tool through which the company will be able to determine its current status, to identify unused potential and to develop effective strategies of progress.

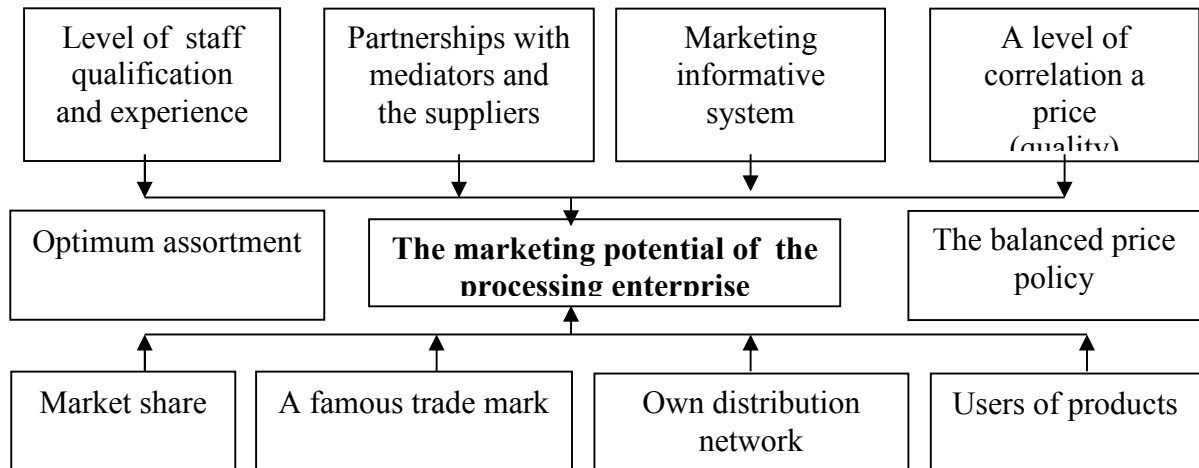
Analysis of the research and publications: The researchers of domestic and foreign scientists-economists were devoted to the issue of effective management marketing potential, among them: D. Aaker, G. Assel, I. Anosoff, L. Balabanova, I. Dolzhanskiy, P. Druker, T. Klebanova, O. Kononov, V. Zbrodskiy, V. Kuz'menko, N. Krasnokutska, R. Mazhinskiy, M. Porter, E. Utkin and others. However, taking into account the dynamic changes in an external environment, specific function of processing enterprises, attention to the problem of the management potential at the processing enterprises in the market economy conditions permanent scientific developments are needed in this field.

The objective of the article: is to define the basic directions of the construction the effective management of competitive marketing potential at the processing enterprises in the market conditions.

Exposition of the basic material: In the market conditions of the development the large

value goes to the question of development and stability of the financial activity at the processing enterprises. The formation of a strong marketing potential and the marketing policy at such enterprises does not take the last place. Note, that to the functioning of the processing industry in Ukraine contribute: the state's active cross-border cooperation, availability of raw material and scientific base, favorable climatic conditions, developed agricultural production and road transport networks. Therefore, the processing enterprises with the purpose of realization of the internal and external economic activity, pay special attention to the strategies development of functioning and enterprises expansion, and diminish risk degree and probability bankruptcy.

L.V. Balabanova determined the marketing potential as an integral component part of the general enterprise potential. It should also be considered in the narrow and the broad sense. In the narrow sense the integrated marketing potential is the aggregate potential of marketing



resources and common potential marketing efforts of the enterprise, efficient using of which will ensure the achievement of the corporate goals. In the broad sense, the marketing potential is the decomposition of marketing resources and marketing efforts on the individual potentials. The essence of the marketing potential enterprise consists in maximal enterprise possibility to use all leading accomplishments in marketing industry. The enterprise marketing potential should be viewed as a series of individual potentials, which characterize the readiness degree of marketing resources, the organizational marketing mechanism and the ability to obtain the necessary marketing results [1, p. 5]. At the management of processing enterprises marketing potential should pay attention to the marketing factors that form the enterprise potential G. Y. Levkiv, G. Z. Leskiv [2, p. 71] thoroughly analyze such factors (schema 1)

Schema 1 Schema of the basic elements of marketing potential the processing enterprises by G. Y. Levkiv, G. Z. Leskiv [2, p. 71]

Classification of marketing potential according different criteria in detail is given by Balabanova L. [1, p. 14]. Such classification allows even in the absence of qualified specialists makes an assessment of the enterprise market potential. As an example, to detect increase reserves of enterprise competitiveness should make the diagnosis of each element with the classification table 1.

Table 1

Research of the enterprise marketing potential on the basic classification criteria [1, p. 14]

Classification criterion	Type marketing potential
The degree of realization	The attained potential The perspective potential
Marketing Functions	Marketing potential which characterizes marketing system possibility to execute the functions
The criterion life cycle	Assessment market potential in the context of the life cycle product Assessment market potential in the context of the life cycle

	organization
Research approaches	Efficient approach to the market potential assessment Diagnostic approach to the market potential assessment A systematic approach to estimating the marketing potential
Evaluation criteria	The marketing potential of the general management organization The marketing staff potential Marketing tools potential Potential financial and material resources

Evaluation marketing potential at processing enterprise plays an important role for its further development. On every stage of production cycle on the enterprise, beginning from the raw material purchase and concluding the products realization, the effective use of marketing potential gives possibility to promote efficiency of the use present resources, to achieve of the putting aims and strength market positions.

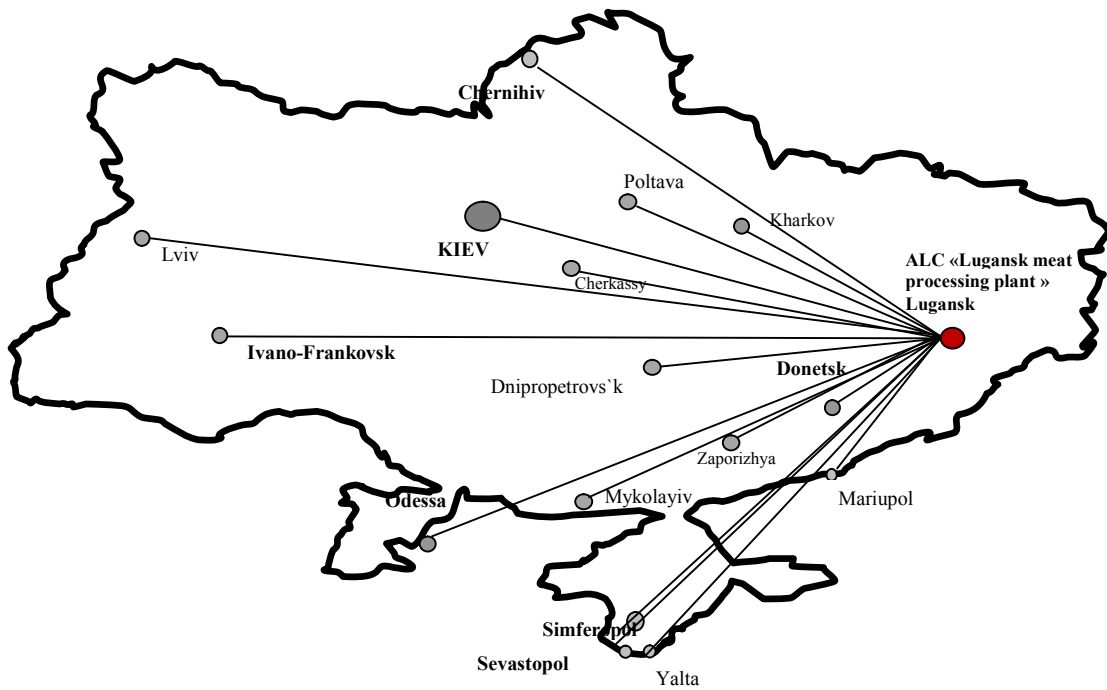
Note that for nowadays the Ukrainian enterprises processing complex use three forms of marketing application. The first of these is the episodic use of part marketing instruments by leaders or authorized persons. This form marketing relations can be used by branches of famous enterprises, which are dynamically developing. The second form marketing application is the periodic use of marketing by structural subdivisions of enterprises and organizations. This form is inexpedient at the processing enterprises as a strategic plan because is not directed on dynamic development. The third form is use marketing as a part of enterprise marketing system, organization with the permanent application of maximal set proper tools. Share the author's opinion that this marketing form economically reasonable and necessary in the activities of the modern enterprises processing industry [3].

Examining directions of the effective management marketing activity of the processing enterprises we consider to hold up at economic state analysis the typical industry representative. From such considering, an eventual account the effective using of marketing potential enterprise is determined it by its profitable activity and positive growth dynamics of volumes realized products.

The typical representative of this industry is ALC the «Lugansk meat processing plant».

This enterprise is one of the five biggest enterprises-producers of sausage wares and ready-to-cook meat foods of Ukraine. At the enterprise is monthly made over 1100 tons of sausage products, 400 tones ready-to-cook meat foods and wares from the dough-totaling more than 45 million UAH. ALC «Lugansk meat processing plant» products are known not only in Lugansk and the region but also far beyond its borders: 79% of this production is realized in Lugansk and Lugansk region, 21% - out of region. [4] (schema2)

Obviously, that prosperity of ALC «Lugansk meat processing plant» depends not only on activity of enterprise and its employees but also from opposition of marketing strategies, applied by different firms, from tendencies and events which take place in external and internal enterprise surroundings. Thus, CLL «Lugansk meat processing plant» is surrounded by the set of forces managed by the enterprise as well as those that «uncontrollable» that is why the company should develop its own marketing complex. [5].

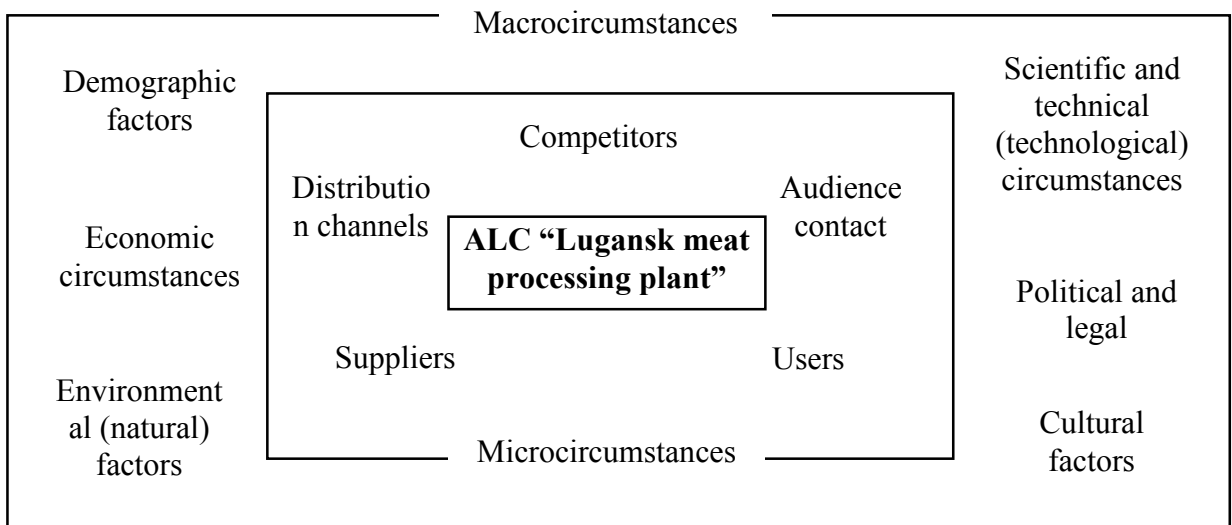


Schema 2 – users of CLL «Lugansk meat processing plant» on the territory of Ukraine

It should be noted that at the ALC «Lugansk meat processing plant» for increasing realization products capacity and markets and expanding markets sales Department and Department of firm trade were combined into the single marketing Department – the marketing and advertising Department. These days, the Department effectively copes with the surrounding turbulence that shows the full use of the maximum marketing potential. In general, logic of the management peculiarities the marketing potential of ALC “Lugansk meat processing plant” demonstrates schema 3

Schema3 Basic factors which determine the policy of management marketing potential ALC “Lugansk meat processing plant”

According to our vision, manage the marketing potential of ALC “Lugansk meat processing plant” gives the ability to model future not only on the basis of obtained information



in the production process (current and past), but also on the basis of study factors that have a negative impact the production and products sales, taking into consideration different risks.

One of the most important tasks in the management of marketing potential is to improve the company's mission. Improvement of the mission is the first step in reducing the uncertainty

perceptions of the enterprise first of all to the owners, management, staff, and then to all who deal with the company. The enterprise's mission allows to declare and denominate the commodities and services quality, declare enterprise attitude toward the society, external surroundings [6, p. 56]. Researches direction on results of which the subsequent enterprise mission will be determined are offered in table 2.

Table 2

Directions of the research mission at the choice of management marketing potential strategy of ALC "Lugansk meat processing plant"

Elements of the mission	Directions of researches	The mission of the enterprise ALC "Lugansk meat processing plant"
Goods	Updating list of goods and enterprise services determination the share of each group goods in the total turnover; Determination price product.	Realization of different types high-quality meat goods adapted for wide layers population
User	Compilation the users profile An exposure the groups of users with the most consumption level enterprise commodities; Determination of potential users	Attraction the potential users to cooperate with the company taking into consideration various needs of various users categories (for the family, for the employees, wholesale and retail trade)
Activity branch	The identification the geographical position of users and competitors	Distribution products for the users on the territory of Ukraine and CIS countries
Strategic direction	Determination of fixed-term company targets (type of activity commodity nomenclature, the aims of development)	Production of various kinds of food for import-export activities (access to new sales markets)
Enterprise competitiveness basis	Definition of characteristics by which the enterprise will be ahead of the competition	Investing in new technologies and new products commodity differentiation; high quality and low price product.

Interested groups	Definition the most interested in the enterprise activity subjects	Staff; partners; users
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If the mission defines the general guidelines of enterprise activity, which express the meaning of its existence, competitive state, which enterprise strives for is defined by goals [7, p. 10]. Along with the mission formation, aims selection is the most responsible stage of development marketing strategy of the firm. Aims should be consistent with the development direction and enterprise potential. Worked out goals should be used as criterion for the entire consecutive development process and adoption management decisions in the sphere of enterprise management marketing potential, its competitiveness.

According to the strategic aims for the ALC “Lugansk meat processing plant” develop competitive aims, among which:

- an increase income from products realization by expansion point- of-sale network (enterprise support image; support high level commodity quality commodity; the penetration to the new markets; opening point-of-sale points in the cities of Ukraine; expansion of market part enterprise due to going into CIS and other markets).

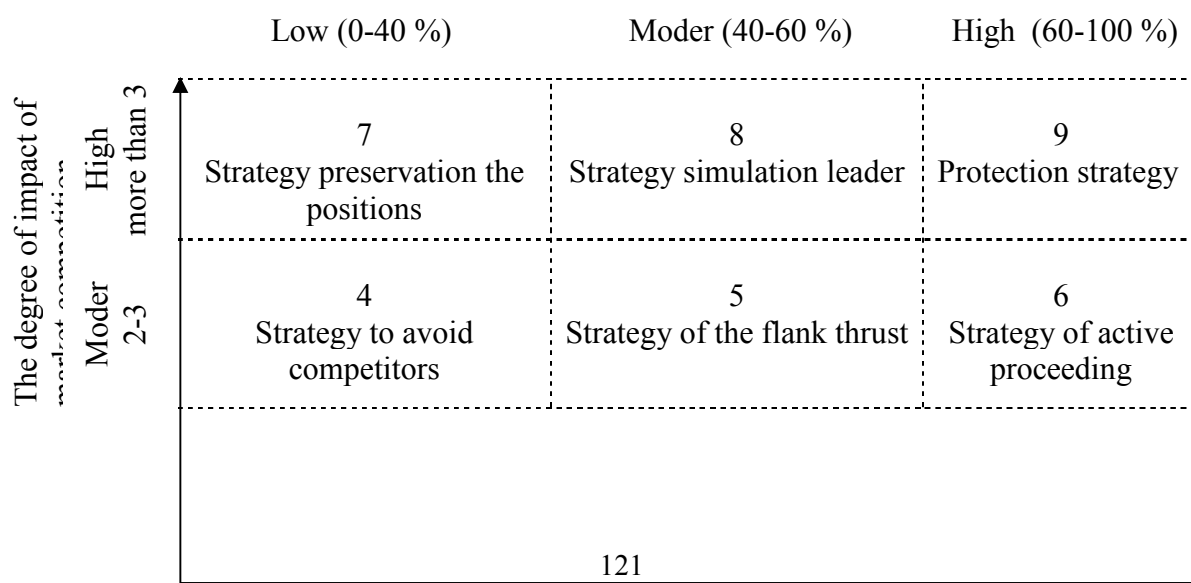
- an increase sales volumes by search of new partners (participation in exhibitions and conducting advertising campaigns, press conferences and the publication in media; search and attraction to cooperation of exclusive distributors; improvement of the distribution system; execution encouraged events for sales agents based on their work results, etc.

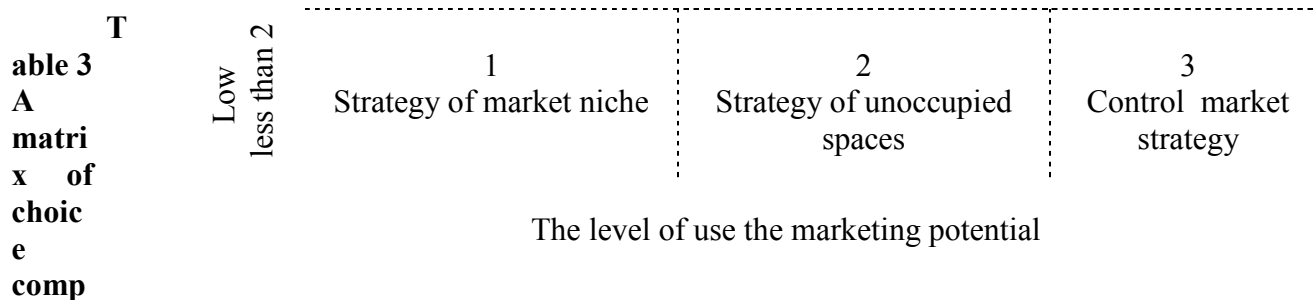
- providing break-even enterprise activity by expansion products assortment (investing facilities in new technologies and new commodities; turn out pre-production models of new commodity; execution tasting new commodity in brand name shops and supermarkets; carry out trial sales with the purpose to determine the optimal price for the goods etc.).

Except of marked, consider that while the choosing competition strategy for ALC “Lugansk meat processing plant” it will be reasonable to pay attention to the «Strategy of active actions» (sixth square) (table 3) as the company has a high level of use the marketing potential and is the clear leader in sales of meat products, hereby in other words, it takes the most profitable competitive position and constantly uses a new marketing tools and innovative developments.

ALC “Lugansk meat processing plant” has conquered a large market part in comparison with other meat processing enterprises, through a widespread network specialized firm shops for sales own products under the «Lugansk delicacies » trade mark.

It should be noted that this is an advantage of ALC “Lugansk meat processing plant” because it contributes to the formation of a certain enterprise image and the sales outlets are the places for carrying out control tests of new products.





etition strategy the «Market competition marketing potential» for ALC “Lugansk meat processing plant”

Thus, in conditions of the rapid development market relations and market competition growth in the meat-processing industry, marketing Department ALC “Lugansk meat processing plant” based on the company marketing potential, provides effective company development and high level of competitiveness, by satisfaction target markets needs through the use of effective marketing tools.

Conclusions: In modern conditions of Ukrainian economy the development Ukrainian processing enterprises depends not only on the effective interaction of raw materials, production, logistics, service chains of agrarian market subjects, but also on the availability of a powerful marketing potential. Existing enterprises marketing potential affect the development of marketing strategies on the basis resource, labor financial enterprise capabilities. Estimation of the potential company possibilities to implementation marketing strategies provides the costs optimization for production the competitive products, expansion product assortment and search of new sales channels. Due to it, the development production efficiency is provided, and also the enterprise ability to find and occupy advantageous market niches, increase its competitiveness.

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Ключові слова: маркетинговий потенціал, маркетингова стратегія, підприємство, ринок, конкуренція, конкурентоспроможність.

Ключевые слова: маркетинговий потенціал, маркетингова стратегія, підприємство, ринок, конкурентність, конкурентоспроможність.

Keywords: marketing potential, marketing strategy, enterprise, market, competition, competitiveness.

UDK 330.837

ECONOMIC ANALYSIS OF MODERN THEORIES OF INSTITUTIONALISM**Zhavoronkov V.**, Ph.D. in Economics, docent, National Aviation University, Kyiv**Жаворонков В. О. Економічний аналіз сучасних теорій інституціоналізму.**

Проведено аналіз сучасних теорій інституціоналізму для визначення переходу економіки до ринкової системи і надалі до постіндустріального суспільства. Визначено базові економічні теорії неінституційної економіки, фактори та процеси, яким інституціоналісти надають вирішальну роль в суспільному розвитку, складові неінституціоналізму, як наукової теорії, основні положення теорії прав власності. Запропоновано методологію для проведення аналізу інститутів, окреслено передумови виникнення та розвитку неінституціоналізму. Охарактеризовано атомістичну методологію, як основу побудови сучасного неінституціоналізму. Зроблено висновок, що нова інституціональна економіка корегує «захисний пояс» дослідницької програми неокласичної та неінституціональної теорії, пропонує більш розгалужену, цілісну та інструментальну методологію, претендує на роль основного напрямку сучасної економічної теорії. Доведено існування відриву сучасної економічної теорії від практики. Абстрагування від специфічно національного та конструювання нової, «глобальної» системи цінностей приводить до поглиблення нерівності країн, виникнення національних конфліктів. Визначено, що неінституціоналізм розглядається як узагальнений неокласичний підхід, результат двоединого процесу: неокласичного імперіалізму та неекономічних відповіді на його виклики. Доведено, що з переходом до постіндустріального суспільства відбувається процес перетворення інститутів у внутрішні регулятори поведінки людей, які представлені мораллю. Визначено, що сучасні інституціональні теорії різняться як до теоретичних принципів, так і досліджуваних проблем, а об'єднують їх методологія і критичне ставлення до ортодоксальних економічних теорій.

Zhavoronkov V. Economic analysis of modern theories of institutionalism.

The modern theories of institutionalism is analyzed to move to a market economy system and eventually to the post-industrial society. The basic economic theories of neoinstitutional economics, the factors and processes that institutionalists give a crucial role in social development, components of institutionalism as a scientific theory, the basic tenets of the theory of property rights are defined. The methodology for the institutions analysis study is proposed, the prerequisites of the emergence and development of neo-institutionalism are outlined. Atomistic methodology is characterized as the basis of building a modern institutionalism. It is concluded that the new institutional economics corrects "protective belt" of the research program of neoclassical and neoinstitutional theory. It offers a more extensive, integrated and instrumental methodology that claims to be the mainstream of modern economic theory. The existence of a detachment between modern economic theory and practice is proved. Abstracting from the specific national and construction of a new "global" value system leads to a deepening of inequality of countries, the emergence of ethnic conflict. Determined that neoinstitutionalism regarded as a generalized neoclassical approach, the result of a two-pronged process: the neoclassical imperialism and non-economic responses to its challenges. It is proved that with the transition to a post-industrial society there is a process of transformation of institutions in the internal controls of the people's behavior, that is represented by morality. It was concluded that modern institutional theories are different with theoretical principles and researched issues, and integrated with their methodology and critical attitude to orthodox economic theories.

Жаворонков В. А. Экономический анализ современных теорий институционализма.

Проанализированы современные теории институционализма для перехода экономики к рыночной системе и в дальнейшем к постиндустриальному обществу. Определены базовые экономические теории неинституциональной экономики, факторы и процессы, которым институционалисты отдают решающую роль в общественном развитии, составляющие институционализма, как научной теории, основные положения теории прав собственности. Предложено методологию для исследования анализа институтов, очерчены предпосылки возникновения и развития неинституционализма. Охарактеризовано атомистическую методологию, как основу построения современного институционализма. Сделан вывод, что новая институциональная экономика корректирует «защитный пояс» исследовательской программы неоклассической и неинституциональной теории. Она предлагает более разветвленную, целостную и инструментальную методологию, претендует на роль основного направления современной экономической теории. Доказано существование отрыва современной экономической теории от практики. Абстрагирование от специфически национального, и конструирование новой, «глобальной» системы ценностей приводит к углублению неравности стран, возникновению национальных конфликтов. Определено, что неинституционализм рассматривается как обобщенный неоклассический подход, результат двуединого процесса: неоклассического империализма и неэкономических ответов на его вызовы. Доказано, что с переходом до постиндустриального общества происходит процесс преобразования институтов во внутренние регуляторы поведения людей, которые представлены моралью. Сделано вывод, что современные институциональные теории отличаются как теоретическими принципами, так и исследуемыми проблемами, а объединяет их методология и критическое отношение к ортодоксальным экономическим теориям.

Statement of the problem. Economic practice puts new challenges to the researchers that require theoretical understanding and practical resolution. New approaches of modern institutionalism have enabled to describe the social aspects of economic life in general, which was impossible with the methodological standpoint of classical economic theory. It was recognized the evolutionary development as a sole possible form of economic and social progress, the role of the state in a market economy, the possibility of methodological association of representatives of various schools and trends - neo classics, keynesians, modern monetarists, neoliberals etc. So today one must have a modern methodological and theoretical tools for constructing a theory of the reforming economy that meets scientific analysis of applied problems.

Analysis of recent research and publications. An important contribution to the development of modern institutional theory was made by the foreign scholars, including A. Alhan, V. Volchyk, R. Coase, R. Nelson, D. North, R. Nureyev, M. Olson, G. Simon, A. Sukharev, O. Williamson and S. Winter and also domestic researchers V. Vishnevsky, V. Heets, A. Gritsenko, V. Dement'ev, A. Zadoya, I. Malyi, V. Tarasevych etc. But now the task is of theoretical understanding of existing modern economic theory and development of theoretical schemes suitable for the analysis of historically conditioned obstacles to economic growth.

The purpose of the article. Analysis of modern economic theories of institutionalism to determine the transition to a market economy system and continue to post-industrial society - knowledge-based economy (knowledge economy).

Statement of the material. Modern institutionalism emerged and developed in the form neoinstitutional economic through theories of property rights and transaction costs, public choice institutional changes in the new economic history (cliometrics) and human capital. It is based on the provisions of early institutionalism, whose roots come from the philosophical foundations of pragmatism and German «historical school» with its historical method, focusing on legal norms,

government policy and their role in social development. Supporters institutionalism crucial role in social development provide non-economic factors and economic processes - a collective psychological coloring, designing this psychological theory of economic development.

The founder of Neoinstitutionalism considered American scholar R. Coase. Key components of Neoinstitutionalism - theory of property rights and transaction cost theory, what are exploring market institutional framework, the impact of institutions, especially law firms on the behavior and functioning. When property rights sanctioned understand behavioral norms aggregate power of human behavioral relationships that develop between contractors on the use of economic objects which economic agent can implement without being subjected to the threat of sanctions from the others. «Obviously, the markets as they currently exist, for their activities require more than a room, which can occur buying and selling. They also require approval of regulations that define the rights and responsibilities of those who carry out transactions in these areas» [1].

In general, the basic building blocks of the modern theory of property rights is the following provisions [2]: When the property relations to understand the relationship between people, given the limited resources inevitably causes conflict over their use; ownership are inclusive nature of both tangible and intangible objects, ownership is seen as sanctioned by society, formal and informal rules, a key position in the analysis of ownership takes their specification and blurring.

In the development of institutional theory are important both internal and external to the scientific knowledge of the factors. The study of these factors is dictated by the need to explain the peculiarities neoinstitutionalism methodology and clarify its structure. Neoinstitutionalists attempted analysis of institutions on the basis of atomistic methodologies. Domestic preconditions of neoinstitutionalism are: feasibility study introduction to the economic analysis of non-economic constraints (institutions), consistent implementation of the principle of methodological atomism to analyze institutions, enriching theoretical tools institutionalism theory of games, most effectiveness of neoinstitutionalism in implementing the forecasting function. As theoretical tools are appropriate neoinstitutional theory of rational choice theory of transaction costs, the economic theory of property rights. [3]

Atomic methodology as a basis for constructing institutionalism defines use as a method of constructing theories of abstract modeling, which allows you to create a model of sufficiently high perceived power. At the same time abstract models replace the real object ideal, thus reducing the value of the empirical base. Abstract modeling is able to adequately solve the problem of relatively homogeneous socio-economic system in which economic agents have similar motives. This methodology is effective enough for general theoretical and applied research in social and economic systems with stable market economy, individualistic behavioral attitudes of the population, developed and highly specified system of property rights.

The new institutional economics [4] continues atomistic (individualistic) tradition corrects «security zone» research program and neoinstitutional neoclassical theory complements the concept of bounded rationality [5]. It offers more extensive, integrated and instrumental methodology, resulting in the growth of its popularity in the foreign and domestic science, claimed to be the mainstream of modern economic theory.

The global crisis of 2008-2010 revealed significant flaw of modern economic theory - separation of theory from practice. Economists were not able to predict not only the crisis, but also to develop effective recommendations to overcome it. In transition countries, the inadequacy of modern economic theory to practice is more acute than in developed market economies, although there its failure in terms of practical features that repeatedly lodged criticism. Countries that have conducted an independent and active economic policies had a chance to avoid deep decline in production and the potential of dynamic growth. So, today requires a theory that could equip scientific ideas not only patterns and trends in economic development, but also the characteristics and driving forces of national economies.

From the theories of institutionalism arising only universal, the same for all countries and at all times conclusions. They are necessarily ideological in nature, since economic theory and its construction and historically is «ideologically loaded»[6]. Modern economic theory, a large number of different approaches, schools and trends, which is inherent in the fundamental inconsistency of philosophical and ideological assumptions. In other words, a variety of schools and trends of modern economics serves as a form of permission inherently contradiction of theory and practice.

Modern trends in the world economy, and especially globalization in its current model, leading to total abstraction from specific national and construction of the new «global» system of values, norms of behavior, customs and so on. This provision is the basis for deepening inequality countries, the emergence of national conflict and rejection of non-Western civilizations truly universal, universal values. National characteristics are manifested above all as a specific institutional environment of the national economy, as the total content of economic activity indirectly realized right policies, rules, norms and stereotypes of behavior - all in creating institutions of society. Determination of specificity and content of the dominant society institutional matrix as the basic mechanism of interaction of complementary institutions knowingly allows to carry out institutional construction and minimize the social costs of evolution of states [7]. But today there is no complete picture of the national economy of any of the post-Soviet countries and, consequently, there is no adequate analysis of the status and trends.

Modern domestic economics cannot be limited in relation to the institutional theory measures only relay and adaptive features as one of the reasons Western theory - the inadequacy of scientific methodology and the nature of the conditions of post-Soviet society and change. The necessary support for their fundamental theories, including those that a cursory examination might seem useless.

The followers of the «old» institutionalism - neoinstitutionalism (game theory, incomplete rationality, economic agreements, organizations, post-industrial society, behavioral economics and economic psychology, etc.). Decided to refuse commitment to reciting a mature methodology and methodological tools. Neoinstitutionalism is a neo-classical epistemological response to the «revolt» of the «old» institutionalism and is regarded as a generalized neoclassical approach [8]. The formation and development of institutionalism is the result of a dual process: the neoclassical imperialism as a key component of economic and non-economic imperialism answer his calls. According neoinstitutionalism can be represented as a form of motion and outcome conflict between narrow neoclassical economic methodology and inadequate its heuristic potential objects.

The strength and weakness of institutionalism arising from the lack of a completed methodology and theory no less than the strength and weakness in neoinstitutionalism available. With the transition to a post-industrial, society posteconomic process of transformation of institutions in the internal controls of human behavior that are perceived as their motivation. Foreign institutions are a guarantee of the establishment of order, but does not play a decisive role. The latter goes to the internal regulations, which are morals. [9] Morality is the defining rules and regulations, which gives reason to define it as an institution. It is an institution that exists within the entity, and it is not outside. Institutions (including the Agreement) continue to exist, but lose the crucial role that goes to morality as a dialectic of this institute.

An important impetus for the development of neoinstitutionalism was strengthening instability of social development, contradictions and anomalies that occur during the transformation of modern economies. Buyers of real economic policy transformation period contributed to the strengthening of institutional economic theory as one of the leading trends in contemporary Russian and Ukrainian economic thought.

Transformation of economic systems within the modern economic theory interpreted in the context of the theory of institutional change. Theoretical and methodological potential institutional approach to the study of economic transformation greatly exceeds the capacity of

the orthodox lines of economic thought, but the theory of institutional change requires further historical and economic analysis and professional learning. Thus, the institutional approach, implemented in the present study can be described a number of several major points [10]:

- The economy is seen as an open system, whose development is investigated as an intrinsically complex process and multi-determined;
- The transformation of institutions is the driving force of systemic change, the direct factors of institutional change are: significant events in the history, development interests of economic actors, technological advances, transaction costs, competition between institutions, institutions of natural selection on the criterion of efficiency, innovation and so on. ;
- Institutional system of society exists in the form of «institutional matrix» institutional changes necessarily lead to the development of effective structures;
- As the most important characteristics of the transformation process is considered an institutional imbalance;
- Formation occurs through the institutional framework of dominant legalization of informal rules and institution-building and informal behavioral networks are considered as damping mechanism start-up costs of transition.

Institutional theory challenged the immutability of human nature, organization, society, civilization and institutions. She believes that people create formal and informal rules, which in turn structure the relationships between them, providing exchanges and social contracts. The theory of evolution denies rational behavior and repelled by the inability of the individual to choose institutions influence the behavior of the subject is programmed institutions and organizations, as the principle of subjectivity as active and creative activity is overcome, inhibited institutional structure [11]. The economic activity of man is made in the social space, as the interaction of social communities and business organizations, which immerses the individual in already existing, existing differentiated market, social, institutional infrastructure, which is reflected in his behavior, subject group motives and interests of not only economic, but also psychological creative nature.

Conclusions. Neoinstitutionalism is the basis of the analysis was not only economic problems, but also problems of social, political, ethical, legal and more. Evolving institutionalism gained new features, changed his place, his ideas influenced the views of many economists, its importance is growing. Institutional theories differ sharply on how theoretical principles and Patient problems. Combine institutional theory methodology and a critical attitude towards the orthodox classical and neoclassical theory. An important feature of institutionalism is the recognition of the evolutionary development of the only possible form of economic and social progress, as well as the leading role of the state in the organization of a market economy, the possibility of regulation of the latter.

Particularly important institutional approach takes after the transition to a market economy system and continue to post-industrial society. Elements of the institutional system, namely the institution of property, transaction costs, contractual relations, customs and traditions play a major role in structuring the market environment, determine the priority of institutional bases of formation of transition economies, enhancing integration of economic system integrity and world global system.

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Ключові слова: неоінституціоналізм, суспільство, аналіз, ринок, інститут, власність.

Ключевые слова: неоинституционализм, общество, анализ, рынок, институт, собственность.

Keywords: neoinstitutionalism, society, analyze, market, institute, property.

УДК 338(477): 519.237

INNOVATIVE CLUSTERS OF INDUSTRY IN UKRAINE. PROBLEMS AND THEIR SOLUTIONS

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Ковальов А. В. Інноваційні кластери промисловості України. Проблеми та шляхи їх рішення.

Інновації є складним економічним і організаційним процесом, який спирається на використання двох видів потенціалів – наукового, новітніх технологій і техніки, з одного боку, і інтелектуального, пов'язаного із здатністю менеджменту упроваджувати інновації на всіх стадіях виробничої і комерційної діяльності, з іншої. Важливим елементом цього процесу виступає його інвестиційне забезпечення – знаходження і раціональне використання значних фінансових коштів. Залучення приватних, державних або змішаних інвестицій з їх певними резервами, які можуть компенсувати підвищений ризик, забезпечує вихід на якісно вищий рівень господарювання. До того ж, як показав досвід багатьох менш розвинених країн, успішний перехід до інноваційної моделі функціонування національної економіки можливий лише за умови сприйняття нею інновацій. Така модель не буде життєздатною без реформування економічного середовища в цілому на основі корінної перебудови господарського механізму країни. В даний час для України є актуальним питання перекладу економіки країни на інноваційний шлях розвитку. Для здійснення поставленого завдання необхідна розробка механізму, що дозволяє перебудувати всі сфери суспільних відносин в цілях сприяння розвитку інноваційної економіки. Перехід до економіки знань вимагає формування в країні і, відповідно, в регіонах цілісної системи, що ефективно перетворює нові знання в нові технології, продукти і послуги, які знаходять своїх реальних споживачів на національних або глобальних ринках. У всьому світі саме кластери розглядаються як двигун інноваційної діяльності і розвитку всієї країни. Необхідно підсилити кластерний аспект розвитку інновацій. При цьому важливо добитися узгодженості дій влади, бізнесу, науки, освіти, фінансових інструментів і засобів масової інформації. У статті розглянуті аспекти розвитку кластерів, інноваційних кластерів промисленности, проблеми і перспективи розвитку кластерів зарубезом і в Україні.

Kovalyov A. Innovative clusters of industry in Ukraine. Problems and their solutions.

Innovation is a complex economic and organizational process that relies on the use of two kinds of capacities - research, new technologies and techniques, on the one hand, and intellectual associated with the ability of management to innovate at all stages of production and commercial activities on the other. An important element of this process serves its investment support - finding and managing the significant financial resources. The involvement of private, public or mixed investments with their specific reserves that can compensate for the increased risk,

provides a qualitatively higher level of management. Moreover, as the experience of many less developed countries, a successful transition to an innovative model of the functioning of the national economy is possible only if the perception of its innovations. Such a model would not be viable without the reform of the economic environment in general on the basis of a radical restructuring of the economic mechanism of the country. Currently, Ukraine is a topical question of the transfer of the economy to an innovative way of development. To carry out this task is necessary to develop a mechanism to restructure all aspects of public relations to promote the development of innovative economy. The transition to a knowledge economy requires the development of the country and, consequently, in the regions of the integrated system, effectively transforming new knowledge into new technologies, products and services that find their real consumers on the national or global markets. All over the world it is considered as the engine of clusters of innovation and development of the whole country. Necessary to strengthen the development dimension of the cluster innovation. It is important to ensure coherence of government, business, science, education, financial tools and media. The article deals with aspects of the development of clusters of innovation clusters Business, problems and prospects of the development of clusters in Ukraine and abroad.

Ковалев А. В. Инновационные кластеры промышленности Украины. Проблемы и пути их решения.

Инновации являются сложным экономическим и организационным процессом, который опирается на использование двух видов потенциалов – научного, новейших технологий и техники, с одной стороны, и интеллектуального, связанного со способностью менеджмента внедрять инновации на всех стадиях производственной и коммерческой деятельности, с другой. Важным элементом этого процесса выступает его инвестиционное обеспечение – нахождение и рациональное использование значительных финансовых средств. Привлечение частных, государственных или смешанных инвестиций с их определенными резервами, которые могут компенсировать повышенный риск, обеспечивает выход на качественно более высокий уровень хозяйствования. К тому же, как показал опыт многих менее развитых стран, успешный переход к инновационной модели функционирования национальной экономики возможен лишь при условии восприятия ею инноваций. Такая модель не будет жизнеспособной без реформирования экономической среды в целом на основе коренной перестройки хозяйственного механизма страны. В настоящее время для Украины является актуальным вопрос перевода экономики страны на инновационный путь развития. Для осуществления поставленной задачи необходима разработка механизма, позволяющего перестроить все сферы общественных отношений в целях содействия развитию инновационной экономики. Переход к экономике знаний требует формирования в стране и, соответственно, в регионах целостной системы, эффективно преобразующей новые знания в новые технологии, продукты и услуги, которые находят своих реальных потребителей на национальных или глобальных рынках. Во всем мире именно кластеры рассматриваются как двигатель инновационной деятельности и развития всей страны. Необходимо усилить кластерный аспект развития инноваций. При этом важно добиться согласованности действий власти, бизнеса, науки, образования, финансовых инструментов и средств массовой информации. В статье рассмотрены аспекты развития кластеров, инновационных кластеров промышленности, проблемы и перспективы развития кластеров зарубежом и в Украине.

Problem statement. Globalization – is the transition from the economies of individual countries to the international economy. In nowadays world, that has turned into one large settlement, industrial production is the international in nature, money quickly and easily flow from one country to another. In fact, the border is not an obstacle for the trading. In this case the multinational corporations concentrate in their hands an enormous power and the operations of the anonymous investors can either promote the material prosperity or lead it to the distress in economy all over the globe. Globalization – is cause and effect of the modern information revolution.

Analysis of the recent researches and publications. It's no doubt that the problem of the globalization is relevant nowadays. It has been studied by a great number of economists all over the world. For example, researches of Jeffrey Sachs and Andrew Warner from Harvard, David Dollar from the World Bank and Jeffrey Frankel and David Romer from Berkeley, and also researches of the Ukrainian scientists such as Bohomazov V.M. and Sokolenko S.I..

Object of the article. The study of the described above occurrence and the estimate of the impact of the globalization to the business economics and their innovation activity.

Statement of the main matter. The concept of the globalization is closely related to the human activities, especially in developed nations. Everyone faces it in the everyday life without even realizing its significance and its adequate definition. However, its impact waxes year by year. At the same time at present the process of transferring of the economy to the innovation-based development is taking place, and therefore it refers to enterprises. All that, leads to the thought that globalization - is the strongest factor of the impact to the enterprises' innovation activity. As a matter of fact the importance and place of the country in the world community and the social standard of living depend on the range of usage of new knowledge and technologies. The effective use of the scientific-and-technological advance and its transformation in the specific commercial results – is one of the conditions of the business expansion against the economic globalization for the enterprises. [1, p. 153-155].

Globalization – is the process of the growing impact of various factors of international importance (e.g. close economic and political ties, cultural and information exchange) to the social reality in some countries.

The most powerful factor of the globalization – is the economic factor, manifested in the presence of transnational enterprises that operate simultaneously in many countries and exploit new historical conditions. It should not be supposed that globalization – is a kind of giantisation or combination of various kinds of processes. Globalization - is an objective process that determines the quality changes in the global concept, the growth of interconnectedness and uniqueness of the individuals or civilizations in general.

The main point from the basis of the globalization is that many problems can not be adequately assessed and study at the national level, i.e. at the country level and its international relations with other countries. Instead, they must be defined with relation to the global processes. Some researchers have gone so beyond the mark that they believe that the global forces (multinational corporations and other global economic formations are meant) become so strong that the further existence of separate national states is doubtful.[4, p. 122-128].

It is clear that such overall factor as economic globalization can not have a direct affect to the enterprise. First of all globalization affects the country and its economics, and afterwards it affects enterprises. The role of the state in regulation of the innovation activity comes down to

the creation of the first-order conditions for the formation and development among the generation of knowledge, realization of the full innovation cycle, the channel improvement for the diffusion of innovation. In its turn, the enterprise can not ignore the factors of the globalization, because in case of its global competitive position, the other enterprises will follow it and that is important for any modern enterprise [3, p. 48-52] .

Small enterprises all over the world is the major component of the national innovation system of the country, as they operate at the high risk, develop new directions for the technological development, all that enable rapid growth and development of new technological areas and as a result – the access to the competitive markets. Also, small enterprises take on enormous importance in the education of a new kind of business class liable not only to the risk, but also to the searching and realization of new economic ideas, and those who have great adaptive abilities.

Let us consider the factors of the globalization that impact to the innovation activity of the country and to the individual enterprises in general.

In the conditions of world economy globalization, the tightening of international competition in all directions is taken place. For that matter, currently central become innovation activity of the subjects of the economic systems, that serves as a basis for competitive advantage. The advanced countries focus on the development of the high-tech industries that make high demands for the innovation. Globalization is actually a new quality stage of the world economy development. The essence of this new stage is in the new quality state, as the international production forces and the international industrial relations. The objective basis of the globalization is the new level of the productive forces of the international community related to the embodiment of the achievements of the current stage of the technological solutions. Socioeconomic forms of the new productive forces are the international economic relations, which are also transformed into a new quality, adequate to the current level of the internationalization of the productive forces. The main subject of these relations, at the present, are the multinational corporations [5, p. 21-24].

The regularity of the globalization of the multinational corporations represented as a set of internal entities, economic relations, inter-relations and dependence, that provide their reproduction at the supranational level and quality improvement of the business operations to achieve the advantages in receipting the income. Multinational corporations manifest a propensity to the integration, that interdependent and interrelated with their place in the system of innovation relationship. Activity of the multinational corporations may be a basic requirement for stability, economic growth and innovation development for the countries worldwide. In the conditions of world economy globalization competitiveness of the corporations is determined by the innovation activity, which becomes not only a factor of the effective development for most corporations, but also an important component of the development of the national and international innovation systems. Thus, the multinational corporations, which caused the economic globalization, affect the innovation economic growth [6, p. 137-138].

Another factor of the impact of the globalization to the innovation activity is cluster policy. Cluster policy – is the institutions and enterprises unity or the clusters formation of the competitive spheres. Clusters gravitate toward the concentration on the areas of countries worldwide and regions of the individual countries. Once a cluster is formed, a mutual support from all the spheres of the group is taken place. The market entry from the other spheres within the cluster cause the modernization by the stimulation of the scientific approaches and

adaptation of new strategies and skills. Participation in the cluster also provides advantages in the access to new technologies, techniques or delivery opportunity abilities. Included to the cluster companies quickly find out about the technological advance, the availability of new components, the new concepts of the service and marketing etc. and constantly monitor these innovation factors of the competitive advantage, since these tasks are facilitated by the permanent relationships with the other members of the cluster and personal contacts. Membership in the cluster makes it possible to directly observe the activity of the other companies. In contrast, the isolated companies have worse access to the information and thus have to pay more, the need to allocate resources to achieve new knowledge within their own structures is also taken place [7, p. 144-150].

According to the impact of the globalization to the innovation way of the countries worldwide development it should be noted that cheap and effective network communications allows the companies to post various industries in different countries, maintaining direct organizational and information contacts and management of commodity and financial flows. Modern information technology has also reduced the need for physical contact between producers and consumers.

You can also overlook another connection between globalization and innovation, for example to examine innovation as a part of the economy globalization. So in this respect, companies that stand for the innovation way become a part of the economy globalization.

Ukraine's approach to the multipolar world that becomes more feasible at the present stage of the globalization, defined as the innovation development with direct participation of the state, business and intellectual elite. The impact of the globalization to the dynamic development of the national economy promotes the innovation processes as a basis of the competitive advantage of the country and its regions in the global economy [8, p. 150-155].

Modern paradigm of the innovation development in the context of the globalization are:

- Radical informatization of modern society, expressed in the formation of a single information field for creation global economy knowledge, exchange of the results of the intellectual activity and expanding the experience of high technology using;

- Reducing the unevenness of the economic development of the countries due to the rapid dissemination of advanced scientific knowledge and technology and the elimination of global poverty and unemployment;

- The concentration of a global scientific thought and its direction in solving global economic problems to preserve the environment and biodiversity of the planet;

- Innovation creation is increasingly concentrated only in that spheres that are due to the peculiarities of their historical development and geopolitical situation have a strong competitive advantage.

Diffusion of the innovation is stimulated through the acquisition of technology, increased mobility of skilled staff, encouragement of international cooperation in researching, development and improvement of active cooperation between companies, universities and public research organizations.

There is another connection between globalization and innovation. Innovation – is the driving factor in the global competition. Companies throughout the world that have achieved the leadership on the international level, use strategies that differ one from another in all respects. However, every successful company uses its own strategy.

Companies achieve competitive advantage through the innovation. They learn new techniques to achieve competitiveness or find better ways to compete using old methods. Innovation can occur in new product design, in new production process, in new marketing approaches or in new method of training employees. The majority of innovations are very simple and small, based on the accumulation of minor improvements and achievements not on a single, major technological breakthroughs. This process often involves ideas, not even "new ones" - ideas that as the matter of fact were "in the air", but weren't used purposefully. In this case professional development, acquiring of knowledge, physical assets and brand reputation upgrading are always investing.

Some innovations create competitive advantage, for making entirely new opportunities in the market or permit to fill market's segments to which other competitors did not pay attention.

If competitors react slowly, such innovation leads to the competitive advantage. For example, in such areas as machine building and consumer electronics, Japanese companies have made initial advantage through a special focus to the compact models that are smaller, consume less power, which were ignored by their foreign competitors, considering that such models are less favorable, with lower value and less attractive.

In the international innovations markets that bring competitive advantage, providing both internal and external needs.

The main idea of the today's competition is not the possession of capital resources, material goods, but the ability to develop and implement innovations. Strengthening the role of knowledge as a strategic resource and the growing influence of technological innovation as the key factors to the success have led to the world economic growth of enterprises that determined by the proportion of the products and equipment containing advanced knowledge and modern solutions [8, p. 132-135].

Conclusion. Thus, innovation is a part of the globalization and the driving force of the global competition, and globalization of the economy determinant impact to the concrete country, then the country's economic policy affects the innovation activity of the enterprise. Standards of the innovation activity for enterprises stemming from the worldwide standards under the same globalization, so the enterprise that wants to win the global competition is to introduce an effective innovation activity.

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Ключові слова: новшества, інновації, кластери, інноваційні кластери промисловості.

Ключевые слова: новшества, инновации, кластеры, инновационные кластеры промышленности.

Keywords: innovation, innovation, clusters, clusters of innovative industries.

UDK 338.5

CHOOSING OF THE FISH-FACTORY EFFECTIVE PRICE STRATEGY

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Корінев В. Л., Корман І. І. Вибір ефективної цінової стратегії підприємства, що займається переробкою риби та морепродуктів.

В статті розглянуто цінові стратегії на основі співвідношення «сприйняття ціни споживачем – економічна цінність» та «ціна - якість», їх об'єднання в матрицю цінових стратегій. Проаналізовано використання цінових стратегій вітчизняними виробниками рибної продукції і морепродуктів і визначено їх місце на матриці цінових стратегій. На прикладі продукції торгової марки «Риба'К» запропоновано цінові заходи в межах обраних цінових стратегій, які дозволять збільшити прибуток підприємства і зберегти прихильність споживачів. Зроблено висновок, що на сьогодні існує реальна потреба вдосконалення стратегічного ціноутворення з урахуванням особливостей виробництва та реалізації рибної продукції та морепродуктів. Значною мірою це стосується процесу формування цінової стратегії. Основними напрямками вдосконалення цього процесу на підприємстві МПП «Агропромресурси» є використання гнучкої цінової стратегії, що базується на взаємозв'язку ціни та якості, сприйнятті ціни споживачем та економічній цінності. На сучасному етапі підвищення цін в межах обраних цінових стратегій дозволить підприємству збільшити прибуток не втративши прихильності споживачів.

Korinyev V.L., Korman I.I. Choosing of the fish-factory effective price strategy.

Price strategies on the base of ratio «consumer's price perception – an economic value» and «price-quality», their integration into the price strategies matrix are considered in the article. Price strategies using by native fish products producers is analyzed, price strategies place on the price strategies matrix is determined. Price measures within the limits of selected price strategies are suggested, these strategies help to increase enterprise profit and to save consumer's favour (on the example of the trademark «Риба'К»). Concluded that today there is a real need to improve the strategic pricing, taking into account peculiarities of the production and sale of fish and seafood products. To a large extent it concerns the process of forming a pricing strategy. The main directions of improving the process the company " Agropromresursy " is to use a flexible pricing strategy based on the relationship for money, consumer perceptions of price and economic value. At the present stage price increase within the selected price strategies will enable the company to increase profits without losing commitment to consumers.

Корінев В. Л., Корман І. І. Выбор эффективной ценовой стратегии предприятия, которое занимается переработкой рыбы и морепродуктов.

В статье рассмотрены ценовые стратегии на основе соотношения "восприятие цены потребителем - экономическая ценность" и "цена - качество", их объединение в матрицу ценовых стратегий. Проанализировано использование ценовых стратегий отечественными производителями рыбной продукции и морепродуктов и определено их место на матрице ценовых стратегий. На примере продукции торговой марки "Рыба'К" предложены ценовые меры в пределах избранных ценовых стратегий, которые позволят увеличить прибыль предприятия и сохранить благосклонность потребителей. Сделан вывод, что на сегодня существует реальная необходимость совершенствования стратегического ценообразования с учетом особенностей производства и реализации рыбной продукции и морепродуктов. В значительной мере это касается процесса формирования ценовой стратегии. Основными направлениями совершенствования этого процесса на предприятии «Агропромресурсы» является использование гибкой ценовой

стратегии, основанной на взаимосвязи цены и качества, восприятия цены потребителем и экономической ценности. На современном этапе повышение цен в пределах выбранных ценовых стратегий позволит предприятию увеличить прибыль не потеряв приверженности потребителей.

Statement of the problem. Under the conditions of growing competition on the native market a great attention is paid to the choosing and introduction of the effective price measures. The value of products realization and profit size to a certain degree depends on the consumer's attitude towards the price level. For the correct determination of the price level it is important to take into account the consumer's products characteristics. The products high quality makes them more attractive for consumers. This forced the market to take a high selling-price. In the modern conditions the strategy pricing role is ignored, pricing opportunities concerning ensuring of the native enterprises stable development are not used completely. Active searching of the methods and mechanisms providing the effective pricing at the enterprises of the national economy is going on.

Last investigations and publications analysis. All questions concerning enterprise price strategy forming are investigated in the scientific works of many national and outstanding scientists, such as Balabanova L.V., Gerasymchuk V., Druker P., Mazur O.Ye., Nalyvaiko A., Porter M., Tompson A., Tormos Yu.G. and others.

Unsettled problems apportionment. There are practically no investigations dedicated to the problem of the price strategies concerning enterprises of different branches and variable production types. To a great degree this is applied to the price strategies forming at the food industry enterprises.

The aim of the article is a process of price strategy forming investigation and theoretically-practical recommendations concerning the price strategy which is used at the fish-factory.

Investigation results. Price strategy is a process of working out and introduction of the necessary price measures in a long-term period for reaching more general enterprise goals. [1, p. 89].

On the basis of the ratio «consumer's price perception – an economic value» existed price strategies can be united into three groups [2; 3; 4, p. 84]: high prices strategy; low prices strategy; neutral (middle) prices strategy. High prices strategy is effective under such conditions: demand of the consumers belonging to the most solvent segment must be low elastic: demand on the goods must be higher than supply; new goods must be protected by the patent and it mustn't have analogue; the consumers mustn't know producer's expenses, which are usually rather low; high price must be associated with a high quality [2].

Low prices strategy (strategy of penetration into the market, price break strategy) foresees low prices establishment and this maximizes a long-term profit. Realization of the price break strategy may be successful under such conditions: a considerable quantity of consumers, who are ready to switch over buying goods from a new seller if he/she suggested a lower price; goods mustn't be included to the prestige demand group, the richest consumers buy such goods because the most valuable things for them are goods rarity and goods high price; goods mustn't be included to the group of low prices goods of usual demand, because unessential price lowering on such goods will be invisible for buyers; goods may be soled by the enterprise with a minimal profit or even with loss with the aim to stimulate buyers interest for buying other goods; in the price of the goods increase expenses must take a little part, but a specific profit must take a great part; the prices lowing must give an opportunity to use scale effect more effectively than this competitors do; the most desirable state of market is a state when the market hasn't any essential competition but it can be stressed soon (for instance, it is possible rising of new firms- competitors); if the competitors exist they mustn't be able or mustn't have a wish to answer analogically with lowing prices [2].

Middle prices strategy (neutral strategy) foresees prices establishing at the middle level of the branch or at the middle level of the market, it has the aim of getting profit in a long-term

perspective. This strategy can be used at all levels of the goods vital circle (exception is a slump level) [3]. Rather widespread neutral strategy pricing reasons are: the enterprise can achieve its goals with the help of other marketing instruments; this procedure takes a smaller deal of expenses then working out of new manipulations and their realization, there are no any conditions for the realization of other strategies (bonus strategy or price break strategy).

Because of these circumstances neutral pricing becomes a forced strategy at such markets where buyers are rather sensitive for the price level (this doesn't stimulate bonus prices) and competitors answer hard on any attempt to change selling ratio, which exists at the market (this disturbs price break strategy) [2].

According to the ratio «price-quality» price strategies are divided into 9 sub strategies:

1) bonus addition strategy orients on the consumers who have high profits; it foresees consumers prizing with goods high quality and the seller's prizing with high price of the goods; 2) deep penetration strategy gives an opportunity to interest the consumers thanks to a high quality of the goods and their middle price; 3) heightened value significance strategy is characterized by the suggestion of the goods with a high quality under a low prices, it is very profitable for the buyer; 4) heightened value strategy is characterized by the suggestion of goods with a middle quality under a high price and helps the enterprise to minimize all expenses at the level of introduction but a high price can disturb the demands; 5) middle price level strategy foresees suggestion of the goods with a middle quality under a middle price; 6) high quality strategy is characterized by the ratio of the goods with a middle quality under a low price, it can be considered in the measures of goods assortment and competitor strategies in accordance with the goods quality if we compare it with other models or competitor goods-substitute; 7) robbery strategy is characterized by the suggestion of the goods with low quality under a high price, it hides the danger of losing the consumers' loyalty towards the trademark in future; 8) demonstrative luster strategy foresees suggestion of the goods with a low quality under a middle price; 9) low value significance strategy is characterized by the suggestion of the goods with a low quality under a low price.

Price strategies on the basis of the ratio «price-quality» can be united with the strategies on the basis of the ratio «consumer's price perception – an economic value»; totally we shall get the strategy matrix (picture 1).

		Price		
		High	Middle	Low
Quality	High	1) Bonus addition strategy	2) Deep penetration strategy	3) Heightened value significance strategy
	Middle	4) Heightened value strategy	5) Middle price level strategy	6) High quality strategy
	Low	7) Robbery strategy	8) Demonstrative luster strategy	9) Low value significance strategy

	- price break strategy;
	- neutral prices strategy;
	- bonus prices strategy.

Picture 1. Price break strategies matrix on the basis of the ratio «price-quality» and their accordance to the strategies on the basis of the ratio «consumer's price perception – an economic value»

Source: created by the author

On the native fish and sea products market there is a great deal of the production which can be united in such groups: salty fish, preserves, smoked fish, frozen fish and sea products, sea kale. In the result of investigation of the most popular goods among the consumers we determined the price strategies which are usually used towards them. (Table 1).

Choosing the price strategy (on the basis of the ratio «consumer's price perception – an economic value) for all investigated production types it is correct to select a neutral pricing strategy; it foresees the enterprise establishment at the level which the consumers perceive as a level of true economic value of the goods.

Choice of the given strategy is forced and it is continued by the absence of the conditions for bonus strategy using (goods aren't included to the group of the prestige demand) or price break strategy (high level of the competition). The price as an instrument of the marketing politics plays a minimal role because using of the other marketing instruments is more effective for the enterprise aims obtaining.

Table 1. Price strategies for certain types of production

Production type	Choice of the price strategy	
	on the basis of the ratio «consumer's price perception – an economic value»	on the basis of the ratio «price-quality»
Salty fish	Neutral pricing	
Baltic sprat of spicy salting, kg	Middle price	Middle level prices strategy
Herring of spicy salting	Middle price	Middle level prices strategy
Fresh-salted boned trout (vacuum packing)	Price higher then middle	Bonus addition strategies
Preserves	Neutral pricing	
Boned herring in the oil with species (200 g)	Middle price	Middle level prices strategy
Boned- sliced mackerel in the oil (200 g)	Middle price	Middle level prices strategy
Boned- sliced salmon in the oil (200 g)	Price higher then middle	Bonus addition strategies
Smoked fish	Neutral pricing	
Smoked sprat	Middle price	Middle level prices strategy
Red herring	Middle price	Middle level prices strategy
Smoked mackerel with the head	Middle price	Middle level prices strategy
Frozen fish	Neutral pricing	
Crab sticks, 240 g	Middle price	Middle level prices strategy
Frozen boiled shrimps, kg	Middle price	Middle level prices strategy
Chilled sprat, kg	Middle price	Middle level prices strategy
Sea kale, kg	Neutral pricing	
Salad made of pickled sea kale, kg	Middle price	Middle level prices strategy
Peking salad made of sea kale, kg	Middle price	Middle level prices strategy

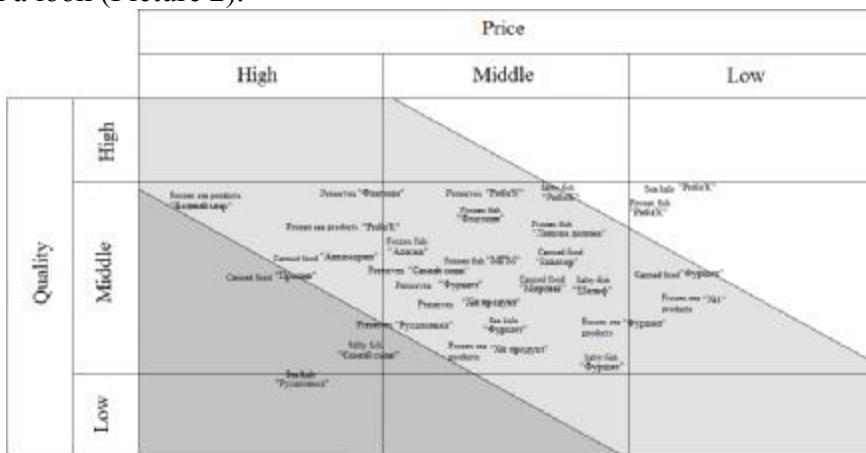
Source: author's own investigation

But in the frames of the neutral pricing there is an opportunity to establish prices at a higher and a lower level then a middle price. If the production quality is high, the buyers will agree to pay a little higher price then a middle market price. Low prices using isn't correct because it will not have a great influence on the increasing of the production realization volume and it will lead to the enterprise loss.

Choosing price strategy on the basis of the ratio «price-quality» the enterprises producing production with a high quality often use bonus addition strategies, deep penetration strategy or heightened value strategy. More rarely they use heightened value significance strategy, a middle level prices strategy and a robbery strategy. For the majority of the investigated production they use a middle level prices strategy. Exception is the production made of a prestige fish sorts (fresh-salted boned mackerel, vacuum packing; fresh-salted sliced salmon, vacuum packing; boned- sliced salmon in the oil; smoked sea perch etc.), this production is counted on the

consumer with a larger financial means. Taking into account a high production quality he/she agrees to pay a higher price. A high price is a quality index of this production.

As a rule, the fish-factories specialize on a certain types of the production. The widest production assortment among investigated producers is offered by the trademarks «Риба'К», (little privately owned enterprise «Агропромресурси», Uman) and «Фуршет» (private joint-stock company «Фуршет»). Supermarket net «Велика кишеня» offers the production of the trademark «Хіт продукт» (preserves and frozen sea products) and «№1» (frozen sea products). International sea products group produces frozen fish under its trademark and frozen fish and preserves under the trademark «Флагман». The company «Аляска» is offered by the trademarks «Аляска» (frozen fish) and «Самий смак» (preserves and salty fish). Under the trademark «Русалонька» privately owned enterprise «Сильвер Фут» (Zolotonosha) offers its production: preserves and sea kale. The company «Аквафрост» (Odesa) specializes on the shrimps and crab sticks producing under the trademark «Водний мир». Frozen fish under this trademark is offered for realization by the company «Липова долина». The company «Шельф» (Kyiv) is engaged into the process of salty fish producing. The company «Інтеррибфлот» (ТМ «Аквамарин», Sevastopol), the fish cannery «Екватор» (ТМ «Екватор», Kharkiv), the company «Південна Мануфактура «Пролив» (ТМ «Пролив», Kerch) are engaged into the process of preserves producing. To the list of investigated objects we include preserves under the trademark ТМ «Морські» which are produced by the corporation «S.I. TRADE» (Dnipropetrovs'k). Location of different fish and sea products types of variable trademarks on the matrix of the price strategies will have such a look (Picture 2).



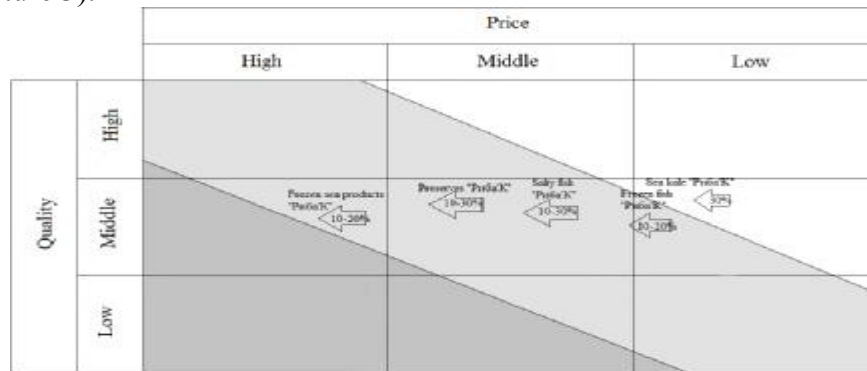
Picture 2. Different fish and sea products types of variable trademarks location on the price strategies matrix

Source: created by the author

Investigation of the prices on the trademark «Риба'К» production proves that demands on the fish and sea products are not elastic ones, that's why the enterprise has the possibility of increasing the price without any selling value lose (under the condition of preserving a high quality of the production and consumer's confidence towards the trademark keeping); in this way the enterprise can increase its own profit. The production under the trademark «Риба'К» is made with the help of modern machinery, it meets all requirements and demands concerning the production quality. The «Риба'К»s production is sold in the central parts of the Ukraine, in Odessa region, Kherson region, Mykolayiv region and in Kyiv.

Because of the profit increase it is possible to keep existed production assortment independently of the stuff price and to extend all possible measures of the price variation with an idea to provide the enterprise with a stabile work. A part of the getting additional profit may be used for other marketing mechanisms intensification; it can to make the existed enterprise market positions stronger. For each production type of the ТМ «Риба'К» we defined all possible measures of the price increasing without profit lose [5]. In accordance to the selected price politics the prices on the considered production types will be displaced on the price strategies

matrix to the side of the price increasing but they must stay in the measures of the selected price strategies (picture 3).



Picture 3. Changes of the price strategies on certain fish and sea products types (the trademark «Рибак»).

Source: created by the author

Proceeded from the getting results of the possible prices value calculation and enterprises indices concerning total volume of the investigated production types in the current and planned periods it is possible to calculate the economic effect of the suggested price politics [5]. Using suggested price means in the measures of the selected price strategies only for certain selected production types the incomplete profit in the current production volume realization during one year makes up 737, 5 thousand UAH. For the planned period the additional profit will make 774, 2 thousand UAH.

Conclusions: The results of our investigations show that nowadays there is an urgent need to improve the pricing strategy (taking into account the enterprise and fish and sea products sale peculiarities.)

To a great degree this applied to the process of the price strategy forming. The main direction of this process improvement at the enterprise little privately owned enterprise «Агропромресурси» is using of the elastic price strategy; it is based on the intercommunication between the price and the quality and on the price perception by the consumers and economic value. At a present stage the prices increasing in the measures of the selected price strategies helps the enterprises to raise profit without any lose of the consumer's favour.

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Ключові слова: цінові стратегії, «ціна-якість», «сприйняття ціни споживачем – економічна цінність».

Ключевые слова: ценовые стратегии, "цена-качество", "восприятие цены потребителем – экономическая ценность".

Keywords: prices strategies, «price-quality», «consumer's price perception – an economic value».

UDK 005.591.3:339.17

THE ESSENCE AND LOGICAL-SEMANTIC GENESIS OF CATEGORY “DEVELOPMENT”

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Кравченко Е. С. Сущность и логико-семантический анализ категории «развитие».

В результате проведенного в статье контент-анализа дефиниции категории «развитие» были определены основные отличия данной категории с категорией «рост» по следующим критериям: особенности увеличения, особенности измерения характеристик, возможность охвата (сочетания) друг друга, возможность создания эффекта синергии, обеспечение прироста ценности, обеспечение системности, особенности изменения элементов целого. Установленная диалектическая связь между процессами роста и развития, с одной стороны, не исключает возможность их обособленного протекания, а с другой - отражает их взаимную обусловленность. Разработана пространственная модель возможных траекторий коммутируемых процессов роста/развития системы. Преимуществом предложенного графического способа коммутации временных рядов индикаторов роста и развития в виде «траекторий» движения системы в координатах «рост/развитие» является возможность осуществления конструктивной оценки характеристик развития. Определены возможные состояния объекта в определенном промежутке времени - перманентный, положительно - неперманентный и негативно-неперманентный. В результате исследования установлена связь категории «развитие» с основными общенаучными смежными терминами (фактор, состояние, причина, следствие, изменение и движение), а также дано авторское определение категории «развитие».

Kravchenko O. The essence and logical-semantic genesis of category “development”.

The analysis of the existing definitions of the category "development" allowed us to determine that between the processes of growth and development is a dialectical relationship. On the one hand, it does not exclude the possibility of their separated flowing, and on the other - reflecting their intervenient. In this context dimensional model of the switched processes possible trajectories of growth/development system was created. On the basis of summarizing the scientific views of scientists about the nature of the category "development" found that the overall development of the company has a threefold nature - as something, law and principle (due to the need to ensure a smooth transition to a better state of the system (or stabilization) in a dynamic competitive environment of the enterprise). If the interval of observation (over time), the trend is significantly different from zero (increasing or decreasing) are detected, then the object is identified as one that does not develop, that is permanent (stationary remains unchanged). According to this, the development process can be positively positively not permanent (progress) or negatively not permanent (regression). The connection between the processes of growth and development, there is a dialectical relationship, on the one hand, does not exclude the possibility of separated flow, on the other - reflecting their mutual conditionality. As a result was given the author's interpretation of the essence of the category "development", which allows for more comprehensive covering of all key characteristic principles. Also was determined the connection with basic general science related terms (factor, condition, reason, outcome, change and movement), which define logical genesis of this category.

Кравченко О. С. Сутність та логіко-семантичний генезис категорії «розвиток».

У статті здійснено контент-аналіз дефініцій категорії «розвиток», на основі якого були визначені основні відмінності даної категорії з категорією «зростання» за наступними критеріями: особливості збільшення, особливості виміру характеристик, можливість охоплення (поєднання) один одного, можливість створення ефекту синергії, забезпечення зростання цінності, забезпечення системності, особливості зміни елементів цілого. Встановлений діалектичний зв'язок між процесами росту і розвитку, що з одного боку, не виключає можливість їх відокремленого протікання, а з іншого - відображає їх взаємну обумовленість. Розроблена просторова модель можливих траєкторій комутованих процесів зростання/розвитку системи. Перевагою запропонованого графічного способу комутації часових рядів індикаторів росту і розвитку у вигляді «траєкторій» руху системи в координатах «зростання/розвиток» є можливість здійснення конструктивної оцінки характеристик розвитку. Визначені можливі стани об'єкту в певному проміжку часу - перманентний, позитивно-неперманентний та негативно-неперманентний. В результаті дослідження встановлено зв'язок категорії «розвиток» з основними загальнонауковими суміжними термінами (фактор, стан, причина, наслідок, зміна та рух), а також надане авторське визначення категорії «розвиток».

Problem definition. At the acceleration of integration of economy of Ukraine in the world economic system, in the conditions of development of processes of world globalization and growth of complication of economy more important topic of research is to provide efficient business development.

Interest to the problems of the development of gained importance in recent years as the pace of development, the correct choice of factors is a source of competitiveness and viability. Practice of management ran into the problem of scientific support of processes of enterprises development of all patterns of ownership. It appeared that not always growth of volumetric performance indicators is the indicator of success of enterprise; more frequent structural changes become the source of development.

The latest research and publications review. Problems of enterprise development are investigated in the works of both domestic and foreign scientists, such as R. Akoff (1), V. Bazilevich (2010), V. Vasilenko (2010), V. Zabrodskysj and N. Kizim (2000), E. Korotkov (1997), O. Raevneva (2006), U. Urmancev (1997), S. Fedosinin (2003) and other scientists.

Unsolved parts of general problem. However, despite the large number of research papers and substantial advances in the study of the theoretical foundations of the company, available scientific groundwork for the task of ensuring effective development is insufficient. Thus, the economic literature does not clearly state the essence of the definition of "development", which complicates the analysis of key issues, assess the quality and level of the enterprise, as well as identifying strategic trajectories for its effective development.

The aim of article. The aim of the article is to study the nature of the category of "development", the main criteria for determining differences and dialectical relationship between communications with the main general scientific related terms.

The statement of the main research matter. Analysis of existing definitions shows that the economic literature has not unambiguous interpretation of the essence of the category "enterprise development".

The study showed that in general, the category of "development" has the philosophical basis and is not any change in the structure of the object, but only qualitative change associated with transformation in the internal structure of the object and its structure, which is a set of functionally related elements, relationships and dependencies (Konstantinov, 1967).

Professor V. Bazylevych complementing the philosophical definition of "development» is said a characteristic feature that is associated with a gradual phase of change state process with an abrupt transition in the late phase to a new level (Bazylevych, 2010). Similar views respected scholars such as V. Ilyin and U. Kulagin emphasizing that development - a first change, movement (Ilyin and Kulagin, 2003). However, in our view, these definitions do not take into

account internal and external enterprises opportunities to implement the transition of the system to a new level and the ability of companies to ensure respect of the change process.

In same queue, prominent Russian researcher of general theory of the systems of U. Urmancev characterizes «development», as infinitely symmetric in one relations and asymmetric in other deeply dialectical process (1997). Stressing the "infinite process", the researcher ignored the fact that the propensity and ability of each enterprise is conducted according to the stage of its life cycle, in which the enterprise. Due to this, the process of enterprise development is limited because of the various factors of external environment and internal functioning of the company

We should agree with the view of researchers (Bazilevich, 2010; Ilyin and Kulagin, 2003; Konstantinov, 1967; Frolov, 1991) that under the "development" understand process of change, the transition from one state to another, more perfect, the transition from an old qualitative state to a new, from simple to complex, from lower to highest.

However, in this sense, I. Frolov, describing the nature of "development" emphasizes naturally directed qualitative changes of material and ideal objects (1991). This definition is in our opinion is not complete, because in a dynamic global market and globalization processes for enterprise development is not enough to significantly change only the material and ideal objects to perform identification and qualitative change skills, abilities and capabilities and their adaptation to objectives of the enterprise. Their very presence can create some quality competitive advantages that allow transition from one stage of development to the stage of a higher order.

More complete in our view the definition of A. Gaponenko that consider the category of "development" as a movement forward, formation of new features, the formation of new structural characteristics of the site, improve, improvement, progress, and growth and expansion (2006). However, at the enterprise level, enterprise development is limited due to the existing potential, which in a competitive economy is one of the limiting factor, but on the other - the dominant, determining the efficiency of development processes.

Quite a complete definition on the enterprise level gives V. Zabrodskiy and M. Kizim. According to their view, the development of enterprises as the economic and production system is the process of transition to a new, more qualitative state by quantitative accumulation potential changes and complexity of the structure and composition, resulting in the increase of its ability to resist the damaging effects of the environment and operational efficiency (2000).

E. Korotkov examines development as "... a set of changes that lead to the emergence of a new quality and strengthen the vitality of the system, its ability to resist the destructive forces of the environment" (1997). Clearly, the enterprise development is its changes. However, the author does not specify the nature of change (constructive or destructive), which should occur in the system, as changes limit the destructive nature of the fact of a new quality system. And, in turn strengthening the current system does not always provide business development and progression of positions may be restricted only in certain stabilization of economic conditions.

A. Fedosinin characterizes the category of "development" from two aspects: growth - both upward development and degradation - both top-down development (2003). However, in our view development processes with the processes of growth and degradation is in our opinion not quite correct. This is because the development does not always lead to growth and degradation can only predict the quality of the transformation to a low level.

In this context, we should agree with a group of scientists (Akoff, 2002; Bazilevich, 2010; Ilyin and Kulagin, 2003; Ozhegov and Shvedova, 1998), which at description of essence of development accent attention on the differences of processes of development with the processes of growth. Based on the definitions of generalization were made basic criteria determining the differences between the categories of "development" and "growth" (Table 1).

Table 1 - Criterion essence differences of categories are «development» and «growth»

Criterion	Development	Growth
Features of increase	<i>size, scope</i>	<i>abilities, competencies</i>
Features of measurement characteristics	<i>quantitative</i>	<i>attribute</i>
Possibility of scope (combination) each other	<i>may contain elements of growth</i>	-
The ability to create synergy	<i>enhances the effect of growth</i>	<i>enhances the effect of growth</i>
Providing of growth of value	<i>not required</i>	<i>required</i>
Providing of the system	<i>not available</i>	<i>provided</i>
Features of change of whole elements	<i>elements cannot undergo a change, and change the system</i>	<i>an amount or size of elements is increased whole</i>

Source: Constructed by the author.

Due to the defined criterion signs multi-directional process state changes of the object at a given time interval may tend to rise or fall. Assessment of trends in the state of an object possible indicator-based assessment and its dynamics on specific criteria. The estimation of tendency of state of object transition is possible on the basis of determination an indicator and estimation of his dynamics after certain criteria (Figure 1). Thus development with the growing tendency of estimations of advantage can be adopted progress, accordingly, with the tendency of falling - regress (by degradation).

If the interval of observation (over time), the trend is significantly different from zero (increasing or decreasing) are detected, then the object is identified as one that does not develop, that is permanent (B) (from lat. *permanent* - constancy, stationary remains unchanged). According to this, the development process can be positively positively not permanent (progress) (A) or negatively not permanent (regression) (B).

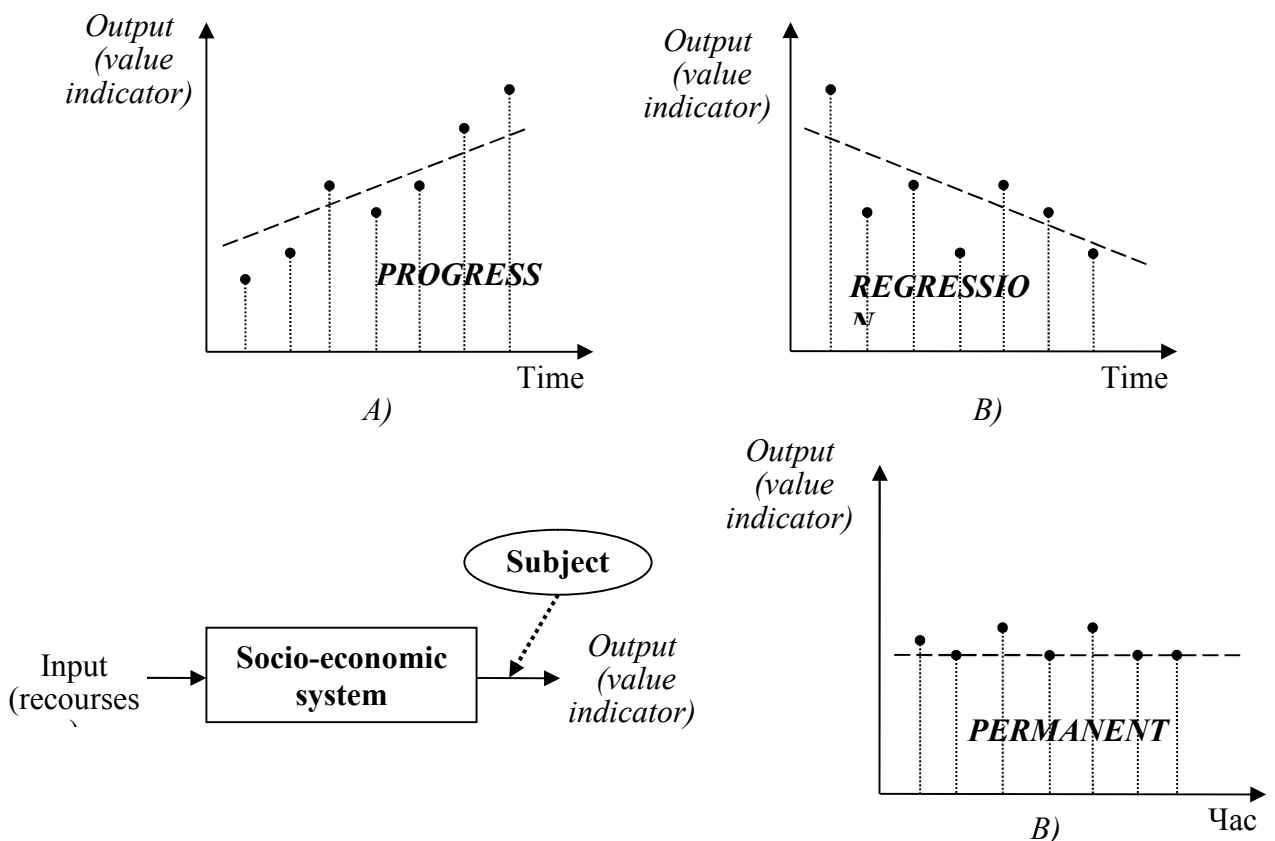


Figure 1. Invariance aspirations processes of states of the system, Developed by the author

Between the processes of growth and development, there is a dialectical relationship, on the one hand, does not exclude the possibility of separated flow, on the other - reflecting their mutual conditionality. To display this communication is suggested to use the term "dial the growth / development." For possible combinations of directions and trends in levels of the two processes on specific time intervals marked variations even processes:

- positive (both positive-permanent process);
- negative (both negative- permanent process);
- undefined (the processes of growth and development with discordant trends).

Graphical method of switching (combination) represent time series indicators of growth and development, reduced to comparable species as "trajectories" of a system in terms of the "growth / development" (Figure 2) allows to create meaningful planning model, structurally evaluate the characteristics of the enterprise .

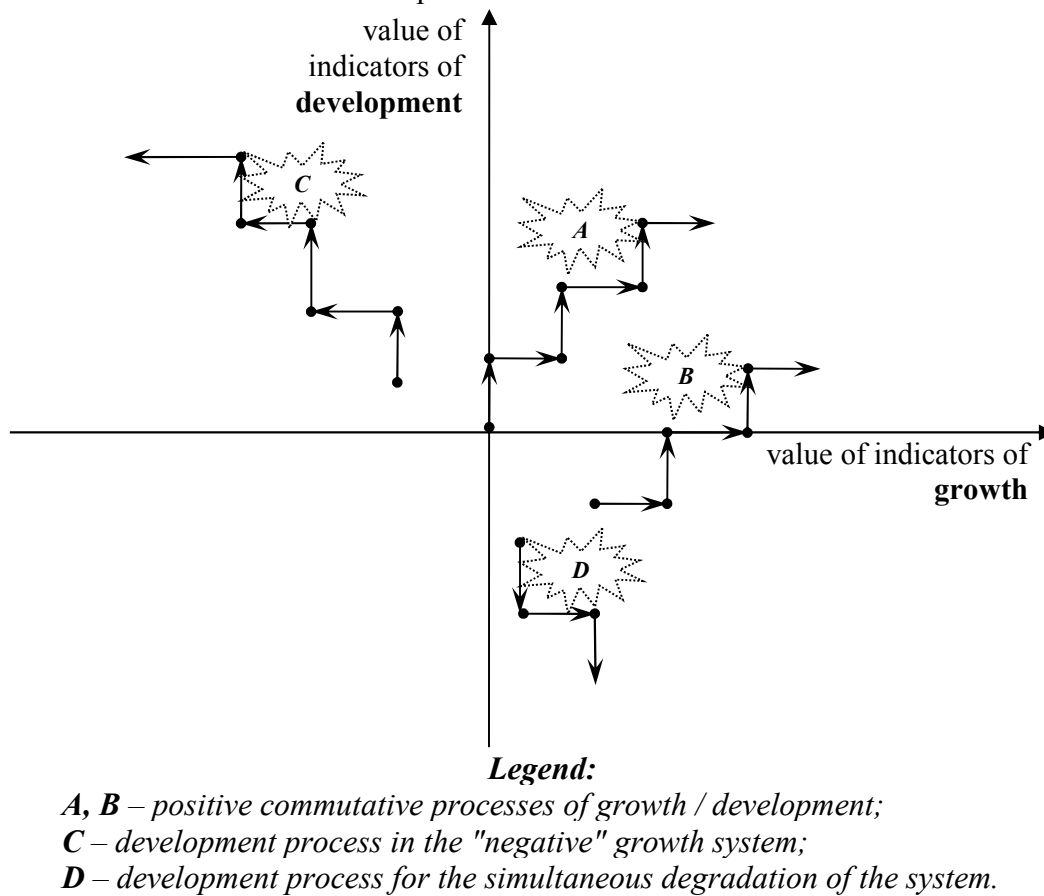


Figure 2. Spatial patterns of possible trajectories of switched processes of growth / development system, *Developed by the author*

On the basis of summarizing the scientific views of scientists about the nature of the category "development" found that the overall development of the company has a threefold nature - as something (as the development of the enterprise is an economic phenomenon, caused by the changes), law (as is the development of certain patterns in different stages of life cycle company) and principle (due to the need to ensure a smooth transition to a better state of the system (or stabilization) in a dynamic competitive environment of the enterprise).

Thus, in the author's understanding of "development" - a process inherent ability of the enterprise to implement structural changes that lead to the emergence of a new quality system focused on ensuring its efficiency and competitiveness.

This definition emphasizes the approach to the trinity of categories, based on the states of the manifestations of the process of development - as a process, as a result, as inherent ability.

Based on the essential characteristics of the category of "development" can be argued that the source of enterprise development is objectively existing uncertainties and the internal contradictions of economic systems, ie. factors external and internal environment is the root of development. Depending on the actual situation of the enterprise at a time, which is determined combination of properties, parameters and characteristics of the system, there are all sorts of reasons, according to which management decisions are taken. The consequence of reactions on these circumstances, there are certain structural changes that cause the transition to a steady state system. In turn the result of changes - is a movement whose primary purpose is to provide support of environmental factors and internal activation potential of the company

Due to this, the category of "development" is connected with the main general scientific terms related (factor, condition, cause, consequence, change and movement), defining its logical genesis (Figure 3).

Generally, the source of existence is a contradiction between the limited economic and other resources and unboundedness economic needs. These conflicts cause the speed of the development process, in which each system is different, but the trends and nature of the processes are similar. This cyclical growth various needs necessitates the search for new and optimize existing resources, determine the value of unused reserves and possibilities of their implementation.

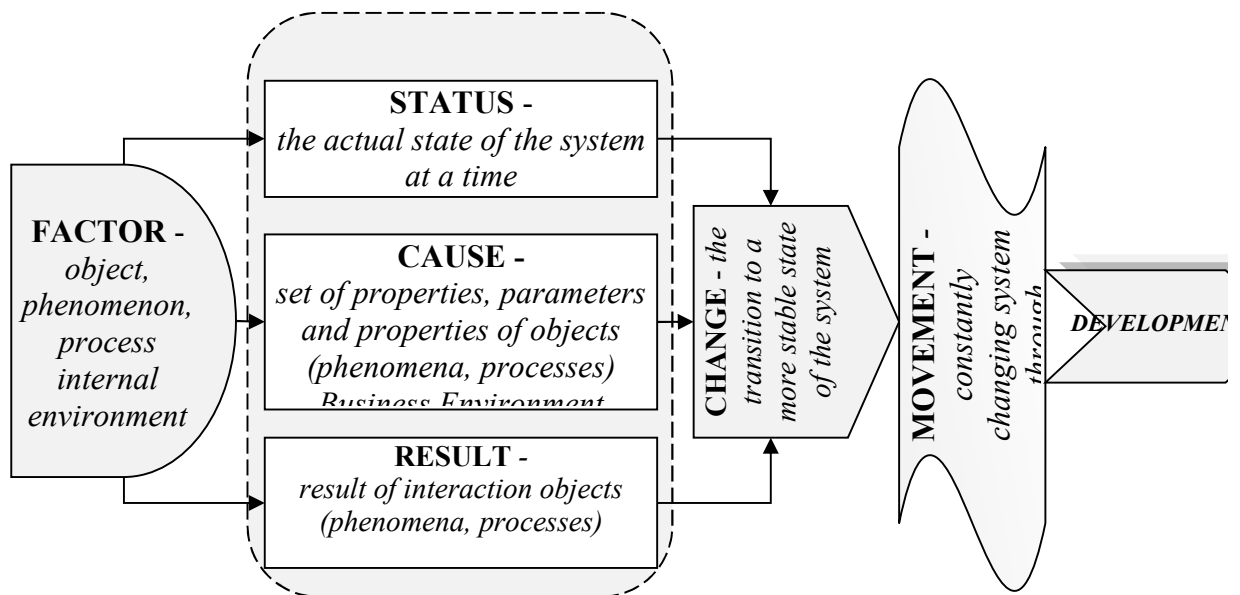


Figure 3. The logical genesis of semantic categories "development", *Developed by the author*

Implementation of development on a practical level is possible only if the system of theoretical knowledge about the laws of development of the principles and methods of organization and evaluation of the implementation of the tool design changes for the purpose of the transition system in a better position.

Conclusions. The approach to the understanding of the category of "development", which refers to the process inherent ability of the enterprise to implement structural changes that lead to the emergence of a new quality system focused on ensuring its efficiency and competitiveness,

can more comprehensively cover all the key characteristics of this category of principles and promotes validity of administrative decisions in addressing the efficiency of enterprises. Developed on the basis of certain dialectical relation between the processes of growth and development of "spatial model of the possible trajectories of switched processes of growth / development system" allows to create meaningful models of planning processes and constructively evaluate the characteristics of the enterprise system development.

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Ключові слова: розвиток, зростання, стан системи, просторова модель, позитивно-неперманентний процес, негативно-неперманентний процес, комутований процес.

Ключевые слова: развитие, рост, состояние системы, пространственная модель, положительно-неперманентный процесс, негативно-неперманентный процесс, коммутируемый процесс.

Keywords: development, growth, system status, spatial model, nepermanentnyu process, negatively-nepermatentnyu process, dial process.

UDK 658.3.05

MODERN APPROACHES TO THE EVALUATION OF THE LABOUR POTENTIAL OF AN INDUSTRIAL COMPANY**Rovenska V.V.**, Ph. D., Donbass State Engineering Academy, Kramatorsk**Ровенська В.В. Сучасні підходи до оцінки трудового потенціалу промислового підприємства.**

Розглянуті сучасні підходи до визначення суті трудового потенціалу працівника і підприємства, їх взаємозв'язок, кількісні і якісні характеристики трудового потенціалу. Розглянуті структурні складові трудового потенціалу підприємства. Запропоновано авторське визначення структури трудового потенціалу з включенням в цю систему управлінських здібностей керівників підприємства. Зроблено висновок, що існуючі підходи до оцінки трудового потенціалу підприємства не відображають ступінь потенціальної можливості персоналу до ефективної праці. Автором запропоновано додати до складових оцінки трудового потенціалу підприємства ступінь залучення до формування трудового потенціалу управлінських здібностей керівництва підприємства. Це уточнення дозволяє виділяти і розраховувати рівень впливу складових на формування, використання і розвиток трудового потенціалу промислового підприємства, забезпечити ефективне і конкурентне становище підприємства на ринку.

Rovenska V. Modern approach to evaluation of labour potential of industrial company.

The modern approaches to determination of the essence of the employee and company labor potential, their interrelations, quantitative and qualitative parameters of the labor potential have been reviewed. The structural components of the company labor potential. The author has proposed his definition of the structure of the labor potential including the administrative capabilities of leaders of company. Concluded that existing approaches to assessing the labor potential of the enterprise does not reflect the degree of potential staff to work effectively. Author proposed to add components in assessing the employment potential of the enterprise level of involvement in the formation of labor potential managerial capabilities with enterprise managers. This adjustment allows you to select and calculate the level of influence on the formation of the components, the use and development of the labor potential of the industrial enterprise, to ensure efficient and competitive position of the company on the market.

Ровенская В.В. Современные подходы к оценке трудового потенциала промышленного предприятия.

Рассмотрены современные подходы к определению сущности трудового потенциала работника и предприятия, их взаимосвязь, количественные и качественные характеристики трудового потенциала. Рассмотрены структурные составляющие трудового потенциала предприятия. Предложено авторское определение структуры трудового потенциала с включением в эту систему управленческих способностей руководителей предприятия. Сделан вывод, что существующие подходы к оценке трудового потенциала предприятия не отражают степень потенциальной возможности персонала к эффективному труду. Автором предложено добавить в составляющих оценки трудового потенциала предприятия степень вовлеченности в формирование трудового потенциала управленческих способностей руководства предприятия. Это уточнение позволяет выделять и рассчитывать уровень влияния составляющих на формирование, использование и развитие трудового потенциала промышленного предприятия, обеспечить эффективное и конкурентное положение предприятия на рынке.

Problem definition. On the modern stage of community development the successful activity of any organization depends on high effectiveness of joint work of its staff, its qualification, professional preparation and level of education. The necessary condition of the economic growth is the development of the labour potential of a person, exposure and realization of potential possibilities of any worker including young specialists and skilled management of human capitals. Many enterprises have already accumulated a valuable "luggage" of information about their industrial and economic activity, however, as a rule, their leaders and managers do not know how to use this information when preparing of strategic administrative decisions. In this connection the question about the choice of estimation tools of the company potential arises that will allow to determine operatively chances and threats for the increase of activity efficiency.

Analysis of the last researches and publications. The questions about the research of the methods of preparation and evaluation of labour potential are devoted many works both native and foreign scientists such as I. Bazhan, V. Brich, V. Savchenko, N. Tarnavs'ka, O. Varets'ka, O. Grishnova, V. Vesnin, H. Grehem, R. Bennett and others.

Aim of the work. The aim is to define the approaches to the evaluation of the labour potential of an industrial company.

Summery of the basic material. The employee labour potential is considered as an initial unit of labour potential generator, by means labour potential of higher levels in an enterprise, an industry, a region, a country is formed

M. I. Buhalkov understands under the employee labour potential the combined ability of a worker to achieve desired results in the given conditions both in his productive activity and in his professional development [1]. N. I. Shatalova considers the labour behavior as expression of employee labour potential [2].

A. Y. Kibanov characterizes the employee labour potential as set of spiritual and physical qualities of a person that determines possibility and limits of his participating in labour activity [3].

B. M. Genkin assumes that the employee labour potential is a part of his human potential, which, in turn, is formed on the basis of his physical possibilities, intellectual capabilities, training, education and acquired life experience [4].

S. R. Rad'ko understands under the employee labour potential "based on professional knowledge, practical skills, personal and psycho physiological characteristics the ability of an employee to make a personal contribution in realization of company aims with proper material-technical, informational and organizational support of labour process" [5].

O. A. Grishnova determines the labour potential as integral estimation of quantitative and qualitative characteristics of active population, when distinguishing of labour potential of a person [6].

Y. V. Maslov characterizes the labour potential as certain possibilities which can be mobilized for the achievement of a concrete aim [7].

M. M. Matyuha considers that the labour potential is a resource category that contains in accordance to the concept of "potential" - labour sources, facilities, resources that can be used for the decision of any task, achievement of certain goal, possibility providing of any person, society, state in the certain sphere [8].

D. M. Yadrans'kyi determines the labour potential as a set of the personalized properties of workers, that can be used in the production process under certain organizational conditions and in the certain time interval to insure the effective functioning and development of the economic system, with regard to the external features (natural, market, state) of functioning of the economic system [9].

Depending on volumes the labour potentials of an individual, an enterprise, a city, a region, a society are distinguished as it is a combination of all labour abilities of a person.

Under the company labour potential M. M. Matyuha understands the marginal value of possible employee participation in the production taking into account their psychological features, level of professional knowledge and accumulated experience [8].

N. I. Yesinova considers that the labour potential components must characterize: psychological possibilities of participating in publicly useful activity; possibilities of normal social contacts; a ability to generate new ideas, methods, characters, concepts; behavior rationality; knowledge and skills, which are necessary for implementation of certain duties and types of works; supply at the labour market .

There are some labour potential components that meet the above aspects. They are health, morality and ability to work in a collective; creative potential; activity; good organization and harmonic combination of personality traits, education, professionalism, resources of working hours [10].

Both internal and external components influence the state of company labour potential. The internal components are sex and age groups, experience, educationally-qualifying level, state of health, professionalism, morality and ability to work in a collective, labour motivation, system of labour remuneration. The external components are demand and supply at the labour market, demand on concrete specialties, political and economic condition of the state, world migratory processes, level of minimum wage, demographic potential of the state and others.

Thus, on the basis of carried out theoretical studies the author proposes to define "company labour potential" as a set of individual and organizational properties (education, qualification, health condition, age, knowledge and skills, creativity, inspiration for a new, mental and nervous condition, moral qualities, communicability and others) of every company employee and administrative skills of company management, which fully allow to provide efficient and competitive position of the company on the market.

Methods used in the process of evaluation of the combined company labour potential include a number of indexes that allow describing employee potential from a qualitative and quantitative side.

The indexes of evaluation of labour resources potential must represent qualitative and quantitative characteristics of each structural unit of this resource. If the features of group labour potential in comparing to the individual worker are determined by a transition from the estimation of the personal output to the results of financial activity of the company, the features of determination of the group potential as its properties to perform productive tasks are associated primarily with the need to determine the composition and structure of a transmitter (a group, the whole collective, the functional staffing system) on the basis of qualitative indicators [11].

Relative indexes characterizing the share of separate personnel groups by: category (workers, engineering and technical employment, managerial staff, students etc.); specialization (a designer, a technologist, an economist etc.); qualification (differences in the grade, category, rank etc.); level of education (without education, uncompleted and completed primary, secondary, higher education); sex (for the industries where the use of women's labour is limited, for example, underground works at the coal industry, and by planning of additional salary); age (for the industries with big physical, emotional or intellectual activities, and by planning of proceeding in the company labour resources); experience (experience in general and in specific industries, business scope, responsibilities)

Relative indexes for staffing level in according to staff table or working places (shortages, surplus) are separately distinguished. Both the shortage and surplus compound the problem which solution is required. It is needed either to teach, to provide an accommodation, a transport for new employee contingent or to provide a discharge pay and employment of exempt [11].

Absolute indexes that characterize skilled potential are the following:

- general quantity of employee;
- general quantity of workers;

- turnover of staff (reception and dismissal);
- rotation of personnel (moving within the company according to the plan of rotation for the improvement of qualification).

According to G. V. Nazarova, the following algorithm to determine and assess the company labor potential can be applied (Fig. 1).

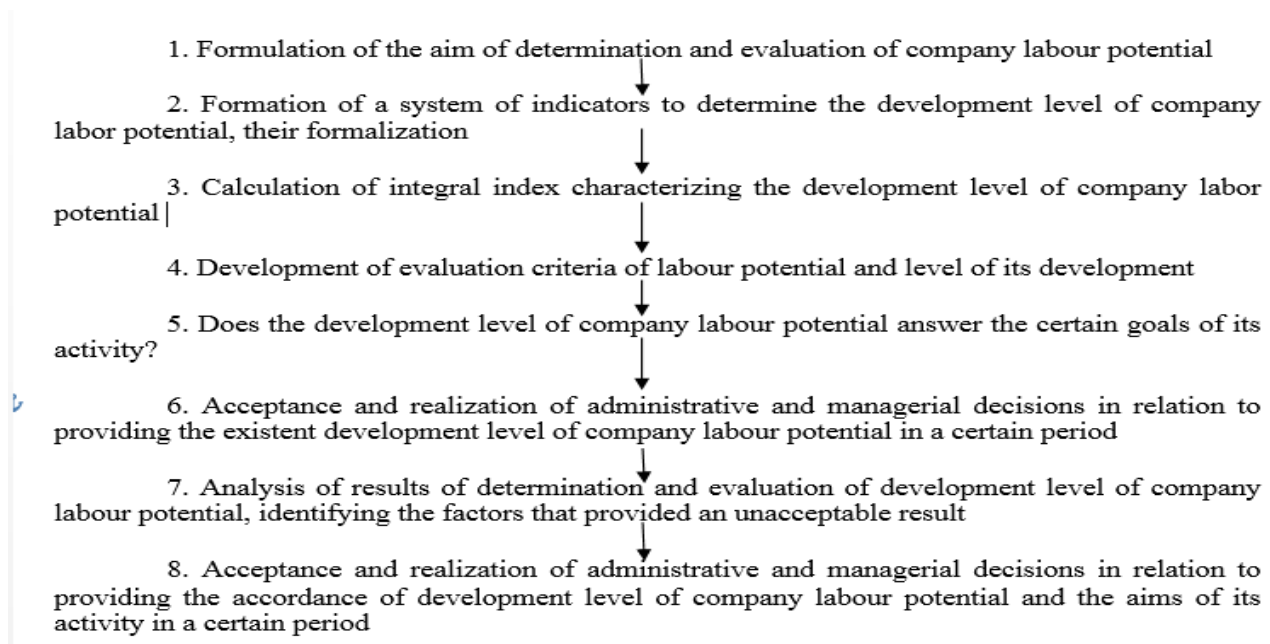


Fig.1. Diagram of the algorithm for determination and estimation of company labour potential [12]

The first block of algorithm envisages the formulation of the aim that consists in the necessity of determination of development level of company labour potential and its estimation for the acceptance of the reasonable administrative decisions aimed at optimization of labour potential. It allows the best way to reach the planned objectives of company functioning in a certain period through the efficient use of labor factor. The labour resource must be realized through the use of company labour potential and material one through the use of financial material and technical, informative and time resources. Thus, the aim of determination and estimation of development level of company labour potential is to obtain reliable results, which should be the basis for development, justification, acceptance and realization of the administrative and managerial decisions aimed at achieving the main goals for the functioning of a modern company.

The content of the second block of algorithm (Fig.1) consists in a reasonable choice of indexes that make it possible to define the company labour potential and forming of the system of indexes, i.e. their concordance and intercommunication.

Taking in account the existent methods of formalization of the indexes that characterize the company labour potential the system of estimation indexes of development level of the company labour potential is presented.

The first group of indexes characterizes the development level of the company labour potential. The second group characterizes the conditions for the realization of the employee labour potential.

The individual personal model of an employee in the evident form presents the evaluation indexes of influence of the distinguished personal internals on effectiveness of individual labour activity. The estimation of influence must take into account both the requirements of position and development level of the personal internals of an employee. Every quality influences function implementation quality determined by position requirements. In this

connection the estimation of the personal internals can be differentiated depending on the features of functional duties structure. As personal internals are related to the functional duties, it is possible to select positions for a concrete employee whose capabilities meet the requirements of predictable job duties most of all

Conclusions: Thus, existing approaches to the estimation of the company labour potential do not reflect the extent of the potential ability of staff to work effectively. It is suggested by the author to add to the constituents of the estimation of the company labour potential the level of managerial skills involvement in the formation of labor potential. This clarification allows to select and calculate the level of constituents' influence of forming, use and development of labour p the level of an industrial company, to ensure efficient and competitive position on the market.

The constituents' analysis of the company labour potential revealed the internal and external components. The internal components include sex and age groups, experience, employee educationally-qualifying level, health, professionalism, morality and ability to work in a collective, labour motivation, pay system. The external ones include demand and supply in the labour market, demand for particular skills, state political and economic position, world migration processes, minimum wage level, state demographic potential.

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Ключові слова: трудовий потенціал, працівник, підприємство, структура трудового потенціалу, кількісні і якісні характеристики трудового потенціалу, методи оцінки.

Ключевые слова: трудовой потенциал, работник, предприятие, структура трудового потенциала, количественные и качественные характеристики трудового потенциала, методы оценки.

Keywords: potential labor, the worker, the company, the structure of the labor potential, quantitative and qualitative characteristics of the labor potential, evaluation methods

УДК 377.77

**ДЕЯКІ АСПЕКТИ ІСТОТНИХ УМОВ ДОГОВОРІВ
ПРО ТРАНСФЕР ТЕХНОЛОГІЙ**

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Падучак Б. М. Деякі аспекти істотних умов договорів про трансфер технологій.

У статті висвітлюються особливості законодавчого закріплення істотних умов договорів в цілому і щодо договорів у сфері трансферу технологій зокрема. Автором проаналізовано доктринальні підходи щодо визначення та класифікації умов цивільно-правових договорів. Визначено сутність істотних умов, а також охарактеризовано специфіку звичайних та випадкових умов договорів. У статті також проаналізовано умови укладення договорів, що опосередковують передачу технологій, які визначені у новій редакції Закону України «Про державне регулювання діяльності у сфері трансферу технологій». Автором запропоновано внести відповідні зміни до Закону України «Про державне регулювання діяльності у сфері трансферу технологій», закріпивши перелік істотних умов, який би відповідав загальним принципам цивільного права.

Paduchak B. Some aspects of the essential conditions of agreements on technology transfer.

The features of the legislative consolidation of the essential conditions of transactions in general and on treaties in the field of technology transfer in particular are analyzed in present paper. The author analyzed the doctrinal approaches to the definition and classification of the conditions of civil contracts. The essence of the essential conditions and the specific of normal and accidental conditions of contracts are described. In this article author analyzed the condition of contracts, mediating the technology transfer, referred to in the new edition of the Law of Ukraine "On state regulation of activities in the field of technology transfer". The author proposed to amend the Law of Ukraine "On state regulation of activities in the field of technology transfer" by establishing a new list of the essential conditions, which would correspond to the general principles of civil law.

Падучак Б. М. Некоторые аспекты существенных условий договоров о трансфере технологий.

В статье освещаются особенности законодательного закрепления существенных условий договоров в целом и относительно договоров в области трансфера технологий в частности. Автором проанализированы доктринальные подходы к определению и классификации условий гражданско-правовых договоров. Определена сущность существенных условий, а также охарактеризовано специфику обычных и случайных условий договоров. В статье также проанализированы условия заключения договоров, опосредующих передачу технологий, которые определены в новой редакции Закона Украины «О государственном регулировании деятельности в сфере трансфера технологий». Автором предложено внести соответствующие изменения в Закон Украины «О государственном регулировании деятельности в сфере трансфера технологий», закрыв тот перечень существенных условий, который бы соответствовал общим принципам гражданского права.

Problem definition. In recent years, Ukraine is the formation of a legislative framework for technology transfer. According to international experience, coordinated system facilitates rapid technology transfer and innovation to market competitive products. An integral part of that system provides the elements of technology transfer is making powers, which is one of the most

common legal facts to which the law binds the emergence, change and termination of civil rights and obligations. A prerequisite is contracting is the presence of an agreement between the parties on all essential terms.

Analysis of recent research and publications. The theoretical basis of the study are works of local scientists and foreign scientists, MI Bragin, V. Vytryanskoho, AS Joffe, VV Lutsya, SK Maya, DI Meyer, IB Nowicki, OP Orlyuk, EA Sukhanov, YM Shevchenko, S. Shemshuchenko.

Unsolved problems. In October 2012 came into force a new version of the Law of Ukraine "On State Regulation in technology transfer." Among other innovations of this law has undergone some changes position, which secured the essential terms of agreements in this field. These circumstances conditioned feasibility study of the essential conditions of contracts, mediating technology transfer.

The purpose of this article is to study the material terms of civil contracts as a whole and identify their characteristics in the context of agreements in the field of technology transfer.

Results. 1. Terms of the contract - a way of fixing mutual rights and obligations. So when it comes to the content of the agreement, have in mind the rights and obligations of the contracting relationship. According to Art. 628 CC Ukraine contents of the contract terms are (points) determined at the discretion of the parties and approved them, and terms that are binding under civil law. In civil law under contract to understand the meaning of terms (items) agreed upon by the parties in the contract.

Terms of the contract have different legal significance. Yes, DI Meyer said that the main difference between the terms of the contract is that some of them related to the nature of the contract, and others - no. The value of such a classification of contract by saw the legal consequences of invalidity. So if invalid conditions relating to the nature of the contract, destroy it, while conditions unrelated to its essence, in the case of invalidity just do not matter, but do not have the consequence of nullity of the contract as a whole [1, p 163].

Terms of the contract are usually combined into certain groups. The most widespread group of three conditions: substantial, regular and random [2, P. 407; 3, P. 30-31; 4, P. 163-165; 5, P. 11-12]. Of legislator uses and, accordingly, only revealing the contents of the first group, ie essential conditions. Regular and random conditions to be treated only as a civil-legal doctrine.

A sign that combines the essential conditions in one group does not cause disputes. These are the conditions that form the contract as a whole and their individual species in particular. Given this, there are significant conditions that are necessary and sufficient to contract considered concluded and thus able to generate the rights and obligations of the parties to it [6, p 295-296]. In contrast, significant, selection and random normal conditions is given only in the scientific literature. Exclude doctrinal character of such a division was one of the reasons for the lack of unity in ideas about what the conventional classification criteria and thus random conditions and what consequences flow from this.

Summarizing practice what used to be called "bourgeois jurisprudence" SK Mai emphasized that the terms of the ordinary are those arising from discretionary provisions of the law and customs. These rules may not actually find any expression in the contract and, nevertheless, to be applied to the relations that it engendered. Unlike the latter, random recognized contractual terms that are not being basic, necessary for all general contracts of a certain type, contain provisions agreed by the parties, who sometimes do not coincide with the discretionary provisions of the law or custom [7, P. 72].

The literature covered with various issues related to the content of agreements usually deal with the essential conditions are directly derived from the meaning of Art. 638 CC Ukraine. In view of this fact, little difference on this issue does not arise.

Another thing - conditions that do not belong to the essential, that is simple and casual. Of great interest to us are the position outlined by the works of A. Joffe and IB Nowicki, who are generally close to each other.

Thus, A. Joffe concluded that routine is provided, the presence or absence of the fact the contract has no effect. "Moreover, there is little need to include common conditions in the contract, because they are formulated in the law or other regulations, and as counterparties agreed to enter into such an agreement, they express agreement to be subject to those conditions which under the law applicable to contractual relations or the relevant type all contracts in general. "As the case should be treated conditions as "not relevant to the contract. And if normal conditions prescribed by law and therefore enter into force by virtue of the mere fact of the contract, the conditions can be random and acquire legal effect only when they are actually included in the contract "[8, P. 387-388].

From these there examples show that the essence of the essential conditions A. Joffe sees the coincidence of discretionary disposition rules, while accidental conditions being identical outside their action with one of the discretionary rules contain distinct from its disposition option.

IB Novitsky allocated, except material such items that are frequently used in some contracts, so that these items are assumed discretionary rules (the usual conditions of the contract). As a result, even if the parties have not provided such questions is that they mean the usual way to solve them, which is expressed in the dispositive norm. If the parties have expressed a desire to give his agreement in this part of different value, they are given the opportunity to specify in the contract the appropriate position, then discretionary rule will not use. So it is a normal condition. Along with these conditions, IB Novitsky also provides "random items, ie those that are neither necessary nor normal part of the contract and included in its meaning only at the request of the parties (eg in terms of technical meanings of the word)" [9 , S. 148]. So are the views of the issues normally coincide: both authors refer to these conditions, which are enshrined in the dispositive norm. As for the random conditions, one of the authors include in this category only those that rebel against discretionary rules (A. Joffe) and the second (IB Novitsky) - any except essential and normal.

Summarizing the various positions, it may be noted that the usual conditions are those that are based on discretionary rules of law or customs. Their inclusion in the text of the agreement is not binding, their presence or absence does not affect the fact that the contract, they do not require separate approval, but it shall be binding on the parties on the facts of the contract. These conditions may be, for example, the terms of compensation for damage disputes procedure - in the absence of such agreements in the contract, these issues will be addressed in accordance with the common law [10, P. 104-105].

Random contract terms are those which, although not relevant to the contract, but get legal significance only if their inclusion in the contract (as opposed to the usual conditions that are binding on the facts of the contract). How random are considering conditions, including that either did not regulated by law, or in some way beyond the limit set by discretionary regulatory standards, but for which there is agreement of the parties.

2. The legal regulation of issues related to the composition and even the notion of significant conditions in the Civil Code of Ukraine does not fully coincide. Thus, in the Civil Code of the Ukrainian SSR in 1922, it was noted that significant in any case recognized scope of the contract price, term and all the items in respect of which, according to preliminary statement of one of the parties to be agreed. The Civil Code of the Ukrainian SSR in 1963 (p. 153) defines essentially the terms of the contract are recognized as such by law or necessary for contracts of this type, as well as all the conditions on which any statement of a party to be agreed.

The current Civil Code of Ukraine (ch. 1, Art. 638) to the essential terms of contracts include: 1) the terms of the subject of the contract; 2) the conditions defined by law as essential; 3) the conditions that are necessary for contracts of this kind; 4) All the conditions on which any statement at least one of the parties must be agreed. One of the essential terms - the subject of the contract - explicitly rule because the contract should be clear about the nature of the agreements of the parties (in particular the type and quantity of goods, the nature of work and services). Legislative acts on certain types of contracts are defined by their essential terms. For example,

the law defines the essential terms of leases of state and municipal property, leasing, concessions, production sharing agreements, international contracts and so on. Essential conditions, which although not specified in the law, but is necessary for contracts of this type is the price in lucrative contracts, period - in tenancy agreements and so on.

Significant law also determines the conditions for inclusion in the contract which insists party transaction. It can be any conditions (as regulated by law and not), such conditions to ensure fulfillment of the obligations on the order of execution and the fulfillment by the contract and so on.

So significant indication (compulsory) conditions in any section of the third chapter of the Central Committee of Ukraine or in special laws governing the relevant type of contract, be possible, but not mandatory.

The foregoing provisions suggest that with respect to contractual models not covered CC Ukraine or other laws should be recognized only significant object, conditions that are necessary for contracts of this type, but also those for which at the request of at least one of the parties must be agreed. And only allocated in this code (or other law) contracts fully operating century. 638 CC Ukraine with its four groups of essential conditions. So the difference is that the contingency of the Central Committee of Ukraine and other laws, treaties are not the rule of recognition are essential for conditions that are recognized appropriately by law.

3. We now consider the issue of significant terms of the transfer of technology embodied in the new edition of the Law of Ukraine "On State Regulation in technology transfer."

In ch. 1, Art. 19 of the Act states that the essential terms of concluding agreements on technology transfer are: 1) a list of component technologies transferred (with defined functional properties and guaranteed performance); 2) the price or technology fees for their use; 3) timing, location and method of transfer of technology and / or components; 4) conditions for the transfer of technical knowledge required for the installation, maintenance and operation of equipment purchase or rental, installation and use of machinery, equipment, component parts and materials; 5) the amount, terms and conditions of payment of remuneration for the use of technology, and the type of payment (one-off payments - lump sum, periodic payments - royalties or other payments); 6) liability of the parties for breach of contract; 7) the procedure for settling disputes concerning performance of the contract.

In the paragraph. 8 ch. 1, Art. 19 of the Act stated that technology transfer agreements should also include conditions regarding: 1) license and its conditions on the use of technology and their components; 2) territorial restrictions (prohibition of use of contracted technology and its components in the territory, not provided for in the contract); 3) limits the application of technology and their components; 4) order granting sublicenses to third parties technology components (if necessary inclusion of third parties in the technological process of production), except the transfer of rights to use trademarks for goods and services, commercial (trade) names, the definition of a limited right to use technology its components, including limiting the number of people who are allowed to use components and technologies have access to information about them; 5) transfer of rights in know-how, feasibility studies, plans, instructions, specifications, drawings and other information about technology and components required for effective use, including restrictions relating to the terms of privacy technologies and their constituents during use; 6) perform work on improving the technology and its components and the order of the parties information about these improvements; 7) providing advice and services in planning, assisting and training, which support the technology and administrative staff person who transferred the rights to the technology and its components; 8) security technologies and their components; 9) order compensation costs associated with the transfer of technologies, including adaptation technologies and their constituents to the conditions of the enterprise, institution, organization and the university, where they will be used, staff training; 10) restrictions relating to the activities of the parties in the case of termination of the contract, or the termination of force majeure (force majeure).

After analyzing the previous version of the Law of Ukraine "On State Regulation in technology transfer", namely art. 16, which contained eighteen conditions of contract of technology transfer, we conclude that the legislature actually only shared these terms into two groups. Thus, the first group include seven conditions that are defined in the new edition as "significant", and the second - the conditions that "must" be mentioned in transfer agreements. That is, from a legal point of view, the second group of conditions can also be called significant.

However specified list of essential terms leaves more questions than answers. As the OP Orlyuk enshrined in the law essential terms of the technology transfer immediately cause remarks professionals who specialize in intellectual property law and civil law based on the provisions of the Civil Code of Ukraine and the theory of civil law in general [11 C 73]. In our opinion, the attached list that were not taken into account characteristics of different types of contracts that mediate transfer of technology (these are agreements by the Central Committee of Ukraine on disposal of intellectual property rights). Lawgiver merged into one group essential conditions laid down by other laws and are necessary for different types of contracts, and the usual conditions. However, certain essential conditions specific to one type of contract can not be recognized as essential for the particular type of agreements in nature. Yes, some of these in the same Act no essential conditions may be present in certain types of contracts, because they do not correspond to the content of the latter. For example, the agreement signed a licensing agreement for the right know-how in general may be missing licensor, so it is not possible to transfer a priori. Instead, the Act contains the following essential terms as transfer of know-how, feasibility studies, plans, instructions, etc. (Sec. 14, ch. 1, Art. 19 of the Act).

Thus, when signed technology transfer agreements possible conflict, due to the fact that the law actually defines 17 mandatory conditions to be included in the contract, but the parties wish to enter into a contract, which, in fact, can not include all certain covenants. In addition, the aforementioned Act legislator affirmed as essential conditions appropriate to normal. In particular, it is the responsibility of the parties for breach of contract, the procedure for resolving disputes.

Note that the absence of a contract of at least one of the essential conditions is grounds to declare the contract concluded. This has no legal meaning or intent presence of fault parties to the contract, as well as the degree of fulfillment of obligations under the contract. Sufficient is only the fact of the absence of a significant contract conditions. This position is confirmed by judicial practice and p. 17 explanation Supreme Economic Court of Ukraine "On Certain Issues of disputes related to the recognition of transactions void" [12].

Conclusions. In view of the above, the perceived need to make appropriate amendments to this Act to consolidate the list of essential terms that would meet the principles of the Central Committee of Ukraine and the theory of general principles of civil law.

Based on the above, the Law of Ukraine "On State Regulation in technology transfer", which enshrined the essential terms, it is advisable formulated as follows: "technology transfer agreements shall include with the essential conditions laid down by Articles 1109, 1110, 1113 Civil Code of Ukraine, the following essential conditions: (1) a description of the technology transfer of which is carried out; technologies for components transmitted (with defined functional properties and guaranteed performance); the terms of the document certifying the exclusive property rights to the results of intellectual activity (patents, certificates, etc.); (2) the price or technology fees for their use; (3) the timing, location and method of transfer of technology; (4) the amount, terms and conditions of payment of remuneration for the use of technology, and the type of payment (one-off payments - lump sum, periodic payments - royalties or other payments). "

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Ключові слова: передача технологій, договори, умови договорів, звичайні умови, істотні умови.

Ключевые слова: передача технологий, сделки, условия сделок, обычные условия, существенные условия

Keywords: technology transfer, agreements, conditions of agreements, usual conditions, essential conditions.

УДК 347.77 (088.87)

ON THE PROBLEM OF THE IMPROVEMENT OF THE PROTECTION OF INNOVATIVE ACTIVITIES

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Дорожко Г. К., Балашов И. А., Бондаренко О. О. К вопросу о совершенствовании охраны прав рационализаторской деятельности.

В статье рассматриваются проблемы охраны прав на рационализаторские предложения в Украине. В настоящее время рационализаторская деятельность продолжает оставаться чрезвычайно эффективной, она вносит значительный вклад в совершенствование техники, технологии, организацию производства, особенно на крупных промышленных предприятиях. Анализом литературных источников выявлено, что отмечая имеющиеся проблемы в области охраны прав на рационализаторское предложение, в предложениях по их решению авторы не имеют единого мнения. Проведенный анализ результатов разработки и внедрения рационализаторских предложений на комбинате им.Ильича и концерне «Азовмаш» показал, что за последние 10 лет количество поданных рационализаций и полученный эффект существенно возросли. В статье проведен сравнительный анализ работ ведущих ученых Украины по исследованию проблемы совершенствования эффективности охраны прав на рационализаторскую деятельность. Показано, что в настоящее время положения Гражданского кодекса Украины и Временного положения 1992 года не соответствуют современным требованиям. Отдельные авторы приводят достаточно обоснованное предложение по сдержанному отношению к процессу урегулирования правоотношений в рационализаторской деятельности, учитывая особый статус объекта интеллектуальной собственности и его использование в интеллектуальном потенциале предприятия. Рекомендуются указанные проблемы, связанные с правовой охраной этого объекта, решить путём совершенствования положений Гражданского кодекса Украины, синтезируя различные подходы к указанному вопросу. Кроме того, учитывая опыт стран СНГ и зарубежный опыт, предлагается утвердить Положение о рационализаторской деятельности.

Dorozhko G., Balashov I., Bondarenko O. On the problem of the improvement of the protection of innovative activities.

The article deals with the problems of the protection of rights to innovations in Ukraine. Currently rationalization activity continues to be extremely effective, it makes a significant contribution to the improvement of technology, organization of production, especially in large industrial plants. By analysis of the literature sources revealed that noting of existing problems in the field of protection of rights to innovations, there however no consensus for their solution among the authors. The analysis of the results of the development and implementation of innovations at the Ilyich iron and steel works and the concern "Azovmash" showed that over the past 10 years the number of applications received and the rationalization effect increased significantly. In this article a comparative analysis of the works of leading Ukrainian scientists in investigating of the problem of improving the effectiveness of protection of rights of innovative activities. It is shown that the current provisions of the Civil Code and the Provisional Regulations of 1992 do not meet current requirements. A few authors provide enough reasonable proposal restrained to the process of the settlement of legal relations in innovation, and accept

the special status of intellectual property and its use in the intellectual potential of the enterprise. These problems connected with the legal protection of the object are recommended to solve by improvement of the Civil Code of Ukraine, synthesizing the different approaches to this subject. Also, taking into consideration the experience of the countries of the UIS and foreign experience, to approve the Regulations on innovative activities is being suggested. In addition, according to the wide range of results which legislation refers to innovative activities (even institutional offers) both Ukraine Society of inventors and innovators, as well as local authorities today should be included into the quantity of the subjects of legal relations. This is particularly important in connection with the use of these numerous creative activities for solving of the problems of economic and social fields of regions.

Дорожко Г. К., Балашов І. А., Бондаренко О. О. До питання про вдосконалення охорони прав раціоналізаторської діяльності.

У статті розглядаються проблеми охорони прав на раціоналізаторські пропозиції в Україні. В даний час раціоналізаторська діяльність продовжує залишатися надзвичайно ефективною, вона вносить значний внесок у вдосконалення техніки, технології, організацію виробництва, особливо на великих промислових підприємствах. Аналіз літературних джерел виявив, що відзначаючи наявні проблеми в галузі охорони прав на раціоналізаторську пропозицію, в пропозиціях по їх вирішенню автори не мають єдиної думки. Проведений аналіз результатів розробки та впровадження раціоналізаторських пропозицій на комбінаті ім.Ілліча та концерні «Азовбуд» показав, що за останні 10 років кількість поданих раціоналізацій і отриманий ефект істотно зросли. У статті проведено порівняльний аналіз робіт провідних вчених України по дослідженню проблеми вдосконалення ефективності охорони прав на раціоналізаторську діяльність. Доведено, що в даний час положення Цивільного кодексу України та Тимчасового положення 1992 року не відповідають сучасним вимогам. Окремі автори наводять досить обґрунтовану пропозицію по стриманому відношенню до процесу врегулювання правовідносин у раціоналізаторської діяльності, враховуючи особливий статус об'єкта інтелектуальної власності та його використання в інтелектуальному потенціалі підприємства. Рекомендується зазначені проблеми, пов'язані з правовою охороною цього об'єкту, вирішити вдосконаленням положень Цивільного кодексу України, синтезуючи різні підходи до зазначеного питання. Крім того, враховуючи досвід країн СНД і зарубіжний досвід, пропонується затвердити Положення про раціоналізаторську діяльність.

Formulation of the problem. Rationalization activities of employees of enterprises and organizations is one of the most important and significant. As part of the economy innovations, especially in large industrial enterprises, continue to make a significant contribution to overall economic activity. In connection with the issue of improving their legal protection, advice on organizational methods of development of this process are extremely relevant today. However, in the conditions of formation in Ukraine normal market relations and active lawmaking, in essence, left unattended, this important creative activities.

Analysis of recent research and publications. The study of these problems are devoted to fundamental scientific work A.D.Svyatotskogo, P.P.Krayneva, B.G.Prahova, A.B.Butnik-Siverskoye, G.A.Androschuka, G.P.Zakoretskoy, A.K.Shidlovskogo and a number of other authors. However, with sufficient agreement with the existing problem, the variance in the recommendations to improve the system of protection of rights for innovations in modern conditions.

The purpose of this paper is to analyze the existing problems in the system of innovation, and the analysis of its legal regulation and development of proposals for its optimization in modern conditions.

The authors of the well-known monograph "Intellectual Property Rights for rationalization proposal" Svyatotsky AD, extreme PP and dust BT [1], evaluating innovations, believe that "life cycles of innovations, as well as inventions, are similar, and the same is the mechanism of occurrence relations. However, the attitude to the inventive activity is subject to national legislation and international agreements, and relations concerning rationalization proposals, as a rule - by-laws. "Perhaps innovative activities suffers lost ground and is need of the hour, not a lack of law-making work in the country. We analyzed the results of innovative activities at the leading enterprises of Ukraine PJSC «Mariupol. Ilyich "and PAO" Azovmash "(Mariupol).

So, on the Works of Mariupol, according to statistics, the economic effect obtained by the introduction of innovations in 2005 was 33.8 million. UAH. (submitted 277 proposals), in 2009 - 63.9 million. UAH. (submitted 277 proposals), in 2011 - 78.7 million. UAH. (241 submitted proposal). From these data it is clear that the number of submitted innovations from 2005 to 2011 did not change significantly, and the economic benefit from the use of embedded and paid innovations increased. This indicates that the quality of their innovations and substantially increased efficiency. When considering the statistics on services and shops can be noted that the economic effect of innovations implemented independent of the number. The maximum effect is achieved in a metal-and energy-intensive shops and services. Thus, the analysis showed that the greatest effect was obtained by the introduction of proposals to sinter production, as well as service chief mechanic, respectively 8 - 9 and 3.7 - 4.5 million. UAH.

Department of patent and inventive work of the enterprise systematically conducts contests, exchange of experience innovators, assists them in consultations of experienced professionals, employees of economic and legal services. Analysis of innovative activities at the plant revealed the main trends of modern development of this process, identify ways to improve the activity.

Firstly, a significant number of innovations occur in the most energy-intensive metal-and the problems that lead to significant economic efficiency. This blast furnace and rolling production. As a rule, the solution of such problems is targeting workers guide departments and divisions, as these issues are relevant for the plant.

Secondly, you need serious work with innovators on the examination submitted solutions. This work at enterprises are increasingly involved in leading patent attorneys, experts departments and divisions. This contributes to the fact that in some cases after a serious improvement in the technical proposal develops an application for an invention or utility model.

Third, in recent years the proportion of innovations on the social issues: to improve working conditions, environmental issues, etc.

However, the analysis of work in enterprises has shown that very often there are disputes relating to co-authorship and equity sponsors as well as the problems associated with the violation of the rights of authors. So identified cases where technical solutions implemented in 2005, in the rolling mills offered again and already by other authors in the new shop. Innovators of the survey, about 70% are not satisfied with bears interest and method of its calculation. In some cases, on the contests, Plant evaluates and pays only offers the winners. The rest of the proposals submitted to the contest are used to further the technical services of the plant without any consultation with the authors. Similar data were obtained on the PAO "Azovmash".

The analysis showed that the effectiveness of innovative activities is quite high, especially in its system of organization and, as a rule, in large industrial plants. In addition, as pointed out by the authors of [1], while the use of innovations in the country provides a third of

the growth in labor productivity, 50-60% of the economy of material and raw materials and 80% of energy resources.

Therefore, we can agree that it is necessary to improve the protection of rights to innovations, ie establishment and development of such relationships that would maximize the development of the mass of amateur creativity, would contribute to the improvement of equipment and technology, production, improve health and environmental conditions in the country.

In his works G.Zakoretskaya [2,3] believes that the near future to develop and adopt the Law of Ukraine on the protection of rationalization proposals for the effective development of this process in the country. The author identifies several key issues that must be addressed. First, determine the timing of the legal protection of rights for innovations and their beginning, that will determine the effectiveness of its defense. Indeed, in some cases, according to st.484 GC authors' rights arise from the date the entity rationalization proposals. And if it is due to certain circumstances can not be recognized, and will continue to be used, the author in this situation, deprived of the opportunity to save it. He does not even options to challenge the decision of the question, for example, a qualified commission with his participation. Secondly, the question remains special property rights and the promotion of determining the author of rationalization proposals. In spite of the existing methods, for example, in the Russian Federation on the basis of license agreements concluded in our country it is still on the subject of "fair promotion" that from the point of view of legal assessment is quite vague and unspecific.

In addition, up to the present time in Ukraine is not resolved the question of the definition of public authority, which will focus on monitoring compliance with legislation on the protection of rights for innovations. We agree with the author [3] that such a body should be the State Intellectual Property Service of Ukraine. In the above position is the author of [4].

In one of his last works, GA Androschuk [5] is not only related to these issues with the fall of rationalization activity in the country, but also brought a positive example. The author cites adopted in 2011 by the Interparliamentary Assembly of CIS Member States Model Law "On rationalization activities." Although the model acts are advisory in nature, they nevertheless oriented state in the development of its legal framework, contribute to improving the protection and enforcement of such activities.

It is impossible not to note the work known specialist SRI "intellectual property" A.B.Butnik-Siverskoye [6], which provides an analysis of the rationalization process with the conditions of formation of information economy, knowledge economy. The author estimates the value of restraint rationalization activities in the transition to innovation in enterprises. He believes that "rationalization proposals are entirely new basis for its development, and this is based on the demand for new scientific and technical production, rationalization activities." Rationalization proposals have local novelty, short-term use, do not have the valuation and are not included in the financial statements as an intangible asset, and no signs of non-current assets as other intellectual property. Therefore, to some extent, one can agree with the author of [6] that the settlement of legal relations in innovative activities should be kept, taking into account the special status of the object when it is used in the intellectual potential of the enterprise.

However, given that these activities are more characteristic of the production process in its transition to an innovative, the issue of legal protection, in our opinion, should be changed to reflect the previously discussed proposals. The most acceptable now would be to amend chapter 41 of the Civil Code of Ukraine, bringing it in line with lessons learned in recent years. In

addition, taking into account international experience, could finalize and approve the Regulations on innovation, and how it is done today in Russia and other CIS countries.

In addition, given a wider range of results that Civil Code of Ukraine today took to the rationalization activities, and this organizational proposals, ie possible proposals having a social character, you need to "revive" Ukraine Society of Inventors and Innovators, at least at the regional level. At the same time, the growing role of local government, would allow the public within this framework to effectively use innovative activities, not only for the technical development of the enterprises, but also include the huge creative potential in the process of improving the environmental and social areas.

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Ключові слова: раціоналізаторська пропозиція, творчість, правова охорона, економічний ефект, автор, майнові права, виробництво.

Ключевые слова: рационализаторское предложение, творчество, правовая охрана, экономический эффект, автор, имущественные права, производство.

Keywords: innovations, creativity, legal protection, economic benefits, author, property rights, manufacturing.

УДК 336.71

DEVELOPMENT AND OPERATION OF COOPERATIVE BANKS: FOREIGN EXPERIENCE

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Стойка В. С. Развитие та функціонування кооперативних банків: зарубіжний досвід.

В статті акцентується увага на особливостях розвитку та функціонування кооперативних банків розвинених країн: Німеччини, Австрії, Італії, Нідерландів, Франції та Польщі. Визначено специфіку діяльності цих банківських установ та їх місце у банківській системі відповідних держав. Значна увага зосереджується на розвитку кооперативних банків Німеччини, яка є батьківщиною кредитної кооперації в Європі. Описуються не тільки традиційні операції кооперативних банків даної держави, але зазначається і їх благодійницька діяльність. Звертається увага на тенденцію злиття регіональних кооперативних банків Німеччини, завдяки чому кооперативна система країни набула існуючої міцності та фінансової потужності. Проаналізовано функціонування австрійської банківської групи Райффайзен, що є найбільшою кооперативною банківською групою Австрії на чолі з центральним банком Raiffeisen Zentralbank Austria, який є одним з лідерів в Європі. Акцентується увага на розвитку системи кооперативних банків Італії, яка представлена двома групами - Banche Popolari і Banche di Credito Cooperativo. На прикладі Франції та Нідерландів підкреслюється визначальна роль кооперативних банків для розвитку аграрного сектору цих країн. На основі вивчення досвіду розвинених країн Європи щодо побудови кооперативного банківського сектора запропоновано основні напрями розвитку кооперативних банків в Україні.

Stoyka V. Development and Operation of Cooperative Banks: Foreign Experience.

The article deals with the peculiarities of development and operation of the cooperative banks of developed countries: Germany, France, Italy, Austria, Poland, the USA and Canada. The specific character of the functioning of these banking institutions and their place within the banking system of the corresponding countries has been determined. The article focuses on the cooperative banks in Germany that is the homeland of the credit cooperation in Europe. Traditional operations of the cooperative banks of the above mentioned country as well as their charitable activity have been described. Of special interest is the tendency to the merging of the regional cooperative banks of Germany. Owing to this fact the cooperative system of the country has acquired current power and financial strength. The functioning of Austrian banking group "Raiffeisen" that is the biggest cooperative banking group of Austria has been analyzed. An accent is made on the development of the system of cooperative banks of Italy which includes two groups - Banche Popolari і Banche di Credito Cooperativo. The author emphasizes the key role of cooperative banks for the development of the agrarian sector of such countries as France and the Netherlands. On the basis of the study of experience of developed European countries concerning the formation of cooperative banking sector the main lines of development of cooperative banks in Ukraine have been suggested.

Стойка В. С. Развитие и функционирование кооперативных банков: зарубежный опыт.

В статье акцентировано внимание на особенностях развития и функционирования кооперативных банков развитых стран: Германии, Австрии, Италии, Голландии, Франции и Польши. Определена специфика деятельности этих банковских учреждений и их место

в банковской системе соответствующих стран. Значительное внимание сосредоточено на развитии кооперативных банков Германии, которая является родиной кредитной кооперации Европы. Описаны не только традиционные операции кооперативных банков этой страны, но указана и их благотворительная деятельность. Обращено внимание на тенденцию слияния региональных кооперативных банков Германии, благодаря чему кооперативная система страны приобрела существующую мощь и финансовую прочность. Проанализировано функционирование австрийской банковской группы Райффайзен, которая является наибольшей кооперативной банковской группой Австрии во главе с центральным банком Raiffeisen Zentralbank Austria, который является одним из лидеров Европы. Акцентируется внимание на развитии системы кооперативных банков Италии, которая представлена двумя группами - Banche Popolari и Banche di Credito Cooperativo. На примере Франции и Голландии подчеркнута определяющая роль кооперативных банков для развития аграрного сектора этих стран. На основании изучения опыта развитых стран Европы по поводу построения кооперативного банковского сектора предложены главные направления развития кооперативных банков в Украине.

Problem. Cooperative banks occupy an important place in the banking systems of developed countries, especially Western Europe. Of particular importance acquired their activities during the financial crisis, when it is these banks have demonstrated the ability to maintain financial strength, stability and economic efficiency and strengthen their market position in general. Domestic legislation provides for the establishment and functioning principles and cooperative banks in Ukraine. However, in modern terms for a number of banks problems with this legal form in our country are not created.

Analysis of recent research and publications. Features of development and functioning of cooperative banks number of publications devoted to domestic and foreign researchers. Among these distinguished scientific work Panteleymonenka A. [1, 2], Goncharenko V. [3] OA Oleinik [4] Tarantoly AM [5] T. Syudeka [6]. Along with this is a limited amount of work, which would provide recommendations regarding the feasibility and areas of functioning of cooperative banks in Ukraine.

The purpose of the article. Case studies developed foreign countries where there are long time cooperative banks is necessary for determining the position and the prospects for activities such banks in Ukraine.

Results. Nowadays cooperative banks occupy the leading place in the European system of the banking market. At the beginning of 2009 in Europe operated 4,200 local cooperative banks, the number of branches is approximately 60 thousand. They cover about 20% of the European financial sector. They have used the services of 45 million. Members and 159 million. Customer [7].

The first cooperative banks in Western Europe were established in Germany. For almost 150-year history of the development of these institutions became a strong financial system, which plays an important role in the German banking sector. Today the local cooperative banks are autonomous financial institutions which are regulated and cooperative banking authorities in Germany. Previously, members of such societies were artisans and farmers, today the vast majority of over 13 million members represented the middle classes. About 75% of all businesses, 80% of farmers and 60% of the artisans in the country are members of the cooperative banks [3].

As of 2009, there were 1197 German cooperative banks, which are included in Volksbanken and Raiffeisenbanken, Sparda-Banken (savings banks) and two central cooperative banks (DZ - Bank - National and WGZ - Bank - Regional). Local cooperative banks have the

most extensive and dense network of separate units in Europe (over 13 500 outlets). Total assets of cooperative banks on the basis of 2008 amounted to 1 trillion 23 billion 800 million euros; of which 54% - of the primary cooperative banks; 35.2% - Assets DZ - Bank, 7,6% - assets of WGZ - Bank [8, p.17].

The basis for the creation of cooperative credit sector in Germany was the idea of "self-help through mutual aid", which appeared more than 125 years ago and was based on the principles of self-government and solidarity. Today, cooperative credit unions offer a versatile range of financial services, despite the fact that their activities are concentrated on obtaining perpetual and savings deposits and in providing short-term and medium-term loans to its members. The subject of the Volksbank and Raiffeisenbank are of traditional banking and additional operations such as commodity and service: receiving savings deposits; acceptance of other deposits; lending of all types; guarantees for members; payment and settlement operations; international operations, including the purchase and sale of cash and non-cash currency; counseling, mediation, assistance in managing the family budget; buying and selling at auction, storage and management of securities and other valuables; mediation or sale contracts for the construction savings, insurance and so on; collective purchase necessary goods; collective sale of agricultural products; the supply of goods to members. In addition, the German cooperative banks actively engaged in charitable activities. On average, each bank spends about 5% of profits to charitable purposes, supporting culture and sport [8, P. 18].

It should be noted that due to the ever increasing competition in the banking market number of regional cooperative banks in Germany (and elsewhere) gradually decreases due to their merger to boost competitiveness. After World War II regional banks in Germany there were about 60, 80 years - there have been 8, 90 - 3 (SGZ-Bank in Frankfurt, WGZ-Bank in Düsseldorf and GZB-Bank in Stuttgart), and now - 1 (WGZ-Bank). However, the trend indicated no evidence of negligibility regional cooperative banks. On the contrary, precisely because of them German cooperative system has an existing strength and financial strength. Regional cooperative banks have played a crucial role in the development of cooperative credit system. In Germany (as opposed to other countries - and this is also a feature of the German system) they have fulfilled their historic mission - strengthening the capitalization level of grassroots credit cooperatives and their transformation into independent powerful financial institutions where financial cooperative regional structure no longer vital [8, P. 19].

It is known worldwide as the Austrian Raiffeisen Banking Group, which is the largest cooperative banking group led by the Austrian central bank Raiffeisen Zentralbank Austria AG (RZB-Austria), which is one of the leaders in Europe. All Austrian Raiffeisenbank Group (RZB-Group) represents the largest banking network in the country and provides 25% of banking services in Austria, with 2350 offices and 22,000 employees. RZB-Group has over 12,000 employees, more than 550 bank branches [3]. The group consists of three levels: 1) More than 700 local Raiffeisenbank with branches in 2350; 2) 8 Regional Raiffeisen Landesbank; 3) Central Bank - RZB-Austria. The peculiarity of the system of national banks, which, along with a group of Raiffeisenbank occupy a prominent place in the Austrian banking sector is its decentralized operation. Leading financial institution People's Bank Austria's Volksbank AG. For organizational form is joint-stock company, a majority owned by 58 regional Austrian People's Bank. Austrian Volksbank Gruppe in early 2009 included 63 local people's bank of 545 branches. The system serves the financial needs of 525 thousand. Members. In the People's Bank Austria is 5041 fellow [2]. Activities cooperative organizations Austria played a significant role

in the transformation and development of cooperative banks in Central and Eastern Europe. This applies in particular cooperation in financing industrial and craft areas, construction of the hotel business, providing leasing and consulting services cooperative banking transformation of the Czech Republic, Slovakia, Hungary, Poland and Slovenia and facilitating their entry into the International Coalition of People's Bank [9].

Powerful in Europe as a system of cooperative banks in Italy, which is represented by two teams - Banche Popolari (BPs) and Banche di Credito Cooperativo (BCCs). These two systems of co-operative banks are more decentralized nature, such systems than other Western European countries. Thus, the National Association of Banche Popolari, being representative organization, there is usually for the effective functioning of payment systems. As for the Banche di Credito Cooperativo, it should be noted that when complete autonomy with more existing system. At the regional level BCCs combined 15 federations, which, in turn, are members of national fiscal union - Federcasse [1].

Over the past ten years, the rapid development of information technology and banking, as well as significant changes in the demand for financial services in the cooperative banking sector in Italy changed significantly. Thus, the merger of some banks has led to a decrease in their number, and at the same time to a significant increase in banks 'medium-sized'. This has expanded its branch network, which exacerbated the interbank competition in the local financial markets. This prompted the commercial and cooperative banks for the development of international financial markets. A more active this process was to expand the borders of the EU. The yield on foreign financial markets has brought rapid growth of cooperative banks. The latter applies primarily Vanche popolari. For a short period this leading Italian cooperative bank was able to annex savings banks, small local commercial banks (most of which were limited liability companies), and specialized cooperative banks (Vanche di credito cooperativo). As a result, formed goals banking groups. In most cases, there have been significant changes in the ownership structure and strengthen the position banche popolari. Share this cooperative banking group in the financial markets over the past decade has increased from 16.8% to 21.1%. Now she has captured 27.3% of the population. Cooperative banks in Italy at the beginning of 2009 had already 13 422 local branches [5, C. 2-3].

In the Netherlands, is a world-known system of cooperative banks RABOBANK. Covering almost 40% market share of deposits Netherlands, it provides 90% of the needs of the rural sector in the country's credit resources. In 2003, this cooperative banking system was given 24.2 billion. Euro loans. The total number of customers is 9 million. Of this number, 1.3 million. A member. Number of employees - about 27 thousand [3]. The system data cooperative banks by the number of grassroots cooperative institutions and offices exceeds all combined Dutch commercial banks. At the core of the cooperative banking group are 288 independent local banks, which is owned by National Cooperative RABOBANK, bank RABOBANK-International (corporate banking and private sector investment services) and a number of specialized agencies.

National RABOBANK provides advisory support to local Rabobankam helps regulate liquidity and placing available cash, oversees pay. Local Rabobanky independent cooperative banks, whose purpose is to provide financial services to businesses and people locally. By market share, which he occupies, the system is the largest bank in the Netherlands and ranks 35th among the 100 largest banks in the world, with about 3 thousand outlets (including 222 overseas offices in 34 countries) [3].

Compliance cooperative structure and principles of the cooperative system allowed RABOBANK achieve impressive reliability. On the reliability and stability RABOBANK

indicates Grade AAA, provided by leading rating agencies, and the fact that RABOBANK was named the magazine "Global Finance" one of the 5 most reliable banks in the world in 2001 - 2003. Many rating agencies referred RABOBANK strongest and most creditworthy banks with non-governmental world.

The peculiarity of the credit cooperatives France is the parallel existence of three powerful national co-operative banks - Credit Agricole, Credit Mutuel and Banque Populaires. In addition, the law of 25 June 1999, French savings banks (Caisses d'epargne) were transformed in cooperative banks, which the French legislators are more progressive form of financial institution.

Cooperative banking group Credit Agricole (Credit Agricole) serving two-thirds of French agricultural sector in terms of capital and is the largest bank in the French banking system and one of the largest banks in Europe.

Credit Agricole is a cooperative association (group) with a three-tier structure: the 2629 local cooperative banks (cash) are the main participants of 43 regional banks, which in turn owns 90% of the capital of the Cashier Credit Agricole (NKKA) and service infrastructure system [3]. Today, Credit Agricole plays a decisive role in the markets of small loans to France, serving 15.5 million. Customers through its vast network. Credit Agricole initially was primarily a financial organization of French farmers, but later expanded its activities to households, small businesses in the service sector, companies and local authorities. In addition to traditional banking services, Credit Agricole offers its customers a wide range of financial services provided by the infrastructure of its specialized agencies. Credit Agricole has a strong position in the capital markets and international payments through a network of 150 offices in 60 countries. It expands on advanced domestic and international markets asset management. Important to promote rural development and agriculture in general play cooperative banks in Poland. They were founded in 1861., And their main customers were farmers and members of rural communities. Activities cooperative banks was limited geographically (in the local communities where was the office of the bank) and range of services (opening and maintenance of accounts, deposits, loans, guarantees adoption, custody, and the implementation of term deposits at regional banks affiliated). At The end of 2010. in Poland there were 646 banks, of which 576 cooperative [4]. In modern terms Polish cooperative banks act as universal, but still a clear focus on servicing the agricultural sector and rural areas. During 1997 - 2007rr. the share of loans for agriculture was 74% of the investment loans and 59% of the current loans [6, P.132].

The development of cooperative banks in Poland due to the fact that these institutions through the state provides soft loans for agriculture, and through these institutions made payments to farmers from EU funds and the national budget. Some researchers say that soft loans played a major role in creating a stable, well-functioning system of cooperative banks that provide financial services businesses in rural areas. Concessional loans to farms began in Poland in 1990 and acquired significant proportions. Starting with 1995, the volume of soft loans totaled 1 billion annually. Dollars and their share in the loan related agricultural enterprises accounted for about 80% [4].

Conclusions. European experience confirms the feasibility of establishing cooperative banks in Ukraine. The tasks of the national system of cooperative banks, primarily related to the provision of adequate financial support agricultural sector and the need is determined by the concentration of financial resources and redistributed them for the purpose of providing a fuller the needs of agriculture in general and agriculture in particular; financing of investment projects

aimed at promoting regional economic development; financial and credit services to the population of rural areas. The functioning of cooperative banks has its own characteristics: 1). cooperative banks are created on the basis of cooperation by contributions (cash and property) of its founders not for profit, but for the purpose of mutual aid to its members; 2). creation of a cooperative bank guarantee equal and free access to credit to its members; 3) the establishment of a cooperative bank will allow participants to create cost-effective lending rates and tariffs at a level that does not exceed the level of tariffs for the same services to other banks, resulting in bank loans and service as a whole will be cheaper. Creating a system of co-operative banks will concentrate financial resources of the rural population, targeted government funding, loans from commercial banks, which will help effectively manage cash and take into account the needs of industry. The result will be a sustainable financing of the agricultural sector and rapid response to their needs, and cheaper loans to farmers.

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Ключові слова: банки, кооперативні банки, центральні кооперативні банки, регіональні банки, регіон, розвиток, функціонування.

Ключевые слова: банки, кооперативные банки, центральные кооперативные банки, региональные банки, регион, развитие, функционирование.

Key words: banks, cooperative banks, central cooperative banks, regional banks, region, development, operation

УДК 65.01: 331.01

INNOVATION PROJECTS' RESOURCE MANAGEMENT MODELS THE HOUSING AND COMMUNAL SERVICES.

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Воротинцев В.А. Моделі управління ресурсами інноваційних проектів сфери житлово-комунального господарства.

У статті зроблено аналіз проблем житлово-комунального господарства в процесах реалізації інноваційних проектів та технологій в Україні в контексті Державної цільової економічної програми модернізації комунальної теплоенергетики на 2010-2014 рр. Аналізуються приклади та організаційно-економічні умови, що сприяють узгодженості інтересів виробників і споживачів житлово-комунальних послуг, існуючи механізми і джерела залучення ресурсів для реалізації інноваційних проектів та оновлення існуючої технологічної інфраструктури. Наголошується, що для успішної реалізації інновацій критично важливим є мінімізація ризиків в області розробки продуктів та обслуговування клієнтів, які досягаються ретельним плануванням та використанням ефективних моделей залучення та управління ресурсами при реалізації інноваційних проектів для підприємств житлово-комунального господарства. Досліджуються наступні альтернативи: використання власних ресурсів та власного персоналу; використання ресурсів та персоналу сторонніх компаній в рамках аутсорсингу чи партнерських програм. В рамках дослідження розглянуто декілька транзакційних моделей при стратегічному плануванні залучення ресурсів для проектів впровадження інноваційних технологій: залучення власних співробітників, традиційний аутсорсинг, спільні підприємства, угоди про співпрацю, патентні пули та інноваційні інкубатори. Приведені переваги і складності кожної транзакційної моделі служать основою для інформованої оцінки потреб і можливостей підприємств житлово-комунального господарства в області впровадження інноваційних проектів та технологій.

Vorotincev.V. Innovation projects' resource management models the housing and communal services.

The article analyzes the problems of housing and communal services in the implementation of innovative projects and technologies in Ukraine in the context of the state target economic program for the municipal power system in 2010-2014. Analyzed examples of organizational and economic conditions that contribute to the consistency of producers and consumers of utility services, existing mechanisms and sources of fundraising for the implementation of innovative projects and updating existing technology infrastructure. It is noted that for the successful implementation of innovation is crucial to minimize the risks in product development and customer service, which is achieved by careful planning and the use of effective models of engagement and management of resources in the implementation of innovation for enterprises of housing and communal services. We investigate the following alternatives: using its own resources and its own staff, resources and staff within third-party outsourcing or partnerships. The study examined several transaction models in strategic planning fundraising projects for innovative technologies: the involvement of its employees, the traditional outsourcing, joint ventures, cooperation agreements, patent pools and innovation incubators. Shown the benefits and complexity of each transactional models form the basis for an

informed assessment of the needs and opportunities of housing and communal services in the implementation of innovative projects and technologies.

Воротынцев В.А. Модели управления ресурсами инновационных проектов сферы жилищно-коммунального хозяйства.

В статье сделан анализ проблем жилищно-коммунального хозяйства в процессах реализации инновационных проектов и технологий в Украине в контексте Государственной целевой экономической программы модернизации коммунальной теплоэнергетики на 2010-2014 гг. Анализируются примеры и организационно - экономические условия, способствующие согласованности интересов производителей и потребителей жилищно-коммунальных услуг, существующие механизмы и источники привлечения ресурсов для реализации инновационных проектов и обновление существующей технологической инфраструктуры. Отмечается, что для успешной реализации инноваций критически важным является минимизация рисков в области разработки продуктов и обслуживания клиентов, которые достигаются тщательным планированием и использованием эффективных моделей привлечения и управления ресурсами при реализации инновационных проектов для предприятий жилищно-коммунального хозяйства. Исследуются следующие альтернативы: использование собственных ресурсов и собственного персонала, использование ресурсов и персонала сторонних компаний в рамках аутсорсинга или партнерских программ. В рамках исследования рассмотрено несколько транзакционных моделей при стратегическом планировании привлечения ресурсов для проектов внедрения инновационных технологий: привлечение собственных сотрудников, традиционный аутсорсинг, совместные предприятия, соглашения о сотрудничестве, патентные пулы и инновационные инкубаторы. Приведенные преимущества и сложности каждой транзакционной модели служат основой для информированной оценки потребностей и возможностей предприятий жилищно-коммунального хозяйства в области внедрения инновационных проектов и технологий.

Problem. Problems of Housing and Communal Services (HCS) play an important role in social policy. Residential reform goes for more than 20 years, but housing remains a potential factor of social tension, providing a huge impact on the economic situation in the country. Accents public policy in Ukraine is now focused on a new level of functioning of housing and communal services by introducing new standards of operation [2 с. 23-53]. The above areas of public policy reflected in the Cabinet of Ministers of Ukraine dated November 4, 2009 "On approval of the State principal economic program municipal power system for 2010-2014". This document is a strategic plan for the improvement of housing and communal services in Ukraine and aims to implement the provisions of the Constitution and laws of Ukraine to introduce new financing mechanisms and effective management in the utilities sector [4, 5]. The successful achievement of goals in such conditions is possible by organizing management system, which would be implemented mechanisms for planning and allocating resources to projects implementing innovative technologies, monitoring their development and design, as well as mechanisms for monitoring the effectiveness of their use [6, P. 113].

Analysis of recent research and publications. Problems develop models of economic systems management tools dedicated many works of domestic and foreign scholars. Among them are, in particular, of AI Amosha, VM Andrienko, GP Basharyna, IA Blanca, H. Breuil, VM Heyets, NG Danilochkynoyi, C. Drury, V. Zaruba, JG Lysenko, O. Pushkar, TE Unkovsky, N.H.Chumachenko, AD Sheremet. However, the question of the development of effective policies and implementation mechanisms in the implementation of innovative technologies, taking into account functional features industry utilities and the current state of the feasibility of management, not illuminated sufficiently, resulting Background research, its goals and objectives.

Detailed analysis of the provisions "of the State principal economic program municipal power system for 2010-2014" shows that one of the main trends is the use of innovative technologies [4, 5].

A good example of this program is to increase the efficiency of utility sector by 20% through the use of innovative technologies. Experts estimate that up to 70% of heat losses occur in apartment buildings because one method is saving insulation of apartment blocks [7].

As part of the government's strategy of innovation to improve energy efficiency in the residential sector is fully warmed over 1,200 apartment buildings, and in the final stages of modernization are still 900 homes that uteplyat the end of 2013 [7].

In addition, the introduction of innovation technologies and installation of heat meters allows 1.5-2 times reduce heat consumption and reduce expenditure on electricity bill. Heat meters are equipped with 50% of homes and 93% of heat sources. In addition, in 2700 boiler was installed energy efficient equipment, which reduced natural gas consumption by 8% [7]. In developing the government's program of modernization of heating in Ukraine 2014-2016 years been considered the best international experience. Implementation of this program will reduce gas consumption by heat saving by 25.4% and by hazozamischennya - 24.2%. Overall savings should be 49.6% or 4.1 billion cubic meters. natural gas [7]. The estimated budget of innovative energy efficiency program will be about 28 billion. UAH. In particular, 1.5 billion. be allocated from the state budget; - 4.5 billion. - Funds that will attract local governments and enterprises, and 22 billion. - Costs that will be involved through investments of private capital. [4, 5, 7].

The purpose of the article. For the implementation of innovative projects and technologies in enterprises sector housing required organizational and economic conditions that promote consistency of producers and consumers of utility services. Besides leadership and utility providers must make decisions about the mechanisms and sources of resources for the implementation of innovative projects and upgrade existing technology infrastructure [1]. Among the existing alternatives using their own resources and their own staff, resources and staff within third-party outsourcing or partnerships. Whichever approach seemed more appropriate, is crucial to ensure the relevance of innovative technologies and minimizing risks in product development and customer service. Planning the use of innovative technologies and project deployment requires careful weighing of strategic goals, objectives and realistic options bypass solutions [2 c. 23-53]. At the strategic planning and implementation of innovative technology projects in the first place there development factors and models of resource provision, which determines the relevance of the study.

The main material. Today there are several transaction models that enterprise sector GSD can be used in strategic planning fundraising projects for innovative technologies (Table 1) [2, 6, 10]. Consider fundraising models listed in the implementation of innovative projects and technologies for housing and communal services sector in more detail. Self-realization. It is obvious to the industry utilities approach to deploying innovative technologies - own project execution capabilities. In this traditional approach has many advantages and disadvantages (Table 2).

In traditional client outsourcing agreement stipulates that the service provider has all the necessary knowledge and resources for innovative projects that are outside the core activities of the client. Outsourcing - a proven and powerful tool to achieve cost savings and standardization technology. However, the model of outsourcing is noticeable drawback is that it is not always reliable way to create and implement innovative technologies.

The agreement details the usual outsourcing services and technology - is required to guarantee savings, subject to an acceptable quality of service. To such detail was possible, the technology must exist already. Therefore, the emphasis is on effective implementation of existing technology rather than on technological innovation.

Table 1 - Tranzaktsyyni fundraising model in implementing energy efficiency projects and technology enterprises Housing

Type alternative fundraising	Using its own resources and its own staff	Use of resources and staff third parties under outsourcing or partnerships			
transactional model attraction resources	Involvement its employees	Traditional outsourcing	Shared Company	Agreement cooperation	Patent pools and innovative incubators

Table 2 - Advantages and disadvantages of self-realization of innovative projects all utility

Benefits	Deficiencies
Complete control of the innovative project, which is the guarantee of corporate performance reports and work plans	Independent development and deployment of innovative project can be costly and slow and the company bears all risks of delay or failure of the project introduction of new innovative technologies
Advantages of successful innovation project remain in the enterprise	Lack of experience in the planning and implementation of such projects can lead to that housing companies will be difficult to compete in innovative technologies
The company can achieve competitive advantage through vertical integration achievements	Active steps to develop a new innovative project often violate basic business operations Housing Company
If necessary, the company can change the operation of the project specification or innovative technology	Ability Housing Enterprise Innovation modify according to your preference may be a drawback - resulting in delays and complicates and increases the risk not to release products and services, and inflates the project budget
No need to manage relationships with third-party service providers or strategic partner	
No need to manage relationships with third-party service providers or strategic partner	

Structure outsourcing agreements rarely promotes innovation. Service providers seeking to retain ownership and control of innovative technology to use it in many of his clients. Many companies initiate technological innovations through joint ventures with other companies. This model lacks many of the shortcomings inherent in models of self-development and outsourcing (Table 3). An alternative to the traditional model of collaboration is a joint venture or strategic alliance. This model often takes the form of a complex agreement on services. Each participant acts as a client and a service provider. Strategic alliances can get this type of products and services that each participant would still work out, but themselves.

Strategic alliance partners shall prescribe in detail the rights and obligations of each party - very similar to what the client that buys outsourcing services, requires a detailed description of the services provided by the provider, as well as their quality. Particular attention should be paid to contract management and customer management, third-party that partners can anticipate potential problems in advance and change the point of application of forces under changing business needs. The model of cooperation seeking innovation, allowing each participant to focus

on improving its key technologies. Acting as a service provider in relation to other participants cooperation utilities company gets interested and interdependent client, which reduces the cost of improvement of key innovative technologies.

Table 3 - Advantages and disadvantages of implementing innovative projects of utility sector through joint ventures

Benefits	Deficiencies
Joint ventures can share costs and risks of large, complex and expensive development projects of energy saving technologies	All partners must pay to the side of the control and flexibility in regard to assets and technology
Partners can pool their strengths and weaknesses to level through the exchange of experience and knowledge	Joint ventures can become difficult to manage in terms of long-term project, so that business - the needs and interests of the companies subject to change
The structure of the joint venture creates a general economic interest, encouraging the exchange of best available in each company	Joint ventures are often created with the expectation of strategic advantages, and management of daily work sometimes forget
General economic interest, costs and risks - to help create a system that encourages innovation and exchange of experience and knowledge	Disputes between the parties to the joint venture during almost impossible to solve
	In disbanding need to redistribute the ownership of intellectual property and other assets. You must pass a serious and detailed planning dispute resolution options and exit of

Each member of the alliance will benefit from technological innovation cooperation of other members that services become more consistent, and their quality is higher. However, all participants benefit by increasing the income generated by Customer. Agreement on strategic alliances can be complex, so you need detailed planning and documentation. The issue of customer relationships, division of revenues, expenses and liability, privacy and rights to intellectual property created can be extremely difficult. The main issues are: jointly implemented projects of clients; distribution of income and liability for costs; disclosure of confidential information; licensing of intellectual property and rights to royalties. The above issues require detailed study and formulation of clear rules in the agreement on cooperation to prevent possible conflicts. Enterprises housing industry require significant investment in research and implementation of innovative projects, so the need to reduce costs and reducing risks at an early stage is especially important. To address this possible cooperation of state and business using cross-licensing of intellectual property, coordination and exchange of research results of research. These forms of cooperation are sometimes called innovation incubators or patent pools, science and technology parks [8].

Each participant must participate in a joint analysis of the results of research to decide what to do with a particular research - delay, to provide appropriations for the joint development or set aside for further development in the field.

Sophisticated distribution of intellectual property rights, licenses and royalties in such models play a crucial role. Despite the complexity of the issues of intellectual property, innovation incubator model was valuable for public companies who have to spend heavily on research and development. In this model there is one drawback: patent pools often provide for cooperation between competing companies, so participants must ensure compliance with the antitrust laws. Therefore, any company that plans to participate in this model should enlist the support of state antimonopoly body.

Conclusions: Strategic advantages and complexity of each of the described model are the basis for informed assessment of housing needs and capabilities of the enterprise in the implementation of innovative projects and technologies. Naturally, this should be followed by careful planning and documentation designed to achieve these policy decisions in practice. In analyzing the possibilities of innovation and create new products to take into account many factors and indicators. In the industry there are many housing options receipt and use of new technologies for personal and public benefits.

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Ключові слова: житлово-комунальне господарство, інноваційні технології, модель, впровадження, ресурси, аутсорсинг, спільні підприємства, науковий парк

Ключевые слова: жилищно-коммунальное хозяйство, инновационные технологии, модель, внедрение, ресурсы, аутсорсинг, совместные предприятия, научный парк

Key words: housing and communal services, innovative technologies, model, implementation, resources, outsourcing, joint ventures, a science park

UDK:658.7.001:658.1

THEORETICAL ASPECTS OF THE INDUSTRIAL ENTERPRISE LOGISTICS INFRASTRUCTURE FORMATION

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Тарабан К. С. Теоретичні основи побудови логістичної інфраструктури промислового підприємства.

В роботі проаналізовано ефективність управління промисловим підприємством на основі логістичного підходу. При побудові логістичної інфраструктури промислового підприємства необхідно враховувати регіональний аспект. В статті розглянуті складові логістичної інфраструктури на рівні «країна-регіон». Проаналізовані регіональні промислові потоки. Запропонована класифікація регіональних промислових потоків у контексті побудови логістичної інфраструктури. Наведена класифікація може використовуватись при побудові логістичної інфраструктури на рівні галузі та окремих промислових підприємств. Розглядаються основні складові логістичної інфраструктури промислового підприємства. Дослідженні головні фактори, що впливають на формування логістичної інфраструктури промислового підприємства. Пропонується модель формування логістичної інфраструктури промислового підприємства на основі діаграми Ісікава (причинно-наслідкова діаграма), завдяки якій систематизовані всі потенційні причини формування логістичної інфраструктури промислового підприємства, виділено найістотніші з них та проведений пошук першопричин за рівнями. Проаналізовано кожен фактор впливу на формування логістичної інфраструктури промислового підприємства, а саме: навколишнє середовище, виробництво, технології, персонал. Виробничо-логістична система розробляється для конкретного промислового підприємства відповідно до його стратегії. Логістична система промислового підприємства є унікальна як по технічному призначенню, так і по всьому спектру завдань. Тобто, при побудові логістичної інфраструктури промислового підприємства необхідно враховувати всі фактори впливу в сукупності.

Taraban K. Theoretical fundamentals of an industrial company logistics infrastructure formation.

Effectiveness of industrial enterprise management based on logistics approach has been analyzed in the work. Regional aspect should be taken to account when forming logistics infrastructure of an industrial enterprise. Logistics infrastructure components on the “country-region” level have been described. Regional industrial flows have been analyzed. Regional industrial flows classification in the context of logistics infrastructure formation have been proposed. The given classification can be applied to logistics infrastructure formation for both branches and independent industrial enterprises. Basic components of industrial enterprise logistics infrastructure have been studied. Main factors affecting industrial enterprise logistics infrastructure formation have been reviewed. An industrial enterprise logistics infrastructure formation model based on Ishikawa Diagram (Cause and Effect Diagram) has been offered. The diagram helped to systematize all the potential reasons of the industrial enterprise logistics infrastructure formation, highlight the most significant ones and carry out level-based search for prime-causes. Every factor that affects industrial enterprise logistics infrastructure formation, namely: environment, production, technologies, personnel. Production and logistics system must be designed for the industrial enterprise according to its strategy. Logistics system of the industrial enterprise is unique in terms of technical purpose and the whole tasks range. That means when forming logistics infrastructure of an industrial enterprise it's necessary to take into

account all the influencing factors together. Effective infrastructure that is able to integrate logistics processes into the system of supply chain and logistics management is one of the factors increasing the competitiveness of industrial enterprise. In regards of the logistics infrastructure of industrial enterprise, it's important to understand the activities aimed at physical, financial and informational flows streamline. Logistics infrastructure of the industrial enterprise should contribute to the creation of mechanisms for optimal operational decisions, competitive logistics strategy to facilitate the movement of logistics flows and economic ties optimization. Logistics infrastructure of the industrial enterprise is a base for logistics system and its functionality on "country-region" level.

Тарабан Е. С. Теоретические основы построения логистической инфраструктуры промышленного предприятия.

В работе проанализирована эффективность управления промышленным предприятием на основе логистического подхода. При построении логистической инфраструктуры промышленного предприятия необходимо учитывать региональный аспект. В статье рассмотрены составляющие логистической инфраструктуры на уровне «страна-регион». Проанализированы региональные промышленные потоки. Предложена классификация региональных промышленных потоков в контексте построения логистической инфраструктуры. Приведенная классификация может использоваться при построении логистической инфраструктуры на уровне отрасли и отдельных промышленных предприятий. Исследованы основные составляющие логистической инфраструктуры промышленного предприятия. Рассмотрены главные факторы, влияющие на формирование логистической инфраструктуры промышленного предприятия. Предлагается модель формирования логистической инфраструктуры промышленного предприятия на основе диаграммы Исикава (причинно-следственная диаграмма), благодаря которой систематизированы все потенциальные причины формирования логистической инфраструктуры промышленного предприятия, выделены наиболее существенные из них и проведен поиск первопричин по уровням. Проанализирован каждый фактор влияния на формирование логистической инфраструктуры промышленного предприятия, а именно: окружающая среда, производство, технологии, персонал. Производственно-логистическая система разрабатывается для конкретного промышленного предприятия в соответствии с его стратегией. Логистическая система промышленного предприятия является уникальной как по техническому назначению, так и по всему спектру задач. То есть, при построении логистической инфраструктуры промышленного предприятия необходимо учитывать все факторы влияния в совокупности.

Problem definition. Increasing importance of logistics in industrial activities is defined by the need to reduce time intervals between raw materials acquisition and selling finished products to consumers, i.e. the need to optimize the duration of the production and operating cycle. Logistics optimizes flow processes contributing to their transformation and integration. To date the researches connected with industrial enterprise logistics infrastructure formation and functionality effectiveness, which can ensure a continuous flow of all required logistics operations to be optimal both in volume and in time get more and more acute.

Latter researches and publications analysis. Theory and practice of logistics systems and infrastructure on the industrial enterprises have been studied in the works of the following foreign researchers: B. Anikin [1], D.J. Bawersox, D.J. Closs [2], A. Hadzhyns'kiy [3], M. Gordon, V. Lukins'kyi, L. Mirotin, V. Sergejev, D. Waters, J.F. Shapiro and others, and local scientists, such as Y. Nerush [4], A. Kolomytseva, M. Oklander [5], N. Konischeva, I. Krykavs'kyi [6], V. Kuznetsov, R. Larina, V. Nikolaychuk, Y. Ponomariova and others.

The aim of the article is to substantiate the theoretical foundations of building industrial enterprises logistics infrastructure.

The main material. In the global economic system logistics is the most efficient market-

oriented means of planning, formation and development of the commodity-material, and related flows at the lowest costs across the whole logistics chain.

Logistics infrastructure, which ensures organic unity and effective functioning of all flows that accompany business, is an effective tool for the industrial enterprise management. According to D.J. Bawersox and D.J. Closs, logistics infrastructure «...forms a frame, logistics system and its functioning is based on» [2, p.44].

The content and specific forms of industrial logistics and logistics infrastructure formation at the enterprise are influenced by numerous internal and external factors. Effect of external component is ambiguous in terms of direction and influence on industrial logistics flow processes. Depending on the factors, combination importance and impact micro- and macro-industrial logistics are distinguished. Along with the traditional understanding of the enterprise macro- and micro-environment it's necessary to take into account regional aspect as well when developing logistics infrastructure. Accounting for regional characteristics in logistics is necessary not only from the standpoint of specific organizational forms, but also realization opportunities of the logistics concepts in general [7, p.32 -33].

Infrastructure of the country market economy is systematically divided into infrastructure of a region and regional structure enterprises network located on the territory of a region. It's appropriate to build interconnected groups – channels and chains – of the enterprises network according to certain target set creating a links system in order to reach the goal, i.e. target logistics infrastructure system. This system consists of subsystems of the regional economics infrastructure components. A subsystem of logistics network in the region economic environment or regional logistics infrastructure is one of such regional subsystems (Fig.1).

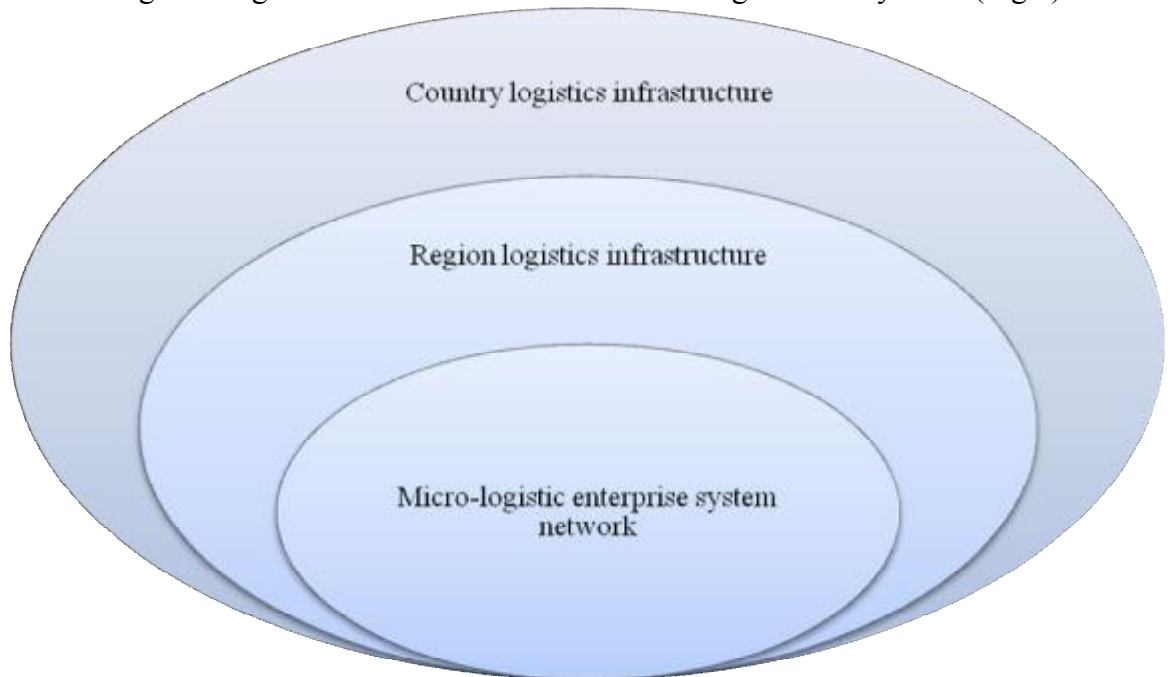


Fig.1. Logistics infrastructure components on the “country-region” level

Let's analyze regional industrial flows, formed and realized in the regional industrial field, which differ by the economic nature (physical, financial, informational and labor) but have great impact on the content and forms of organizing industrial logistics of the enterprise. It's necessary to estimate prospects of external flows formation based on internal flows optimization when analyzing two directions: regional industrial flows and logistics channels, in which these flow processes are reflected on the regional market.

Novelty of understanding of regional industrial flow and its use in the construction of logistics infrastructure requires filling it with specific meaning. First, this flows type is closely related to industrial manufacture, which directly produces it. In addition, the flow creates the conditions for the existence of industrial manufacture. Secondly, industrial flows gain regional

status when considering them as a unity in which there are certain objective and subjective conditions for the logistics processes flow: the structure of the productive forces, climatic conditions, local law, geographical location, financial system, the institutional structure of logistics channels, etc. [1, p.88].

Being varied the regional industrial flows form homogeneous groups, i.e. they can be classified by numerous characteristic features (Table 1).

Table 1

Regional industrial flows classification in logistics infrastructure formation context

Classification feature	Regional industrial flow type
Substantial content	1. Physical flows 2. Financial flows 3. Informational flows 4. Labor flows
Branch origin	1. Physical production flows 2. Flows of Services
Realization nature in the region	1. Region internal flows 2. Export flows 3. Import flows
Purpose	1. Providing flows 2. Channel-forming flows 3. Marketing flows
Obligations during exchange	1. Unilateral flows 2. Bilateral flows
The nature of market barter transactions	1. Barter flows 2. Commodity cash flows

Analysis of the logistics flows relations at the regional level suggests that a classification of regional industrial flows can be applied in the construction of logistics infrastructure at the level of the industry and individual enterprises.

Logistics infrastructure of industrial enterprises includes transportation, communication, storage and service elements associated with the additional processing of goods, administrative services provided by the necessary resources - physical, technical, informational, natural, financial and institutional.

Location of infrastructure directly affects the configuration of logistics systems of industrial enterprises, as well as the expenses level. Thus, we can state that the decision on the configuration and location of logistics infrastructure objects is key to business strategy.

Industrial enterprises have a number of peculiarities related to logistics infrastructure objects formation caused by the type of product, production peculiarities and tendencies on the industrial market.

When building a logistics infrastructure of industrial enterprises one must consider factors affecting the placement of logistics infrastructure. Factors impact can be reflected by Ishikawa diagram (cause and effect diagram) [8]. With this diagram, we systematize all potential causes of the industrial enterprises logistics infrastructure formation, select the most significant ones and carry out a search for the root causes by levels (Figure 2).

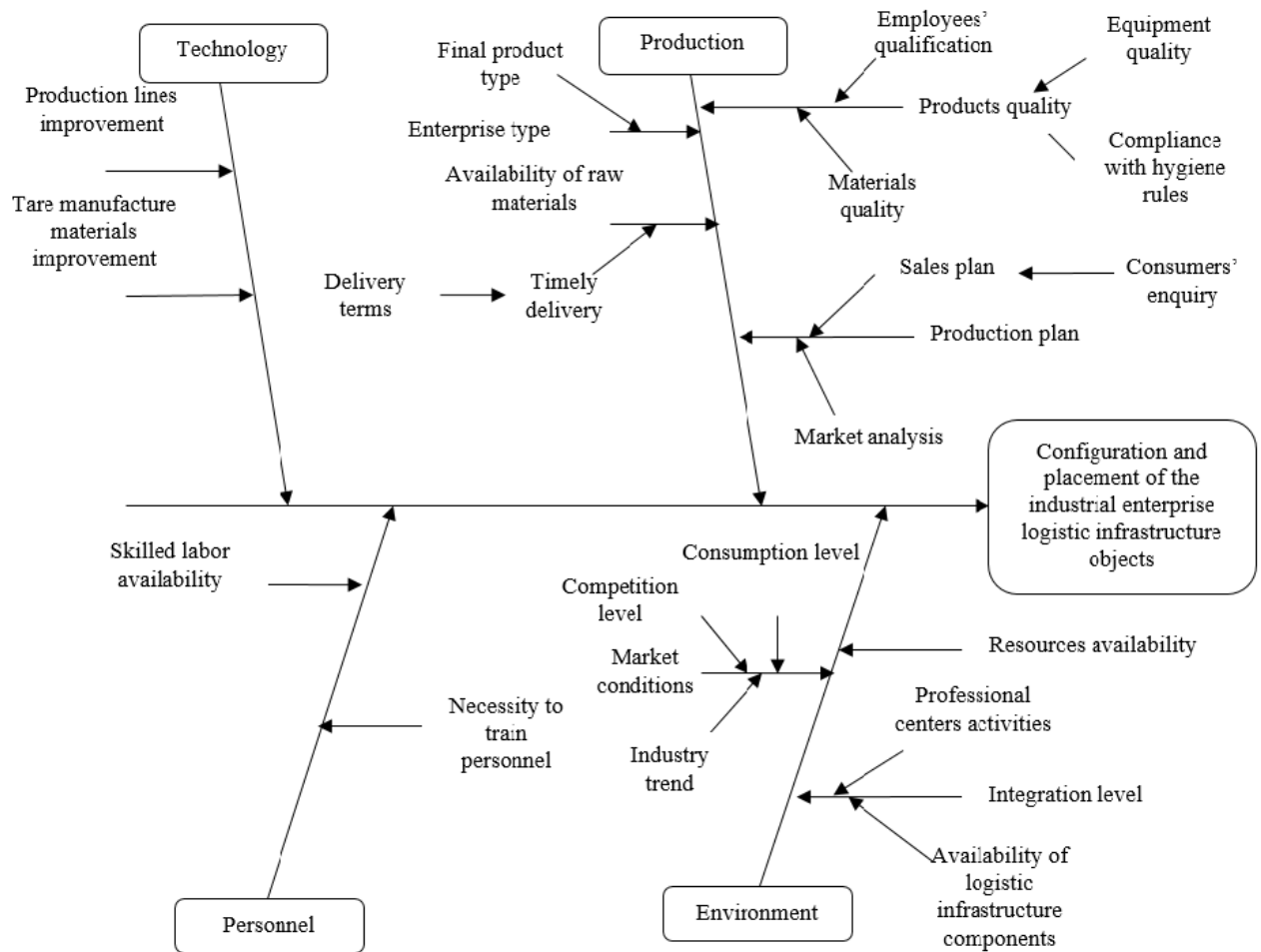


Fig.2. Factors of the industrial enterprise logistics infrastructure formation

The main factors affecting industrial enterprises logistics infrastructure formation include the environment, personnel, technology and manufacturing.

The type of business determines manufacture peculiarities. The business type depends on the type of the product, and the product – from the type of source.

Depending on the uniqueness of the product the structure of the logistics channel is determined: whether to place the production near the source or near the market. It also affects the technology of the goods preparation, and therefore the internal infrastructure of the enterprise.

Product quality is one of the main components of an industrial enterprise activity. The quality of products is influenced by different factors, such as the quality of raw materials, quality of delivery, compliance with production sanitary requirements, equipment quality and employees' qualification - in other words, the principle of TQM (Total Quality Management).

Consumption is also very important factor influencing the production. Consumption is expressed in the number of users' enquiries, it affects the sales and production plans for a specific range, and the decision on the location of storage facilities and the need for vehicles. The production plan is affected by the market analysis: identifying trends in consumer preferences. This affects the need to make some changes to the range of products and, therefore, in the production process.

Availability of raw materials depends on timely delivery of necessary materials.

The second major factor that affects the industrial enterprise logistics infrastructure formation is the environment. The main thing to note here is the impact of such a factors as the market situation (competition level, consumption level, the sector trends).

The level of integration is also one of the important influence factors, because only through the integration the enterprise logistics system formation is possible. The integration level

is influenced by occupational centers activity and the presence of logistics infrastructure elements (i.e., availability of roads nearby the enterprise, organizations required for the smooth functioning of industrial enterprises).

Staff is the key factor of logistics infrastructure in all fields. It's necessary to pay attention to the skilled labor availability in the place where the enterprise is located. This factor is associated both with the production process, and with good work of all services, including logistics, that provides delivery and customer service.

Industrial technologies are developing because there is a new facility; there is a constant improvement of packaging and technology process, as well as improved quality control system.

Production and logistics system is developed for a specific industrial enterprise according to its strategy. Logistics system of industrial enterprise is unique both in industrial purposes, and across the spectrum of tasks. That is, when forming logistics infrastructure of industrial enterprises one must consider all impacts together.

Conclusion:

1. One of the crucial factors in increasing the competitive ability of industrial enterprises is an effective infrastructure that can integrate the logistics processes in the system of supply chain management and logistics.

2. In the logistics infrastructure of industrial enterprises one should understand the range of enterprises activities goals of which are to streamline the physical, financial and information flows.

3. Logistics infrastructure of industrial enterprises should contribute to the creation of mechanisms for optimal operational decisions, competitive logistics strategy to speed up the movement of logistics flows and economic ties optimization.

4. Logistics infrastructure of industrial enterprise creates a so-called foundation logistics system and its functioning at the level of "country-region" is based on.

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Ключові слова: логістична інфраструктура, промислова логістика, регіональні промислові потоки, діаграма Ісікави, виробничо-логістична система.

Ключевые слова: логистическая инфраструктура, промышленная логистика, региональные промышленные потоки, диаграмма Исикавы, производственно-логистическая система.

Keywords: logistics infrastructure, industrial logistics, regional industrial flows, Ishikawa diagram, production and logistics system.

UDC 336.743.22(477)-047.64

IMPROVEMENTS IN UKRAINE GOLD CURRENCY RESERVES MANAGEMENT

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Власенко Є. Ю. Вдосконалення процесу управління золотовалютними резервами України.

Визначено основні проблеми управління золотовалютними резервами України. Розглянуто шляхи покращення управління золотовалютними резервами. Запропоновано новий підхід, щодо ефективного управління золотовалютними резервами України. Даний підхід базується на створенні на базі Національного банку України підрозділу з управління золотовалютними резервами. Створення даного підрозділу дасть змогу ефективному управлінню золотовалютними резервами в процесі формування та управління ними. При чіткому налагодженні роботи даного підрозділу стан золотовалютних резервів буде збільшено. Результатом роботи підрозділу з управління золотовалютними резервами золотовалютними резервами буде: створення прозорої інформаційної бази про стан ЗВР України; збільшення ефективності залучення та розміщення коштів ЗВР; оптимізація структури ЗВР. За рахунок створення даного підрозділу можна досягти чіткої розстановки завдань та повноважень які виникають у процесі управління золотовалютними резервами України, що в процесі вплине на ефективність формування та використання коштів ЗВР. Як наслідок таких змін відбудеться збільшення обсягів золотовалютних резервів яке дасть змогу погасити Україні зовнішні та внутрішні борги, а також стабілізація курсу національної валюти. Подана у статті схема підтверджує важливість та необхідність, а також і вагомий внесок у розвиток управління ЗВР, кожного члена підрозділу з управління золотовалютними резервами.

Vlasenko Y. Improvements in Ukraine gold currency reserves management.

The basic problems of management of Ukraine gold-value backlogs are certain. The ways of improvement of management gold-value backlogs are considered. New approach offers, in relation to the effective management of Ukraine gold-value backlogs. This approach is based on building on the National Bank of Ukraine division management reserves. The creation of this unit will enable effective management of foreign exchange reserves in the formation and management. When setting up a clear division of the gold reserves will be increased. The result of the division of international reserves management foreign exchange reserves would be: a transparent information base on the status of RRR Ukraine, increasing the efficiency of investment and borrowing RRR, RRR structure optimization. Through the creation of this unit can achieve accurate placement of tasks and responsibilities that arise in the management of foreign exchange reserves of Ukraine, during the positive impact on the formation and use of RRR. As a result of these changes will take place increasing reserves which will allow Ukraine to repay external and domestic debt, as well as stabilization of the national currency. Scheme given in the article confirms the importance and necessity, as well as a significant contribution to the development of management RRR, each member of the Unit Management reserves.

Власенко Е. Ю. Усовершенствование процесса управления золотовалютными резервами Украины.

Определены основные проблемы управления золотовалютными резервами Украины. Рассмотрены пути улучшения управления золотовалютными резервами. Предложен новый подход, по эффективному управлению золотовалютными резервами Украины. Данный подход базируется на создании на базе Национального банка Украины подразделения по управлению золотовалютными резервами. Создание данного

подразделения позволит эффективно управлять золотовалютными резервами в процессе формирования и управления ими. При четком налаживании работы данного подразделения состояние золотовалютных резервов будет увеличено. Результатом работы подразделения по управлению золотовалютными резервами золотовалютными резервами будет: создание прозрачной информационной базы о состоянии ЗВР Украины, увеличение эффективности привлечения и размещения средств ЗВР; оптимизация структуры ЗВР. За счет создания данного подразделения можно достичь четкой расстановки задач и полномочий возникающие в процессе управления золотовалютными резервами Украины, что в процессе повлияет на эффективность формирования и использования средств ЗВР. Как следствие таких изменений произойдет увеличение объемов золотовалютных резервов которое позволит погасить Украине внешние и внутренние долги, а также стабилизация курса национальной валюты. Представленная в статье схема подтверждает важность и необходимость, а также и весомый вклад в развитие управления ЗВР, каждого члена подразделения по управлению золотовалютными резервами.

Statement of the problem and its connection with important research and applied tasks. One way to improve the economic situation in Ukraine is to increase gold and currency reserves. By increasing the GCR of Ukraine it is possible to stabilize the currency. Gold and currency reserves of Ukraine require finding new conceptual approaches to management. The control system of GCR requires an effective governance mechanism to be implemented. This necessitates the development of basic principles and conditions for the effective management of gold and currency reserves in Ukraine.

Analysis of recent research and publications. The problem of gold and currency reserves management and the ways of its improvement were researched by: Frost A.M, Puhovkina M.F, Savluk M. , Gurov V., Lyubun O.S, Kovalchuk A.T, A. Matios . V.Y. Ljashenko and others.

The aim of the paper is to identify the ways of improving the management of gold and currency reserves in Ukraine.

Basic content presentation. In modern literature the definition of gold and currency reserves is articulated as state currency assets , including gold and foreign exchange means of payment that can be used for regulatory and other purposes , having overall economic importance [1, p. 528]. These requirements define the targets of gold and foreign exchange reserves accumulation, the main ones are being the following:

- ensuring sufficient supply of the country's currency means of payment, in order to be able to timely pay for the state, its specific structure and private economic agents' external obligations . This so-called transactional purpose of reserves is aimed at serving the links of the national economy with the international ones. In this sense, they serve as a reserve of liquidity assets that provide the solvency of the country on the world market;

- ability to intervene into the foreign exchange and money markets in order to keep currency supply, demand and the exchange rate on the proper level. This so-called interventional purpose of reserves provision is aimed at maintaining external and internal value of national currency [2, p. 96-97].

These goals achievement depends on the amount of reserves adequacy and effectiveness of its use. In the regard of regulatory tools there is a number of problems:

- optimizing the amount of reserves;
- using the interventions;
- arranging the reserves, etc. [3, p. 302-303].

As it is testified by the definition and objectives international reserves play an important role in the economy and have a special function in the regulation of the currency. The purpose of reserves is to ensure international trade, economic and financial relations on the level of the states with the proper number of payment facilities, to cover the deficit, and conduct National

Bank of Ukraine policy division through foreign exchange intervention in the foreign exchange market [1, p. 528-529].

Since 2002, the National Bank began to conduct active steps to improve the management of international reserves. The structure of the reserves was based on the optimal ratio of foreign currencies and monetary gold. Management of foreign reserves was carried out in order to obtain high yield with minimum risk [4, p. 203-204].

One of the main drawbacks of the policy on gold and currency reserves control has lack of transparency (transparency in informing the society). The experts consider the information regarding the formation, conditions of the location, composition, actual use and return of foreign exchange reserves to the Ukrainian state is completely closed even for the highest government bodies - the Parliament, the government and, first of all, it is inaccessible to, defined by Constitution of Ukraine, the supervisory authority - the Council of the National Bank. Significantly, on this occasion, the idea of the former Head of the NBU Council, Academician of NAS of Ukraine Viktor Heyets: "... no one can present the document confirming the actual presence of the money (foreign exchange reserves) and the way the NBU can take advantage of these provisions. The NBU Council has no authority to obtain the original documents and check the real situation ..." [5, p. 9].

The law experts are concerned of given situation. Thus, General-Major of Security Service of Ukraine, Doctor of Law, Honored Lawyer of Ukraine A. Matios and Professor of Kiev University on Market Economy, Ph.D. A. Kovalchuk suggest that "uncontrolled placement of foreign reserves and clearly weedy legal support of this critically important process has led to the fact that at the first signs of the global financial crisis, at least a third of foreign exchange reserves (as informed by some media), in terms of their early return, proved to have been inaccessible to the Ukrainian state [6, p. 14].

In view of the situation prevailing around the GCR of Ukraine in recent years, namely the lack of transparent information regarding the composition, currency, source of securities location that are part of the reserves and other factors. An important factor that directly affects the improvement of the situation in relation to the formation and management of international reserves of Ukraine is the creation of a separate entity of the National Bank of Ukraine to manage the GCR of Ukraine. The tasks of the created unit will be focused on increasing of gold reserves by overcoming the barriers that stand on the way of their increase.

A created structural unit shall be administratively separated from the NBU and perform the functions of the National Bank of Ukraine in part related to the formation and management of foreign exchange reserves. The main task of the control unit is to increase the amount of gold and currency reserves. This increase can be achieved by performing minor tasks of this unit, namely:

- searching for sources of placing the funds being a part of gold reserves;
- fully disclosing the information regarding the GCR of Ukraine;
- searching for the sources of raising gold reserves;
- optimization of the gold reserves structure;
- designing of new programs for gold reserves development and management.

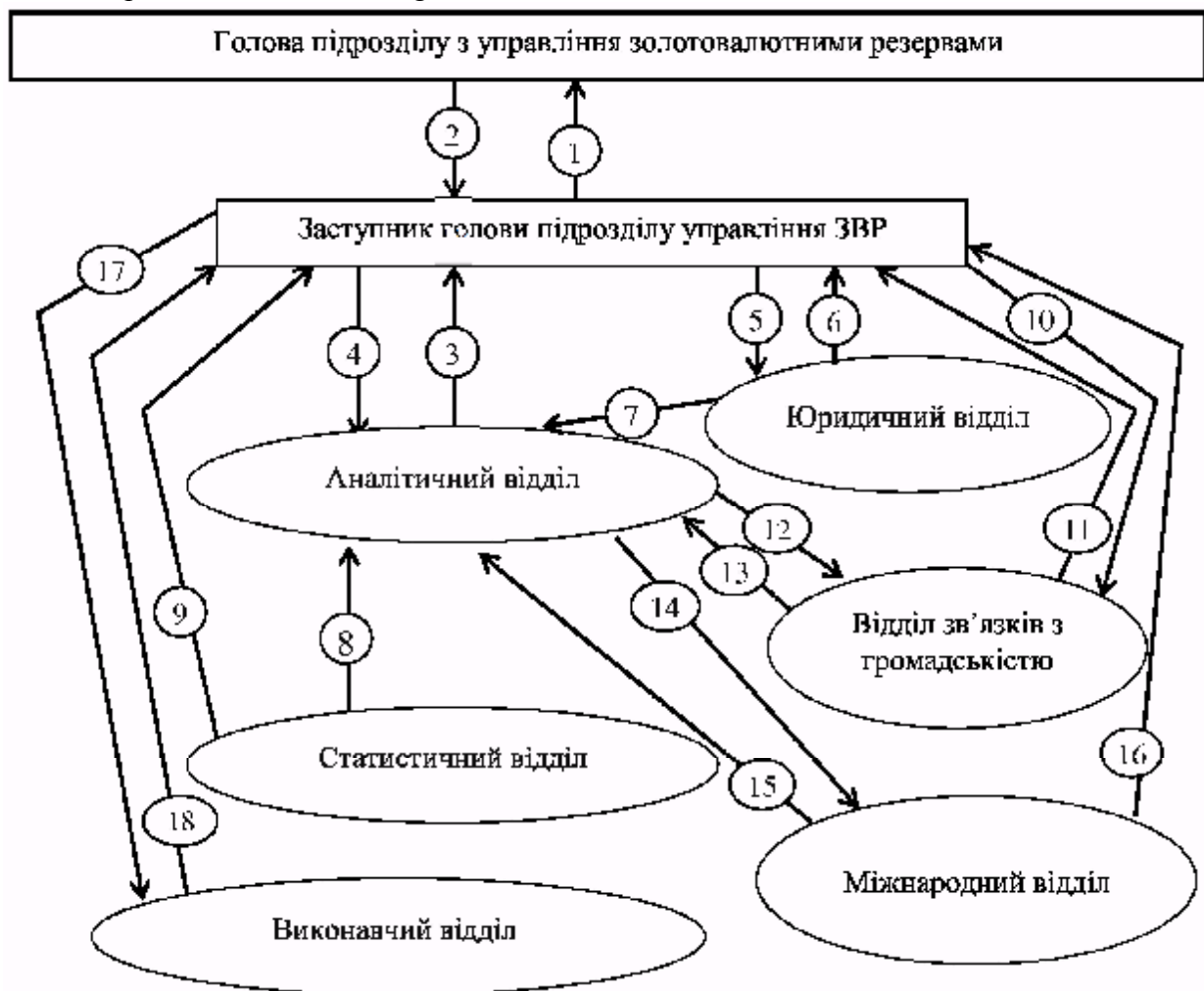
To achieve these goals, it is necessary to analyze the structure of the unit. The structure of the unit includes structural divisions, as well as individual professionals who perform their respective functions or manage them.

The basic parts of the Management unit of gold reserves in Ukraine:

- Chairman of the Management Unit of GCR;
- Deputy Head of the Department;
- Law Department;
- Analytical Division;
- Statistics Division;
- Public Relations Department;
- International Relations Department;

- Executive Department.

The construction of this unit is hierarchical. Each department is subordinate to the Head of the Unit. In addition to separate parts the management of other ones can be described as the sequence of submission of some management departments to others from top to bottom. The scheme of Unit operation is shown in Fig. 1.



Picture 1 The scheme of International Reserves Management of Ukraine Unit operation

Clarifications regarding the work of International Reserves Management of Ukraine Unit according to Fig. 1:

- 1) presenting documents for signing or agreeing preliminary checking the correctness and authenticity;
- 2) redistributing the signed documents for execution;
- 3) submitting proposals for gold reserves development and management.
- 4) passing the proposal for further processing and improvement on the formation and management of gold reserves;
- 5) passing the agreed documents to review them from the legal point of view;
- 6) passing the received documents back for signing in case of necessary changes;
- 7) passing the documents for revision if they do not comply with the legislation of Ukraine and the laws of foreign countries;
- 8) submitting the proposals based on the processed statistical data on gold reserves formation and management;
- 9) presenting the annual, quarterly , monthly (daily if necessary) report on the status of gold reserves , as well as the status of the national currency during the same period;

- 10) giving the permission to publish the information concerning national currency and gold reserves in mass media;
- 11) providing information on the economic infusion of the population on the national currency and gold reserves status;
- 12) conveying information to further negotiations on signing contracts in Ukraine;
- 13) reporting on the state of contract signing and agreeing possible changes in the contract;
- 14) conveying information for further negotiations on signing the agreements outside the territory of Ukraine;
- 15) reporting on the state of contract signing and agreeing on possible changes in the contract;
- 16) providing information on international markets, exchanges and so on;
- 17) receiving information on signed contracts and conditions for their implementation;
- 18) submitting a report on the implementation of and compliance with the terms of the contract and providing information on questionable contracts.

Conclusions and recommendations. Building units to manage foreign exchange reserves in Ukraine will improve the current state of gold and currency reserves. Including this unit into the structure of the National Bank of Ukraine and further development of its functions and powers, makes it possible to improve the efficiency of managing the reserves, as well as to increase their amount. As a result, an increase in gold reserves will stabilize the national currency of Ukraine.

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Ключові слова: золотовалютні резерви; управління; валютний курс; Національний банк України; структурний підрозділ.

Ключевые слова: золотовалютные резервы; управление; валютный курс; Национальный банк Украины; структурное подразделение.

Keywords: gold-value backlogs; management; rate of exchange; National bank of Ukraine; structural subdivision.

УДК 332.8

ANALYSIS OF THE MODERN STATE OF THE CIRCULATING ASSETS OF ENTERPRISES OF HOUSING AND COMMUNAL SERVICES SECTOR.

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Горбунова А. В. Аналіз сучасного стану оборотних активів підприємств житлово-комунальної галузі.

В статті проведено аналіз стану оборотних активів підприємств житлово-комунального господарства в сучасних умовах господарювання з метою визначення причин кризисного стану підприємств галузі. Проаналізовано динаміку показників функціонування підприємств житлово-комунального господарства, а саме – валової доданої вартості, обсягу послуг для населення, чисельності працюючих, заробітної плати працівників галузі, збитковості та рентабельності підприємств. Виявлено, що стан житлово-комунального господарства України на сьогодні є критичним й в першу чергу потребує реформування управління галуззю в рамках удосконалення управління оборотними активами підприємств. Обумовлено основні риси стану оборотних активів підприємств житлово-комунального господарства, зокрема, спостерігається надмірна частка дебіторської заборгованості, недостатній рівень грошових коштів, нестача товарно-матеріальних цінностей, відсутність суттєвих змін у частках поточних фінансових інвестицій та інших оборотних активів. На основі проведеного аналізу згруповано основні причини кризисного стану підприємств житлово-комунального господарства, подолання яких переважно спрямовано на удосконалення управління оборотними активами підприємств галузі, а саме: низька платоспроможність споживачів послуг житлово-комунального господарства, зменшення наявних коштів, неефективне управління дебіторською заборгованістю, неритмічність виробництва і постачання, неефективність заходів реформування в сучасних ринкових умовах тощо.

Gorbunova A. Analysis of the modern state of the circulating assets of enterprises of housing and communal services sector.

The state of circulating assets of enterprises of housing and communal services in the current economic conditions in order to determine the causes of the crisis state enterprises sector were analyzed in the article. The dynamics of indicators of the enterprises of housing and communal services - namely, the gross value added, scope of services for the population, the number of employees, wage of workers in the industry, loss and profitability of enterprises, were analyzed. Revealed that the state of housing and communal services of Ukraine today is the critical and first and foremost needs to be reformed of management of sector industry within improvement of circulating assets management of enterprises. The main features of the state of circulating assets of enterprises of housing and communal services were formulated; in particular, there has been an excessive share of receivables, lack of funds, loss of inventory, no significant changes in the proportions of current financial investments and other current assets. The main causes of the crisis of housing and communal services, the overcoming of which mainly aims to improve circulating assets management companies in the industry were grouped based on the analysis, namely: low paying consumers of housing and communal services, reduction of available funds, ineffective management of accounts receivable, unevenness of production and supply, ineffectiveness of reform measures in the current market conditions, etc.

Горбунова А. В. Анализ современного состояния оборотных активов предприятий жилищно-коммунальной отрасли.

В статье проведен анализ состояния оборотных активов предприятий жилищно-коммунального хозяйства в современных условиях хозяйствования с целью определения причин кризисного состояния предприятий отрасли. Проанализирована динамика показателей функционирования предприятий жилищно-коммунального хозяйства, а именно – валовой добавленной стоимости, объема услуг для населения, численности работающих, заработной платы работников отрасли, убыточности и рентабельности предприятий. Выявлено, что состояние жилищно-коммунального хозяйства Украины на сегодня является критическим и в первую очередь нуждается в реформировании управления отраслью в рамках совершенствования управления оборотными активами предприятий. Обусловлены основные черты состояния оборотных активов предприятий жилищно-коммунального хозяйства, в частности, наблюдается чрезмерная доля дебиторской задолженности, недостаточный уровень денежных средств, недостача товарно-материальных ценностей, отсутствие существенных изменений в долях текущих финансовых инвестиций и прочих оборотных активов. На основе проведенного анализа сгруппированы основные причины кризисного состояния предприятий жилищно-коммунального хозяйства, преодоление которых преимущественно направлено на совершенствование управления оборотными активами предприятий отрасли, а именно: низкая платежеспособность потребителей услуг жилищно-коммунального хозяйства, уменьшение имеющихся средств, неэффективное управление дебиторской задолженностью, неритмичность производства и поставок, неэффективность мер реформирования в современных рыночных условиях и т.п.

Problem. Housing and communal services of Ukraine - one of the most important branches of non-production sectors. In the current economic conditions the level of housing and communal services do not fully meet the needs of the population and material-technical base of enterprises and organizations of the industry needs to be expanded and improved. A topical study raises the current state of operation of utility sector in terms of key performance indicators, available assets and sources of their formation, as well as focusing on the features of the structure of current assets of the industry to further study the main causes of contemporary crisis of housing and communal services of Ukraine.

Analysis of recent research and publications. Common problems of business management services and, in particular, housing and municipal services considered in the works of scholars such as V. Siskin [1] G. Onischuk [2] V. Poluyanov [3] T. Kachala [4] other. The study aspects of current assets, to determine their status and features of formation in housing reflected in the writings of economists, namely L. Brazhnikovoyi [5] N. Guri [6] I. Yurchenko [7].

The above studies require further deepening and refinement of taking into account current economic conditions, because, despite the long process of reforming housing and communal services, his condition continued to deteriorate.

The study is an analysis of current assets of housing and communal services in the current economic conditions to determine the causes of crisis state of the industry.

The main material. Housing and communal services - a set of interrelated and interdependent enterprises and activities focused on the positive dynamics of the level and quality of life, providing a stable, balanced social orientation of potential jurisdictional areas. In the current economic conditions, there are several issues in the industry. Analyze the dynamics of the main indicators of utility providers to ensure proper comment on the current state of the industry (Table. 1).

Since 2010 an increase in gross value added in the housing and communal services of 31.105 billion. USD. in 2010 to 31 676 million. USD. in 2012. At the same time, the volume of housing services sold to the population, mainly due to the growth of tariffs for industry.

Table 1 Dynamics overall performance operation of utility sector, 2010-2012. [8]

Performance	Years		
	2010	2011	2012
1) Gross value added mln. USD.	31105,00	30986,00	31676,00
2) The volume of services sold to the population, mln. USD.	4388,10	5517,60	5876,40
3) The average number of employees, thsd.	195,60	198,70	197,80
4) The average nominal wage of employees, USD.	1783,25	2065,30	2112,48
5) Net income (loss) of companies mln. USD.	-3093,70	-3696,20	-3915,70
6) Return on operating activities,%	-4,3	-3,1	-1,6

Number of employees in the company housing at the end of 2012 began to subside, however, the average annual wage increases of people working in the end of 2012 to 2112.48 USD., Indicating a convergence of wages the housing and municipal services to the level of national average . Considering the financial performance of the industry, a trend of increasing losses and reduced profitability of the industry, which indicates that the state of housing and communal services of Ukraine today is critical and especially in need of reform management industry. It is appropriate to supplement the analysis of the current state of housing and communal services of assessment of existing assets and sources of their formation in enterprises sector (Table. 2).

Table 2 Balance structure utility sector, in 2012 [9]

Article balance	The value of, 2012	
	mln. USD.	% Of total balance
assets		
Non-current assets	3404,90	70,90
Current assets	1369,60	28,50
Deferred expenses	27,60	0,60
Non-current assets and disposal groups	1,20	0,00
Liabilities		
equity	1683,70	35,10
Provisions for future losses and payments	35,20	0,70
Long-term liabilities	415,50	8,60
Current liabilities	1222,70	25,50
Deferred income	1446,20	30,10
Balancec	4803,30	100,00

According to statistics, the main part of the assets of housing and municipal services are non-current assets, current assets. Inefficiency reform led to a critical state capital assets, depreciation of their high interest, however, the existence of their value on the balance sheet of the industry. As for current assets, the industry operating under their deficits have problems in ensuring continuity of supply, production and sales of products and services, is to overcome these crises and ensure efficiency of the utility company needs to improve the management of current assets. Improving the use of current assets in enterprises Housing and further improvement of the enterprises need more detailed analysis of the composition and structure of current assets (Table 3).

Table 3. Dynamics of the structure of current assets utility sector,%
2010-2012. [9-11]

Element current assets	Years		
	2010	2011	2012
Inventory	7,74	9,11	16,02
Receivables	64,04	63,36	58,39
Current financial investments	5,19	5,91	2,54
Cash	15,42	14,88	11,40
Other current assets	7,61	6,74	11,65
In total	100,00	100,00	100,00

In recent years, the largest part of current assets of housing and communal economy takes receivables, namely from 64.04% in 2010 to 58.39% in 2012. A large proportion of receivables leads to limited opportunities for funding operations of housing -Communal economy. An essential component of the field current assets are cash, share gradually decreased from 15.42% in 2010 to 11.40% in 2012. Sufficient share in the structure of current assets occupy inventories, which increased at the end of 2012 to 16.02%. In general, the composition and structure of current assets utilities' country during 2010-2012. Is the same - an excessive share of receivables, insufficient funds, lack of inventory, no significant changes in the share of current financial investments and other current assets.

The analysis of the statistics reveals the reason the modern crisis of housing and communal services of Ukraine (tab. 4).

Table 4 main causes of contemporary crisis of housing and communal services of
Ukraine (proposed by the author)

Features crisis	Causes
Decline in yield, profitability	Reduction of available funds; increased costs; increasing debt; reducing the solvency of the population.
The lack of working assets	Ineffective management of payables and receivables; the presence of large amounts of overdue receivables.
Increasing the share of receivables in the assets of the enterprise	Low solvency of customers of utilities; ineffective management of accounts receivable.
The increase in inventories in the structure of current assets	Nerytmichnist production and supply; defaults on mutual deliveries.
Changes in practice management, different vectors reform	Incompetence management; delayed reaction to market changes.

Conclusions. Thus, analysis of the current state of functioning of housing and communal services in general and current assets of the industry in particular, shows the position of crisis utility sector. Large amounts receivable results in decreasing their own credit capacity of the industry, lack of funds for the implementation of operational activity. Lack of funds for utilities' said a lack of liquidity of the assets of enterprises, which tends to decrease in recent years. The above problems of formation and use of current assets utilities 'Ukraine is the cause of crisis state of the industry in general, namely, affecting utilities' losses increase and decrease the profitability of operations. Based on the analysis grouped the main causes of crisis state of housing and communal services, overcome which mainly aimed at improving the management of current assets of the industry. From our point of view, the study found the results can be used by

management and experts utility company in management decisions for effective reform of the sector.

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Ключові слова: оборотні активи, житлово-комунальне господарство, підприємство, дебіторська заборгованість, кризисний стан.

Ключевые слова: оборотные активы, жилищно-коммунальное хозяйство, предприятие, дебиторская задолженность, кризисное состояние.

Keywords: circulating assets, housing and communal services, enterprise, accounts receivable, crisis condition.

UDC 65.012.613

THE USE OF FUZZY LOGIC IN FORMATION AND ESTIMATION INVESTMENTS STRUCTURE OF THE SOCIALLY RESPONSIBLE ENTERPRISES

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Горохова Т. В. Використання теорії нечіткої логіки при формуванні і оцінці структури соціально-відповідальних вкладень промислових підприємств.

У статті обґрунтована необхідність введення та застосування принципів корпоративної соціальної відповідальності на промислових підприємствах з урахуванням галузевої специфіки. Проаналізовані методи оцінки рівня ефективності впровадження корпоративної соціальної відповідальності, з точки зору встановлення більш чіткої політики у сфері корпоративної соціальної відповідальності, оскільки підприємства впливають як на розвиток окремого регіону, так і на показник ВВП країни в цілому. Встановлено, що важливим аспектом вивчення корпоративної соціальної відповідальності є формування оптимальної та ефективної структури вкладень у складові даної політики. Проблематика полягає у специфічності концепції корпоративної соціальної відповідальності та неможливості завжди використовувати у прийнятті ефективного рішення чіткої логіки. Занадто імовірнісними, приблизними і неоднозначними є процеси формування вкладень та оцінки віддачі від заходів корпоративної соціальної відповідальності. Це дозволяє вважати, що у даній ситуації більш придатною стає нечітка логіка, що дозволяє сформуванню моделі прийняття управлінських рішень на основі деяких імовірнісних значень, приблизних мірних критеріїв, нечітких прогнозів і їх залежностей один від одного. Саме з точки зору даного підходу політика корпоративної соціальної відповідальності набуває все більшої популярності і знаходить застосування на практиці як елемент стратегічного управління, що дозволяє підприємствам підвищити конкурентоспроможність, досягти основних цілей функціонування тощо. У статті апробовані вищезазначені методико-методологічні підходи з метою формування оптимальної галузевої структури соціальних інвестицій, при чому критерієм оптимальності обрано показник рентабельності власного капіталу. Розрахунки проводились на базі провідних промислових підприємств.

Gorokhova T. Using the theory of fuzzy logic in the formation and evaluation structure of socially responsible investment industry.

In the article substantiates the necessity of introducing and applying the principles of corporate social responsibility on industrial enterprises, taking the industry specifics. The methods of assessing the level of the implementation effectiveness of corporate social responsibility in terms of establishing a clear policy in the corporate social responsibility were analyzed in the article, because enterprises affects both the development of a particular region and the GDP of the whole country. The important aspect of the study of corporate social responsibility is to create an optimal and efficient investment structure in the components of this policy. The problem is in the concept specificity of corporate social responsibility and the inability of effective use clear logic making decisions. The formation process and result evaluation of the corporate social responsibility investments is probabilistic, approximate and ambiguous. Therefore, we can be assumed that in this situation is more appropriate to use fuzzy logic, it allows creating a model of making management decisions based on some probability values, approximate dimensional criteria of fuzzy forecasts and their dependencies on each other. From the viewpoint of this approach the corporate social responsibility policy is becoming

increasingly popular and is used in practice as an element of strategic management and enables businesses to better competitiveness to achieve the main objectives of activity, etc. In the article we are tested the foregoing methodological approaches in order to create an optimal branch structure of social investment, and optimality criterion we are chosen ROE. Calculations were made on the basis of leading industrial companies.

Горохова Т. В. Использование теории нечеткой логики при формировании и оценке структуры социально-ответственных вложений промышленных предприятий.

В статье обоснована необходимость введения и применения принципов корпоративной социальной ответственности на промышленных предприятиях с учетом отраслевой специфики. Проанализированы методы оценки уровня эффективности внедрения корпоративной социальной ответственности с точки зрения установления более четкой политики в сфере корпоративной социальной ответственности, поскольку предприятия влияют как на развитие отдельного региона, так и на показатель ВВП страны в целом. Установлено, что важным аспектом изучения корпоративной социальной ответственности является формирование оптимальной и эффективной структуры вложений в составляющие данной политики. Проблематика заключается в специфичности концепции корпоративной социальной ответственности и невозможности всегда использовать в принятии эффективного решения четкой логики. Слишком вероятностными, приближительными и неоднозначными являются процессы формирования вложений и оценки отдачи от мероприятий корпоративной социальной ответственности. Поэтому, из вышесказанного, можно считать, что в данной ситуации более подходящим является использование нечеткой логики, что позволяет сформировать модель принятия управленческих решений на основе некоторых вероятностных значений, приближительных мерных критериев, нечетких прогнозов и их зависимостей друг от друга. Именно с точки зрения данного подхода политика корпоративной социальной ответственности приобретает все большую популярность и находит применение на практике как элемент стратегического управления, позволяет предприятиям повысить конкурентоспособность, достичь основные цели деятельности и т.п. В статье апробированы вышеупомянутые методико - методологические подходы с целью формирования оптимальной отраслевой структуры социальных инвестиций, причем критерием оптимальности выбран показатель рентабельности собственного капитала. Расчеты проводились на базе ведущих промышленных предприятий.

Resolution of the problem. The creation and distribution of investments in the practice of corporate social responsibility (CSR) issues accompanied by quantitative expression of the phenomena studied implementation and effectiveness of CSR strategies. Qualitative assessment of policies on CSR in verbal form has a multidirectional trend in every enterprise. Therefore, to simplify the process of decision-making in cases multidimensionality of input data when it is necessary to consider a large number of various of factors, it is reasonable to use models based on mathematical fuzzy simulation and fuzzy logic.

Analysis of recent research and publications. The CSR is studied by H.Bouena K.Devisa, P.Drukera, N.O.Krychevskoho and others. Studies of the theory of fuzzy logic in the economy devoted to the works of foreign and domestic scientists L.Zadeha, A.Kendelya, M. Zemankovoyi, AI Maslovich A.S.Ptuskina.

Unsolved problems. Among the unresolved parts of the problem can be identified, firstly, the methodology of forming the optimal structure of investments in CSR components, and secondly, the use of fuzzy logic in CSR investment decision-making policy.

The purpose of the article - The purpose of the article - the development and formation investment optimal structure in CSR activities based on industry specifics, the level of impact of components of the concept CSR models by using fuzzy logic.

Results. The process of making a decision to invest in CSR activities is largely based on assumptions about future parameter values used in the analysis, and the expected consequences of the decision implementation.

The first stage of the formation investment structure on CSR activities carried out during the initial implementation of this strategy in the enterprise operation that is performed during the target investment.

The second stage of the formation investment structure of investments in CSR activities takes place during the implementation of programs in each area of CSR. It should be mentioned that the costs planning is formed and laid the following year considering stage of the program, the expected effect and so on. Adjustments according to legislation, requirements of contractors and stakeholders are possible during the implementation of this phase. Therefore, , numbers of options, different levels of requirements and the impact on efficiency, the conditions uniqueness make decisions genetic transfer on future programs during the analysis of CSR policies incorrect. Therefore in such cases is taken into account expert assessment of existing programs for a certain time lag, data analysis, findings of leading experts who study and practice of CSR should be the basis for calculating the optimal structure of investments in areas of CSR.

We propose a methodological base of tasks using the theory of fuzzy logic.

The mathematical theory of fuzzy sets is a basis of fuzzy logic, which dates back to the development Lotfi Zadeh American scholar, published under the title "Fuzzy Sets" (fuzzy sets) in 1965 in the journal Information and Control.

Fuzzy logic as logical-mathematical apparatus of assessment decisions in situations of uncertainty was proposed in the late 80s of the 20th century [1].

The basis of this method is the expression of linguistic variables.

Fuzzy sets - is a set that is formed by the introduction of a generalized notion of identity, ie expanding two-element sets membership function values $\{0,1\}$ to the interval $[0,1]$.

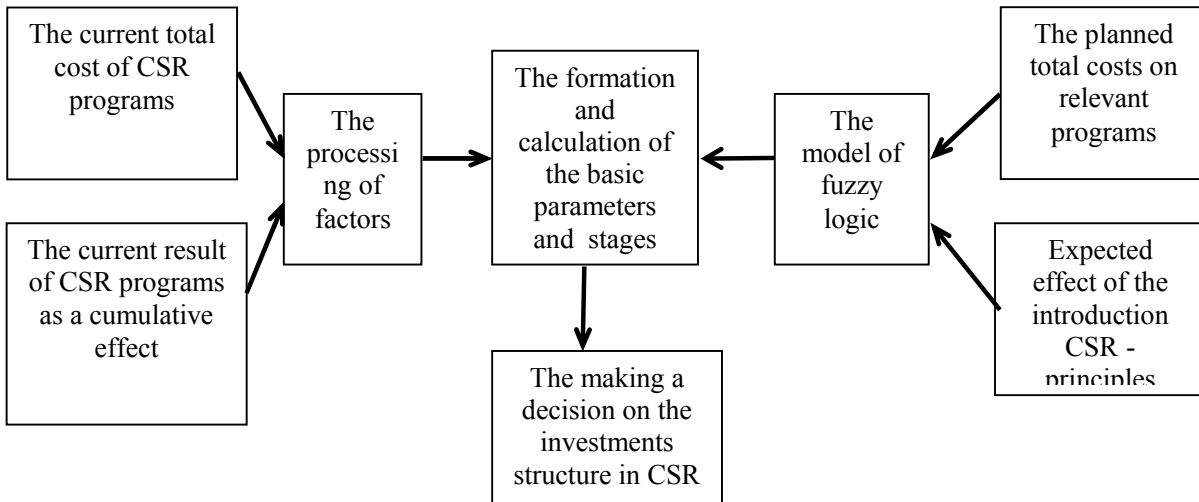
This means that the transition from a full set of accessories for the object to its full overrule the jump is not, as in the typical "clear" sets, and gradually the degree of membership of the element of the set expressed as the number in the interval $[0,1]$ [2].

In this method the probability distribution is used instead of the distribution of capabilities described by the membership function of fuzzy numbers. Methods based on the theory of fuzzy sets relating to methods of evaluation and decision-making under uncertainty. Their use provides formalization output parameters and target performance as a vector of interval values (fuzzy interval), falling in each interval is characterized by some degree of uncertainty. Thus, performing arithmetic operations on the data intervals is possible to calculate and determine the fuzzy interval for target .

The advantages of the use of fuzzy systems are: functioning in the face of uncertainty; manipulation of qualitative and quantitative data; use of expert knowledge in management; building models of approximate reasoning rights; resistance under the action of possible fluctuations in the system. Therefore, based on the above, instead of sorting a large number of options for determining the optimal structure of investments in CSR activities, we selected the application of fuzzy logic methods.

The proposed structure of the construction of the model shown in picture 1.

In the elaboration phase, data is evaluated and entered a number of fuzzy values structuring investments in CSR activities in the form of intervals with boundary data $x_1[\alpha_1 \dots \alpha_n]$, $x_2[\beta_1 \dots \beta_n]$, $x_3[\gamma_1 \dots \gamma_n]$, $x_4[\delta_1 \dots \delta_n]$ with a certain step, set. This module is formed on the basis of the total current value of total expenses on CSR practices, investments in social activities leading companies on CSR, the data of these fuzzy intervals.



Pic.1. The decision-making model according to the fuzzy logic methodology

Calculating module forms the basic parameters of the system stipulates stages of operations with others.

Fuzzy logic control compares the calculated and expected performance, formed the levels of total costs and the expected effect on calculations which are conducted after the elaboration phase, ie the construction of the optimal structure of CSR investments are taken into account international practices of leading companies, available background information, as well as experts. After taking into account these aspects formed appropriate intervals.

The level of investment, taking into account international practices available information and expert opinions formed depending on the level of each component of CSR on the resulting value.

For example, linguistic variables can be set to "very low, low, medium, high, very high."

Thus, after an analysis of international practices in the areas of distribution of investments CSR programs were formed following intervals (Table. 1).

Table 1 - Intervals structure investments in areas of CSR

The direction of CSR activities	Interval attachments
Investment in staff development	[0,191-0,373]
Investments in safety provision in the enterprise	[0,12-0,352]
Investments in local community development programs	[0,021-0,104]
Investments in environmental measures	[0,294-0,537]

For each group of investments in CSR using expert assessments were identified linguistic evaluation of distribution of funds for CSR activities with regard to the level of influence of individual areas of CSR overall efficiency of enterprises. On this basis, using fuzzy logic methods identified structural indicators of investment value for your estimates. (Table. 2, 3)

Table 2 - Linguistic assessment measures allocation on CSR for the effect of each component on the overall performance of enterprises

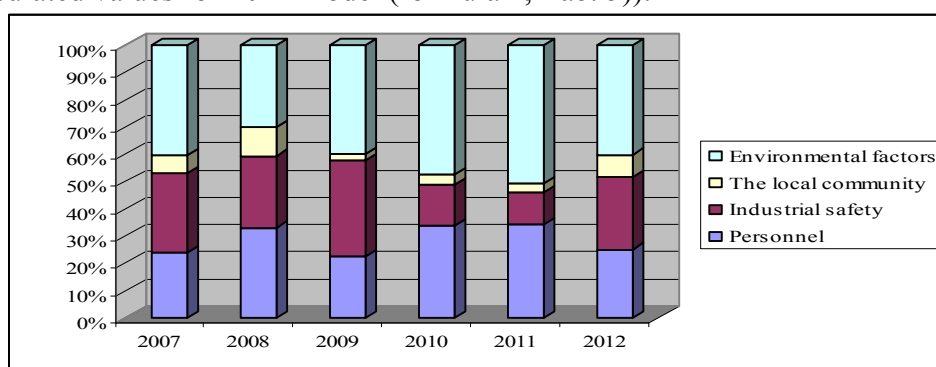
Data / year	2007	2008	2009	2010	2011	2012
Personnel	average	high	average	high	high	average
Industrial Safety	average	average	high	low	low	average
The local community	very low	low	very low	very low	very low	very low
Environmental factors	very high	average	high	very high	very high	very high

Table 3 - Quantitative evaluation of linguistic variables

Data / year	2007	2008	2009	2010	2011	2012
Personnel	0,238	0,331	0,224	0,338	0,342	0,251
Industrial Safety	0,292	0,263	0,352	0,151	0,117	0,265
The local community	0,068	0,104	0,024	0,036	0,034	0,083
Environmental factors	0,402	0,302	0,40	0,475	0,507	0,401

Testing of methods on structure formation CSR investments undertaken by the example of the leading steel companies: Joint Stock Company «Magnitogorsk Iron and Steel Works» (JSC «MMK»), Joint Stock Company «Novolipetsk Steel Works» (JSC «NLMK»), Joint Stock Company «Arcelor Mittal», Lame Horn «Financial and Industrial Group SCM» (LLC «Metinvest holding»), energy company «DTEK»). In the previous analysis it was found that these companies have investments in corporate social responsibility program, and gradually implement CSR principles in the strategy of the company [3].

Given the intervals given in the table structure of investments and the impact of the measures CSR performance activity (pic. 2) was established recommended to form the optimal structure of the share value of investments in each of the four areas of CSR (tab. 4). This criterion optimum distribution of investments made positive growth of the sector return on equity (the calculated values for 2012 model (formula 1, Tab. 5)).



Pic. 2. The structural components of investment in CSR

Table 4 - Recommended value structure CSR investments

Areas of CSR investments	Normalized values
Investment in staff	0,285
Investments in supply safety in enterprises	0,237
Investments in local community development programs	0,062
Investments in environmental measures	0,416
The total value of	1,000

The value averages return on equity, calculated by the structure of deposits is as follows:

$$R_{OCopt}^{2012} = 0,00104 \cdot 74,73 + 0,00012 \cdot 62,14 - 0,01 \cdot 16,26 + 0,0002 \cdot 109,08 + 0,295 = 0,239$$

(1)

Thus, analyzing the received data, we can conclude that the hypothesis on the optimal structure of investments in CSR activities for a certain period of time confirmed a positive direction, as evidenced by the growth of the sector estimated return on equity compared with estimated for 2012 by industry under research.

Table 5 - Changes industry average return on equity by the optimum structure of CSR investments compared to baseline.

Estimated return R_{OC}^{2012}	The resulting return on favorable structure of CSR investments R_{OCopt}^{2012}	ΔR_{OC}
0,230	0,239	0,009

Note that the proposed techniques - methodological framework analysis of the implementation of CSR strategies can be common, including within individual industries and enterprises on the condition of Information and efficiency of enterprises.

Conclusions:

The research had shown that the purpose of quantitative assessment of the scope and structure of investments in CSR activities appropriate to use fuzzy logic. On the basis of the specified methodology was formed optimal industrial structure CSR investments, based on international experience socially responsible practices and leading industrial companies reports.

Further studies in this field are in spread fuzzy logic models to determine the optimal structure of CSR investments for individual companies and other industries. In addition, promising research directions can be apply to the use of other indicators optimality criterion structure of social investment.

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Ключові слова: корпоративна соціальна відповідальність, теорія нечіткої логіки, КСВ-вкладення, сталий розвиток, рентабельність власного капіталу.

Ключевые слова: корпоративная социальная ответственность, теория нечеткой логики, КСО-вложения, устойчивое развитие, рентабельность собственного капитала.

Keywords: corporate social responsibility, fuzzy logic theory, CSR investments, sustainable development, return on equity.

UDC 339. 732

METHODS DEBT CRISIS IN THE WORLD ECONOMY

Тупа Д., Lecturer, Department of International Economics and International Management, Kharkiv National University of Economics.

Тюпа Д. І. Методи врегулювання боргових зобов'язань в світовому господарстві.

В статті розглядаються основні підходи та методи управління зовнішніми зобов'язаннями країни. Висвітлюються основні проблеми пов'язані з погашенням й реструктуризацією зовнішнього боргу та шляхи їх оптимізації. Виділяються методи конверсії боргу у нові активи та його формалізація. Особливо гостро постає питання регулювання зовнішніми борговими зобов'язаннями для України, в умовах посткризової трансформації економіки в цілому. Єдиний підхід щодо вирішення даної ситуації не є виправданим, тому для українського уряду безальтернативним є формування власного ефективного механізму регулювання зовнішнім боргом. Зовнішній борг складається із зобов'язань перед нерезидентами, які виникають внаслідок міжнародних позик або продажу фінансових активів за кордон. Притік зовнішніх приватних та державних фінансових ресурсів, який створює боргові зобов'язання перед нерезидентами, призводить до зростання зовнішнього боргу країни. Зовнішні позики дозволяють країні інвестувати і споживати більше, ніж виробляє її економіка. Можливість позичати зовнішні ресурси означає, що економічні агенти (фірми, уряди) країн, де існує дефіцит капіталу, можуть залучати заощадження тих країн, де є надлишок капіталу і ринкова процентна ставка нижча. Створення відповідних важелів та інститутів регулювання дозволить нашій державі забезпечити сталий економічний розвиток та вийти на відповідний рівень розвитку економіко – бізнесової сфери. Врівноважена та домовлена кооперація відповідних фінансових інституцій забезпечуватиме раціональне регулювання борговими зобов'язаннями країни та підніме її зовнішній фінансовий рейтинг.

Tupa D. Methods debt crisis in the world economy.

This paper reviews the main approaches and methods of external debt of the country. Highlights the main issues related to the restructuring and repayment of debt and how to optimize them. There are the methods of conversion of debt into new assets and its formalization. Particularly acute regulatory issues external debt for Ukraine in the post-crisis transformation of the economy. One approach to address this situation is not justified because the Ukrainian government is to form their own uncontested effective mechanism for regulation of foreign debt. External debt consists of liabilities to non-residents arising from international loans and sales of financial assets abroad. The influx of foreign private and public financial resources , which creates a debt to non-residents , leading to an increase in external debt. Foreign borrowing allows a country to invest and consume more than it produces its economy . Ability to borrow external resources means that economic agents (firms , governments) of countries where there is a shortage of capital may involve savings in countries where there is a surplus of capital and the market interest rate nyzhcha.Stvorennya appropriate instruments and institutions of regulation will allow our country to ensure sustainable economic development and enter the appropriate level of economic development - business sphere. Repayment and servicing of the public debt of Ukraine provide the Ministry of Finance of Ukraine, the State Treasury of Ukraine , National Bank of Ukraine , UkrEXIMBank as agent bank and the government authorized banks of Ukraine. Repayment of the debt is made from three main sources : from budget through reserves , privatization of ownership, with new borrowing. Reasonable and agreed cooperation of relevant

financial institutions will ensure efficient regulation of the country's debt and raise its external financial rating.

Тюпа Д. И. Методы урегулирования долговых обязательств в мировом хозяйстве.

В статье рассматриваются основные подходы и методы управления внешним обязательствам страны. Освещаются основные проблемы связанные с погашением и реструктуризацией внешнего долга и пути их оптимизации. Выделяются методы конверсии долга в новые активы и их формализация. Особенно остро стоит вопрос регулирования внешними долговыми обязательствам для Украины, в условиях посткризисной трансформации экономики в целом. Единственный подход к решению данной ситуации не является оправданным, поэтому для украинского правительства безальтернативным является формирование собственного эффективного механизма регулирования внешнему долгу. Внешний долг состоит из обязательств перед нерезидентами, возникающие вследствие международных займов или продажи финансовых активов за рубеж. Приток внешних частных и государственных финансовых ресурсов, который создает долговые обязательства перед нерезидентами, приводит к росту внешнего долга страны . Внешние займы позволяют стране инвестировать и потреблять больше, чем производит ее экономика. Возможность занимать внешние ресурсы означает, что экономические агенты (фирмы, правительства) стран, где существует дефицит капитала , могут привлекать сбережения тех стран, где есть избыток капитала и рыночная процентная ставка ниже. Створення соответствующих рычагов и институтов регулирования позволит нашему государству устойчивое экономическое развитие и выйти на соответствующий уровень развития экономико - бизнес сферы. Уравновешенная кооперация соответствующих финансовых институтов обеспечат рациональное регулирование долговыми обязательствами страны и поднимет ее внешний финансовый рейтинг.

Statement of the problem. Problems of debt settlement in the world economy is particularly relevant in terms of the intensification of the global financial crisis. Of particular importance is the problem for Ukraine, which has optimized performance and measures to repay their own debt.

Analysis of recent research and publications. Problem of the formation and restructuring of external debt is dedicated several works of scientists - economists, such as: A. Baranovsky, A. Halchynskiy, V. Geets, A. Hawryluk, N. Goncharova, O. Ivanitskaya, B. Kvasniuk, G. Klymko, V. Kozyuk, V. Kudryashov, S. Korablina, J. Lunin, S. Lutsyshyn, I. Lutii, Makogon Y., S. Mochernogo, S. Naumenkovoyi, V. Novitsky, V. Oparin, Y. Pakhomov, N. Ryazanov , A. Rummyantsev, A. Filippenko, V. Shevchuk, A. Chukhno and others.

The purpose of the article. The aim of the paper is theoretical justification for practices debt management in the global economy.

There is a number of problems in the management of debt. Sovereign state can change their laws unilaterally use immunity in respect of civil claims. In practice, there is no mechanism that defines the state failures. Enforcement or regulations concerning state is often impossible. In some countries it is forbidden to government agencies and contracts that they conclude , to be under the jurisdiction of foreign courts . [1]

Credit documentation of sovereign borrowers is similar to the documentation of commercial loans. Official loans and loans guaranteed by the government , are supposed to be payed of by the state, while for other loans the government is not responsible . The legal basis of credit - authority for a loan – is stated in the constitution, the parliamentary act. In practice, most

contracts have standard forms, in other words, the terms and conditions of the agreement are determined much earlier and the borrowers very rarely gets to express their views on the content.

With the realization of this idea in the 1990s, a number of schemes of restructuring were developed. The main ways of converting distressed debts are as debt relief, debt purchase, securitization, debt conversion.

Write-off of debt is applied only in extreme cases which arise only when foreign liabilities exceed the solvency of a country. In this situation, the state -borrower has to divert part of their GDP, necessary for national economic development, to repayment of foreign debt, which in fact becomes an additional tax on the citizens of this country. This situation does not stimulate economic growth, and an additional debt lowers incomes and inhibits national investment.

The emergence of the debt crisis is due to several factors:

- Weak legislative and regulatory framework;
- Sub-optimal structure of public debt management;
- Lack of coordination of fiscal and monetary policy;
- Lack of coordination of fiscal policy in the part of the budget deficit and public debt management policy;
- Inefficient analysis of funds utilization borrowed from external sources and so on.

In analyzing the problem, of the debt crisis it is necessary to distinguish types of debt for which the country is unable to pay. Usually there are the following:

- Bank loans;
- Bonds denominated in domestic currency;
- Bonds denominated in foreign currency;
- Debts to international financial organizations;
- Bilateral agreements under the Paris Club of creditors. [2]

Accordingly, the defaults can be declared for a type of debt. Defaults on bonds denominated in foreign currency \neg , announced quite often and in large quantities starting from the nineteenth century. Only in the first decades after the Second World War, the total outstanding sovereign liabilities decreased slightly due to the fact that the bond issue abroad was extremely difficult.

The most common cases of default on obligations declaration, are the following:

- Payments on bonds issued by sovereign borrowers and denominated in local or foreign currency, that were not carried out in full compliance with the original schedule, or proposed exchange options of the current obligations for the new ones contained conditions less favorable to the lender compared to previous arrangements;

- The Central Bank made the old national currency exchange to a new national currency with the loss of nominal value;

- Payments on bank loans were not made completely according to the original schedule or restructuring of the nominal value of the loan and/or interest on it was mandatory for creditors.

[3] Note that a default is declared, even when under the influence of the modified legislative or regulative requirements creditor banks "voluntarily" agree to restructures.

In general we can say that defaults have become an integral part of the modern system of international credit relations, prompting the international community to seek possible ways of solving this problem. A number of proposals put forward in the global economic literature, such as the Baker initiative provide for continued funding of debt without any remission or modification of the existing loan terms. Development of the other options, including Brady Plan, was stimulated by the necessity to forgive most of the debt in order to restore the conditions for the normal functioning of the borrowing country economy and thereby increase the probability of return of loan funds that remain. Between these two extreme poles are different proposals as to how to adjust relationship between the borrower and the lender through a variety of methods and mechanisms.

In a general sense lone restructuring always mean its conversion into new assets.

There are several types of conversion: conversion of the loan into new debt obligations of a longer term or into other assets – direct investments, investment in major economic and social projects, commodity supply and other assets. Such operations are determined as swaps.

To ensure the conversion of debt currently various swaps are used. These include: the conversion of debt into the ownership of the debtor country - (debt - for - equity swap); conversion of bank loans into new loans and some bonds to others that are usually of a longer term - (debt - for - debt swap); conversion of overdue interest into bonds - swap with interest capitalization; new type of debt conversion - investment in environmental restoration (debt - for - nature swaps); conversion of debt (commercial banks) into investments for development of the debtor country, such as its health, education, social programs, business development, especially small businesses , and other similar areas (debt - for - development swaps).

Paris Club has developed certain rules that are followed after reaching an agreement with the debtor country. Paris Club only holds the restructuring of the intergovernmental loans and government-guaranteed private credits for export. Debt restructuring happens due to the results of negotiations between the debtor and all members of the Paris Club. After negotiations debtors and creditors sign Agreed debt restructuring protocol (agreed Minute), which contains a number of mandatory provisions.

Threat of a debt crisis in Ukraine requires a series of preventive measures from the public debt management agencies.

Firstly, in order to improve the efficiency of the state economy policy a system of warning indicators of negative and adverse events for the economy should be establish. It is also necessary to develop the government's capabilities to conduct active operations with state debts that will not solitary increase the efficiency of public debt, but will also provide economic and financial security.

Secondly, one of the strategic directions of government policy should lie in strive to obtain an international credit rate of the investment category as soon as possible that will enable not only allow us to gain cheap financial resources to fund the promising areas of public policy, but also will increase the credit rating of the national entities. Only in this case we can expect increased investment in domestic production that will create a cumulative effect on the economy of the whole state. Strengthening Ukraine's debt sovereignty, improvement of its credit rating and international reputation can be achieved by activating the debt management process.

Third, raise of the debt security level of the country in the institutional and financial aspects should be contributed by:

- The improvement of the process of legal formation of internal and external debt: the adoption of relevant laws and regulations, including the Law of Ukraine "On State Debt";
- Determination of the optimal balance between external and domestic debt, which would be consistent with the current economic situation and strategic interests of Ukraine;
- Improvement of the procedure for determining the limit of the state debt for the current year, by introducing additional indicators of debt load;
- Defining limits of the budget use to service the debt;
- Continuous monitoring of cash flows and, where possible, conduction of the prevention of negative phenomena policy;
- Development and implementation of strategies for controlling the public debt, which will move from the practice of "patching budget" to really deliberate policy in the sphere of state debt management [4].

Conclusion. Only the application of effective debt management strategy will contribute to the efficient use of loans and the creation of the necessary conditions for the optimization of the debt capacity.

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Ключові слова: зовнішнє фінансування, боргові зобов'язання, державний борг, методологія, економічне зростання.

Ключевые слова: внешнее финансирование, долговые обязательства, государственный долг, методология, экономический рост.

Keywords: external financing, methodology, debt, public debt, economic growth.

UDC 338.246.025.2 (045)

ROAD MAPS AS METHOD OF STATE REGULATION OF INTEGRATIVE DEVELOPMENT OF AIRCRAFT CONSTRUCTION ENTERPRISES OF UKRAINE

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Янчук М. Б. Дорожні карти як метод державного регулювання розвитку авіабудівних підприємств України.

Розглянуто, що актуальним є визначення та окреслення пріоритетних пропозицій та рекомендацій щодо процесу державного управління та регулювання інтегративним розвитком авіапромислових підприємств, який забезпечить подолання обмеженого обсягу власного інвестиційного ресурсу для формування і реалізації проривних проектів у відповідних сегментах авіабудування. Відмічено, що відсутність використання таких прогресивних методик стратегічного планування, як складання дорожніх карт, у поєднанні з програмно-цільовим методом гальмує забезпечення необхідних умов для ефективного розвитку авіапромислових підприємств. Визначено, що негативною особливістю цільових програмних документів розвитку галузі є те, що із них не представляється можливим визначити, які літаки і в якій кількості необхідно мати для задоволення потреб всередині країни; яку авіаційну продукцію можна запропонувати на закордонний ринок; відсутній прогноз технічного стану існуючого парку літаків на найближче майбутнє. Представлена логіка дорожнього картування умовного високотехнологічного проекту, а також запропоновано власний варіант дорожньої карти державного регулювання за ключовими напрямками прогностичної стратегії розвитку авіапромислової галузі, виходячи із попередньо здійсненого аналізу проблем стану авіабудівної галузі. Зроблені висновки, щодо врахування ключових моментів при

реалізації програмних заходів розвитку авіабудівного комплексу України за умови використання *методу дорожнього картирування*.

Yanchuk M. Road maps as method of state regulation of integrative development of aircraft construction enterprises of Ukraine.

In the article is considered that identifying and outlining priority proposals and recommendations for process of government control and regulation of integrative development of aircraft construction enterprises that will provide overcoming limited amount of own investment resources for the development and implementation of breakthrough projects in respective segments of aviation industry is up-to-date. It is noted that the lack of use of such advanced techniques of strategic planning as drawing road maps in conjunction with target program method impedes creation of necessary conditions for effective development of aircraft construction businesses. It's determined that negative feature of the target program documents of the industry development is that it's impossible to determine which aircraft and of what quantity should meet the requirements within the country, which aviation products can be offered to the international market, there is no forecast of the technical state of existing aircraft fleet in the near future. Logic of road mapping of conventional high-tech project is presented and own version of the roadmap of government regulation in key areas of predictive strategy of aviation industry based on pre-analyzing problems is offered. Conclusions regarding consideration of key issues in implementation of program activities of Ukrainian aircraft development complex with the use of road mapping method are made.

Янчук М. Б. Дорожные карты как метод государственного регулирования интегративного развития авиастроительных предприятий Украины.

Рассмотрена актуальность определения приоритетных предложений и рекомендаций государственного управления и регулирования интегративным развитием авиапромышленных предприятий, что позволяет обеспечить преодоление ограниченного объема собственного инвестиционного ресурса для формирования и реализации прорывных проектов в соответствующих сегментах авиастроения. Отмечено, что отсутствие использования таких прогрессивных методик стратегического планирования, как составление дорожных карт, в сочетании с программно - целевым методом тормозит обеспечение необходимых условий для эффективного развития авиапромышленных предприятий. Определено, что негативной особенностью целевых программных документов развития отрасли является то, что из них не представляется возможным определить, какие самолеты и в каком количестве необходимо иметь для удовлетворения потребностей внутри страны; какую конкретно авиационную продукцию можно предложить на зарубежный рынок; отсутствует прогноз технического состояния существующего парка самолетов на ближайшее будущее. Представлен общий подход к логике дорожного картирования для условного высокотехнологичного проекта, а также предложен собственный вариант дорожной карты государственного регулирования по ключевым направлениям прогностической стратегии развития авиапромышленной отрасли Украины, исходя из предварительного анализа проблем состояния авиастроительной отрасли. Сделаны выводы относительно учета ключевых моментов при реализации программных мероприятий развития авиастроительного комплекса Украины, которые необходимо учитывать при использовании метода дорожного картирования.

Problem statement. Main objective of the economic policy of government is to carry out reforms aimed at preserving existing aviation industry potential and further development of sustainable production and demand within the country which should be reflected in specific programs, figures, events and activities approved by law. In this context relevant is defining and identifying of priority proposals and recommendations on the process of governance and regulation of integrative development aviation industry businesses that will provide overcoming limited amount of own investment resources for development and implementation of breakthrough projects in respective segments of aircraft construction industry.

But lack of unified strategic planning and control of development of aviation sector, as a system, that has a state priority of the first order, indicates missed opportunities, good governance and regulation of aviation systems and requires regulatory and legal regulation of economic power to promote efficient development of high-tech areas of aviation industry production through advanced techniques of strategic planning, one of which is the construction of road maps.

Analysis of recent researches and publications. Questions of state regulation were studying such famous Ukrainian and foreign researchers as L. Abalkin, V. Babich, S. Bru, V. Geets, S. Glazyev, V. Grinyova, B. Danilishin, A. Marshall, S. Mocherny, K. McConnel, I. Lukinov etc. Problems of state regulation of industrial production were studied in the works of V. Grinyova, S. Hlyvlenko, I. Mikhasyuk, M. Novikova, S. Rudavka, D. Stechenko, S. Zinuhova, V. Lyubimov, V. Ivanov, L. Vorotina, M. Rogoza, V. Mylnyk, B. Titarenko, V. Tchaikovskaya, S. Chernyshev, I. Chernorutsky etc. Problem and classic issues of reforming state regulation of aviation industry, ways of getting it out of crisis by improving system of state regulation and control of aviation industry complex were studied in the works of Russian scientists: V.H. Afanas'ev, B.S. Balashov, V.E. Brusilovsky, E.F. Kosychenko and national researchers and industry practitioners - Belashov E.V., Dziubenko E.M., Geets V.M., Zagorulko V.M., Kulayev J.F., Burkyns'kyi B.V., Grigoriev G.S., Zheryzh J., A.I. Sukhorukov, Shchelkunov V.I., M'yalytsa A.M. and others. However at present there is no single answer to the question of what should be government regulation of industrial sector in Ukraine and which model of its implementation in the domestic economy. Comprehensive approach to the implementation of organizational-economic mechanism of regulation of the aviation industry is not developed. Therefore there is an urgent need to resolve this pressing problem.

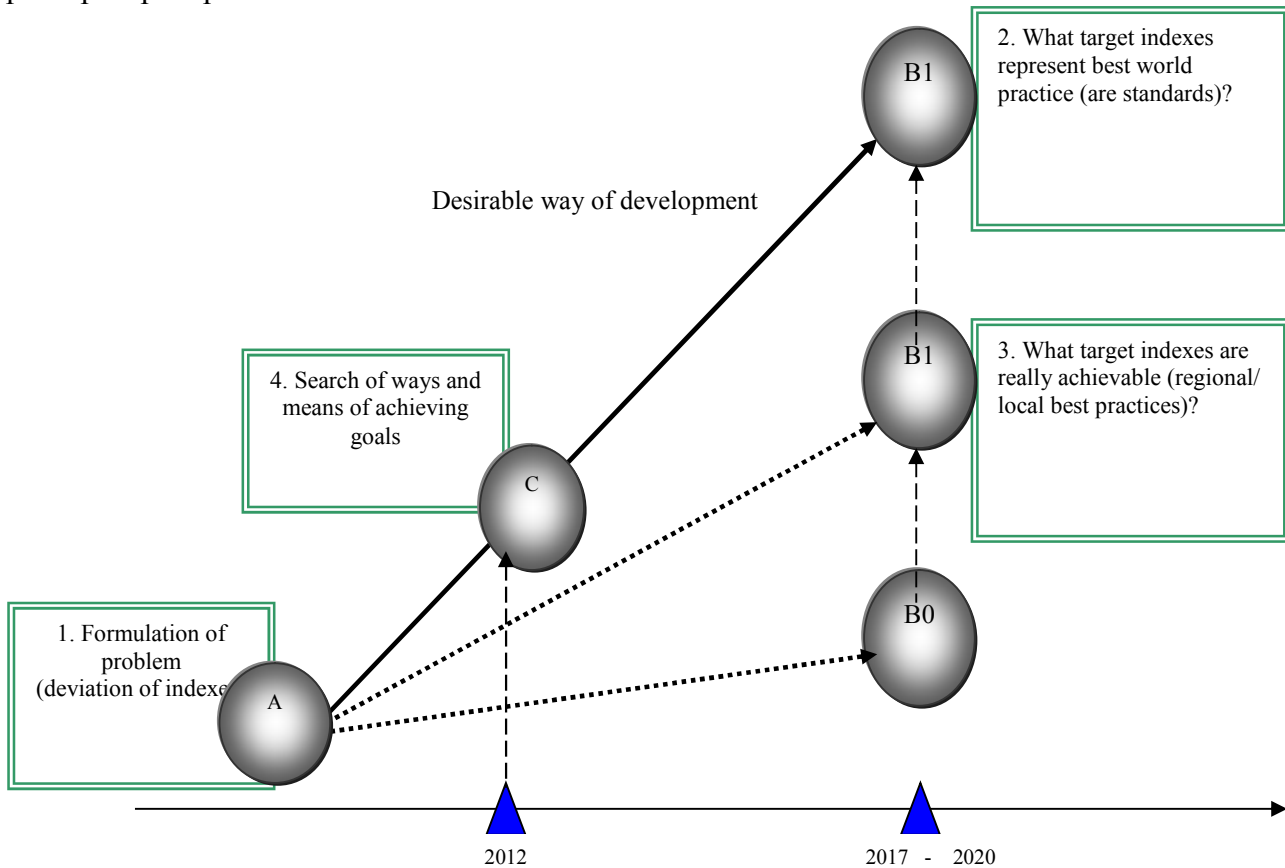
Goal of an article. Purpose of this study is to solve problems of governance and regulation of aircraft construction complex associated with creation of favorable conditions and integrative development of industry enterprises on the basis of completion of formation processes and development of concept and targeted development programs of national aviation complex with use of roadmaps method.

Main material. State regulation classically occurs within the paradigm of program budgeting through the development of relevant state target programs (STP) of the domestic airline industry for a period of time, responsibility for which rests on the appropriate government agency authorized to regulate and manage aviation industry and which, in fact, is ordering works to be implemented. Essence of target-program method is selection of key development goals, development of related measures to achieve them on schedule while ensuring sustainable resource management based on their effective use. And the effectiveness of target-program method is achieved through organizational and economic mechanism of orientation of intermediate targets for outcomes, strengthening horizontal linkages across the life cycle concept, design and creation of advanced technologies, products and systems based on multivariate analysis of conditions of work and performance of individual stages consistent with the objectives and economic indexes of program performance, motivation of contractors, centralization of control in the hands of the leaders of the program etc.

However despite the fact that target-oriented planning methodology allows development of plan starting from assessment of final needs based on development goals, with further search and identifying effective ways and means of achieving them and resourcing, review and study by us of these programs reveals that they are in their content more economical declarations than legal acts, because they have no specifics needed, detailed calculations and scenario development, in addition, there is a constant underfunding, and as a result, failure of realization of these programs. In addition negative feature of the abovementioned target program documents of the industry is that it's not possible to determine with them which aircraft and of what quantity should be to meet the requirements within the country; what aviation products can be offered to the international market, there is no prediction of technical state of existing fleet of aircraft in the near future.

In view of the abovementioned shortcomings of normative legal regulation of economic issues aimed at promotion of efficient development of high-tech areas of aircraft construction production as well as for the realization of the mentioned above areas of improve governance and regulation in terms of methodology, we propose amendments of formation and development pocesses of the concept and target programs of development of national aviation complex with the method of road mapping based on drawing road maps as a tool for visual representation of phased scenario of industry development or individual enterprises that will provide comprehensive approach to reform all parts of aviation industry, air transport system and aviation infrastructure. Logic of road mapping of conventional high-tech project is presented in figure 1.

Using method of road mapping as a tool of state regulation one can prognostically link in time state measures with effective development of aviation industry. Thus future projected state of the object is given by the expert, and only road map clearly shows the way to achieve it. Road mapping based on collecting of expert information about product, technology, industry, etc., allows to predict future variations in the ways of object development, linking together vision, strategy and plan of its development in time and builds basic steps of this process by the principle "past-present-future".

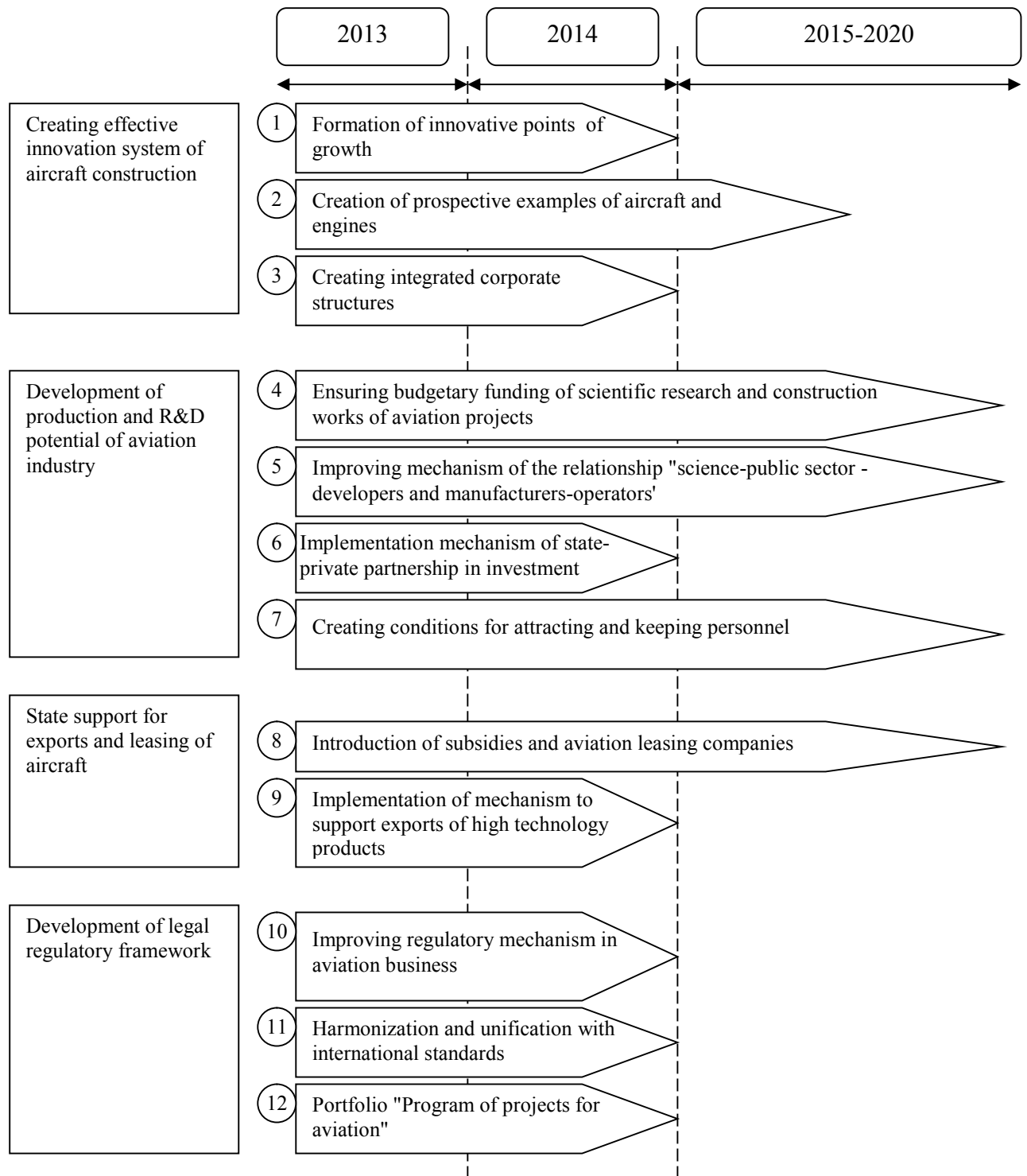


Pic 1. Common logic of road mapping

It is also important to understand that road maps are product of collaborative work of business representatives and state, synthesis of responses to the current challenges that business environment faces, and at the same time, a reflection of the limits of government control and system constraints that are set by state executive agencies, and illustrate transition stages from current state to the phases of development in the long run due to synchronous development of technology, products, services, business and market.

Main advantage of this method is development of coherent vision of long-term goals of industry or company development, browsing not only scenarios but also their potential

profitability and selection of optimal paths from the point of view of resources consumption and economic efficiency. Method of roadmaps can be realized in different ways, making emphasis as well as on technology (technology push) as on market (market pull) aspects. Depending on the objectives of study there may be different types of roadmaps – product cards (product planning), maps for planning programs (program planning) and processes (process planning) and others. [1,5]. As a concluding information on this issue we propose a variant of the roadmap of government regulation in key areas of predictive strategy of aviation industry development based on the earlier performed analysis of the problems of aircraft construction industry (Fig. 2)



Pic. 2. Integrated roadmap of state regulation of aircraft construction industry development (developed by the author)

Conclusions.

1. In given context using of road mapping method with the necessary state regulation of providing resources for activities of development of aircraft construction complex of Ukraine, following points should be considered:

- real situation in financial and public sector both regionally and at the state level;
- current state of aircraft construction complex of Ukraine;
- need to implement specific programs, projects and activities in the development of aircraft manufacturing sector as well as achieving the strategic goals;
- high economic and system-creation significance of aircraft construction enterprises sector;
- existence of multiplier effect on the economics due to development of innovative aircraft manufacturing sector;
- possibility of self-financing of programs, projects and activities under development due to effects of previously implemented ;
- general economic conditions, industry and macroeconomic forecasts.

2. It should be noted that at the industry level concept of aviation complex should be based on the condition that after a certain time (e.g. 10 years) aviation complex will provide a return of public investment and cost coverage of temporary privileges and preferences provided for this period.

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Ключові слова: програмно-цільовий метод, стратегічне планування, дорожня карта, авіаційний комплекс, державне регулювання.

Ключевые слова: программно-целевой метод, стратегическое планирование, дорожная карта, авиационный комплекс, государственное регулирование.

Keywords: program-target method, strategic planning, road maps, aviation complex, state regulation.

УДК 669:658.5.011.46

FEATURES SUBSTANTIATION OF DIRECTIONS OF INCREASING SOCIAL RESPONSIBILITY AND PERFORMANCE OF LARGE METALLURGICAL ENTERPRISES ON THE PHASE OF BUILDING SUSTAINABLE DEVELOPMENT OF BUSINESS AND SOCIETY

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Гончар В. В. Особливості обґрунтування напрямків підвищення соціальної відповідальності та ефективної діяльності великих металургійних підприємств на етапі побудови стійкого розвитку бізнесу та суспільства.

В статті запропоновано концепцію соціальної відповідальності (КСВ) підприємства з метою висвітлення особливостей обґрунтування напрямків підвищення соціальної відповідальності та ефективної діяльності великих металургійних підприємств на етапі побудови стійкого розвитку бізнесу та суспільства при реалізації виявлених та впроваджених структурних змін господарюючих суб'єктів. Головними складовими цієї концепції є результати урахування: наслідків запровадження інтеграції соціальних, економічних та екологічних принципів стійкого розвитку в стратегію та операційну діяльність господарюючого суб'єкту; використання стимулів КСВ; синергетичного ефекту, взаємовигідного співробітництва підприємства – регіону – держави; можливостей випереджаючого управління та урахування очікуваних як внутрівиробничих, так і зовнішньоекономічних ризиків; підсумків створення культури бережливого відношення до складових виробництва та персоналу; взаємовигідної взаємодії із споживачами продукції в рамках КСВ; розвитку кваліфікованих керівників для роботи на ключових позиціях; зазначених заходів до ефективного використання ключових показників управління виробництвом в умовах стратегічних змін на підприємстві.

Gonchar V. Features of reasons for the directions of social responsibility increasing and the big metallurgical effective activities entities at a stage of creation of business and society sustainable development.

In the article the entity concept of social responsibility (CSR) for the purpose of revelation of features of reasons for the directions of social responsibility increasing and effective activities of the big metallurgical entities at a stage of creation of a sustainable development of business and society is offered in case of implementation of the revealed and implemented structural changes of accounting entities. The main components of this concept are results of accounting: consequences of integration input of the social, economic and ecological principles of a sustainable development in strategy and operating activities managing to the subject; use of incentives of KSO; synergy effect, mutually beneficial cooperation of the entity - the region - the state; opportunities of advancing management and accounting expected both intra production, and the external economic risks; results of creation of culture of the economical relation to production and personnel components; mutually advantageous interaction with consumers of products within CSR; to development of skilled heads for work on key positions; noted actions to effective use of key indicators of production management in the conditions of strategic changes at the entity.

Гончар В. В. Особенности обоснования направлений повышения социальной ответственности и эффективной деятельности больших металлургических предприятий на этапе построения устойчивого развития бизнеса и общества.

В статье предложена концепция социальной ответственности (КСО) предприятия с целью освещения особенностей обоснования направлений повышения социальной ответственности и эффективной деятельности больших металлургических предприятий на этапе построения устойчивого развития бизнеса и общества при реализации выявленных и внедренных структурных изменений хозяйствующих субъектов. Главными составляющими этой концепции являются результаты учета: последствий ввода интеграции социальных, экономических и экологических принципов устойчивого развития в стратегию и операционную деятельность хозяйствующего субъекту; использование стимулов КСО; синергического эффекта, взаимовыгодного сотрудничества предприятия - региона - государства; возможностей опережающего управления и учета ожидаемых как внутривыгодных, так и внешнеэкономических рисков; итогов создания культуры бережливого отношения к составляющим производства и персонала; взаимовыгодного взаимодействия с потребителями продукции в рамках КСО; развитию квалифицированных руководителей для работы на ключевых позициях; отмеченных мероприятий к эффективному использованию ключевых показателей управления производством в условиях стратегических изменений на предприятии.

Formulation of the problem. Among the major trends in the development of modern society is one of the main places occupied by those associated with the transition of a number of functions that have traditionally implement social state, big business. Particularly effective, these trends can be traced from the beginning of the 1990s. On the one hand, society in developed countries was to bring higher requirements for corporate social responsibility. On the other hand, representatives of business and themselves came to the need for recognition and enforcement of these requirements. Through a series of objective conditions that determine the state of modern society, corporate social responsibility has become one of the factors of competitiveness of the company. Particular importance is the social responsibility of business in the global financial and economic crisis. If during the economic boom, many companies consider socially responsible policies as a cost-effective way to invest in your own image, in the new conditions of purely economic efficiency of such investment becomes, at least, questionable. It highlights the social aspects of corporate social responsibility. Economic processes accompanied by social dash, namely: in a crisis, which is accompanied by the widespread decline in production, reduction of production capacity, plant closures, job reduction emerging social risks is of particular relevance. The solution to this problem is possible only in conditions of socially responsible business. That's why today more than ever before were in demand as the accumulated experience of previous years of social responsibility modernization, and that is the basis of this experience, conceptual and theoretical apparatus of socially responsible business.

Analysis of recent research and publications. An important contribution to the formation, development and study of regional characteristics socially responsible approach to the management of production activities have made domestic and foreign scientists as: I. Akimov, Yu good, T. Bredgard, P. Drucker, F. Evdokimov, A. Carroll, P. Kotler, S. Litovchenko, M. Meskon, J. Moon, G. Nazarov, L. Nancy B. Nizhnik, Osinkin A., Y. Saenko, A. Filipchenko and others. Development, implementation, management and evaluation of performance measures of social responsibility investigated in the works of S. Buko, S. Ivchenko, P. Kalita, A. Klimenko, N. Krichevsky, M. Liborakina, V. Paniotto In . Sadiq, M. Starodubskaya, and others.

Unsolved problem. The content analysis of domestic and foreign scientists shows that currently remains unresolved a number of questions relating to the determination of the ways of increasing the effectiveness of socially responsible activities, search systems assess the level of corporate social responsibility, stakeholder involvement in the processes of monitoring and evaluation of socially responsible activities, development of a mechanism for the formation of corporate social liability companies. According to the insufficiency of the development of these issues, their relevance and practical significance led to the choice of theme, there was defined a goal, the task, the subject and object of research.

The purpose of the article. The aim of the article is to analyze the effectiveness and identify practical recommendations for the implementation of corporate social responsibility in the management of metallurgical holding. Basic material research. The urgency of developing the concept of socially responsible business is rising sharply amid the global economic crisis, when one of the dominant trends in the development of production is the trend of mass restructuring, which is fully revealed in the Ukrainian economy. Globalization has deprived domestic producers hope to protect themselves from global competition by national borders. In order to survive in today's conditions, they were forced to transform into a company, or international level, or to curtail production capacity and output financial assets. And one of the leading representatives of big Ukrainian business is Metinvest Group.

The concept of social responsibility of Metinvest is based on the integration of social, economic and environmental principles of sustainable development into the strategy and operations of the company. As a responsible corporate citizen, the company considers it necessary to take responsibility for their actions and to assess their potential impact on the local community of the final decision to voluntarily contribute to the development of the local community, engage in an open constructive dialogue with all stakeholders to implement the principles of sustainable development into all aspects of business. The company has identified priority areas for further development of socially responsible activities: provision of industrial safety and labor protection; environmental protection; social support and development staff; improving the quality and efficiency of the company's social responsibility (interaction with the local Commonwealth). In the structure of Metinvest there was provided a multilevel distributed control system of socially responsible activities. Development of a strategy of socially responsible activities and monitoring implementation are put on the Supervisory Board and the Management Board. Implementation of strategies for administrative hierarchy by individual functional units at the level of a company that manages, and at the level of the Group. All projects in the field of social responsibility is coordinating the company that manages. Programs and budgets that are relevant to this area formed and approved directly by enterprises and are an integral part of their business plans.

As part of the social partnership strategy developed social investment (Table 1). The initiative to develop a strategic vision of "Enterprise 2020" should reflect the social role of business in Ukraine and to give an answer to a question that society sees its vector of movement, social and environmental perspectives in a decade - in 2020. The main objectives of the project: to summarize the experience of strategic planning the most successful companies of Ukraine; develop a national model of cooperation between business and society in which the company will try to take into account social and environmental issues in the development of their business strategies. Sustainable development of business and society threaten the following features: - The nation's health and education: lack of staff able to work effectively in difficult conditions; inability of workers to adapt to modern working conditions:

- Infrastructure development of the regions: the impossibility of efficient logistics and increased transportation costs; deterioration in the quality of life in the regions of operation.
- The labor market: lack of qualified personnel; shortage of skilled support services.
- Technological readiness: equipment and technologies that need to be modernized; availability of modern manufacturing and IT technologies.
- Innovation: the inability to meet the growing demand for quality; lagging behind the competition in the production of new products.
- Ecology: rising costs through environmental regulations; lack of natural resources and converted to production.

Table 1 Strategy of the social investing

Whole strategies	Task of strategy	Activities in 2011-2015
Systematic character and transparency	Development of only rules and approaches for enterprises and society	Regulation and policy of the social investing

	Work within the framework of agreements about a collaboration	Passing to the only format of collaboration
	Estimation of the programs which are realized	Development and introduction of methodology of estimation of efficiency of the programs
Strategic development	Development (addition) of long-term strategies of steady development of cities	Development of strategies of steady development of cities of presence
		Program of health protection of workers of company and city-dwellers
	Passing to the strategic programs of social partnership	Programs of reconstruction and creation of comfort terms of residence
	Creation of favorable terms for development of environment	Programs of assistance to development to small business and bringing in of investments
Development of society in a social management by cities	Expansion of co-operation from stakeholders	Realization of series of the debatable meeting is in regions
	Realization of the programs with bringing in of local community	Realization of the corporate social programs
	Development of institutional possibilities of local authorities	Realization of the programs of studies

Sustainable development helps to minimize these risks. Sustainable development principles laid down in the strategic vision and values of Metinvest. The company aims to become the leading integrated steel producer in Europe, which shows steady growth and profits, regardless of the economic cycle, and investors who ensure return on investment is higher industry averages. Solving problems of CSR in certain strategic initiatives: 1) Development and implementation of technology strategy, optimizing the quality of the raw materials used, modernization (pollution prevention, rational use of resources, climate change mitigation, protection and renewal of natural habitat.) 2) Development and implementation of lean manufacturing program (creating value for customers, attraction, education and staff development, ensuring a safe workplace, reduction of resource consumption). 3) Increased focus on customer sales function (protection of consumer health and safety, service and after sales support of consumers, education and awareness, attracting key customers). 4) HR initiatives: Talent Management System (development of the professional capacity of employees, training in the workplace, creating a culture based on a single value, the creation of employment and skills development, ensuring an effective system of social protection of workers). 5) Introduction of best practices functional business support (ethical business practices, protection of health and safety in the workplace; a modern approach to social investment (local community) [45]. Introduction of new technologies will reduce the burden on the environment and significantly reduce energy intensity. For all the objects that are being built and reconstructed again, achieving planned European level actions on the environment.

The main task in the energy sphere the reconstruction of units, upgrade turbines, installation of equipment to clean emissions. The main areas of investment in the coal mines - the purchase of modern mining equipment and improving processes. Smelters invest primarily in the reconstruction and modernization of the sintering blast furnaces with a gradual decommissioning of coke batteries and open-hearth furnaces. Overhaul of the equipment heat stations and steel mills, installation of cleaning equipment reduce the amount of dust and pollutants and approximate time when the company SCM Group will be able to achieve European standards on emissions. The new equipment allows the use of modern technology. At recent time, at the

metallurgical enterprises of Metinvest there were implemented technologies, which allow to reduce the use of natural gas and coke in iron smelting. It is planned to them later at Yenakiyevo Steel Plant. When implementing technology strategy planned to eliminate or significantly minimize more than 80% of the existing environmental risks high level of 60% average and 55% low. Mechanisms to improve: all the new technological equipment is built with the best European practices and a set of modern purifiers, reconstruction of environmental systems (gas cleaning, recycling systems, and so on), briquetting and reuse of production waste, recycling of metallurgical wastes. Improving energy efficiency in factories of Metinvest will be achieved through the following technical solutions: the transition from the open hearth furnaces, the transition to a continuous pouring of steel, quality installation of engines and high-efficiency reasons, the installation of new energy (steam, electricity), the installation of the power plant. Active work with young professionals, supported by the interaction of the university and local schools. This partnership enhances the quality of educational standards, promotes the development of alternative methods of training young professionals and improve the quality of the selection of young professionals who are attracted as future employees, on a competitive basis.

Table 2 is Co-operating with consumers within the framework CSR

Direction of CSR	Done steps
Principles and approaches	- Accepted policy on work with key clients.
Exchange by information, bringing in and increase of awareness	- Inculcated procedure of realization technical visits and audits. - General conferences are conducted. - Started new web-portal of Metinvest.: additional information; quality and T. certificates and.
Providing of safety	- Providing of all levels of verification of products in accordance with the legislation of Ukraine. - Certification of products of all enterprises in accordance with REACH. - Work is conducted on European Regulation of CMP (classification, marking, packing).
Upgrading of products and satisfaction of consumers	- The Market groups function on the types of product (discussion of basic parameters and quality of product, producing of new types of products) which is produced.
After sale service	- Realization of general conferences with the representatives of suppliers, consumers and independent inspectors. - Regular exchange by ideas by means of questionnaire. - Created new service of technical support and after sale service of customers.

Into a company there is control system by talents. Her aim consists in providing of system preparation and development of skilled leaders for work on key positions which realize strategic whole companies effectively.

The having a special purpose model of studies is worked out in Metinveste, where under every level of management there is the program of studies and development. Manager's studies are sent to preparation of effective managers of middle link; conducted on regular basis on only standards, worked out at the level of holding. The studies of top management and skilled reserve are conducted on the individual programs, key competences sent to development.

The combined volume of charges on the personnel of all enterprises of Group in the first half-year of 2011 exceeded 3,6 milliards of hryvnias and grew as compared to an analogical period last year more than on 45% in connection with the increase of amount of enterprises

(PJSC “Ilych Iron and Steel works of Mariupol”, Komsomol Mining) and general height of salaries in a company, which in relation to 2010 on the Ukrainian enterprises of Group laid down 15% and more than on the third passes ahead the rates of height of salaries on Ukraine (11%). The increase of quantity of personnel of the Ukrainian enterprises of Group balanced the middle index of salary, which laid down 4012 UAH for the first half of year, that more than on 60% exceeds a middle salary on Ukraine (from data of Government service of statistics a middle salary on Ukraine for analogical period laid down 2495 UAH).

An increase of level and quality of life of people is in the regions of presence of company - the constituent of social strategy is important. Investments in realization of the programs of development of regions - one of the most effective mechanisms of the social investing. In the first half-year of 2011 to these aims the 19,5 million Investment UAH. was sent in the municipal objects of infrastructure in the first half-year of 2011 laid down a 2,7 million UAH. Only in 2011 the volume of social investments in development of cities laid down 47 millions 199, 57 thousand UAH.

During realization of drawn up plans and programs of strategic development of both enterprise of Metinvest there is holding» and on other managing subjects and determination of efficiency of select variant it is expedient to use the analytical index of EBITDA, which equals the volume of income to deduction of charges on tax payment, percents and accrued depreciation. An index is used for making a comparison with branch analogues, allows to define efficiency of activity of enterprise regardless of his debt before different creditors and state, and also from the method of charging amortization.

The drawn an up plan of strategic development of enterprise can be acceptable, if value EBITDA prognosis > 0 . The drawn an up plan of strategic development of enterprise can be acknowledged by effective, if adheres to next equalization:

$$\frac{З_{\text{мод}}}{EBITDA_{\text{прогноз}} - EBITDA_{\text{база}}} \leq 4, \quad (1)$$

where $З_{\text{мод}}$ - are charges on modernization.

For the receipt of value EBITDA prognosis it is necessary to define the value of the forecast volume of realization and take away from this sum charges which feel like more dynamic changes, namely: charges from material resources, charges from fuel and energy resources, charges on payment of labor and ecological payments. Other charges which are taken into account at the calculation of index of EBITDA, it is possible to consider a constant at the level of sums, taken into account at the calculation of base value EBITDA.

Taking into account set by the plan of strategic development of indexes (production volumes, norms of expense, prices and others like that), calculation of the forecast volumes of realization of charges from material resources, from fuel and energy, from payment of labour, from ecological payments it is suggested to conduct on next methodology:

Realization is in the forecast period

$$P_n = P_{\delta} * I_{\text{цп}} * I_{\text{qn}}, \quad (2)$$

where P_n is an amount realized in the forecast period;

P_{δ} - an amount realized is in the forecast period;

$I_{\text{цп}}$ - index of price change on products accordingly with the prognoses of the authorized state institutes;

I_{qn} - an index of change of production (realization) of goods volume is in a calculation period, pre-arranged by the enterprise of relatively strategic plan of development.

In turn P_n settles accounts as a middle index of sums of great number of price changes on the concrete type of products and part of this type of products in the general volume of realization in a base period:

$$I_{pn} = \sum_{i=1}^n \overline{I_{pn}_i * q_i}, \quad (3)$$

where I_{pn} is an index of changes of cost of i of n type of products;

q_i - fate of this type of products in the general volume of realization in a base period.

The index of change of production volume settles accounts as a middle index of sums of great number of changes of production of concrete type of products and part of this type of products volume in the general volume of realization in a base period:

$$I_{qn} = \sum_{i=1}^n \overline{I_{qn}_i * q_i} \quad (4)$$

where I_{qn} is an index of changes of production of i of n type of products volume;

q_i - fate of this type of products in the general volume of realization in a base period.

Charges of material resources are in the forecast period:

$$ЗМ_n = ЗМ_б * I_{um} * I_{nm} * I_{qn}, \quad (5)$$

where $ЗМ_n$ is a sum of charges on material resources in a base period;

I_{um} - index of price change on material resources in the forecast period accordingly with prognoses, authorized on that state institutes;

I_{nm} - index of change of norms of expense of material resources, pre-arranged by the enterprise of relatively strategic plan of development.

In turn $ЗМ_n$ settles accounts as a middle index of sums of great number of price changes on the concrete type of material resources of products and part of this type of resources in the lump sum of charges of material resources in a base period:

$$I_{um} = \sum_{j=1}^n \overline{I_{um}_j * q_j}, \quad (6)$$

where I_{um} is an index of changes of cost of j of n type of resource;

q_j - fate of this type of resource in the lump sum of charges of material resources in a base period.

I_{nm} - settles accounts as a middle index of sums of great number of changes of norms of charges on the concrete type of material resources and part of this type of resources in the lump sum of charges of material resources in a base period:

$$I_{HM} = \sum_{j=1}^m \overline{I_{HM_j} * q_j} \quad (7)$$

where I_{HM} is an index of changes of norms of charges of j of th type of resources;

q_j - fate of this type of resource in the lump sum of charges of material resources in a base period.

Charges of fuel and energy resources are in the forecast period:

$$3ne_n = 3ne_{\bar{o}} * I_{yne} * I_{hne} * I_{qn}, \quad (8)$$

where \bar{o} is a sum of charges of fuel and energy resources in a base period;

I_{yne} - index of price change on fuel and energy resources in the forecast period accordingly on the prognoses of empowered on that state institutes, settles accounts as middle, coming from on the concrete type of fuel and energy resources and part of this type of resources in the lump sum of charges from fuel and energy resources in a base period;

I_{hne} - the index of change of norms of expense of fuel and energy resources, set by the enterprise of relatively strategic plan of development, settles accounts as middle, coming from on the concrete type of energy resources and part of this type of resources in the lump sum of charges from fuel and energy resources in a base period

Charges on payment of labor in the forecast period:

$$3zn_n = 3zn_{\bar{o}} * I_{zn} * I_q, \quad (9)$$

where \bar{o} are charges on payment of labor in a base period;

I_{zn} - an index of height of salary is in the forecast period. This index can be accepted at the level of the forecast index of inflation, or from correction coefficients to the index of inflation, which, for example, was folded on an enterprise for the last 2-3, which are preceded to beginning of calculations of plan of strategic development, or in industry on the whole;

I_q - index of change of quantity of workers, forecast by an enterprise according to plan of strategic development.

Ecological charges (ecological tax) are in the forecast period:

$$En_n = En_{\bar{o}} * I_{en} * I_{3e} * I_{qn}, \quad (10)$$

where En_n is a sum of charges of ecological tax, charged extra to the enterprise in a base period;

I_{en} - index of change of norms of paying forecast in accordance with a current legislation for extras, upcasts, placing of contaminants.

I_{3e} - index of change of extras, set by the enterprise of relatively strategic plan of development.

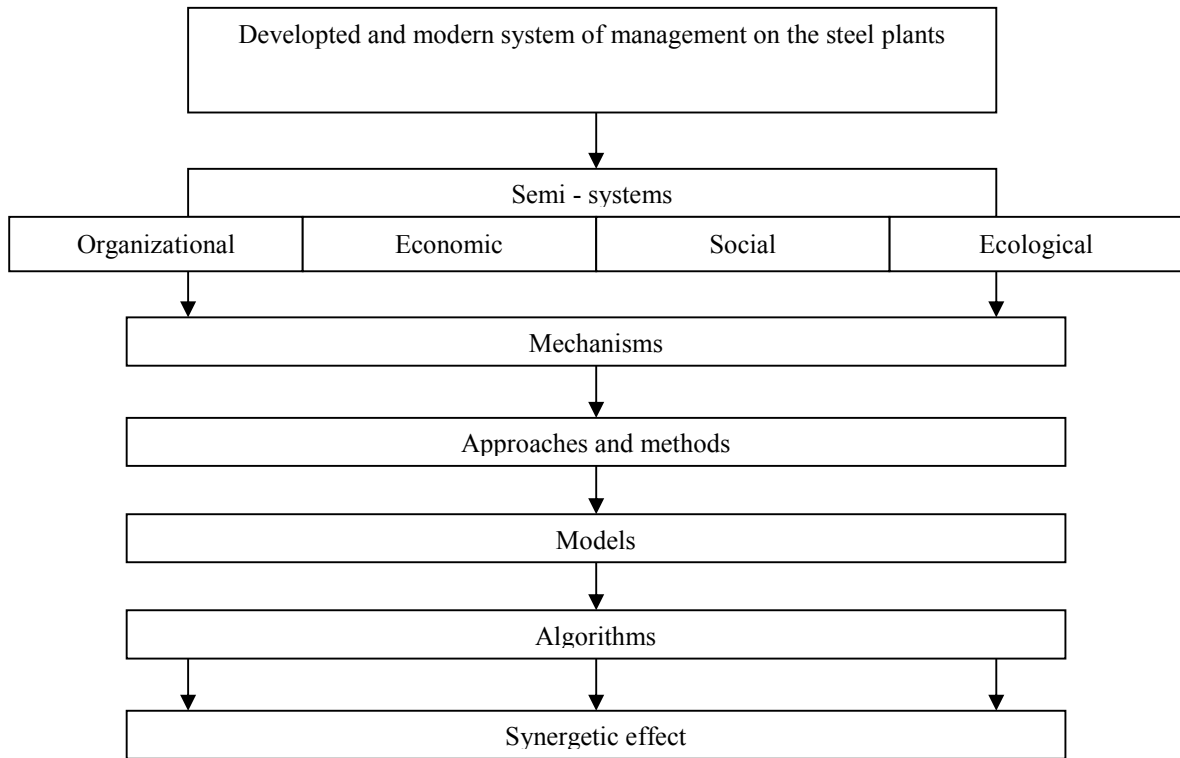
Coming from higher offered approach near calculations, forecast value of index, EBITDA forecasting can be got as follows:

$$EBITDA_n = P_n - 3M_n - 3ne_n - 3zn_n - En_n - 3\sigma, \quad (11)$$

where $EBITDA_n$ are charges at the level of base, which set to the constant.

Thus as a result

Input of developed control system on the enterprises of metallurgy provides the receipt of sinergistical effect of their activity strategic changes and to the increase of competitiveness of выпускаемой products.



Pic. 1. Constituents of developed control system by strategic changes on metallurgical enterprises

Conclusions: Providing of competitiveness and economic efficiency of enterprises of oil and gas industry assumes the decision of row of tasks of operative management technological processes (TP) and productions on the indexes of goods quality (GQ) and indexes of technical and economic efficiency (TEE). It is special actual for already a long ago working productions.

The indexes of economic efficiency of enterprise can be examined as a composition relation of aggregate of technical, technological, economic, ecological and social descriptions of production, related to the process of receipt of the finished good. Thus a composition relation determines functional dependence of TEE from this aggregate on all stages of life cycle of the automated technological complex (ATC). In the article the task of formalization of procedure of modernization of ATC of enterprises of metallurgical industry and set ways of her decision is put: it is suggested to distinguish modernisation in the separate stage of life cycle of ATC, as she is not obligatory and sent to the receipt of additional economic effect; offered methodology of ground of necessity of modernisation of ATC on the basis of estimation of potential additional profit and charges on realization of modernisation; considered principles and methodical aspects on the base of which possible realization of methodology as a project.

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Ключові слова: промислові підприємства, корпоративна соціальна відповідальність, стратегічні зміни, чорна металургія.

Ключевые слова: промышленные предприятия, корпоративная социальная ответственность, стратегические изменения, черная металлургия.

Keywords: industrial enterprises, corporate social liability, strategic changes, ferrous metallurgy.

УДК 658.5.001.895

OPERATIONAL QUALITY MANAGEMENT ON ENTERPRISES WITHIN THE REALIZATION OF ITS INNOVATIVE DEVELOPMENT

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Калінін О. В. Операційний менеджмент якості на підприємствах в межах реалізації його інноваційного розвитку.

У статті проведено аналіз необхідності вдосконалення системи операційного менеджменту якості для посилення конкурентоспроможності підприємства. У сучасному світі невід'ємними частинами ефективного управління виробничими бізнес процесами стає організація, і розвиток операційного аудиту і проведення достовірного моніторингу ключових процесів і усієї системи менеджменту підприємства відповідними керівниками на своєму рівні відповідальності. В якості базової моделі системи управлень обрана система менеджменту якості (СМК), регламентована вимогами стандартів ІСО серії 9000. Для проведення моніторингу СМК застосовують такі механізми як операційний аудит (виконується на виконавському рівні), самооцінку процесів СМК його власниками (відповідальними за кінцевий результат посадовцями) і вищим керівництвом підприємства, внутрішній аудит (націлений на вдосконалення видів діяльності, що перевіряються), аналіз «витрат на якість». Операційний аудит розглядається як складова моніторингу, міра відповідності фактичних параметрів операцій (складових операцій або

потрібних для процесу ресурсів) встановленим в нормативній документації і адекватність підсумкових результатів зробленої виконавцями корекції несприятливих ситуацій, відомості про яких накопичуються і із заданою періодичністю з, доводяться до відома відповідального менеджера.

Kalinin A. V. Operational management of quality on enterprises within the limits of realization of its innovative development. .

In the article the analysis of necessity of perfection of the quality operating management system is conducted for strengthening of competitiveness of enterprise. In the modern world by inalienable parts of effective management productive business organization, and development of operating audit and realization of the reliable monitoring of key processes and all system of management of enterprise performers, becomes processes by corresponding leaders at the level of responsibility. As a base model of control system the of quality management system (QMS), regulated by the requirements of standards of ISO 9000, is chosen. For realization of monitoring of QMS an author applies such mechanisms as operating audit (executed at performance level), self-appraisal of QMS processes by its owners (by accountable for end-point public servants) and top management of an enterprise, internal audit (aimed at perfection of the checked up types of activity), break-down of «expenses on quality». An operating audit is examined as a monitoring constituent, fixative degree of accordance of actual arguments of operations (making operations or resources required for a process) set in normative- documentations and adequacy of aggregate results of the correction of unfavorable situations undertaken by performers, information about which accumulate and with the set periodicity with, are taken to taking of responsible manager.

Калинин А. В. Операционный менеджмент качества на предприятиях в пределах реализации его инновационного развития.

В статье проведено анализ необходимости совершенствования системы операционного менеджмента качества для усиления конкурентоспособности предприятия. В современном мире неотъемлемыми частями эффективного управления производственными бизнес процессами становится организация, и развитие операционного аудита исполнителями и проведение достоверного мониторинга ключевых процессов и всей системы менеджмента предприятия соответствующими руководителями на своем уровне ответственности. В качестве базовой модели системы управления выбрана система менеджмента качества (СМК), регламентированная требованиями стандартов ИСО серии 9000. Для проведения мониторинга СМК применяются такие механизмы как операционный аудит (выполняется на исполнительском уровне), самооценку процессов СМК его владельцами (ответственными за конечный результат должностными лицами) и высшим руководством предприятия, внутренний аудит (нацеленный на совершенствование проверяемых видов деятельности), анализ «затрат на качество». Операционный аудит рассматривается как составляющая мониторинга, фиксирующая степень соответствия фактических параметров операций (составляющих операций или требуемых для процесса ресурсов) установленным в нормативной документации и адекватность итоговых результатов предпринятой исполнителями коррекции неблагоприятных ситуаций, сведения о которых накапливаются и с заданной периодичностью с, доводятся до сведения ответственного менеджера.

Statement of the problem lies in the necessity to disclose the nature, content and task monitoring and operational audit of QMS on the industrial enterprise, specifying their role as part of enterprise management systems, as well as the need to analyze the effectiveness of the quality management systems, including the assessment of the actual state and the preconditions of development no the QMS basis of reliable monitoring and operational audit. Current market conditions focus on the competent organization and conduct periodic monitoring of key manufacturing and business processes of the enterprise with a view to the timely adoption of the necessary corrective measures to reduce and prevent the loss of the company and its customers

from all sorts of inconsistencies across the unfavorable development of the current situation. The system of quality management (QMS) constructed on the basis of existing standards ISO 9000 is a good basis for the creation of effective mechanisms to manage any industrial undertaking (regardless of its type, size and develop their products) and correction of inconsistencies in production and business processes. These and other issues related to the construction, documentation, operation, monitoring and development of quality management systems that are now becoming not only theoretical but also practical importance for any industry. The significance of the above mentioned problems for the national economy and management, as well as a number of unresolved theoretical and practical tasks in the formation and implementation of operational audit on the level of performance monitoring and management systems at the levels of management of industrial enterprises.

Analysis of recent research and publications about a problem. Perspective to find effective models of control systems (management), and to lay down the parameters estimates of their components, information and psychological approaches to the management since the beginning of the XX century were engaged and continue to engage in a lot of practice - managers and researchers: I. Ansoff, N.T. Belukha, B.L. Bentsman, . G.A. Vasilev, V.G .Versan, N.A. Turns, G.P. Voronin, J.P. Womack, J. Juran, E. Deming, B.A. Dubovik, G. Gant, A.V. Glichev, E.A. Gorbashko, A.V. Gugel, K. Isikava, I.S. Kannegiser, V.A. Katchalov, I. Kobayasi, T. Konti, F. Krosbi, A.B. Lapin, V.A. Lapidus, V.M. Larin, D. McGregor, F.U.Taylor, G.A.Titorenko, E. Vilson, A. Fayolle, R. A. Fathutdinov, A. Feigenbaum, G. Ford, D. Harrinkton, AV Sheer, AD Sheremet, W. Shewhart, N.S. Yashin and others who offer their approaches, the model control systems and the organization of production in order to improve product quality and optimization - productivity of workers and managers, specified the nature and composition of the different concepts of the mechanisms of control and monitoring methodology for individual instruments of production and business processes, enterprise management systems .

Branch unsolved problem. It should be noted that, despite the numerous scientific papers and articles of domestic and foreign authors, a number of theoretical and practical issues related to the industry and documenting their own models of management systems, as well as the implementation of effective monitoring, which allows you to quickly and accurately assess from different sides of the effectiveness and / or efficiency of business enterprises built models QMS remain controversial and require further study.

The purpose of the article. The aim of the article is to analyze the theoretical assumptions, methodological and practical recommendations concerning the creation of conditions for a reliable monitoring of quality management systems with a view to their development and improvement.

Basic material research. In most countries of the world market is dominated by economic relations. Firms that produce products, a huge amount, and between them there is sometimes quite tough competition. Production of quality, affordable, competitive products and services in comparison with analogues is the main task of any company in any country. And every company strives to make all its products to be competitive. Production of competitive products, its implementation allows the company to meet its obligations to the state budget, bank loan, workers and employees, suppliers, and to reimburse the costs of production. Achieving competitiveness of their products and increase the volume of its implementation is an important task for every company. Industrial companies make products in the right quantity, variety and quality and meet the needs of the consumer, and also provide commercial sales activities of finished products. In terms of market relations strengthened its role and complicated task.

An important area of intensive development of the economy is a source of economic growth, the effectiveness of social production has improved product quality. Quality - multifaceted concept, ensuring it requires a combination of creativity and practical experience of many experts. The problem of improving the quality can only be solved through joint efforts of the state, the owners, managers and members of labor collectives. Product quality is a set of properties of the goods, which are responsible for its suitability to satisfy certain requirements in

accordance with the purpose. Significant impact on the quality of lifestyle does the physical environment - the quality of goods and services. Therefore, the problem of quality of products and services has been and remains relevant. Domestic enterprises are still lagging behind in the use of modern methods of quality management. Improving quality is potential opportunity, but it is impossible without change of attitude to quality at all levels. Calls for improving the quality cannot be realized if the leaders of different levels will not apply to the quality as life. One of the elements of the operational quality management has engineering quality. Under the term engineering in economic practice understands a range of services in the field of engineering consulting commercial nature. In providing engineering services client receives advice related to the preparation and maintenance of processes of production, operation, maintenance facilities, commercial facilities, as well as their implementation. Specialists who do engineering services should be squealing engineering and management education, since their advice and expertise includes not only the engineering part, but also an indication of the most appropriate ways of solving the tasks. The mostly demanded items in engineering are innovation, technological industries producing goods and services. Engineering is a collection of works of applied nature, which includes the pre-feasibility study and validation of the planned investment, the necessary laboratory and experimental refinement of technologies and prototypes of industrial study, as well as the following services and consultation. [4]

Not difficult to assume that the engineering quality this is some activity aimed at achieving quality outcomes in any area. Engineering Quality is a set of specific "quality tools" used to implement a quality management [3]. Basic methods of engineering quality include:

1. Statistical methods for quality control and management (Statistical Quality Control (SQC)).
2. The seven basic tools of quality control: checklist; Isikavi chart; Pareto chart; histogram; scatter plot; checklists.
3. Seven "new" tools of planning and quality management: the diagram of kinship; tree diagram; Chart links; matrix diagram; matrix analysis of data; diagram relations; arrow diagram.
4. Seven "recent" quality management tools: Deploy or structuring function of quality (Quality Function Deployment (QFD)); benchmarking; analysis of the types and consequences of failure (Failure Mode and Effect Analysis (FMEA)); analysis of the units; system of "zero-defective"; system "just in time"; value analysis (PVA).
5. Taguti Method.
6. The device capability indices and reproducibility.
7. "Six Sigma" ("Six Sigma").
8. The use of "fuzzy logic" ("Fuzzy Logic") [2, 4].

Currently, the necessity of continuous improvement recognized as an important means of achieving and maintaining the competitiveness of the organization. Improvement should be incorporated into the structure and nature of the organization, continuous improvement should be the goal of the organization as a whole.

New approaches to quality problem demanding better integration vendors of market factors, the shift from the administrative tools of quality control to predominantly organizational economic activities of quality management, the transition to a flexible system of standardization that allows manufacturers operative react on the requirements of the internal and external market, which varies to the quality of the goods, the organization of work on the transition in the future to ensure the high quality products. Between quality and production efficiency, there is a direct link. Improving the quality improves production efficiency, leading to lower costs and increase market share. Effect of strategic management of innovation processes on the performance of the enterprise is determined by: the adequacy of market relations (in terms of domestic enterprises - their formation), the integration of science and production, realization of scientific and technological priorities, increased susceptibility to production innovation, provide enhanced recreation at all stages of the innovation process (Table. 1)

Table 1. Factors of influence in relation to an increase or decline of quality of products of company at her innovative development

Factors	
Upgrading	Decline of quality
1. Presence of financial means	1. Absence of financing on acquisition of new equipment, non-fulfillments of plan of his introduction
2. Introduction of new technologies	2. Inconsistency of designer and technological decisions
3. Improvement of operating technologies	3. Isolation of salary from end-point of activity of enterprise
4. Introduction of new equipment	4. Inopportuneness of revision of norms and rates
5. Introduction of effective forms of organization of labor	5. Inopportuneness of acceptance of administrative decisions
6. Improvement of payment the staff personnel	6. Absence of the personal responsibility for the acceptance of administrative decisions
7. Improvement of management structure by an enterprise	7. Overload of separate structural subdivisions
8. Reduction of amount of management vehicle	8. Absence of technology of acceptance of administrative decisions
9. Improvement of technology of preparation and realization of administrative decisions	9. Negative culture of production
10. Reduction of circulation of documents	10. Absence or personnel instructions

The features of the orientation of the enterprise innovation development are: the discovery of new scientific concepts and laws of development of the production and use of knowledge for new products development (tab. 2). Accordingly, the paper analyzes the formation of innovative approaches to the strategy of the company, which helps to ensure consistency in the process development most innovative models, creates the conditions for addressing the organization of innovation management, and allows you to create an effective tool of its design and implementation.

Table 2. Features of strategic and operative management of enterprise, sent to innovative development

Peculiarities	Orientation	
	research	developments
Aims	Opening of new scientific conceptions and conformities to law of development of production	Use of the got knowledge for development of new products
Distribution of works	Individual and intuitional	Directive: on the basis of certain goals distribution of tasks, estimation and control of their implementation, come true
Control and analysis	Innovative projects are taken away	Control comes true regularly for

	with the purpose of providing of their timely change and priority	achievement of aims in certain terms and in the set limits of charges
Direction of strategic development	Ability to carry out a competent estimation technical and commercial results	Observance of the set terms of completion of development and timely going into a market with new products
Stimulation of innovations	It directionally on the best decision of problems with the purpose of achievement of advantages at the market of new products	It directionally on administrative and programmatic changes

In the process of innovation, there are certain contradictions between the management of the main activity of the company and its scientific-technical sphere. Among these contradictions are marked: the isolation of the leaders of the enterprise of scientific and technical personnel who performs quantitative and qualitative assessment of knowledge from the perspective of enterprise development; contradictions between the leadership of the company and the scope of research and construction of the conceptual and technical issues that are considered success factors; discrepancies between the objectives of innovation development and the costs of achieving them, which manifests itself in the absence of income from resources aimed at development and implementation of scientific and technological innovations [2].

Overcoming these contradictions involves development effective ways to which assigned,,: involvement development of current decisions of innovative development company highly competent scientific and technical personnel; implementation funding of research and development; introduction of technological parameters to the system performance evaluation of the activities of the enterprise and its main objectives; development innovation strategy as a major component of the development strategy of the company; providing direct information links between the leadership of the company and the heads of departments that carry development of scientific and research works; creation of conditions for development of the creative process of innovation; attract competent experts to evaluating the effectiveness of scientific and technological innovations. In modern conditions, operational management acquires new content, which involves the use of a number of formal, quantitative methods of creative intuitive approach. For a more reasonable definition of the most important factors of medium enterprises need sufficiently complete and reliable information that can be obtained by scanning (search already formed retrospective information), monitoring (tracking current information that appears again), forecasting (creation of information about the future state of the environment) and tracking information. The formation of innovation development strategy includes the following stages: designing the overall strategy of the company, given its innovation and determination of a competitive market position. On the basis of their functional defined business strategy.

Innovation policy of the enterprise based on the formulation of objectives and strategies for its development in the short and long term on the basis of its evaluation of potential opportunities, ensure compliance kinds of resources (material, human and financial). Moreover, such a policy is determined by taking into account the life cycle of the enterprise, at every stage of which are set appropriate targets, which depend on what is necessary to the enterprise: maintain the achieved level of development or produce his new qualitative state. Each stage of the life cycle of the enterprise provides a mix of both types of goals. Management of innovative development company provides development and implementation of innovative strategies, which should cover the purpose of its innovation activities, the choice of means relative to such goals and justify the sources of the necessary resources.

Conclusions. Quality - objectively existing categories, but it does not exist as something absolute outside time and space, but only in the interaction of producers and consumers, and this interaction is actively participating products (services), the quality of which emerges and is implemented in a measure of how the process develops. That is may be poor for another. The term quality should be treated regardless of goals and tasks, and based on past experience and current time. The main idea of the methodology of quality assurance: the concept of "quality improvement" should be used on any area of activity, as the quality of the product - a consequence of the qualitative performance of all types of work. Overall quality arose as a generalization of a number of similar, but at the same time have some differences of concepts. Engineering quality tools can be used both individually and in a complex that will lead to more effective learning and bring the activities of the firm or organization to some idealized model in which the output will go high quality products or services, which generally lead to achieving the goals of the company and to the pleasure

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Ключові слова: підприємства, якість, конкурентоспроможність, операційний менеджмент.

Ключевые слова: предприятия, качество, конкурентоспособность, операционный менеджмент.

Keywords: enterprises, quality, competitiveness, operational management.

УДК330.3.001.895

TECHNOLOGY - AS A CRITERION OF THE DEGREE OF DEVELOPMENT OF THE COUNTRY**Mazkevich U.**, PhD, State Higher Educational Institution «Priazovskyi State Technical University»**Мацкевич Ю.І. Технологія – як критерій ступеню розвиненості країни.**

В роботі наведено підходи до визначення ролі технологій як критерію ступеню розвиненості країн. Зазначено, що розвиток технологій – основна рушійна сила суспільного прогресу. Нова технологія виникає не одна, а у поєднанні з іншими взаємодоповнювальними технологіями. Сукупність технологій, що мають відповідний рівень розвитку, утворюють технологічний уклад, який є важливою складовою культури суспільства та істотно впливає на рівень розвитку економіки, відтак є однією з визначальних рис цивілізації. Наведено етапи еволюції технологічних укладів. Визначено, що у всьому світі впровадження нових технологій, нових товарів і продуктів, гіпердинамічна поведінка споживачів утворюють нові ринки, нові сфери збуту продукції, нові підходи до задоволення потреб споживачів. Передають досвід і одержані технічні рішення і результати, забезпечують появу нових ресурсів, створюють нові умови для розвитку суспільства. Зроблено висновок що нові технології в промисловому секторі України розробляються і впроваджуються дуже повільно. Застосування нових світових розробок дуже обмежено через брак коштів на їх покупку, що призводить до негативних наслідків і технологічного відставання країни.

Mazkevich U. Technology - as a criterion of the degree of development of the country.

The paper presents approaches to defining the role of technology as a criterion of the degree of development of country. It is noted that the development of technology is the main driving force of social progress. New technology does not occur alone, and in combination with other complementary technologies. A set of technologies that have the appropriate level of development form a technological structure, which is an important component of the culture of society and significantly affects the level of economic development, so it is one of the defining features of civilization. The stages of evolution of technological structures are cited. It is determined that the worldwide introduction of new technologies, new products and product hyper-dynamic consumer behavior constitute new markets, new areas of sales, new approaches to meet the needs of consumers. It passes their experience and the resulting technical solutions and the results provide the appearance of new resources, create new conditions for the development of society. It is concluded that new technologies in the industrial sector of Ukraine are developing and implementing very slowly. Application of the new global development is very limited due to lack of funds to purchase them, which leads to negative consequences and technological backwardness of the country.

Мацкевич Ю.И. Технология - как критерий степени развитости страны.

В работе приведены подходы к определению роли технологий в качестве критерия степени развитости стран. Отмечено, что развитие технологий - основная движущая сила общественного прогресса. Новая технология возникает не одна, а в сочетании с другими взаимодополняющими технологиями. Совокупность технологий, имеющих соответствующий уровень развития, образуют технологический уклад, который является важной составляющей культуры общества и существенно влияет на уровень развития

экономики, поэтому является одной из определяющих черт цивилизации. Приведены этапы эволюции технологических укладов. Определено, что во всем мире внедрение новых технологий, новых товаров и продуктов, гипердинамического поведение потребителей образуют новые рынки, новые сферы сбыта продукции, новые подходы к удовлетворению потребностей потребителей. Передают опыт и полученные технические решения и результаты, обеспечивают появление новых ресурсов, создают новые условия для развития общества. Сделан вывод что новые технологии в промышленном секторе Украины разрабатываются и внедряются очень медленно. Применение новых мировых разработок очень ограничено из-за нехватки средств на их покупку, что приводит к негативным последствиям и технологическому отставанию страны.

Problem. A major problem facing the national economy in the current development is a significant backlog of technological basis and accelerated development of scientific - technical potential of the global economy. The role of technology in the economy has grown significantly. Modern production must be automated and equipped with software that makes it possible to be competitive. Creation of competitive products, featuring novelty and high scientific content, is impossible without the use of advanced technologies.

Analysis of recent research in publications. Problems of scientific - technical progress and in particular the role of technological renovation of production subject of many works of leading Ukrainian scientists and foreign scientists such as V. Voloshin, Fedulova LI, Lvov DS, Glazyev S., M. Didkivskyy I. Kapranovs LG, Sobkevych A., V. Savenko, and many others.

The purpose of the article is to determine the role of technology as a criterion of the degree of development of the country and its competitiveness in global markets.

Statement of the main research. As the Fedulova LI, in the twentieth century. Main criterion that characterizes the sophistication of a country is the availability of an appropriate number of makrotekhnolohiy that can produce high technology, competitive industrial products. I could not agree with what she defines that Ukraine currently in scientific - technological field has the status of "countries catching up." [1, p.18]

The acceleration of technological progress in the world led to the creation in the second half of the twentieth century. new world market - technology that functions along with world markets for goods, capital and labor. Vyneknnya and material basis of this market is the international division of technology. The uneven development of STP creates significant technological differences between countries, which is an objective basis for inter-country movement technology. [2, p.14]

According Didkivskoho MI, technology - the main driving force of social progress. The new technology occurs on one, and in combination with other complementary technologies. The combination of technology with an appropriate level of development, form a class of technology, which is an important part of society and culture significantly affect the level rozvyku economy, so is one of the defining features of civilization.

In the technological structure Didkivskyy MI proposes to understand - the only technical level of production components associated vertical and horizontal flow qualitatively similar resources, based on the shared resources of skilled labor, general scientific - technical potential of certain technologies. Each class of technology is the same reproductive integrity, resulting in technical economic development can not take place otherwise than by succession of TU.

The concept of technological structure was put into circulation by Russian economists DS Lvov and SY Glazyev. According to the most common view, technological way a set of technologies specific to a certain level of production. [3]

Currently, scientists are five technological structures (waves) Table 1.

Table 1 Stages of technological structures [3]

structure	Period, years	Characteristic
First	1785 – 1835	New technology in the textile industry, energy water
Second	1830 – 1890	accelerated development of transportation (railroads, steam navigation), the occurrence of mechanical production in all sectors based on the steam engine
third	1880 – 1940	electricity, the development of heavy engineering and electrical industry using rolled steel, new discoveries in chemistry. Implemented radio, telegraph, cars. There were large firms, cartels, syndicates and trusts. The domination of monopolies. The concentration of the banking and financial capital.
Fourth	1930 – 1990	The development of energy using oil and petroleum products, gas, communications, new synthetic materials. Mass production of cars, tractors, airplanes, various types of weapons, consumer goods. There were computers and software for them, and radar. Atom is used in military and then peaceful purposes. Mass production based conveyor technology. The dominant oligopoly competition. The emergence of TNCs and MNCs.
Fifth	1985 – 2035	Advances in microelectronics, computer science, biotechnology, genetic engineering, new types of energy, materials, space development and satellite communications. There is a shift from disparate companies into a single network of large and small companies connected electronic network based on the Internet, making close cooperation in technology, quality control, planning innovation.

Didkivskyy MI identifies three phases of TU with a period of 100 years in existence:

- The first phase covers the origin and formation in the womb prior TU new way, which, based on the available production capacity, are developing.

- The second phase associated with restructuring of the economy based on new technology production under the domination of a new technological paradigm. Speed "maturation" certain TU depends on favorable technological and socio-economic conditions of the environment. Market demand for a new method, process, product accelerates the development of new technological structure elements.

- The third phase is characterized by the maturity of the technologies used in the production, ending the gradual demise of technological structure that becomes obsolete. [2, p.16]

We believed that almost the entire world took five technological structures and functions in the sixth. But some developed countries are beginning to introduce technologies that are inherent to the seventh technological structure. Unfortunately for industrial Ukraine used technologies and equipment that are inherent only 3 and 4 at best technological way.

Technology and equipment that are inherent to the fifth technological structure in Ukraine so far, only implemented in some sectors of the economy and not in full, but doing some related and organizational operations connected with computer processing of information using cross-border networks, and so on.

Worldwide, new technologies, new products and product hyperdynamic consumer behavior create new markets and new areas of marketing, new approaches to meet the needs of consumers. Convey experience and received technical solutions and results, providing the appearance of new resources, create new conditions for the development of society.

To go to a new class of technology for industry requires significant capital investment. The problem is that after independence, Ukraine inherited from the former Soviet Union received equipment and technology that already at that time were outdated. Since 1991, almost 10 years Ukraine falls into a crisis that was caused by a lack of financial resources, weak domestic market, the loss of the world market and uncompetitive production is produced on outdated equipment.

So according to Voloshin VS LG Kapranova and lack of effective incentives for investment in technological renovation of production led to a critical state assets in some industries the real sector. We know that over 70% of technology used in the country out of date. The degree of modernization, such as in the whole steel industry in the last decade was less than 5% in the mining industry - 0.5-3%, energy - 6%, transport - 11%. Fixed assets in the whole country is 65%, and in some industries, such as mining, actually reaches 90%. According to government inspection of civil protection and technological security Ukraine, a country of 21.5 thousand. Industrial facilities potentially dangerous, including at least 6.5 thousand. Emergency dangerous, capable of creating man-made disasters at any time. Only in the chemical industry is kept 235 thousand. Tons of hazardous chemicals, including 70 thousand. Tons of ammonia, 8 th. Tons of chlorine. At risk of almost 20 million. Residents Ukraine. According to V. Stetsky Ukrainian enterprises spend on security means less than 1% of annual income. For comparison, the US chemical companies are required to bear such costs in the amount of 30% of annual income. [4, p.87]

Currently, according to experts NISS, the development of scientific and technological potential of the industrial sector in Ukraine is characterized unsatisfactory trends, due to low levels of industrial activity on the creation of advanced manufacturing technologies (PVT). During 2010 the industry created only a quarter of all PVT in the economy and the level of activity of industrial enterprises of Ukraine to establish PVT was only 4.6%. This indicates a low level of satisfaction industrial production needs in technology and manufacturing processes are based on the latest national scientific and technological advances, particularly in the field of microelectronics, computers and more. Low activity on creating PVT makes use of industrial enterprises in the design, manufacture or processing of products available technologies that are available, which tend to have high moral depreciation. [5]

Industry Analysis PVT creation of industrial enterprises in 2010 showed the dominant role of mechanical engineering (PVT creation activity level was 8.3%), metallurgy (5.8%), chemical and petrochemical industry (4.0%), food industry (3 7%). In areas where concentrated high-tech industries, the level of industrial activity on the creation PVT 5.3%.

Lack of quality national scientific and technical resources partially offset by the acquisition of foreign technology for further implementation in industry. However, in 2010 the number of acquired foreign technology industrial enterprises of Ukraine fell to 142 against 534 in technology in 2009 and was the lowest for 2005-2010. (Fig. 1).

In this state of scientific and technical potential, and in particular the development and introduction of new technologies, the country primarily affects the lack of own financial resources and inadequate legislation on the protection of intellectual property.

Developed countries and developing countries, paying financing development in the business sector utmost care. Thus, in the EU-27 level funding of R & D in the business sector GDP in 2005. 2009 averaged 1.2%. In particular, the highest rates showed Finland (2.6%), Sweden (2.6%), Denmark (1.8%), Austria (1.8%), Germany (1.8%). In the United States, Japan and South Korea level of funding for R & D in the business sector in 2005 2008's. In an average of 1.9%, 2.6% and 2.4% respectively. [5]

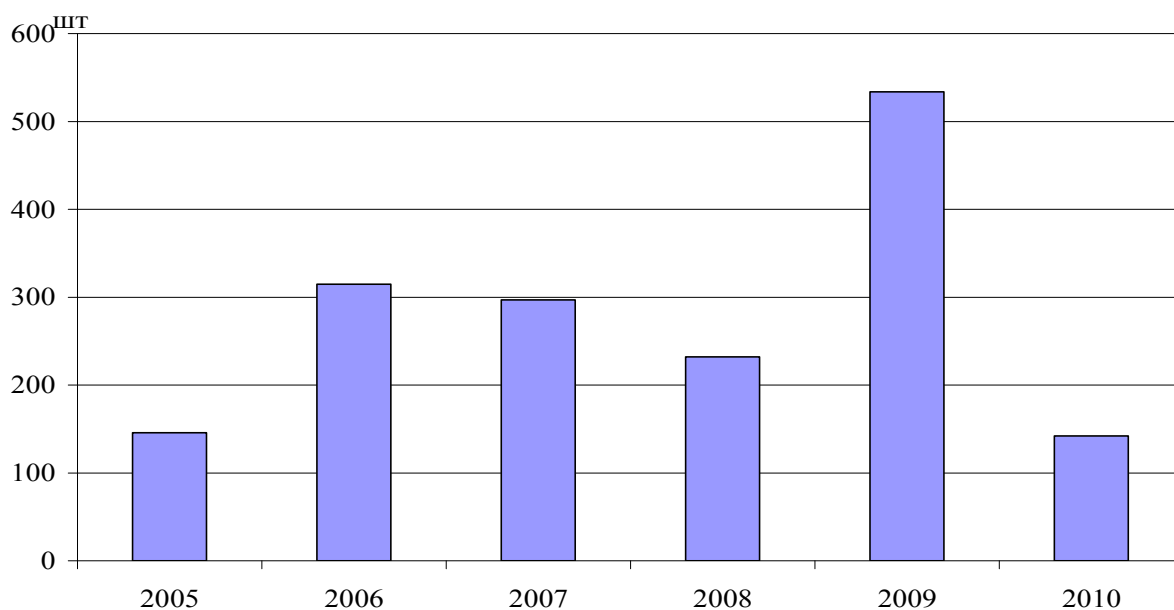


Fig. 1. Number of technologies acquired abroad in 2005, 2010 units [5]

Ukraine's legislation on state regulation of the business of technology transfer based on:

- Constitution of Ukraine;
- Civil Code of Ukraine;
- Economic Code of Ukraine;
- Law of Ukraine "On State Regulation in technology transfer," "On Foreign Economic Activity", "Scientific and Technological Research", "Scientific and technical expertise", "On Ecological Expertise", "On Scientific technical information ", " on innovation activity ", " on Property ", " on the Protection of invention, "" on the Protection of industrial Designs, "" on the Protection of topographies of Integrated circuits ", " on Copyright and Related Rights ", " financial Leasing ", " on state control over international transfers of military and dual-use ", " on national complex program of high technologies "; [2, S.302]
- Other legal acts.

According to the Law of Ukraine "On State Regulation in technology transfer" subjects of technology transfer in Ukraine are:

- Central executive authority in the field of Education and Science (hereinafter - the authorized body) and other central and local executive authorities, local governments involved in the purchase, transmission and / or use of technology;
- National Academy of Sciences of Ukraine and sectoral Academy of Sciences, scientific, educational, health and other agencies where created and / or used technologies and how property rights to the technology;
- Research and production associations, enterprises, institutions and organizations regardless of ownership, which are created and / or used technology;
- Individuals involved in the creation, transfer and implementation of technology, providing information, financial and other services at all stages of advancement of technology and their components on the market;
- Legal and natural persons who are suppliers of component technologies used in the application of technology to the proposed transfer;
- Legal and natural persons providing technical services related to the use of technology;
- Technology brokers. [2, P. 302]

Thus, we can determine what new technologies in the industrial sector of Ukraine developed and implemented very slowly. Application of new global developments are very limited due to lack of funds for their purchase, which leads to the following consequences:

weakening the competitive position of Ukrainian products in foreign markets (Ukraine with 46 seats in 2007 down to 57th in 2011 in the annual ranking of competitiveness countries) the domestic market for high-tech products mainly through imports; reducing the demand on the existing high-tech products as a result of exhaustion of scientific and technological potential of in the Soviet Union, and inhibition of the development of new high-tech industries due to lack of technology and processes; reduction of investment attractiveness of domestic enterprises due to their use of outdated production methods; technological backwardness industrial complex of Ukraine developed countries, which limits the possibilities for cooperation in science and technology and industrial areas.

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Ключові слова: технологія, суспільний прогрес, технологічний уклад, фази розвитку, обладнання.

Ключевые слова: технология, общественный прогресс, технологический уклад, фазы развития, оборудования.

Keywords: technology, social progress, technological structure, phase of development, equipment.

УДК 339.137.22

STRATEGIC ORIENTATION OF COMPETITION DEVELOPMENT OF ENTERPRISE.

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Меліхов А. А. Стратегічна спрямованість конкурентного розвитку підприємства.

У статті розглянуто важливість та актуальність дослідження проблеми розробки конкурентної стратегії для підприємств, що розташовані у країнах з нестабільною економікою, з метою позиціонування підприємства по відношенню до своїх конкурентів для досягнення вищих економічних результатів в довгостроковій перспективі. Обґрунтовано мету статті, яка полягає у визначенні особливостей формування і розвитку конкурентних стратегій підприємств України, що виробляють напівфабрикати (металургійна, хімічна промисловість та ін.), в умовах сучасної нестабільної економіки. Підкреслено, що в рамках загальної стратегії підприємства особливу роль займає розробка конкурентної стратегії, яку можливо розглядати як систему дій підприємства по відношенню до учасників конкурентного ринку, що спрямовані на формування довгострокових цілей і шляхів їх досягнення з метою конкурентного розвитку. Визначено, що існує низка стратегій конкурентного розвитку, які можливо об'єднати в систему конкурентних стратегій підприємства, що спрямовані на адаптацію підприємства до змін в умовах конкурентної боротьби та зміцнення його довгострокової конкурентної позиції на ринку. Для реалізації планів конкурентного розвитку підприємства запропоновано методику вибору стратегії конкурентного розвитку, яка заснована на побудові матриці: "конкурентна позиція за ресурсами - конкурентна позиція за компетенціями", надано стислі характеристики та обґрунтовано умови використання основних стратегій конкурентного розвитку, серед яких: стратегії розвитку за рахунок власних можливостей, стратегії інтегрованого зростання, коопераційні стратегії, інноваційні стратегії, стратегії скорочення і реструктуризації. Запропоновано алгоритм послідовності розробки та реалізації системи конкурентних стратегій.

Melikhov A. Strategic orientation of competition development of enterprise.

In the article the importance and the actuality of research of problem of competition strategie's development is considered for enterprises which are located in countries with an unstable economy, with the purpose of positioning of enterprise in relation to the competitors for achievement of higher economic results in a long-term prospect. The purpose of the article, which consists in determination of features of forming and development of competition strategies of Ukrainian enterprises, which produce semi-finished products (metallurgical, chemical industry and other), in the conditions of modern unstable economy is reasonable. It is emphasized, that within the framework of enterprise's general strategy the special role is occupied by development of competition strategy, which it is possible to examine as enterprise's actions system in relation to the participants of competition market, sent to forming long-term aims and ways of their achievement with the purpose of competition development. It is certain that a row of strategies of competition development is, which it is possible to unite in the system of competition strategies of enterprise, sent to adaptation of enterprise to the changes in the conditions of competitive activity and strengthening of his long-term competition position at the market. For realization of plans of enterprise's competition development the methods of choice of strategy of competition development, which is based on the construction of matrix: "competition position on resources - competition position on competences" are offered, short

descriptions are presented and the terms of the use of basic strategies of competition development, among which: strategies of development due to own possibilities, strategies of integrated height, co-operation strategies, innovative strategies, strategies of reduction and restructuring, are reasonable. The algorithm of development and realization of the competition strategies' system is offered.

Мелихов А. А. Стратегическая направленность конкурентного развития предприятия.

В статье рассмотрена важность и актуальность исследования проблемы разработки конкурентной стратегии для предприятий, которые расположены в странах с нестабильной экономикой, с целью позиционирования предприятия по отношению к своим конкурентам для достижения высших экономических результатов в долгосрочной перспективе. Обоснована цель статьи, которая заключается в определении особенностей формирования и развития конкурентных стратегий предприятий Украины, которые производят полуфабрикаты (металлургическая, химическая промышленность и др.), в условиях современной нестабильной экономики. Подчеркнуто, что в рамках общей стратегии предприятия особую роль занимает разработка конкурентной стратегии, которую возможно рассматривать как систему действий предприятия по отношению к участникам конкурентного рынка, направленных на формирование долгосрочных целей и путей их достижения с целью конкурентного развития. Определено, что существует ряд стратегий конкурентного развития, которые возможно объединить в систему конкурентных стратегий предприятия, направленных на адаптацию предприятия к изменениям в условиях конкурентной борьбы и укрепление его долгосрочной конкурентной позиции на рынке. Для реализации планов конкурентного развития предприятия предложена методика выбора стратегии конкурентного развития, которая основана на построении матрицы: "конкурентная позиция по ресурсам - конкурентная позиция по компетенциям", представлены краткие характеристики и обоснованы условия использования основных стратегий конкурентного развития, среди которых: стратегии развития за счет собственных возможностей, стратегии интегрированного роста, кооперационные стратегии, инновационные стратегии, стратегии сокращения и реструктуризации. Предложен алгоритм последовательности разработки и реализации системы конкурентных стратегий.

Problem. Recently, the value of strategic management in the practice of Ukrainian enterprises increases significantly. In many ways, this fact is related with the knowledge necessary strategic type of management in an environment where enterprise environment is undergoing significant and rapid change. Alignment of the strategic goals of the organization in such circumstances, promotes concentration of efforts and resources to achieve them, increase economic efficiency.

The system involves the formation of strategic management strategy on several levels: corporate strategy, competitive strategy, functional and operational strategy. If using corporate strategy made the choice of optimal portfolio of the organization, the competitive strategies to achieve long-term competitive position of the company in a particular industry. Competitive strategies have a special place in the strategic management since they largely determine the nature of the functional and operational strategies.

Defining the main strategic alternatives in developing competitive strategies for companies located in countries with unstable economies, requires the use of a specific set of analytical tools that allow for reasonable and rational choice. Accordingly, the mechanism formuvanyua competitive strategy of enterprises in sectors such as steel, chemicals, etc., Differs significantly from algorithm development strategy on a completely competitive market, most sectors.

Thus, one of the key strategic issues facing Ukrainian enterprises in manufacturing semi-finished products, is the problem of positioning in relation to its competitors to achieve higher economic performance in the long run.

Analysis of recent research and publications. The essence of enterprise strategy boils down to determining the relationship between goals and means of achieving these goals. This review sources on strategic management (G. Azoyev, I. Ansoff, J. Zhalilo, J. Ivanov, S. Klimenko, Kotler, V. Nemtsov, N. Kudenko, J. Lambe, M. Meskon, H. Mintzberg, Porter, A.J. Strickland, B. Twiss, A. Thompson, R. Fatkhutdinov, A. Chandler, L. Shevchenko, S. Shershneva, Yudanov A. et al.) showed that there are several points of view on the concept of strategy. Strategy understand the plan (based on the direction of the forecast), a position (position in a particular market), as a principle of behavior (behavioral model) as a prospect and a reception in competition [1 - 8].

One of the first defined the concept of strategy in the economy A. Chandler, who reviewed the strategy as a method of establishing long-term goals of the organization, its programs of action and priorities of resource allocation. According to Ansoff I. "strategy is a set of rules for decision making, which the organization is guided in its activities" [2, P. 53]. M. Meskon believes that "the strategy is a comprehensive detailed comprehensive plan that is intended to ensure that the organization's mission and achieve its objectives" [5, P. 260]. J. Zhalilo treats economic strategy as "integrated system between actors, aimed at implementing the goals, objectives and priorities of its economic playing considering the complex effects of endogenous and exogenous factors calculated for a long period" [3, p. 20].

As part of the overall strategy of the company is the development of the special role of competitive strategy, through which the company must adapt to the harsh conditions of competition in the market and manage to take a more advantageous competitive position. Thus, competitive strategy may be regarded as a system of actions the company to the participants of the competitive market, aimed at creating long-term goals and ways of achieving the purpose of competition.

The purpose of the article - to define the features of formation and development of competitive strategies of Ukraine, Intermediate goods (metals, chemicals, etc.) In today's unstable economy.

Statement of the basic material. The strategy of the organization can be considered at different levels of the hierarchy, based on the level of strategic decision making, based on the approach proposed by I. Ansoff [1]: corporate strategy (overall management plan that applies to the entire company, consisting of action on approval of the positions in various industries, and approaches to manage the affairs of the company); business strategy (focused on actions and approaches aimed at ensuring the successful operation in a specific area of business; competitive strategy (define ways to achieve long-term competitive advantages and methods of competition in the market), functional strategy (management plan refers to the daily operations of a particular unit or key functional direction within a certain scope) operating strategy (focused more specifically on strategic initiatives and approaches in the management of operational units in solving daily operational tasks that have strategic importance).

The literature on strategic management there is no disagreement relative position of competitive strategy in a hierarchical system of enterprise strategies.

According to A. Thompson and A. Strickland, competitive strategy is part of a strategic pyramid, which determines the initial process of developing a strategy for the entire organization hierarchy levels [7, P. 72-74]. The main objective of enterprise competitive strategy is to develop management measures to establish and strengthen long-term competitive position of the company in a particular industry.

By identifying and assessing key competitors, the company must develop competitive strategies by which it can gain a competitive advantage by offering products of higher customer value. The company is necessary to establish a "strategic set" (a system of different types of

strategies for a certain period of time), reflecting the specific operation and development of the subject, the level of claiming a place and role in the environment [4, p. 159].

Thus, there is a wide range of strategies of market competition that may unite in competitive strategies of the enterprise - a set of strategies to adapt to changes in the company in a competitive environment and strengthen its long-term competitive position in the market. This system includes strategy development of competitive advantage strategy to ensure the competitiveness of the company and its strategy of competitive behavior.

To implement the competitive development of enterprises should use a technique of competitive selection strategy that is based on the construction of the matrix, "the competitive position of resources - the competitive position of competency."

The level of competitive position on the resources (RKPR)	high	31 Absorption	32 Evolutionary development	33 Innovative development
	average	21 merger	22 Strategic alliances (marketing type)	23 Strategic alliances (innovative type)
	low	11 Reduction and restructuring (disintegration)	12 Contract manufacturing (outsourcing)	13 Cluster and network structure
		low	average	high
The level competitive position for skills (competencies) (RKPU)				

Fig. 1 - Matrix competitive strategy selection of enterprise

Depending on the level of competitive position on the resources and competency are various development strategy (Fig. 1). High level competitive position in both cases is its value within 0.67 - 1.0, which means superiority over most competitors, and low competitive position, respectively, from 0 to 0.33, which means the gap with most competitors. Intermediate competitive position of a value of 0.33 - 0.67, which means competitive equality with many competitors.

Thus, the selection procedure of competitive strategy of industrial enterprise involves a number of related activities and the construction of the matrix selection strategies based on indicators of the competitive position of the entity of resources and skills.

Since the overall competitiveness must be divided into equal competitive position on the resources and competencies, there nine possible situations for their further development strategy:

1. Low level competitive position on the resources (RKPR <0.33), poor competitive position competency (RKPU <0.33). This level corresponds strategy to reduce and disintegration (sector 11).

2. Low level competitive position on the resources (RKPR <0.33), the average competitive position competency (0.33 <RKPU <0.67). This level corresponds to the strategy of restructuring and outsourcing (contract manufacturing) (sector 12).

3. Low level competitive position on the resources ($RKPR < 0.33$), high competitive position competency ($0.67 < RKPU < 1$). This level corresponds to the strategy of innovative development through participation in clusters and network structures (sector 13).

4. Intermediate competitive position on the resources ($0.33 < RKPR < 0.67$), poor competitive position competency ($RKPU < 0.33$). This level corresponds to the strategy of quantitative growth of the company through horizontal mergers with similar-sized enterprises (sector 21).

5. Intermediate competitive position on the resources ($0.33 < RKPR < 0.67$), the average competitive position competency ($0.33 < RKPU < 0.67$). This level corresponds to a cooperative strategy by building strategic alliances marketing (sale) Family (sector 22).

6. Intermediate level competitive position on the resources ($0.33 < RKPR < 0.67$), high competitive position competency ($0.67 < RKPU < 1$). This level corresponds to the strategy of innovative development by building strategic alliances innovative type (sector 23).

7. High level competitive position on the resources ($0.67 < RKPR < 1$), poor competitive position competency ($RKPU < 0.33$). This level corresponds to the strategy of quantitative growth of the company through horizontal and vertical acquisitions less competitive enterprises (sector 31).

8. High level competitive position on the resources ($0.67 < RKPR < 1$), the average competitive position competency ($0.33 < RKPU < 0.67$). This level corresponds to evolutionary strategy of using its own opportunities (sector 32).

9. The high level of competitive position on the resources ($0.67 < RKPR < 1$), high levels of competitive position competency ($0.67 < RKPU < 1$). This level corresponds to the strategy of innovative development at their own capabilities (sector 33).

These types of strategies can be grouped into five major groups of strategies, some strategies can be classified into two groups simultaneously.

Thus, if the matrix in Fig. 1 company located in sectors 11 and 12, these types of strategies include strategies to minimize and restructuring. If the company gets in sectors 21 and 31, it applies quantitative growth strategies (mergers and acquisitions). Development strategy at the expense of their own possibilities correspond to sectors 32 and 33. Cooperative strategies should be used, if the company is located in sectors 12, 13, 22 and 23. This type of strategy in most cases combined with the use of other strategies (restructuring or innovation). Innovative strategies should be applied to enterprises, which are located in sectors 13, 23, 33. This type of strategy is also used alone or in combination with cooperative strategies, or the strategy of self-development.

The main objectives and characteristics of the strategies presented in Table 1.

Table 1 - Main features of the competitive strategies of industry

Option 1: $0,67 < RKPR < 1$; $0,33 < RKPU < 1$ Strategy development through their own capabilities	
The objectives of the strategy	Effective development from its own resources and competencies for the purpose of occupying a dominant position in the market
Short characteristic strategies	The platform not only quantitative but also qualitative changes in the market, the creation of innovative products and services in the field through the use of unique competitive advantages that competitors do not have.
Option 2: $RKPR < 0,67$; $0,33 < RKPU < 1$ Cooperation Strategy (development of strategic alliances)	
The objectives of the strategy	Improve the effectiveness of competitive advantages that lie in marketing, sales and innovation through the formation of competitors or subcontractors strategic alliances
Short characteristic strategies	Implies a concentration in marketing, sales and, in most cases, innovation, sometimes with the transfer of production to contractors. This products produced contractor technologies customer, in compliance with all requirements for quality production under control and under the brand name of the customer
Option 3: $0 < RKPR < 1$; $0,67 < RKPU < 1$ Development Strategy Innovation	
The objectives of the strategy	Creation of competitive products and technologies on a global scale
Short characteristic strategies	Oriented enterprise development through investment in research and design developments. These activities can be carried out in partnership with foreign companies, as well as through the acquisition of foreign assets to borrow their technology in primary production. Applying this strategy enables enterprises to implement a number of competitive advantages that are primarily related to product differentiation from competitors in quality and consumer properties, diversification and access to new, including foreign markets
Option 4: $0,33 < RKPR < 1$; $RKPU < 0,33$ Strategies for integrated growth and consolidation	
The objectives of the strategy	Achieving economies of scale and obtain competitive advantages in costs and prices of goods.
Short characteristic strategies	Implies absorption of smaller market players to consolidate market. Allows you to expand production capacity and range, as well as reduce the level of competition in the industry.
Option 5: $RKPR < 0,33$; $RKPU < 0,67$ Strategies for reducing and restructuring	
The objectives of the strategy	Ensuring the survival of the business, saving jobs
Short characteristic strategies	Includes a radical review of the composition and percentages in the commercial portfolio company. It includes, as a rule, measures to acquire new directions and getting rid of some old ones. Candidates for the sale may be not only weak and unprofitable areas but also those that are no longer in the interest of the company (even if they belong to a rather attractive and profitable directions).

The above types of competitive strategies are not exclusive but complementary to each other. The most logical is the following sequence of system design and implementation of competitive strategies:

1. identify suitable strategies creating competitive advantages.
2. Develop strategies to ensure the competitiveness of enterprises, which specifies the long-term program of action in all functional areas of activity. The implementation of these action programs should provide the formation of the competitive advantage.
3. Use different kinds of strategies of competitive behavior, depending on the market situation and taking into account identified in the steps of forming a strategy of competitive advantages and strategies to ensure competitiveness.
4. The implementation of the system of competitive strategies, which should be accompanied by systematic evaluation and analysis of results, identifying deviations from targets and rapid reaction to unpredictable external and internal changes.

Conclusions. As part of the overall strategy of the company is the development of the special role of competitive strategy, which can be viewed as a system of actions the company to

the participants of the competitive market, aimed at creating long-term goals and ways of achieving the purpose of competition.

There are a number of competitive strategies that can be united in competitive strategies of the enterprise - a set of strategies to adapt to changes in the company in a competitive environment and strengthen its long-term competitive position in the market.

To implement the competitive development of enterprises should use a technique of competitive selection strategy that is based on the construction of the matrix, "the competitive position of resources - the competitive position of competency" that allows you to choose the strategy of using its own capabilities, integrated strategy for growth, cooperative strategies, innovative strategies, strategies to reduce and restructure.

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Ключові слова: стратегічне управління, стратегія підприємства, конкурентна стратегія, конкурентний розвиток, конкурентна позиція, ресурси, компетенції.

Ключевые слова: стратегическое управление, стратегия предприятия, конкурентная стратегия, конкурентное развитие, конкурентная позиция, ресурсы, компетенции.

Keywords: strategic management, strategy of enterprise, competition strategy, competition development, competition position, resources, competenses.

УДК 332.1 (С2)

ON THE CONCEPT OF «ECONOMIC SYSTEM» AND ITS CLASSIFICATION.**Bulakhova E.**, Senior Lecturer, SHEI "PSTU", Mariupol

Булахова Е. И. К вопросу о понятии «экономическая система» и ее классификации.

В данной статье приведен анализ взглядов ученых на понятие «экономическая система», методологические особенности к трактовке данного понятия, выделяются и описываются характерные составляющие и ключевые моменты понятия «экономическая система». На основании исследованных понятий определения «экономическая система» автором предложено конкретизированное понятие «экономической системы». В статье выяснены основные свойства экономических систем, которые позволяют произвести их классификацию по различным признакам. Основное внимание в работе акцентирует на классификацию экономических систем по уровню их функционирования. В статье выяснены особенности основных уровней функционирования экономики, особое внимание уделено вертикальной структуре экономики на мезоуровне, обращается внимание на механизм его управления. На основании проведенного исследования обосновывается мысль о выделении региональной экономической системы в отдельный уровень функционирования с присущей ей спецификой, связанной непосредственно с экономической и социальной инфраструктурой региона (области). Выявлены актуальные направления развития региональной экономической системы, раскрывается понятие целостности региона через выполняемые им функции, обозначающие его миссию в целом. Данное исследование позволит в дальнейшем более эффективно использовать механизм управления региональной экономической системой.

Bulakhova E. On the concept of «economic system» and its classification.

This article provides an analysis of the views of scientists on the concept of «economic system», methodological features to the interpretation of this concept, isolated and described the characteristic components and the key moments of the concept of «economic system». Based on the concepts studied the definition of «economic system» concretized author proposed the concept of «economic system». The article clarified the basic properties of economic systems that allow them to make a classification on different grounds. The focus of the work focuses on the classification of economic systems according to their level of functioning. The article has clarified the basic levels of the economy, special attention is paid to the vertical structure of the economy at the meso level, draws attention to the mechanism of its control. Based on this study substantiates the idea of allocating regional economic system in a separate level of functioning with its inherent characteristics, directly related to the economic and social infrastructure of the region (the area). Identified current trends in the development of regional economic system , reveals the concept of the integrity of the region through the functionality thereof , indicating its mission as a whole. This study will further better use of control mechanism of regional economic system.

Булахова О. І. До питання про поняття «економічна система» та її класифікації.

У даній статті наведено аналіз поглядів вчених на поняття «економічна система», методологічні особливості до трактування даного поняття, виділяються і описуються характерні складові і ключові моменти поняття «економічна система». На підставі досліджених понять визначення «економічна система» автором запропоновано конкретизоване поняття «економічної системи». У статті з'ясовано основні властивості економічних систем, які дозволяють провести їх класифікацію за різними ознаками. Основна увага в роботі акцентується на класифікацію економічних систем за рівнем їх функціонування. У статті з'ясовано особливості основних рівнів функціонування економіки, особливу увагу приділено вертикальній структурі економіки на мезорівні, звертається увага на механізм його управління. На підставі проведеного дослідження обґрунтовується думка про виділення регіональної економічної системи в окремий рівень функціонування з притаманною їй специфікою, пов'язаної безпосередньо з економічною та соціальною інфраструктурою регіону (області). Виявлено актуальні напрямки розвитку регіональної економічної системи, розкривається поняття цілісності регіону через виконуваним ним функції, що позначають його місію в цілому. Дане дослідження дозволить в подальшому більш ефективно використовувати механізм управління регіональною економічною системою.

Formulation of the problem. In the context of the process of globalization of the world, the question remains sustainable development of a modern system of national economy. It is impossible to overestimate the role of the regional economic system in the process. It is up to the state and regional sustainable development, balanced and competent policy of development will depend on the sustainable development of the national economic system. Regulation of regional economic system can be implemented subject to a determination of its place in the national system, defining the approaches to the interpretation of the essence of the conceptual apparatus of the "system", "economic system", "regional system".

Analysis of recent research and publications. Methodology of development of regional economic systems and their analysis are devoted to the research of scholars and practitioners as JK Galbraith, Bryukhovetskaya NE, Buleev IP, Bashnyanin GI Buzgalin A., A. Kolganov, Atanov NI Lapinskas AA Zubarev et al.

The purpose of the article - analysis of approaches to the interpretation of the concept of "economic system" type analysis of its classification, definition of the place of regional economic system in the national economic system.

Basic material. The analysis showed the presence of many approaches to the formation of the concept of "system". Traditionally, the term "system" is defined as "a set of elements that are in relationships and connections with each other, which forms a certain integrity, unity" [1, s.437]; "Category, indicating the object, organized as integrity, where the energy relations between the elements of the system exceeds the energy of their links with other elements of the system, and sets the ontological core of the system approach" [2, p. 695]; "Unity, consisting of interdependent parts, each of which brings something specific to the unique characteristics of a" [3, page 8]. All the above-mentioned definition of "system" have common components, namely: Structure of the object; the existence of certain relationships and connections between the

elements of the structure; special properties that have been given system as a whole, based on the specifics of relationships and connections between the elements of the system.

The latter feature, in our opinion, is the unifying and give a unique system of a particular property, which is called the "system property" and which is the criterion of differences of one system from another.

From these positions were analyzed by well-known definition of "economic system". From the point of view of the system of education, the economic system is a set of related elements of different kinds of relationships with each other, forming integrity. Thus, it can be regarded as a set of processes that take place between its elements, the structure and the relationship of these elements (functional approach). This formulation is consonant with the wording of B. Holesovski, which determines the economic system as "a combination of interrelated and operating elements" [4, p. 70]. Essentially the same definition of the economic system given Rudolf Nureyev - "a set of economic elements forming a certain integrity, the economic structure of society, the unity of relations developing on the production, distribution, exchange and consumption of material goods" [5, p. 54].

S. Mocherny takes the concept of the economic system as "a set of interacting subsystems, components, and a set of economic relations between them, so that there are laws of development and functioning of this system, which provide her integrity and organization, increase efficiency in order to achieve a common goal, embodied in the basic economic Act" [6, p. 69]. Bashnyanin G. treats economic system as "a set of all economic activities of people (the mechanisms of functioning institutions, regulation of the national economy) in the process of production, exchange, distribution and consumption of goods and services, as well as in the regulation of such activities" [7, p. 37]. Vatamanyuk Z. is the economic system as a "way of organizing the economy, a set of interrelated and accordingly ordered its structural elements (industries, enterprises, economic entities and the people behind them), which define the relationship between producers and consumers of goods and services" [8, p. 114].

Paying attention to the purpose of the economic system J. K. Galbraith focuses on the direction of the last such as "produce material goods and provide services that people need," [9, p. 27]. It evaluates the effectiveness of the economic system as such that "maximizes people with what they need most," [4, p. 27]. At the same notes the following disadvantages of this approach, such as: simplification of the role of industrial corporations and large enterprises in solving economic problems and their direct impact on the subjects of the economic system; ignoring the features of a modern development environment. Interaction of the economic system makes certain phenomena, which can be considered as a model system behavior under various specified conditions in which it operates. Therefore, from this point of view the economic system makes sense to consider as "a tool, a way of research processes and phenomena" [10, p. 84]. In accordance with this approach, A. Lindbeck, Gregory P. and R. Stewart indicate that the economic system - is "an organizational structure to make decisions and implementing actions on the production, distribution and consumption of goods within a certain geographic region" [11, p. 4].

Much the same way interpreted the concept of the economic system N. Atanovym - a "community elements and subsystems combined functional horizontal connections" [12, p. 116]. Under this kind of relationships we have in mind relations concerning exchange operations from the activities of system components (horizontal communication) and is indicated on the hierarchical management structure, ordering the vertical relationship between the elements of the system and the control center.

Building on the concept of "economic system", A. and A. Buzgalin Kolganov introduced in the definition of the categories of space and time, and interpret economic system as "historically specific, localized in the socio-economic space and time, the system of industrial relations" [4, p. 70].

In today's economic dictionary gives the following definition of the economic system - is historically emerging or established, operating in the country set of principles, rules of statutory rules governing the form and content of the basic economic relations arising in the process of production, distribution, exchange and consumption of economic output [13 p. 68].

Review and analysis of the definitions of the economic system allows them to allocate the following key points:

- Hierarchical structure (includes subsystems)
- Operation of goal orientation, which is based on the relations of production of goods, distribution, exchange and consumption,
- The complexity of connections between the constituent elements forming the mechanism of interaction between the structural elements,
- "Attachment" of the system to the temporal and spatial framework.

Summarizing the above set of the concept of "economic system", the author considers it appropriate to give a definition should specify the economic system itself, which reflects the holistic organizational structure aimed at effective implementation of solutions in the field of production, distribution and consumption of goods, limited to certain geographic regions and specific historical conditions, functioning and regulated by the economic mechanism.

Economic system, as well as a different kind systems have a number of properties, which traditionally include the following:

1) integrity - the economic system operate and interact with each other in such a way that they form a harmonic completeness.

2) complexity - is manifested by the presence of multiple forward and backward linkages between its elements;

3) structured - as a complex system object economic system, a system of lower orders, subsystems, economic elements, which are in close connection with each other;

4) hierarchy - a consequence of structuring of the economic system and acts as a way to organize and interaction between subsystems of different levels.

5) focus - the economic system aimed at achieving specific performance.

6) the emergence - as a property inherent in any system, manifested in the presence of "special properties of the system", which may not have taken some of its elements, even in the presence of systemic connections; that is, it is their function allows the system to have a set of such "special" property.

7) adaptability - manifested in the ability of the economic system that operates in a changing environment to maintain its primary target sectors.

8) control - economic system is subject to control by the use of different economic mechanisms.

9) razvivaemost - the ability to change the economic system under the influence of the internal components and the surrounding environment.

10) the uncertainty of development - from the preceding properties of the economic system, and the nature of the above effects it can only predict.

The presence of multiple properties of an economic system, as presented above list is not all inclusive, because it emphasizes the main, in our view, properties, makes it possible to classify the existing economic systems on various grounds. Indeed, today in the economic literature there is diversity of classifications of economic systems. The most detailed and exhaustive classification of economic systems, in our opinion, given in AV Sidorovicha [14, p.45] TS Zubareva [15, p.98], and Kolganova Buzgalin A. A [4, p.113], and others. The main task of the presentation, we assume such classifications, which would take into account not only the tried and tested scientific approaches to the consideration of economic systems, but and approaches to us to modern national economic system.

Emphasis is placed on several different approaches to the classification of economic systems according to their level of functioning. Uniquely identify the main levels of the economy, such as the micro-level, macro, meso and level of functioning of national economies in the world economy, scientists have no common unity in the definition of entities functioning of these levels.

Usually, to entities operating at the meso level, include "intermediate (between micro and macroeconomics) subsystem of the national economy, which are important independent significance" [17, p.139], ie, regional economic system.

However Bryukhovetskaya NE, Buleev IP emphasize the inaccuracy of such an approach and argue that at this level should be considered complex and integrated network structures, which differ in their vertical structure and function with the close involvement of foreign capital, access to world markets, that is, outside of the national economy. Management of these structures occurs through several different mechanisms, not inherent in management at micro and macro levels. Because of this, the authors identify a single level - the level of the regional economy that can not generally be attributed to the meso-level. According to them the regional economy is related to the economic and social infrastructure in the region (region).

In modern scientific literature to understand by regions territorial entities of different scales - interstate education, territory specific country or a specific part within the geographical features and the specific reproductive functions or administrative-territorial division.

Within the first direction focuses on the region as part of the state with unique natural conditions, relatively uniform resource composition, characteristics of the organization of the productive forces. This view is held Alaev BE [17, p.54] Grandberg AG [18, p. 33] Dolyatovsky B. [19. 65]. Thus, the region as a result of having these features has its own unique structure of production, characteristic of him-farm linkages and specific needs related to the external environment.

The second view of the regional economy focuses on the study of the region as an administrative and territorial unit within the boundaries of the state. From this position, the object of study is endowed with well-defined borders, has certain statutory controls, in whose jurisdiction is the designation and implementation of major strategic plans and tactical problems of the region. In our view, a very comprehensive definition of "region" given Arzhenovskiy I. [20, p.14], in which he refers to the allocation of a portion of a region of the state of education "as a result of the social division of labor and specialization characteristic, specific features of the reproductive process."

It should be noted that the study of economic issues of regional development, usually distinguish the following main areas of research, such as:

- Directly to the specifics of farming a particular region;
- Economic ties between the regions defined territorial holistic education;

- Productivity distribution of productive forces.

It should also be noted that the scope for regional development involves the use of natural resources and the effectiveness of the territories of productive forces. Currently, there is a shift in emphasis in the study of regional economic systems with natural resources and population, production and consumption in infrastructure provision and environmental constraints. The realities of the present stage of development of economic systems raises the question of placing innovation, telecommunication and computer systems. Thus, the interests of the region such traditional factors of production such as labor, material costs are moved to problems of providing infrastructure and environmental safety, that is shifting towards intangible factors. These intangible factors include the territorial distribution of the intensity, diversity and quality of cultural activities recreational services; creativity; attachment of people to their locality, etc. [21. 26]

Summarizing the foregoing, we conclude that the region as an integral territorial entity that is a carrier, on the one hand the function of rational use of the unique natural resources located in its territory, and on the other hand, it has spawned functions to ensure social and cultural, environmental conditions accommodation and activities of the population of the territory. The dual nature of the character of these functions makes the region represents integrity and his mission.

Means of achieving the objectives of the region, constituting its mission, is the strategy of socio-economic development, which blends harmoniously into the development strategy for a higher level of territorial - state. Regional development strategy, as long-term program, mostly based in the creation of science-based program for the development of the region on priority areas for him.

Conclusions:

The analysis of the conceptual apparatus of "economic system" showed the presence of diverse approaches and interpretations. The author proposes to flesh out the concept of "economic system" as such, it reflects a holistic organizational structure aimed at effective implementation of solutions in the field of production, distribution and consumption of goods, limited to certain geographic regions and specific historical conditions, functioning and regulated by the economic mechanism.

Analysis to explore the notion of the economic system revealed the presence of a common approach to determine the structure of the economic system. It was revealed that at present the regional economy moved to separate level of functioning and can not be fully attributed to the meso-level. Regional economy is related to the economic and social infrastructure in the region (region). The author considers it appropriate from the perspective of better regulation mechanism of the economic system.

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Ключевые слова: экономическая система, региональная экономика, макроуровень, мезоуровень, социально-экономическое развитие, социальная инфраструктура, производительные силы.

Ключові слова: економічна система, регіональна економіка, макрорівень, мезорівень, соціально-економічний розвиток, соціальна інфраструктура, виробничі сили.

Keywords: economic system, regional economy, the macro-level, meso-level, socio-economic development, social infrastructure of the productive forces.

УДК 339.13

NEUROMARKETING AS AN INNOVATIVE APPROACH OF STUDYING DEMAND AND BRAND BUILDING TOOL.

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Шолокова Е. М., Киниченко Е. В. Нейромаркетинг как инновационный подход изучения спроса и инструмент создания бренда.

В условиях современного развития рынка первостепенной проблемой маркетинга на предприятии является наращивание нематериального капитала и максимизация стоимости нематериальных активов. В контексте современного состояния бизнеса стоимость компании во многом определяется наличием сильного бренда, что, в свою очередь, диктует необходимость постоянной работы над его совершенствованием и укреплением. Бренд является составной частью интеллектуальной собственности организации и ее нематериальным маркетинговым активом. На данный момент не существует единого подхода к оценке эффективности бренда, так как данный показатель включает в себя как количественную оценку, так и подсознательные, эмоциональные и психологические личные ассоциации потребителей. Отсутствие единой методологии оценки определяет актуальность данной статьи и дальнейшее изучение проблемы в сфере интеллектуальной собственности, маркетинга и нейрофизиологии. В статье определены этапы проведения брендинга и выделены аспекты его уникальности, что является основой создания эффективного бренда, а также рассмотрены основные факторы, влияющие на лояльность потребителей. Перспективным и актуальным направлением маркетинга в сфере эффективного брендинга, увеличения стоимости интеллектуальной собственности и изучения предпочтений покупателя может выступать нейромаркетинг, как прикладная наука о сознательных и подсознательных процессах потребителя. Для оценки эффективности бренда предложена методика, основанная на нейрофизиологических исследованиях, с использованием количественных и качественных показателей.

Scholokova E.M., Kinichenko E. V. Neuromarketing as an innovative approach of studying demand and brand building tool.

In today's market development paramount problem of marketing the company is building intangible capital and maximize the value of intangible assets. In the context of the current state of the business value of the company is largely determined by the presence of a strong brand, which in turn dictates the need for continued work on its improvement and strengthening. The brand is part of the intellectual property of the organization and its marketing intangible asset. At the moment there is no single approach to assessing the effectiveness of the brand, as this figure includes both quantify and subconscious, emotional and psychological personal consumer associations. The paper identified the stages of branding and highlighted aspects of its uniqueness, which is the basis for an effective brand, and the key factors affecting customer loyalty. Prospective and current trends in the field of marketing effective branding, increase the value of intellectual property and study the preferences of the buyer is neuromarketing as an applied science of conscious and unconscious processes of the consumer. Lack of a uniform evaluation methodology determines the relevance of this article and further the problem of intellectual property, marketing, and neurophysiology. To assess the effectiveness of the technique of the brand based on the neurophysiological studies, using quantitative and qualitative indicators.

Шолокова О. М., Киниченко Е. В. Нейромаркетинг як інноваційний підхід вивчення попиту та інструмент створення бренду.

В умовах сучасного розвитку ринку першорядною проблемою маркетингу на підприємстві є нарощування нематеріального капіталу і максимізація вартості нематеріальних активів. У контексті сучасного стану бізнесу вартість компанії багато в чому визначається наявністю сильного бренду, що, в свою чергу, диктує необхідність постійної роботи над його вдосконаленням і зміцненням. Бренд є складовою частиною інтелектуальної власності організації та її нематеріальним маркетинговим активом. На даний момент не існує єдиного підходу до оцінки ефективності бренду, так як даний показник включає до себе як кількісну оцінку, так і підсвідомі, емоційні та психологічні особисті асоціації споживачів. У статті визначено етапи проведення брендингу та виділені аспекти його унікальності, що є основою створення ефективного бренду, а також розглянуті основні чинники, що впливають на лояльність споживачів. Перспективним та актуальним напрямком маркетингу в сфері ефективного брендингу, збільшення вартості інтелектуальної власності та вивчення переваг покупця є нейромаркетинг, як прикладна наука про свідомі і підсвідомі процеси споживача. Відсутність єдиної методології оцінки визначає актуальність даної статті та подальше вивчення проблеми в сфері інтелектуальної власності, маркетингу та нейрофізіології. Для оцінки ефективності бренду запропонована методика, заснована на нейрофізіологічних дослідженнях, з використанням кількісних і якісних показників.

Formulation of the problem. In the context of the current state of the business value of the company is largely determined by the presence of a strong brand, which, in turn, requires constant work on its improvement and strengthening. At the moment, there is no single approach to evaluating the effectiveness of the brand, since this figure includes both quantitative estimate and the subconscious, emotional and psychological personal consumer associations. For a comprehensive assessment of an evaluation of the factors influencing consumer loyalty to the brand, the use of neurophysiological tools to explore the subconscious of the consumer and to identify the true needs, as well as the application of quantitative methods of evaluation.

Analysis of recent research and publications. The founders of neuromarketing are Trayndl Arndt [1], Bart Oeyman [2], demonstrating the feasibility of the application of scientific research on human reactions to trade. Large-scale studies in this area have been carried out by Martin Lindstrom [3]. On the valuation of intangible assets and, in particular, paid attention to brands in a number of works by foreign experts, in Vol. H. In publications and scientific papers D.Aakera [4] J. Evans [5], and others.

The purpose of this paper is to develop a comprehensive methodology for assessing the effectiveness of the brand as the intellectual property of the enterprise to the application of research in the field of neuromarketing.

Basic material. Brand - it is expectations that the consumer wants to receive from the use of this product and valuable, relevant, truthful promise that can only be done by the producer of the product.

In the course of market research identified the following stages of branding: market research, search for new opportunities; definition of basic (basic life) needs of consumers and businesses niche related areas; determine the actual desires of the consumer with respect to an enterprise of the product; definition of the image appearing in the consumer's mind at the mention of the name or logo of the company, in a certain way, which are associated with dreams of consumers; the study of values sides competing offerings, creating a unique, with the development of future proposals; creation of a brand different from the competition. The difference between the brands is in the image and behavior of the consumer, as When interacting with the brand, the person gets a pleasant feeling of "dialogue" with them, strengthens their status and underlines their individuality; examine ways of presenting information from competitors, finding an effective way of communication that combines the idea of the brand, the very method of presenting information and price that the company is ready to pay for its implementation. In the process of studying the problem of creating an effective brand identified the main factors that influence customer loyalty: Information about the brand; social conditions,

education and training; outlook of the person; attitudes and social norms; knowledge, abilities, character; interests of the individual, forcing him to take an interest in the goods; state, which wants to reach people buying this product; relationship with the brand, and with others, in which the person comes in communication with the brand.

According to the authors, aspects of creating a unique brand are: brand building should be based on knowledge of the further development of the market; data should be based on customer information; basis for the study should be human values, as they are more long-term than the needs; marketing research should be based on primary data; brand enterprises should be assessed as a major part of the intellectual property and intangible marketing assets. A promising direction in the study of customer loyalty and branding effectiveness is neuromarketing, is the main tool for the creation of intellectual property organizations. Neuromarketing - applied science on the impacts of the buyer with the study of his psychological motives and emotional state.

Neuromarketing emerged in the 90s at Harvard. This technique was developed by Professor Jerry Zaltmanom and patented as technology ZMET. The technique is based on a set of images, causing the consumer or positive emotional state by analyzing brain images. The method - a combination of neuroscience, psychoanalysis, linguistics, art and theory to identify the mental models that determine human behavior.

As a result of marketing research methods highlighted neurophysiological studies that can be actively used in practice with the help of modern technical means: eye camera; EMG (electroneuromyography); EEG (electroencephalography); fMRI (functional magnetic resonance imaging); SPECT (single photon emission computed tomography).

According to S. Davis [6, S. 38], consumers of different products most often mentioned the following nine criteria that influence the decision in the direction of a brand preference (listed below in accordance with the frequency of mention): high quality and reliability; stable functional characteristics; acquaintance; The availability and convenience; price / value; the identity of a customer; the ability to solve the problem of the user; consumer services; advertising. As a result, there is the phenomenon of branding, which in the literature is called brand equity, defined as a set of assets and liabilities that increase or decrease the value of a product or service for the company and / or its clients. Assets and liabilities, which are the basis of brand equity, should be linked to his name and / or symbol. In our opinion, brand equity is the intellectual property, may include five evaluation categories: brand loyalty; brand awareness; perceived quality; associations with the brand, in addition to the perceived quality; other intellectual property assets: patents, trademarks, relationships with members of the distribution channel, etc. In the qualitative evaluation of the effectiveness of branding may include the following indicators: awareness of the brand; understanding of the position of the brand; recognizable brand image; execution of branded contract. In the quantitative evaluation of the effectiveness of branding can include the following measurements: the role of the brand to attract customers (estimated actual number of new customers); role in maintaining the brand and customer loyalty (estimated number of buyers who would refuse the brand in the absence of branding); market penetration and frequency of purchases in connection with the brand (estimated number of customers who buy more of your products and services through effective branding); the financial value of the brand (estimated maximum allowable price premium compared to competing brands, multiplied by the volume of sales in units (or other similar amount).

Conclusions. In the course of conducting marketing research revealed that customer loyalty is influenced by both rational and emotional factors. Consumption experience is more important for a brand than just to attract attention. Reliance on emotional factors really gives prerequisites for primary consumption experience. However, if the experience is negative, then the user switches to another brand. As we know from the marketing, return the old, but refused to shopping, the consumer should, at least three times more expensive than attracting new. That is why brands are paying great attention to work with regular consumers. Moreover, the main task of many brands is not even to keep old customers, but increase the consumption of products.

For this purpose, it is recommended to use special programs to strengthen consumer loyalty, including as provide feedback through which consumers express their complaints about the quality and special programs to encourage consumption. Modern information technologies, which are the intellectual property of the company, allows one to deal with huge amounts of consumers and in parallel with the development of loyalty to study the behavior of consumers using mobile marketing.

Prospects for further research in this direction is the development of a more complete method of evaluating the effectiveness of brand applicable in today's market conditions, as well as the union of neuroscience, sociology, psychology and marketing in order to increase the value of the intellectual property of the enterprise.

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Ключевые слова: эффективность, маркетинг, интеллектуальная собственность, потребитель, оценка, методы.

Ключові слова: ефективність, маркетинг, інтелектуальна власність, споживач, оцінка, методи.

Key words: the effectiveness, marketing, intellectual property, consumer, assessment, methods

УДК 330.341.1:332.1

THE DETERMINING FACTORS OF THE DEVELOPMENT OF THE KNOWLEDGE ECONOMY AT THE REGIONAL LEVEL.**Koiuda V.**, Candidate of Economic Sciences., professor, Kharkiv National University of Economics**Kostina O.**, Lecturer, Kharkiv National University of Economics**Коюда В. О., Костіна О. М. Визначальні фактори розвитку економіки знань на регіональному рівні.**

Розглянуто теоретично-організаційні основи забезпечення інноваційного лідерства регіонів і потенційний комплекс факторів впливу на формування, становлення й розвитку економіки знань (ЕЗ), що насамперед обумовлено взаємодією та взаємозв'язками двох діаметральних процесів. Згідно проведених досліджень було визначено комплекс основних факторів щодо ЕЗ, а саме зовнішні (екзогенні) та внутрішні (ендогенні) фактори впливу на формування, накопичення, оновлення та їх розвитку. Наведена характеристика креативного потенціалу регіону як бази ЕЗ на компетентній основі населення при наявності відповідної інфраструктури. Креативний сектор розглядається як центр концентрації зайнятого населення у науково-дослідницькій сфері, високотехнологічних галузях та усіх сфер діяльності людини, що забезпечує активізацію креативних здібностей населення регіону та потенційну можливість залучення іноземних фахівців. Саме креативність талановитої молоді у ЕЗ суттєво впливає на ефективність регіональної інноваційної системи (РІС) як складової національної інноваційної системи (НІС), на статус регіону та його місце на високотехнологічному ринку. Розглянуті питання трансформації існуючих складових РІС, етапи формування з урахуванням особливостей конкретного регіону як підсистем взаємодій щодо генерування та використання знань. Виробничий сектор – інтелектуальна інфраструктура – управління цим процесом при інтенсифікації кластеризації забезпечує конкурентоспроможність регіонів на основі організації інтерактивної системи циркуляції знань. Визначальний аспект при формуванні ЕЗ – це інтегрованість у глобальну інноваційно-виробничу мережу, що обумовлюється досвідом у світовій економіці. Дієвість усіх факторів впливу на ЕЗ потребує інвестиційних ресурсів (в основному через венчурне фінансування) та використання інформаційно-комунікаційних технологій (ІКТ) як основи прискорення процесу формування й розвитку економіки знань. Саме ці фактори впливу є визначальними, пріоритетність їх використання зумовлюють формування інноваційних конкурентних переваг регіонів в епоху економіки знань.

Koiuda V., Kostina O. The determining factors of the development of the knowledge economy at the regional level.

The theoretical and organizational foundations of innovation leadership of regions and potential complex of factors influencing the formation, establishment and development of the knowledge economy (KE), which is primarily due to the interaction and relationships of two polarized processes. According to the research it identifies the main factors for the KE, such as external (exogenous) and internal (endogenous) factors influence the formation, storage, updating and development. The characteristic of the creative potential of the region as a base of KE on the basis of competent people with the appropriate infrastructure. The creative sector is regarded as a center of concentration employed in the scientific and research sector, high-tech industries and all areas of human activity that provides creative abilities revitalization of the region and the potential for attracting foreign specialists. This creative young talent in the KE significantly affects the efficiency of regional innovation system (RIS) as part of the national

innovation system (NIS), the status of the region and its place in the high-tech market. Investigation of the transformation of existing components RIS, stages of formation allowing for the particular region as subsystems interactions on the generation and use of knowledge. Manufacturing sector and intellectual infrastructure, managing this process with the intensification of clustering ensures the competitiveness of regions on the basis of an interactive system of circulation of knowledge. The defining aspect of the formation of the KE - is integration into the global network of innovation and production, which is due to experiences in the world. The effectiveness of all factors influencing the KE requires investment of resources (mainly through venture financing) and the use of information and communication technologies (ICT) as a basis for accelerating the process of formation and development of the knowledge economy. These factors of influence are critical, priority use cause formation of innovative regional competitive advantage in the era of knowledge economy.

Коюда В. А., Костина О. Н. Определяющие факторы развития экономики знаний на региональном уровне. Рассмотрены теоретически-организационные основы обеспечения инновационного лидерства и потенциальный комплекс факторов влияния на формирование, становления и развитие экономики знаний (ЭЗ), что прежде всего обусловлено взаимодействием и взаимосвязанностью двух диаметральных процессов. Исследование позволило выделить комплекс основных факторов, т.е. внешние (экзогенные) и внутренние (эндогенные), которые влияют на процесс формирования, накопления, обновления и развития экономики знаний. Приведена характеристика креативного потенциала региона в качестве базы ЭЗ на компетентностной основе населения при наличии соответствующей структуры. Креативный сектор – это центр сосредоточенности активного населения научно-исследовательской сферы, высокотехнологических отраслей и всех сфер деятельности человека, который обеспечивает проявление активности креативных способностей населения региона и потенциальную возможность привлечения иностранных специалистов. Креативность талантливой молодежи в ЭЗ существенно влияет на эффективность региональной инновационной системы (РИС) в составе национальной инновационной системы (НИС), на статус конкретного региона и его место на высокотехнологическом рынке. Рассмотрены вопросы трансформации существующих структур РИС, этапы ее формирования с учетом особенностей каждого региона как подсистем взаимодействий по генерированию и использованию знаний. Производственный сектор – интеллектуальная инфраструктура – управление процессом при интенсификации кластеризации обеспечивают конкурентоспособность регионов на основе организации интерактивной системы циркуляции (активное движения) знаний. Определяющий аспект при формировании ЭЗ – интеграция в глобальную инновационно-производственную сеть, что подтверждено мировым опытом. Действенность всех основных факторов, которые влияют на ЭЗ, требует инвестирования (в основном через венчурное финансирование) и использование информационно-коммуникационных технологий для ускорения процесса формирования и развития ЭЗ, что позволит достичь инновационных конкурентных преимуществ регионов в эпоху экономики знаний.

Problem. Central to the innovation economy - this knowledge as the basis for sustainable development and sustainable socio-economic system. And that explore key aspects of the innovation economy, its relationship to the information society as important predictors of knowledge economy, its formation in historical and chronological sequence and isolation of qualitative features of this process, including the most significant one - is constantly changing human needs with the influence set of environmental factors acquires special importance today. Very high level of localization of innovation because only a limited number of subdivisions (cities, regions) has the appropriate conditions necessary for its organization and effective. And therefore extremely urgent separation based on a detailed analysis of the key factors of regional development based on knowledge economy.

Analysis of recent research and publications. The theoretical foundations of leadership support innovative regions in the long run is dedicated to works of foreign economists F. Perry and J. Boudeville, D. Meyya, J. Bekattini. Sociological aspects of territorial development highlighted in the work of Florida R. and A. Venebla; the nature and the functioning of regional innovation systems analysis Scandinavian economists B. Asheim and A. Isaksenom. Certain aspects of the innovative capacity of national regions revealed in the works of local scientists Lieutenant A. [27] L. Antoniuk [1] V. Chuzhykov [45] S. Sokolenko [30] and others. And so it is important to know exactly due to factors which achieved this growth, the contribution of each of these factors in the overall economic success of a country or region. This problem is aggravated by the financial and economic crisis and therefore the growth factors or acceleration is even more important. It is activated during the crisis investment flows that are designed to pull the industry out of economic recession and therefore becomes relevant, important and necessary to know which factors should expect priority development entities in modernization or renovation of production or implementation of scientific and technological progress in all areas activities. Investigation of these issues in the years devoted to the work of many scientists, including the following: Schumpeter, R. Solow, J. Kendryk, J. Denison, F. Jansen, W. F. Uæbster Heyets, L. Zaitseva, L. Fedulova, V. Semynozhenko, L. Petkov, S. Gerasymchuk, A. Yehorshyn, I. Markovic, N. Yablonska and others. But along with this there is a need to distinguish a combination of factors influence the formation, development and improvement of the knowledge economy in terms of their global spread and effective use in specific regions and the country as a whole to ensure stable and sustainable socio-economic development, competitiveness and creating competitive advantages of regional leadership and state level.

The purpose of the article - the study of the formation, establishment and development of the knowledge economy based on systematic and innovative approach for the separation of positive and negative factors influence this process at the regional and national level, taking into account the nature of globalization creation, use and dissemination of knowledge.

Statement of the basic material. The formation of the knowledge economy as the world experience, characterized by deepening the two polarized processes: on the one hand, fundamental knowledge production is concentrated in a limited number of global centers, on the other - applied research become global distribution (Fig. 1). Thus, according to OECD experts, about 40% of GDP and 50% of the total number of patents registered in OECD countries represented 10% of the regions of its members [19, 21]. Growth factors are inputs that create a certain ratio of organic unity. The classic factors - labor, land and capital, known since the days of JB Say, were added entrepreneurial skills and the results of scientific and technological progress. Entrepreneurial skills as a factor of economic growth Schumpeter identified [43, 46] and the main factors that influence economic growth include political, economic, legal, social, environmental, natural geopolitical factors [6, 20]. L. Petkov [23] groups factors of supply and demand for potential growth, natural resource, human, materialized, financial, scientific, technical, and offers specific system performance evaluation. In his study, S. and V. Tkachuk Gerasymchuk [7] highlight the classification criteria regarding development factors, namely: the emergence of the environment on the region by means of influence, in terms of impact, the direction for the ability to change or influence and for the period of validity. Other researchers [20, 28, 34, 37] outline the factors that hinder innovation activity: 1. Economic (lack of financial resources, the high cost of innovation, high economic risk, etc.); 2. Production (lack of qualified personnel, information about new technologies, markets, etc.); 3. Institutional factors (low demand from consumers for innovative products, lack of legal effectiveness of legislative and legal documents, lack of innovation infrastructure technology market, etc.).

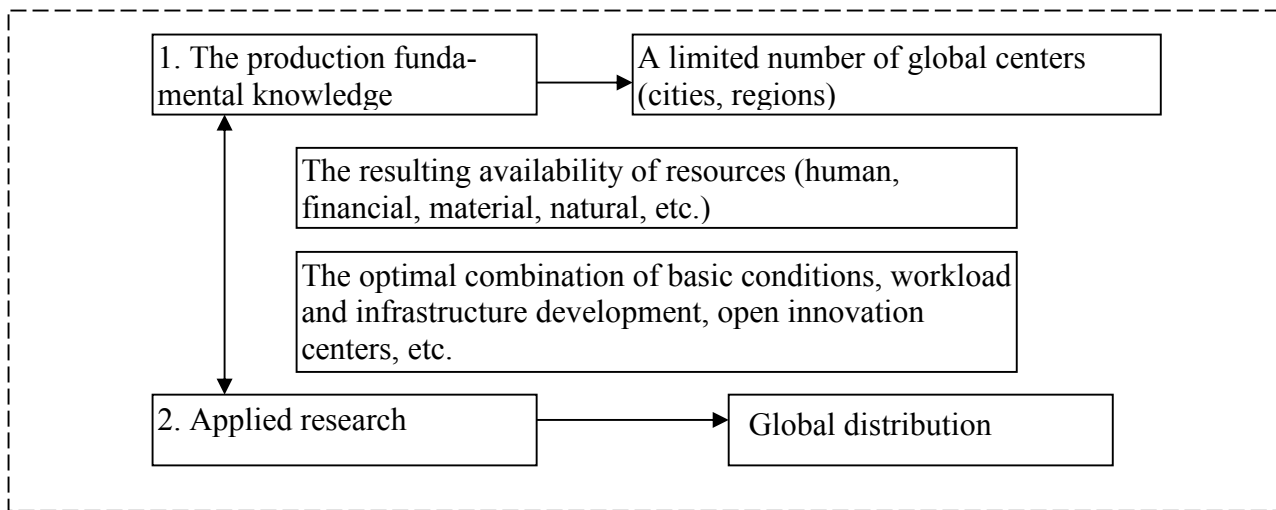


Fig. 1. diametrically processes of formation of the knowledge economy

Despite the fact that the issue of economic growth received much attention of scientists, but were not singling out the factor of economic growth in the region in the new economy. There is thus a need to identify the complex factors that cause accumulation innovation capability of regions in the long term and thus contribute to their national and international competitive status in general. In addition, further detailed analysis requires determination mechanism, the formation and development of innovative regional competitive advantages as a prerequisite to strengthen the competitiveness of a specific territory under conditions of knowledge economy. In trials the authors noted [34, 40, 41] that the financial crisis has highlighted the vulnerability of the economic and financial sector of Ukraine in terms of exogenous orientation. In their opinion, for economic growth in the long term requires activation of the next wave of this process, which is based on a new economic strategy based on attracting long-term growth factors that must be, above all, endogenous nature. Based on research and analysis of sources of internal and external factors [2-4, 8-11, 17-19, 34, 36, 39, 40] defined the following set of key factors in the development of the knowledge economy, which is shown in Fig. 2.

By exogenous factors mezoekonomichnoho growth include: 1) legal; 2) market conditions; 3) The political situation; 4) infrastructural factors and other external factors influencing the development of a region. Thus, the economic factors include the impact of globalization, the degree of openness of the economy, cross-border cooperation, foreign investment, competitiveness and regional economy. The political situation is characterized by: 1) sustainability policy in the EU; 2) cooperation within the CIS; 3) efficient use of available scientific and technological revolution, scientific and technological progress; 4) permanent transformation of the political system. By infrastructural factors include transnational networks, information systems, interregional transport activities. Comparing regions, the consideration of such factors has much less impact because the environment is quite a significant impact on the potential of each region [15, 28] with the peculiarities of the region (heritage, the presence of structures innovative capacity and potential software development area) and therefore offer a more To examine the determining factors of the complex.

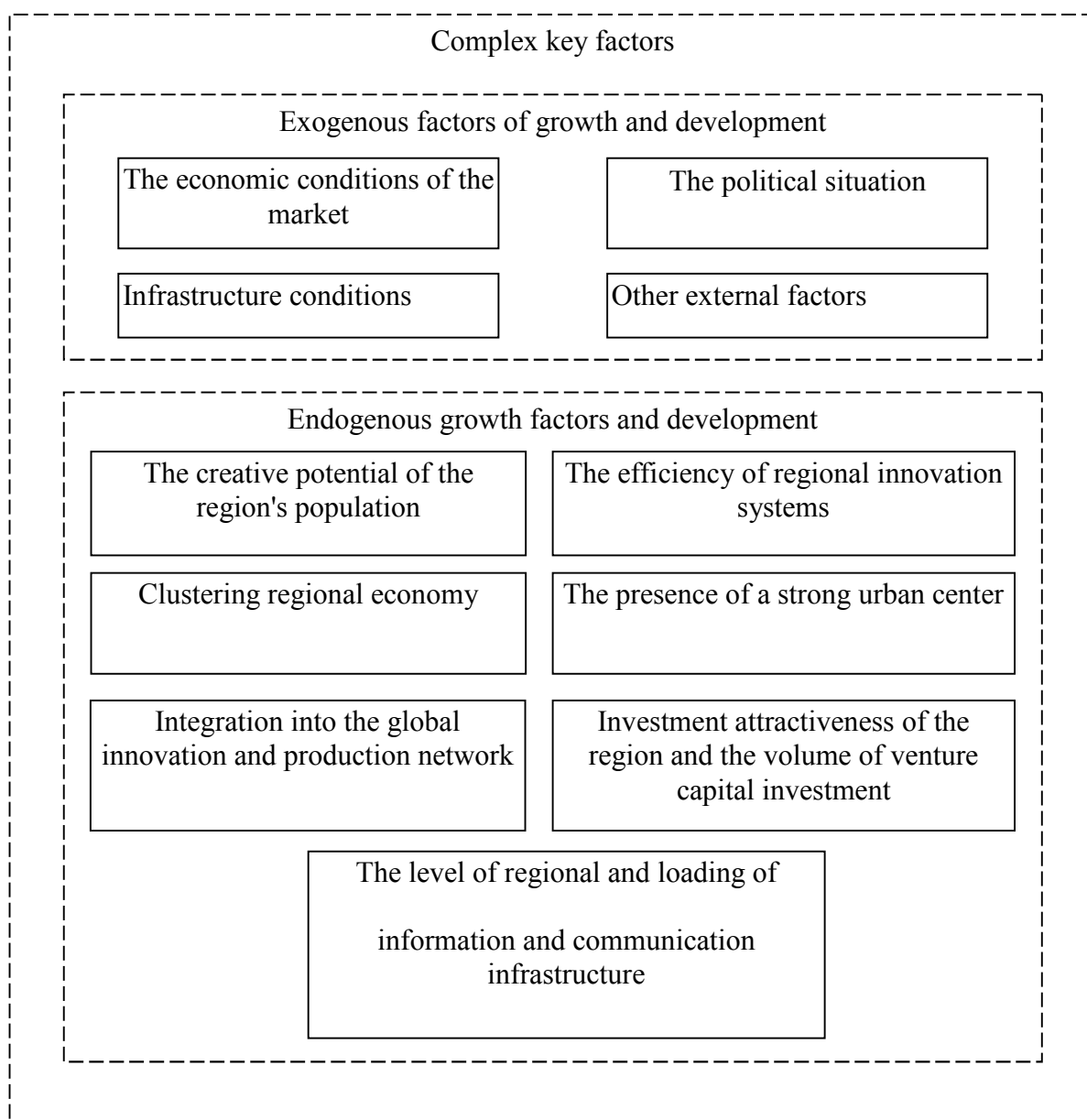


Fig. 2. Key Factors of Knowledge Economy

The creative potential of the region. At the present stage of human evolution is the establishment of the new economy - the knowledge economy where knowledge and competencies acquired the status of fixed resources and learning becomes a dominant social process (Table. 1).

Table 1 - Characteristics of creative potential [36,24]

№ з/п	Highlights	essence
1	Knowledge and competence - are the main inputs	Intellectual capacity, knowledge, creativity on the generation of new ideas and the adoption of innovative solutions
2	Rivalry entities	In the possibilities of knowledge, know-how and so on. innovation
3	The level of education and training of local people	The ability of the region to create innovative products, increased productivity, integrated regional competitiveness
4	The free movement of	The ability to attract and retain talented young people

	information flows, capital, workers	and workers and provide conditions for the development of the individual
5	International communication, cooperation, exchange of experience, etc.	Accelerating the pace of integration into the global information and communication networks and production

Well-known American economist R. Florida argues that the end of XX - beginning of XXI century is characterized by changes in the socio-economic structure, namely the transition from an industrial to a creative economy, the basis of which serve the intellectual capacity, knowledge and creativity as the ability of individuals to the generation of new ideas and adoption of innovative solutions [2, 8, 9, 13, 14, 20, 34, 36]. Today in industrialized countries on average 25-30% of employees working in the creative sector (ie in areas such as research and development, science and technology industry, law and finance, health, art, music, culture, design) and where this share is growing. In terms of the knowledge economy a major element of global competition - a competition undertakings for the use of knowledge and know-how and highly qualified workers [9, 17-19, 22, 25, 34, 35]. Level of education based on competent [25] and professional qualifications of the local population determines the ability of the region to create innovation and increased productivity (components integrated regional competitiveness). It should also be noted that in the context of globalization and the leveling of economic barriers to the free movement of information flows, capital, workers crucial factor in the competitiveness of the region serving its ability to attract and retain talented employees. In Silicon Valley in the US as a recognized leader in information technology and software on the results of the Global Competitiveness Index intellectual world regions consultancy Huggins Associates, took first place (2005) the number of employees in the field of information and communication technologies, and 55% - this foreigners [40]. Note that the region, creating an environment that promotes activation of creative abilities of its own population and attracting foreign professionals accelerates the pace of integration into the global information and communications and industrial networks. This is according to the statement of the American researcher A.Saksenian high demand highly educated workers in international communication, cooperation, exchange of experience, etc. [11].

Research [14, 16, 24, 34, 39, 40-42, 44] show that achieving leadership regions should mobilize it to their own creative potential of the population and balanced policy of attracting and creating favorable conditions for highly skilled foreign workers and therefore very popular in developed countries becomes such a model of territorial development (cities and regions), which includes the development of a competitive strategy leadership regions based on intensive use of intellectual and social-communicative abilities of the local population and is based on the involvement of experts from other regions or countries.

The efficiency of regional innovation systems. In the process of becoming a knowledge economy innovation activity has features to significantly high level of geographical concentration for a particular region. Experience shows that it significantly changes: 1) the status of the region in the field of innovation; 2) place the region in the market of high-tech products. Creating innovative systems as the basis for enhancing scientific and technological competitiveness at all levels - a national innovation system (NIS) and the regional innovation system (RIS), which are subordinated to the main goal on the priority strategic objectives and current socio-economic development at this historical juncture. Today - a regionalization of information activities, the formation of innovative systems under development strategy. The goal of innovation infrastructure - is to ensure a comprehensive innovation, development of scientific and technical and technological capacity in the public interest (including, in overcoming the crisis), its restructuring to create and use innovation [15, 28, 39]. Privacy innovative structure should be based on the following defining principles: the most favorable conditions; convergence of science - production - commercialization - Integration (for all stages of the innovation process) for the development, distribution and commercialization of innovative products.

The main purpose of RIS - it develop the necessary infrastructure to enhance business innovation for regional entities which should provide systematic and comprehensive approach to innovation management and contribute to its development through intensive knowledge [15, 25, 40]. It will intensify growth RIS specific unit based transformation of scientific and technological complex region as an attractive investment. Region - the first level of NIS formation, which greatly increase the efficiency of the formation, operation and further development of the innovation system. Experience shows that regionalization is able to provide innovation activities of those structures in the region that are created, developed and implemented innovative technologies that can ensure socio-economic development of a region and country. The transformation from the existing building RIC is recommended for the following levels: 1st - ensuring conditions of RIS and its inter-regional and national relationships and interactions; 2nd - stimulate and encourage innovation and innovative entrepreneurship [28]. Steps to creating a separate RIS particular region are formed depending on the features, heritage and needs of various elements of innovation infrastructure within the innovation process (science-technology-innovative development-production-consumption).

On the basis of interdependence and interconnection of structural elements RIS is needed in the formation of an effective mechanism to ensure continuous operation and exchange of information based on regional innovation policy. Privacy RIS covers activities within the innovation process chain for: - Technology - innovative design - production - consumption and has the following properties: prevalence by region; versatility; professionalism; constructive; investment security; information security; flexibility; korehovanist and adaptability [15, 28]. RIS is seen as a set of sub-models of innovative development of a particular region are interrelated and interact on the basis of effective cooperation, collaboration, cooperation. Modern innovative economic development in Ukraine is based primarily on building subsystems knowledge economy as part NIS-RIS and decisive is the strength of a national information and communication infrastructure and intellectual property market. National innovation system according to international experience is created based on the capacity of each region, including the regional innovation systems based on existing infrastructure and building new or transformation necessary components. Thus, Ukraine is the potential use of existing structures, including regional centers (they are in most regional centers) Scientific, Technical and Economic Information (CSTEI). By building a modern national intellectual property market should attract more CSTEI who are active participants in the implementation of regional scientific and technical and technological programs [28.40].

Overcoming the economic and financial crisis, crisis management requires first of all determine the stability of enterprises and justify the program out of the crisis on the basis of innovation. Economic growth - is an objective goal of economic policy-regions of the country through the implementation of scientific and technological progress. For Ukraine, the most important is to encourage innovation is at the enterprise level, as a positive factor in this recovery phase stands fifth Kondratieff cycle M. as the most susceptible prerequisite for promotion of innovative activities at all levels. Innovative system should provide specific region, functioning as a single integrated system able to reproduce, and self-improvement as part of the NIS; joint efforts of all participants in the innovation process; improving forms of relationship and the relationship of science and industry; science into an independent industry and fostering its development; development and industrial production growth through the creation and use of innovation [28].

Formation of regional innovation systems (RIS) - a prerequisite for improving innovation capacity and competitiveness of enterprises and susceptibility - industry - region. The innovative region [15, 28] - a combination of the following components: a set of interrelated and interacting relationships between business innovation development; cooperation of all structures of innovation sphere on the creation and diffusion of innovative products; legal forms and conditions for all players in the innovation sphere; of scientific, technical, industrial and regional policy; of socio-economic development of the region - the country; the impact of globalization of

the economy. For typical of RIS [40, 41] the interaction of two subsystems in the interactive learning (Fig. 3): 1) regional production structure as a subsystem of the use of knowledge (a set of companies for which there is a tendency to clustering); 2) regional intellectual infrastructure subsystem as knowledge generation.

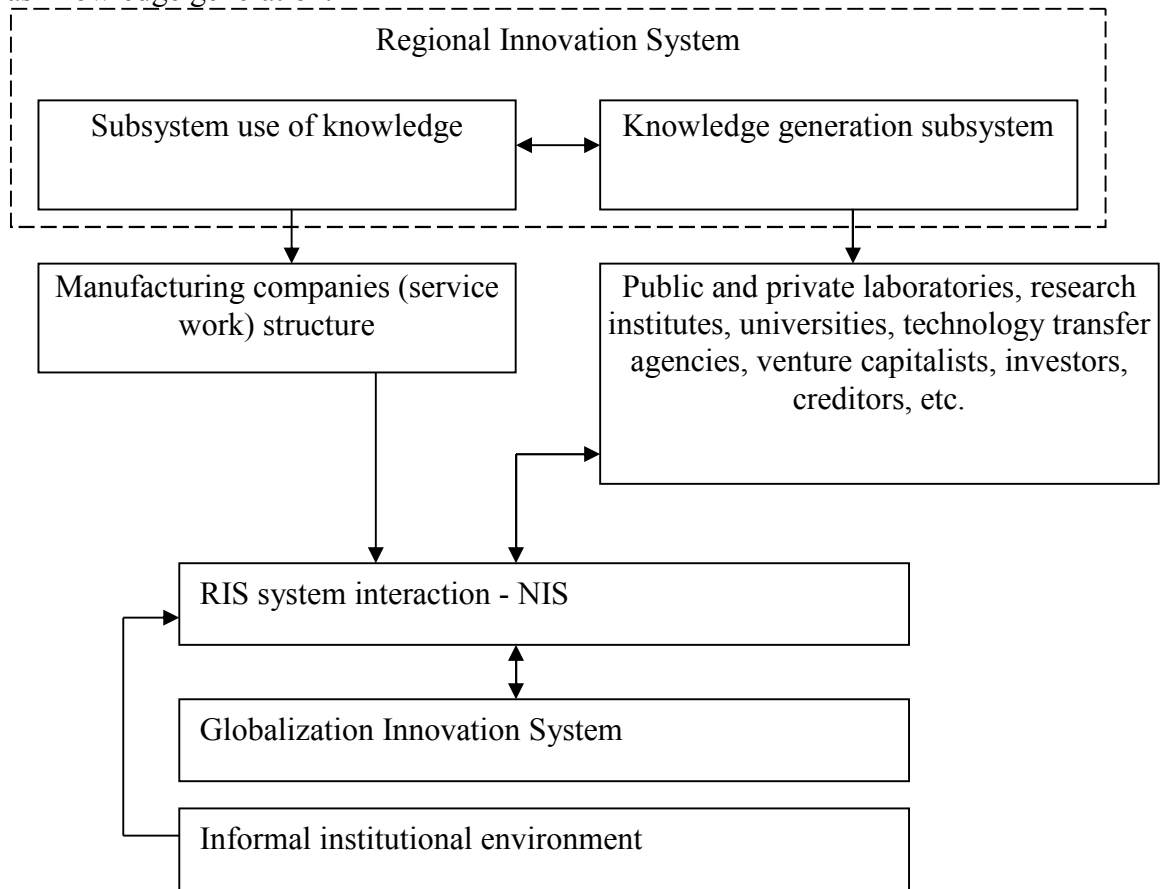


Fig. 3. Interaction of two subsystems

The institutional environment - is mutual trust, cooperation traditions, Norms, regional culture, etc., which determines the scope and dynamics of the process of interactive learning and the formation of local production, communication and social networks. Note that endowments does not guarantee the formation of ROS and effective basis for the formation, evolution and its operation (RIS) is creating a "triple helix" [26] socio-economic relations in a particular region to ensure system-integrated and operational relationships and interactions by triangle [15, 26, 28]. That's components: the manufacturing sector - Intelligent infrastructure (universities, research centers, etc.) - administration (government agencies and non-governmental organizations) form a regional development strategy and a broad range of specific tools and techniques to promote local innovation. Close communication links between the parties triple helix synthesize creative environment of the region in which new knowledge generated directly in the production process. In addition, the degree of interaction between economic entities in the sector, the company - university - government - business determines the pace and direction of development and improving the operating mechanism of regional innovation systems. It was the era of knowledge economy one of the key factors of competitiveness of regions is their innovative capacity and susceptibility, reflecting the potential possibility to create and use new knowledge. The efficiency of regional innovation systems primarily depends on a complex system interactions enterprises producing, organizations and providers of intelligent management institutions, which allows to optimize the use of available resources, innovation and creative to create a local environment that accelerates the generation of new knowledge. The presence of specific creative atmosphere within the region RIS provides active role synthesizer innovative ideas, rather than a

simple simulator innovation and accordingly determines its high competitive status in the hierarchy of national and global innovation systems.

Clustering regional economy. By definition, the OECD experts, intensive clustering is one of the key factors of regional competitiveness in the global economic environment [13, 28, 34, 39]. In general, the clusters can be identified as a group of interconnected locally focused businesses that operate in a particular area and are characterized by common and complementary activity [31-33]. According to the famous American economist M. Porter [26], geographic clustering - one of the most dynamic and fastest growing processes of modern economic development. OECD experts argue that innovation clusters are the "engine of growth of national economies and implementation of cluster initiatives is a key tool for improving national competitiveness" [5, 13] and this thesis is confirmed by the statistics provided by the European Commission experts who demonstrate the role of clusters in individual economy countries (Table. 2).

Most scholars who analyze the nature and character of cluster dynamics, stress that the key competitive advantage of clusters is organizing an interactive system of circulation of knowledge [13, 31-33, 39-41]. Within the cluster generation technology and innovation are not concentrated in some isolated companies, and accelerates favorable environmental conditions, where as a result of constructive interaction of economic agents is a constant process of diffusion of knowledge and new ideas, products and production methods. An effective system of mutual innovation cluster members as a key factor in global innovation leadership Silicon Valley in the US [21] and the authors of the concept of innovation systems (F. Cook) confirm the existence of a positive correlation between geographical proximity and efficiency of enterprise clusters interkorporatyvnoho technology transfer [13, 14, 21].

Table 2 The role and significance of clusters in economic development
some EU countries [5, 13, 14]

country	number of clusters	The role of clusters in the economy
Denmark	13 regional and 16 national industrial clusters	Enterprises of all clusters are characterized by higher than the national average level of productivity
Italy	199 industrial districts	Employ \approx 40% of employment in industry
Japan	19 industrial clusters	Combine about 3,000 industrial enterprises
Netherlands	12 national clusters	Create more than 30% of GDP
Norway	62 clusters	Employ \approx 22% of employment in industry
Great Britain	154 regional cluster	Create 40% (London) to 15% (South West) jobs in the regions

Thus, the positive effects of cluster formation are: 1. The development of cooperation and partnerships between the subjects of; 2. Activation of generating innovation; 3. Rapid dissemination; 4. dynamism of interactive learning processes; 5. Promoting reduce transaction costs; 6. Creation of additional competitive advantages for members of the cluster. It was an era of global competition, the implementation of cluster initiatives become an efficient and effective mechanism for improving the competitiveness of individual national regions and countries as a whole.

The presence of a strong urban center. At the present stage of development of the world economy big cities or regions metropolistychni (metrorehiony) act as engines of economic growth countries and increase their competitiveness. Today there are 78 OECD countries

metrorehiöniv with a population of 1.5 million. And more people that are experiencing high levels of business activity. Share cities such as Budapest, Seoul, Copenhagen, Dublin, Helsinki, Randstad, Brussels, the GDP of the respective countries is about 50% and the Oslo, London, Auckland, Prague, Stockholm, Tokyo and Paris - about a third. OECD experts argue that the highest rates of GDP per capita are characterized by regions of high population density, ie above the metropolitan area and the largest city (it is known that 86% of OECD GDP is produced in urban or mainly in urban areas). Around 85% of cities (78) is fixed higher than the national average level of GRP per capita, and in 83% (65 cities) indicators of labor productivity is higher than average in their respective countries as a whole [14, 34, 36].

Table 3 Factors influencing the process of creating competitive advantages Cities

№ з/п	factor	essence
1	Agglomeration effects (AE)	Promotes concentration in major cities of global and regional headquarters of multinationals and it activates local infrastructure business and new business services. Action AE confirmed the positive relationship between the size and income cities, especially in cases where they are concentrated more than 20% of national GDP [14]
2.	Diversified structure of urban economy and the large number of highly-kvali Skilled workers	All this explains the fact that in big cities (cities, regions) focuses a significant proportion of research and education schools and significant share of R & D and innovation activities carried out in these regions. Thus, in OECD countries 81% of all patents account for major cities [5, 6, 14]
3.	highly developed components of innovation infrastructure	For cities characterized by sophistication and defining component of innovation infrastructure and above all concerned information and communication and transport infrastructure
4.	Large cities as the center of gravity	It is focused creative class representatives and active energetic personality and youth with innovative entrepreneurial mentality. The demographic structure of cities is more favorable than the national average. Usually there prevails a youth in the population of the region

Table. 3 are the main factors influencing the formation of competitive advantages of large cities or regions. So powerful are the kind metrorehiöniv poles of growth in aggregate regions [5, 14, 29, 40, etc.]. Positive externalities functioning of urban economies as a result of the effect of accelerating the spread of competitive accumulation potential not only suburban areas and adjacent regions, but the country as a whole.

Integration into the global network of innovation and production. In the emerging knowledge economy innovation ability of the global economy is the key factor to improve their competitiveness and competitive advantage.

However, the objectives, scope and pace of today's leading high-tech research and development in the areas of production (nanotechnology, genetic engineering, biotechnology, pharmaceuticals, aerospace, information and communication, etc.) require organizers combination of substantial financial, technical and human resources, which is possible only if using joint efforts of individual companies. In addition, invigorating globalization fundamentally [34, 38-40] modifies the nature of innovation, transforming it from a closed to an autonomous

collective complex process that requires the application of knowledge, know-how, ideas highly skilled professionals around the world. Therefore, in the literature, the idea "period of capitalism alliances" [27], which reflects a new phase of the global economy, namely symbiosis global competitive relations and production networks and strategic alliances between players of international economic arena.

Some most dynamic regions of different countries who were actively involved in the formation of the global economy and successfully transformed the external openness and participation in international technology networks for strategic competitive advantage, today turned into focal points of global business activity. Thus, in [12] indicated that the operation of 16 global regions that demonstrate global leadership in three areas that contribute to strategic competitiveness in terms of the knowledge economy: talent, ideas and investment, while an important indicator of the degree of integration of the region into the global intelligent network is number of patents registered together local companies and inventors from other countries. For example, in the region of Silicon Valley for 13 years (1993-2005.) The volume of international joint patents has increased sixfold. Leading regions by the number of patents compatible with Silicon Valley (2001) were Singapore, Tokyo and Great Haifa; in 2001-2005. The first two positions occupied Taiwan regions and Hsinshu Taypay. The largest growth rates of patenting compatible with researchers in Silicon Valley for five years (2001-2005 gg.) Demonstrated Helsinki, Bangalore and Shanghai also steadily increased the volume of cooperation with Munich and Seoul. The above trends are amplified and achieve great results rather meharehioniv development as well as the country. In our view, the development of innovative production networks of global regions shows sharp transformation fact interregional competition in systemic economic integration and mutually beneficial cooperation. Competing to attract strategic assets - skilled workers and financial resources - both regions are competitive advantage of combined use of these assets in the context of globalization become public nature of their use [17, 18].

Investment attractiveness of the region and the volume of venture capital investment. Foreign direct investment to accelerate the pace of innovation development of the region through the transfer of technology, innovation, quality standards, know-how (in production, management, marketing, etc.). In addition, FDI often trigger the emergence of high-tech clusters and dynamic company that promotes effective integration of the region into the global production networks [13, 41]. However, the amount and dynamics of investment flows depend directly on the efficiency and attractiveness of the regional environment. Along with foreign direct investment, an important component of the region's investment strategy is to provide stable sources of venture capital (venture) financing [7, 28, 34]. Venture financing is one of the key factors of positive dynamics of regional innovation systems, ensuring the practical implementation of the final phase of the innovation cycle - commercialization of innovations [7, 28, 36]. In addition, venture capital accelerates the growth of regional production systems, creating favorable conditions for effective "symbiosis" of new scientific knowledge, technology and financial management. Thus, the efficiency of the venture funds determines the efficiency of market introduction of innovative products and technological developments and thus increases the competitiveness of national regions in the global economic environment. Thus, venture capital - a key mechanism to ensure continuity of the innovation cycle within regional innovation systems and thus the net global regions.

The level of congestion and regional information and communications infrastructure. A necessary condition for relevant and timely transformation of new knowledge and competencies in innovative products and services, and further cooperation and international cooperation of local companies in the field of science and technology serves regional availability of information and communication infrastructure (CIV). Specialists Huggins Associates consulting firm offering analyze the level of development in the region CIV three areas: safety communications servers 1 million. Population (reflecting the level of e-commerce in the country); the number of people with access to the Internet at 1 thousand. people; access to broadband (high-speed) channels per 1 thousand. people [5]. Unfortunately, in OECD countries is not realized collection

of statistical data needed to calculate these indicators at the meso level, as the level of analysis CIV may be carried out only at the macro level.

The dynamic development of the global information on the Internet is one of the specific properties of the knowledge economy and an important parameter of development CIV. Number of Internet hosts reflects the degree of involvement of the country's economy to the net. According to Huggins Associates (in 2005) the most integrated into the global information network appeared four Scandinavian countries and the Netherlands. In terms of broadband communications leader occupied by representatives of the newly industrialized countries - Korea and Hong Kong. In addition, ten leaders included the Netherlands, Scandinavia, Canada, Japan, Switzerland and Belgium [5, 14, 34].

We believe that the level of development and utilization of information and communication infrastructure determines the speed and scale of diffusion of new knowledge, ideas and information. Note that modern communications technologies allow, not providing direct contact with speakers of unique know-how to organize communication with them in real time (eg, internet conference), which is essential for the transmission of uncodified knowledge. Moreover, in [10, 18, 34-36, 40 and others.] Indicated that a massive shift to electronic communication allows economic agents significantly reduce operational and transaction costs.

In the context of regional information and communication infrastructure [2-4, 15, 25, 28] proposed the establishment of regional information centers of innovation in terms of available scientific and technological areas. These centers are formed by areas of engineering and technology, be kind incubators of ideas, in which the various parties analyze trends in the development and use of new technologies. The activities of these centers will solve complex problems providing advanced innovation and knowledge formation system, namely the preservation of scientific and technical information with the definition of the owner of the intellectual capital; research features organizational and economic mechanism to implement specific innovation projects; definition of business and consumer specific project and negotiations on implementation, contracting and leasing t. etc .; targeted training complex group of experts in accordance with the identified vocational qualifications.

Conclusions: Thus, the development CIV serves crucial factor in the formation of innovative regional competitive advantage in terms of becoming a knowledge economy and the gradual transition of the global economic system subjects the linear innovation model to interact on a new basis. The formation of the knowledge economy makes the transition from static to dynamic price competition in possession of knowledge-based resources that provide not opportunistic and innovative businesses a competitive advantage in the long run. And so it is singling out a set of key factors in the development of the knowledge economy (creative potential of the region's population, the effectiveness of the regional innovation system; clustering regional economy, the presence of a strong urban center, integration into the global network of innovation and production, investment attractiveness of the region and the amount of venture capital investment, the level of congestion and regional information and Communication infrastructure) lead to the formation of competitive advantage in innovation regions as a basis for their leadership in the era of knowledge economy. The formation of the knowledge economy in Ukraine is changing approaches to assessing knowledge in today's socio-economic development at all levels (country - region - the company). The transformation of knowledge as an integral part of the knowledge economy playback requires appropriate and effective knowledge management system at all levels aimed at improving the use of intellectual resources and process creation, accumulation, acquisition and dissemination of knowledge, which is the subject of further research.

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Ключові слова: процеси формування економіки знань, креативний потенціал, регіональна інноваційна система, кластеризація, урбаністичний центр, інтегрованість, інвестування, інформаційно-комунікаційні інфраструктури

Ключевые слова: процессы формирования экономики знаний, креативный потенциал, региональная инновационная система, кластеризация, урбанистический центр, интегрированность, инвестирование, информационно-коммуникационные инфраструктуры.

Keywords: the processes of formation of the knowledge economy, creative potential, Regional Innovation System, clustering, urban center, integration, investment, information and communication infrastructure.

УДК 658:338.45

**SCIENTIFIC PRINCIPLES AND CONCEPTUAL POSITIONS BECOMING
COMPETITIVE ENVIRONMENT IN THE REGIONAL SOCIO-ECONOMIC SYSTEM
OF THE STATE.**

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Чирва О. Г. Наукові основи і концептуальні положення становлення конкурентного середовища у регіональних соціально-економічних системах держави.

У статті визначено наукові основи та концептуальні положення становлення конкурентного середовища, висвітлено чинники впливу на формування конкурентного середовища регіональних соціально-економічних систем держави та розкрито сутність поняття «конкурентне середовище». Обґрунтовано, що проблема формування конкурентоспроможності регіональної соціально-економічної системи (регіону) набуває важливого теоретико-методологічного значення. Від її вирішення значною мірою залежить прогресивність регіонального розвитку, формування відносин між регіонами і в економіці держави в цілому. Ключовим елементом регіональних і національних пріоритетів держави, і важливою функцією державного регулювання економіки, в умовах конкурентного середовища, є формування умов для цивілізованого і динамічного розвитку ринку, формування конкурентоспроможності регіональної соціально-економічної системи (регіону). Рівень конкурентоздатності регіональної соціально-економічної системи (регіону) формується якісним ринковим інфраструктурним забезпеченням, яке визначається через соціальні та економічні чинники. Регіональний соціально-економічний розвиток є основним індикатором рівня конкурентоспроможності суб'єктів держави, який обумовлюється рівнем ефективності використання ринкового потенціалу механізмів саморегулювання та виведенням регіональних соціально-економічних систем на шлях стійкого зростання їх економік.

Chyrva O. Scientific principles and conceptual positions becoming competitive environment in the regional socio-economic system of the state.

The article defines the scientific foundations and conceptual points of becoming a competitive environment, highlight factors influencing the competitive landscape of regional socio - economic systems of the state and reveals the essence of the concept of "competitive environment". Rightly, that the problem of the formation of competitiveness of the regional socio - economic system (region) becomes important theoretical - methodological significance. From its solution depends largely on the progressivity of regional development, the formation of relations between the regions and the state's economy as a whole. A key element of regional and national priorities of the country and an important function of government regulation of the economy in a competitive environment is to create conditions for a civilized and dynamic development of the market competitiveness of the regional formation of socio - economic system (region). The competitiveness of the regional socio - economic system (the region) is formed qualitative market infrastructure software, which is determined by social and economic factors. Regional socio - economic development is the main indicator of the level of competitiveness of the subjects of the state, determined by the level of efficiency of use of the market potential mechanisms of self-regulation and output regional socio - economic systems on the path of sustainable growth of their economies.

Чирва О. Г. Научные основы и концептуальные положения становления конкурентной среды в региональных социально-экономических системах государства

В статье определены научные основы и концептуальные положения становления конкурентной среды, освещены факторы влияния на формирование конкурентной среды региональных социально - экономических систем государства и раскрыта сущность понятия «конкурентная среда». Обоснованно, что проблема формирования конкурентоспособности региональной социально - экономической системы (региона) приобретает важное теоретико - методологическое значение. От ее решения во многом зависит прогрессивность регионального развития, формирования отношений между регионами и в экономике государства в целом. Ключевым элементом региональных и национальных приоритетов государства, и важной функцией государственного регулирования экономики, в условиях конкурентной среды, является формирование условий для цивилизованного и динамичного развития рынка, формирования конкурентоспособности региональной социально - экономической системы (региона). Уровень конкурентоспособности региональной социально - экономической системы (региона) формируется качественным рыночным инфраструктурным обеспечением, которое определяется через социальные и экономические факторы. Региональное социально - экономическое развитие является основным индикатором уровня конкурентоспособности субъектов государства, обуславливается уровнем эффективности использования рыночного потенциала механизмов саморегулирования и выводом региональных социально - экономических систем на путь устойчивого роста их экономик.

Problem. In order to improve the quality of life in Ukraine is growing competition among regions to attract investment resources, skills, division transfers and government contracts. Thus, between regional authorities to ensure a high standard of living is competition for more favorable compared with other regional economic systems, economic conditions and opportunities for forming independent foreign economic relations at a high level of attractiveness to investors and others. That is, there is formation of the investment, innovation, foreign trade and other environments where between regions of the state is a competitive race.

Analysis of recent research and publications. The competitive environment of enterprises of regional economic system in his writings viewed these scholars as Sivachenko IJ, Gradov AP, competitive environment of cross-border regional social and economic systems of the state saw in his writings Belenky PY, Mikula NA.

Formation of the objectives of the study. The objective of this paper is to outline the essence of the concept of "competitive environment," justification of scientific bases and conceptual positions becoming competitive environment in regional social and economic systems of the state.

The article aims to study the scientific basis and conceptual positions becoming competitive environment in regional social and economic systems of the state.

The main material. In Ukraine there have been efforts towards creating a competitive environment of regional economic system. This is particularly Decree of the President of Ukraine "Key areas of competition policy for 2002-2004" and the President of Ukraine to the Verkhovna Rada of Ukraine "European choice. Strategy of economic and social development of Ukraine for 2002-2011 ". Implementation of complex measures to create effective regional competitive environment envisaged as one of the important elements of public policy "The main directions of competition policy for 2002-2004", which was approved by the Decree of the President of Ukraine on November 19, 2001 № 1097. As the basic directions of working conditions competitive environment are: optimizing the functioning of the executive and local authorities that are subject to economic relations; improving the regulatory impact on the activities of monopolies; a legislation on the protection of economic competition. Thus, the President of Ukraine to the Verkhovna Rada of Ukraine "European choice. Strategy of economic and social development of Ukraine for 2002-2011 "provides for the creation of effective regional

competition. However, this document attention was focused on the need to privileges and benefits for specific undertakings, leveling the conditions of competition in the local and regional levels, and legal mechanisms to ensure fair competition.

Thus, in these documents is provided directly methodology and mechanisms of effective regional competitive environment at the state level that necessitates its development. It is appropriate to define the elements of a competitive environment at the regional level, the mechanism of their interaction and regulatory impact of the state depending on the level of regional economic system and the type of competition. However, in the process of developing a competitive environment system of regional socio-economic systems of the state, it is reasonable to directly ascertain the nature notion of "competitive environment".

Yes, Sivachenko I. defines competition as set business and market factors that affect the relationship between the manufacturer (seller) and consumers, that is, as the competitive environment within the regional economic system [1, p.36]. According Gradov AP competitive environment driven by rivalry between firms where their strategic development operation focused on the conditions of competition [2, S.118]. The competitive environment of cross-border regional social and economic systems of the state saw in his writings Belenky PY, Mikula NA, Matveev EE In their view, the competitive environment due to the presence of competition and the ability to "race" of different regional social and economic systems of the state [3, p.11]. Thus scientists attention was paid to the study of cross-border regional competitive environment, which is caused by the competitive environment of neighboring territories [3, p.12].

We consider it appropriate, based on the synthesis of the above material to formulate their own definition of "competitive environment of regional socio-economic systems of the state" - a system of relations concerning the interaction of regional social and economic systems, each of which carries a competitive race for resource provision and provided for the purpose of obtaining benefits sound development and integration into a single state space.

Having defined the meaning of the concept of competitive environment of regional socio-economic systems of the state, you can proceed to consider the peculiarities of its formation.

We believe that the formation of regional competitive environment should include assessment of the competitiveness of regional socio-economic system (region) to then be able to compare the value of this parameter and evaluate its dynamics depending on the level of regional competition. However, the state must clearly define the goals and priorities of the formation of the regional competition. They allow you to define the direction of regional social and economic systems of the state and establish a clear course of action regarding the achievement and improvement of competitiveness in the future. Thus, under current conditions observed unstable economic and political situation in the country and the region is open socio-economic system, it will be affected by positive and negative factors.

Thus, the components of the competitive environment of regional socio-economic systems of the state are: resource potential and benefits that are competitive racing facility; instruments of state regulatory effect on the competitive relationship between the regional socio-economic systems of the state.

Important role in shaping the regional competitive environment becomes search and study the main factors, positive or negative impact which get in the way or contribute to its development. The level of development of the competitive environment of regional socio-economic systems of the state may be due to the influence of internal (caused by intra-regional policy) and external (due to national regional policy) factors through conditional factors determine the internal validity (regional), external factors (government) and factors international action (Table 1).

Table 1: Factors influencing the formation of the competitive environment of regional socio-economic systems of the state

Factors	Group factors	The main components
Factors internal validity (regional)	Geopolitical	The availability of natural sources and others. types of resources. Transport security. Interaction with other regions.
	Infrastructure	Availability of production, innovation, infrastructure software investment processes.
	Social	Social protection. Reproduction of human resources. Employment. Demographics.
	Innovation	The development of science in engineering and technology; state and dynamics of NTP.
	Investment	Investment attractiveness of the economic system of the region.
	Natural and environmental	Natural Resources. The environmental situation.
Factors external action (state)	Economic	The level of economic development. The fiscal policy of the state. Intergovernmental relations.
	Legal	The existence and stability of the regulatory framework.
Factors intergovernmental action	International (interstate)	Cross-border cooperation. Foreign economic activity. The international division of labor.

Thus, the formation of an effective competitive environment in regional social and economic systems of the state should be taking into account the objectives and priorities, which in the future will improve their level of competitiveness.

The main objective of a competitive environment is to increase the competitiveness of regional socio-economic system (region) to achieve a high level of social development.

Setting priorities in shaping the competitive environment in the regional socio-economic systems of the state should be in the interests of the regions and regional economic capacity to provide the appropriate level of competitiveness. This is the most important priority social and economic processes to promote are used in a period of significant resources through appropriate controls and management [4, p.93]. State shall be established system of priorities of regional socio-economic systems, to enable them to achieve an adequate level of competitiveness compared to other and thereby forming national competition. Prominent place in the competitive environment of regional socio-economic systems of the state ranking of regions performing competition to attract certain resources in order to gain competitive advantage in the future will provide an opportunity to improve their competitiveness. State, in turn, must be carried out management functions and regulatory impact, using a variety of tools and activities of various kinds.

In modern terms the regional socio-economic system has various levels of competitiveness and capabilities to implement the relevant benefits. Evidence of that is: the

presence of nearly two-thirds of underdeveloped economically depressed and even regional socio-economic systems; significant level of inter-regional disparities in levels of production and welfare.

Therefore, solving these problems, because of its strategic importance, should be the main objective of economic strategy. Based on this, public policy to enhance the competitiveness of the state's economy and its regional socio-economic systems functioning as certain subjects aims to clearly define the objectives, principles and objectives of each - of communities, regions and states [5, P. 231].

Thus, one could argue that the competition of regional socio-economic systems of the state for investment resources will escalate, as impossible without investment support sustainable socio-economic development, which is the basis for competitiveness of regional socio-economic system (region). It is necessary to constantly monitor the socio-economic situation of the regional economic system, since it was he who determines the amount of investment. Attraction and effective use of which allows them vital for innovation projects. Therefore, it is important in shaping the competitive environment have trouble attracting and efficient use of resources, innovative character.

Another condition for a competitive environment of regional socio-economic systems of the state is to achieve an adequate level of competitiveness of regional socio-economic system (regional) level and sustainable social and economic growth through the formation of innovation development model. Certain advantages in a competitive environment, they become regional system, which used the appropriate mechanisms to attract innovative resources, regional socio-economic systems with rapidly payback invested developed innovative software infrastructure investment.

The dynamics of the innovation process is a sign of the level of regional economic system, its competitive ability of regional economic system to the creation, implementation and diffusion of innovation, including advanced manufacturing processes and its participation in the competition with other regional social and economic systems of the state. Thus the basis of regional economic system through innovation are its intellectual resources through increasing the level of regional competition to attract highly qualified human resources. As the Fedulova LI strategic goal of innovation policy at regional level is therefore to create a favorable innovative environment that will ensure the transformation to market products internationally, scientific research and ideas, implementation of these products in key sectors of the economy and social sphere, and would keep the scientific and engineering schools [6, S.481]. Regional socio-economic system of the state engaged in competition for attracting researchers (candidates and doctors) by offering higher wages, better working conditions, are able to carry out research and development to create scientific and technical innovations.

This will allow regional economic system to participate in inter-regional cooperation and international level, to introduce specific products of intellectual work. Thus, the issue of attracting staff with a high level of general education, professional knowledge, professional and social orientation is important for regional economic system. After all, it is from mental and physical abilities of employees, their level of training, education and experience in a particular field of activity depends on the organization and management of the production process [7]. Studying foreign experience to the mentioned problems, it should be noted that the results of statistical analysis that was conducted in Sri Lanka, suggest a direct relationship between level of education and skills levels of the workforce and technological change in the company and, accordingly, at the regional level [8].

Conclusions. So, as a result of hard competitive race to attract certain resources regional economic system of the state become competitive advantages that are the basis of security and enhance their competitiveness.

In the competitive race wins and regional socio-economic system, which is a leader and has the best competitive advantages over others, which ensures efficient use of a competitive environment in regional social and economic systems of the state in the future.

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Ключові слова: конкурентне середовище, регіональна господарська система, транскордонні регіональні соціально-економічні системи.

Ключевые слова: конкурентная среда, региональная хозяйственная система, трансграничные региональные социально-экономические системы.

Keywords: competitive environment, regional economic system, cross-border regional socio-economic systems.

УДК 622.279:620.91(477)

ANALYTICAL REVIEW VARIOUS WAYS OF GAS PRODUCTION SOURCES IN UKRAINE.

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Мнацаканян В. Г., Рязанцев Г. Б. Аналитический обзор различных способов добычи газовых источников энергии в Украине.

В статье рассмотрены вопросы энергетического баланса Украины, разработки потенциальных газовых источники энергии, их экономическую и экологическую эффективность. Приведены динамика объемов добычи природного газа на Украине в период с 1940 по 2010 годы и объемы собственного производства (основные действующие и законсервированные месторождения), импорта и экспорта основных видов энергоносителей. Рассмотрены основные виды перспективных нетрадиционных газовых источников энергии, в соответствии с проектом энергетической стратегии Украины до 2030 года, их разведанные и извлекаемы объемы, оценка необходимых инвестиций, возможные сроки реализации проектов и их инвестиционные риски. Также в статье приведена разработанная инновационная технология добычи (сбора) биогаза выделяемого из донных иловых отложений в условиях Азовского моря. Предлагаемая технология с экономико-экологической точки зрения выгодно отличается от большинства других рассмотренных технологий и подходов за счет уменьшения экологической нагрузки, низких инвестиционных рисков и сравнительно коротким сроком реализации.

Mnatsakanian V.G., Ryazantsev G.B. Analytical review various ways of gas production sources in Ukraine.

The article discusses the energy balance of Ukraine, development of potential gas sources of energy and their economic and environmental efficiency. Given the dynamics of natural gas production in Ukraine in the period from 1940 to 2010, and the volume of domestic production (of current and deposit canned), import and export of the main types of energy. The main types of promising unconventional gas sources of energy, according to the draft Energy Strategy of Ukraine till 2030, with total proven and recoverable volumes, evaluation of the necessary investments, the possible duration of the projects and their investment risks. The article also shows the innovative technology developed production (collection) of biogas emitted from the bottom silt deposits in the conditions of the Sea of Azov. The proposed technology with economic and environmental point of view favorably with most other technologies and approaches considered by reducing the environmental load, low investment risk and relatively short implementation period.

Мнацаканян В. Г., Рязанцев Г. Б., Аналітичний огляд різних способів видобутку газових джерел енергії в Україні. У статті розглянуті питання енергетичного балансу України, розробки потенційних газові джерела енергії, їх економічну та екологічну ефективність. Наведено динаміка обсягів видобутку природного газу на Україну в період з 1940 по 2010 роки та обсяги власного виробництва (основні діючі та законсервовані родовища), імпорту та експорту основних видів енергоносіїв. Розглянуто основні види перспективних нетрадиційних газових джерел енергії, відповідно до проекту енергетичної стратегії України до 2030 року, їх розвідані і видобувні обсяги, оцінка необхідних інвестицій, можливі терміни реалізації проектів та їх інвестиційні ризики. Також у статті приведена розроблена інноваційна технологія добування (збирання) біогазу виділяється з донних мулових відкладень в умовах Азовського моря. Пропонована технологія з економіко-екологічної точки зору вигідно відрізняється від більшості інших

розглянутих технологій і підходів за рахунок зменшення екологічного навантаження, низьких інвестиційних ризиків і порівняно коротким терміном реалізації.

Formulation of the problem. Ukraine is among the countries in the world, with stocks of all kinds of fuel and energy resources (oil, natural gas, coal, peat, uranium et al.), But the extent of reserves and their production does not create the necessary level of energy independence, and poses a threat to economic state security. Natural gas accounts for the largest proportion of primary energy sources in Ukraine - about 40%, but its own production is only one-third of consumption. Lack of domestic production is offset by imports of Russian natural gas. Stimulate the development of the gas industry should be one of the priorities of state policy.

Analysis of recent research and publications. Scientific and practical aspects of the production of various energy sources in Ukraine are investigated in the works of well-known domestic and foreign scientists. Some contribution to the development of this subject have T. Baker, B. Lear, DB Bayasanov, A.A. Jonah, GI Denisenko, MN Bazlov, AI Zhukov, TS Alekseev, MY Gargopa, GV Kovalev, AS Loktev, EM Partaly et [1]

The purpose of the article - an analysis of existing techniques, production potential and recoverable gas volumes of energy sources in Ukraine.

Basic material. Draft updated Energy Strategy of Ukraine includes the following key activities that should be the key to energy independence of Ukraine on gas imports from the Russian Federation:

- an increase in domestic production of natural gas and coal;
- imports of liquefied natural gas via LNG terminal to be built near Odessa;
- gas supplies to European markets;
- access to gas from the Caspian region;
- Reducing energy intensity of Ukraine's GDP.

According to the State Service of Geology and Mineral Resources of Ukraine, the initial potential resources of free gas in Ukraine in terms of conventional fuels (coal equivalent) is estimated at 254.3 million tonnes (per unit of conventional fuel used 1 kg of fuel with calorific value of 7,000 kcal / kg). Initial proven reserves of free gas is 39%, and the degree of the initial potential resources of 25.5%. Thus 5 404 500 000. Then the initial potential resources of free gas are still in the depths, most of which are classified as undiscovered. According to preliminary estimates, Ukraine also has considerable resources of unconventional gas reserves are today little explored [2,3,4].

In Ukraine, opened 89 gas, gas condensate and 111 13 oil and gas fields [3]. Energy balance of imports and exports for the year 2010 is shown in Table. 1.

Table 1 - The volume of production, imports and exports in the energy sector of Ukraine in 2010, thous. Tons of oil equivalent (TOE) [1]

name	Coal and peat	oil	gas	nuclear energy	others	all
production	31019	3590	15426	23387	2038	75460
imports	7615	13844	30040	-	2	51501
export	4429	4066	5	-	351	8850

Natural gas production in Ukraine began in 1912. In 1975, the production volume reached a historical high and has since steadily declined, to stabilize in 1998 (Fig. 1). In the past 15 years, annual volume of gas is in the range of 18 to 21 billion. M³. Ukraine ranks fifth in Europe in terms of natural gas production and has significant prospects for increasing the volume [1]. Terms of natural gas production in Ukraine become more complex due to the gradual depletion of the highest quality and the growing proportion of lower-quality stocks with less potential for recovery and greater cost.

At present, for the extraction of gas in Ukraine is characterized by the following features:

- a high degree of depletion of initial stock of large deposits (60-70% for SHEBELYNSKYI, Yablunovskogo, Efremov and West Hrestischenskogo deposits);
- low rate of exploration for new reserves (replacement ratio produced gas volumes with new reserves in the last 20 years, less than 100%);
- poor quality of new reserves (reserves scattered among a large number of small deposits and a significant portion of these reserves is classified *trudnodobyvaemyh*);
- increase the depth of drilling on existing and in new fields (average depth of drilling for natural gas production in Ukraine is about 3500 m and the maximum is already more than 6000 m).



Fig. 1 - Dynamics of the annual gas production in Ukraine, 1940-2010 gg., Bn. M³

Under these conditions it is possible to predict the following trends in the development of gas companies of Ukraine in the near future:

- development of new deposits on land, including small (1-5 bcm of reserves) and very small (up to 1 billion. M³);
- active development of the shallow shelf (depth of the sea up to 350 m);
- development of the coastal area of the Black and Azov seas and estuaries;
- introduction of efficient technologies drilling at a depth of 6000-7000 m;
- enhanced recovery using existing wells [2].

According to the draft Energy Strategy of Ukraine until 2030 the main sources of unconventional gas are:

- Gas deepwater offshore;
- tight gas;
- Shale gas;
- Methane of coal rocks;
- Biogas (as a result of the decomposition of organic mass under anaerobic conditions);
- Hydrogen sulfide layers of water of the Black Sea.

These energy sources are conventionally grouped under the term unconventional gas exploration because of all these types of gas in Ukraine is at an early stage. Due to the lack of precise geological data as there is considerable uncertainty in the estimates of the possible volume and value of production of unconventional gas. The main issue in the implementation of projects for the exploration and production of new types of gas is their economic payback. In general, the profitability of production will depend on the opportunity cost of imported gas, ie, from possible replacement cost imports. [5]

According to various estimates gas reserves deep-water shelf of Ukraine can be 4-13 Tcm gas [6]. The depth of the Black Sea is 2,000 m. The world experience in similar conditions shows that the cost of production in the deep shelf is in the range of 600-1000 UAH. / Tcm. In the case of successful exploration active mining could begin by 2022. The projected volume for

2030 is estimated at 7.9 billion cubic meters per year. Investments in all labor for the preparation and the start of commercial production in these volumes could reach 80-90 billion. UAH.

Tight gas may be the most promising for Ukraine kind of unconventional gas. Tight gas (PPG) - gas contained in rocks with low porosity and permeability, so the extraction of the gas takes place with the hydraulic fracturing.

Geological exploration techniques and GLP conventional gas like that can contribute to the exploration stage GLP faster than for other types of unconventional gas. According to preliminary estimates, in Ukraine resources constitute 8.2 trillion cubic meters of GLP. The depth of about half of these resources is 4-4.5 km. A number of international companies are planning to in the near future for a more thorough assessment of the deposits of GLP. Comparison with areas that have similar characteristics, shows that the forecasted cost of tight gas production in Ukraine can make 1500-2200 USD. / Tcm. Economic attractiveness and relative ease of exploration GLP give reason to believe that commercial production could begin in 2017, and the potential production in 2030 could reach 7.9 billion cubic meters. To realize the full potential of production of GLP require an investment of \$ 55-65 billion. UAH. up to 2030

The most significant shale gas resources in Ukraine are in the western and eastern regions and, according to preliminary estimated at 5.8 Tcm, and the extract is probably possible only 1-1.5 trillion cubic meters. Comparison with areas with comparable characteristics, shows that the forecasted cost of shale gas in Ukraine is likely in the range of 2100-2800 USD. / Tcm. It was assumed that the industrial production of shale gas in Ukraine will not begin until 2022, due to the presence of a number of barriers (eg, lack of a sufficient number of drilling rigs, the need for removal of large areas of land in densely populated areas, the need to reduce environmental risks). However, in 2010, Ukraine has granted licenses to explore for shale gas for Exxon Mobil and Shell. In May 2012, became known winners to develop Yuzovsky (Donetsk region) and Olessky (Lviv region) gas space, they began to Shell and Chevron, respectively. It is expected that commercial production at these sites will begin in 2018-2019, respectively. October 25, 2012 Shell began drilling the first exploration well compacted gas sandstones in the Kharkiv region. Potential production in 2030 could reach 11.6 billion cubic meters. To realize the full potential of shale gas requires investments of \$ 35-45 billion. UAH. up to 2030/

Methane is contained in the gas mixture which accompanies the coal seams. Unlike traditional fields where gas is in a free state, the methane contained in the pores and fractures of the coal rock, and in an adsorbed form. Therefore, for the production of coalbed methane (CBM) is used as hydraulic fracturing. After hydraulic fracturing, a period of dehydration field (2-3 years), and only the third or fourth year of development of the field goes to the maximum volume output. CBM potential resources are estimated in the range of 12-25 Tcm, 90% of which are in the eastern and western regions. But technically possible to extract a large part of these stocks is questionable, since the coal beds in Ukraine occur at considerable depths (500-5000 m) and have a small thickness (up to 2 m). Taking into account international experience and features of CBM resources in Ukraine, the cost of production can reach 2300-3300 UAH. / Thousand. cbm. Potential production in 2030 could reach 4.2 billion cubic meters. To achieve this volume of production need to invest 12-15 billion UAH. in exploration, infrastructure and CBM production.

Black Sea - one of the brightest representatives of the watershed on the planet, save up to date, a great amount of hydrogen sulfide (28 - 63 billion. Tons) and continues to produce at a rate of 4 - 9 million. T / year. Specific heat of combustion of hydrogen sulphide amounts to 15.6 J / kg, which justifies its energy value. [7]. If you withdraw annually from the Black Sea about 25 million. Tons of hydrogen sulfide, it will be equivalent to receiving the energy of a 9.25 billion. KWh (burning one kilogram of hydrogen sulfide gives energy 1334 kJ). This figure is 10.4% of the electricity production of Ukrainian NPPs in 2005. Thus, the Black Sea as a source of hydrogen sulfide can give a significant addition to the energy balance of Ukraine, while respecting the ecological balance of the region. However, the amount of investment required to build the necessary infrastructure and equipment in the tens of billion. UAH.

As a country with a large enough volume of agricultural and livestock production, Ukraine has significant energy resources for the production of biogas, which can replace 2.6 billion. M3 of natural gas / year. In a further development of agricultural production, respectively, and will increase the volume of accumulated organic waste. It is assumed that the action potential can reach 7.7 billion. M3 / year, based on the use of natural gas volumes could provide about 10% of the country's energy consumption. Thus, Ukraine has huge resources for widespread implementation of biogas technologies, and the number of potential producers of biogas, which today has more than 3 million, increases.

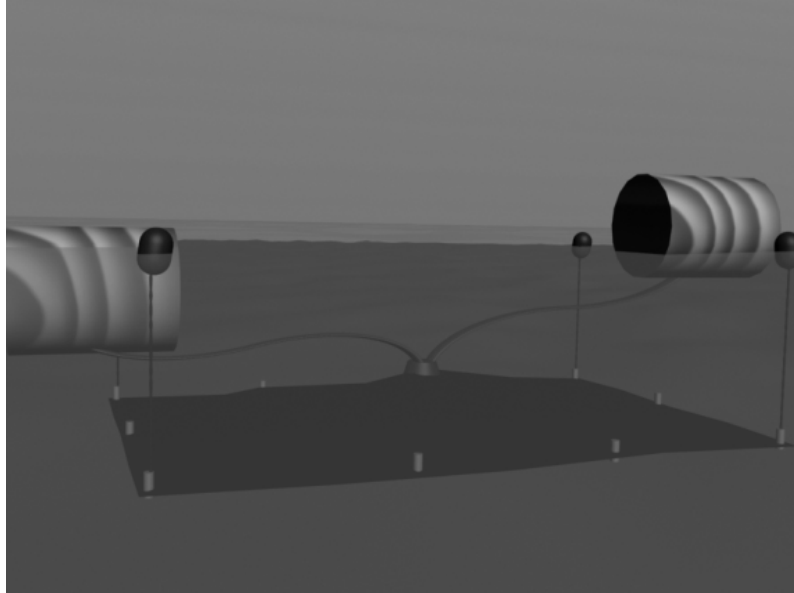


Fig. 2 - Scheme of the biogas collection sea

In the course of this work proposed a static system for biogas collection. Schematic diagrams of facilities for the bottom of biogas are shown in Fig. 2.

One of the largest natural sources of biomethane in Ukraine is the Sea of Azov. Until recently it was believed that the potential of the gas emitted from the bottom silt of the Azov Sea are insignificant, however, current research say about the volume in the tens of billions. M3 of biogas per year. Such volumes of gas produced due to the specific features of the sea. The authors in previous works substantiated nature appearance of biogas from the bottom silt of the Azov Sea. Were also supplied a number of experiments which showed the presence of methane in the gas samples collected from 50% to 90%, which confirms the observation of long-term local residents [8].

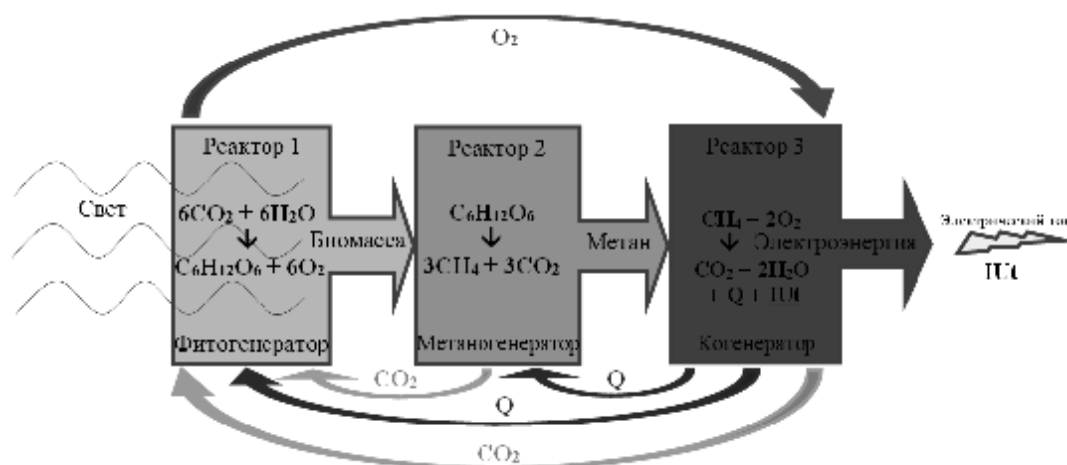


Fig. 3 - Closed cycle conversion of solar energy into electricity ("GelioBioElektroStantsiya")

Marine technology for producing biogas in fact not fundamentally different from conventional anaerobic digester, but allows it to greatly simplify: eliminate the need to create the most time-consuming and costly element of the methane reactor - Hermetic accommodating container; exclude transportation and preparation of raw materials - the very unit is mounted in a place you have finished raw materials; to carry out natural cleaning biogas - getting almost pure biomethane; receive initial biosyre using natural biosoobschestva in natural habitat; eliminate the need for expensive gas.

Table 2 - Analysis of the economic and energy efficiency of the major sources of unconventional gas

type of energy source	Gas deepwater shelf	Tight gas	shale gas	Coalbed methane breeds	Biogas Azov Sea	Hydrogen sulfide Black Sea
Price, UAH / th. m^3 (t)	1000	2000	2800	3300	2200	-
Potential reserves, bln. M^3 (t)	4000	2000	1000	1500	30	28
Amount of investment billion. UAH.	90	65	45	15	10	>60
Start of production	2022	2018	2018	2023	2014	-
Investment risks *	average	high	average	high	average	high

*The level of investment risk was assessed by correlating the expected profit and expected loss

All of the above leads us to expect a much lower cost resulting biomethane the Sea project, compared to traditional anaerobic digester technology. If the traditional anaerobic digester technology provides the cost of 200-400 € per 1000 cubic meters of biomethane STP, the marine technology will bring the cost of biomethane to the cost of conventional natural gas at the production site. Developed a schematic diagram of a closed loop conversion of solar energy into electrical energy based on the proposed model is shown in Fig. 3.

Conclusions: Twenty-first century can be considered the century three large "E": economy, environment and energy. Nowadays, one of the most acute problems is considered the problem of shortage of energy resources and is a clear transition to renewable ("clean") energy. However, the above solution of global problems must necessarily be economically and environmentally sound, and efficient. Only in this way can achieve energy independence of Ukraine.

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Ключевые слова: энергетический баланс, природный газ, сланцевый газ, биогаз, экология, углекислый газ, Азовское море, морской биогаз.

Ключові слова: енергетичний баланс, природний газ, сланцевий газ, біогаз, екологія, вуглекислий газ, Азовське море, морський біогаз.

Keywords: energy balance, natural gas, shale gas, biogas, ecology, carbon dioxide, the Sea of Azov, sea biogas.

UDC 338

NATURE AND METHOD OF EVALUATION OF POTENTIAL FINANCIAL COMPANIES**Tolpezhnikov R.,** d. BC. district., Associate Professor, Director of the Institute of Economics and Management, SHEI "Azov State Technical University" m. Mariupol**Толпежников Р. О. Сутність та методика оцінювання фінансового потенціалу підприємства.**

У статті розкрито теоретичні основи визначення сутності поняття «фінансовий потенціал». Узагальнені визначення категорії «фінансовий потенціал». Розкрито значення фінансового потенціалу у формуванні сукупного потенціалу підприємства. Наведена авторська модель оцінювання фінансового потенціалу господарюючого суб'єкту. Охарактеризовано процес управління фінансовим потенціалом промислового підприємства. Розглянуто стратегію управління фінансовим потенціалом підприємства, як комплекс заходів з управління фінансовими ресурсами господарюючого суб'єкта, який має на свої меті отримання максимальних фінансових результатів та оптимізацію виробничого процесу. Узагальнені показники оцінки фінансового потенціалу. Розглянуто механізм формування стратегії управління фінансовим потенціалом та поділено його на етапи. Виявлені складові, які слід враховувати при формуванні стратегії управління фінансовим потенціалом підприємства. Розглянуто світовий досвід управління фінансами підприємства як у довгостроковій, так і короткостроковій перспективі.

Tolpezhnikov R. The nature and methodology of assessing the financial potential of the company.

In this article the theoretical bases of determining the essence of the concept of "financial capacity". Generalized definition of the category "financial capacity". The significance of financial capacity in the formation of aggregate potential of the enterprise. Present author's model for assessing the financial capacity of the business entity. Characterized the management of the financial strength of the industrial enterprise. Considered strategies for the financial potential of the enterprise as a set of measures to manage the financial resources of an economic entity which has its goal to maximize financial performance and optimize the production process. Generalized performance evaluation of the financial capacity. The mechanism of the formation of a strategy for the financial potential and it is divided into stages. Found components that should be considered when developing strategies for the financial potential of the enterprise. Considered the world's experience in managing enterprise finance in both the long and short term.

Толпежников Р.А. Сущность и методика оценки финансового потенциала предприятия.

В статье раскрыты теоретические основы определения сущности понятия «финансовый потенциал». Обобщенные определение категории «финансовый потенциал». Раскрыто значение финансового потенциала в формировании совокупного потенциала предприятия. Приведенная авторская модель оценки финансового потенциала хозяйствующего субъекта. Охарактеризованы процесс управления финансовым потенциалом промышленного предприятия. Рассмотрены стратегии управления финансовым потенциалом предприятия, как комплекс мероприятий по управлению финансовыми ресурсами хозяйствующего субъекта, который имеет свои цели получения максимальных финансовых результатов и оптимизацию производственного процесса. Обобщенные показатели оценки финансового потенциала. Рассмотрен механизм

формирования стратегии управления финансовым потенциалом и разделен его на этапы . Обнаружены составляющие, которые следует учитывать при формировании стратегии управления финансовым потенциалом предприятия. Рассмотрен мировой опыт управления финансами предприятия как в долгосрочной, так и краткосрочной перспективе.

Formulation of the problem. The present state of the economy and economic reformings necessitate the use of a qualitatively new approach to the management of enterprise capabilities to achieve sustainable development. The competition has put forward one of the main problems in industrial economics - an intensive and complex use of available financial resources within strategic management. The solution to this problem is directly related to the improvement of the mechanism of financial potential management of the company, the choice of optimal methods for its analysis and diagnosis.

Analysis of recent research and publications. The works of economists (Bakanov M.I., Barnholts S.B., Sheremet A.D.) in the field of management and economic analysis are devoted to the principles of analysis and evaluation of the financial potential of the company, searching the ways of its improvement in the conditions of market economy. At the present stage of economic development the problem of effective use of financial potential is still actual, but common methods of its analysis and evaluation haven't been developed yet.

The purpose of this article is to develop a model for assessing the financial potential and its application in a particular company.

The contents. The problems of financing are particularly relevant for industry in the present conditions. The main problem of business industries today is the slow update technical base with a high degree of depreciation of fixed assets. In such circumstances, financial investment opportunities of a company determine its prospects for innovation and opportunities of ensuring and maintaining the necessary level of competitiveness in both domestic and international markets. They are the conditions of effective mechanism development of financial potential management that can adapt it to constant changes of internal and external environment on the basis of industrial and financial flexibility with the sufficient financial possibilities and real financial development prospects. Nowadays practical approaches to managing and evaluating financial potential are becoming more important. Whereas the area of management under consideration is fundamental in relation to such items as quality control, development and promotion of new product lines, etc.

Analyzing publications concerning the definition of "financial potential", most authors focused on the following aspects:

- A set of financial resources (capacity) of the company;
- The possibility of the company to attract and manage the financial resources (capital, money capital, cash flows, funds)efficiently;
- Ensuring the business (current and future);
- Ensuring the tactical and strategic goals of the company.

Summarizing the above mentioned approaches we can define the financial potential as the combination of equity and borrowed financial resources and capabilities of the system for their effective operation management and investment and achieving system-wide goals in an unstable environment.

The main objective of the latter, in addition to increasing cash flow is the optimization of solvency as a factor that ensures the operation of other total potential components, as shown by using a reasonable method of aggregate formation potential. The implementation of actions aimed at increasing the total capacity is determined to depend on production activities financing to an extent corresponding the strategic development of competitive potential and causing market research.

Financial potential is a key element of the competitive potential structure and provides: funding in management structure; financing personnel management; financing of investment in manufacturing; financing of market research.

Financial potential can be characterized as relations arising in the company on achieving the highest possible results in the conditions:

- The possibilities to attract capital to the extent necessary for the effective implementation of investment projects;
- The availability of equity capital sufficient to satisfy the conditions of liquidity and financial stability;
- The return on invested capital;
- An effective financial management system that provides transparency of the current and future financial condition.

A factor in the strategy of the financial capacity of the enterprise is the effective use of financial markets, which main function is to provide the cash flow from one business entity to the other. In particular, when planning financial flows financial management must use all available tools, including internal and external sources of borrowed funds.

The main purpose of the financial potential is to optimize financial flows in order to maximize the positive financial result. To do this, the company must develop and effectively apply appropriate financing strategies.

In general terms, the strategy of the financial potential of a company is complex activities of financial management entity to obtain economic benefits and ensure a continuous production process.

When selecting indicators to assess financial potential it is important to consider the following:

- Financial potential is the aggregate representation system of quantitative and qualitative parameters characterizing the financial capacity of the economic system both as at the present time and the future.

Accordingly, the list of indicators must be developed using a systematic, complex and strategic approaches;

- The main difficulty is the lack of adequate information; thus the number of indicators should be limited, the subjective information related to the features of financial activity for a comparable assessment of financial potential should be minimized.

In practice, the analysis of financial environment of enterprises often uses the following methods: PEST-analysis; SWOT-analysis; SNW - analysis; scenario analysis; portfolio analysis, etc.

To assess the financial condition the indicators of financial resources, the solvency, financial stability, revenue, profitability, turnover are most widely used.

To assess the quality of financial management companies can use the indicators for assessing the effectiveness of companies by the standard management accounting "Measuring the efficiency of an enterprise» (Statement on Management Accounting «Measuring entity performance»; SMA 4D), developed by the United States Institute of Management Accountants (IMA): net income and earnings per share; market value of the company; return on investment (ROI); residual income (as modified approach to the determination of residual income, an economic value added (EVA); cash flow.

The evaluation of financial potential allows to select the main ways of the company's revitalization, to develop the proper behavioral strategy aimed at minimizing losses and financial risk of investment into their activities.

The mechanism of strategies of financial potential management is divided into several stages:

- Analysis and selection of priorities while forming the strategy of the financial potential management.

- Development of targets, which are based on the following procedures: the analysis and forecasting of financial and economic state of the environment, internal environment analysis, identifying strengths and weaknesses.
- Adaptation to environmental conditions.
- Determination of the main ways of formation, accumulation, allocation of resources and finding new sources of debt financing.
- Forming of financial potential strategic elements (planning and control of financial flows and resources, organizational and legal registration, choice of financial instruments, analysis and evaluation of financial risks, tax planning).
- Development and implementation of management strategies within the financial potential strategic plans.
- Analysis and control strategy of the financial potential.
- Use of the analysis results to specify the strategic ways of the company.

Fig. 1 shows a schematic model for evaluating the financial potential of the company.

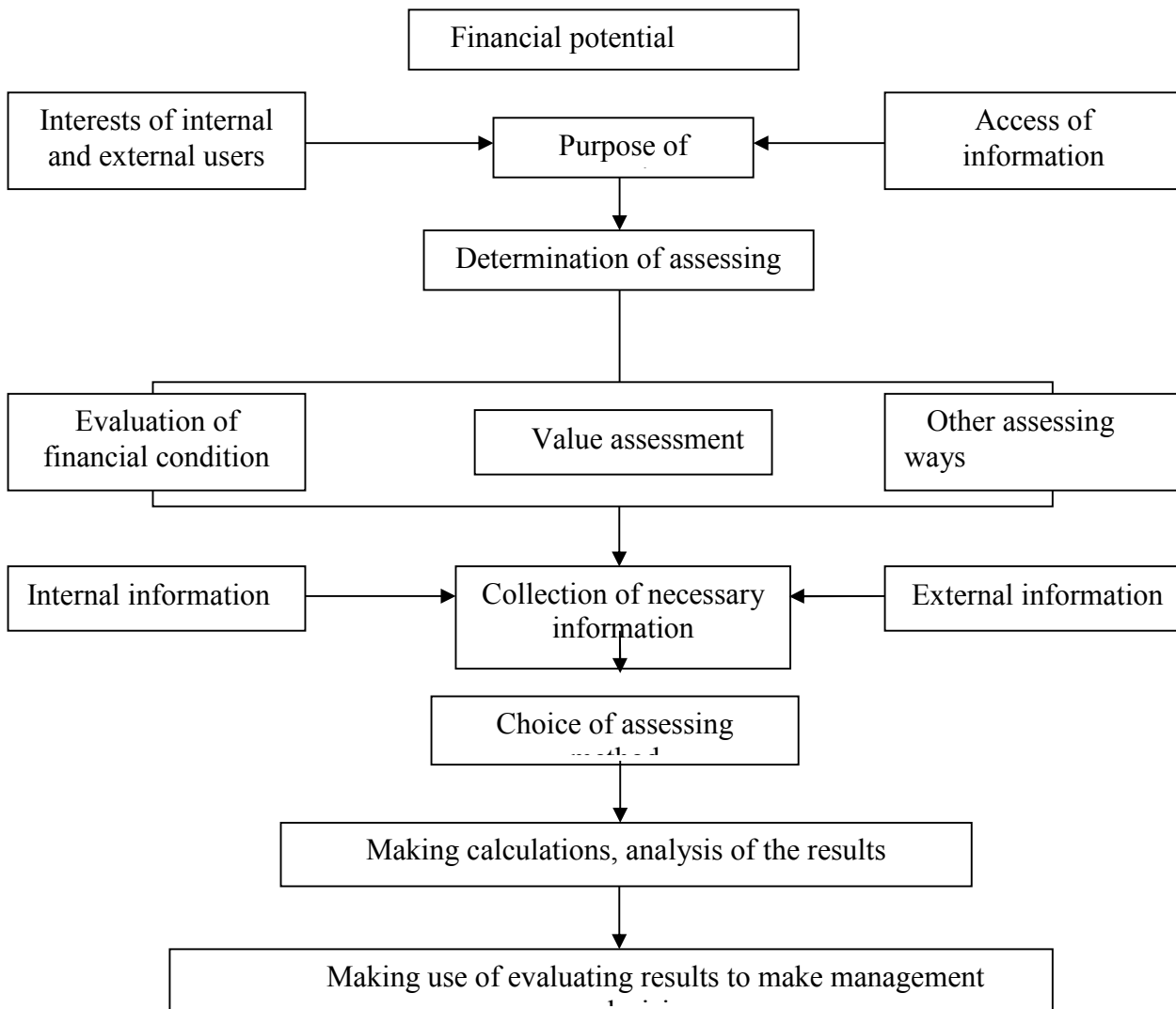


Figure. 1 Model evaluation of the financial potential of the company.

The formation of financial potential management strategy should include the following components: diagnosis and forecasting of the company's financial capacity; strategic and tactical planning; choice of effective financial instruments, including decisions in the framework of investment; financial risk management; tax planning; organizational and legal procedures and controlling of financial flows.

It should be noted that these elements of the financial potential strategy ultimately determine the competitiveness of any company aiming to receive a positive economic effect. The achievement of this goal that the management system as a whole should ensure in the future.

It should also be stressed that while choosing the sequence of setting financial management system it is advisable to consider the following levels of the financial management development of enterprises and, consequently, to choose priorities of making efforts and putting forward real targets in financing:

- Management of solvency, including – budgeting system, development of credit policy, inventory management.

- Yield management, including - increasing efficiency, profitability of operations, cost management.

- Assets and economic potential, management including return on assets and financial stability, financial analysis and long-term planning.

It is recognized that the ultimate purpose of the financial company is to increase its market value in the interests of its shareholders. The cost and investment attractiveness determines the financial position of the organization, which, in turn, is largely a consequence of the chosen market strategy, the efficient use of material and human resources available production capacity (operating activities), as well as their accumulation (investment activities).

Internal financial management task is to provide operating and investment company with financial resources, and to predict its future needs and future financial condition. Thus, an effective internal financial policy directly determines the growth of value.

In world practice the effective techniques of financial management of an enterprise both for the long-term and short-term planning were developed: long-term planning and financial analysis based on accurate financial reporting and forecasting techniques of economic activity; - short-term profitability of budget management, cash management and economic potential;

While using the tools it is necessary to take into account macroeconomic conditions and typical features of domestic enterprises:

- The existing obscurity of domestic management causes some difficulties in the formulation of such instruments as budget management.

- Differences between Russian accounting standards and international ones.

- The difference in the intervals of planning due to the instability of the environment – if for Western companies the main planning document is the annual budget, the domestic companies consider prediction method to be more effective in the annual cycle (in the Western countries these methods are used for solving strategic tasks)

To reduce the influence of these factors the implementation of these instruments of financial management must be accompanied by a specific set of organizational and technical measures and be enshrined in the system of in-house regulations.

Conclusions: Financial potential acts as a lever mechanism that generates dynamic transformation of resources at an enterprise. In addition, the term "financial potential" can be equated with such parameters as potential financial indicators (profitability, liquidity, solvency), potential investment opportunities. Financial potential is a complex, dynamic system where elements are interrelated and interdependent. Each of the elements depends on the level of the enterprise, competitive position, the possibility of attracting and combining certain types of funding sources, the effectiveness of the control system. The process of financial potential of the company is an integrated set of management functions, the main ones are planning, organization, practical guidance and control over the achievement of results with further correction if necessary. Financial potential management of the company is inextricably linked with the

approved strategic objectives of the entity, the access to capital markets and the quality of the current system of management.

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Ключові слова: фінансовий потенціал, компоненти фінансового потенціалу, промислове підприємство, управління, оцінювання.

Ключевые слова: финансовый потенциал, компоненты финансового потенциала, промышленное предприятие, управление, оценка.

Keywords: financial capacity, financial capacity components, industrial enterprise, management, evaluation.

UDK 338

STATE OF THE EXTERNAL DEBT OF UKRAINE AND ITS SOLUTIONS

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Капранова Л. Г. Стан зовнішньої заборгованості України та шляхи її вирішення.

В статті досліджено стан державного боргу в Україні, виявлено сучасні тенденції його формування. Визначено, що державний борг – сума заборгованості держави перед своїми кредиторами, основну частину якого складає майже завжди зовнішній борг. Наведено динаміка відношення державного та гарантованого боргу до ВВП та рівень критичного значення. Наведено список країн за рівнем державного боргу до ВВП кожної окремо взятої країни. Приведено динаміку валового зовнішній борг України 2003 – 2011 рр. Розраховано динаміку приросту зовнішнього боргу України за 2003 – 2011 (на початок року, млрд. дол. США). Зазначено, що Україна не ефективно використовується потенціал боргових фінансів. Основна частина залучених за допомогою позик коштів витрачається на фінансування поточних видатків бюджету. Для фінансування проектів розвитку використовуються лише кошти від міжнародних фінансових організацій та іноземних банків. Визначено, що зовнішній борг деяких провідних країн світу значно перевищує ВВП цих країн. При цьому, вони ще виступають і провідними кредиторами у світі. Зазначено, що хоча рівень державного зовнішнього боргу України є значним, але його обсяг є нижчим за граничний рівень, тобто нижче 60 % від ВВП.

Капранова L. State of the external debt of Ukraine and its solutions.

In the article the state of public debt in Ukraine is studied and identified current trends of its formation. It is determined that the public debt - the amount owed by the state to its creditors, the bulk of which is almost always external debt. It is given the dynamics of the relationship of public to guaranteed debt to GDP and its critical values. The list of countries in terms of public debt to GDP of each country is shown. The dynamics of the gross external debt of Ukraine for 2003 - 2011 is given. Dynamics of growth of external debt of Ukraine for 2003 - 2011 (for the beginning of the year, billions of US dollars) is given. It is determined that Ukraine inefficient uses the potential of debt. The main part of the raised through loans means are spent on current expenditures of budget. To finance development projects are only used funds from international financial institutions and foreign banks. It is determined that the external debt of some of the leading countries of the world is much higher than GDP of these countries. At the same time, they still act and leading lenders in the world. It is noted that although the level of public external debt of Ukraine is significant, but its volume is below the threshold level, ie, below 60% of GDP.

Капранова Л.Г. Состояние внешней задолженности Украины и пути её решения.

В статье исследовано состояние государственного долга в Украине, выявлены современные тенденции его формирования. Определено, что государственный долг - сумма задолженности государства перед своими кредиторами, основную часть которого составляет почти всегда внешний долг. Приведены динамика отношения государственного и гарантированного долга к ВВП и уровень его критического значения. Приведен список стран по уровню государственного долга к ВВП каждой отдельно взятой страны. Приведена динамика валового внешнего долга Украины 2003 - 2011 гг.

Рассчитано динамику прироста внешнего долга Украины за 2003 - 2011 (на начало года , млрд. дол. США). Определено, что Украина неэффективно использует потенциал долговых обязательств. Основная часть привлеченных с помощью займов средств расходуется на финансирование текущих расходов бюджета. Для финансирования проектов развития используются только средства от международных финансовых организаций и иностранных банков. Определено, что внешний долг некоторых ведущих стран мира значительно превышает ВВП этих стран. При этом, они еще выступают и ведущими кредиторами в мире. Отмечено, что хотя уровень государственного внешнего долга Украины является значительным , но его объем ниже предельного уровня , то есть ниже 60 % от ВВП.

The need for research. Significant government deficit raises the need for additional financial resources involved. The main source of additional involved resources are the loans of worlds' financial organizations and foreign individuals. Public debt is an important lever for macroeconomic regulation of the economy of the state, it shows how much the financial, economic and political situation are stable in the state. The solvency of the state is largely dependent on the structure of external debt, interest rates and the timing of its return. Since independence, Ukraine has accumulated a significant amount of foreign debt, the main factors affecting this the process is much currency because we are both export- and import-dependent. All foreign exchange earnings are going to cover the foreign exchange costs of imports. And so we constantly reducing foreign exchange reserves and reduce local currency stability. The process of obtaining loans on the one hand allows the country quickly solve acute problems and long-term finance national projects, on the other hand - inefficient use of borrowing significantly increases the burden on the state budget in future years.

Analysis of recent research and publications. Theoretical and practical issues of government debt are devoted to local economists, namely O. Vasylyk, O. Baranovsky, V. Heyets, V. Andrushchenko, S. Bukovina, A. Halchynskiy, A. Danilenko, M. Demyanenko, O. Zaruba, B. Kvasniuk, N. Kostin, V. Kravchenko, I. Lukinova, I. Puning, A. Moros, S. Osadzja, K. Pawluk, A. Podderohina, V. Fedosova, S. Urij and others.

The purpose of this article is to determine the state of the external public debt of Ukraine and the possible ways to solve it.

Research. The national debt - the amount of state debt to their creditors. There are internal and external current capital debt.

The main purpose in obtaining external borrowing is to cover the budget deficit, which was formed as a result of lack of own financial resources to repay various consumable parts of the budget, the necessary replenishment of reserve assets and refinancing previously made public borrowing.

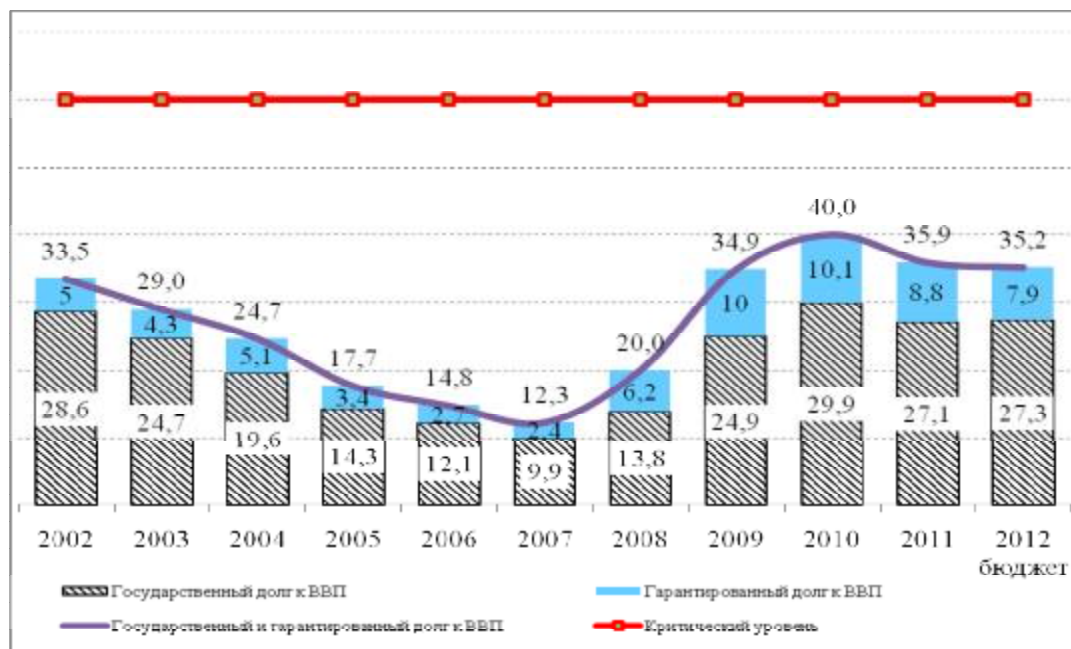
Normative - legal framework in the regulation of public debt are a number of legislative acts: Budget Code of Ukraine; Law of Ukraine "On State Budget of Ukraine for 2013" Decree of the Cabinet of Ministers of Ukraine of 29 April 2013 №320 "On approval of the Medium-Term Public Debt Management Strategy for 2013 - 2015", Ministry of Finance of Ukraine from 21.02.2013 № 277 " On approval of public debt management in 2013, "Resolution of the Cabinet of Ukraine from 10.05.2012 № 607 "On approval of the Medium-Term debt management strategy for 2012-2014."

In accordance with Art. 2, paragraph 20 of the Budget Code of Ukraine, the national debt - total debt liabilities of return received and outstanding loans as at the balance sheet date arising from public borrowing;

Limit of the State (local) and public debt (local) guarantees prescribed in Article 18 of the Budget Code of Ukraine, which states that the limit of the State (local) debt, limiting the amount of public (local) guarantees defined for each budget period of the law State Budget of Ukraine (the local budget decision). The total amount of public debt and publicly guaranteed debt at the

end of the budget period may not exceed 60 per cent of nominal gross domestic product of Ukraine.

In Fig. 1 shows the current state of Ukraine's public debt and the critical level of public debt.



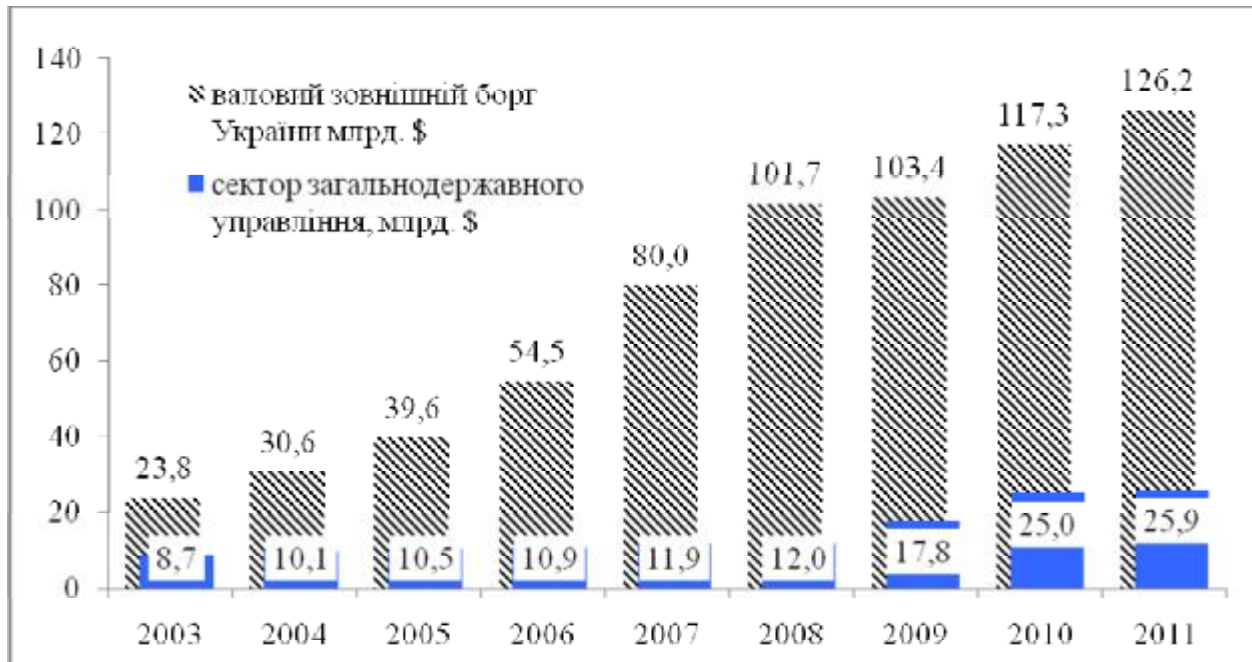
As shown in Figure 1, public debt is beyond the line, but is almost 40% of GDP, which is not a critical level. All economically developed countries have public debt. According to Eurostat, the International Monetary Fund and the World book of facts, which is the CIA, the United States, the most debts have highly developed countries such as Japan and the United States. The level of Japan's debt is almost in twice higher the level of its GDP, and the country isn't a bankrupt, and it is successfully developing and is one of the leading lenders. The same pattern is observed in the United States. Ukraine in terms of public debt is between Switzerland and Sweden. That means that country may have significant debt and still have a substantial credit rating and be able to pay the payments on this obligation (see Table. 1).

Table 1 - List of countries by level of government debt to GDP each country.

Country	% of GDP (CIA and Eurostat)	% of GDP (IMF)
Japan	197,5	220,00
United States	102	94,36
United Kingdom	79,9	75,50
Switzerland	38,7	54,52
Ukraine	40,1	40,06
Sweden	39,7	39,70
Russia	9,0	11,75

Let's analyse the current state of total state debt of Ukraine (Fig. 2).

* Built according to the Ministry of Finance Ukraine



* Constructed according to the Ministry of Finance Ukraine

Fig. 2 shows the dynamics of external debt of Ukraine for 2003 – 2011. According to date, that shown in Fig. 1, we can determine that the external public debt of Ukraine increased in 5.3 times, ie on 102.4 billion of You can specify that the average annual debt increased by about 11, 4 billion of US dollars.

How does the distributed external public debt and what the real annual growth of external debt?

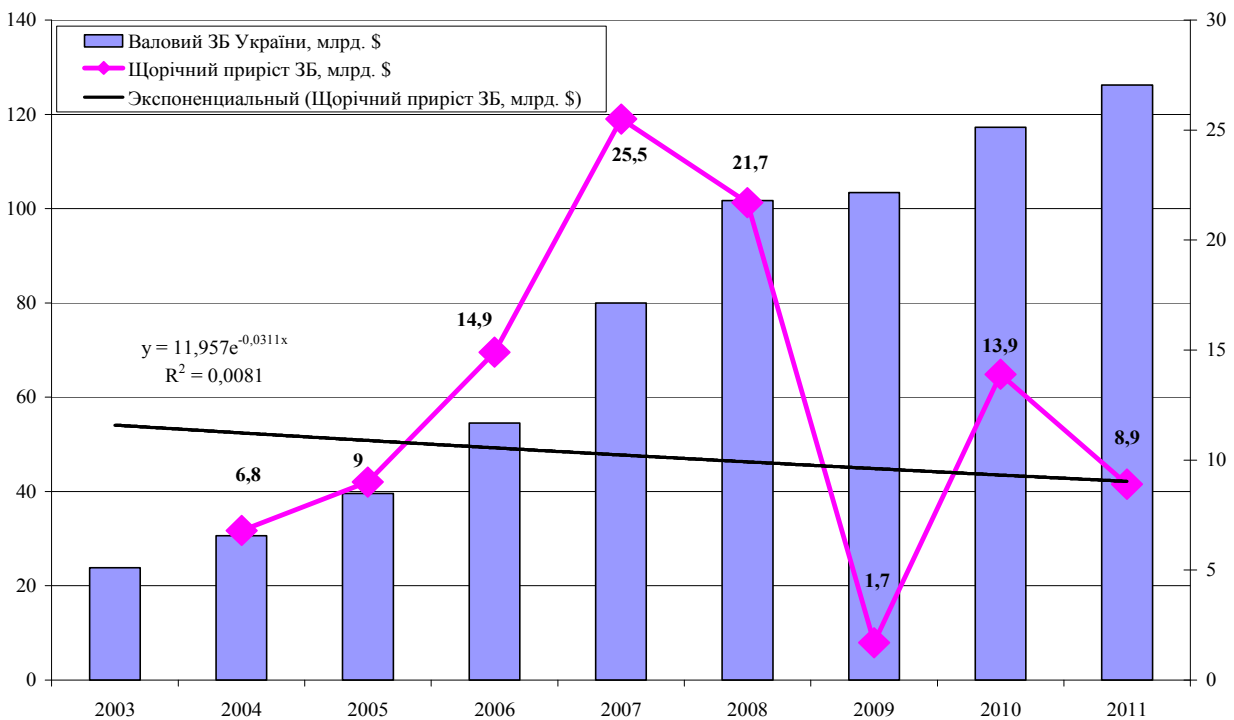


Figure. 3 Dynamics of the external debt of Ukraine for 2003 - 2011 (on the beginning of the year, billion of US dollars)

As seen from the obtained calculations (Figure 3), annual growth of public debt was the most significant in 2007 and it made 25.5 billion of US dollars and the lowest for exploring period was in 2009 and amounted to 1.7 billion of US dollars.

According to the Ministry of Finance of Ukraine, as of January 31, 2013 public and publicly guaranteed debt of Ukraine was 527.451.800,11 UAH. or 65.989.215,59 \$, including public and publicly guaranteed external debt - 309.852.828,82 UAH. (58.75% of the total public and publicly guaranteed debt) or 38.765.523,44 \$; public and publicly guaranteed domestic debt - 217.598.971,29 UAH. (41.25%) or 27.223.692,15 \$. Public debt of Ukraine was 410.964.780,57 UAH (77.92% of the total public and publicly guaranteed debt) or 51.415.586,23 \$. Public external debt amounted 209.575.366,60 UAH. (39.73% of the total public and publicly guaranteed debt) or 26.219.863,21 \$. Domestic debt amounted 201.389.413,97 UAH. (38.18% of the total public and publicly guaranteed debt) or 25.195.723,02 \$. Guaranteed debt of Ukraine was 116.487.019,54 UAH (22.08%) or 14.573.629,36 \$, including guaranteed external debt - 100.277.462,22 UAH (19,01%) or 12.545.660,23 \$.; guaranteed domestic debt - 16.209.557,32 UAH (3.07%) or 2.024.969,13 \$.

Conclusions. Thus, we can determine that the public debt - the amount of debt the state to its creditors, the bulk of which is almost always external debt. Ukraine not used efficiently potential debt finance. The bulk of the obtained loans is spent to finance current expenditures. To finance development projects is using only funds from international financial institutions and foreign banks. Determined that the external debt of some leading countries far exceeds their GDP. Thus, they are acting and leading lenders in the world. Indicated that although the level of public external debt of Ukraine is significant, but its volume is below the threshold, ie below 60% of GDP.

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Ключові слова: дефіцит, боргові зобов'язання, державний борг, зовнішній державний борг, внутрішній державний борг.

Ключевые слова: дефицит, долговые обязательства, государственный долг, внешний государственный долг, внутренний государственный долг.

Keywords: deficit, debt, public debt, external debt, domestic public debt.

УДК 339.97

PROBLEMS AFTERMATH OF THE GLOBAL FINANCIAL CRISIS IN UKRAINE

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Іксарова Н. О. Проблеми подолання наслідків світової фінансової кризи в Україні.

У статті оцінено вплив світових економічних рецесій на динаміку зовнішньої торгівлі України. Аналіз динаміки експорту та імпорту засвідчив, що Україна нині істотно залежить від кон'юнктури зовнішніх ринків, в результаті чого відчуває на собі нищівний вплив глобальних економічних потрясінь. Виявлено, що у 1998 – 1999 рр., коли країна зіткнулася з першою за часи незалежності кризою, ступінь залежності від зовнішніх ринків був не настільки критичним, що обумовило швидкі темпи посткризового відновлення. Втім, вже у 2008 – 2009 рр. рівень взаємодії з зарубіжними партнерами та міжнародними інституціями став набагато вищим, що призвело до посилення впливу світової фінансової кризи на економіку країни. Виявлено, що кризові явища негативно вплинули на динаміку зовнішньої торгівлі як товарами, так і послугами, втім для нематеріальної сфери рівень загроз був меншим, оскільки в умовах погіршення фінансового стану підприємств попит на ділові послуги, і на зовнішніх ринках в тому числі, мав тенденцію до зростання. У статті доведено, що держава об'єктивно не має сьогодні можливостей для реалізації заходів подолання негативних наслідків світової фінансової кризи, тому відповідні заходи мають бути реалізовані як на макро-, так і на мікрорівні. З огляду на це, обґрунтовано доцільність посилення взаємодії між вітчизняними підприємствами, зокрема шляхом створення галузевих та регіональних кластерних об'єднань. Окрім цього, запропоновано формування програми пільгового оподаткування підприємств, що в умовах кризи не здійснюватимуть скорочення працівників. Реалізація даної пропозиції дозволить уникнути зростання державних витрат, та сприятиме підтримці підприємств торгівлі.

Iksarova N. Problems aftermath of the global financial crisis in Ukraine.

This paper evaluates the impact of global economic recessions on the dynamics of foreign trade in Ukraine. The analysis of exports and imports has shown that Ukraine is now essentially depends on the external markets, resulting devastating impact of global economic turmoil on its economy. It is revealed that in 1998-1999 's, when the independent country faced its first crisis, the degree of dependence on foreign markets was not so critical, that caused the rapid post-crisis recovery. However, already in the 2008-2009 level of cooperation with foreign partners and international institutions was much higher, leading to the growth of the impact of the global financial crisis on the economy. The crisis had a negative impact on the dynamics of foreign trade in both goods and services, however in intangible sphere threat level was lower, as in the deterioration of the financial situation of enterprises demand for business services tended to growth. The article proves that the state is not objectively able to implement measures to mitigate the negative effects of the global financial crisis, so the appropriate measures should be implemented at both the macro- and at the micro level. According to that, the strengthening of cooperation between national enterprises, in particular through the creation of sectoral and regional cluster organizations is proposed. In addition, formation of preferential taxation program for companies that doesn't not carry out layoffs under crisis conditions is proposed. Implementation of this proposal will prevent the growth of government spending, and at the same time will support trade companies.

Иксарова Н. А. Проблемы преодоления последствий мирового финансового кризиса в Украине.

В статье оценено влияние мировых экономических рецессий на динамику внешней торговли Украины. Анализ динамики экспорта и импорта показал, что Украина сейчас существенно зависит от конъюнктуры внешних рынков, в результате чего испытывает на себе сокрушительное влияние глобальных экономических потрясений. Выявлено, что в 1998 - 1999 гг., когда страна столкнулась с первым за время независимостью кризисом, степень зависимости от внешних рынков была не столь критической, что обусловило быстрые темпы посткризисного восстановления. Впрочем, уже в 2008 - 2009 гг. уровень взаимодействия с зарубежными партнерами и международными организациями стал намного выше, что привело к усилению влияния мирового финансового кризиса на экономику страны. Выявлено, что кризисные явления негативно повлияли на динамику внешней торговли как товарами, так и услугами, причем, для нематериальной сферы уровень угроз был меньше, поскольку в условиях ухудшения финансового состояния предприятий спрос на деловые услуги, и на внешних рынках в том числе, имел тенденцию к повышению. В статье доказано, что государство объективно не имеет сегодня возможностей для реализации мероприятий по преодолению негативных последствий мирового финансового кризиса, поэтому соответствующие меры должны быть реализованы как на макро-, так и на микроуровне. Учитывая это, обоснована целесообразность усиления взаимодействия между отечественными предприятиями, в частности путем создания отраслевых и региональных кластерных объединений. Кроме этого, предложено формирование программы льготного налогообложения предприятий, которые в условиях кризиса не осуществляют сокращения работников. Реализация данного предложения позволит избежать роста государственных расходов, и будет способствовать поддержке предприятий торговли.

Problem. The current stage of development of the world economy is characterized by a significant interdependence of countries due to the dynamic development of financial, investment and trade relations. In such circumstances, the economic problems faced by at least one of the countries indirectly influence the development of partner countries that provided unpreparedness to deal with external threats leads to expansion of the crisis and its transformation from the local to the global.

Particularly vulnerable to the crisis affected are countries that are excessively dependent on external markets. These countries now belongs to Ukraine's exports in 2012 amounted to 38.4% of GDP and imports - 47.4% [1]. The evolution of the economic development of Ukraine indicates that *zdrozhennya* imports and falling demand for exports during the global economic crisis had a devastating impact on the activities of domestic enterprises, indicating a need to study the problem of combating crises and the formation of effective mechanisms to prevent external threats.

Analysis of recent research and publications. Problems influence of the global crisis on the economic development of Ukraine investigated such economists as BM Danylyshyn, MH Zhukov, TN Miller, MI Krupka, A. Nevelyev, AI Amosha, SM Vasilenko, SG Branches, KD Gurov. The impact of the crisis on the dynamics and structure of foreign trade scientists studied such as AA Mazaraki, LP Kudyrko, EV Savelyev, VR Koretsky, AI Datsiy, however, most studies focused today on assessing the impact of the crisis on the economy of Ukraine and identifying leverage to overcome them at the macro level. At the same time are not investigated mechanisms to prevent and counter external threats, and in particular directions leveling of the effects on the activities of domestic enterprises.

The article aims to identify priority areas leveling the global financial crisis on the national economy as a whole, and the activities of Ukrainian enterprises in particular.

Statement of the main research. Since independence, Ukraine was hit by two severe economic crisis, as reflected in the dynamics of indicators of economic development and trade.

However, if after the crisis of 1998-1999., Because of favorable external conditions, the country recovered quickly, the global recession of 2008-2009, most Ukrainian companies still feel. Recovery from Crisis 1998 - 1999 gg. Facilitated by the fact that most consumers in Ukraine at that time still focused on the acquisition of domestic goods that caused the existence of demand we produce domestic companies and allowed them to quickly return to the usual conditions of operation. However, with the development of consumer lending needs and the absence of significant changes in the structure of production, domestic consumers shifted to purchase imported products, which in low competitiveness of domestic products in foreign markets, led to a decline in domestic business. Since 2005 imports of goods passes exports, resulting in the formation of a negative balance of trade (Table. 1).

Table 1. Dynamics of foreign trade in 1997 - 2012
mln. USD. USA

Years	1997	1998	1999	2000	2005	2007	2008	2009	2010	2011	2012
export											
Total	14231,9	12637,4	11581,6	14572,5	34228,4	49296,1	66967,3	39695,7	51405,2	68394,2	68809,8
CIS countries	5536,3	4170,8	3210,1	4459,7	10531,1	18087,0	23166,3	13472,9	18740,6	26177,0	25302,6
Other countries world-wide	8695,6	8438,6	8371,5	10112,8	23697,3	31209,1	43801,0	26222,8	32664,6	42217,2	43507,2
Europe	3675,3	3993,0	3790,2	4680,2	10881,4	14773,8	19732,8	10264,5	13829,6	18442,4	17424,0
EU countries	3483,2	3855,5	3647,3	4561,0	10233,4	13916,4	18129,5	9499,3	13051,9	17970,0	17081,3
personifies Asia	3878,6	3028,5	3225,9	3475,7	8576,9	10881,6	15887,0	12131,7	13715,4	17737,8	17676,8
Africa	472,4	562,0	617,1	731,5	2393,9	2792,0	3902,4	2627,8	3018,7	3344,2	5638,2
America	652,5	865,4	692,4	1217,5	1831,2	2686,3	4144,0	1124,2	2000,0	2552,3	2607,3
Australia and Oceania	16,8	17,4	45,1	7,0	13,7	15,7	64,0	21,6	28,4	29,8	50,9
Others	–	0,3	0,8	0,9	0,2	59,7	70,8	53,0	72,5	110,7	110,0
import											
Total	17128,0	14675,6	11846,1	13956,0	36136,3	60618,0	85535,3	45433,1	60742,2	82608,2	84658,1
CIS countries	9871,7	7889,2	6737,2	8029,6	16988,3	25469,3	33377,8	19692,6	26697,4	37212,4	34452,6
Other countries world-wide	7256,3	6786,4	5108,9	5926,4	19148,0	35148,7	52157,5	25740,5	34044,8	45395,8	50205,5
Europe	5451,6	4998,5	3547,4	4311,5	12666,4	23048,9	30477,0	16233,8	20004,5	27065,9	27556,0
EU countries	5247,1	4829,5	3452,5	4039,3	12191,9	22218,7	28868,4	15392,7	19101,2	25752,9	26156,4
personifies Asia	844,9	886,9	762,7	842,3	4685,5	9042,2	15497,7	6538,6	10023,3	13279,9	17132,7
Africa	136,8	118,7	157,8	136,4	426,2	673,1	1559,1	617,6	874,4	940,6	851,3
America	797,9	755,5	588,4	581,4	1265,5	2255,4	4190,6	2197,9	2879,4	3913,9	4453,2
Australia and Oceania	22,0	20,9	27,2	54,7	103,9	128,4	431,7	149,4	261,4	194,0	195,7
Others	3,1	5,9	25,4	0,1	0,5	0,7	1,4	3,2	1,8	1,5	16,6

source:[2]

Data Table. 1 indicate that the global crisis of 2008 - 2009 had a significant negative impact on the dynamics of foreign trade. Exports of goods declined significantly, what happened, primarily due to lower sales of metals, as external demand fell sharply against the background of collapse of investment projects in developed countries. Since the structural changes during the crisis in 2009 were not taken, the gradual recovery of foreign trade in 2010 was due to the recovery of exports of relevant product categories.

The main trade partners of Ukraine are the CIS and the EU. Moreover, the share of foreign trade in the CIS Ukraine steadily declining. This comes against the backdrop of increasing the share of the EU and, in recent years, Asia's foreign trade in Ukraine. It should be noted that Ukraine throughout the observation period was a net importer in trade with CIS

countries, primarily through significant imports of energy and of 2005 and a net importer in trade with the EU against the background of an increase in demand for durable goods consumption and equipment. Surplus in trade happened with Africa and Asia due to higher exports of metals and agricultural products [3].

It should be noted that one of the key problems of Ukraine today is the structure of trade in goods, which in 15 years, significant improvements were observed. The concern is that the country not only exports but also imports products for intermediate consumption - now domestic companies to manufacture goods using foreign raw materials and components, which makes a dual dependence on external markets (both on sales and on software production needs). In this country's dependence on foreign partners to talk about effective mechanisms to protect national interests are actually quite difficult, so the risk minimization becomes a task of each company. Long-term contracts, use of mechanisms liability insurance, diversification of supply and sales - those measures Worms domestic companies should take to counter external threats.

Despite the fact that the lion's share of foreign trade in goods occupy Ukraine, the share of services exports and imports grew sequentially to the overall trend of increasing the role of the service sector in the economy (Table. 2). The dynamics of foreign trade in services was less affected by the world economic crisis. This is due to the fact that the structure of foreign trade in services is dominated by transportation and financial services, for which demand remains more or less stable even during the global crisis. Exports of services major partners remain the CIS countries, including Russia, which is explained by price advantage Ukrainian providers. Compared with Russia, rates of domestic enterprises (even those working under one brand) is 1.5-2 times lower, hence the demand for specialists in Ukraine. At the same time, imports of services observed prevalence EU, accounting for 45.37% of imports by the end of 2012 This explains how substantial turnover with EU countries and, consequently, the demand for related services and demand for tourist services these countries.

The problem of Ukraine today is the low level of effective interaction between government and business. As a result, a high level of shadow economy, the government would wipe substantial financial resources, and as a result, businesses can not ensure effective support and protection [4]. The need to fill the state budget and its functions to regulate the economy causes increased pressure on the business, resulting in the opposite consequences - namely the increase in the number of shadow operations. With the existence of this "vicious circle" talk about macroeconomic mechanism of anti-crisis developments is difficult, because the main actors involved in the post-crisis recovery, it should be in business.

One of the areas out of the situation, you can call the reorientation of enterprises with foreign counterparties interaction and cooperation with local partners. Given the fact that in the structure of exports and imports structure predominated intermediate consumption, domestic companies only need to find one another. Interaction of companies nationally will reduce dependence on external markets, and thus the effects of external shocks to domestic companies become less noticeable.

Table 2. Dynamics of foreign trade in services in 1997 - 2012
mln. USD. USA

Рік	1997	1998	1999	2000	2005	2007	2008	2009	2010	2011	2012
export											
Total	4738,4	3819,8	3613,9	3486,8	6134,7	9038,9	11741,3	9598,3	11759,4	13792,2	13599,1
CIS countries	3328,7	2346,7	2248,0	2136,8	2815,5	3666,3	4245,5	3826,6	5609,6	6243,0	6029,0
Other countries world-wide	1409,7	1473,1	1365,9	1350,0	3319,2	5372,6	7495,8	5771,7	6149,8	7549,2	7570,1
Europe	832,5	856,3	781,9	778,2	1870,4	3154,1	4176,4	2936,1	3298,5	4103,7	4027,3
EU countries	789,9	811,1	766,5	771,7	1766,4	2979,7	4066,3	3020,5	3188,7	3609,8	3841,3
personifies Asia	303,1	291,4	284,2	267,1	593,1	939,0	1380,5	1162,4	1072,2	1187,4	1331,1
Africa	32,0	48,1	38,5	28,4	72,2	125,9	203,1	164,4	152,9	166,5	183,1

America	198,8	216,5	169,0	186,3	476,8	793,1	1247,2	1117,5	1235,7	1483,5	1513,9
Australia and Oceania	2,2	2,2	2,5	1,5	6,9	16,4	26,4	31,3	40,8	136,2	233,8
Others	41,1	58,6	89,8	88,5	299,8	344,1	462,2	360,0	349,7	471,9	280,9
import											
Total	1418,3	1430,9	1113,2	1150,9	2935,0	4980,6	6468,0	5173,5	5447,7	6235,2	6736,1
CIS countries	397,0	364,8	234,2	213,2	509,3	799,8	1058,0	787,2	939,8	1173,3	1251,2
Other countries world-wide	1021,3	1066,1	879,0	937,7	2425,7	4180,8	5410,0	4386,3	4507,9	5061,9	5484,9
Europe	388,4	465,2	341,3	400,9	1220,2	2402,1	3488,9	2640,2	2420,9	2813,9	3055,9
EU countries	302,3	379,0	321,2	375,4	1298,6	2596,5	3836,8	3042,0	3023,5	3394,9	3698,9
personifies Asia	87,0	67,8	76,0	68,0	462,5	745,5	1156,7	1038,8	1223,0	1402,0	1577,5
Africa	33,0	6,4	5,1	6,1	28,7	61,9	87,0	43,2	45,0	36,5	37,6
America	315,2	321,6	285,7	290,6	391,7	574,7	570,4	450,4	571,0	572,0	510,0
Australia and Oceania	7,1	1,4	1,7	1,0	1,7	2,7	4,9	7,2	8,0	10,2	6,7
Others	190,6	203,7	169,2	171,1	320,9	393,9	102,1	206,5	240,0	227,3	297,2

source:[2]

The positive impact on the results of post-crisis recovery of domestic business may have a formation of cluster formations. Of course, for the implementation of the initiative need to create a legal framework for their formation and functioning, but subject to both state agencies appropriate measures, clustering economy can be a tool for the Ukrainian economy.

Clustering is an effective tool for the development of depressed regions and promotion of entire industries in developed countries. Experience shows that even without the establishment for cluster members privileged business environment, combining entities minimizes costs, increase competitiveness, introduce new technologies and expand the range of partners. Achieving these goals will enable enterprises to significantly strengthen their position in the domestic market and to withstand external shocks.

It should be noted that strengthening the negative impact of the global financial crisis on the country's anti-crisis measures in furtherance of the enterprise. In particular, to minimize the cost of starting to focus on cheaper raw materials, leading to deterioration of product quality, and thus reduce demand. Also usually the critical period is the massive layoffs that, firstly, causes the growth of public expenditure on their maintenance, and, secondly, reduces effective demand. In our view, the government Ukraine should offer tax incentives to enterprises while maintaining jobs, as it will provide at least minimize losses of commercial enterprises, usually most affected by the crisis.

Thus, the analysis carried out allowed to state that Ukraine, as a state that depends strongly on the external markets, largely exposed to external shocks and shocks. Today, the country is not created nor effective tools for combating the crisis, or to prevent their impact in the future. Moreover, in the circumstances, the government has no real opportunity to defend Ukrainian businessmen, which necessitates the formation of principles for cooperation between government and business to address pressing economic problems.

The problem of Ukraine today is as high dependence on imported equipment, components and raw materials and the demand for its products, mainly raw materials and semi-finished products on foreign markets. In such circumstances, state action may not be enough to overcome the crisis, as measures of economic recovery and should be provided to the enterprises themselves.

Key areas to overcome the crisis and prevent further recourse include strengthening cooperation between domestic enterprises, and in particular the creation of sectoral and regional cluster formations. Additionally, seems appropriate to introduce the practice of tax incentives for

companies that are not in a crisis exercise layoffs, shifting the cost of their maintenance in the state. In our opinion, subject to both state enterprises and timely and adequate the effects of the negative impact of external shocks on the economy of Ukraine in the future can be minimized.

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Ключові слова: світова фінансова криза, зовнішня торгівля, зовнішні загрози, кластеризація, державна підтримка.

Ключевые слова: мировой финансовый кризис, внешняя торговля, внешние угрозы, кластеризация, государственная поддержка.

Keywords: global financial crisis, foreign trade, external threats, clustering, government support.

УДК 351.863:338.24

STRATEGIC PRIORITIES TO ENSURE ECONOMIC SECURITY IN THE REGION.**Golovnya J.**, Ph.D., Assoc., Kyiv National University of Trade and Economics, Associate Professor of International Economics**Головня Ю. І. Стратегічні пріоритети забезпечення економічної безпеки в регіоні.**

Сучасний стан регіональної економіки вимагає, щоб питання забезпечення економічної безпеки було віднесено до числа стратегічних пріоритетів. Розкриття суті процесів забезпечення економічної безпеки - необхідна умова цілеспрямованої практичної діяльності у сфері формування стану безпеки регіону. У працях вітчизняних та зарубіжних науковців на даний час немає єдиного погляду щодо трактування поняття «забезпечення економічної безпеки» та визначення його сутності відносно регіону. Тому автором поставлена задача дослідити підходи до трактування поняття «забезпечення економічної безпеки», уточнити його сутність та визначити основні стратегічні пріоритети забезпечення економічної безпеки регіону. Узагальнюючи всі наведені трактування можна відзначити різноманітність визначень категорії «економічна безпека», що свідчить про її складність, багатогранність та різноплановість. Найбільше вчених схиляються до думки, що економічна безпека представляє собою стан економіки держави. Економічну безпеку розглядають також як складову національної безпеки, комплекс заходів по забезпеченню розвитку економіки та місця країни в світовому господарстві, механізм протидії зовнішнім загрозам та «імунітет» до впливу зовнішніх чинників. Ми вважаємо, що економічну безпеку можна представити як такий стан економіки, який забезпечує стійкість, стабільність та розвиток. У процесі з'ясування сутності процесу забезпечення економічної безпеки слід урахувувати низку таких положень. По-перше, забезпечення економічної безпеки є організованою, цілеспрямованою діяльністю. По-друге, ключовим критерієм процесу забезпечення економічної безпеки є захист національних інтересів. По-третє, забезпечення економічної безпеки має характер комплексної діяльності, що одночасно охоплює різні сфери. Важливою умовою стратегічного забезпечення безпеки регіону є визначення бажаного майбутнього стану його безпеки і, виходячи з наявних потенційних резервів його розвитку, здійснення формування та реалізації стратегії забезпечення безпеки регіону. Сутність авторського розуміння забезпечення економічної безпеки визначається як процес, метою якого є підтримка стабільного функціонування регіону у відповідності до його цілей.

Golovnya J. Strategic priorities to ensure economic security in the region.

The current state of the regional economy requires that the issue of ensuring economic security was assigned to a number of strategic priorities. Disclosure processes ensure economic security-a necessary condition targeted practical activities in the field of formation of the State of security in the region. In the works of domestic and foreign scientists at the present time there is no single point of view concerning the interpretation of the notion of 'ensuring economic security' and the definition of its entities concerning the region. Therefore, the author of the problem to explore approaches to the interpretation of the notion of 'ensuring economic security', clarify its nature and to identify the major strategic priorities ensure the economic security of the region. Generalizing all of these interpretations include a variety of definitions of categories of 'economic security', which testifies to its complexity, versatility and versatility. Most scholars lean towards the opinion that economic security is the State of the economy of the State. Economic security considers also as part of national security, a set of measures to ensure economic development and places the country in the global economy, the mechanism to counter

external threats and 'immunity' to the influence of external factors. We believe that economic security can be represented as a State economy that provides stability, stability and development. In the process of figuring out the essence of the process of ensuring economic security must consider a number of such provisions. Firstly, ensuring economic security is organised, purposeful activity. Secondly, the key criterion of ensuring economic security is the protection of national interests. Thirdly, ensuring economic security has the character of a complex activity that simultaneously covers different areas. Important strategic security area is to define the desired future state of it security and, based on the existing potential reserves for its development, formulation and implementation of strategies to ensure security in the region. The essence of the author's understanding of maintenance of economic safety is defined as a process, the purpose of which is to support the stable functioning of the region in accordance with its objectives.

Головня Ю. И. Стратегические приоритеты обеспечения экономической безопасности в регионе.

Современное состояние региональной экономики требует, чтобы вопросы обеспечения экономической безопасности было отнесено к числу стратегических приоритетов. Раскрытие сущности процессов обеспечения экономической безопасности - необходимое условие целенаправленной практической деятельности в сфере формирования состояния безопасности региона. В работах отечественных и зарубежных ученых в настоящее время нет единого мнения о трактовке понятия «обеспечение экономической безопасности» и определение его сущности относительно региона. Поэтому автором поставлена задача исследовать подходы к трактовке понятия «обеспечение экономической безопасности», уточнить его сущность и определить основные стратегические и приоритеты обеспечения экономической безопасности региона. Обобщая все приведенные трактовки можно отметить разнообразие определений категории «экономическая безопасность», что свидетельствует о ее сложности, многогранности и разноплановости. Больше число ученых склоняются к мнению, что экономическая безопасность представляет собой состояние экономики государства. Экономическую безопасность рассматривают также как составляющую национальной безопасности, комплекс мер по обеспечению развития экономики и места страны в мировом хозяйстве, механизм противодействия внешним угрозам и «иммунитет» к воздействию внешних факторов. Мы считаем, что экономическую безопасность можно представить как такое состояние экономики, которое обеспечивает устойчивость, стабильность и развитие. В процессе выяснения сущности процесса обеспечения экономической безопасности следует учитывать ряд таких положений. Во-первых, обеспечение экономической безопасности является организованной, целенаправленной деятельностью. Во-вторых, ключевым критерием процесса обеспечения экономической безопасности является защита национальных интересов. В-третьих, обеспечение экономической безопасности имеет характер комплексной деятельности, одновременно охватывает различные сферы. Сущность авторского понимания экономической безопасности определяется как процесс, целью которого является поддержка стабильного функционирования региона в соответствии с его целями.

Problem. In modern conditions of instability, conflicts of socio-economic processes taking place in Ukraine, one of the main objectives is to ensure their regional economic security. The study of economic security within a single kontseptual-noho approach requires an examination of trends and the effective impact on the economic security [1]. Disclosure of the processes of software - a requirement for deliberate practice in forming the safety of society, the state and region, so it could be argued that it is in the process of implementing activities to ensure economic security turns its direct connection with actual processes of economic life.

Analysis of recent research and publications. In the works of local and foreign scientists lot of attention paid to the issue of economic security. Among foreign scientists

investigating the problem of economic security: K.Yefremov, Ye.Oleynykov, V.Senchahov, V. Shlykov, VA Yarochkin and others. An important contribution to the study of problems of economic security have made our scientists: T.Kachala, T. Kuzenko, H.Kozachenko, O.Lyashenko, V.Ponomarenko, A. Shnytko and others. However, single view on the interpretation of the concept of "ensuring economic security" and determine its relative nature of the region today in the economic literature there.

The article aims to study and analyze approaches to the interpretation of the concept of "ensuring economic security" clarify its nature and definition of key strategic priorities of ensuring economic security of the region.

Results. First consider the basic interpretation of the concept of "economic security". In scientific sources, which explore issues of economic security, given many definitions of economic security, focus only on those definitions that contain the key to "ensure" economic security of the region and its strategic goal.

Generalizing all of the treatment can note the variety of definitions category of "economic security", which indicates its complexity, diversity and diversity. Most scientists tend to believe that economic security is a state of the national economy. The efficiency of the economy considered dialectically, it also acts result and tool for achieving social objectives and general equilibrium [2]. Much of the scientific highlights major social factor (livelihood, well-being). Achieving the desired state is also possible, primarily due to economic and administrative tools. Many experts interpreted as a factor of economic security and independence of the country's independence. [3] Some researchers focus on the component concept of "security" and open it as a vital security and economic interests of external factors [4]. Others highlight the effectiveness of the government, industrial subsystem. Economic security is also considered as part of national security, a set of measures for the economic development of the country and place in the world economy, the mechanism to counter external threats and "immune" to external factors [5]. We believe that economic security can be represented as a state economy that provides stability, stability and development.

Modern economics is considering several conceptual models of economic security of both national and regional systems of management. In particular, sufficiently famous concept of economic security, based on the ideas and positions of the structural rigidity of the economic system, its controllability, high level of protection from external threats and challenges.

The main condition for economic security are considered resources, power, stability, controllability. However, most researchers have questioned the conceptual feasibility of such provisions, especially when viewed in the context of open market competition and economic resources at risk. Observing these methodological, philosophical systems often promotes exchanges with the concept of "economic security" concept "economic stability". Economic stability is certainly a sign of basic economic security, but not only. In the broad context of temporary economic security organically combined with its dynamic development, innovation processes, with elements of acceptable risk.

In the process of clarifying the nature of the process to ensure economic security should consider a number of provisions. First, ensure economic security is organized, purposeful activity. Secondly, the key criteria of providing economic security is the protection of national interests. Third, to ensure economic security is integrated nature of simultaneously covering different spheres of economic and economic, political and other types of activity (financial, energy, prateresursnu, food, environmental, technological, scientific, technological, foreign, etc.). Fourth, ensure economic security is impossible without the internal and external security immunity from destabilizing influences, without stability of the financial situation. Fifthly, the key role in securing the economic sphere belongs to the state [6].

Note that in the process of security elements can not be completely abstracted from its legal forms and manifestations of organizational and legal, but they should be considered in this context as a necessary component of the regulation of social and economic processes, an element of organizational and managerial relationships.

The basic principles of organization and implementation of protection in the field of economic security of the region are [7]:

1) consistency, which includes consideration of protection issues with all the dangerous outflow channels of information and unauthorized access to it as well as possible the time and conditions of their occurrence, integrated use of legal, organizational and technical measures to protect; when it should be ensured continuity and continuity of protection;

2) the validity, as the complexity of problems to be solved, a lot of work and limited resources necessitate deep scientific and technical justification for the decisions taken, comprehensive assessment for their implementation;

3) adequacy, which means finding effective and reliable measures of protection, cost-efficient and secured using the most advanced methods and remedies. The nature of the impact of the threat of possible ways to protect highlight coordination, control, prevention and enforcement;

4) flexibility in managing, providing capacity, depending on the importance of protecting and objects protected by the prediction and prevention of threats to neutralize them, prompt and effective elimination of the consequences of these threats;

5) timely conditional on the need to advance the development of measures to protect and control (in the opposite case of measures to protect not only can not give effect, but also lead to additional losses).

Strategic security of the region - the process by which regional governments provide long-term management of the economy of the region, determine security goals, develop strategies to achieve these goals, taking into account all relevant (most significant) external and internal conditions, and ensure compliance with relevant plans developed, which is constantly evolving and changing. [8]

An important condition for strategic security in the region is to define the desired future state and its security based on the available potential reserves of its development, implementation strategy formation and implementation of security in the region. Priority tasks to ensure regional economic security are [9]: the formation of effective economic policy that will take into account the assessment of the ability of each region and counter the various threats to economic security; detection, monitoring and forecasting factors that affect the stabilization of the economic situation in the region; exclusion of discrimination by the central government towards the regions, providing partner participation in public programs of regional development, placement of state orders, etc .; the concentration of resources on priority areas and creating opportunities for inter-regional cooperation and strategic partnership between government, business and public institutions as part of an innovative model of development in the region; development of industries that have long-term economic benefits; Search own sources of development; renovation and development of scientific and technological potential. Strategy to ensure the economic security of the region - a long-term plan to ensure its safety, search and of relevant provisions for prevention, avoidance and elimination (neutralization, localization) risks and threats, ie a set of measures of administrative, regulatory, organizational legal and economic issues that contribute to the creation of an appropriate competitive environment in the regional market and ensure the protection of the legitimate interests of the public and businesses.

Conclusions. That contradiction define the strategic level of economic security, long-term objectives for this area. The settlement of these contradictions is subject to all the activities the whole system of measures aimed at eliminating threats. In other words, the fight against threats to this aspect becomes tactical, which is determined by the position in a given period and the response to this situation. Variability circumstances and problems affect the development of measures that are adequate in the circumstances, and to ensure economic security system. The essence of the author's understanding of ensuring economic security is defined as a process that aims to support the stable operation of the region in line with its objectives.

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Ключові слова: економічна безпека, трактування поняття, стан економіки, стійкість, стабільність, розвиток, принципи організації регіональної безпеки, пріоритетні задачі.

Ключевые слова: экономическая безопасность, трактовка понятия, состояние экономики, устойчивость, стабильность, развитие, принципы организации региональной безопасности, приоритетные задачи.

Keywords: economic security, the interpretation of the concept, the State of the economy, sustainability, stability, development, principles of organization of regional security, the priority tasks.

УДК 669.013:339.137.2

**DEVELOPMENT OF MANAGEMENT SYSTEM BY THE COMPETITIVENESS
OF METALLURGICAL PRODUCTS OF THE INTEGRATED ENTERPRISES**

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Колосок В. М., Трусова Я. С. Розвиток системи управління конкурентоспроможністю металургійної продукції інтегрованих підприємств.

Дослідження внутрішньохолдингової конкуренції між структурними (виробничими) підрозділами, вивчення процесів забезпечення конкурентоспроможності інтегрованих підприємств та їх продукції є досить актуальним та потребує розвитку. Конкурентоспроможність продукції є однією з головних складових системи управління конкурентоспроможністю інтегрованого підприємства. У даній статті представлено систему відносин конкурентоспроможності продукції інтегрованих підприємств у складі холдингу та обґрунтована необхідність у відповідних змінах в системі управління, методичному підході та інструментарії оцінки конкурентоспроможності металургійної продукції інтегрованих підприємств всередині холдингу. На основі розгляду наявних визначень конкурентоспроможності продукції розкрито сутність поняття конкурентоспроможності продукції інтегрованих підприємств. Аналіз специфіки металургійної галузі дозволив виділити особливості металопродукції, які полягли в основу розробки системи факторів, що формують систему показників оцінки конкурентоспроможності металургійної продукції інтегрованого підприємства. В розробленій системі факторів виділено: економічні чинники (ціна, витрати), якість продукції (технічний рівень, рівень якості виготовлення), маркетингові та сервісні чинники. Враховуючи особливості як металопродукції, так і систему управління в корпоративних структурах (холдингах, групах), визначено якість металопродукції ключовою складовою конкурентоспроможності. Система менеджменту якості продукції повинна забезпечувати як відповідність продукції попиту на неї, так і гарантоване виявлення та усунення недоліків процесів, які впливають на її якість. На основі аналізу процесів управління конкурентоспроможністю продукції здійснено розподіл функціональних задач та відповідальності в системі управління конкурентоспроможністю продукції інтегрованого підприємства у складі холдингу.

Kolosok V., Trusova Ya. Development of management system by the competitiveness of metallurgical products of the integrated enterprises.

Research of intercompany competition between structural (industrial) units, a study of processes of providing of competitiveness of the integrated enterprises and their products is very actual and requires development. Competitiveness of products is one of the main components of the control system of integrated enterprise competitiveness. This article presents a system of relations of competitiveness of integrated companies in the holding and a necessity is reasonable for corresponding changes in the control system, a methodical approach and tools evaluation of the competitiveness of steel products integrated companies within the holding company. Based on a review of existing definitions of competitiveness of products reveals the essence of the notion of competitiveness of integrated companies. Analysis of the specific of metallurgical industry allowed to allocate particular metal that formed the basis for the development of the factors shaping the system of indicators to measure the competitiveness of metallurgical products of the integrated enterprise. In the proposed system of factors distinguished: economic factors

(price, costs), product quality (technical level, level of quality of making), marketing and service factors. Given the characteristics of steel as well as control systems in corporate structures (holdings, groups), defined quality of metal of key component of competitiveness. Based on analysis of management processes the competitiveness of products implemented functional distribution of tasks and responsibilities in the management system by the competitiveness of products of the integrated enterprise in the holding.

Колосок В. М., Трусова Я. С. Развитие системы управления конкурентоспособностью металлургической продукции интегрированных предприятий.

Исследование внутрихолдинговой конкуренции между структурными (производственными) подразделениями, изучение процессов обеспечения конкурентоспособности интегрированных предприятий и их продукции является весьма актуальным и требует развития. Конкурентоспособность продукции является одной из главных составляющих системы управления конкурентоспособностью интегрированного предприятия. В данной статье представлена система отношений конкурентоспособности интегрированных предприятий в составе холдинга и обоснована необходимость в соответствующих изменениях в системе управления, методическом подходе и инструментарию оценки конкурентоспособности металлургической продукции интегрированных предприятий внутри холдинга. На основе рассмотрения имеющихся определений конкурентоспособности продукции раскрыта сущность понятия конкурентоспособность интегрированных предприятий. Анализ специфики металлургической отрасли позволил выделить особенности металлопродукции, которые легли в основу разработки системы факторов, формирующих систему показателей оценки конкурентоспособности металлургической продукции интегрированного предприятия. В разработанной системе факторов выделены: экономические факторы (цена, расходы), качество продукции (технический уровень, уровень качества изготовления), маркетинговые и сервисные факторы. Учитывая особенности как металлопродукции, так и системы управления в корпоративных структурах (холдингах, группах), определено качество металлопродукции ключевой составляющей конкурентоспособности. Система менеджмента качества продукции должна обеспечивать как соответствие продукции спросу на нее, так и гарантированное выявление и устранение недостатков процессов, которые влияют на ее качество. На основе анализа процессов управления конкурентоспособностью продукции осуществлено распределение функциональных задач и ответственности в системе управления конкурентоспособностью продукции интегрированного предприятия в составе холдинга.

Statement of the problem. In the course of analysis of corporate structures (holdings, groups) and integrated enterprises in their structure problematic issue of a competition intercompany of companies united by a single owner, working on the same principles and standards of corporate governance, in the industrial, financial and other areas arises. In this case, the task of ensuring a sufficient level of competitiveness of both the enterprise and product in particular is the main for the integrated enterprise. The above defines the relevance of the topic dedicated to the development of the system of management of competitiveness of metallurgical products integrated companies within the holding (group).

Analysis of recent research and publications. The importance of studying this problem is reflected in the large number of studies in the direction of foreign and domestic experts, scientists, and economists. Among foreign economists who have made significant contributions to the study of problems of competitiveness must be called M. Porter, F. Kotler, John. Evans, B. Berman, S. Madjar, A. Dayan, F. Bukerel and others. Leading national experts in this industry are scientists as G. Azov, B. Burkinskiy, P. Zavjalov, S. Il'yashenko, I. Kretov, P. Pererva, V. Khrutsky, A. Yudanov, L. Kurakov, S. Savchuk and others.

The purpose of the article. Development of management system for solving problems of evaluation, analysis and enhance the competitiveness of steel products of integrated companies within the holding (group).

The purpose of the article. Development of management system for solving problems of evaluation, analysis, and enhance the competitiveness of steel products of integrated companies within the holding (group).

Basic material. Basic concepts related to the competitiveness of the integrated enterprise, is the competitiveness of its products. Approaches to the evaluation and analysis of the competitiveness of products, designed by economic theory and practice, allow to evaluate competing products of autonomous enterprises. In this article, we will explore the problems of competitiveness of steel products in the context of objects (integrated enterprises of the holding), indicated in Fig. 1.

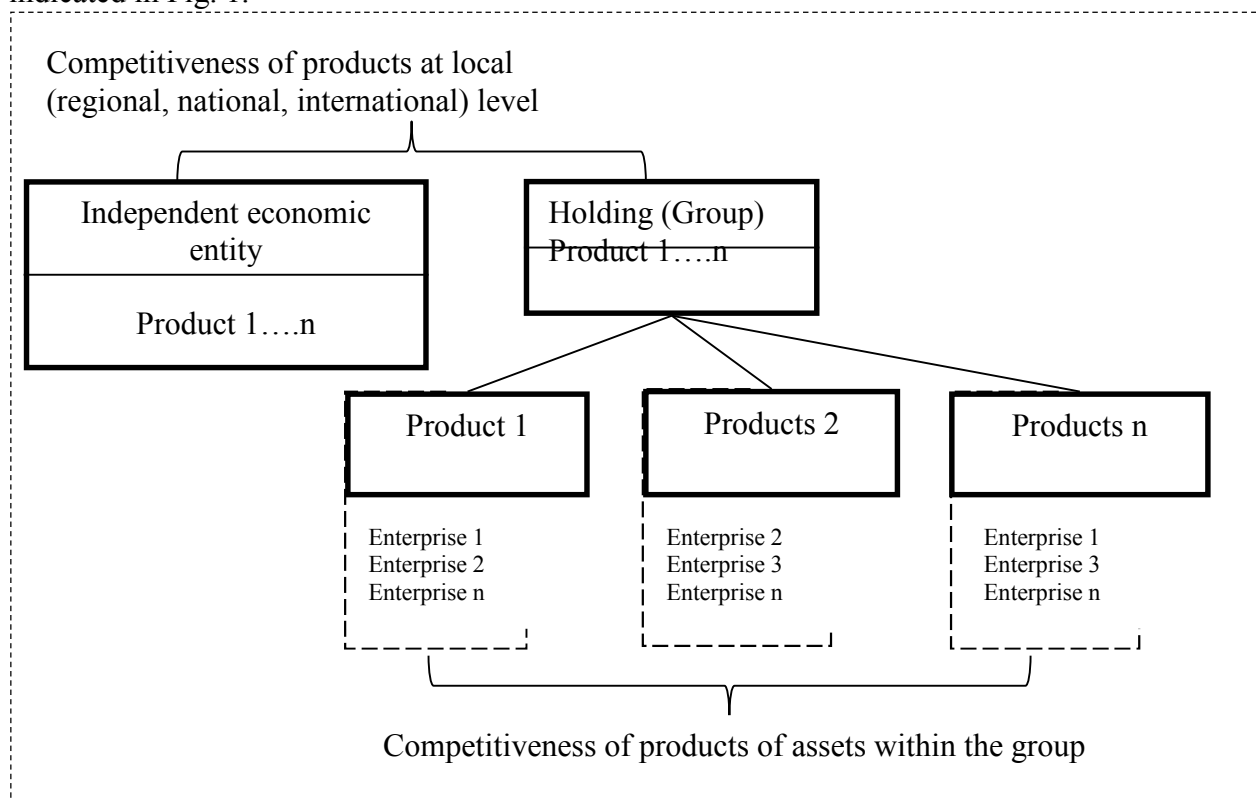


Fig. 1 - System of competitiveness relations of integrated enterprises in the holding.

Fundamentally different nature of the competing subjects of economy is emphasized in such subdivision, that caused by the difference in their interests and suggests differences in assessment methods of competitiveness of the enterprise and products. So for independent economic entities (autonomous enterprises), as well as for holding companies (groups) in general, the main objective can be regarded as the desire for maximum profit, i.e. the satisfaction of economic interests. For integrated enterprises within the holding (production assets), besides purely economic considerations, aims to achieve financial stability and the formation of the cost of production, which provide sufficient budget and self-financing enterprise development, are in the foreground [1, 2].

Accordingly, in the framework of this problem management system, a methodical approach and tools for assessing the competitiveness of metallurgical products integrated enterprises within the holding requires a change.

The purpose of the evaluation and analysis of the competitiveness of metallurgical products integrated enterprises within the group is to study the actual and potential level of competitiveness, identify the factors, that influenced the change of level, assessment of the impact on the most important indicators of the enterprise, the definition of reserves to enhance the competitiveness of products.

The key point of management system of competitiveness of product of integrated enterprises is to study its components.

In the first place, it is necessary to give a definition of the concept competitiveness of products of integrated enterprise within the group (holding) for a complete understanding of the research subject.

L. Kurakov examines the competitiveness of products (of autonomous enterprise) as the relative characteristics of products, that reflect its differences from the product-competitor as in the degree of satisfaction of the same needs and the cost to her satisfaction. [3]

In economic dictionary competitiveness of products is a set of consumer properties of products, characterizing its difference from products of a competitor by degree of compliance to specific social needs and taking into account the cost of manufacturing of this product.

Competitiveness of products of integrated enterprise within the holding is the capacity of products of integrated enterprise to be attractive compared with the products of a similar type and destination of other integrated companies, competing within the holding (group), by degree of compliance the terms of its characteristics within the holding company and the requirements of the market in a given period of time.

In scientific literature questions the competitiveness of consumer goods are widely covered. However, competition in the markets of steel products has its own characteristics. It is necessary to identify the main factors of competitiveness of steel products taking into account features of functioning of the market [4].

Metallurgical products has a number of features compared with consumer goods. Firstly, the demand for steel products occurs as a consequence of the growth in demand for the final product, which is manufactured using these products, as the products of the metallurgical complex relates to investment goods, that is used as a structural material. The products of the construction industry, mechanical engineering, automotive refers to the end product.

Second, there are fewer buyers in the market of steel products. In contrast to the mass market, they are arranged in groups and are concentrated geographically.

Third, metallurgical products has a higher complexity, the wide nomenclature of the materials used, which increases the requirements for service and staff of the seller. The special features of steel include: chemical composition; mineral content and harmful impurities (iron ore metals, concentrates, agglomerates, pellets and other metallic); mechanical, physical and chemical properties (pig iron, slabs and blooms); geometric dimensions; quality of surface treatment; precision cut (rolled section and sheet); quality of threaded connections (pipe) and the others.

Fourth, feature of metallurgical products is that it is governed by numerous quality standards and specifications. In this quality certificates of international classification of societies are particularly important. This fact allows us to focus on the level of requirements that exist in the relevant standards and certifications in assessing the consumer products quality of metallurgical industry. Therefore, it is necessary to focus on service factors in the implementation of an integrated assessment of the level of consumer properties of metallurgical products. These factors are characterized not so much the quality of the relevant product (its level is regulated by standards and certificates) as a set of different options when you run the query for the buyer.

Analysis of the methods of estimation of competitiveness of products allowed to identify two approaches to its definition. The first approach assesses how products are considered better or worse than competing products (in terms of their properties for the users and the cost of its purchase and use or operation) In the second approach, competitiveness should characterize the ability of products to be sold with a certain income.

It should be noted that the second approach is more general, as it meets the basic objectives of the producer - to develop a product that can be implemented with a profit for the enterprise.

Within the investigated problem in this paper the second approach is used increasingly to independent businesses. As for the integrated companies within the holding (group), the first approach to the assessment of the competitiveness of metallurgical products more accurate and relevant.

Given the above, the common factors of competitiveness of metallurgical products integrated enterprise are highlighted (Fig. 2). This contributes to the further development of management system of competitiveness in general and the development of indicators to measure the competitiveness of products in particular [5]. To ensure a sufficient level of competitiveness of metallurgical products integrated enterprise must be in the general system of management of the holding and directly integrated enterprise to develop and implement a management system of competitive products. In Table 1, the functional distribution of tasks and responsibilities in the management system of competitiveness of products of integrated enterprise in the holding implemented.

Table 1 - Distribution of functional tasks and responsibilities in the management system of competitiveness of products of integrated enterprise in holding

Level of management	Functional tasks	The responsible departments
assets	Development and output of products to the needs of the market (according to plans of holding)	Department of chief technologist, marketing department, production service.
assets	Ensuring high quality of products	Production Service
assets	Observance of the established budgets, control of production costs	Planning and budget department, economic services
holding	Justification of competitive prices for the products of the enterprise	Directorate on sale of products of the holding

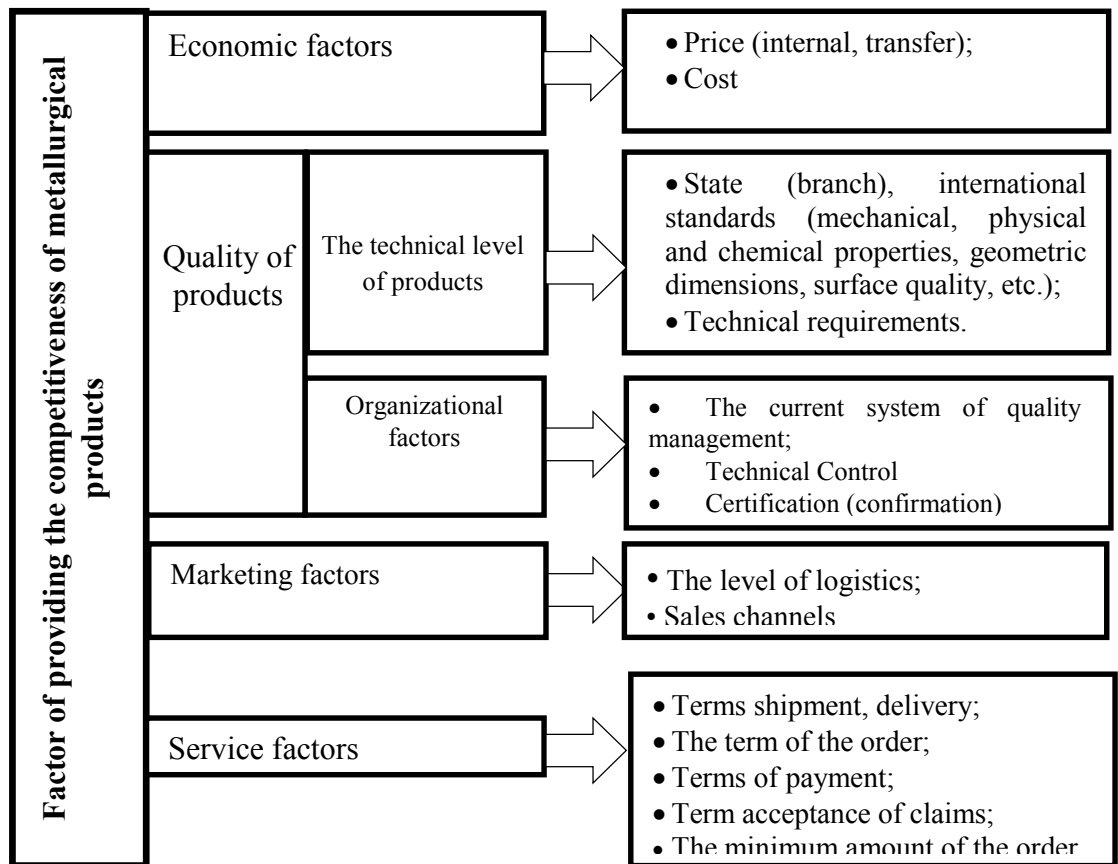


Рис.2 - Factor of providing the competitiveness of metallurgical products of integrated enterprise.

Conclusions. The study revealed that the management system, a methodical approach and tools for assessing the competitiveness of metallurgical products of integrated companies within the holding requires changes in the current conditions of the economy. System of factors will allow more carefully designed a methodical approach and method of evaluation of competitiveness of metallurgical products of integrated companies within the holding. It is necessary to implement a system of management of competitiveness of products in enterprises of the holding for the objective and more effective management of these processes

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Ключові слова: інтегроване підприємство, конкурентоспроможність, металургійна продукція, чинники, якість.

Ключевые слова: интегрированное предприятие, конкурентоспособность, металлургическая продукция, факторы, качество.

Keywords: integrated enterprise, competitiveness, metallurgical products, factors, quality.

УДК 631.1.001.895

RESEARCH OF INNOVATIVE DEVELOPMENT OF ENTERPRISES OF AGROINDUSTRIAL COMPLEX**Gasko A.**, graduate student of Classical Private University (. Zaporozhye)**Гасько А. М. Дослідження інноваційного розвитку підприємств агропромислового комплексу.**

Досліджено сучасний стан розвитку підприємств агропромислового комплексу України. Аналіз дозволив встановити падіння обсягів виробництва сільськогосподарської продукції у 2012 р. за всіма видами зернових культур, в т.ч. як по тваринництву та птахівництву спостерігалось зростання обсягів виробництва продукції. Визначено необхідні умови економічного зростання і підвищення інноваційної активності агропромислових підприємств. Встановлено, що вона залежить від економічного та науково-технічного потенціалу держави, його інноваційної політики та ресурсів, духовного стану суспільства. Виокремлено, що на рівні підприємства (компанії) інноваційна активність залежить від вибору стратегії та якості управління діяльністю, гнучкості виробничих систем і використання ресурсів. Саме активізація інноваційної діяльності вимагає зміни складу і структури використаних засобів виробництва і професійної, і кваліфікаційної структури персоналу підприємства, що призводить до тимчасового, але зниження рівня використання і виробничих потужностей, і робочої сили. Як наслідок, ускладнюється організаційна і виробнича структура підприємства в частині розмірів і різноманітності структурних підрозділів, а значить зростають і витрати на утримання системи управління. Запропоновано з метою забезпечення високої ефективності інноваційної діяльності на підприємствах агропромислового комплексу формувати адекватний інноваційний потенціал і в подальшому його направляти на цілеспрямований їх розвиток.

Gasko A.M. Research of innovative development of enterprises of agroindustrial complex.

Modern development of enterprises of agroindustrial complex of Ukraine status is investigational. An analysis allowed to set falling of production of agricultural goods volumes in 2012 after all types of grain-crops, including as there was an increase of production of goods volumes on a stock-raising and poultry farming. The necessary terms of the economy growing and increase of innovative activity of agroindustrial enterprises are certain. It is set that she depends on economic and scientific and technical potential of the state, him innovative policy and resources, spiritual state of society. It is distinguished, that at the level of enterprise (companies) innovative activity depends on the choice of strategy and quality of management, flexibility of the productive systems and use of resources, activity. Exactly activation of innovative activity requires the change of composition and structure of the used capital of and professional, and qualifying structure of personnel of enterprise which results in temporal goods, but decline of level of the use of and production capacities, and labors force. As a result, the organizational and productive structure of enterprise becomes complicated in part of sizes and variety of structural subdivisions, and grow and charges on maintenance of control system. It is suggested with the aim of providing of high efficiency of innovative activity on the enterprises of agroindustrial complex to form adequate innovative potential and in future to send him to their purposeful development.

Гасько А. М. Исследование инновационного развития предприятий агропромышленного комплекса.

Исследовано современное состояние развития предприятий агропромышленного комплекса Украины. Анализ позволил установить падение объемов производства сельскохозяйственной продукции в 2012 г. за всеми видами зерновых культур, в т.ч. как по животноводству и птицеводству наблюдался рост объемов производства продукции. Определены необходимые условия экономического роста и повышения инновационной активности агропромышленных предприятий. Установлено, что она зависит от экономического и научно-технического потенциала государства, его инновационной политики и ресурсов, духовного состояния общества. Выделено, что на уровне предприятия (компании) инновационная активность зависит от выбора стратегии и качества управления деятельностью, гибкости производственных систем и использования ресурсов. Именно активизация инновационной деятельности требует изменения состава и структуры использованных средств производства и профессиональной, и квалификационной структуры персонала предприятия, которое приводит к временному, но снижению уровня использования и производственных мощностей, и рабочей силы. Как следствие, усложняется организационная и производственная структура предприятия в части размеров и разнообразия структурных подразделений, а значит растут и расходы на содержание системы управления. Предложено с целью обеспечения высокой эффективности инновационной деятельности на предприятиях агропромышленного комплекса формировать адекватный инновационный потенциал и в дальнейшем его направлять на целеустремленное их развитие.

Problem. Economic sustainability innovation type is somewhat of a modern system of intensive type of variety, but is characterized not only intense way to use resources and produce on this basis, high economic efficiency, but, above all, genocide is an innovative all economic development factors. Innovation and innovation are key factors for effective development of Ukraine's economy, success on the market, the necessary conditions of technological advantages, the main instrument of competition. It is still not fully worked out the methodology of evaluation of innovative development for all levels of the economy and especially primary care - agricultural enterprises in particular, even a basic definition of an innovative development is not treated uniquely. Consequently, the absence of effective methods of formation, development and effective use of innovative potential of agro enterprises.

Analysis of recent research and publications. The question of innovative development in general and individual entities covered in the works of foreign and domestic scientists as VM Heyets, KS Goryachev, AA Hrunin, SB Dovbnya, A. Zayichkovskyy, SN Il'yashenko, AV Kiriienko, JG Kim, TS Klebanov, KV Kovalenko, AV Kozachenko, O. Novikov, EA Oleinykov, LA Omelyanovych, VL Ortynsky, VP Ponomarev, NY Reverchuk, VK Senchahov, GA Shvydanenko.

But questions remain unanswered regarding the provision of innovative development of agro-industrial enterprises.

The purpose of the article. To ensure high performance innovation in agricultural enterprises, explore the current state and offer innovative form adequate potential to extend further focused their development.

Presentation of research material. According to preliminary data, in 2012. index of agricultural production compared to 2011. was 95.5%, including agricultural enterprises - 93.5% of households - 97.6%.

Table 1 - Analysis of agricultural production by 2012

production	The total harvest			gathered area			crop capacity	
	Thousands of tons	2012 . to 2011 .		Thousands of tons +, -	2012 to 2011		Ц. з 1 г	(+, -) to 2011 p.
		+, -	Y %		+, -	Y %		
Cereals, total	46173,1	-10573,7	81,4	14789,7	-531,6	96,5	31,2	-5,8
including wheat	15761,3	-6562,3	70,6	5629,9	-1027,4	84,6	28,0	-5,5
rye	675,7	96,8	116,7	297,6	18,5	106,6	22,7	2,0
barley	6935,3	- 2162,4	76,2	3292,7	- 391,5	89,4	21,1	- 3,6
oat	629,6	124,0	124,5	301,1	21,2	107,6	20,9	2,8
corn and grains	20922,3	- 1915,5	91,6	4369,6	825,9	123,3	47,9	- 16,5
millet	156,4	- 122,4	56,1	152,6	- 3,8	97,6	10,3	- 7,5
buckwheat	238,6	- 43,0	84,7	273,2	- 12,5	95,6	8,7	- 1,2
rice	158,6	- 11,3	93,3	25,7	- 3,9	86,8	61,6	4,3
Sugar beet (factory)	18283,6	- 456,9	97,6	448,8	- 67,0	87,0	407,4	44,1
Sunflower grain	8366,8	- 303,7	96,5	5080,9	364,3	107,7	16,5	- 1,9
soybean	2405,2	140,8	106,2	1411,3	301,0	127,1	17,0	- 3,4
turnip	1204,4	- 233,0	83,8	546,9	- 285,9	65,7	22,0	4,7
potato	23250,1	- 997,6	95,9	1444,1	0,9	100,1	161,0	- 7,0
vegetables	10014,0	181,1	101,8	502,8	- 1,3	99,7	199,2	4,2
Fruits and berries	20007,9	111,6	105,9	222,5	- 0,9	99,6	90,2	5,3
grapes	456,0	-65,9	87,4	67,9	-1,2	98,3	67,2	-8,3

In 2012 the index of livestock production compared to 2011. was 103.8%, including agricultural enterprises - 107.6% of households - 101.2%.

Table 2 - Analysis of major livestock products

Performance	All categories farms	% to 2011	Farm Company	Y % до 2011 p.	Economy population	% to 2011	fraction population, %	% to 2011
	2012		2012		2012		2012	
Meat, tons	3136,3	103,4	1722,5	105,1	1413,8	101,5	45,1	45,9
Milk, tons	11388,6	102,7	2539,8	113,1	8848,8	100,1	77,7	79,7
Eggs, million units	19116,7	102,3	11984,4	102,1	7132,3	102,6	37,3	37,2

In agricultural enterprises (except small) in 2012. compared with 2011. the amount of livestock and poultry increased by 7.2%, including cattle - by 4.9%, pigs - by 8.4%, all kinds of poultry - by 7.0%; the ratio of livestock and poultry to their implementation at slaughter was 107.0% (104.8% in 2011r.-); average daily cattle breeding, feeding and feeding increased by 5.0%, pigs - by 8.0%. In 2012. average milk yield per cow in agricultural enterprises (except small) was 4664 kg (compared with 2011. increased by 13.3%), households, estimated - 4442 kg (an increase of 1.5%).

Таблиця 3 – Поголів'я основних видів худоби та птиці, (тис. голів)

Performance	All categories farms			Farms			Economy population	
	on January 1, 2013	to January 1, 2013		on January 1, 2013	to January 1, 2013		on January 1, 2013	to January 1, 2013, %
		+, -	Y %		+, -	+, -		
large cattle	4503,9	78,1	101,8	1505,6	- 5,0	99,7	83,1	102,9
including	2560,7	- 21,5	99,2	575,3	- 8,4	98,6	- 13,1	99,3

cow								
Pigs	7515,8	142,6	101,9	3545,2	226,0	106,8	- 83,4	97,9
Sheep and goats	1747,6	8,2	100,5	265,6	- 24,4	91,6	32,6	102,2
poultry	213854	13093	106,5	117640	11915	111,3	1178	101,2

At the beginning of January 2013. population in assets held 66.6% of the total cattle (January 1, 2012. - 65.9%), including cows - 77.5% (77.4%); pigs - 52.8% (55.0%), sheep and goats - 84.8% (83.3%), birds of all kinds - 45.0% (47.3%).

A necessary condition for economic growth and quality of life in any country is an innovative activity. In turn, it depends on economic and scientific-technical potential, its innovation policy and resources, spiritual state of society. At the enterprise level (companies) innovative activity depends on the choice of strategy and management of the quality, flexibility of production systems and resource use. Innovative activity is manifested through innovative processes - purposeful activity in creation, production and development in market promotion product, process, organizational and managerial innovations.

First, activation of innovation requires a change in the composition and structure of used capital goods (diversify fixed assets and working capital), and thus professional and qualification structure of personnel. This may entail temporary, but reducing the use and production capacity and workforce. As a result, complicated organizational structure and production company in terms of size and diversity of business units, and thus grow and maintenance costs of the control system.

Further, the company is changing the market structure in the part where it acts as a seller, and one where it acts as a buyer. Often, these changes lead to the fact that the old experience and established relationships are still insufficient and / or ineffective. Innovation activity changes the structure of costs and revenues of the company. General operating costs businesses tend to grow, and the behavior of future earnings due to the creation and development of innovative products manufacturing remote in time and therefore uncertain. And finally, any increase in the variety of activities leading to complications accounting and analysis of financial results.

The above-mentioned features of innovation suggest that a complex method providing strategic (competitive) advantage for the company and the consequences of its use of a high business risk. However, international experience shows a wide distribution in its various fields of business activities.

The first step to ensure high efficiency innovation in the enterprise is creating an innovative capacity, and further focused its development. The latter will require the development of new methodological approaches in the management and implementation of the practice of regular management on industrial enterprise. Thus, noting the importance and timeliness of innovation processes in industry, to the following interim conclusions.

Currently in Ukrainian economy and, in particular, most industry there is disparity between the availability of innovative capabilities and their actual embodiment in practice. Not all companies have developed Ukraine innovative potential and only few can effectively use it. In addition, Ukraine is characterized by additional factors lag in innovation development due to the peculiarities of transformation of the national economy late XX - early XXI century.

It is still not fully worked out the methodology of innovative development for all levels of the economy and especially primary care - .promyslovoho particular company, even a basic definition of innovation potential is treated as not uniquely Consequently, the absence of effective methods of formation, development and effective use of innovative potential of enterprises .

The most appropriate management ideology formation and development of innovative potential of the enterprise is the concept of strategic management, since it is not based on retrospective evaluation, and based on a thorough analysis of the external environment of the enterprise with further elaboration of adequate strategies for business development, including by enhancing innovation .

A characteristic feature of innovation processes is their nonlinearity unlike manufacturing and logistics linearity provides one-time use of knowledge and innovation processes - permanent, ie parallel innovative activities in respect of production, organization and management - a variety of areas of innovation. Innovation processes are supported by institutional and structural factors associated with the redistribution of resources according to the criteria of the existing structure of social needs and best meet the current and future effective demand. From our point of view the process of innovation include: innovation; innovation; innovation policy, innovation capacity, innovation sector; innovative infrastructure and innovative programs.

Conclusions. Innovation is part of the scope of economic relations. This set of branches of the national economy (private and government agencies) and types of social activities that are not directly involved in the creation of wealth, generate specific use-value required for the operation and expansion. The dynamics of innovation activity of enterprises is being provided mainly by technical and technological innovation, despite the fact that innovation in management (organizational management), no less important, and often the most important resource of the company and determine the effectiveness of innovation. Organizational and managerial innovations are expressed in the application of modern methods of innovation management as a recognized factor in competitiveness, improve operating and application of new mechanisms and forms of production and labor They usually associated with modernization strategies companies. Entering new markets, mergers and acquisitions, corporate development of the standardization, implementation of international standards on quality management systems and product certification.

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Ключові слова. Розвиток, формування, механізм, структура ринку, витрати, інноваційна активність, потенціал, перспективи, виробництво.

Ключевые слова. Развитие, формирование, механизм, структура рынка, затраты, инновационная активность, потенциал, перспективы, производство.

Keywords. Development, forming, mechanism, structure of market, expense, innovative activity, potential, prospects, production.

УДК 621.002:658.5

DEVELOPMENT OF THE METHODOICAL APPROACH TO THE ASSESSMENT OF THE INTERACTION BETWEEN TEAM AND A PERSONNEL OPERATION CENTRE WHILST FORMING ZAPORIZHZHYA REGION MACHINE INDUSTRY ENTERPRISES `STRATEGY.

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Лепьохіна І.О. Розробка методичного підходу до оцінки взаємодії між колективом бригади і центром управління персоналу при формуванні стратегії підприємств машинобудування запорізького регіону.

Досліджено основні напрямки роботи з персоналом підприємств машинобудування Запорізького регіону. Встановлено залежність ефективності роботи виробничого підприємства машинобудування від можливості зниження трудомісткості виробництва при формуванні мотиваційного механізму управління персоналом. Запропоновано методичний підхід до використання механізму мотивації персоналу підприємств машинобудування з урахуванням взаємодії між колективами бригад і центром управління з метою оптимізації витрат на персонал та формування стратегії поведінки центру управління підприємством. Зроблено висновок, що центр управління має можливість впливати на стратегію поведінки колективу бригади, використовуючи для цього премію за зниження трудомісткості. При виконанні умови (15) як колектив бригади, так і центр будуть зацікавлені в зниженні трудомісткості, оскільки отриманий центром економічний ефект буде розподілений між колективом бригади і центром. Значення коефіцієнта b може розрізнятися залежно від стадії життєвого циклу організації.

Lepohina I. Development of the methodical approach to the assessment of the interaction between team and a personnel operation centre whilst forming Zaporizhzhya region machine industry enterprises `strategy.

Zaporizhzhya region machine industry enterprises `personnel work streams are examined. Correlation between machine industry manufacturing enterprise efficiency and capacity of labor intensity reduction whilst forming a motivation gear of a personnel management is determined. Methodical approaches to the implementation of the motivation gear of machine industry enterprises `personnel taking into consideration interaction between team and personnel operation centre to the effect of a personnel cost optimization and a top management behavior strategy is proposed. Concluded that the control center has the ability to influence the strategy of collective behavior brigade using the prize for reducing labor. When the condition (15) as a collective team, and the center will be interested in reducing complexity, since the center of the resulting economic benefits will be distributed between the staff team and the center. The coefficient b may vary depending on the stage of the life cycle of the organization.

Лепехина И.А. Разработка методического подхода к оценке взаимодействия между коллективом бригады и центром управления персонала при формировании стратегии предприятий машиностроения запорожского региона.

Исследованы основные направления работы с персоналом предприятий машиностроения Запорожского региона. Установлена зависимость эффективности работы производственного предприятия машиностроения от возможности снижения трудоемкости производства при формировании мотивационного механизма управления персоналом. Предложен методический подход к использованию механизма мотивации персонала предприятий машиностроения на основе взаимодействия между коллективами

бригад и центром управления с целью оптимизации затрат на персонал и формирования стратегии поведения центра управления предприятием. Сделан вывод, что центр управления имеет возможность влиять на стратегию поведения коллектива бригады, используя для этого премию за снижение трудоемкости. При выполнении условия (15) как коллектив бригады, так и центр будут заинтересованы в снижении трудоемкости, поскольку полученный центром экономический эффект будет распределен между коллективом бригады и центром. Значение коэффициента b может различаться в зависимости от стадии жизненного цикла организации.

Problem. Personnel policy at JSC "Motor Sich" aimed at creating conditions for the professional growth of each employee to secure the level of remuneration for employees according to their skills, labor intensity and results achieved, strengthening of production discipline, encouraging staff to enterprise capacity building aimed to improve the productivity and efficiency of production activity.

The main line of work with the staff - ensuring the production of skilled workers and professionals, bringing to an optimal ratio of auxiliary workers, ITR and other related personnel to key workers. It makes good use of your time and material resources, providing optimum load of equipment based on real needs.

The main material. In 2010, 255 specialists of JSC "Motor Sich" the results of the extraordinary attestation engineering - technical staff increased qualification categories, including 38 young professionals who have worked less than three years.

If the purpose of management - reducing the complexity of production, the model of interaction between groups and teams should consist of a center of decision-making model for determining the level of complexity of the brigade, the center and model their relationship.

The criterion of optimality take center costs on wages (for administration) and the size of payroll (for the brigade). These two indicators reflect more fully the interests of the elements of production, is the real motive for their behavior and can serve the purpose in describing the challenges of industrial and economic decision-making.

The interaction between the brigade and the control center represented by the following set of models of decision-making:

– center:

$$B_{pc} = \sum_i q_i t_i H_i \rightarrow \min, \quad (1)$$

$$\underline{t}_i \leq t_i \leq \bar{t}_i, \quad q_i = q_i^{i\bar{e}};$$

– the brigade:

$$\Phi \Pi_i = q_i t_i H_i \rightarrow \max,$$

$$r q_i \leq \Phi_{ef}, \quad \underline{t}_i \leq t_i \leq \bar{t}_i, \quad q_i = q_i^{i\bar{e}}; \quad (2)$$

де B_{pc} – labor costs;

i – number of brigades;

q_i – production tasks and Brigade, units.;

t_i – complexity of the manufacturing unit, man-hours.;

H_i – standard salary for 1 man-hour.;

$q_i^{i\bar{e}}$ – planned production targets and Brigade, units.;

$\underline{t}_i, \bar{t}_i$ – the lower and upper boundary changes labor, man-hours.;

$\Phi \Pi_i$ – payroll and Brigade;

r – rhythm collection products;

Φ_{ef} – Fund effective time of the assembly line.

The complexity of this model is variable. Fluctuations of labor within the lower and upper limits of the possible, as in the assignment may be deviation of technological regime in materials entering, construction, etc.

Reducing complexity can lead, on the one hand, to reduce the rate and, consequently, to an increase in output, on the other - to reduce the number of crew workers at a constant pace and, consequently, to reduce labor costs.

However, reducing the complexity in the first case should occur throughout the technological cycle for all teams assembly production. This is difficult to achieve. In practice, there is often the second situation, when the team starts to work with a smaller number.

The strategy of behavior control center by solving problem (2) is reduced to the complexity of support on the lower level, and strategy teams conduct of its position criterion is to maintain the top level of complexity. This contradiction can be eliminated if the center of the effect of the released of reducing the complexity will direct from loss team.

The number of teams is reduced depending on the reduction of labor to manufacture products according to the equation:

$$Y(t) = Y_0 + a(t_i - \bar{t}_i) = Y_0 + a\Delta t_i, \tag{3}$$

де Y_0 – the number of teams in the top border labor ($t_i = \bar{t}_i$);

$a > 0$ – coefficient characterizing the rate of decline in numbers due to lower labor by a small amount;

$\Delta t_i = (t_i - \bar{t}_i)$ – comprehensive measure of the complexity of the change of production.

Changing labor occurs in the following boundaries:

$$(\underline{t}_i - \bar{t}_i) \leq \Delta t_i \leq 0. \tag{4}$$

In view of (5.7) the center of the problem of minimizing the cost of wages becomes:

$$B_{pc} = Z_0 (Y_0 + a\Delta t_i) \rightarrow \min,$$

$$\Delta t_i = (t_i - \bar{t}_i)$$

$$rq \leq \Phi_{ep}, \tag{5}$$

$$q_i = q_i^{\ddot{e}},$$

де Z_0 – crew wages at the upper border of complexity ($t_i = \bar{t}_i$).

The solution to this problem center determines a value reduction of complexity, which ensures minimum wage costs Brigade.

The effect obtained control center of reducing the number of teams by reducing complexity, can be defined as the difference between the cost of labor teams before and after reducing the complexity of the equation:

$$\Delta B_{pc} = Z_0 Y_0 - Z_0 (Y_0 + a\Delta t_i). \tag{6}$$

However, implementation of strategies to support labor on the lower level is possible if the brigade economically interested in reducing the complexity of production. In this regard, it is necessary to consider a strategy of collective behavior Brigade, described his interaction with the control center and on this basis to choose coordinated economic mechanism of motivational management to realize the strategy of the brigade control center.

To determine the conditions for consistent interaction with accounting (3) present a model to maximize total payroll teams in the following form:

$$\Phi' = Z_0 (Y_0 + a\Delta t_i) \rightarrow \max_t,$$

$$\Delta t_i = (t_i - \bar{t}_i),$$

$$rq \leq \Phi_{ep}, \tag{7}$$

$$q_i = q_i^{\ddot{e}},$$

де Φ' – payroll teams by reducing complexity.

Implementation of each crew member requires it specific time and effort. Have to - the coefficient additionally the effort to reduce the complexity of the crew on the value Δt_i . Then wage teams can be represented as the difference between the earnings of the team and the effort to reduce the complexity.

As a result, a model that describes the behavior strategy team teams while reducing complexity, will take the form:

$$\Phi' = (3_0 + k\Delta t_i)(\mathcal{U}_0 + a\Delta t_i) \rightarrow \max_t, \quad (8)$$

The optimal solution of problem (8) is defined by the equation:

$$t_i = \begin{cases} \underline{t}_i, & \text{if } k\Delta t_i \geq 0, \\ \bar{t}_i, & \text{if } k\Delta t_i \leq 0. \end{cases} \quad (9)$$

From the resulting solution (9) it follows that if a worker (team) need to spend extra effort to reduce the complexity, the worker (team) seeks to maintain a level of complexity to the upper limit, if the worker (team) do not need to spend extra effort to reduce the complexity, the workers (team) seeks to maintain the level of complexity to the lower limit.

Lost Brigade of reducing the complexity in the case of profitable strategies for the control center:

$$\Delta\Phi = -k\Delta t_i(\mathcal{U}_0 + a\Delta t_i). \quad (10)$$

To implement the agreed level of complexity in the manufacture of products of interaction necessary effect derived from lower labor center, direct from loss of collective team.

The condition of coherent interaction on the level of complexity of assembling products between the brigade and the control center is the effect of excess losses relative to the center staff teams:

$$\Delta B_{pc} \geq \Delta\Phi, \quad (11)$$

or, given (10) i (11) :

$$k\Delta t_i(\mathcal{U}_0 + a\Delta t_i) - 3_0 a\Delta t_i \geq 0. \quad (12)$$

When the condition (12) of the control center sends the economic effect of the collective team and ensures the implementation of its chosen level of complexity of assembling products, beneficial for the industry as a whole and thus provides the cost-effectiveness of its operation.

To compensate for the loss of the crew (8), it is necessary to enter the prize crew team (B) by reducing the complexity, the amount of which depends on reducing the complexity. The value premium is determined as follows:

$$B = -b\Delta t_i(\mathcal{U}_0 + a\Delta t_i). \quad (13)$$

where b – coefficient characterizing the rate of growth of premiums due to a reduction in labor.

In view of (13) the objective function is the following teams:

$$\Phi' = (3_0 - b\Delta t_i + k\Delta t_i)(\mathcal{U}_0 + a\Delta t_i) \rightarrow \max_t, \quad (14)$$

The solution of the problem (14) team selects a value of complexity at which maximizes total earnings crew on the level of complexity of assembling products.

We define the lower and upper limit of the coefficient b , premium growth that characterizes the speed depending on the level of complexity reduction.

Obviously, the lower limit of the coefficient b has to be higher than the value of the effort of further reducing the complexity, that should the condition: $b > k$, otherwise the workers is not beneficial to reduce complexity.

The upper limit of the coefficient b can be determined from the effect of reducing the complexity of the center assembly products (8) in the event that all released direct means for bonuses, ie

$$\Delta B_{pc} = 3_0 C_0 - 3_0(C_0 + a\Delta t_i) = B. \quad (15)$$

In view of (13) the upper limit of the coefficient b takes the following values:

$$b = \frac{a3_0}{C_0 + a\Delta t_i}. \quad (16)$$

In view of (16) the coefficient b is within the following limits:

$$k < b \leq \frac{aC_0}{\times_0 + a\Delta t_i}. \quad (17)$$

Conclusions. Thus, the control center has the ability to influence the behavior of team strategy teams, using award for saving labor. When the condition (15) as the brigade and the center will be interested in reducing complexity as the center of economic benefit received will be distributed between the brigade and the center. The coefficient b can vary depending on the stage of the life cycle.

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Ключові слова: мотиваційний механізм, управління персоналом, колективи бригад, центр управління, стратегія, ефективність, взаємозв'язок, заробітна плата.

Keywords: motivation gear, personnel management, teams, operation centre, strategy, efficiency, correlation, wage.

Ключевые слова: мотивационный механизм, управление персоналом, коллективы бригад, центр управления, стратегия, эффективность, взаимосвязь, заработная плата.

УДК 334.711.02:336

FACTORS AFFECTING THE CHANGES IN THE STRUCTURE OF THE COMPETITIVE FORCES OF INDUSTRIAL ENTERPRISES WITH THE FORMATION OF COMPETITIVE STRATEGIES

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Череп О.Г. Фактори, що впливають на зміни в структурі конкурентних сил промислових підприємств при формуванні конкурентних стратегій.

Досліджено різноманітні фактори, що визначають характер конкурентної боротьби в будь-якій сфері економіки. Визначено основні методи конкурентної боротьби промислових підприємств. Запропоновано при формуванні конкурентної стратегії промислових підприємств враховувати класифікацію конкурентоспроможності відповідно до класифікації факторів виробництва. Зроблено висновок, що немає сенсу шукати відмінності у сукупності базових конкурентних стратегій, що пропонуються різними, у тому числі і сучасними, дослідниками, оскільки варіація зводиться до "класичних" базових стратегічних підходів Портера, який наголошував на тому, що формування конкурентної стратегії недоцільне без врахування п'яти основних чинників конкуренції і запропонував у процесі подолання впливу цих п'яти чинників скористатися трьома потенційно успішними загальними стратегічними підходами, до яких відносить: найменші сукупні витрати, диференціацію та зосередження.

Cherep A. Factors affecting the changes in the structure of the competitive forces of industrial enterprises with the formation of competitive strategies

Investigated the various factors that determine the nature of competition in all sectors of economy. Defined are the main methods of competitive struggle of the industrial enterprises. Invited to the formation of the competitive strategy of industrial enterprises take account of the classification of competitiveness according to the classification of factors of production. Concluded that there is no point in looking for differences in the population base of competitive strategies offered by various , including modern , researchers, since the variation is reduced to the "classic" basic strategic approaches Porter , who noted that the formation of a competitive strategy impractical , excluding the five main factors competition and suggested that the process of overcoming the effects of these five factors potentially successful use three common strategic approaches , which include : the lowest total cost , differentiation and focus .

Череп А. Г. Факторы, влияющие на изменения в структуре конкурентных сил промышленных предприятий при формировании конкурентных стратегий.

Исследованы различные факторы, определяющие характер конкурентной борьбы в любой сфере экономики. Определены основные методы конкурентной борьбы промышленных предприятий. Предложено при формировании конкурентной стратегии промышленных предприятий учитывать классификацию конкурентоспособности согласно классификации факторов производства. Сделан вывод, что нет смысла искать различия в совокупности базовых конкурентных стратегий, предлагаемых различными, в том числе и современными, исследователями, поскольку вариация сводится к «классическим» базовым стратегическим подходам Портера, который отмечал, что формирование конкурентной стратегии нецелесообразно без учета пяти основных факторов конкуренции и предложил в процессе преодоления влияния этих пяти факторов воспользоваться тремя потенциально успешными общими стратегическими подходами, к которым относит: наименьшие совокупные расходы, дифференциацию и сосредоточения.

Problem. In market conditions, competition acts as the regulator pace and volume of production, prompting manufacturers to use scientific and technological progress, increase productivity, improve technology, introduce new forms of production and sales, operations and pursue diversification activities to consolidate efforts in the competition by integration processes or absorbing their own competitors. It contributes to the displacement of inefficient enterprises, rational use of all kinds of resources. Competition law - a law according to which the world is an objective process crowding out of poor quality expensive products. The implementation of this postulate is possible only if the quality of the antimonopoly legislation regulating rules that restrict monopolistic activities, the principles of fighting in the market, the powers of public authorities for Supervision of relevant legal provisions.

The main material. Competition between manufacturers can be considered as interaction on pricing and volume offers products in the market. Similarly, we can define competition as the relationship between consumers regarding pricing and volume market demand [2,3].

Competition has created a very complex and important issue for the success of the enterprise - continuous search for remedies and ways of competitiveness in the market. A huge variety of factors determine the nature of competition in all areas of the economy.

A leading expert in the field of competitiveness Porter (Competitiveness commissioner under President USA) suggested below mentioned factors considered competitive forces: the power of existing competitors; power of buyers; power suppliers; threat from new competitors; threat from substitute products [1].

Each of competitive forces affect the operating costs of the enterprise, the size of its investment costs, prices and, ultimately, PA profit margins. The significance of these forces in different areas are different. In order to compete in a certain company, you must consider all five competitive forces in all their manifestations. According to M. Porter and his followers most significant of the five competitive forces is dedicated rivalry between existing competitors in the field. Consumers also to some extent come into competition with the industry. their main task acts get a quality product and service at prices that will provide a greater share of the profits.

Effect of suppliers is directly proportional to the degree of differentiation of the product and its price and capabilities of vertical integration, and inversely proportional to the availability of resources in the market substitute products, the degree of concentration of suppliers and business and consumer sector size order volume. The threat of potential competition is in direct proportion to the height of entry barriers in the industry and reverse - the expected reaction of existing enterprises. The impact of substitute products significant when the last anticipating higher consumer effect, compared to a traditional conversion costs and small consumers.

Scientists are the following factors that influence changes in the structure of the industry competitive forces: changes in long-term trends in economic growth; changes in consumers; introduction of new products; technological changes; changes in marketing. Changes in legislation and government policy; change of values, preferences and lifestyles; reduce the impact of uncertainty and risk more.

In scholars almost no differences in the interpretation of the main methods of competition. Existing classification highlight how "peaceful" methods of restricting competition (secret agreement on a common price policy and the division of markets, implementation of major science and technology projects, exchange of information on various aspects of scientific, technical, marketing strategy) and non-economic methods (industrial espionage, Industrial counterintelligence, forgery of competitors, financial fraud and speculation in securities, bribing officials, etc.) [1].

Evaluating the use of scientific methods to counteract competitors achievement in modern terms, it should be noted that it is the most widely used non-price methods through product modification and improvement approaches to its implementation, creating products - substitutes and non-legal methods used by many modern companies in the early stages of development competitiveness.

An important foundation for the competitiveness of enterprises serving him in the presence of competitive advantage. The analysis of scientific papers on the problems of competitiveness of enterprises, has shown that there are several approaches to determining the nature of competitive advantage. Quite common is the definition of competitive advantage, as these characteristics that make up a company an advantage over its competitors [2].

Enough is common approach, which identifies competitive advantage and competitiveness. Other researchers have tied the competitive advantage of the competitive position of the company in the market. Such statements are not acceptable because of the existence of a causal link between these categories.

The most acceptable approach is to determine the competitive advantage, according to which they are concentrated manifestation advantage over competitors in different areas of the company. So obvious is the fact that the presence of incomplete and more meaningful definitions allow combining the most essential features of competitive advantage in only the most thorough, according to the author's interpretation of the term.

Competitive advantage - positive rational use of scientific, technical and technological potential of the company, which contributes to compete successfully provided competitive strategy and provides a strong position in the market. In modern economic literature that deals with the problems of survival and the success of strategic firms in highly competitive environment, focuses on factors of success of a company, and a key market success factors, key competencies and competitive advantages

Key factors for success belongs aggregate market factors and resource orientation, which may affect the formation of long-term competitiveness of the company and, accordingly, its strategic success. Most researchers believe that the key success factors: the nature of the industry have expressed; common guidelines for all businesses particular industry. Theoretical and empirical studies show that a set of key success factors in different industries and different changes with time.

Market factors to ensure the success of the external aspect of competitive advantage. Modern Western scholars that much attention to developing the concept of enterprise success factors shared by all the company implemented some key success factors into two groups: strategic success factors and core competencies.

Under the strategic success factors scientists understand realized success factors that have a market of origin directly perceived by the client. In our opinion, these factors are more correctly called "market" success factors. Examples of market success factors can be quality products, more services, the price by which consumers receive an additional utility.

And the inner aspect of the competitive advantages provided key competencies. This is nothing but a collection of skills and technologies based on explicit and implicit knowledge ensures the formation of values in the client system is original with respect to competitors and provides access to new markets. they are difficult to imitate and transfer. Resources firms take the form of key competencies, if the selection and combination of resources is better, more original, most competitors. Key competencies must consistently provide competitive advantage and resource asymmetry relative to market rivals. Playable competitors key competence leads to impaired.

The complexity and diversity of the term "competitive advantage" explains the lack of a uniform classification. The most common is the separation of competitive advantage obtained through low costs and product differentiation.

Competitive advantages are not eternal, they conquered and held only at constant improvement in all spheres of activity, which is time consuming and usually expensive. Indicators of financial activity: the profit from core activities; short and long-term payables and receivables; lending capacity of the enterprise. The following metrics enterprise competitiveness can be added or reduced depending on the purpose of evaluating competitiveness, subject evaluation, field features and activities of the company.

Support high competitiveness means that all the company's resources are used efficiently so that it becomes more profitable compared to its main competitors. It simultaneously provides that the company holds a strong position in the market of goods and services, and its products are always in demand. But life is not really stable, because the success of the enterprise is caused by the action of a huge number of different factors that management company should be able to tracking economic conditions, and conduct appropriate measures for adjustment policies driving the production and marketing in accordance with the adopted development strategy. The level of competitiveness in any given time is determined by the joint influence of interrelated factors are different in nature, the nature and degree of exposure.

In the classification of the competitiveness of the market (by type of consumer market and the market of production), there are also others. Different types of classifications developed by M. Porter. The most widely known distribution factors obtained in natural and acquired, general and specialized, enterprise internal factors and external. It is worth paying attention to the competitiveness classification according to the classification of factors of production - labor, material resources, technological resources, financial resources, market infrastructure. Competitive strategy - is the embodiment of all enterprises in the behavior of a set of measures for the establishment and strengthening of stable market position, or will be superior to existing and potential competitors in the sphere defined and lead to the ultimate

Conclusions. It makes no sense to look for differences in the aggregate basic competitive strategies of different, including modern, researchers, since variation boils down to the "classic" basic strategic approaches Porter, who stressed that the formation of competitive strategy impractical without five key competitive factors and suggested that in the process of overcoming the effects of these five factors potentially use three successful overall strategic approaches, which include: the lowest total cost, differentiation and focus.

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Ключові слова: фактори, структура, конкурентні сили, промислові підприємства, конкурентні стратегії.

Ключевые слова: факторы, структура, конкурентные силы, промышленные предприятия, конкурентные стратегии.

Keywords: factors, structure, competitive forces, industry, competitive strategy.

УДК 316.422:330.341:378

DOMINANT FACTORS OF THE HUMAN DEVELOPMENT INFLUENCE ON INNOVATION PROCESSES

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Стежко Н. В., Білоусова А. О. Домінантні чинники впливу людського розвитку на інноваційні процеси.

У статті досліджено стан, тенденції та проблеми розвитку людського потенціалу в Україні, його взаємозв'язок із інноваційним розвитком, виявлено домінантні чинники впливу людського потенціалу на інноваційні процеси. Встановлено, що наявність проблем у розвитку людського потенціалу України обумовлює гальмування інноваційних процесів. Негативний вплив на інноваційну діяльність здійснює: старіння населення, зменшення частки більш інноваційно-активних осіб молодого і середнього віку; погіршення якості загальної і професійної освіти; скорочення частки підготовки кадрів із природничих та інженерно-технічних дисциплін; зниження чисельності раціоналізаторів і винахідників, недостатній рівень професійного розвитку працівників на виробництві. На інноваційний розвиток також негативно впливають структурні зміни на ринку праці, які обумовили зростання неформальної (тіньової) зайнятості, самозайнятості та зайнятості у сфері малого бізнесу, де інноваційна діяльність знаходиться на низькому рівні. Застосування економетричного аналізу дало змогу виявити взаємозв'язок між освітніми параметрами людського розвитку та показниками науково-технічної й інноваційної діяльності.

Stezhko N., Belousova A. Dominant factors of the human development influence on innovation processes.

The article investigates the conditions, trends and challenges of human potential development in Ukraine, its interrelationship with innovative development; the dominant factors of human potential influence on innovation processes were disclosed. It was stated that the problems in the development of human potential in Ukraine causes slowdown of innovation processes. The negative impact on innovation activity has the following: aging population, a decrease in the proportion of innovatively-active people of young and middle age, deterioration of the quality of general and professional education, reduction of the proportion of training process in natural and engineering sciences, decrease in number of innovators and inventors, insufficient professional level of employees in industry. Innovative development is also negatively affected by the structural changes on labour market which led to the growth of informal (shadow) employment, self-employment and employment in small businesses where innovation activity is slow. The application of econometric analysis made it possible to identify the relationship between educational parameters of human development and indicators of scientific, technical and innovation activity.

Стежко Н. В., Белоусова А. А. Доминантные факторы влияния человеческого развития на инновационные процессы.

В статье исследовано состояние, тенденции и проблемы развития человеческого потенциала в Украине, его взаимосвязь с инновационным развитием, обнаружено доминантные факторы влияния человеческого потенциала на инновационные процессы. Установлено, что наличие проблем в развитии человеческого потенциала Украины обуславливает замедление инновационных процессов. Негативное влияние на инновационную деятельность осуществляет: старение населения, уменьшение доли более инновационно-активных лиц молодого и среднего возраста, ухудшение качества общего и профессионального образования, сокращение доли подготовки кадров по естественным и инженерно-техническим дисциплинам, снижение численности рационализаторов и изобретателей, недостаточный уровень профессионального развития работников на производстве. На инновационное развитие также негативно влияют структурные изменения на рынке труда, которые обусловили рост неформальной (теневого) занятости, самозанятости и занятости в сфере малого бизнеса, где инновационная деятельность находится на низком уровне. Применение эконометрического анализа позволило установить взаимосвязь между образовательными параметрами человеческого развития и показателям научно-технической и инновационной деятельности.

Problem. Ukraine has a very urgent need to ensure dynamic and effective economic development, which in modern terms is possible only on the basis of innovative development. However, innovation processes in Ukraine tend to stagnate, due to several reasons. Domestic researchers point to as undeveloped competitive environment in Ukraine, low demand for innovation at the macroeconomic level, the lack of modern innovation infrastructure complexity and unfavorable domestic political, social and economic situation in the country, the limited financial capacity of the State to the development of education, science, innovation support development of enterprises and organizations, quantitative and qualitative loss of labor resource capacity, poor quality of life, inefficient incentives to exercise labor and innovation activity, etc. [1, p. 149]. The problems of human development also act brake innovation processes. To provide innovative development in Ukraine important is the identification and evaluation of factors influencing parameters of human development on innovation processes. Among domestic researchers are examples of such analysis, but they have different results, sometimes - quite the opposite.

Thus, in the monograph I. Yaschyshyn performed an econometric assessment of the impact factors of innovation for social and economic development, measured by GDP per capita. The result revealed that with increasing number of students and pupils per thousand inhabitants is decreasing GDP. The same conclusions apply to increase the number of researchers. However, increasing the number of innovative companies a positive effect on GDP [2, p. 164]. The results are rather controversial, because all three factorial factors that were used for analysis were closely linked. Therefore, the results are difficult to interpret. The author explains their poor use of scientific potential.

A systematic analysis of the relationship factors of innovation activity at the regional level made Fedunets L. and L. Zbarzhevetskoyu [1, p. 181-200]. In their studies found a direct dependence of sales of innovative products from fund additional remuneration, which indicates the importance of fostering innovation system activity. Also determined that the number of firms involved in innovative activities in the regions of Ukraine has a direct relationship with the number of employees trained in new professions in production and the number of people that are in regions involved in research activities, but found an inverse relationship with the number of employees, improve skills that the author's interpretation may be explained by the process of formal training.

Analysis of recent research and publications. Scientific and practical bases of theories of human development and innovation have found wide support among local scientists. In the

writings of E. Libanova, A. Grishnova, V. Kutsenko A. Stefanyshyn, L. Lisohor, L. Semiv, Twin B., V. Onikiyenka and many more in depth theoretical approaches to the concept of human development. In publications Amosha A., V. Heytsya, L. Antoniuk, Lieutenant A., L. Fedulova, I. Egorova and other local scientists are elaborated theoretical questions innovative economy.

Unsolved problems. Above this shows that among local scientists have not yet developed common methodological approach to assess the impact parameters of human development on innovation processes.

The article aims to identify the dominant factors influencing parameters of human development on innovation processes in Ukraine.

Results. Human potential and its derivative - human capital - the most active factors of modern progressive technical and technological development. Yu Korchagin substantiated that the cycles of human capital is the driver of innovation waves. This is done through the development of mass and professional education, knowledge accumulation, separation science in a separate form of economic activity, generating innovation, create innovative business. This is what led the development of technological structures and, ultimately, improve the quality of life [3].

At the present time in Ukraine there is a significant set of social problems that negatively affect human development. They relate to poverty, ill health, depopulation processes, insufficient workforce and others.

Problems of development of human potential to make an important contribution to the inhibition of innovation processes. Negative trends include:

1) a decrease in population and aging. During the period from 1990 to 2011 resident population decreased by 6.1 million. People. The share of children under the age of 14 has been steadily declining, remains unchanged proportion of young people and an increasing proportion of persons aged 65 years and older. According to the census of 2001 the number of children was 16.5% of young people (15-34 years) - 29%, and the population 65 and older - 14.4%. In 2011 the population structure was as follows: children - 14.3%, youth - 29.1%, persons 65 and older - 15.2%. This reduced the proportion of persons most active working age (35-49 years) from 22.2 to 20.9% [4, p. 331; 5, p. 373]. These shifts in the age structure negatively affect the innovation capacity of the population, because the younger generation takes possession of new knowledge, it is more active, proactive, adaptive capacity is greater to the introduction of new technology. That young people are most creative potential, evident in science;

2) deterioration in the quality of general education and vocational training. Despite the fact that Ukraine is mandatory full secondary education and the majority of young people take it, quality of education has declined, especially in the natural and mathematical sciences, as indicated by most researchers education system. This is due to various factors, among which the most important are: outdated material and technical base of educational institutions; poor use of new educational technologies; aging of teaching staff; low wages in education; lack of understanding of weight training in children and inefficient system of quality learning motivation from both parents and by the teachers.

These problems are typical for universities and vocational schools, but is added discrepancy structure of the training needs of the real economy. N. Garkavenko notes that the shortage of qualified personnel already in the coming years will deter the creation of high-tech jobs and slow down the pace of production. This situation with the formation of labor due to several reasons, the main ones are: to comply with professional training schools with labor market needs unsatisfactory quality training; mismatch conditions and wages offered by employers in specific workplaces [6, p. 83].

In a number of negative trends in the system of vocational education Grishnova point O., L. Lisohor, S. Nychyporenko, including: poor education market adaptation to the needs of the labor market deterioration in the quality of education, lack of effective motivation of teachers to the introduction of innovative technologies, etc. . [7, p. 144]. These shortcomings of the education system are the brake on innovation development of Ukraine.

For innovative development is especially damaging decline in the proportion of training in natural and engineering sciences (Table. 1). The table shows that only three academic years (2010/11 to 2012/13) the number of trained professionals in the natural sciences (including mathematics and computer science) and engineering decreased by 38.8 thousand. People.

Decrease in the percentage of training specialists in all levels, most - on the level "junior specialist" and "bachelor". The number of trained professionals in this area decreased by 15.7 thousand. Pers. And Masters - 1.4 thousand. People. It is with these backgrounds associated formation of researchers.

Table 1 Dynamics training (release) in universities III-IV accreditation specialists in natural sciences and engineering *

Levels of training	Volumes issued by experts for years, people		2012/2013 academic year % to 2010/2011 academic year
	2010/2011 academic year	2012/2013 academic year	
Junior Engineer, all	67113	54316	80,9
Among the natural sciences and engineering	28189	13547	48,1
In% of all young professionals	42,0	25,4	60,5
Bachelor, total	115642	125857	108,8
Among the natural sciences and engineering	27291	20173	73,9
In% of all bachelor	23,6	16,0	67,8
Specialist all	272415	247031	90,7
Among the natural sciences and engineering	73119	57385	78,5
In% of all specialists	26,8	23,2	86,6
Master, all	93815	93458	99,6
Among the natural sciences and engineering	19048	17692	92,9
In% of all Masters	20,3	18,9	93,1

* Calculated by the author of the source [8, 9].

3) the relatively low level of economic activity and employment Ukraine does not ensure better use of available human potential for innovative development. Thus, in the Ukraine in 2011. Economic activity was 64.3%, the employment rate - 59.2% (percent the population aged 15-70 years) [4, p. 352, 354]. However, compared to rozvy-nenymy countries (USA, Japan, the EU) these figures are lower.

As noted by other researchers, employment growth counteract low cost of labor services labor in the labor market mismatch professional qualification of manpower needs, shortage of jobs with decent working conditions and pay [1, p. 151]. In Ukraine, in 2010 the average wage was 282.2 dollars. In - 698.5, Poland - 1069.9, Belarus - 407.8 USD. [4, p. 551], so the cost of labor in Ukraine is much lower than its nearest neighbors.

These factors determine the outflow of the most skilled and active workers in search of better employment conditions abroad. According to official data, Ukraine has a positive net migration. However, as the researchers note, more than 90% of migrant workers are not registered with the relevant state institutions and the number of informal workers, according to expert estimates, ranging from 4.5 to 7 million. People [10, p. 91].

It should be noted the following features of the labor market in Ukraine, which hinder innovation development as:

a) increasing the share of employed in very small businesses, sole proprietors or in the form of self-employment, where innovation processes hardly occur. In 2005 the share of

employees of enterprises, institutions and organizations in total employment was 67.7% in 2011 - 59.5%. In 2011 8.2 million. Employed population worked outside enterprises, institutions, organizations without an employment contract, in 2005 there were 6.7 million. People. [4, p. 353].

b) must also be said of shadow employment, which in Ukraine is quite common. Specialists of the Institute of Demography and Social Studies indicate that in 2011 in the informal sector employed 4.7 million. People or 23.1% of total employment [11, p. 53]. Such employment is most common in agriculture, construction, trade and services.

Without more research it is difficult to conclude that the involvement of the shadow sector employees to innovate. One can only assume that a large share of shadow employment in small business and self-employment, where innovation processes are weak. The same opinion and other researchers.

World-class innovative development shows that organizational prerequisites relevant processes is the concentration of productive capital and diversification NDKR. From this perspective, you can specify that the flexibility and informality can be useful in terms of mitigating the short-term market cycles, but not able to support sustainable organizational and technological development. Similarly, self-employment, which is formed mainly in the form of micro, without inclusion in a network of powerful industrial clusters, objective rolled to archaic organizational and technological structures. As a result, significant labor potential is used to reproduce and expand low-and non-progressive sectors [11, p. 54].

a) maintaining a significant proportion of inefficient jobs [12, p. 96], due to the low technological level of logistics real production. Much of the cost of creating high-tech jobs and lack of investment resources is a significant brake on technological modernization and better use of human potential for innovative development.

4) reducing the number of employees in the scientific and technical work. Ukraine has significantly reduced the number of organizations that carry out scientific and technical work, and more so - the number of employees of these organizations. Thus, during the 2000-2012 biennium. Number of research organizations declined from 1490 to 1208 units, and the number of specialists who perform research and scientific and technical work - from 120.7 to 86.9 thousand. People. The greatest reduction occurred in the sector of engineering science [12, p. 169].

The scientific field - this is the area where most can be applied and used innovative potential of human resources. In addition, the scientific sphere creates conditions for creativity and innovation. However, in Ukraine today science is not an attractive field of activity, due to insufficient funding for research and Following of consequences, such as degradation of logistics research institutions; zhornennya research, development failure of important areas of innovation research; low motivation of scientists because of low salaries and aging scientific staff.

Kyiv School of Science of Science proved that to achieve economic feasibility research must reach a certain critical level naukoemnosti GDP. When spending on basic and applied research at 0.9% of GDP (for Ukraine as a country with a high level of shadow economy, the figure is around 1.7%) science manifests itself primarily as a costly branch of the national economy and can perform only cognitive, social and cultural functions [13]. In Ukraine science funding in 2006-2010. Amounted to less than 1% of GDP, which did not provide its development and achieving economic efficiency. In 2011 the total amount of funding and STR H was 0.79% of GDP, including the state budget - 0.29% [14, p. 78].

In Ukraine, the basic research carried out mainly in the system of universities and Academy of Sciences, but these areas was cooperating with each other. In 2011 28.8% of all organizations committed H and STR, related to the academic sector and 14% - to high school. The academic sector contributed 29.7% of the executed H and STD, and high school - 7.3% [14, p. 13; 15]. In conditions of isolation from the real academic research production, research scientists are unable to significantly influence the innovation processes in the economy.

In the industry sector of science in 2011 52.2% of operating scientific organizations.

They provide the largest volume of scientific and technical work - 57.1%. However, compared with 2000 the role of this sector declined, its share of organizations was 63%, and the results - 72.7% [14, p. 13; 15].

In Western countries, the most significant impact on the development of innovative undertaking scientific research activities of corporations. However, in Ukraine the manufacturing sector is underdeveloped science. Its share in the scientific organizations in 2011 was 5%, while the volume of executed and STR H - 7.3%. At this stage, only a few large corporations have their own research units;

5) reducing the impact of scientific and technical work. This may indicate the share in GDP NiNTR performed, the number of applications for titles of protection of intellectual property to the State Department of intellectual property and patent offices of foreign countries.

If in 2006 the share of performed N and GTR was 1% of GDP, in 2011 - 0.79%. Scope fell in 2011 by 4.1% compared to the previous year [14, p. 78]. Thus the total scientific and technical work, the share of R & D and services directly related to the introduction of innovations.

6) reduction of the number of inventors and innovators and their share in the composition of employment. In 2006 the number of creators, inventors, authors, industrial designs and rationalization proposals amounted to 64.8 thousand. People, in 2008 it dropped to 36.8 thousand. People. In 2011 the number of authors rational proposals amounted to 12.2 thousand. People [16, p. 295; 14, pp. 292].

This may be due to the fact that, on the one hand, as a part of human potential decreases the proportion of technically competent and creative people because of deficiencies in the education and upbringing, on the other hand - there is a low level of domestic production needs in rationalization and invention, inefficient system of and stimulate this process. Reduction of innovative and inventive activity negatively affects innovation development;

7) insufficient level of professional development of employees in the workplace, which is associated with the preparation, training, higher levels of qualifications. In 2008 2.6% of full-time employees of enterprises, organizations and institutions were taught new professions and 9% have training. In 2011 these figures were 2.1 and 9.1% [17, 18]. There is a decrease in the number of employees who have practical training, due to a lack of funds in enterprises and insufficient attention of managers on staff development. The lack of professional development affects the opportunities of innovation. In Ukraine, in 2012 the Law "On the professional development of employees", which sets out the legal, organizational and financial principles of professional development [19]. However, should take some time to this law a positive impact on the quality of the workforce. Empowering Professional Development promotes a new law "On Employment" (2012) by providing vouchers for vocational training (training, further training), but still not fully resolved the procedural issues of innovation.

The above human development and other factors contribute to the low level of innovative activity in Ukraine, which is unstable dynamics (Table. 2).

Table 2. Dynamics of indicators characterizing innovation processes in Ukraine *

Indicators of innovation	2006	2007	2008	2009	2010	2011
Number of used objects promy-slovoyi property (inventions, utility models, industrial designs) in the economy	5963	6796	6870	6758	5975	4597
including 1,000 legal entities	5,3	5,7	5,6	5,4	4,7	3,6
The share of enterprises engaged in innovation activities in the total number of industrial enterprises, %	11,2	14,2	13,0	12,8	13,8	16,2
The share of enterprises that implement innovations, %	10,0	11,5	10,8	10,7	11,5	12,8

Number of developed new processes	1145	1419	1647	1893	2043	2510
including 100 industrial enterprises	11,5	13,7	15,4	17,2	19,3	23,7
Number of developed new products, machinery and equipment	2408	2526	2446	2685	2408	3238
including 100 industrial enterprises	24,1	24,4	22,8	24,4	22,7	30,5
The share of sales of innovative products in the total volume of industrial production, %	6,7	6,7	5,9	4,8	3,8	3,8

* Designed and made by the author for the statistical publication "Research and Innovation in Ukraine" for the respective years.

Data Table. 2 indicate that the economy reduced the number of used industrial property. The share of industrial enterprises engaged in innovative activities and implementing innovation has increased substantially no, there is no stable positive dynamics of these processes, only in 2011 the share of enterprises increased by 2.4 percentage points The share of sales of innovative products in total industrial output decreased by 2006-2011. Nearly doubled, despite the growth in the development of new processes and products.

To identify the dominant factors affecting human development of innovative processes in Ukraine own authors suggested approach, based on correlation and regression analysis reveals interdependence of indicators characterizing innovation in the economy as a whole and in the industry of educational and scientific parameters of human development.

At the macro level study of the relationship between innovation and human development was made by the performance indicators of scientific work created and used volumes of intellectual property and innovation of industrial enterprises and educational indicators of human development.

Done correlation and regression analysis revealed a relationship between the parameters of human development and innovation, which is shown in the following:

1. Number of executed scientific and technical work, including the creation of new technology, the most dependent on the number of specialists who perform H and STR. However, their annual growth associated with lower rates of N and GTR performed, indicating reduced effectiveness of their work. It found an inverse relationship between the number of H and STD and number of specialists with academic degrees, whose number in scientific and technical activity decreases, which leads to an increase in the intensity of their activity. So also found that provided their annual increase of 1,000 volumes of work will increase by 3.7 thousand. Units.

2. revealed that each percent increase in the share of workers scientific organizations providing growth and STR H performed in GDP of 1.46%. However, considering the time factor this annual decreases dependence, indicating insufficient effective use of human resources and scientific organizations extensive type of scientific fields.

3. The number of applications for security documents in government and foreign patent offices most dependent on the proportion of workers with higher education (complete, incomplete, basic) - with an annual increase rate of 1% of applications will increase by 0.08 thousand. Thus the number of professionals and specialists with scientific degrees do not have a positive effect on the number of applications to patent offices. The same interdependence observed regarding the use of industrial property (inventions, utility models, etc.). Thus, the formation and use of intellectual property greatest impact is of a general educational development and employed population.

4. There was no significant link between the share of industrial enterprises engaged in innovative activities, education and employment of population parameters. Analysis of the relationship increases these indicators shows the inverse relationship that shows firstly that innovativeness is largely dependent on the economic, organizational factors and lower - from education; Second, the low efficiency of the educational potential of employees in innovation.

5. The share of innovative products in total industrial output to the greatest extent depends on the proportion of workers who have been taught new professions and improve skills.

A growing share of workers covered by industrial training, provides 1% increase in the share of innovative products to 0.174%. However, the educational level of workers has a positive impact on the figure.

Conclusions and suggestions. The parameters of almost all listed regression shows that within a decade (2002-2011 gg.) Human Potential factors played an important role in providing scientific and technical and innovation. However, the human development problems and inefficient use of accumulated educational and intellectual capacity, act brake innovation processes. At this stage, the level of innovation is most dependent on the technical parameters of enterprises and organizational factors, which are characterized by inertia, serving a significant obstacle to the transformation of human potential in human development.

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Ключові слова: людський розвиток, інноваційний розвиток, домінуючі чинники, людський потенціал, людський капітал.

Ключевые слова: человеческое развитие, инновационное развитие, доминантные факторы, человеческий потенциал, человеческий капитал.

Keywords: human development, innovative development, dominant factors, human potential, human capital.

УДК 331.101.264.24.001.76

SOCIO WAYS TO IMPROVE THE SERVICE QUALITY INDICATORS (INNOVATIVE ASPECTS).**Pohaydak O., Ph.D., Senior Fellow Ternopil National Technical University named after Ivan Pul'uj.****Погайдак О. Соціогуманітарні шляхи удосконалення показників оцінки якості обслуговування ((інноваційні аспекти).**

У статті розглянуто інноваційні аспекти показників оцінки якості продукції, робіт та послуг обслуговуючих підприємств із застосуванням соціологічних методів дослідження. Встановлено що у сфері обслуговування створюються передумови формування новітньої моделі розвитку, що обумовлено глобалізацією та інформатизацією суспільства, трансформацією його гуманітарної, соціально-економічної спрямованості. Розкрито особливості цього процесу в умовах трансформаційної економіки. Встановлено що за існуючих умов господарювання інтереси обслуговуючих підприємств, й економічні інтереси суспільства не завжди є тотожними за змістом і методами їх досягнення. Причиною існування виявлених суперечностей є еволюція суспільства, яке створило небаченої складності систему, яка, з одного боку, взаємодіє із системою, ресурсами, а з іншого її інтенсивно експлуатує, та в окремих випадках - руйнує. Запропоновано соціогуманітарні шляхи удосконалення показників оцінки якості продукції, робіт та послуг в умовах обслуговуючих підприємств.

Pohaydak O. Socio ways to improve the service quality indicators (innovative aspects).

Innovative aspects of activity in service industry are described in the article with the help of social methods of investigation. Background to new model development in the service sector due to globalization and informatization of society, transformation of its humanitarian, socio-economic and environmental focus is determined. Features of this process in a transforming economy of post-totalitarian period are uncovered. Environmental and economic interests of society are not identical in the content and methods of achieving them in the current environment management and entrepreneurship. The reason for the existence of the identified discrepancies is the evolution of a society that has created unprecedented complexity of the system, which, interacts with nature and resources, on the one hand, and it intensively exploits on the other, and in some cases - destroys. The ways of environmental activity improvement in service industry are proposed in the article.

Погайдак О. Социогуманитарные пути совершенствования показателей оценки качества обслуживания (инновационные аспекты)

В статье рассмотрены инновационные аспекты показателей оценки качества продукции, работ и услуг обслуживающих предприятий с применением социологических методов исследования. Установлено, что в сфере обслуживания создаются предпосылки формирования новой модели развития. Это обусловлено глобализацией и информатизацией общества, трансформацией его гуманитарной, социально - экономической направленности. Раскрыты особенности этого процесса в условиях трансформационной экономики. Установлено что в существующих условиях хозяйствования интересы обслуживающих предприятий, и экономические интересы общества не всегда тождественны по содержанию и методам их достижения. Причиной существования выявленных противоречий эволюции общества, создало невиданной сложности систему, которая, с одной стороны, взаимодействует с системой, ресурсами, а с другой ее интенсивно эксплуатирует, и в отдельных случаях - разрушает. Предложены

социогуманитарные пути совершенствования показателей оценки качества продукции, работ и услуг в условиях обслуживающих предприятий.

The urgency of the problems. It is known that the growth of consumption goods including services in the community determine the dominant determinants new development, and conflict in balancing production and socio-economic interests in the services and activities directly serving enterprises, why not unimportant role indicators for evaluating the quality of products and services. Additionally reason for the existence of such contradictions is the evolution of a society that has formed a system that, on the one hand, interacts with nature, resources, and on the other it intensively exploits. As we know evolution is linked to the processes of formation of more complex systems, each type of which is different from the previous greater differentiation and specialization, consumption levels and concentration. Given the intensification of scientific and technological progress in the twenty-first century. the international community, especially in the service sector, is trying to create the newest model of development, due to globalization and informatization of society, transforming its humanitarian and socio-economic orientation.

Called thus a violation of mechanisms of self-protection is a consequence of the economic activity of the specific service industries. It is well known that man can know and find means of converting any objects of nature for its own sake, even if temporary, but necessary. Actually these and other factors determine the relevance and timeliness issues finding ways to improve the socio indicators to measure the quality of products, works and services auxiliary industries.

Analysis of recent research and publications. Research essence of transformation of the economy in the service based on the achievements of NTP always aroused interest and prompted the emergence of relevant scientific doctrines and theories. In particular, French philosophy has developed a theory of progress, English - the theory of evolution, German - theory development, Ukrainian - concept development. The prototype of the doctrine of progress raises the "objective" accumulation of various goods and resources described by the laws of mathematical progression and statistics. Progress is nothing but the movement of humanity in a certain direction to a specific purpose which is to improve the standard of living and quality of service respectively.

A tehnootymistychnoyi flow (Rostow, Z. Brzezinski, George. Galbraith, Aron, B.Fuler, G. Kahn, A. Wiener, R. Falk, John. Simon et al.) [8], considering the relationship of society with the scope of services to substantiate the need for qualitative changes in the productive forces of humanity and improving socio relations. A tehnootymizmu offering post-industrial model, technetronic, information society, believe that they are based will continue to remain the core values of Western society - private property, entrepreneurship, individualization, competition. They believe that the combination of STP and a market economy, a certain correlation values and social priorities is an important precondition out of the global crisis. In these circumstances, particular importance was attached to the mechanisms of self-regulation of market infrastructure, which is a kind of social mechanisms of self conductor society and services.

Problems finding ways to improve the quality control of products, works and services auxiliary industries partially solved in the works B.M.Andrushkiv., Belopol'skii MG, A.V.Bohan., Hansca VL, Jun 'BM, Kasatkin EA, Kutemanova LV, Kutsenko VI. NB Kyrych., M. Mirza A. Sadekova., AA Vasyuty., L. Melnyk., TY Tunytsya., Hvesyk VA, et al. [1 - 12]. Meanwhile, the search for innovative approaches to the development of indicators to measure the quality of products, works and services in terms of service industries remains, to this time, in the field of academics.

The purpose and objectives of the article. Transforming the available opportunities in the necessary consumer goods, society condemns himself and confrontation quality requirements. Its dependence on these factors in services are new developments and controversial nature of the relationship with the quality requirements becomes more pronounced.

The more society in the process of transforming economic activity, requirements for quality of service, the higher level of development reaches its productive forces and at the same time complex and contradictory relationships are in society. On the other hand, society as a kind of system with its own laws, relationships and interdependencies capacity for self-healing and self-development creates attractive form for the rising of the service sector through the introduction of socio indicators for assessing the quality of products and services. Meanwhile, economic activity is carried out mainly service industries functioning in spite of the qualitative relations in the field since its objectives are targeted and one-sided, which leads to destructive changes. The purpose of this paper is to research and develop indicators to measure the socio quality products, works and services in terms of service industries with a view to forming the basis of innovative science-based system using these factors for the development of innovative systems. Construction and use of forms of information exchange in the system of economic management in services.

The main material. As shown by the study, one of the elements of performance evaluation and quality control, stimulating rational promotion of quality of structural divisions, accounting indicators are based on established criteria. In our opinion, these indicators should take into account and reflect both the quality of work of individual artists, and the final product operation maintenance departments. Quantitative exponent of these parameters may be factors for each aspect of quality in each business unit. For example, in Section vodokanalizatsiyono economy while eliminating accidents of every 10 manufacturing operations were performed 5 low-quality. This negatively affected the work unit and the enterprise as a whole.

To determine the quality factor is quality manufacturing operations, in this case we suggest the following formula:

$$K_{n.p.y.} = \frac{(O_{e.y} - K_{p.o})}{O_{e.y}}$$

де $K_{n.p.y.}$ – quality factor of technological operations, products, and services in subdivisions; $O_{e.y}$ – nomenclature volume types of services in subsection (units); $K_{p.o}$ – number of complaints on products, emergencies and disruptions in service due to defective works (units).

So for example, if the quality factor of manufacturing operations tends to unity, it points to improve the quality of the structural unit.

Another example: in the first quarter of Hospitality Management 365 serviced yet for some reason received 10 complaints about poor service culture. **Coefficient service culture** can be determined by the formula:

$$K_{k.o} = \frac{(K_3 - K_{o.m})}{K_3}$$

де $K_{k.o}$ – rate service culture unit; $K_{o.m}$ – number of deviations from the aesthetic requirements, rules and regulations in the content of workplace culture and behavior of service (pcs.); K_3 – orders made by subsection (pcs.).

Coefficient service culture shows the proportion of benign executed orders received. If he tends to unity, it points to the growth of culture and service quality performance HR department ethical and aesthetic requirements, rules and regulations.

In determining the **coefficient timely execution of orders** structural unit of the formula should be used:

$$K_{c.e} = \frac{(K_3 - K_{n.e})}{K_3}$$

де $K_{c.e}$ – coefficient timely service unit; $K_{n.e}$ – the incidence of delayed execution of orders, products, and services (units); K_3 – orders made by subsection (pcs.).

For example, a division of ritual services performed during the month 165 orders, made 12 sites, 150 wreaths, produced three mounting monuments. It was 5 cases of disruption

deadline. According to the formula determines the level of timely execution of orders in the unit. Timely service ratio shows the proportion of timely Structural unit orders. If he tends to unity, it points to improve the timeliness of order fulfillment division with established technologies.

An important element of the quality of service is to determine the **level of complexity and completeness of orders**, existing species, variety and range of services of the branch. Calculation carried out using the formula:

$$K_{n,k} = \frac{(K_{e,y} - K_{n,y})}{K_{n,y}}$$

де $K_{n,k}$ – factor completeness and comprehensiveness execution service unit; $K_{n,y}$ – the number of used services unit (unit); $K_{e,y}$ – the number of used services unit (unit).

For example, the ritual service department can produce 5 types of services - manufacturing sites, wreaths, installation of monuments, transportation, sorting. During the month received 165 orders for each type of service. Two types - Transportation and ordering - remained unfulfilled. In this case, with 825 possible services (165 orders x5 types of services) used 495 (165x3). If the rate of fullness and complexity is zero, indicating complete consumption range of services provided in subdivision. Use factors in determining possible winners municipal competition for quality of service between structural units and related businesses. You must define a generic parameter (coefficient) quality of service, which is calculated by the formula:

$$K = \frac{\sum f}{n}$$

де K – generalized indicator of quality of service in the enterprise; $\sum f$ – the amount of slope; n - number of coefficients as.

In this connection it is necessary to develop a system of measures that would enable to control the quality of services (accounting complaints on the specifics of units and departments), organized on the basis of this preventive work against marriage, to exercise moral and financial incentives for better service . The system measures ensure the timeliness of appeals and complaints of the population, will enable promptly remove documented cases of defective execution of orders, services of artists and business decision makers. To achieve this goal can be offered on the basis of indicators developed to make special orhosnaschennya, which reflects the number of people that came to the company resolved and unresolved over a period of appeals and complaints for each service and quality aspects. To provide greater clarity, quality of each structural unit of its features should specify for each service. Implementation of the proposed method of accounting indicators of quality of service will make a positive impact on individual performers service contracts, units and enterprises as a whole. This record performance quality of service an opportunity to improve methods of deep moral and material incentives as functioning business units, clarity of municipal competition for higher quality products, works and services auxiliary industries.

Conclusions. Therefore, an assessment of the quality of products, works and services in terms of service enterprises, innovative principles should ensure control and is not responsible for the consequences of high-quality service in terms of social transformation that involves not only the selection and evaluation criteria of its own success, profitability, but also other forms of search as the most complete service. This means that producing technology at a lower cost, service sector businesses can be more perfect agents of social and economic life, which is being samozabezpechuyuchym should evolve without compromising future generations and enhance service quality monitored on the basis of socio proposed indicators.

Today the state has its own characteristics economy transformation accordance with European standards, which are gradually changing innovations that result in the need for a new Modern Social progress and actively creates a new paradigm NTP, components of which are the

growing link between markets services and new technologies, strengthening the socio-humanitarian orientation, use of knowledge, technologies, products and services. This is due to the development of STP in accordance with the "three types of logic":

- 1) logic information (semiotics: collection, transfer, processing and manipulation of various information);
- 2) logic mimetyzmu (from the Greek. Mimos - imitation), that is an imitation of the living;
- 3) logic: destruction - recovery [5].

Because NTP in the service sector is often regarded by scientists as both unique and paradoxical phenomenon, which is the generator (from Latin. Generator - founder) and catalyst (from the Greek. Catalis - destruction) humanities problems. Therefore, the impact on relationships NTP society and socio requirements for quality of service is measured is not clear [11]

Established Technosphere society creates its own laws of development, which are sometimes lead to unexpected results, the catastrophic consequences and may even threaten the survival of humanity. That comes into effect important principle of nature - Emergence (Eng. Emergence - the sudden appearance, the appearance of a new one). That is, the presence of a specific system properties that are not inherent in its subsystems. There is a special form of integration of systems subject to other laws shaping, function and evolution. Services industry because of these reasons is transferred into the background and becomes the subject of business.

Therefore, it is necessary to step up monitoring studies both within regions and on a national and international space to form the corresponding European level sustenance in no secondary role can perform the actual quality of products, works and services auxiliary industries.

In addition, the NTP in the service sector, acquiring forward-dynamic development significantly altered the socio-economic background humanization of service industries, such as caused: information technology service sector, increasing the variance of choice in the service sector and consumption; creating a strong basis corresponding changes in what particular role to play system proposed indicators to measure the quality of service.

Since NTP is historically logical and interdependent phenomenon, but at the same time contradictory process of development, translational processes and trends cause semiotics new areas of business, especially in the service sector as consciously regulated and controlled process its humanization.

In terms of service companies on the basis of innovative work proposed to take into account such aspects as research - systematic forecasting and integrated use of new fundamental discoveries in the humanities - the use of innovative tools, automated systemobsluhovuvannya complex-especially resursooschadlyvyh technologies and advanced systems acquisition, transmission and processing; social - improving education and culture, consciousness entrepreneur in the process of learning patterns of development and mastery of new technological environment for the benefit of the development of services and improve living standards.

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Ключові слова: інноваційна діяльність, обслуговуюче підприємство, трансформаційна економіка, підприємство, сфера послуг.

Keywords: innovative activity, service enterprise, transformation economy, enterprise, service.

Ключевые слова: инновационная деятельность, обслуживающее предприятие, трансформационная экономика, предприятие, сфера услуг.

УДК 338.47: 339.138

ESTIMATION OF BRAND IMAGE OF MACHINE BUILDING COMPANIES IN UKRAINE BY SEMANTIC DIFFERENTIAL APPROACH**Prykhodko D.**, assistant, Kharkiv National Automobile and Highway University**Приходько Д. О. Оцінка іміджу брендів автомобілебудівних підприємств України за методом семантичного диференціалу.**

Метою статті є удосконалення алгоритму оцінки іміджу брендів автомобілебудівних підприємств за методом семантичного диференціалу, а також оцінка іміджу брендів автомобілебудівних підприємств України за методом семантичного диференціалу. У статті було розглянуто метод семантичного диференціалу, як засіб оцінки іміджу бренду підприємства. В результаті дослідження було визначено набір шкал семантичного диференціалу, з урахуванням особливостей діяльності автомобілебудівних підприємств. Шляхом поєднання цих критеріїв було утворено три групи, які достатньо висвітлюють імідж бренду автомобілебудівного підприємства. Група «Продукція підприємства» включає такі критерії: якість (висока/низька); актуальність (неактуальність); комплексне технологічне лідерство (антилідерство); доступність (недоступність). Група «Активність підприємства»: комунікація (антикомунікація); дистрибуція (обмеженість); відомість (невідомість); взаємозв'язок (дисонанс) зі споживачами. Група «Образ підприємства»: індивідуальність (примітивність); престижність (відсутність довіри); репутація (висока/низька); задоволення (незадоволення) від взаємодії. Також була надана авторська інтерпретація сутності критеріїв. Удосконалення алгоритму оцінки іміджу бренду за методом семантичного диференціалу базується на внесенні до алгоритму кроку, що ґрунтується на результатах профілю іміджу досліджуваних брендів та в результаті розмежовує бренд на три види у відповідності з класифікаційним критерієм брендів «імідж бренду» [1]: бренд з низьким, середнім, або з високим іміджем. За результатами оцінки іміджу за методом семантичного диференціалу, такі підприємства як ПАТ «ЗАЗ», ПрАТ «Еврокар», АТ «Автомобільна Компанія «Богдан Моторс», ПрАТ «Бориспільський автозавод», ПрАТ «Чернігівський автозавод», ПАТ «АвтоКрАЗ» мають бренд з високим іміджем; ТОВ «ВО «Кременчуцький автоскладальний завод», ПАТ «Черкаський автобус», ЗАТ «Завод комунального транспорту» / ТОВ «Львівські автобусні заводи», ПАТ «Завод «Часівоярські автобуси» мають бренд з середнім іміджем; підприємство ТОВ «Херсонський автоскладальний завод «Анто-Рус» має бренд з низьким іміджем.

Prykhodko D. Estimation of Brand Image of Machine Building Companies in Ukraine by Semantic Differential Approach.

The objective of the article is to improve the brand image evaluation algorithm of machine building companies according to the semantic differential approach, as well as estimation brand image machine building companies in Ukraine according to the semantic differential approach. The article is headlined the semantic differential approach as a means of estimation of the brand image of the company. Due to the study a set of semantic differential scales was identified, taking into consideration function peculiarities of machine building companies. Through the combination of these criteria three groups were established which sufficiently reflect brand image of machine building company. Production Company group includes the following criteria: quality (high/low); relevance (irrelevance); complex technical leadership (anti-leadership); availability (unavailability). Company Activity group: communication (anticommunication); distribution (limitation); reknown (unknown); correlation (discord) with consumers. Company Image group: identity (primitivity); prestige (no

confidence); reputation (high/low), satisfaction (dissatisfaction) of interaction. It was also given the author's interpretation of the criteria nature. Improving of brand image estimation algorithm by semantic differential approach is based on making the algorithm step found upon the results of the profile image of the studied brands and as a result it separates brand in 3 types in accordance with the classification criteria of the "brand image" [1]: brand of low, medium, or high image. According to the estimation result of image based on semantic differential approach, such enterprises as JSC ZAZ, PJSC Eurocar, JSC Automobile Company Bogdan Motors, PJSC Boryspyl Autoplant, PJSC Chernihiv Car Factory, JSC AutoKRAZ have the brand of high image; LLC Kremenchuk Automobile Plant, JSC Cherkassy Bus, JSC Plant of Public Transport/Lviv Bus Plant, JSC Chasivnyar Buses Plant have the medium brand image, the company of Kherson Car Assembly Plant Anto-Rus is a brand with low image.

Приходько Д. А. Оценка имиджа брендов автомобилестроительных предприятий Украины методом семантического дифференциала.

Целью статьи является усовершенствование алгоритма оценки имиджа автомобилестроительных предприятий по методу семантического дифференциала, а также оценка имиджа брендов автомобилестроительных предприятий Украины по методу семантического дифференциала. В статье было рассмотрено метод семантического дифференциала, как средство оценки имиджа предприятия. В результате исследования был определен набор шкал семантического дифференциала, с учетом особенностей деятельности автомобилестроительных предприятий. Путем сочетания этих критериев были образованы три группы, которые достаточно освещают имидж бренда автомобилестроительного предприятия. Группа «Продукция предприятия» включает следующие критерии: качество (высокая/низкая) актуальность (неактуальности), комплексное технологическое лидерство (антилидерство), доступность (недоступность). Группа «Активность предприятия»: коммуникация (антикоммуникация) дистрибуция (ограниченность), известность (неизвестность), взаимосвязь (диссонанс) с потребителями. Группа «Образ предприятия»: индивидуальность (примитивность), престижность (отсутствие доверия), репутация (высокая/низкая), удовольствие (неудовольство) от взаимодействия. Также была предоставлена авторская интерпретация сущности критериев. Усовершенствование алгоритма оценки имиджа бренда методом семантического дифференциала базируется на внесении в алгоритм шага, который основан на результатах профиля имиджа исследуемых брендов и в результате разграничивает бренд на три вида в соответствии с классификационным критерием брендов «имидж бренда» [1]: бренд с низким, средним, или с высоким имиджем. По результатам оценки имиджа методом семантического дифференциала, такие предприятия как ПАО «ЗАЗ», ЧАО «Еврокар», АО «Автомобильная Компания «Богдан Моторс», ЧАО «Бориспольский автозавод», ЧАО «Черниговский автозавод», ПАО «АвтоКРАЗ» имеют бренд с высоким имиджем; ООО «ПО «Кременчугский Автосборочный завод», ПАО «Черкасский автобус», ПАО «Завод коммунального транспорта» / ООО «Львовские автобусные заводы», ПАО «Завод «Часовоярские автобусы» имеют бренд со средним имиджем, предприятие ООО «Херсонский автосборочный завод «Анто-Рус» имеет бренд с низким имиджем.

Problem. As you know, is part of the brand image, that it directly affects its value. Evaluation brand image perception analysis takes into account the target audience of the brand, the consumer attitude to the basic attributes [2]. Assessing the brand image, we can get closer to the brand valuation in monetary terms. That is, it is one of the steps to implement complex, but the actual problem - measuring brand value automotive companies.

Analysis of recent research and publications. Existing approaches to evaluating image transport enterprise customers in his writings considered Fedorov VA [3]. The process of image formation motor company considered Fedotov I. and Alyukayeva in .YE. [4]. K. Keller, Aaker D. and M. Korchia considered typology brand image [5].

Unsolved problems. Despite the existing research on the assessment of the company image, not enough attention is paid to assessment automobile brand image of Ukraine, including adapting semantic differential method for assessing automotive companies.

The aim is to improve the brand image evaluation algorithm automotive enterprise semantic differential method and evaluation of brand image automobile enterprises in Ukraine by the method of semantic differential.

Results. Activities and production industries, including automotive, have certain characteristics that distinguishes them from others, so better to assess the image of their brands to apply the method of semantic differential. The method allows to summarize thoughts broad range of respondents' businesses and products, with a simple and illustrative form, which facilitates the respondents participated in the study and makes it possible to move the association, weighing about brand image and its perception by expressing them in assessing the sort of scale of a wide range points of extremely negative attitude towards extremely positive.

Fig. 1 shows the proposed estimation algorithm brand image for automotive enterprise semantic differential method.

Basic steps for evaluation of image color darker, auxiliary steps are carried out simultaneously with the main steps in italics and shaded dots in squares with white color observed results of the evaluation of brand image automobile companies that were obtained during the study. Separately, the dotted line shows the eighth step, we suggest adding to the existing algorithms semantic differential method.

For a more detailed understanding of Fig. 1 should make some explanation. The fourth step was defined set of semantic differential scales, which in this case consists of the 12 most important criteria. Out of forming the basis of the list antonymic pairs (polar qualities) study image was taken typology of brand image K. Keller, D. Aaker and M. Korchia [5], but they are copyright amendments (other than the criteria of "communication" and "individuality") adaptation under investigation automobile company brand image, due to the nature of the investigated companies.

By combining the most important criteria was formed three groups, which in our opinion sufficiently highlight the brand image Automobile Company: Company products (pairs 1, 4, 7, 10), the activity of the enterprise (pairs 2,5, 8, 11), the image of the company (couples 3, 6, 9, 12). Fig. 2 shows a set of semantic scales, which surveyed respondents regarding the brand image of the studied companies.

Characteristics of the left side of the scale indicate a low brand image, negative brand perception, performance right side indicate a positive impression of the brand, his positive attitude and generally high brand image.

Author's interpretation of the nature of the criteria below.

Group "production company" includes the following criteria: quality (low / high) - functionality, safety, reliability products; relevance (irrelevant) - matching the current needs of enterprise customers; complex technological leadership (antyliderstvo) - operating cost, resource, economy; availability (unavailability) - the ability to purchase goods at a certain price and of adequate quality.

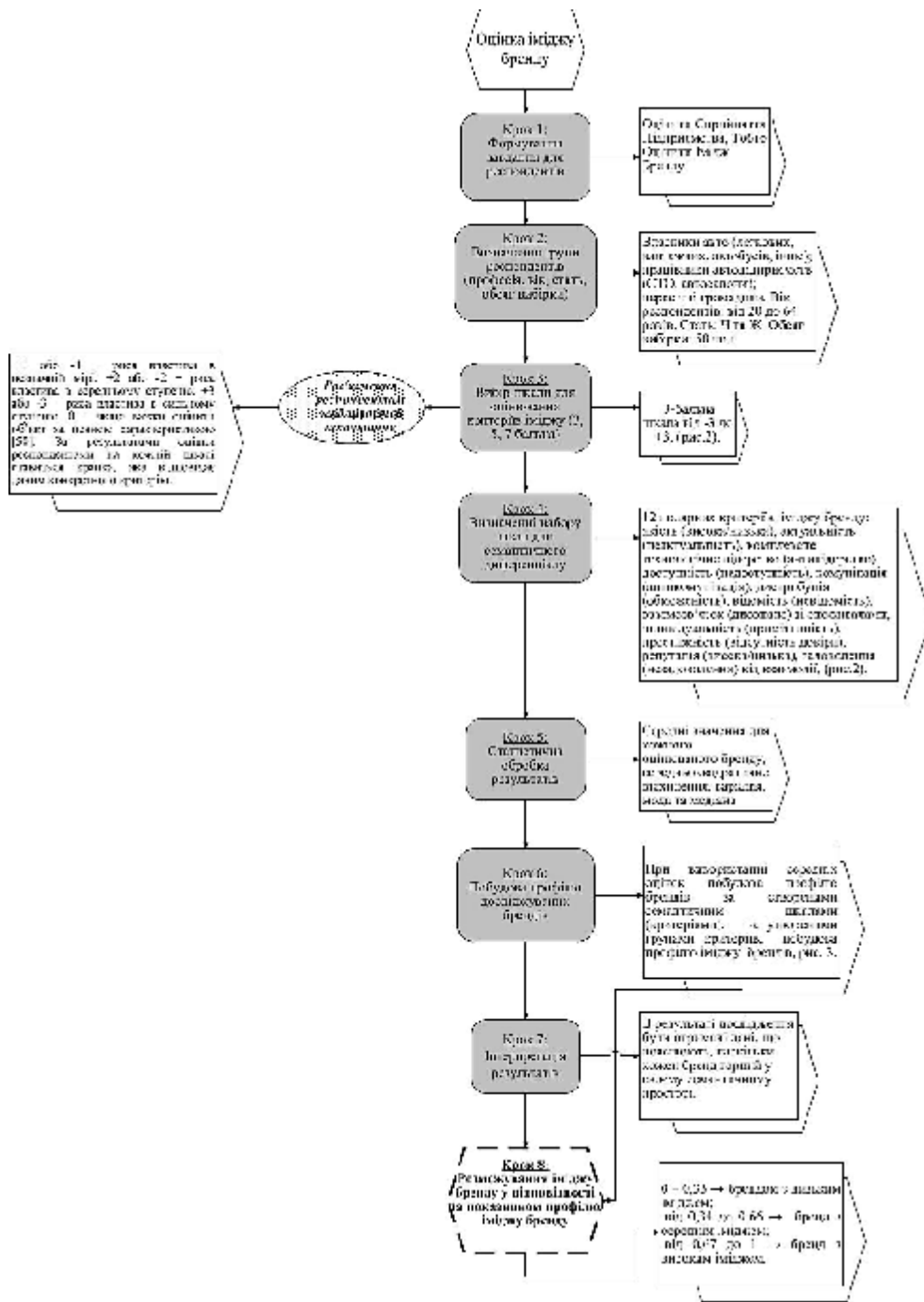


Fig. 1. Algorithm for evaluation of brand image semantic differential method

ПАТ «ЗАЗ»								
	-3	-2	-1	0	+1	+2	+3	
1 Низька якість						1		1 Висока якість
2 Антикомунікація						1		2 Комунікація
3 Примітивність						1		3 Індивідуальність
4 Неактуальність						1		4 Актуальність
5 Обмеженість						1		5 Дистрибуція
6 Відсутність довіри						1		6 Престижність
7 Комплексне технологічне антилідерство						1		7 Комплексне технологічне лідерство
8 Невідомість						1		8 Відомість
9 Низька репутація						1		9 Висока репутація
10 Недоступність						1		10 Доступність
11 Дисонанс зі споживачами						1		11 Взаємозв'язок зі споживачами
12 Незадоволення від взаємодії						1		12 Задоволення від взаємодії

Fig. 2. The result of evaluating image PJSC "ZAZ" for the semantic scales

Group "Key Enterprise": communication (antykomunikatsiya) - susceptibility advertising, promotion, participation in cultural activities of the enterprise; Distribution (limited) - latitude distribution network, design showrooms, the behavior of employees; roll (unknown) - spread knowledge of the company; relationship (dissonance) with consumers - quality aftersales service.

Group "company image": identity (primitive) - a measure of the uniqueness of the company, among other expressions; prestige (no confidence) - evaluation of enterprise and respect in society and the impact that it has on people [6]; reputation (low / high) - the benefits or drawbacks of which is the result of its operations; satisfaction (dissatisfaction) of interaction - a feeling that arises in the interaction with the consumer or his friend now.

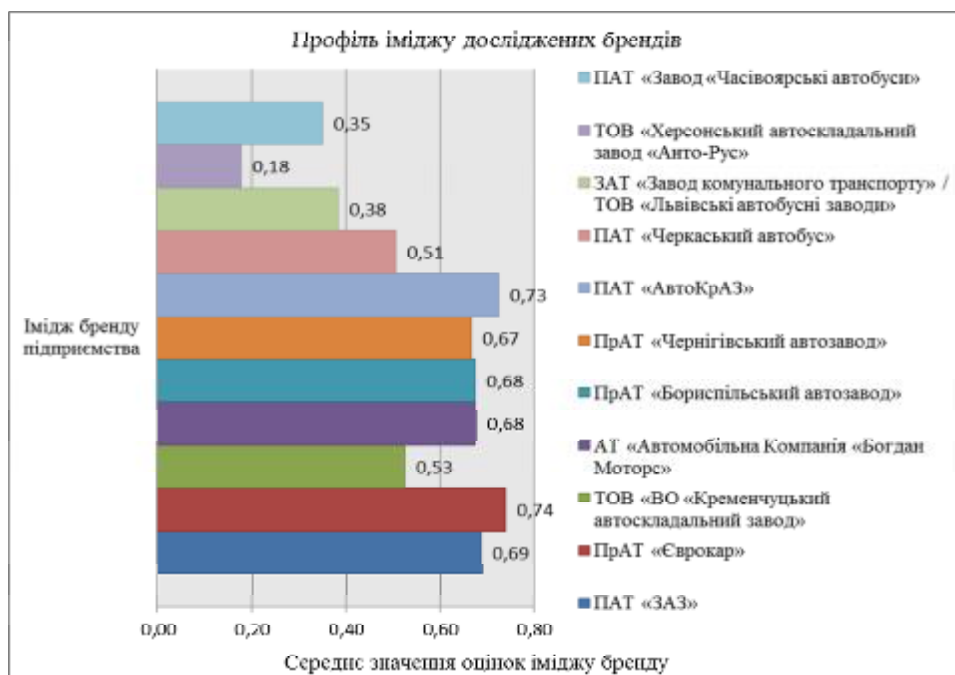


Fig. 3. Profile image of the investigated brands

These specifications describe the brand image of the enterprise, but they are all based on feelings and emotions of the consumer that communicates now through consumer products, participate in activities through the work of the organization, etc. These characteristics form a group of factors that influence attitudes and attitude of consumers to the brand of the company. In the sixth step using average estimates was built profile image surveyed brands, Fig. 3.

The eighth step is proposed to add to the image analysis algorithm, based on the results of the studied profile image brands. The results of research profile image brand automobile enterprises in accordance with the classification proposed by the authors brands for the criterion "brand image" with the release of three kinds of brand - a brand with high image, brand image with medium, low brand image [1] proposed interpreted as follows: brands index profile image which is 0 - 0.33 considered low brand image, brand, image index profile which is from 0.34 to 0.66 - a brand with a mean image, brands, profile image index is equal to 0.67 1 - high brand image. It is also proposed to differentiate between types of brand design for text when specifying the brand image of the company in tables or figures, with high brand image - bold, with an average brand image - italics, low brand image - the usual underlined. Table 1 shows the distinction between brand image.

Table 1 - distinction between brand image

Type brand	characteristic	Index profile image	marking
The brand with high image	a brand that has the highest status among similar products manufacturers and resistant to adverse factors has a number of advantages diehard minds of consumers.	0,67 – 1	Brand
Brand middle image	a brand that has a circle of loyal customers despite possible fluctuations of which form the image.	0,34– 0,66	<i>Brand</i>
The brand with low image	brand that due to certain circumstances may be unstable image, reputation which undermined as a result of inefficient production or marketing activities undertaken by the failure to consumers obligations.	0 – 0,33	<u>Brand</u>

Conclusions and suggestions. Thus, improving brand image evaluation algorithm automotive enterprise semantic differential method by differentiation calculation results Profile image of the investigated brands helps determine that such enterprises as JSC "ZAZ", JSC "Эврокaр", JSC "Automobile Company" Bogdan Motors ", JSC "Boryspil Automobile Plant", JSC "Chernigov car factory", JSC "AvtoKrAZ" with high brand image; Ltd. "PA" Kremenchug Car Assembly Plant ", JSC" Cherkasky bus ", JSC" Zavod public transport "/ LLC" Lviv Bus Plant ", JSC" Plant "Chasivoyarski bus" with the brand image of the medium; Company LLC "Kherson car assembly factory« Anto-Rus "brand has a low image. Promising and important is the cost of brand automobile industry Ukraine based image and other components.

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Ключові слова: імідж, бренд, підприємство, семантичний диференціал, вартість.

Ключевые слова: имидж, бренд, предприятие, семантический дифференциал, стоимость.

Key words: image, brand, enterprise, semantic differential, value.

УДК 331+36

APPRAISAL OF OCCUPATIONAL INJURIES AS A SOLUTION TO PERSONNEL MANAGEMENT EFFICIENCY

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Воробйова І. С. Оцінка виробничого травматизму як напрямок підвищення ефективності управління персоналом.

У статті розглянуто динаміку показників виробничого травматизму і професійних захворювань, виявлено протиріччя між зниженням частоти нещасних випадків на виробництві та погіршенням умов і охорони праці, екологічної ситуації в регіоні, зменшенням кількості санітарно-курортних і оздоровчих закладів. В роботі виявлено ряд причин, які впливають на рівень захворюваності і травматизму працівників. До основних факторів впливу віднесено: надмірну концентрацію підприємств з небезпечними умовами праці; відсутність досконалої системи охорони праці; складну екологічну ситуацію в регіоні через надмірну концентрацію еколого-небезпечних підприємств. Встановлено, що виробничий травматизм негативно впливає на ефективність управління персоналом, оскільки збільшує економічні втрати, в тому числі робочого часу, пов'язаного з тимчасовою непрацездатністю. Стверджується, що ці види витрат слід розглядати як резерв збільшення фонду робочого часу. В роботі зроблено висновок, щодо необхідності відтворення системи охорони здоров'я працівників, адаптованої до нових соціально-економічних умов, зниження виробничого травматизму і профзахворювань, що буде впливати на підвищення ефективності управління персоналом. Підвищення ефективності управління персоналом досягається через скорочення втрат робочого часу при поліпшенні умов праці на підприємстві. Заходи включають в себе обов'язкове соціальне страхування працівників від нещасних випадків на виробництві і профзахворювань; забезпечення санітарно-побутового і лікувально-профілактичного обслуговування працівників відповідно до вимог охорони праці; забезпечення умов праці, відповідних до вимог охорони праці; навчання безпечним методам та прийомам виконання робіт на виробництві, проведення інструктажу з охорони праці.

Vorobyova I. Appraisal of occupational injuries as a solution to personnel management efficiency.

The article considers the dynamics of indicators of occupational injuries and diseases, found contradictions between the reduction rate of accidents at work and deteriorating conditions and safety and environmental situation in the region, reducing health resorts and recreation centers. The paper identified a number of reasons that affect the incidence of injuries and workers. The main impact factors include: excessive concentration of companies with dangerous working conditions, lack of perfect safety; complex ecological situation in the region due to the excessive concentration of eco-hazardous enterprises. Established that injuries will reduce the effectiveness of personnel management, as it increases the economic costs, including work time associated with a temporary disability. It is alleged that these types of expenses should be considered as a reserve increase in the working hours. The paper concludes on the need to play the health system staff adapted to the new socio-economic conditions, reducing workplace injuries and occupational diseases that will affect improve management personnel. Improving the effectiveness of personnel management is achieved through a reduction in loss of working time while improving working conditions at the plant. Activities include compulsory social insurance of workers against accidents at work and occupational diseases, the provision of health, housing,

and health care service employees in accordance with the requirements of health and safety, providing working conditions, in accordance with health and safety, training in safe methods and techniques of work in manufacturing, briefing on health and safety, providing personal protection workers.

Воробьева И. С. Оценка производственного травматизма как направление повышения эффективности управления персоналом.

В статье рассмотрена динамика показателей производственного травматизма и профессиональных заболеваний, выявлено противоречие между снижением частоты несчастных случаев на производстве и ухудшением условий и охраны труда, экологической ситуации в регионе, уменьшением количества санитарно-курортных и оздоровительных учреждений. В работе выявлены причины, которые влияют на уровень заболеваемости и травматизма работников. К основным факторам воздействия отнесены: чрезмерная концентрация предприятий с опасными условиями труда, отсутствие совершенной системы охраны труда; сложная экологическая ситуация в регионе из-за чрезмерной концентрации эколого-опасных предприятий. Установлено, что производственный травматизм отрицательно влияет на эффективность управления персоналом, поскольку увеличивает экономические потери, в том числе рабочего времени, связанного с временной нетрудоспособностью. Утверждается, что эти виды расходов следует рассматривать как резерв увеличения фонда рабочего времени. В работе сделан вывод о необходимости воссоздания системы охраны здоровья работников, адаптированной к новым социально-экономическим условиям, снижение производственного травматизма и профзаболеваний, что будет влиять на повышение эффективности управления персоналом. Повышение эффективности управления персоналом достигаются за счет сокращения потерь рабочего времени при улучшении условий труда на предприятии. Мероприятия включают в себя: обязательное социальное страхование работников от несчастных случаев на производстве и профзаболеваний; обеспечение санитарно-бытового и лечебно-профилактического обслуживания работников в соответствии с требованиями охраны труда; обеспечение условий труда, соответствующих требованиям охраны труда; обучение безопасным методам и приемам выполнения работ на производстве; проведение инструктажа по охране труда.

Problem. The issue of occupational injuries and illnesses is the actual problem of effective personnel management in enterprises of Donetsk region, and in particular a priority for industrial Gorlivka. Excessive concentration of enterprises with hazardous working conditions, lack of perfect health work, complex ecological situation leads to a drop in productivity and personnel according to the deterioration of the financial and economic situation. This emphasizes the severity of the problems of social insecurity of workers in modern conditions of social orientation of the economy.

Analysis of recent research and publications. The issue of effective personnel management, occupational injuries, occupational safety and health, social protection of workers play an important role in the research of many domestic scholars, including: AI Amosha [1] GG Hohitashvili, MO Zhukovsky, ND Luk'yanchenko [2] O. Martyakova, VP Poluyanov [3; 4; 5; 6], KN Tkachuk et al. Significant contribution to the study of personnel management and human resources made Russian scientists M. Zaslavsky, A. Kotlyar, V. Kostakov, I. Maslov et al.

The purpose of the article: an assessment of occupational injuries in enterprises to improve human resource management.

The main material. One of the important areas of effective personnel management in industrial plants is to preserve the health and lives of employees responsible for social security system. At present, this problem is most acute in enterprises of Donetsk region, and in particular a priority for the city. Horlovs.

The current state of industrial safety threatens the national interests of the country. Because the number of deaths from injuries related to the production in the Donetsk region in the past 3 years, more than 350 people and injured - more than 10 thousand. People. [7; 8]

Of industrial accidents at the enterprises of Donetsk region averages 30% of cases in Ukraine. The level of industrial accidents and occupational diseases in some plants m. Gorlovki according to the executive directorate of the Social Insurance against accidents every year decreases, but remains high (Table. 1).

Table 1 - Number of injured and occupational diseases at the enterprises. Gorlovki

	2006	2007	2008	2009	2010	2011	2012
Registered insurance claims on enterprises Gorlovki persons	752	631	649	662	736	646	365
- At the Kalinin district, people	203	92	46	36	29	27	24
including accidents affected	121	64	32	29	22	27	21
in t. Part of fatalities	126	65	32	29	25	20	21
concern "Styrene"	4	2	-	2		1	
	35	31	32	29	25	20	21
The causes of accidents, %							
1. Lack of or poor quality of instruction	2,4	9,5	9,7	-	-	22,2	-
2. Violation of labor and production discipline, including:	94,5	84,8	70,9	90,0	64,7	77,8	50,0
- Failure official duties	41,3	34	9,1	-	27,3	28,6	28,5
- Non-compliance with the instructions OP	53,2	50,8	61,8	90,0	34,4	49,2	21,5
3. Violation of safety while operating equipment	3,1	5,7	19,4	10,0	35,3	-	50,0
Identified occupational diseases	507	469	448	452	425	283	345
For types of occupational diseases,%							
Pneumoconiosis	40,7	43,5	34,8	43,7	41,4	42,4	41,9
Chronic bronchitis	27,9	26,4	30,6	27,7	27,8	23,9	23,9
Vibration disease	13,5	12,5	13,4	13,1	10,2	9,9	9,1
Chronic sciatica	12,1	13,4	16,4	13,1	18,2	17,7	19,9
Koniotuberkuloz	3,8	3,2	3,9	1,7	1,9	4,1	3,5
Others	2,0	1,0	0,9	0,7	0,5	2,0	1,7

There is a tendency to reduce insurance claims at the enterprises. Gorlovki in 2012 by almost 50% compared to 2010. This leads to the conclusion that such an improvement on the one hand, it should be explained improving social security workers, improve conditions and safety at enterprises and personnel management system. Otherwise, the main reason may be imperfect accounting system of insurance accidents to conceal data.

Analysis of statistical data shows that at the enterprises. Gorlovki Donetsk region and the number of employees who work in dangerous and difficult working conditions is growing, and the level of trauma is reduced (Fig. 1), thus there is environmental degradation in the region (Table. 2). Dynamics of pollutants in the atmosphere from stationary sources in 2012 increased by 15.74% compared to 2011 in. Horlovks.

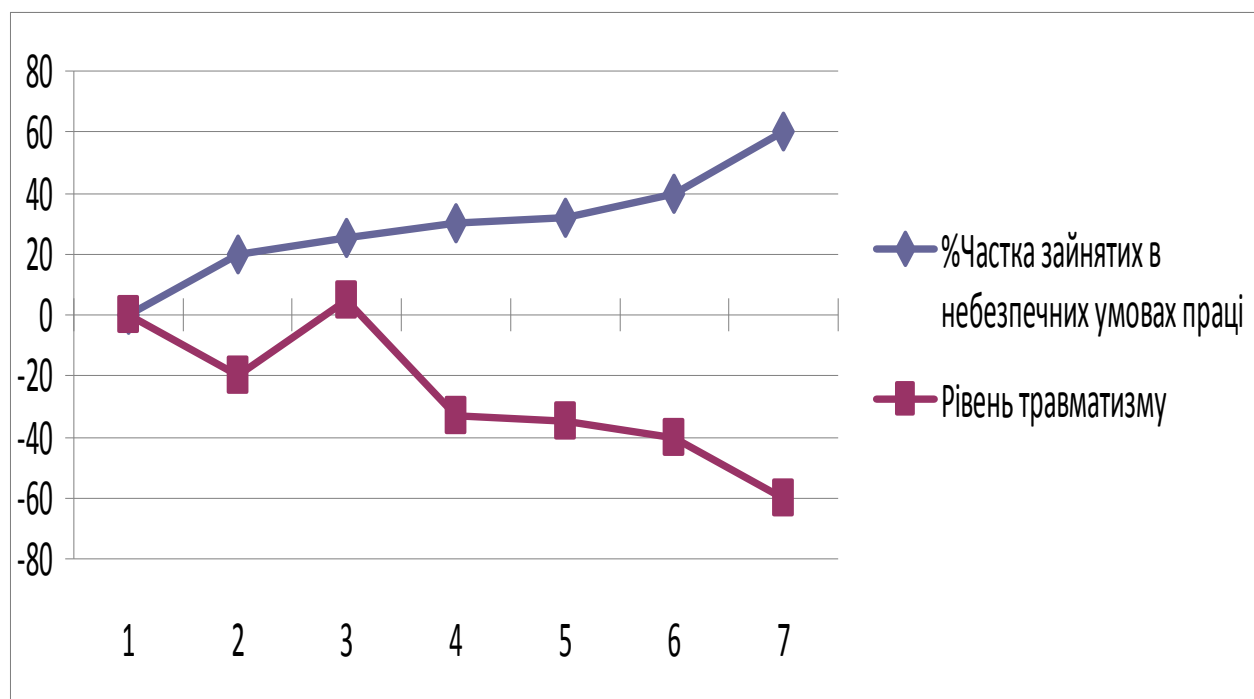


Figure 1 - The growth rate of employment in dangerous and difficult working conditions in the enterprises of the Donetsk region and the level of occupational injuries [8]

Table 2 - Dynamics of pollutants in the atmosphere from stationary sources in 2012 (tons) [4]

	This amount is the tone		Increase / decrease in emissions in 2012 versus 2011, t	The volume of emissions in 2012 to 2011, %	Throw on average one company, t
	y 2012 p.	y 2011 p.			
Donetsk region	1514817,6	1525900,6	-11083,0	99,3	1644,8
Donets'k	71558,4	71128,2	430,2	100,6	538,0
Horlovks	25252,9	21278,7	3974,2	115,74	283,7

The main air pollutants in the Donetsk region and city. Horlovks are metallurgy, thermal power and coal industry. In facilities, these companies account for nearly 93.5 percent of all emissions of harmful substances.

Table 3 - spa and wellness facilities [3; 8]

	1990	2006	2007	2008	2009	2010	2011
<u>number of establishments</u>	3841	3164	3110	3073	3041	3011	3012
Motels, including children	473	468	471	465	460	456	453
Holiday with treatment	194	171	171	171	171	168	167
Resort and treatment	32	52	52	53	53	54	55
Houses and B & Bs	556	277	269	262	252	234	224
holiday	332	301	302	302	296	290	280
Databases and other recreational facilities	2213	2012	1969	1950	1940	1948	1979
Places 1-2 den. stay	235	54	47	41	40	29	21

<u>Number of visitors, thsd.</u>	6394	3278	3486	3592	3122	2987	2942	2904
in health centers	1616	1321	1419	1527	1330	1198	1278	1209
including children	206	276	274	284	247	223	338	215
In the pension treatment	89	117	131	144	119	116	99	70
in the resort and treatment centers	821	236	236	232	211	198	193	156
in homes and boarding houses								
holiday	1324	368	410	382	318	338	325	373
in bases and other facilities								
holiday	2305	1211	1273	1287	1130	1126	1038	1080
institutions in 1-2 days								
stay	239	25	17	20	14	11	9	16

In the Soviet period in Ukraine had a system of medical and preventive care, which included a set of measures to improve working conditions, disease prevention, treatment and rehabilitation of the victims in the workplace. Reducing the number of spa and wellness facilities almost 25% in 2012 compared to 1990 resulted in a decrease in the number of persons recovered to 3490 thousand. People, or 55% (Table. 3).

Industrial injuries adversely affect the efficiency of staff from the increased economic losses, including work time associated with temporary disability. In the Table. 4 shows the dynamics of the total man-hours of non-attendance due to temporary disability.

Table 4 - absenteeism due to temporary incapacity as a whole industries in the city. Gorlovki

indicator	Year			Mean
	2010	2011	2012	
Absenteeism due to sick leave, man-hours	4320648	4902383	4922141	4715057,33
	100%	113,46%	113,92%	-
On average per employee man hours	66	73	73	70,67
	100%	110,61%	110,61%	-
The total amount of non-attendance,%	4,12	3,60	3,89	3,87
To the maximum possible fund%	29,21	26,68	26,95	27,61
The fund worked,%	25,07	23,07	23,06	23,73

Thus, the number of non-attendance due to temporary incapacity in the whole of industries. Gorlovki made: in 2010 there was worked by each employee 8.25 days; in 2011 and 2012 to 9.13 days. So, absenteeism tends to increase. As much as possible fund-time share in an average of 3 years is 27.61% and applied to all non-attendance - 3.87%. Results of the analysis indicate the presence of reserve personnel management efficiency and productivity.

Consequently, there is an urgent need to restore the health system workers, adapted to the new socio-economic conditions decline of industrial accidents and occupational diseases that will affect the efficiency of personnel management.

Conclusions. The evaluation of occupational injuries in enterprises to determine areas of personnel management efficiency, improve working conditions and identify the factors that influence the health of workers. This in turn will allow companies to apply timely measures to adjust economic activities through the effective use of Fund-time.

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Ключові слова: ефективність управління персоналом, соціальний захист, травматизм.

Ключевые слова: эффективность управления персоналом, социальная защита, травматизм.

Keywords: effectiveness of personnel management, social protection, traumatism

УДК 330.123.3 : 336.722.32

ACTIVITIES FUND GUARANTEES DEPOSITS OF INDIVIDUALS IN UKRAINE

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Череп А.В., Коротаєва О. В. Діяльність фонду гарантування вкладів фізичних осіб в Україні.

У статті розглянуто основні засади функціонування Фонду гарантування вкладів фізичних осіб: завдання, основні функції, наведено динаміку кількості банків-учасників Фонду гарантування вкладів фізичних осіб та їх вклади і виплати відшкодувань вкладникам. Розглянуто вимоги, необхідні для участі банків в діяльності Фонду гарантування вкладів фізичних осіб. Проаналізовано нормативно-правову базу, що регулює діяльність Фонду гарантування вкладів фізичних осіб. Виокремлено позитивні та негативні сторони Закону України «Про систему гарантування вкладів фізичних осіб». Проаналізовано обсяг фінансових ресурсів Фонду гарантування вкладів фізичних осіб. Вказано умови гарантування коштів фізичних осіб, які розміщено на умовах договору банківського вкладу, банківського рахунку або шляхом оформлення іменного депозитного

сертифікату. Наведено основні способи вирішення проблеми недостатності фінансових ресурсів Фонду гарантування вкладів фізичних осіб. Вказано випадки, за яких Фонд гарантування вкладів фізичних осіб не повертає вклади. Проаналізовано участь Фонду гарантування вкладів фізичних осіб в міжнародних організаціях. Розроблено пропозиції щодо покращення діяльності Фонду гарантування вкладів фізичних осіб.

Cherep A., Korotaeva O. Activities Fund guarantees deposits of individuals in Ukraine.

The article describes the basic principles of the Deposit Guarantee Fund individuals: tasks, basic functions, shows the dynamics of the number of banks - participants of the Deposit Guarantee Fund of individuals. Their contributions and compensation payments to depositors. The requirements necessary for banks to participate in the activities of the Deposit Guarantee Fund of individuals. The analysis of regulatory - legal framework governing the activities of the Deposit Guarantee Fund of individuals. Highlighted the positive and negative aspects of the Law of Ukraine "On the system of guaranteeing deposits of individuals." The analysis of the financial resources of the Guarantee Fund deposits of individuals. Specify the conditions guaranteeing individuals' funds placed under a contract of bank deposit, bank account, or by executing registered certificates of deposit. The main ways to solve the problem of inadequate financial resources of the Guarantee Fund deposits of individuals. Identified cases in which the Deposit Guarantee Fund of individuals does not return deposits. Studied part of the Guarantee Fund deposits of individuals in international organizations. Proposals for improving the performance of the Deposit Guarantee Fund of individuals.

Череп А.В., Коротаева О.В.. Деятельность фонда гарантий вкладов физических лиц в Украине.

В статье рассмотрены основные принципы функционирования Фонда гарантирования вкладов физических лиц: задачи, основные функции, приведена динамика количества банков - участников Фонда гарантирования вкладов физических лиц. Их вклады и выплаты возмещений вкладчикам. Рассмотрены требования, необходимые для участия банков в деятельности Фонда гарантирования вкладов физических лиц. Сделан анализ нормативно - правовой базы, регулирующей деятельность Фонда гарантирования вкладов физических лиц. Выделены положительные и негативные стороны Закона Украины «О системе гарантирования вкладов физических лиц». Сделан анализ объемов финансовых ресурсов Фонда гарантирования вкладов физических лиц. Указаны условия гарантирования средств физических лиц, размещенных на условиях договора банковского вклада, банковского счета или путем оформления именованного депозитного сертификата. Приведены основные способы решения проблемы недостаточности финансовых ресурсов Фонда гарантирования вкладов физических лиц. Указано случаи, при которых Фонд гарантирования вкладов физических лиц не возвращает вклады. Исследовано участие Фонда гарантирования вкладов физических лиц в международных организациях. Разработаны предложения по улучшению деятельности Фонда гарантирования вкладов физических лиц.

Problem. Since ancient times, people carried accumulation of funds for various purposes. One way to accumulate money is deposit money in the bank (deposit). However, as history has shown, this method is also dangerous, as banks go bankrupt (closed) and then people lose their savings (deposit). Then it was decided to create a fund that will guarantee a certain amount of money which will be returned if the person in bankruptcy (closing) bank. But unresolved questions remain regarding the use of International Financial Instruments Deposit Guarantee.

Analysis of recent research and publications. Deposit insurance system in Ukraine comprehensively investigated only domestic economists, including VI King James, TS Smovzhenko, LD Kozhukhov, some issues of legal regulation guaranteeing deposits have been the subject of study in the works of AA Nechay, AP Orlyuk, AB Zaychuk, IA Bernazyuka, AG Magnificent, A. Synkovoyi and others.

The article aims to study the legal status, scope of functions and powers of the Deposit Guarantee Fund of individuals in the context of law reform in banking, formation of proposals on improvement of its functioning.

The main material research. With the declaration of the Supreme Soviet of the Ukrainian SSR of the Declaration of State Sovereignty of July 16, 1990 Ukraine first declared its economic independence, declared the right to create its own financial system. The development of the financial system was accompanied by a growing number of active commercial banks, but because of inadequate legal regulation and financial crises, the level of confidence in the banks was quite low, most savings were kept outside the banking institutions.

To eliminate this condition in 1998 by the Decree of the President of Ukraine established deposit insurance fund, which management is entrusted to the Fund Deposit Guarantee [2]. Ukraine became the first country in the post, who founded the Institute insurer of deposits. Creating a deposit insurance system in Ukraine is the result of national processes and trends of the banking system state [3].

Deposit insurance system was steadily improving and by the next stage in its development was the adoption of September 21, 2001 the Law of Ukraine "About the Fund Deposit Guarantee". The present legal act would stipulate that each depositor guarantee fund or by the Fund's interim reimbursement for his contributions, including interest at the rate of contributions to the funds become unavailable day, but not more than 1200 USD for deposits in each of these participants.

An important milestone in the adoption of the Foundation February 22, 2012 the Law of Ukraine "On the system of guaranteeing deposits of individuals" (hereinafter - the Law). This document, no doubt, be called a breakthrough in the system of Deposit Guarantee. He greatly expanded the powers of the Fund - now he is able not only to pay the money wound up the bank, but insolvent banks withdraw from the market.

In today's Ukraine deposit insurance without the state is problematic. Therefore, the Fund Deposit Guarantee is a legal entity created by and operates as a state, ekonomichnosamostiyna, specialized organization that does not seek to make a profit. The organization that manages the system guaranteeing bank deposits shall have all the powers necessary for the performance of its functions. These organizations should have the right to enter into agreements to set their requirements for banks to assess current and accurate information - to be able to quickly fulfill their obligation to holders of bank deposits.

The main objective of the Fund is to ensure the functioning of the Deposit Guarantee and withdrawal from the market of insolvent banks.

To fulfill its main task Foundation carries out the following functions:

- 1) maintain a register of the Fund;
- 2) accumulates funds received from sources specified in Article 19 of the Law of Ukraine "On the System of Deposit Guarantee", controls the full and timely transfer of contributions by each member of the Fund;
- 3) The Fund invests in government bonds Ukraine;
- 4) makes arrangements for payment of refunds on deposits in the event of a decision to revoke the banking license and bank liquidation;
- 5) regulates the participation of banks in the system Deposit Guarantee;
- 6) participate in inspections of troubled banks on the proposal of the National Bank of Ukraine;
- 7) applies to banks and their executives under financial sanctions and impose administrative fines;
- 8) exercise the withdrawal procedure insolvent banks from the market, including through an interim administration and liquidation of banks organized alienation of assets and liabilities of the insolvent bank selling the insolvent bank or creating and selling the transition of the bank;
- 9) inspections of banks to the Regulatory System Deposit Guarantee;
- 10) provides financial support to the receiving bank;

11) makes forecasting potential costs of the Fund for the withdrawal from the market of insolvent banks and depositors compensation [4].

In Ukraine Members are banks, branches of foreign banks, which have a banking license for the right to exercise Banking and certificate by the Fund. The only exception to this rule is JSC "State Savings Bank of Ukraine", which is not a member of the Fund. This is because the Savings Bank is a national bank, and repayment of deposits guaranteed by the Government of the State Budget in the amount of the entire deposit. However, this is contrary to the interests of investors who placed their funds in other banks or deposit accounts opened at all [5].

Dynamics of the banks of the Fund Deposit Guarantee for the 2001 - 2013 pp. Is shown in Figure 1.

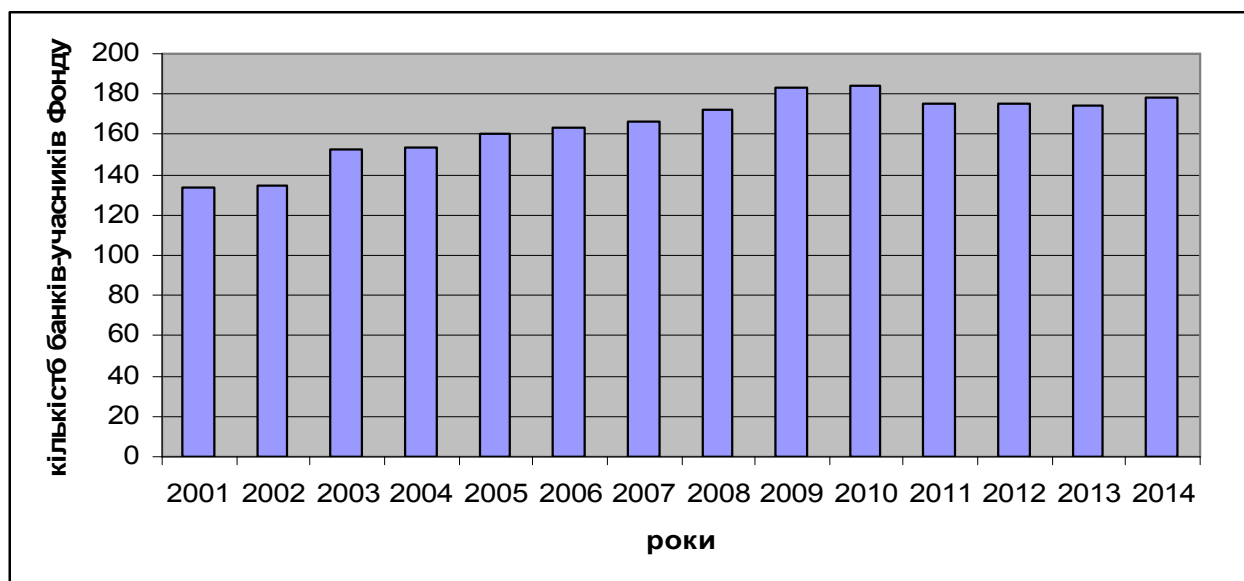


Fig.1. Dynamics of the banks of the Fund Deposit Guarantee for 2001 - 2013 years

The total amount of funds accumulated Fund as of January 1, 2014 is 7293 million.

Each depositor bank guarantee fund reimbursement for his contribution and reimburse funds in the amount of the deposit, including interest accrued on the date of the decision by the National Bank of Ukraine on referring to the category of insolvent bank in the amount of total deposits, but no more than 200 thousand.

Fund guarantees funds in cash and non-cash currency in Ukraine or in foreign currency, are investors in terms of the deposit agreement, bank account or by design nominal deposit certificates. Payments to the Fund performed in the national currency of Ukraine.

Financial resources of the Fund is an important indicator of the stability of the Fund. From 2000 to 2013 their amount increased more than 125 times as of September 1, 2013 reached 6.3 billion USD. To encourage banks to reduce the risks of March 29, 2013 the executive management of the Fund decided to introduce differentiated fees from participants, depending on the degree of risk [3].

Data on deposits of individuals participating in the Fund Deposit Guarantee in years 2000-2013. Navedenl in Table 1.

Table 1 - Data on deposits of individuals participating in the Fund Deposit Guarantee in years 2000-2013

date	Total Deposits of Individuals billion.	Number of depositors of million people	The average size of the deposit, UAH.
01.01.2000	3,7	4,6	806
01.01.2001	5,6	5,4	1 046
01.01.2002	9,3	4,8	1 915

01.01.2003	16,6	7	2 376
01.01.2004	29,2	10,5	2 780
01.01.2005	38,4	15	2 559
01.01.2006	67,9	18,6	3 656
01.01.2007	100,4	24,2	4 143
01.01.2008	155,2	29,6	5 243
01.01.2009	204,9	34,5	5 935
01.01.2010	198	31,6	6 273
01.01.2011	254,2	32,6	7 802
01.01.2012	282,6	35	8 072
01.01.2013	338,5	44,4	7 619

After analyzing the data in table 1, we see the total amount of deposits of individuals in 2010 compared to 2011 has increased by 28.4%, or 56.2 billion. UAH; in 2012 porinnyano 2011 year - increased by 11.2%, or 28.4 billion. USD, and in 2013 - increased by 19.8% or 55.9 billion. USD - as you can see, there is sure increase households deposits, confirming increased confidence, on the activities of the Fund deposit Guarantee. The number of depositors also increased during the period, in 2013, porinnyano of 2010, it increased by 40.5% or 12.8 million. People.

There are two main ways to address the problem of lack of funds Deposit Guarantee Fund: 1) increase revenues to the Fund; 2) change the maximum guaranteed amount of the deposit, which will regulate the expenditure of funds from the Fund. Comparative analysis of Section III of the Law of Ukraine "About the Fund Deposit Guarantee" and Section IV of the Law of Ukraine "On the System of Deposit Guarantee" gives reason to believe that the new law provides for increased funding of the Fund.

First, expanded sources of formation of the Fund (Art. 19), and secondly, set the minimum amount of the Fund, which may not be less than 2.5% of the guaranteed depositors Fund (Art. 19). It is envisaged that, provided that the minimum limit or reduce the risk of a significant amount of funds, the Fund may take measures to supplement their financial resources.

Payments to investors guaranteed amounts are presented in Table 2.

Table 2 - Payments to investors guaranteed amounts

Payment guaranteed amounts	Information on obtaining the depositors of banks, payments are finalized Fund	Data as of 01.01.2014 the receipt of the depositors of banks, payments are made by the Fund	Payments of compensation for 2013	including quarterly			
				I quarter 2013	II quarter 2013	III quarter 2013	IV quarter 2013
The number of banks on which payments are made	17	17	24	24	24	17	17
Number kladnykiv have received compensation of persons	283 306	103 437	19 064	10 889	7 305	584	286
The amount of compensation mln	1 975,00	3 866,70	1 185,50	725,6	414	32,9	13

Deposits are guaranteed separately in each of the banks. When placing several deposits in one bank guaranteed sum of all deposits, but no more than the size specified by the law.

Fund guarantees compensation funds on deposit, which the investor has a bank, later reorganized by transformation, under the same conditions as before the reorganization.

Contributions transferred transitional Bank, guaranteed by the Fund under the same conditions that existed prior to the date of transfer [6].

In addition, in accordance with Article 22 of the Law, 2 times for the national currency and more than 3 times in foreign currency, increased the size of the base annual rate of regular contribution to the Fund. The increase in the annual rate of 17 regular duty in foreign currency, compared with the national, encourage involvement in the banking system hryvnia resources. This article also provides for the right of the Fund to establish procedures for calculation of regular meetings in the form of differential fees. Calculating the size of the differentiated collection held by weighing base annual fee rate for risk, and the size differential fee shall not be less than the size of the base annual rate [8].

Cases in which the Fund Deposit Guarantee does not return the deposits are in Table 3.

Table 3 - Cases in which the Fund Deposit Guarantee does not return deposits

Previous law	The new law
members of the Supervisory Board, the Board of Directors and Audit Committee, foreign bank deposits which the bank branches of foreign banks are not available	Bank transferred in trust
employees of independent accounting firms (auditors) who performed the audit of the bank over the past three years	deposit in the amount of at least USD 10
shareholders whose share exceeds 10 percent of the authorized capital of the Bank	deposit, proven savings (deposit) bearer certificate
third parties acting on behalf of the depositors referred to in paragraphs 1, 2 and 3 of this list	placed on deposit in a bank by a person who was a member of the supervisory (supervisory) board, the board (board of directors), Audit Committee, if the date of dismissal to the date of adoption of the National Bank of Ukraine the decision to refer such a bank insolvent categorized expired one year
investors who individually receive from the bank reduced interest rates and have financial benefits, leading to deterioration in the financial condition	placed on deposit owner of banks
investors who were not identified by the liquidation commission	placed on deposit by a person on an individual basis by the bank receives interest on deposits at more favorable contract terms than usual or has other financial benefits from the bank
	deposit in a bank that is pledged and ensures compliance obligations contributor to the bank, to the extent such obligations
	for deposits in branches of foreign banks
	for deposits in precious metals

The Foundation carries out international activities and maintains contacts with international financial institutions, is a member of the International Association of Deposit Insurers (MASD) and the European Forum of Deposit Insurers (YEFSD). As part of the MASD Foundation participates in the Regional Committee for Europe and Eurasian Regional Committee MASD.

Participation in international organizations focused on the exchange of experience in the deposit insurance reflection of regional interests and common problems by sharing the

experience of developed countries, the exchange of information and ideas, enabling the Fund to actively explore the deposit insurance experience of developed countries to expand and apply new tools deposit insurance and enhance the role of deposit insurance in the system of financial security.

The committee on finance and banking supervision in September 2013 deputy Vladimir Aryan registered bill №3132 "On Guarantee Fund deposits and investments of individuals."

The document is a continuation of a series of bills that the opposition registers "proactive" similar initiatives power. This document provides for the return of not only bank deposits, but also Ukrainian deposits in credit unions - COP, private pension funds - NPF, asset management companies - AMC unit and corporate funds.

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Ключові слова: гарантування вкладів (депозитів), система гарантування вкладів, Фонд гарантування вкладів фізичних осіб, капіталізація, ресурси, кошти, банківська система, сума відшкодування, джерела формування коштів, вкладники, банківська ліцензія.

Ключевые слова: гарантирования вкладов (депозитов), система гарантирования вкладов, Фонд гарантирования вкладов физических лиц, капитализация, ресурсы, средства, банковская система, сумма возмещения, источники формирования средств, вкладчики, банковская лицензия.

Keywords: deposit insurance fund (deposit), deposit insurance system, the Fund Deposit Guarantee, capitalization, resources, money, banking, award, formation sources of funds, investors, banking license.

УДК 339.664

FORMATION OF EXPORT POTENTIAL OF INDUSTRIAL ENTERPRISES

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Кобзєва К. В. Формування експортного потенціалу промислового підприємства.

У статті висвітлені теоретичні аспекти експортного потенціалу. Досліджено основні аспекти формування експортного потенціалу промислового підприємства. Розраховано виробничий потенціал підприємства та визначено його залежність від чинників виробництва. Використано двофакторну лінійну економетричну модель. Доведено, що оцінка робочої сили та активи підприємства мають вагомий вплив на обсяг виробництва, тому ці показники є значущими і їх доцільно ввести до моделі. На основі прогнозного значення виробничого потенціалу проведено розрахунок експортного потенціалу промислового підприємства та його прогнозування на зовнішньому ринку. Доведено, що в сучасних умовах рішення проблеми розвитку й ефективної реалізації можливостей експортного потенціалу України залежить від економічної ситуації в країні, а також тісно пов'язане зі змінами, що відбуваються у світогосподарському середовищі.

Kobzieva K. Formation of export potential of industrial enterprises.

In the article the theoretical aspects of export potential. The main aspects of the formation of the export potential of the industrial enterprise. Designed production capacity and is defined by its dependence on the factors of production. Used two-factor linear econometric model. It is proved that the assessment of the working forces and assets of the company have a significant impact on output, so the results are important and it is appropriate to introduce in the model. On the basis of the forecasted production potential, the calculation of the export potential of the industrial enterprise and its prediction on the external market. It is proved that in modern conditions the decision of problems of development and effective realization of opportunities of export potential of Ukraine depends on the economic situation in the country, that is also closely connected with the changes occurring in the environment of world Economics.

Кобзєва Е. В. Формирование экспортного потенциала промышленного предприятия.

В статье проанализированы теоретические аспекты экспортного потенциала. Исследованы основные аспекты формирования экспортного потенциала промышленного предприятия. Рассчитан производственный потенциал предприятия и определена его зависимость от факторов производства. Использовано двухфакторную линейную эконометрическую модель. Доказано, что оценка рабочей силы и активы предприятия оказывают значительное влияние на объем производства, поэтому эти показатели являются значимыми и их целесообразно ввести в модели. На основе прогнозного значения производственного потенциала проведен расчет экспортного потенциала промышленного предприятия и его прогнозирования на внешнем рынке. Доказано, что в современных условиях решение проблемы развития и эффективной реализации возможностей экспортного потенциала Украины зависит от экономической ситуации в стране, что также тесно связано с изменениями, происходящими в среде мирового хозяйства.

Problem. Innovative activity is determined by many elements that characterize various aspects of his operation. All in all activities of the company in foreign trade consists of interrelated processes, each of which in determining export potential is considered separately. In turn, the results of operations of these processes are formed as a result of not only their only function, but also their interaction with each other and links the environment.

Analysis of recent research and publications. Theoretical, methodological and practical aspects of the analysis, formulation and use of export potential considered in the works of leading foreign and domestic scholars, namely Andrianov VD, Seyfullayevoyi ME, Bahramova YM, Didenko NI, Zav` Istanbul NI, PI Savitsky, Shahalova GA, Mazaraki AA, Kirichenko AA, AB Krushnytskoyi, Lomachenko TI, Mashtabeya VJ, Kutidze L .S., Afanasyev KM and others. Traditionally, economic literature investigates the issues defining the essence of export potential in the context of national and regional economy, defined by external factors influence the development of the export potential of the corresponding level, examines the criteria for efficiency export potential. Unfortunately, few studies devoted to the problems of diagnosis and development of export potential of the enterprise. Modern economics is not sufficiently paid attention to the problems of formation and development of the export potential of the company.

The article aims to study fundamental aspects of the formation of export potential of industrial enterprises.

The main results of the study. For successful operation of an industrial enterprise must have an accurate picture of its economic opportunities in the market. That exit on a foreign market must be preceded by a thorough analysis of its export potential.

Summarizing the research of domestic and foreign scientists should be noted that the export potential - is the amount of competitive products that can create and able to put into foreign markets in the space-time dimension certain industrial and economic system.

Taking into account that the export potential - is only part of production, it is necessary to calculate the first phase of the production potential of the company and determine its dependence on factors of production [5]. Formation of export potential, consider the example of subsidiaries' "Ukrrohrotreyd", which specializes in the production of buckwheat under the brand name "Fine" and is one of the largest in Ukraine.

To determine the production potential of SE "Ukrrohrotreyd" use the data table. 1. The value assessment of labor (x_1) is calculated by multiplying the number of workers SE "Ukrrohrotreyd" and the average wage per employee.

Table 1.

The data for the calculation of the production potential of SE "Ukrrohrotreyd" million. USD.

Year	The volume of (y)	Evaluation of labor (x_1)	assets (x_2)
------	-----------------------	-------------------------------	------------------

2008	48,431	0,127	8,119
2009	62,704	0,142	12,616
2010	84,846	0,211	24,609
2011	85,792	0,212	29,206

To analyze the data table. 1 using the methods of correlation and regression analysis [39]. First, we plot the derived data (Fig. 1-3) and visually assess dependence.



Fig. 1. The relationship between the index (y) and factor (x1), mln. USD.



Fig. 2. The relationship between the index (y) and factor (x2), mln. USD.

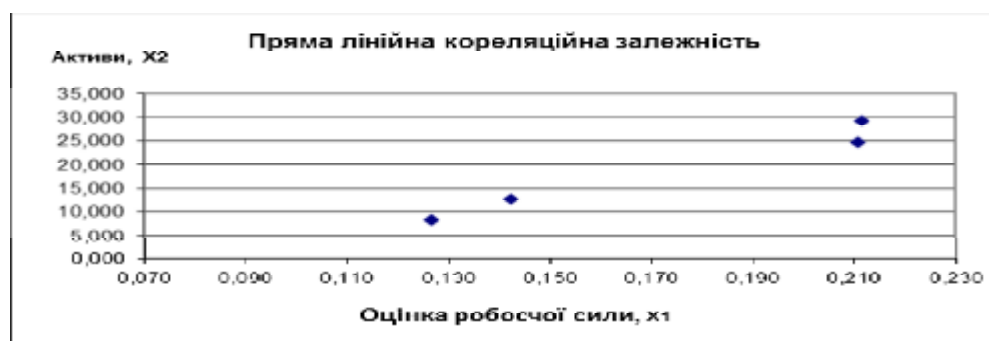


Fig. 3. The relationship between factors (x1) and (x2), mln. USD.

We make two-factor linear econometric model (multiple linear regression model), which establishes the relationship between the index (y) and two factors (x1, x2) and has the form:

$$y = a_0 + a_1x_1 + a_2x_2, \quad (1)$$

де a_0, a_1, a_2 – unknown model parameters to be measured (multiple regression coefficients).

To quantify the closeness of relationships between indicators and factors using computers calculate the coefficient of pair correlation (Table. 2).

Table 2.

Pair correlation coefficients

indicator	value	relationship
Pair correlation coefficient yx_1	0,98	close
Pair correlation coefficient yx_2	0,97	close

Pair correlation coefficient x_1x_2	0,98	close
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Thus, the estimation of labor and assets of the company have a significant impact on output, so these figures are important and they should add to the model.

In the multivariate model pair correlation coefficients measure the unclear connection. Therefore, the structure of the two-factor model it is advisable to assess the relationship between index and single factor, provided that the effect of another is not considered [4]. Partial correlation coefficient is presented in Table. 3.

Table 3.

Partial correlation coefficient

Показник	value	relationship
Partial correlation coefficient $yx_1 (x_2)$	0,59	average
Partial correlation coefficient $yx_2 (x_1)$	0,31	weak
Partial correlation coefficient $x_1x_2 (y)$	0,57	average

Partial correlation coefficients showed that when isolated action factors (x_1, x_2) Score (y) the impact on the weaker it becomes.

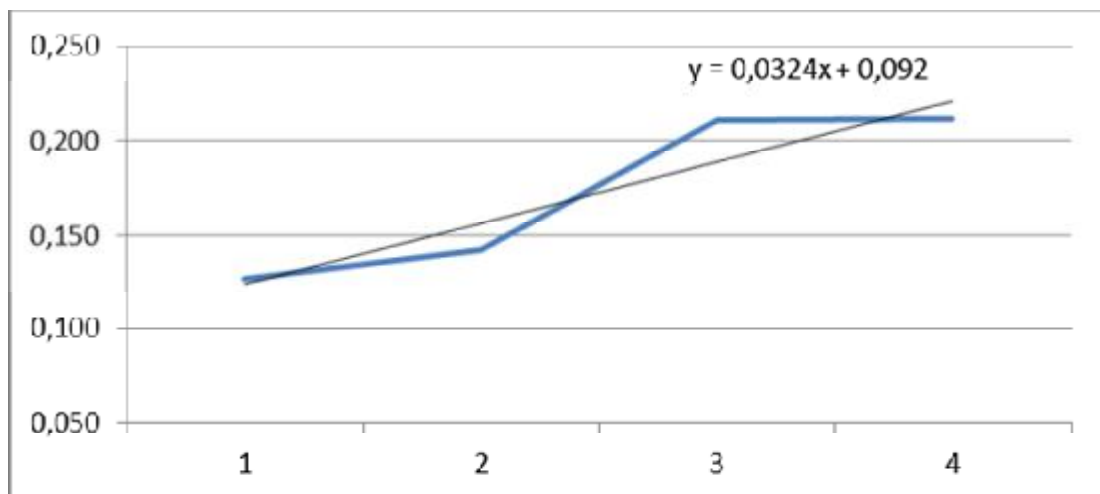
An analysis of data "regression" in MS Excel received multiple regression coefficients on which compiled the following linear multiple regression equation:

$$y = 12,075 + 277,676x_1 + 0,555x_2. \quad (2)$$

In summary, we can state that for every 1000 USD. Aimed at increasing assets SE "Ukrahrotreyd" can get out to 555 USD. additional products. Even more impact on production potential has material interest of the workers of the enterprise, ie every 1000 USD. given the opportunity to receive 277 676 USD. more per year.

The criterion of adequacy of the model can serve as a coefficient of determination (r^2), which describes the proportion of variance (variation) indicator (y), which is explained by regression, that is a variation of the factors included in the model. In this case, $r^2 = 0,97$, this indicates that the variation in output in SE "Ukrahrotreyd" 97% determined variation evaluation of labor and assets and 3% variation factors not included in the model.

In order to predict the value factors (x_1, x_2), we construct a trend line. Fig. 4 shows the trend of personnel evaluation (x_1).

Fig. 4. Trend personnel evaluation (x_1)

The equation for the linear dependence personnel evaluation looks:

$$y = 0,0324x + 0,092.. \quad (3)$$

Fig. 5 shows the trend assets (x_2).

Thus, using the linear equations 3 and 4, the forecast value factors (x_1, x_2), depending on the passage of time and expect output using the formula 2 for the next four years.

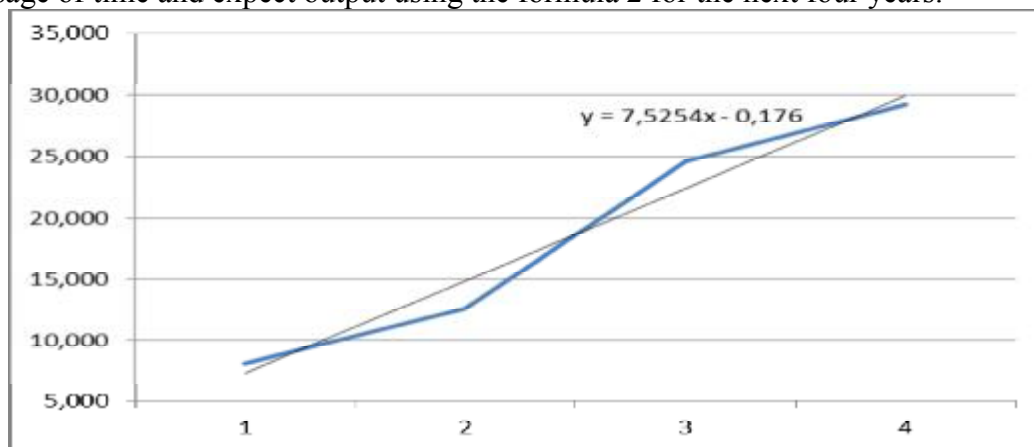


Fig. 5. Trend assets (x_2)

The equation for the linear dependence personnel evaluation is:

$$y = 7,5254x - 0,176. \tag{4}$$

In the Table. 4 shows the calculation of the predicted output SE "Ukrahrotreyd" depending on the investment in manpower and assets of the company.

Table 4.

Prediction production potential SE "Ukrahrotreyd" million. USD.

Year	Evaluation of labor (x_1)	assets (x_2)	Production potential (y)
2008	0,127	8,119	48,431
2009	0,142	12,616	62,704
2010	0,211	24,609	84,846
2011	0,212	29,206	85,792
2012	0,254	37,451	103,390
2013	0,286	44,976	116,563
2014	0,319	52,502	129,737
2015	0,351	60,027	142,910

Trend forecasting changes in the value of production potential SE "Ukrahrotreyd" shown in Fig. 6.

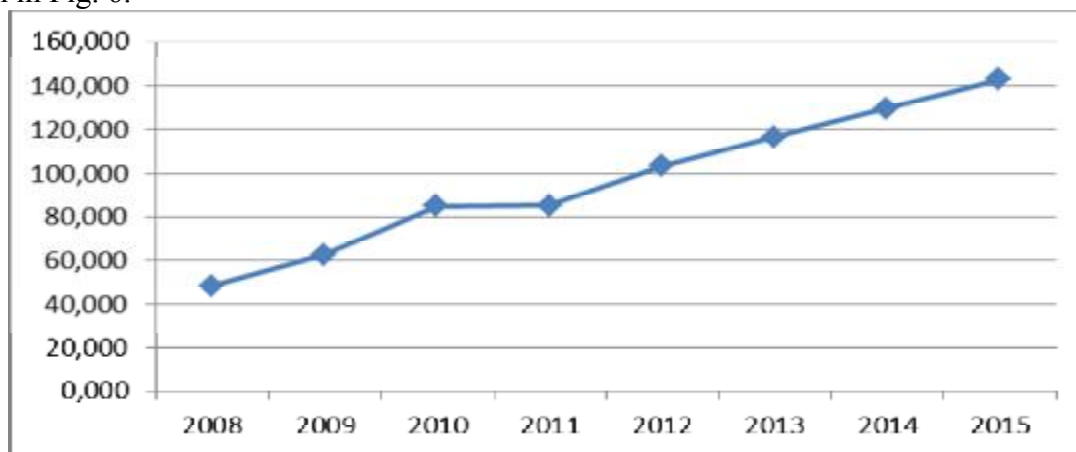


Fig. 6. Prediction production potential SE "Ukrahrotreyd"

Thus, if current trends increase investment in manpower and assets SE "Ukrahrotreyd" its

production in 2015 may reach more than 142 million. USD.

Based on the projected value of production capacity, export potential sprohnozuyemo SE "Ukrrohrtreyd" for a specific market in Poland. Export potential calculated by the following formula:

$$EP = BC \cdot K_{PC} \cdot K_{SD}, \quad (5)$$

де EP - Innovative activity for a specific market;

BC – production capacity of the enterprise

K_{PC} – factor of production competitiveness;

K_{SD} – factor of supply and demand for this product in the market.

Factor of competitiveness of products SE "Ukrrohrtreyd" is designed 1,479. Ratio of supply and demand for buckwheat on the Polish market is calculated as the ratio of imports to exports.

Table 5.

Calculation of supply and demand on the Polish market, thous. tons.

indicator	2009	2010	2011	Mean
export	6,5	3,44	2,32	4,087
import	3,52	1,91	3,14	2,857
K_{SD}	0,542	0,555	1,353	0,699

From Table. 5 shows that the value of exports for the last three years, an average of more import 1.43 times. The calculation of export potential and its prediction for the Polish market conduct in the table. 6.

Table 6.

Calculation of the export potential of SE "Ukrrohrtreyd"
on the Polish market

Year	Production potential mln. UAH	Export potential mln. UAH
2009	62,704	50,222
2010	84,846	69,675
2011	85,392	170,933
2012	103,390	106,887
2013	116,563	120,506
2014	129,737	134,124
2015	142,910	147,743

In 2009-2010, the export potential of SE "Ukrrohrtreyd" was less productive. In 2011, due to the rapid increase in demand in the market in Poland 2.44 times the export potential has increased significantly.

Graphic representation of the predicted value of the export potential of SE "Ukrrohrtreyd" on the Polish market is shown in Fig. 7.



Fig. 7. Predicting export potential of SE "Ukrahrotreyd" on the Polish market

Due to production capacity, the average supply and demand on the Polish market and product competitiveness factor, SE "Ukrahrotreyd" in 2013 will be able to export to Poland products worth 120.5 million. UAH. That is, it is projected volume of goods that the company is able to supply this market.

Conclusions. In modern terms solution development and implementation capacity particularly effective export potential of Ukraine depends not only on the economic situation in the country, but also closely related to the changes taking place in the world economic environment.

The experience of highly developed countries and countries actively developing convinced that the dynamism of the positive development of most national economies largely achieved through carrying out effective export policy depends on the level of excellence of the processes associated with the formation and use of the export potential of industrial enterprises is selection of methods and tools that can provide a successful course of these processes.

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Ключові слова: експорт, експортний потенціал, зовнішньоекономічна діяльність.

Ключевые слова: экспорт, экспортный потенциал, внешнеэкономическая деятельность.

Key words: export, export potential, foreign-economic activities.

УДК [005.53:005.21]:658

CORRELATION FUNCTIONS OF A SCIENTIFIC THEORY AND ELEMENTS OF THE CONCEPT OF MANAGEMENT OF STRATEGIC CHANGE AT THE ENTERPRISES.

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Гусєва О. Ю. Взаємозв'язок функцій наукової теорії і елементів концепції управління стратегічними змінами на підприємствах.

Обґрунтовано взаємозв'язок функцій наукової теорії з елементами концепції управління стратегічними змінами. Проаналізовано фундаментальні дослідження з визначення сутності наукової теорії та формулювання її головних функцій, досліджено функції наукової теорії. Виділено головні структурні елементи наукової теорії, що визначається системною організацією ідеалізованих об'єктів: фундаментальну і приватні теоретичні схеми. Запропоновано структуру концепції управління стратегічними змінами на підприємстві. Доведено, що модель базується на філософській конструкції наукової теорії, завдяки чому має необхідні елементи і містить у відокремленому вигляді методологію, як важливу складову управління змінами і компонент «базис теорії», який об'єднує теоретичні основи та сукупність виведених понять і тверджень. При розробці концепції управління стратегічними змінами після дослідження емпіричної бази запропоновано спершу теоретичний базис (компонента база теорії управління стратегічними змінами на підприємстві), на його основі - методологічний апарат (компонентна база методології управління стратегічними змінами на підприємстві). Проаналізовано основу забезпечення підприємницької та адміністративної успішності у сучасних умовах. Доведено, існує спрямованість багатьох теоретичних основ управління змінами на забезпечення збалансованого розвитку внутрішнього середовища підприємства шляхом «поступових покращень», тобто упередження кризових ситуацій, потрапляння в організаційні пастки тощо.

Guseva O. Correlation functions of a scientific theory and elements of the concept of management of strategic change at the enterprises.

Substantiated the correlation functions of the scientific theory with the elements of the concept of management of strategic change. Analyzed fundamental research of determining the nature of a scientific theory and define its main functions are investigated functions of a scientific theory. Main structural elements of a scientific theory that is determined by the system organization of idealized objects: fundamental and private theoretical schemes. Proposed structure of the concept for the management of strategic change at the enterprise. It is proved that the model is based on the philosophical construction of a scientific theory, which offers the necessary elements and contains in a separate form of methodology, as an important component of change management and component basis for theory», which combines a theoretical framework and a set of derived concepts and statements. When developing the concept for the management of strategic change after the empirical base of the research proposed first theoretical basis (component base of the theory of management of strategic change at the enterprise), on its basis, methodological apparatus (component base of methodology of management of strategic change at the enterprise). Analyzed are the basis for the promotion of business and administrative success in modern conditions. It is proved, there is a focus of many of the theoretical foundations of change management to ensure the balanced development of the internal environment of the enterprise through «gradual improvements», prejudice crisis situations, getting the organizational traps etc.

Гусева О. Ю. Взаимосвязь функций научной теории и элементов концепции управления стратегическими изменениями на предприятиях.

Обоснована взаимосвязь функций научной теории с элементами концепции управления стратегическими изменениями. Проанализированы фундаментальные исследования по определению сущности научной теории и формулировка ее главных функций, исследованы функции научной теории. Выделены основные структурные элементы научной теории, что определяется системной организацией идеализированных объектов: фундаментальную и частные теоретические схемы. Предложена структура концепции управления стратегическими изменениями на предприятии. Доказано, что модель основана на философской конструкции научной теории, благодаря чему имеет необходимые элементы и содержит в обособленном виде методологию, как важную составляющую управления изменениями и компонент «базис теории», который объединяет теоретические основы и совокупность выведенных понятий и утверждений. При разработке концепции управления стратегическими изменениями после исследования эмпирической базы предложено сначала теоретический базис (компонента база теории управления стратегическими изменениями на предприятии), на его основе - методологический аппарат (компонентная база методологии управления стратегическими изменениями на предприятии). Проанализированы основы обеспечения предпринимательской и административной успешности в современных условиях. Доказано, существует направленность многих теоретических основ управления изменениями на обеспечение сбалансированного развития внутренней среды предприятия путем «постепенных улучшений», то есть предубеждение кризисных ситуаций, попадание в организационные ловушки и т.д.

Problem. Definitions of key elements of strategic management concepts of modern enterprise changes must take place in strict compliance with the methodology of scientific knowledge, thus requiring a balanced and structured approach. The theoretical framework acts conceptual core of the whole concept of change management. Thus, taking into account the functions of a scientific theory is the most important requirement for a balanced development of strategic change management concepts for companies that operate be under increased dynamism of the business environment. A clear outline of how each function is displayed in scientific theory elements conception of transformation is very important aspect of the formation of an integrated and efficient management concept and is in constant circle of scientific research.

Analysis of recent research and publications. Current economic conditions call for new concepts and improving existing management of strategic change in the workplace. Among the scientists who are developers of structured change management concepts with clearly defined elements and proposed practical basis for enterprises, especially, can distinguish T. Andreev [1], H Ashmarin [2] D. Voronkov [3] T. Ivanov [4] N. Kazakov [5] B. Morozov [7] G. Shyrokov [10]. However, the disclosure features a scientific theory and study of the relationship of these functions to the proposed elements of change management concepts not adequately represented in the aforementioned studies and therefore needs to be resolved.

The article aims to study the relationship of a scientific theory of functions of elements of strategic change management concepts and development component base theory and methodology of change management in the enterprise.

The main results of the study. Fundamental research to determine the nature of scientific theory and formulation of the main functions performed Karl Popper [8]. The author defines theory as the most complex and advanced form of scientific knowledge that enables holistic reflection regular and significant relationships specific area of reality. Any theoretical system, as indicated by Karl Popper must satisfy two basic requirements: 1. consistency (ie not violate the relevant law of formal logic); 2. Experimental Experimental verifiability.

The functions of a scientific theory are explanatory, predictive, synthesizing, methodological and practical. In particular, the explanatory function in building management

theory strategic changes can be implemented through the analysis and the formation of concepts and terminology of science, and predicted - in development projects and programs of strategic changes in companies showing the possible states of the company as an open system subject to change. The manifestation of synthesizing (integrative) function in the theory of change management is made possible through the systematization of knowledge of science to determine its composition and structure, as well as to the classification of existing categories, above all, strategic changes. An important type of integration in science is a conceptual synthesis of theoretical material on the basis of a single or a few principles. Integration can be shown to establish links between different aspects of the object that previously were considered separately, as well as to identify relationships between different sciences that developed previously separated. Another aspect is the synthesis of concentration and consolidation of scientific knowledge. During the synthesis of a change in the structure of knowledge, establish new relationships, and thus knowledge becomes more succinct. It should be noted that the systematization of concepts of the theory is achieved through logical definition of secondary and derived concepts of the key. After identifying the basic concepts and theories of initial claims, one of the rules of logic determines all other statements, including those that allow empirical interpretation. Methodological function justifies the methods, models and logic used in the specified science. Implementing practical function theory of change management is through the creation of an integrated mechanism of planning and implementing strategic changes in the company, thus supported adaptive operation of the business, it is development that is the main condition that ensures the preservation of strategic viability.

Development or improvement of management theory strategic changes also require disclosure of the main structural elements of a scientific theory. One of the fundamental scientific work in this regard is the author's conception of the structure of scientific theory V. Stepin [9]. According to the scientist, the content structure theory is determined by systematic organization of idealized (abstract) objects (theoretical constructs). In the system of abstract objects of scientific theory author identifies specific subsystem constructed from a set of basic constructs that form in their relations theoretical models studied reality. As for these models are formulated theoretical laws. These models form the core of the theory, the author describes a theoretical framework and proposes to distinguish them from analog models, which serve a "building woods" scientific theory and not part of it. In the developed theory is proposed to allocate fundamental theoretical and private schemes. Regarding the fundamental theoretical scheme formulated the basic laws of the theory; on private theoretical schemes formulated laws less common that derived from baseline. Theoretical schemes interact with the scientific world and empirical material and displays them. The result of this mapping is fixed in a particular statements that describe the theory of abstract objects in terms of world view, and in terms of idealized experiments based on real experience. Recent statements by calls on operational definitions. Links mathematical apparatus of theoretical scheme displayed on the scientific picture of the world, creating the possibility of semantic interpretation, and communication theoretical schemes of experience - an empirical interpretation. Within the presented concept of problem formation theory, as well as its conceptual apparatus, appears as a problem of the genesis of theoretical schemes created initially as hypotheses, and then justify experience.

The study leading approaches to formation theory of science proposed structure conception of strategic changes in the company, which includes four elements: empirical base; theoretical foundation and a set of derived concepts and statements that form the basis of the theory; methodological basis and practical basis. The structure is based on the philosophical construction of scientific theory, so has the necessary elements and includes a separate methodology as an important part of change management and component "basis theory", which combines theoretical foundation and a set of derived concepts and statements. Thus, the development of strategic management concepts changes after examining the empirical base first built a theoretical basis, and then built on its base methodological apparatus (Fig. 1 and Fig.2)

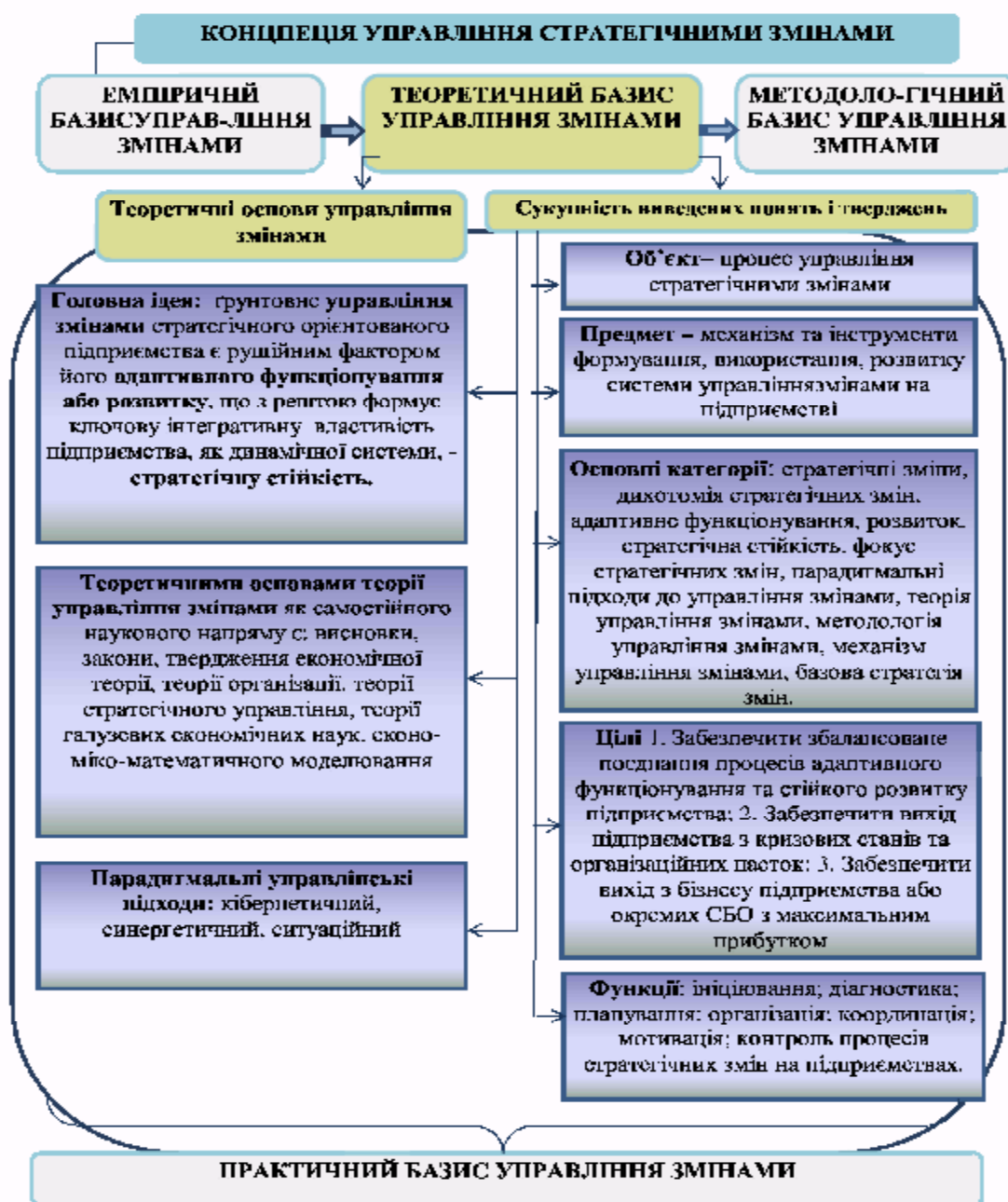


Fig. 1. Component base management theory strategic changes in the company [authoring]

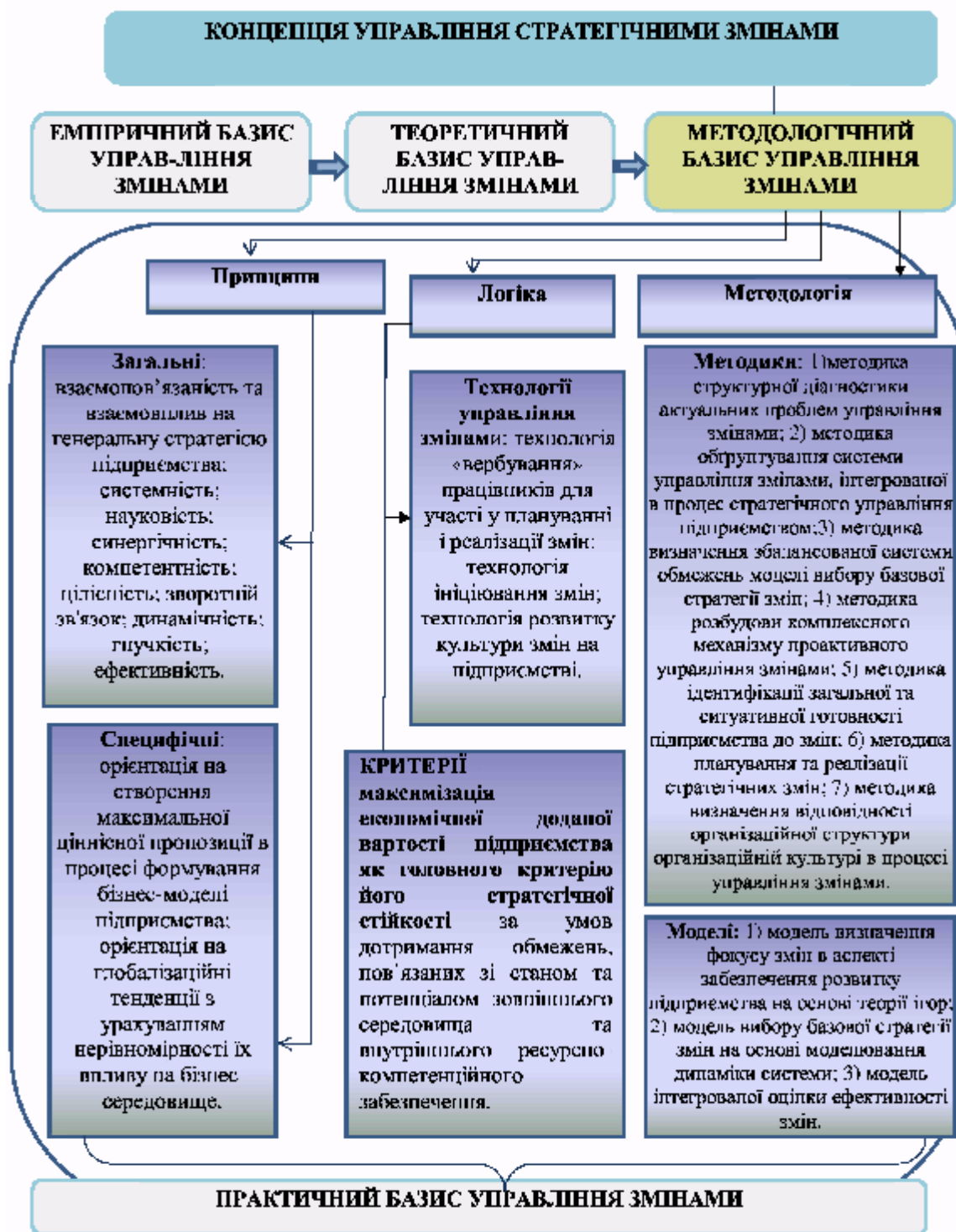


Fig. 2. Component base methodology of strategic changes in the company [authoring]

Study empirical base showed that despite various structural and elemental content and methodological tools, leading strategic change management concepts are fairly common and integrated source position. The thesis that the management of strategic change is in the present conditions the focal point of the entire system of strategic management agrees most academic economists, including V. Katkalo [6] I. Gurkovo, Popov. So, B. Katkalo examining periodization research strategies companies offer their own conception of evolution of strategic management theory, according to which identifies four stages of development of this theory. The essence of the current day for the fourth phase transition which started in the 2000s, the author sees the formation of a dynamic theory of strategic management [10, p. 161]. According to the author, the

modern theory of strategic management of being enterprise (organization) is understood as a condition of competition, with competition in modern terms is manifested in the competition organizational capacities of enterprises (business models and organizational abilities of their upgrades). Accordingly, the company focused on long-term prosperity must constantly develop their both internal (choice of models) and external (choice of models of market behavior) factors of competitive advantage; be successful in terms of both content (estimated primarily based on financial results), and the process is the mechanism of formation and implementation of their strategies; be equally skillful and successful in business and administrative aspects of strategic management.

According to Mr. Katkalo, in modern terms entrepreneurial success is ensured primarily identifying new market opportunities to create new combinations of resources and administrative performance - support effective organizational systems and their timely updating [6, p. 148]. Of course, now and create new combinations of resources and update organizational systems is only due to the implementation of strategic changes in the company.

Popov in his study on the development of contemporary concepts of strategic management for domestic enterprises, deepens theoretical generalizations V. Katkalo and formulate its own scientific hypothesis, according to which the basis of theoretical and practical bases of the modern concept of strategic management is the integration of structural theories of strategic management and effectiveness of social and economic development. The final phase of the research work of the author are his proposed theoretical construct called "The current Strategic Management" with clearly defined specific terms of design. The main provisions of the abovementioned concept of contemporary strategic management are reduced to such allegations. First, the most important strategic opportunities of sustainable competitive advantage and overall effectiveness of its business success there is variability and uncertainty of today's business environment. Second, the main feature of the strategy is created competition for the successful future of the company, its victory in the race for a sustainable competitive advantage by inadequate innovation and change. The key to effective implementation strategy Popov believes the presence of a dynamic enterprise capabilities of the first and second levels, which in fact also represent a system's ability to change.

So, as the three defining components of the second assertion author sees these principles forming strategy. 1. The company must clearly articulate the subjective image as the key results and relevant key activities to achieve specific strategic specified period. This and the following results and such activities - is the result of purposeful implementation of dynamic capacity of the first level, ie, the ability recognition capabilities. 2. By special ideal image of successful future business and must have purposefully laid particular subjective idea for the company for creating sustainable competitive advantage. 3. Basis deliberately created sustainable competitive advantage should be relevant innovations and changes are on the first formalized. And then as the final result of the strategy implemented by each particular company using the first and second levels of dynamic ability, that ability to recognize the use of identified opportunities. This latter principle and indicates that the study and implementation of strategic change is the core of the entire system of strategic management.

Our studies suggest that the process of managing strategic change is appropriate to use the entire arsenal of methodological concepts of strategic management, mainly its principles, logic and methods.

Empirical research on the theoretical foundations of change management as an independent scientific direction leads to the following generalizations. Most of the leading scientists of the strategic changes generally regarded as a new synthetic interdisciplinary course of economic theory and practice, as a modern development tool reorganization of economic systems, effective means of transformation, transformation or adaptation to improve the competitiveness of enterprises. The larger portion of the authors note that for each level of management changes and for each level of the enterprise has its own distinctive models, methods, steps, conditions and components of the transformation process from which, with the

rest, and depends on their efficiency and effectiveness. Therefore, for each main goal of modern enterprise management of strategic change is informed choice aforementioned components in accordance with the applicable factors or predictable business environment and internal environment. A large number of studies proposed systematic understanding of the opportunities and barriers in relation to strategic management action changes depending on the stage of the life cycle of the company, its markets and industries, products and other factors, which inherent cyclicity and (or) the ability to develop. The generalization of this problem to draw conclusions about the direction of many theoretical foundations of change management to ensure balanced development of internal environment by "incremental improvements" that prevent crises, falling into the trap organizational others. As the N. Abdykyeyev almost all researchers agree that effective management of strategic change in modern terms is possible only on the basis of flexible methods and tools, based on the joint economic, humanitarian and engineering that will provide a synergistic effect of their interaction. All updates the above named symbiotic development of conceptual approaches to knowledge management, re-engineering business processes and human cognitive component as the basis of methodological device management strategic changes. Testing results of the studies confirm the efficacy of such approaches in the implementation of reforms and allow the system to improve early detection and prevention of crises in enterprises, which can lead to loss of strategic stability.

As already mentioned, quite controversial and topical issues relating to prescribe the planning and modeling changes that are strategically necessary for the enterprise. The basis for regulatory purpose approach is setting goals and objectives of the field on the basis of economic problems. Descriptive approach is based on a study identifying trends and patterns of development of the industry as a subsystem of the economy, which has a relative independence in solving economic problems. In general, the regulatory target approach is based on identifying social needs and development goals, and descriptive - to study trends, their extrapolation with the limitations that makes it possible to estimate the inertia of industry or enterprise. With these restrictions, the descriptive approach are: the volume of investment, timing of development of new technologies, development of necessary competencies within the enterprise or receiving them by outsourcing more. So, if the use of descriptive approach largely involves preserving existing proportions of normative-oriented approach aims to change them by new economic assessment of structural changes in the lead and supporting business processes. Thus, the descriptive approach to planning changes can more accurately than normative, predict the behavior of regulator in relatively stable (not shvydkozminyuvanyh) economic conditions. Legal and targeted approach more suitable for controlling the behavior of actors in order to direct them to the new challenges in the highly dynamic economic conditions.

Generalization of scientific opinions on this subject suggests that in a turbulent business environment both approaches are valid. If the feasibility regulatory purpose approach with appropriate methodological tools brought almost all scientific studies, the argument of the importance of descriptive approach is not sufficiently convincing. The most thorough in this regard is the study of N. Kazakov, which it considers a fundamental descriptive approach in solving problems of managing change and building model transformation and model management changes. The essence of this approach, the author sees that the procedure for solving problems of change management should develop on the basis of descriptive behaviors experienced highly qualified specialists in solving similar problems. Considering the real abilities of the employee, the use of heuristic methods and procedures used specialists in your practice, to isolate, to structure and apply for use of the most valuable lessons learned from any other worker who decides poorly structured task [5]. At the same time, the process solution, is based on a descriptive approach will be adapted to the actual behavior of the person decides its capabilities in decision-making, which excludes "loss of orientation" expert in its use.

Conclusions. Justification items conception of strategic changes in the modern enterprise formation and component structure of this concept should be based on consideration of the functions of a scientific theory. To play the five most important functions of a scientific theory is

proposed structural logic circuit conception of strategic changes that four key elements: empirical base; basis of the theory consisting of Theoretical bases and derived concepts and classifications; methodological basis, revealing principles, logic and methodology of concepts and practical basis, which is the result proetsyruvannya first three items on the practices of the company. Theoretical Foundations of Change Management in Development formulated based on the main idea: a thorough strategic change management oriented enterprises are the driving factor in his adaptive functioning or development, which eventually forms a key integrative property company as dynamic system - strategic stability.

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Ключові слова: стратегічні зміни, функції наукової теорії, концепція управління стратегічними змінами, теорія управління змінами, методологія управління змінами.

Ключевые слова: стратегические изменения, функции научной теории, концепция управления стратегическими изменениями, теория управления изменениями, методология управления изменениями.

Keywords: strategic changes, the functions of a scientific theory, the concept of the management of strategic change, the theory of change management, change control methodology.

УДК 336

DIRECTIONS OF DEVELOPMENT OF FINANCIAL POLICY OF SEPARATE SUBJECTS OF FINANCIAL SPHERE**Korneyev M.V.**, Ph.D., assistant professor of Financial Department of Dnipropetrovsk National University of O. Gonchar (Dnipropetrovsk)**Корнєєв М. В. Напрями розвитку фінансової політики окремих суб'єктів фінансової сфери.**

У статті визначено суть, завдання, умови результативності, особливості реалізації фінансової політики окремих суб'єктів фінансової сфери. Охарактеризовано види, складові елементи фінансової політики окремих суб'єктів фінансової сфери, встановлено взаємозв'язок між ними. Запропоновано напрями розвитку фінансової політики окремих суб'єктів фінансової сфери. Зроблено висновок, що діяльність окремих суб'єктів фінансового сектору є важливим елементом соціально-економічного розвитку суспільства. Фінансова політика таких суб'єктів має специфічні особливості та включає в себе на інвестиційний, соціальний, податковий напрями тощо. Дані елементи взаємопов'язані між собою та складають єдине ціле. За іншими підходами розрізняють класичну, кептивну та схемну фінансову політику, фінансову стратегію і тактику. Факторами впливу на досліджувану політику є економічна та політична нестабільність країни, недосконалість законодавчої бази, низький рівень фінансової культури, загальна відносна нерозвиненість фінансового ринку держави. В сучасних умовах важливе значення має саме правильний вибір моделі фінансової політики конкретних суб'єктів фінансового сектору, розрахунок її можливостей, умов, напрямів, врахування існуючого рівня державного регулювання. Продуманість такої політики приведе до загального розвитку фінансової системи. Саме ефективна фінансова політика визначає ефективність фінансової системи та підвищує довіру до неї. Запропонована система напрямів розвитку фінансової політики окремих суб'єктів фінансового сектору буде не тільки підвищувати ефективність діяльності таких суб'єктів, але й буде сприяти стабільному, стійкому розвитку фінансової системи, вдосконалив сучасний фінансовий ринок.

Korneyev M. Directions of development of financial policy of separate subjects of financial sphere.

In the article the essence, task, terms of effectiveness, feature of realization of financial policy of separate subjects of financial sphere are certain. Prospects, component elements of financial policy of separate subjects of financial sphere are described, intercommunication is set between them. Directions of development of financial policy of separate subjects of financial sphere are offered. It is concluded that the activity of individual subjects of the financial sector is an important element of socio - economic development of society . Financial policies of such entities has specific features and includes investment , tax and social direction etc.. These elements are interrelated and integrated. For other approaches distinguish classical circuit and financial policy , financial strategy and tactics. Factors influence the politicians is the economic and political instability in the country, inadequate legislative base , low financial culture , the overall relative underdevelopment of the financial market of the state. In modern conditions it is

important to model the right choice of financial policy specific subjects of the financial sector , the calculation of its possibilities , conditions , trends , taking into account the current level of government regulation. Reasonableness of such a policy will lead to the overall development of the financial system. It is an effective fiscal policy determines the efficiency of the financial system and increase its credibility . The proposed system of financial policy directions of the individual subjects of the financial sector will not only enhance the effectiveness of such entities, but also contribute to stable and sustainable development of the financial system , improves the modern financial market.

Корнеев М. В. Направления развития финансовой политики отдельных субъектов финансовой сферы.

В статье определены сущность, задания, условия результативности, особенности реализации финансовой политики отдельных субъектов финансовой сферы. Охарактеризованы виды, составляющие элементы финансовой политики отдельных субъектов финансовой сферы, установлена взаимосвязь между ними. Предложены направления развития финансовой политики отдельных субъектов финансовой сферы. Сделан вывод, что деятельность отдельных субъектов финансового сектора является важным элементом социально - экономического развития общества. Финансовая политика таких субъектов имеет специфические особенности и включает в себя инвестиционное, социальное и налоговое направления т.п.. Данные элементы взаимосвязаны между собой и составляют единое целое. По другим подходам различают классическую и схемную финансовую политику, финансовую стратегию и тактику. Факторами влияния на исследуемую политику является экономическая и политическая нестабильность в стране, несовершенство законодательной базы, низкий уровень финансовой культуры, общая относительная неразвитость финансового рынка государства. В современных условиях важное значение имеет именно правильный выбор модели финансовой политики конкретных субъектов финансового сектора, расчет ее возможностей, условий, направлений, учета существующего уровня государственного регулирования. Продуманность такой политики приведет к общему развитию финансовой системы. Именно эффективная финансовая политика определяет эффективность финансовой системы и повышает доверие к ней. Предложенная система направлений развития финансовой политики отдельных субъектов финансового сектора будет не только повышать эффективность деятельности таких субъектов, но и будет способствовать стабильному, устойчивому развитию финансовой системы, усовершенствует современный финансовый рынок.

Statement of the problem. The consideration of the components and gradual improvement of the financial policy of individual entities of the financial sector are very important for more effective development of the financial sector. The activity of the entities of the financial market is important for any economic system, because they, as market regulators, protect social production, accumulate money of individuals and businesses for core business implementation, invest etc. Such entities of the financial sector, stabilizing the economy, stumble upon numerous risks and therefore should be sustained (including financial) and ensure the fulfillment of obligations during their activity. Providing and maintaining financial stability, the stability of individual financial sector entities is possible on the basis of an effective internal and external financial policy. Exactly such financial policy is the foundation that ensures the stability of financial sector and its individual entities, means an increasing the confidence to financial

system. The scope of development of individual entities of the financial sector regarding their financial policy is multifunctional, especially given the current trends in both the domestic and the international financial markets. It is important to research directions and components of financial policy of financial sector entities, which is chosen by them to maximize the financial results of their own business activity and gain a larger market share. Thus, the issues of increasing the general effectiveness of financial policy of individual entities of the financial sector need the urgent solution in the modern conditions of the economic development, which makes the actuality of the research topic.

Analysis of recent researches and publications. The works of many domestic and foreign scientists such as T.Vasylyeva [1] L. Lebedynska, L. Remnova [6] S.Kozmenko, T.Savchenko [13], H.Puriy [9] O.Romaschenko [11] S.Lyeonov [1] H.Kozoriz [4] S.Osadets [8] N.Tkachenko [12] I.Rekunenko [10] A.Yepifanov, I.Shkolnyk, F.Pavelka [2] N.Prykazyuk, V.Beveridzh, T.Ambler and others are dedicated to theoretical and practical principles of individual entities financial policy.

Statement the unsolved problem. However, some parts of such policy and directions of its development still are not investigated and require further scientific research.

The purpose of research. The aim of the article is the research of the essence and structural components of the financial policy of individual entities of the financial sector and development of directions of increasing its efficiency based on modern financial market trends.

The results of the research. The functioning of the financial sector of the country needs to solve a number of problems concerning its individual entities (financial, insurance and investment companies, banking institutions, their associations, etc.). There are many variants of organization of financial relations and appropriate activity of individual entities of the financial sector, in the same time, they always have a necessity to choose the best variant for each individual entity in one or another period of its development. The choice of these variants is the basis of the financial policy of individual entities of the financial sector, which develops an effective system of its financial resources management for further achievement of the strategic (tactical) goals of these entities (maximizing financial results, ensuring financial stability, investment attractiveness etc.).

The policy is the concrete program (direction) of the activity and combines a number of techniques, methods to further realization of the system of interests concerning certain objectives achievement within a specific environment.

The financial policy is a component of economic policy (economic policy of the country or economical entities) and accordingly can be considered both the macro and micro perspective. It is a set of distributive (redistributive) financial methods (forms and methods of financial resources mobilization, the structure of revenues and expenditures, etc.), which are carried out by concrete entities using the financial system. Macro- and microeconomic components of financial policy are interconnected together. This fact causes an influence of first component on the second one, that's why the individual entities financial policy depends on the governmental priorities.

The individual entities financial policy of the financial sector is a system of forms, methods, practices for their financial support, which is made by these entities within its functions in accordance with the law. The objectives of this policy are to create solvent, financially sustainable and stable with appropriate level of business activity and response to the changes in the economic environment condition of the entity financial resources. The analysis of their

financial and economic situation, the introduction and reasoning of such financial policy structural elements, the creation of the effective methods of capital, cash-flows, costs, liabilities management, the creation of conceptual principals of financial flows management, the determination of the strategy and tactics of these entities financial resources using are the priority directions of individual entities financial policy of the financial sector. The researched financial policy is in solving current financial problems as a reaction to the uncertain macroeconomic conditions in the instability situation, in the same way making the conflicts between the economic interests of individual entities of the financial system and the state.

Providing the individual programs of the financial sector by appropriate financial resources, entities financial results maximization, capital cost and structure optimization, financial stability, solvent, business activity and financial opening for interested economic subjects achievement, creation an effective system of the financial management are the objectives of the individual entities of the financial sector. The lack of strategic orientation of individual entities financial policy of the financial sector demonstrates a low level of its efficiency or inefficiency at all.

The aspects of its finances organization are taken into account during individual entities financial policy of the researched direction realization (for instance, the specificity of the financial service, the specifics of incomes generated by main and additional activities, the specifics of costs during own activity, the specifics of the financial results according to their types, the specifics of fund of resources formation, operation making, the specifics of finances of population and entities as potential consumers of the financial services, etc.). The researched problem presents the subjective side of such finances functioning.

The movement of entities financial flows of researched area is subordinated to the objective laws of economic development, in the same time it is organized by concrete entities, including the system of political and socio-economic factors, connecting a number of interests. A successful financial policy is an interconnection of such interests of individual entities of financial sector and bases on the combination, unity, accountability, interconnection of strategy and tactics (the strategy defines the content and the directions of tactics, which can limit the choice of strategy). According to this, the financial policy of individual entities of financial sector divides into financial strategy (solves the long-term objectives of entity or group of entities development) and tactics (solves the concrete objectives concerning entity or group of entities development, changes the forms of financial relation organization). The strategic objectives of financial policy can include budgeting, the type of financial service introduction, the systems of financial marketing, in the same time the tactic objectives can include income continuity ensuring, the monitoring of payments and providing its timeliness, setting the norms for payments, etc. The lack of governmental regulation of the financial sector and supervision of financial market, deformed and variable legislation base make a specific market clustering and cause the emergence of classical (the real policy with orientation on the economical interests of the entity), captive (coercive policy with a number of specifics) and circuit (making circuit operations for financial risks with orientation on its level and responsibility) financial policy of individual entities of financial sector [8; 11].

The financial policy takes into account investment and social trends both on the concrete market and on its segments. These trends make influence on the activity of individual entities of the financial sector in the process of financial services realization and on the financial policy of these entities.

The personnel component (the programs of personnel management relations, human resources realization, the concept of working with staff, its planning and development, the corporatism development and further corporative culture forming), client component (ensuring customer confidence to financial sector and its entities, meeting their economic interests in financial services, improving customer service, ensuring consulting development in the financial market) and communication component (excludes an inconsistent and focuses on the marketing management and financial products sales promotion, their promotion, sales promotion, loyalty to entities of financial sector, public relations), should be allocated within the social trend.

The investment direction is chosen on the base of type of financial sector segment (defines the period of resources owning, the level of investment funds liquidity, etc.) and value of the accumulated resources. The individual entities of the financial sector are the important source of investment capital, which is connected with the inversion of the cycle (for instance, firstly the premium is got for insurance companies and only then the concrete insurance service is given) and with risks distributed in time. This makes the possibility of using not only the equity (share capital, profit funds, values of retained earnings), but also the capital of individual entity. An investment direction also takes into account the structure of investment funds, the optimal investment period.

The effective assets and liabilities interconnection management, their conformity to a number of criteria (maturity, liquidity, etc.) for financial sector individual entities obligations implementation is a prerequisite of their investment policy development and improvement, financial risks system management (including risks connected with investment activity). The specific resources funds increasing leads to investment capital increasing with the help of more financial transactions on equity. The investment policy of individual entities of financial sector should ensure an immediate alienation of the funds of individual entities of economic system from investment process, its financial stability for obligations, profitability and risks optimization, ensuring return on investment, etc. An absence of reliable long-term financial instruments for investments of individual entities of financial sector is the factor of their investment policy prevention. In modern economy existing financial instruments are not reliable; making investments in them is risky. Disproportion between existing risks, types of financial services, underdeveloped of the financial market as a whole and its individual segments prevent to more effective using of investment possibilities of the capital. As a rule, the directions of investment of individual entities of the financial sector in the market are bank deposits and definite financial instruments. Entities invest the majority of their assets in securities (mainly in shares with low level of investment mobility), bank deposits (with low level of risks). There is year to year increasing of such kinds of investments in assets structure of national entities of financial sector. As a rule, the mortgage market is not considered by researched entities as an effective investment target. Equity is a considerable part of investments in the creation of the entity, and if it is obligation free it is more effective to invest it in long-term deposits, less liquid types of assets (in this case the value of equity should be considered). For instance, for insurance companies and their associations insurance reserve funds for risk insurance are better to invest in high-liquidity, short-term assets, and funds accumulated in loss and disasters fluctuation reserves are more effective to invest in long-term assets (they should be high-liquid). So, the researched entities of the financial sector, getting current income and ensuring investment liquidity, don't pay enough attention to long-term investments, accordingly, this constrains the development of concrete segments of financial market [1; 5; 7; 11].

An effective, stable investment policy in financial sector, and such policy of its entities ensures ability of economy to increasing in appropriate degree, supports economic indicators, which had been achieved earlier. The concrete types of financial services play an important role during such policy realization, which (and the level of financial market development) define the governmental financial-credit system, the level of inflation, etc.

The tax direction has high importance for financial policy of individual entities of financial sector, the efficiency of which is caused by positive results of such entities and total increasing of level of development of financial system. For the present, existing tax treatment causes non-stimulating function and pushes the part of entities of financial sector to carry out not their main activity, but to realize tax optimization systems [3].

The financial policy of individual entities of the financial sector will be more effective if the concrete economic laws of public development, specificity of modern economic conditions and changes in current policy (both internal and external) are taken into account; using foreign experience of successful realization of such policy; using complex approach in development of methods connected with financial relations improvement. Such financial policy will help to productive forces development, improve welfare and solve the problems of financial system development.

The elements of financial sector restructuring at rather efficiently financial policies of its entities include construction of the system of integration-oriented strategies of such entities, globalization aspects of financial processes with improving the conditions of entities activity, ensuring financial stability of financial sector entities, minimizing risks connected with certain financial transactions and in the financial system as a whole.

The financial policy of entities of researched area should be oriented on ensuring the effective financial control over the resources, its target distribution and using, ensuring timely fulfillment of the obligations to other economic entities, ensuring the activity of entities of the financial sector and searching the reserves of its effectiveness increasing, the development of the system of directions of significant assets long-term investment increasing for further development of the financial system, minimizing tax optimization systems involving financial sector entities.

The system of directions of financial policy of entities of the financial sector (both macro- and microeconomic point of view) includes: such entities capital structure improving, increasing business opportunities for compensation of large losses, development of reliable investment instruments for long-term development, increasing the role of the government in the financial market for systematic development of the financial sector, development of the conceptual principles of financial sector entities development, improvement of legislation base in the financial sector, optimization of types of financial services, reducing the "captive " market entities, increasing the efficiency of state regulation and financial market supervision, demonopolization of certain segments of the financial sector, increasing profitability and reducing unprofitability of certain types of financial services, the introduction and gradual improvement of budgeting of activities of entities of the financial sector, the implementation of coordinated methods to combat with financial fraud, increasing the range and sales volume of financial services offered, existing financial services system improvement, entities portfolio structure optimization, financial transactions adaptability improvement, existing mechanisms of interaction with clients improvement, the implementation of the effective information technologies in the financial sector, strengthening the validity of materials about status and problems of financial markets, financial reporting and business data processing methods

improvement, that will effectively assess their financial position and results, implementation of unfair entities of the economic system, improved rankings of financial sector entities, increasing data transparency on the domestic financial market, increasing individuals and businesses trust to researched area entities, the improvement of obligations fulfillment system by entities, strengthening the financial culture of potential consumers of financial services, reducing the opportunities of legitimate (half-legitimate) tax liabilities minimization and reducing the number of non-financial companies, which are seemed to be financial and specialize in such schemes, increasing fiscal revenues from the financial sector, reducing the cost of certain taxes administration, minimization of legislative differences during the process of special funds resources direction for investments, investing mobilized financial resources of financial sector entities in innovation and investment projects to improve economic competitiveness, market share increasing, customer service quality increasing, ensuring business transparency, reducing losses, increasing business profitability, financial system capitalization increasing, financial management advanced technologies introduction, financial system and its individual entities competitiveness improvement, ensuring system financial sustainability, enabling the conditions for financial services development in the context of integration and globalization processes, improving the mechanism of economic system entities guarantees of returning lost funds in case of financial sector entities bankruptcy, improving the redistribution policy of financial sector entities risks caused by failure of their capital base, the need to leave the limited share of risks (the factors of last one are insignificant amounts of share capital of financial sector individual entities, relatively low capacity of the financial market, etc.) [2; 4; 9; 10; 13].

High riskiness is an integral feature of the financial policy of researched entities. Such its components as underwriting, credit, liquidity, and further risk of financial stability are should be taken into account in financial risks management to enhance the effectiveness of such policy [12].

Mergers and acquisitions of individual entities of the financial sector with other business entities (banks, businesses, etc.) create "economies of scale", enhance effectiveness increasing both the financial sector and its entities compared with those entities, who did not participate in such processes. Consequently, financial sector individual entities capital concentration increases the efficiency of their activity, increases the quality of the financial management, strengthens the competitive positions of these entities in the financial market (in this case the effect of increasing volume operations is mostly used) [6]. Thus, the maintenance of the aforementioned processes is an additional and simultaneous global trend of financial policy of individual entities of the financial sector.

Improving the efficiency of modern financial policy of financial sector entities will contribute to the improvement of financial instruments in the economy of the country.

Conclusions: The activity of individual entities of the financial sector is an important element of social and economic development of the society. The financial policy of such entities has specific features and includes investment, social, tax directions and etc. These elements are interconnected with each other and constitute a single whole. Other approaches include classic, captive and scheme financial policy, financial strategy and tactics. Economical and political instability of the country, inadequate legislation, poor financial culture, the overall underdevelopment of the financial market of the state are the factors of influence on the researched policy. The right choice of the financial policy model of concrete entities of the financial sector, the analysis of its capacities, directions, taking into account level of

governmental regulation are the most important in modern conditions. The reasonableness of such policy will lead to the overall development of the financial system. Exactly the effective financial policy determines the efficiency of the financial system and increases its credibility. The proposed system of directions of development of the financial policy of individual entities of the financial sector will not only improve the efficiency of such entities, but also will contribute to a stable, sustainable development of the financial system and will improve the modern financial market.

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Ключові слова: фінансова система, суб'єкт, фінансова політика, напрям, ефективність, результативність, сфера, сектор.

Ключевые слова: финансовая система, субъект, финансовая политика, направление, эффективность, результативность, сфера, сектор.

Keywords: financial system, subject, financial **policy**, direction, efficiency, effectiveness, sphere, sector.

УДК 350.236

RESEARCH OF PROBLEMS OF DEVELOPMENT NATIONAL FUND MARKET

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Македон В. В., Тульських І. Л. Дослідження проблем розвитку національного фондового ринку.

В статті розглядається сучасний стан фондового ринку України та його проблеми, проводиться порівняльний аналіз економічних показників діяльності українського, польського та хорватського фондових ринків. З огляду на функціонування більш розвинених бірж надаються рекомендації щодо розвитку фондового ринку України та створення сприятливих умов для його розвитку та ефективного функціонування.

В статті систематизовано та детально розглянуто основні проблеми розвитку фондового ринку України, серед яких: низька капіталізація та обмежена ліквідність фондового ринку, переважання неорганізованого фондового ринку, низька якість корпоративного управління та відсутність інформаційної прозорості ринку, слабкий захист прав інвесторів, мізерність активів інституційних інвесторів, відсутність консолідації серед українських бірж, низька активність населення на фондовому ринку тощо.

Узагальнюючи все вищезгадане можна зробити висновок, що не дивлячись на тяжкий стан економіки України та її фондового ринку існують гарні перспективи її подальшого розвитку. З метою якісної перебудови вітчизняного фондового ринку необхідним є реформування більшості складових ринку та усунення перешкод, що заважають його подальшому сталому розвитку. Виконання перелічених заходів підвищить надійність фондового ринку та довіру до нього масових інвесторів. Це забезпечить розкриття інвестиційного потенціалу вітчизняного фондового ринку, перетворить фондовий ринок на важливий елемент вітчизняної фінансової системи та підвищить його роль у забезпеченні економічного зростання України.

Makedon V., Tulskih I. Research of problems of development national fund market.

A modern fund market of Ukraine and his problem condition is examined in the article, the comparative analysis of economic indicators of activity is conducted Ukrainian, Polish and Croatian fund markets. Taking into account functioning of more developed exchanges get to recommendation in relation to fund market development of Ukraine and creation of favourable terms for his development and effective functioning.

The paper systematically and discussed in detail the main problems of the Ukrainian stock market , among which are: low capitalization and limited liquidity of the stock market , the predominance of the informal stock market , poor corporate governance and lack of transparency of the market , weak investor protection , the scarcity of assets of institutional investors , the lack of consolidation of the Ukrainian stock exchanges , low activity of the population in the stock market and so on .

Summarizing all the above , we can conclude that despite the difficult economic situation in Ukraine and its stock market there are good prospects for further development . For the purpose of qualitative restructuring of the domestic stock market should be reformed most of the components of the market and remove obstacles to its further sustainable development. Performing these activities will increase the reliability of the stock market and the credibility of mass investors. This will ensure that the disclosure of the investment potential of the domestic

stock market , the stock market will turn into an important element of the domestic financial system and enhance its role in economic growth in Ukraine .

Македон В. В., Тульских И. Л. Исследование проблем развития национального фондового рынка.

В статье рассматривается современное состояние фондового рынка Украины и его проблемы, проводится сравнительный анализ экономических показателей деятельности украинского, польского и хорватского фондовых рынков. Учитывая функционирование более развитых бирж предоставляются рекомендации относительно развития фондового рынка Украины и создания благоприятных условий для его развития и эффективного функционирования.

В статье систематизированы и подробно рассмотрены основные проблемы развития фондового рынка Украины, среди которых: низкая капитализация и ограниченная ликвидность фондового рынка, преобладание неорганизованного фондового рынка, низкое качество корпоративного управления и отсутствие информационной прозрачности рынка, слабая защита прав инвесторов, скудность активов институциональных инвесторов, отсутствие консолидации среди украинских бирж, низкая активность населения на фондовом рынке и т.п..

Обобщая все вышесказанное можно сделать вывод, что несмотря на тяжелое состояние экономики Украины и ее фондового рынка существуют хорошие перспективы дальнейшего развития. С целью качественной перестройки отечественного фондового рынка необходимо реформирование большинства составляющих рынка и устранение препятствий, мешающих его дальнейшему устойчивому развитию. Выполнение перечисленных мероприятий повысит надежность фондового рынка и доверие к нему массовых инвесторов. Это обеспечит раскрытие инвестиционного потенциала отечественного фондового рынка , превратит фондовый рынок в важный элемент отечественной финансовой системы и повысит его роль в обеспечении экономического роста Украины .

Topicality Formation and development of Ukrainian State is taking place in conditions of deep economic crisis. Overcoming the crisis depends on the successes of radical economic reform implementation and transcendence to market economy. Formation of efficient stock market in Ukraine is to be considered in the context of general processes of socio-economic and political reforms, which are being implemented. Any large-scale economic transformations will be uncompleted without creation of competitive financial sector, which will be able to mobilize stock market and provide it with investment resources. The process of working out of normative base, which regulates the activity of stock market participants, is almost completed in Ukraine. The phase of the improvement of separate legislative acts in accordance with the analysis of practical activity of issuers, investors and professional participants has started.

These questions determine the topicality of researches devoted to deep analysis of national stock market problems, detection of which gives opportunity to find the ways for overcoming them and for further development of the stock market.

The latest researches and publications analysis. Ukrainian stock market and its problems were studied by such scientists as: O.A. Bilous, O.I. Ginzburg, E.P. Grygorenko, A.P. Dankevich, G.M. Kalach, G.V.Karpenko, V.V. Korneeva, A.S. Kryklii, O.M. Mozgovyi, L.O.Omelyanovych, V.V. Oskolskyi, G.M.Tereschenko, O.M. Chemodurov, but taking into account the velocity of processes on domestic and global stock market, changes of conditions on external market, economic, legislative, and political environment, there is a necessity to issue articles in this field of science, that will widen an idea about current processes on Ukrainian stock market.

The aim of the research. The main problems of current Ukrainian stock market determination and introduction of ways of their solution are the aims of the research.

The main text. Stock market is a segment of financial market. Securities issue, their purchase and sale are realized on the stock market. Stock market is original, many-sided economic system. It is an important component of country's national economy. It assists in accumulation of capital for investments in production field, structural readjustments of economy, improvement of personal well-being in the way of securities' possession and their easy handling. The main function of the stock market is redistribution of investment resources and provision of production needs with capital. There should be a developed infrastructure of the stock market, wide range of instruments and effective mechanisms of market participants interaction for fulfillment of these functions. The formation of the Ukrainian stock market started in 1991, when Ukraine became an independent country. The first trading platform – Ukrainian stock exchange has arisen. Unfortunately, initiation of Ukrainian stock market started under the conditions of lack of practice and experience needed. This fact influenced significantly its further development.

A lot of different transformations have been taking place on the stock market. Today Ukrainian stock market has both European and American stock market model features. It is represented by more than ten trading platforms, but the three of them, such as Ukrainian Stock Exchange, PFTS Stock Exchange and Ukrainian Exchange are of the main interest.

Ukrainian Stock Exchange was registered in 1991 and was the first organized securities market in Ukraine.

Ukrainian Stock Exchange played very important role in privatization processes through the stock exchange mechanism of price formation. The role of Ukrainian Stock Exchange was reduced in 1996 when PFTS Stock Exchange appeared. In 2008 another trading platform – Ukrainian Exchange appeared and after some time it occupied very important place on Ukrainian Stock market. Examining Ukrainian stock market we will take into consideration the characteristics of two main trading platforms: PFTS Stock Exchange and Ukrainian Exchange. [6].

Mechanism of stock market functioning is very complicated in any country.

Analyzing Ukrainian stock market activity, it is interesting to compare it with stock markets of the closest neighbors of Ukraine: Poland and Croatia, which have the same geographical location and were founded at the same time in 1991.

In the chart below we can compare some activities of stock markets of these countries (chart 1.).

Chart 1

Comparative characteristics of Ukrainian, Polish, and Croatian stock markets

Country	Year of foundation	Number of trading platforms	Name of the index	Growth of the index in 2012	Number of companies in listing	Money turnover in 2012	Growth of money turnover	Capitalization	International recognition
Ukraine	1991	3	PFTS	↓ 40%	1437	\$11 bln.	↑ 67,5%	\$17,6 bln.	+
			UX	↑ 13%	313	\$1,4 bln.	↑ 366%		
Poland	1991	1	WIG	↑ 14%	440	\$65,5 bln	↓ 25%		+
Croatia	1991	1	CROBEX	↑ 9%	376	\$739 mln.	↓ 35		

At the first sight, taking into account chart data it is possible to come to a conclusion that Ukrainian stock market is developing dynamically, but at more detailed examination it is clear that stock market remains the weakest element of Ukrainian financial system.

Studying the above mentioned figures, it is important to point out that in the annual turnover of PFTS Stock Exchange (89,45 bln. hr.) trading volume for inner public debt bond makes up 82% of the whole trading volume for the year of 2012. Corporate bonds make up 15 % whereas stocks trading makes up just 2% of the whole turnover.

Such data prove the fact that Ukrainian stock market is on the initial stage of its development and has many problem aspects. these facts explain its low liquidity and competitiveness [1]

From the above mentioned chart it is seen that trading volume on Ukrainian stock market is less than that on Polish one, despite the fact that more companies are represented on the Ukrainian listing. But in the reality the presence of such a big range of financial instruments doesn't correspond to the amount of transactions by these financial instruments. There are limited securities, which are really used on the Ukrainian stock market, in comparison with stock markets of developed countries. About 80% of all securities listed do not meet the requirements of the listing, and are introduced in the stock exchange register as non-listed securities.

So, it is possible to conclude, that the biggest part of the whole amount of money turnover on the Ukrainian stock exchanges is created artificially, because the shares of Ukrainian companies are not so liquid and there are not so many share transactions which could create such a big money turnover.

There are graphs of two main and the most popular Ukrainian indexes: PFTS (Graph 1.) and UX (Graph 2.).



Graph 1. Index PFTS for 2011-2013 [3]



Graph 2. Index UX for may 2012 – October 2013 [3]

Looking at graphs PFTS and UX it becomes clear, that both indexes have strong trend to fall during several years. These indexes are calculated on the basis of the market price of the most successful Ukrainian companies' stocks, thus, Ukrainian economy condition is characterized by such indexes.

Looking at line of support and line of resistance one can see, that both PFTS and UX are moving definitely in their price corridor. Comparing these graphs it is seen, that the fluctuations of the indexes replicate each other.

So, we can see, that these indexes practically duplicate each other. Unfortunately, indexes' values do not even reach the middle part of the price corridors. This fact proves that there are no preconditions for sharp turn of the trend and for growth of these indexes.

The state of Ukrainian indexes is not the cause for Ukrainian stock market imperfection, but it is its result.

One of the Ukrainian stock market features is predominance of uncoordinated stock market over coordinated one. Almost 80-90% of stocks are traded outside the coordinated market. There are a lot of transactions with stocks of non-existent or bankrupt companies on the uncoordinated market. Such stocks have no value, but because of lack of well-ordered registration system they circulate and are used in illegal financial schemes. Coordinated market in Ukraine is negligible part of the national securities market. It is institutionally scattered and mostly virtual. There is a formal registration of deals with securities but in reality they are not performed on the uncoordinated market [8].

According to the statistics only 10-20 transactions per week are made with the most popular Ukrainian stocks, 1-2 transactions with less popular stocks. Such low figures explain the low liquidity of domestic stocks and such a low liquid market is of no interest for investors. Thereby, one of the main problems of Ukrainian stock market is really low liquidity of stocks circulating there.

Because of low liquidity of Ukrainian stock market the main market players are nonresidents. Ukrainian investors do not have enough capital for efficient manipulations on the market and confrontation with foreign capital. Main tendencies are made by foreign investors by bringing in and withdrawing their capitals. Such activity of foreign investors can influence substantially the situation on the market and domestic investors have to follow such pattern.

Low level of capitalization doesn't motivate issuers to allocate their stocks at Ukrainian trading platforms, that is why Ukrainian companies prefer IPO on Warsaw or London stock exchanges. Some companies, such as Cereal Planet PLC announce the intention to carry out an

IPO in Warsaw in 2013. 12 Ukrainian companies are represented on Polish trading platforms, 11 of them are represented in WIG-Ukraine index, where only Ukrainian companies are listed (chart 2).

Companies which are included in WIG - Ukraine [10]

	Quantity of stocks in index, mln.	Value of stocks in index basket, thousands zloty
KERNEL	13,807	688693,16
ASTARTA	9,256	451692,8
IMCOMPANY	9,809	129773,07
OVOSTAR	1,558	127 756,00
MILKILAND	8,426	93 612,86
KSGAGRO	5,126	47005,42
KDMSHIPNG	996	36055,2
COALENERGY	11,253	30 383,10
AGROTON	6,610	15 930,10
SADOVAYA	10,771	10 340,16
WESTA ISIC	11,033	7 612,77

Obligatory dual listing could enlarge the liquidity of Ukrainian market. In such a way Ukrainian companies would have an opportunity to allocate securities on foreign markets. Stocks of the companies that are already quoted on foreign stock exchanges could trade their stocks on domestic trading platforms.

There have been a lot of talks about dual listing since 2011, but the progress in this sphere has been outlined by now.

Securities and Stock Market National Commission has approved the list of 69 stock exchanges which should provide turnover of foreign securities and are supposed to obtain the admittance to Ukrainian securities.

Moreover, the regulator has ratified the order of allocation and turnover of Ukrainian issuers' securities outside the country. This decision makes it possible to list up to 75% of company stocks outside the country [9].

Unfortunately, one of the factors that retard development of Ukrainian stock market is the fact, that very few domestic investors are ready to invest their money to Ukrainian financial instruments. According to statistics, only 7% of Ukrainian population knows about existence of stock market, and only 1% of Ukrainians take advantage of working on stock market. It is a very small amount of people, who are ready to develop domestic economy and enlarge their capitals with the help of stock markets. The majority of Ukrainians think that it is less risky not to invest their money at all. Large part of Ukrainian population prefers making deposits in banks and think that it is less risky way to enlarge their capital.

As a result, around 160 bln. of hryvnas were invested by legal entities and individuals in bank deposits in 2008, at the same time only 2bln. of hryvnas were invested in stock market.

Such low activity of population is connected with low level of financial competence and is a serious problem for further development of Ukrainian stock market. People do not understand the role of stock market and its financial instruments. They have low earnings and do not trust their government, so they avoid making long time investments.

Serious problem of domestic stock market development is imperfectness of information revelation system used by issuers and professional players of the market. They often do not follow the standards of corporate management concerning presentation of authentic information. Thus, the information provided is not correct and it complicates estimation of the real value and

potential of Ukrainian companies by investors. This fact leads to underestimation of their investment intentions and hampers making important investment decisions.

New law "On securities and stock exchange" was adopted. It stipulates transparency of stock market through implementation of information revelation system.

Issuers, who conduct an IPO, must disclose information about their financial and economic state. On the legal level such law exists, but unfortunately it is not realized [7].

Low interest of investors to the stock market in Ukraine is also stipulated by imperfect legal base of its functioning. Normative base, which regulates relations in financial sector of economy does not meet international standards, so investors are unprotected by government.

Peculiar attention should be focused on imperfect system of ownership of securities registration. Existing system doesn't meet international standards and international practice. Delays and groundless denials in the process of ownership registration, the lack of organizational and technical coordination among custodian and registrars, low level of information exchange among them are the most common problems.

Ukrainian stock market has imperfect technical support. Only since 2009 companies presenting trading on stock market service have been offering Internet trading to their clients. Although this service had been popular all over the world a long time ago. This service gives individuals the opportunity to make transactions with financial instruments by themselves with the help of the Internet paying a commission for transaction to a broker. Absence of well-organized work of technical means slowed down the attraction of wide range of individual investors, but at the end of 2011 with the help of the Internet trading the number of individuals, making transactions on the Ukrainian stock market increased by 10 thousand people [9].

Great number of different organizations such as Securities and Stock Market national Commission, National Bank of Ukraine, State-owned Property Fund of Ukraine, Ministry of Finance of Ukraine, State Commission of Financial Market Services Regulation, Counting Chamber of Ukraine, State Tax Administration of Ukraine, State Statistics Committee of Ukraine, State Office of Financial Monitoring of Ukraine, banks, stock exchanges and other participants of the market take part in Ukrainian stock market functioning.

The problem is in the fact that theoretically Ukrainian stock market is already formed segment of financial sector, which includes all elements of the structure peculiar to securities markets of developed countries, but in fact it is a number of institutes, each of which is interested in getting profit only for itself but not for the stock market as a whole.

Existence of several trading platforms is complicating control over the transactions with securities and spreading sufficient amount of informational indicators about quantitative and qualitative parameters of these transactions.

Actual condition of Ukrainian stock market analysis shows, that securities market in Ukraine remain behind the developed stock markets both in industrial countries and countries with transitive economy. Such market does not meet needs of state economy and gives no opportunities to accumulate and redistribute investment capital between different spheres of economy. Such condition of stock market, its underdevelopment restrains enlargement of investments, which is needed for competitiveness of real economy sector enlargement [2, 8].

There have been some positive results achieved for the years of functioning of stock market. Securities and Stock Market national Commission and Agency of stock market infrastructure development permanently make some improvements of normative-legislative base, infrastructure, the level of financial competence of population is growing.

System of electronic reports passing for issuers of securities and unified base of stock market participants were worked out because of wide use of informational technologies. Some measures such as new instruments introduction, concentration of securities trading on stock exchanges, and some other are not realized yet. Unfortunately not all changes work as it was planned, some changes are insufficient, but any changes need some time.

Ukrainian stock market development depends on definite measures of financial system development made by government. Further development of stock market is impossible just by

itself, that is why tempo of stock market development, its quantitative aspects and its investment potential depend on definite measures of public policy in the financial sector.

Securities and Stock Market national Commission have presented in September 2010 The Program of stock market development 2011-2015 for solving the majority of these problems.[5]. This Program suggests mechanism of solving the problems of low liquidity of the market, its infrastructure development and simplification of currency regulation. The program consists of more than 120 measures, which will help to solve these problems. In this way, creation of own strategy of stock market development will give opportunity to Ukraine to integrate to the global stock market, to solve problems connected with attracting of resources and national competitiveness strengthening.

It is important to keep in mind, the fact that Ukrainian stock market is at the beginning of its development. It should pass through all difficult stages of its formation, development and growth, to become real indicator of economy and effective mechanism of investing, and not to be speculative instrument which is far from reality like it is today. It is impossible to pass this way without active participation of government and separate citizens [5].

Coordinated actions of the Parliament, the Government, Ukrainian Public Assets Fund are needed for the improvement of situation on the Ukrainian stock market. A system of informing and consulting about situation on stock market must be urgently created for population needs. It will give opportunity to develop pensionary accumulation system, to hold privatization of state enterprises with the help of stock market. It will help to make Ukrainian stock market transparent, liquid and effective within rather short period of time[Chemodurov].

Strong and effective market is an indicator of strong and effective economy. Development of industrial and financial spheres should go simultaneously. Ukrainian industrial potential is big enough, despite retarded infrastructure and outdated production assets. Normalized development of domestic economy, which could attract investments, will start intensive development of Ukrainian stock market.

Ukrainian stock market future is impossible without implementation of reforms of the majority of market elements and removal of the obstacles, which hinder this development.

The Government should enlarge capitalization, liquidity and transparency of the stock market. These problems can be solved if the volume of securities having high investment characteristics grows, new financial instruments appear, the system of effective control over the norms of legislation adherence by all participants of investment process is implemented and amendments to tax legislation are introduced. The Government should assist institutional investors in their formation and development. Improvement of market infrastructure and provision of its reliable functioning should be done through depositary system modernization, consolidation of informational and technical stock exchange system, extension of the requirements to professional participants of the stock market.

Integration of two dominating Ukrainian trading platforms PFTS Stock Exchange and Ukrainian Exchange is preferable. Such integration will lead to providing services of higher quality and simplification of monitoring and registration of financial transactions. Such practice was used in many countries, some economic characteristics of which (Croatia) were examined in Chart 1.(in March 2007 Zagreb Stock Exchange and Varadzinskaya stock exchange were integrated). Another way, which does not presuppose integration, is provision of synchronous work of two stock exchanges.

The main principals of international standards are transparency, openness, availability, ordering and competitiveness. Thus, the prior directions of stock market development are: development of normative-legislative base in the institutes of conjoint investment regulation sphere, development of derivative securities market, improvement of corporate management mechanisms, provision of shareholders' rights protection and improvement of mechanisms used to make the information about activity of securities issuers open. The main aim of Ukrainian stock market should be directed to the investments to renovation of industrial potential and further growth of production. It will help Ukrainian stock market to develop stably.

Conclusion: The main problems of Ukrainian stock market development, such as low capitalization, limited liquidity of stock market, dominance of non-coordinated market over coordinated, low quality of corporate management and lack of informational clarity of the market, low level of investors' rights protection, scantiness of institutional investors' assets, absence of Ukrainian stock exchanges consolidation, low activity of population on the stock market, etc. were systematized.

Summarizing abovementioned it is possible to conclude, that the state of Ukrainian economy and Ukrainian stock market is difficult, but there are positive perspectives for its further development. Reforming the majority of market elements and removal of the obstacles, which hinder the domestic stock market development are necessary for its qualitative reformation. The fulfilment of measures mentioned above will increase reliability of the stock market and trust of the mass investors to it. It will provide the realization of investment potential of domestic stock market. It will make stock market an important element of domestic financial system and increase its role in economic growth of Ukraine.

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Ключові слова: фондовий ринок, фондова біржа, фондовий індекс, ринок цінних паперів, інвестиції.

Ключевые слова: фондовый рынок, фондовая биржа, фондовый индекс, рынок ценных бумаг, инвестиции.

Keywords: fund market, exchange stock, fund index, market of equities, investment.

УДК 338.124.4

FINANCIAL AND ECONOMIC INSTABILITY AND ITS IMPACT ON THE ECONOMIES OF THE WORLD

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Khadzhynov I. Financial and economic instability and its impact on the economies of the world.

The article explains the need to use different strategies, tools and methods of crisis management at various levels of government. In order to ensure the sustainability of all the actors of the market economy, including macro-, meso- and micro-level, use a variety of strategies, tools and management techniques. Their combination depends on the legal form of organization, the type and scope of activities. Modern time requirements substantially change the basic parameters of crisis management, a significant increase in its scope, as well as suggest the transformation crisis management crisis in business regulation. As part of achieving the objectives, perform the functions of anti-recessionary business regulation using appropriate tools the state uses different methods of influence - both direct and indirect, administrative and economic. State crisis management represented by the species: the legal and regulatory, financial, government industrial policy, income redistribution. It is concluded that currently persists unlikely risk of unexpectedly rapid rise in prices for energy and food conditions in the regrowth of the leading economies in the world because of loose monetary policy pursued by central banks , and limited opportunities to increase the production of most types of energy and food materials. In the event of a sharp rise in prices , some CIS countries may encounter difficulties and will need the support of its neighbors . However, for the region as a whole such growth would be favorable.

Хаджинов И.В. Финансово-экономическая нестабильность и её влияние на экономики стран мира.

В статье обосновывается необходимость применения различных стратегий, инструментов и методов антикризисного управления на различных уровнях управления. В целях обеспечения устойчивости функционирования все субъекты рыночной экономики, включая макро-, мезо- и микроуровень, применяют различные стратегии, инструменты и методы управления. Их набор зависит от их организационно-правовой формы, вида и масштабов деятельности. Новые требования времени существенно изменяют основные параметры антикризисного управления, значительное увеличение его масштабов, а также предполагают трансформацию антикризисного управления в антикризисное бизнес-регулирование. В рамках достижения целей, выполнения функций антикризисного бизнес-регулирования с использованием соответствующих инструментов государство применяет различные методы воздействия – прямые и косвенные, административные и экономические. Государственное антикризисное регулирование представлено видами: нормативно-законодательным, финансовым, государственной промышленной политикой,

перерасподіленням доходів. Сделан вывод, о том, что на данный момент сохраняется маловероятный риск неожиданно быстрого роста цен на энергию и продовольствие в условиях восстановления роста ведущих экономик мира по причине мягкой кредитно-денежной политики, проводимой центральными банками, и ограниченных возможностей увеличения производства большинства видов энергетического и продовольственного сырья. В случае резкого роста цен некоторые страны СНГ могут столкнуться с трудностями и будут нуждаться в поддержке соседей по региону. Однако для региона в целом такой рост был бы благоприятен.

Хаджинов І.В. Фінансово-економічна нестабільність і її вплив на економіки країн світу.

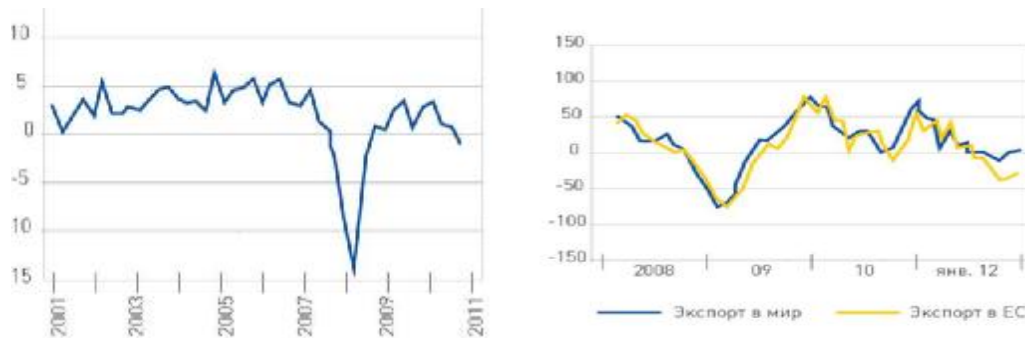
У статті обґрунтовується необхідність застосування різних стратегій, інструментів і методів антикризового управління на різних рівнях управління. З метою забезпечення стійкості функціонування всі суб'єкти ринкової економіки, включаючи макро-, мезо- та мікрорівень, застосовують різні стратегії, інструменти і методи управління. Їх набір залежить від їх організаційно-правової форми, виду і масштабів діяльності. Нові вимоги часу суттєво змінюють основні параметри антикризового управління, значне збільшення його масштабів, а також припускають трансформацію антикризового управління в антикризове бізнес-регулювання. У рамках досягнення цілей, виконання функцій антикризового бізнес-регулювання з використанням відповідних інструментів держава застосовує різні методи впливу - прямі і непрямі, адміністративні та економічні. Державне антикризове регулювання представлено видами: нормативно-законодавчим, фінансовим, державною промисловою політикою, перерозподілом доходів. Зроблено висновок, про те, що на даний момент зберігається малоймовірний ризик несподівано швидкого зростання цін на енергію і продовольство в умовах відновлення зростання провідних економік світу з причини м'якої кредитно-грошової політики, що проводиться центральними банками, і обмежених можливостей збільшення виробництва більшості видів енергетичної і продовольчої сировини. У разі різкого зростання цін деякі країни СНД можуть зіткнутися з труднощами і будуть потребувати підтримки сусідів по регіону. Однак для регіону в цілому таке зростання було б сприятливе.

Introduction. The period from 2007 to the present differs high turbulence in the world economy. Mortgage credit lending's crisis in the USA that was accompanied by the bankruptcy of large financial companies (e.g. Bear Stearns и Lehman Brothers), caused a sharp drop in economic activity and a collapse in the stock and commodity markets in 2008. In 2009-2010 the economy and markets had recovered significantly, under the influence of fiscal and monetary energetic stimuluses' that were overtaken by the governments worldwide. The outcome of soft fiscal policy was growth of public debt of EU's many countries that caused investors to doubt about the possibility of further service. This led to the scale of the debt crisis in the Eurozone.

The main purpose is to study the consequences of world crisis for economies of different countries.

Results. Over the past two years, European authorities have been looking for ways to resolve the debt crisis by providing support to debtors through the European Central Bank (ECB) and through specially created stabilization mechanisms such as European Financial Stability Facility (EFSF) and European Stability Mechanism (ESM). The main result of the first quarter of 2012 was a great write-down of Greek debt. At the summit on March 30 it was decided by euro zone's finance ministers to increase the volume of anti-crisis two institutions to € 800 billion. Worsening of debt crisis in the second half of 2011 had a negative impact on the economic situation in developed countries: the euro zone economy has shown a negative growth rate in the IV quarter of 2011. The economic downturn in Europe affected the fall in international trade: exports of goods in the world shrank in the end of 2011 (IMF, 2012).

Slowdown in world trade affected the prospects for economic growth. Forecasts of international organizations, made in January 2012, were disappointing. The main reason is the growing crisis in the euro area, which interacts with the factors of financial vulnerability. The IMF cut its forecast for the global economy by 2012 from 4% projected in September 2011, to 3.3%. This was due to the fact that the euro area economy had to drop into a mild recession in 2012 as a result of increasing the yield of sovereign obligations, the impact of deleveraging in banks on the real economy and the additional measures of fiscal consolidation (IMF, 2012).



Concerns about banking sector losses and fiscal sustainability has led to an increase in spreads on sovereign bonds of many euro area countries that have reached the highest levels for the time of its existence. Virtually ceased bank financing has prompted the ECB to introduce a three-year long-term refinancing operations. Capital flows to emerging markets fell sharply. However, developments since the beginning of this year mitigate the negative expectations. Refinancing operations conducted by the ECB, together with the success in reaching an agreement on carrying out fiscal and structural reforms in Europe will reduce the risk of escalation of the liquidity crisis and calm financial markets. As a result, volatility in financial markets declined and resumed the movement of capital. As a result, in April 2012, the IMF raised its forecast for global GDP growth to 3.5% this year and 4.1% next year. Slight improvement in forecasts shows that risks are preserved.

Due to the worsening of external environment and weakening domestic demand, growth rate will be below potential in emerging markets and developing countries. The largest negative secondary effects are expected in Central and Eastern Europe, because of the close trade and financial ties with the countries of the EU region. It is expected that the impact on other regions will be relatively small, since softening of macroeconomic policy will largely offset the effects of lower demand from advanced economies and global growing risk aversion. For many emerging markets and developing countries favorable forecasts also reflect the relatively high commodity prices.

Currently, there are several risk factors for global deep recession. Firstly, it is possible to further aggravation of the eurozone debt crisis. Secondly, it is possible the emergence of a crisis of confidence due to the lack of development and implementation of plans for medium-term fiscal consolidation at the federal level of USA. Third, can not be excluded a major debt crisis at the state and USA municipalities. Fourth, increase in oil prices and food products is possible due to geopolitical risks of a negative supply shock of oil. These instabilities can lead to a drop in the prices of goods exported by the countries of the CIS.

The risk of a global recession due to the eurozone's crisis is now the most high. In this case, the success of the efforts of the European Community to resolve the debt problems is not guaranteed.



Thus, many analysts still believe that the default and Greece's way out of the EU would be the most likely outcome of the crisis. Lacks of confidence in the ability of other European countries with high debt level service their obligations. In particular, in spite of some positive effect caused by the actions of the European authorities to stabilize the prices of debt borrowing for the largest of the crisis-affected economies of Italy and Spain, the quotations of government bonds most troubled countries remain low and the cost of debt service for them too high.

There is a probability of new problems with debt in Europe that will require debt restructuring wider range of countries. Adverse consequences of this process for the financial sector and a new wave of austerity measures will have a negative impact on the economic situation in the world. The scale will depend on which countries will be affected by the new episodes of the debt crisis. If it does not go beyond the small states of the European periphery, the associated negative shocks may be quite moderate. If the debt situation will go out of control in large countries, the consequences will be very significant. The collapse of the euro zone will have consequences far more severe than the credit crisis of 2008 in the United States.

The problem remains because of the problems of sovereign borrowers and banks in the euro area. This leads to a much greater and more prolonged deleveraging by banks and a significant reduction in credit and output. Such way is shown on Fig.4. He suggests that sovereign spreads temporarily increase. Concerns about fiscal sustainability will lead to fiscal consolidation with a greater concentration of measures at an early stage, which will dampen demand and economic growth in the near term. Banks' asset quality will deteriorate to a greater extent than in the basic way, because of the large losses on sovereign bonds and loans to the private sector. Private investment will be reduced. As a result, the volume of production in the euro area declined by about 3.5% relative to the baseline. On the assumption that the financial chain reaction for the rest of the world will be stronger than in the baseline scenario (but less than after the collapse of Lehman Brothers in 2008), and taking into account secondary effects transmitted through international trade, global output will be about 2% lower than predicted IMF in September. Reduction of US government's costs in connection with the need to regain control over the growing public debt is another source of risk for the CIS countries. Despite the positive nature of this measure in the long run, its immediate effect will be a slowdown in the US and

falling world commodity prices, which is the foundation of our export countries. The lack of direct trade relations with the United States does not matter in this case since oil, metals and grains trade has an international character, and falling demand for them in the world's largest economy will affect the prices of commodities exported from the CIS. Development of the situation in the US on the above way will have a limited impact on the rest of the world. The scale of the recession will be far from the scale of the recession of 2008-2009.

Firstly, quite a drastic reduction in government spending could have a certain effect on the economy. There is no reason to expect that it will lead to financial disaster in the spirit of Lehman Brothers 's bankruptcy. Secondly, the political struggle in the United States ahead of the presidential and parliamentary elections in November this year prevents radical steps in the field of fiscal policy, despite the severity of the on going debates. About real tightening of fiscal policy in the US will only be from 2014 onwards. Thirdly, the situation in the US economy as a whole is changing for the better. If this trend will be continued, the fiscal consolidation, which is needed to restore the sustainability of public finances, it may be less radical than it seems necessary now. Nevertheless, early consolidation can be triggered large-scale crises in other parts of the world, in Europe, in the event that its influence will decrease investor's confidence in the reliability of the debt of the US government.

The Chinese economy, which grew under the influence of stimulus measures by the government in 2009-2010, greatly facilitated the task of overcoming the crisis for the rest of the world, reduces the rate of its development. Public policy changed direction in 2011, the authorities, faced with the overheating of the economy, expressed in accelerating inflation and rapid growth in property prices, have taken measures to curb credit expansion, which brought the result that is inflation in the country began to decline and ended the boom in real estate.

China lowered its growth forecast for the economy. This year the government expects GDP to increase by only 7.5%. Last year it grew by 9.2% in 2010 - 10.4%, and on average over the last decade has grown by more than 10% per year. According to preliminary estimates of the State Committee for National Development and Reform Commission, in the first quarter of 2012, the national economy growth has slowed to 8.4%. Expert forecasts for this year range from 7% (Ernst & Young) to 9% (Morgan Stanley). Moreover, most of these figures are changed down, then up, indicating uncertainty in the current situation. Warming up of China's economy in crisis has led to increase of national debt from 1.03 trillion US dollars in 2010 to 2.78 trillion US dollars in March 2012 that accounted for 43% of GDP.

Slowing of economic growth in China is connected to the action of both tactical and long-term factors. In a difficult situation in Western economies falling demand for the products of Chinese exporters, especially since the rise in prices and wages in the country to strengthen the RMB exchange rate at making them less competitive. On the other hand, in recent years, China has seen dynamic growth in credit and asset prices. This has stimulated demand and could lead to an overestimation of equilibrium growth. A direct consequence of the abundance of cheap money has become a "bubble" in the property market, ss. in the crisis years China has seen a construction boom, the assets unjustifiably expensive. At present, the "bubble" began to deflate in most major cities property prices are declining for six months, the number of vacant houses and apartments, according to some estimates, exceeded 50 million. The real estate sector (including construction) is about 20% of the Chinese economy. The crisis in this field can be disastrous. In addition, overly active credit policy has led to the formation of a huge (if not critical) mass of "bad" debt in the banking sector. Slower growth may exacerbate social problems of overpopulated country.



If the Chinese economy will avoid the crisis, particularly in the financial sector, to accumulate a significant amount of "bad" debt during the preceding credit expansion, China may even become a source of positive effects for the world economy in 2012-2013. At the moment, there is a possibility of some easing of monetary policy in China due to the fact that the purpose of its tightening in the past year were almost achieved. The presence of the authorities of large financial reserves makes this development quite likely, however, exclude the possibility that the situation will begin to change in the wrong direction, as it is impossible. The financial crisis in China, as well as hasty fiscal consolidation in the United States, can be triggered by adverse developments outside the country, such as Europe.

Again some concerns about geopolitical risks in oil supply are amplified. It could lead to a dramatic surge in the price of "black gold".

Increased fears of a possible oil supply shock (or actual disruption) in relation to the situation with Iran is likely to have a major impact on the oil market because of limited stocks and spare capacity, as well as tough conditions in the physical markets, which is expected to persist until the end of 2014.

Also unlikely risk of unexpectedly rapid growth of prices for energy and food in a regrowth of the leading economies in the world because of loose monetary policy pursued by central banks, and limited opportunities to increase production of most types of energy and food raw materials are saved. In the event of a sharp rise in prices, some CIS countries may encounter difficulties and will need the support of its neighbors. However, for the region as a whole such an increase would have been favorable.

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Ключові слова: антикризове управління, методи управління, соціальна політика, фінансове регулювання.

Ключевые слова: антикризисное управление, методы управления, социальная политика, финансовое регулирование.

Keywords: crisis management, methods of management, social policy, financial regulation.

УДК 332.87

EVALUATION OF INVESTMENT ATTRACTIVENESS OF HOUSING AND COMMUNAL SERVICES OF UKRAINE

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Полуянов В. П., Головчанська М. А. Оцінка інвестиційної привабливості підприємств житлово-комунального господарства України.

Об'єктивна оцінка інвестиційної привабливості підприємств житлово-комунального господарства України на сучасному етапі дозволяє не лише оцінити перспективність підприємств в якості об'єкта інвестицій з боку інвестора, а й є ефективним інструментом обґрунтування напрямків управління економічними показниками для фахівців підприємства. Сьогодні підходи науковців до оцінки інвестиційної привабливості значно відрізняються і майже не враховують галузевих особливостей підприємств. В роботі визначено сутність інвестиційної привабливості підприємства як комплексного показника, що відображує результативність функціонування підприємства та характеризує його як потенційний об'єкт інвестування; розглянуто основні методики оцінки інвестиційної привабливості підприємств: інтегральну, рейтингову, матричну, багатофакторну, індикативну та модель Дюпон. Визначено, найменш що ефективними з позиції внутрішнього управління є рейтингова та матрична методики. Виконано оцінку інвестиційної привабливості окремих підприємств житлово-комунального господарства, яка свідчить про нестабільність та в більшості негативні значення показників рентабельності активів та інвестиційної привабливості. Визначено перелік факторів, управління якими дозволить підвищити привабливість підприємств для інвесторів, а саме основними напрямками покращення ситуації мають стати: зменшення собівартості продукції, що дозволить збільшити прибуток від реалізації продукції, а відповідно і рентабельність продажів; збільшення показників ліквідності діяльності; зменшення дебіторської заборгованості; зниження обсягів залученого капіталу, що сприятиме підвищенню фінансової незалежності підприємств.

Poluyanov V., Holovchanska M. Evaluation of investment attractiveness of housing and communal services of Ukraine.

An objective assessment of investment attractiveness of housing and communal services of Ukraine at this stage allows to evaluate the prospects of companies as the object of investment by the investor, but also an effective tool for study areas of management of economic indicators for enterprise. Today, scientific approaches to the evaluation of investment attractiveness significantly different and hardly take into account sectoral characteristics of enterprises. This paper explains the purpose of investment attractiveness as a comprehensive index that reflects the performance of enterprise functioning and describes him as potential investment object. The basic methodology for assessing investment attractiveness of companies are considered? such as an integrated, rating, matrix, multifaceted and an indicative model of DuPont. It was determined that the least efficient from the standpoint of internal control is a rating and matrix methods. The estimation of investment attractiveness of individual enterprises of housing and communal services, which indicates instability and the most negative values of assets and return on investment attractiveness. The list of factors that management will enhance the attractiveness of companies to investors, namely the main areas of improvement should be: reduction of production costs, which will increase revenue from sales and, consequently, return on sales,

increasing the liquidity, reducing accounts receivable, reducing amount of capital that will increase the financial independence of enterprises.

Полюянов В. П., Головчанская М. А. Оценка инвестиционной привлекательности предприятий жилищно-коммунального хозяйства Украины. Объективная оценка инвестиционной привлекательности предприятий жилищно-коммунального хозяйства Украины на современном этапе позволяет не только оценить перспективность предприятий в качестве объекта инвестиций со стороны инвестора, но и является эффективным инструментом обоснования направлений управления экономическими показателями для специалистов предприятия. Сегодня подходы ученых к оценке инвестиционной привлекательности значительно отличаются и почти не учитывают отраслевых особенностей предприятий. В работе определена сущность инвестиционной привлекательности предприятия как комплексного показателя, отражающего результативность функционирования предприятия и характеризующего его как потенциальный объект инвестирования; рассмотрены основные методики оценки инвестиционной привлекательности предприятий: интегральная, рейтинговая, матричная, многофакторная, индикативная и модель Дюпон. Определено, что наименее эффективными с позиции внутреннего управления являются рейтинговая и матричная методики. Выполнена оценка инвестиционной привлекательности отдельных предприятий жилищно-коммунального хозяйства, которая отражает нестабильность и в большинстве отрицательные значения показателей рентабельности активов и инвестиционной привлекательности. Определен перечень факторов, управление которыми позволит повысить привлекательность предприятий для инвесторов, а именно: уменьшение себестоимости (позволит увеличить прибыль от реализации продукции, а соответственно и рентабельность продаж), увеличение показателей ликвидности деятельности, уменьшение дебиторской задолженности, снижение объемов привлеченного капитала, что будет способствовать повышению финансовой независимости предприятий.

Statement of the problem. The most significant problem of housing and communal services (HCS) in Ukraine at present is the lack of financial resources, resulting in deteriorating capital assets, which for most enterprises is close to critical: increasing the cost of services while lowering their quality. Whereas own resources are not enough, public funding is limited and credit facilities are expensive the promising source of funding is to attract investment. Under these conditions, it is important to objective assessment of investment attractiveness of enterprises that enables potential investors to assess the prospects of the company as an investment object. At the same time, the company determine the level of investment attractiveness is an effective tool to substantiation of areas of economic indicators management.

Analysis of recent research and publications. The assessment of investment attractiveness of enterprises devoted labor such scientists as A. Butov [1], A. Yepifanov [2], A. Koyuda [3] O.Tolkachenko [4] V. Hobta [5]. Investigation of investment attractiveness of housing and communal services were held O. Dimchenko [6] M. Poluyanova [7]. In these scientific papers approaches to the definition of investment attractiveness slightly different, besides studies not fully reflect the sectoral characteristics of housing and communal services.

The aim of the paper is to evaluate the investment attractiveness of housing and communal services of Ukraine and identify ways to improve it.

The main material. Investment attractiveness of the company is an integral characteristic of the company as an object of future investment based on a combination of factors internal and external influences, prospects, profitability, efficiency and an acceptable level of risk of investing in its development of its own funds and funds of other investors [1, p. 78].

There are the following methods of evaluation of investment attractiveness of companies:

1. Method of integrated assessment of investment attractiveness of enterprises and organizations (developed by the Agency for the Prevention of bankruptcy of enterprises and organizations) [8] - the investment attractiveness is measured by a combined indicator that takes

into account the property status of the company, its financial strength (solvency), liquidity, profitability, businesses and market activity.

This method requires processing large amounts of information, which slows down the decision making process; evaluation of the obtained values is complicated by the lack of a list of reference values of the integral indicator.

2. Ranking method - involves the calculation of the investment rating through a comprehensive analysis of available statistical data parameters of each business entity [2, p. 191], that is, to determine the competitive position of enterprises in the sector or region, but from the standpoint of improving governance within the enterprise is not effective.

3. Matrix method - involves the formation of the integral index by constructing a matrix where the rows determined by the number of indicators that assess the financial position and the number of columns - the number of components to ensure the correct definition of the relevant quantitative indicators [3, p. 82]. This technique is also greater extent characterizes the investment attractiveness compared to competing companies and accompanied by a large number of calculations complicate the perception and understanding of the underlying performance of the company.

4. Multifactor method - involves the use of multivariable regression model that estimates the impact on the resulting rate of external and internal factors that affect the investment attractiveness, such as financial performance, attractive product, condition of property, quality of personnel, investment capacity of enterprise [1, p. 80].

5. Model DuPont Corporation - determines the ability of the enterprise to effectively generate income to reinvest and improve its performance. The basis of the evaluation of investment attractiveness charged hierarchical dependence parameters for the calculation of the integral result; this method allows to estimate the financial and investment performance, but to compare companies with each other is not adapted [7, p. 7].

6. Indicative method allows to assess the financial condition of the company using the integral index, the main indicator is the return on assets and value added; method takes into account the experience of the company and also allows to forecast activity based on attracted investments [4, p. 89].

In our opinion from the standpoint of internal governance is more efficient methods 1,4,5 and 6, while 2 and 3 are complementary and can determine to a greater extent a competitive position of the company.

Evaluation of investment attractiveness of utility companies conduct using the indicative methodology, its main advantage is the small amount of input data, the relative ease of calculation, which speeds up the decision making process. Within this method will execute the index of investment attractiveness through the use of models for assessing return on assets of the company.

Evaluation of profitability based on the seven factor model:

$$R_{SA} = \frac{Пр}{В} \cdot \frac{В}{ОА} \cdot \frac{ОА}{КО} \cdot \frac{КО}{ДЗ} \cdot \frac{ДЗ}{КЗ} \cdot \frac{КЗ}{ЗК} \cdot \frac{ЗК}{А} = a \cdot b \cdot c \cdot d \cdot k \cdot l \cdot m,$$

(1)

R_{SA} - return on net assets;

Пр – income from sales of products, thous.hrn;

В – revenue from sales of products, thous.hrn.;

ОА – current assets, thous.hrn.;

КО – current liabilities, thous.hrn.;

ДЗ – receivables, thous.hrn.;

ЗК – debt capital, thous.hrn.;

А – assets, thous.hrn.;

- a – return on sales;
- b – convertibility of current assets;
- c – current ratio;
- d – ratio of current liabilities to receivables;
- k – ratio of receivables to accounts payable;
- l – ratio of accounts payable to debt capital;
- m – ratio of debt capital to total assets.

The cumulative rate of investment attractiveness is calculated as:

$$I_{IH} = \prod_{k=1}^m I_{IHk}, \quad (2)$$

I_{IH} - integral index of investment attractiveness, defined as the ratio of relative indices of individual indicators.

Example of calculation for PJSC “DTEK “DonetskOblEnergo” is presented in Table 1.

Table 1

Determination of the index of investment attractiveness of PJSC “DTEK”DonetskOblEnergo”

№	Indicators	2009	2010	2011	2012
1	2	3	4	5	6
Initial data, thous.hrn					
1.	Income from sales of products, Пp	384449	396371	488996	293903
2.	Revenue from sales of products, B	3772348	4567056	5733588	6625100
3.	Current assets, OA	1959159	1942838	1556636	223323
4.	Current liabilities, KO	4173743	4274838	759856	599956
5.	Receivables, ДЗ	1719995	1670841	1185663	118496
6.	Accounts payable, K3	3886402	3931971	325117	227309
7.	Debt capital, 3K	4697194	4798289	4612403	1040872
8.	Assets, A	3067747	3164722	2919255	2189251
1	2	3	4	5	6
Calculated data					
1.	Return on sales, a	0,102	0,087	0,085	0,044
2.	Convertibility of current assets, b	1,925	2,351	3,683	29,666
3.	Current ratio, c	0,469	0,454	2,049	0,372
4.	Ratio of current liabilities to receivables, d	2,427	2,558	0,641	5,063
5.	Ratio of receivables to accounts payable, k	0,443	0,425	3,647	0,521
6.	Ratio of accounts payable to debt capital, l	0,827	0,819	0,070	0,218
7.	Ratio of debt capital to total assets, m	1,531	1,516	1,580	0,475
8.	Return on net assets, RSA	0,125	0,125	0,168	0,134
9.	Index of investment attractiveness, I_{IH}	-	0,999	1,337	0,801

Return on assets PJSC “DTEK “DonetskOblEnergo” in 2009-2012's not experienced significant fluctuations and ranged 0,12-0,16, that is low.

Index of investment attractiveness in 2011 compared to 2010 increased significantly, and in 2012 fell by more than the level of 2010, ie the situation is unstable, that negatively characterizes the investment attractiveness of the company. Reserves for growth levels of appeal are to increase profitability of the sales and the current liquidity of the company.

Were also performed calculations for other enterprises of housing and communal services, the results are presented in Table 2.

Table 2

The results of calculations of return on assets and investment attractiveness indices in individual enterprises of housing and communal services

№	Enterprise	Indicator	Years			
			2009	2010	2011	2012
1.	PJSC "Kyivenergo"	RSA	-0,227	-0,180	-0,204	0,342
		I _{III}	-	0,791	1,136	-1,673
2.	PJSC "Kherson thermoelectric plant"	RSA	-0,199	-0,138	-0,053	0,002
		I _{III}	-	0,695	0,386	-0,030
3.	PJSC "Oblteplocmunenergo"	RSA	0,000	-0,025	-0,083	-0,197
		I _{III}	-	-11,077	3,375	2,362
4.	PJSC "AK Kyivvodokanal"	RSA	0,002	-0,012	-0,032	-0,078
		I _{III}	-	-5,571	2,633	2,437
5.	PJSC "Donvuglevodokanal"	RSA	0,008	-0,003	-0,183	0,009
		I _{III}	-	-0,343	5,874	-0,047

From the data in Table 2 return on assets and investment attractiveness index for the analyzed companies are unstable and have the most negative value.

Analysis of the factors that influenced the final outcome in these enterprises revealed a list of factors which control would improve the investment attractiveness of enterprises, namely main areas of improvement should be the reduction of production costs, which will increase the gain on the sale of goods, and therefore the return on sales; increase the liquidity of activity, reducing accounts receivable, reducing the amount of borrowed capital will increase the financial independence of enterprises.

Conclusions. Investment attractiveness of the company is a composite index that reflects efficiency of the enterprise and describes it as potential object of investments. In this paper the main methodology for assessing the attractiveness of enterprises investment are investigated: integrated, ranking, matrix, multifaceted, indicative and model of DuPont. Determined that the ranking and matrix methods are the least effective from the standpoint of internal control. The investment attractiveness of individual housing and communal services is estimated, which enabled the identification of instability and most negative values of ROA and investment attractiveness. The list of factors is defined, its management will improve the attractiveness of companies to investors.

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Ключові слова: інвестиційна привабливість, житлово-комунальне господарство, індикативна методика, рентабельність активів, управління

Ключевые слова: инвестиционная привлекательность, жилищно-коммунальное хозяйство, индикативная методика, рентабельность активов, управление

Key words: investment attractiveness, housing and communal services, an indicative method, return on assets, management.

УДК 338.1

THE COST OF RECESSION: THE EVALUATION APPROACH

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Чибурене Я. А., Орехова Т. В. Витрати рецесії : аспект оцінки

Метою дослідження є характеристика витрат економічного розвитку після фінансової кризи 2007 року, що розгорнулася до світового рівня, враховуючи синхронізований економічний / бізнес цикл. Економічний спад збільшує безробіття і знижує споживання (як приватного, так і державного секторів). Ризик бідності та ізоляції робить негативний вплив на здоров'я людини і його людський капітал. Витрати економічних спадів аналізуються використовуючи зміни основних макроекономічних показників за період 2005-2011 р.: реальний валовий внутрішній продукт і валовий національний дохід на душу населення в доларах США, рівень безробіття і кількість безробітних і зайнятих осіб. Об'єкт аналізу: вплив фінансової кризи 2007 р. на економіку в різних країнах і регіонах, таких як Литва, Німеччина, Україна, Сполучені Штати Америки (США), Європейський Союз (ЄС) і ЄС євро зона. Мета статті полягає в аналізі стану економіки та наслідків фінансової кризи 2007 р. і порівнянні результатів економічного розвитку в умовах глобалізації в періоді 2005 - 2011р. У статті охарактеризовані наслідки економічного спаду і розраховано індекс економічного розвитку, що ілюструє витрати після кризового періоду.

Ciburene J., Orekhova T. The cost of recession: the evaluation approach

The aim of this research is to characterize the main costs of economic development after 2007 world financial crisis, evaluating the synchronization of the economic/business cycle. The ongoing contraction of economy increases the unemployment level and decreases consumption (both private and public). The risk of poverty and exclusion negatively affects people's health and their human capital. The costs of recession are analyzed evaluating the changes of the main macroeconomics indicators in the conditions of globalization in the period of 2005-2011: real

gross domestic product growth rate, gross national income per capita in USD, unemployment level, and number of unemployed and employed people. The object of the article is the effects of economy recession after 2007 financial crisis in different countries (Lithuania, Ukraine, USA, Germany, EU and EU euro zone).

The article analyzes the state of economy and the effects of recession and compares the results in different countries in the conditions of globalization in the period of 2005-2011. Objectives: to characterize economic effects of recession and compare these effects in chosen countries, to calculate the index of economic development as part of sustainable development in conditions of globalization in these countries. The indexes of economic development are evaluated for Lithuania, Germany, the Ukraine, the USA, EU and EU euro area in analyzed period, seeking to show and compare the costs of recession.

Чибурене Я. А., Орехова Т. В. Издержки рецессии: аспект оценки

Целью исследования является характеристика издержек экономического развития после финансового кризиса в 2007 году и развернувшегося до мирового уровня, учитывая синхронизированный экономический / бизнес цикл. Экономический спад увеличивает безработицу и снижает потребление (как частного, так и государственного секторов). Риск бедности и изоляции оказывает негативное воздействие на здоровье человека и его человеческий капитал. Расходы экономических спадов анализируются используя изменения основных макроэкономических показателей за период 2005-2011 г.: реальный валовой внутренний продукт и валовой национальный доход на душу населения в долларах США, уровень безработицы и количество безработных и занятых лиц. Объект анализа: воздействие финансового кризиса 2007 г. на экономику в разных странах и регионах, таких как Литва, Германия, Украина, Соединенные Штаты Америки (США), Европейский Союз (ЕС) и ЕС евро зона. Цель статьи состоит в анализе состояния экономики и последствий финансового кризиса 2007 г. и сравнении результатов экономического развития в условиях глобализации в периоде 2005-2011г. В статье охарактеризованы последствия экономического спада и подсчитан индекс экономического развития, иллюстрирующий издержки после кризисного периода.

The problem. The economic processes taking place in the world (international trade, foreign direct investment, labour force migration, etc) show that the countries of the world are tied together in economic, social, cultural, informational, and political and so on bonds. The global financial crisis of 2007 confirmed these interrelationships, so in today's conditions, state cooperation, performance of global organizations, coordinating national efforts and activities are very important. Both on a global and individual country level, economic sustainability is increasingly important. For a variety of reasons, without providing economic sustainability the economy is cyclical. Scientific literature indicates that there is no single indicator which would be sufficient enough to determine the country's economic condition. The extensive economic impact of the crisis in different countries of the world was different. In some countries gross national product (GNP), unemployment rate dropped significantly, in other countries the reduction of these indicators was lower. This paper compares the economic activity and its structure in Lithuania, the Ukraine, the United States, Germany (as one of the most economically developed countries of the European Union), the European Union Member States (EU) on average and European Union countries belonging to the euro area (EU euro area).

The object of the article is the effects of economy recession after 2007 financial crisis in different countries (Lithuania, the Ukraine, the USA, Germany, EU and EU euro zone).

The aim: to analyze the state of economy and the effects of recession and to compare the results in different countries in the conditions of globalization in the period of 2005-2011. Objectives: to characterize economic effects of recession and compare these effects in chosen countries, to calculate the index of economic development as part of sustainable development in conditions of globalization in these countries.

Research methods: scientific analysis of sources, statistical data analysis.

The financial crisis of 2007 started in the USA, so it is important to analyze the post-crisis situation in this country. The USA Fed professionals [11, P.58] who investigate the recession analyze such indicators : 1) GDP growth, 2) the dynamics of employment / unemployment, 3) coincident indices, and 4) housing sector conditions. These indicators are directly related to population and course their expectations for the future. Firstly, the most important indicator is GDP growth. The authors explain the changes of the country's GDP by explaining the structure of economic activities and its evolution over time. For example, the main USA economy's sectors share in total GDP in year 2011 were: finance and real estate (20.1 %); trade, transportation and utilities (16.2 %); business, professional services (12.7 %), manufacturing (12.3 %), education, health services (8.8 %) and others. But in separate states of the USA the shares of different sectors of economy activities significantly differs, for example in the state of Delaware the economy sectors shares of total GDP were: finance and real estate (48.6 %); trade, transportation and utilities (9.5 %); business, professional services (10.7 %); manufacturing (6.8 %); education, health services (6.7 %) and others.

Secondly, the crisis of 2007 mostly affected the financial and construction sectors, therefore in these areas there was a significant loss of employment and output. For these reasons, the unemployment rate in the USA construction sector grew by 25.7 %, and in the Delaware state unemployment rate increased by 33.0 %. The different structure of economy causes different level of employment. Thirdly, coincident indice summarizes the economic conditions of four indicators: nonfarm payroll employment, average hours worked in manufacturing, the unemployment rate, and wage and salary wage disbursement [11, P. 59] and shows the situation of the economy. This index is evaluated by the Federal Reserve System (Fed) of Philadelphia for all states of USA and generally for USA. According to this index the trend for GDP is determined. The changes of coincident indice in long term trend show GDP for long term. Fourthly, the conditions of housing sector evaluate the home price index, which shows the average change in home value. All these indicators show that the economy of the USA remains below the previous peaks, so is still in recession [11, P. 63] .

According to D. Luttrell, T. Atkinson and H. Rosenblum [7, P. 1] the crisis cost is characterized as the value, which society losses. These costs can be seen as the losses in the future too, that are not understood yet. The difference among the pre-crisis trend of GDP and current output, is output loss. This loss in the USA is of USD 6 trillion to USD 14 trillion, or USD 50 thous. to USD 120 thous. for every household. The disposable income decreases, when the countrie's output drops. This leads to the decreasing of consumption and saving. The evaluation of the costs of the crisis is given in Table 1.

O. Blanchard, D. Quah [2] recommend that for the analysis of economic/business fluctuations measures of such indicators as GDP and the changes of unemployment level have to be compared. C.Reinhart and K.Rogoff [9] warn that financial crises are typically long and very costful.

Table 1. Different approaches to measuring the crisis cost [7, P. 2]

Indicator	A.Looking at Lost Output and Forgone Consumption		B.Other Harder-to-Quantity Outcomes	
	According to parth of output	According to parth of consumption	National trauma and lost opportunity	Extraordinary government support
Cost in USD 2012	6 trillion -14 trillion	15 trillion -30 trillion	Up to 14 trillion	12 trillion-13 trillion
Percent of 2007 output	40-90 %	100-190%	Up to 90 %	80-85 %

In the scientific literature, the effects of recession are classified using different criteria. W.M.Lieferrn, M.Shane [6] define economic effects depending from the factors that have caused

them. According to them, these factors can be direct (when the factors work inside the country) and indirect (when they work from outside of the country and depend on foreign trade, currency exchange and oil price changes in the international market). W.M.Liefers, M.Shane [6] evaluate, that recession differently affects according to the time aspect (short time or long time) the structure of economic activity (agriculture, industry and services). According to them, economic recession strongly affects the agricultural sector, but the impact on crop sector and livestock sectors differs. The increase of global demand in agricultural product caused, that recession processes affected the less agricultural sector, because the export of agricultural products was growing both in Lithuania and in the Ukraine. On the other hand, the stability of the agricultural sector development is based, in comparison with the industrial sector, on lower level of debt, both private and governmental. E.Baldacci, L.Mello, G.Inchauste [1, P.7], C.I.Jones [5, P. 346] evaluate that the most important effect of crisis is the incensement of poverty of the population and the reduction of expenditure of households.

Government initiated economic policy can mitigate economic volatility and lead to balanced and sustainable state and regional development. It is discussed in scientific literature which indicators are appropriate to be used to describe the development of coherence [4, P. 29-31; 13, P. 5]. One of the methods to study this process is to analyze, using the World Bank Group data, the changes of such data as: gross national income per capita (GNIPC) calculated in USD, foreign direct investment net inflows per capita (FDIPC) calculated in USD, employment rate (E) of the population aged 15 + total in %, real economic growth (EG) and unemployment rate level of population aged 15-64 years old (UR) in %, discomfort index in % (as the sum of unemployment and inflation rates), an interest rate (InR) in %.

The changes of GDPpc in Lithuania show, that the phase of recession has ended [10, P. 6]. The same situation is in other countries, which real GDP growth rate changes during the period of 2005-2010 are given in Table 2, but further recovery of economy investment is necessary. FDI is one of the most important sources of capital formation. The analysis of statistical data shows that real GDP contracted in year 2009 in Lithuania was about 15.0 %, in the Ukraine – 15.1 %, in Germany – 5.0%, USA – 4.3 %, EU – 4.3 % and EU euro zone – 4.4 %. The change of real GDP in each country is directly related to the structure of its economic activities structure, e.g. the share of agriculture, industry and services in the whole economy. The agriculture value added as % of GDP, according to Table 2, has decreased in the period of 2005-2010 both in Lithuania and in the Ukraine, accordingly by 27.1% and 20.2 %. The agriculture value added as % of GDP in Germany and the USA were stable during the analysed period, but in the EU and EU euro zone has decreased accordingly by 11.1 % and 15.8 %.

Table 2. The changes of main indicators of economy and economic activity, in % [12]

Indicator/Year	2005	2006	2007	2008	2009	2010	2011
1. Real GDP growth rate (EG), %							
-Lithuania	8.0	8.0	10.0	3.0	-15.0	1.0	5.9
-Germany	1.0	4.0	3.0	1.0	-5.0	4.0	3.0
-Ukraine	2.7	7.3	7.9	2.1	-15.1	4.1	5.2
-USA	3.0	3.0	4.0	-1.0	-4.3	2.0	1.0
-EU	2.1	3.3	3.2	0.3	-4.3	2.1	1.5
-EU euro area	1.7	3.3	3.0	0.4	-4.4	2.0	1.5
2. Agriculture value added, % of GDP							
-Lithuania	4.8	4.3	3.9	3.7	3.4	3.5	...
-Germany	1.0	1.0	1.0	1.0	1.0	1.0	...
-Ukraine	10.4	8.7	7.5	7.9	9.3	8.3	9.6
-USA	1.0	1.0	1.0	1.0	1.0	1.0	1.0
-EU	1.8	1.7	1.8	1.4	1.6	1.6	...
-EU euro area	1.9	1.8	1.8	1.7	1.6	1.6	...
3. Industry value added, % of GDP							
-Lithuania	32.9	32.9	32.6	31.6	26.9	28.2	...
-Germany	29.0	30.0	30.0	30.0	27.0	28.0	...
-Ukraine	32.31	36.1	33.7	33.6	39.6	30.8	31.7
-USA	22.0	22.0	22.0	21.0	20.0	20.0	...

-EU	26.3	26.6	26.6	26.1	24.3	25.6	...
-EU euro area	26.6	26.8	27.0	26.5	24.5	26.3	...
4. Value added in services, % of GDP							
-Lithuania	62.3	62.8	63.5	64.7	69.7	68.3	...
-Germany	70.0	69.0	69.0	69.0	72.0	71.0	...
-Ukraine	57.3	55.2	55.8	58.5	62.1	60.4	58.7
-USA	77.0	77.0	77.0	78.0	79.0	79.0	79.0
-EU	71.9	71.7	71.7	72.2	74.2	72.8	...
-EU euro area	71.5	71.4	71.2	71.8	73.9	72.0	...

Industry value added has decreased mostly in Lithuania by 14.3 %, because the country is small, very open and depends from foreign markets. Industry value added in the USA has decreased by 9.1%, because the crisis has begun from this country and mostly touched it. The 2007 crisis started in the USA after the collapse of the mortgage banks Fannie May and Freddie Mac. After that, a number of financial services and investment banks went bankrupt, that directly affected the country's industry as well: decreased the demand and the investment dropped. Industry value added in the Ukraine has fallen 4.7%, but in 2011 has successfully recovered. The industry value added has decreased in Germany about 3.6 %, it still less diminished in the EU – 2.7 % and EU euro zone – 1.1 %.

The services sector according to its share in country's GDP structure is the most important in each separate analysed country. The value added in services, calculated as % of GDP, in Lithuania has grown the most intensively in comparison with all the analyzed countries. This process is linked to the country's still changing economy structure, which manifests as expansion of financial services, tourism, and health care industry. The value added in services in Lithuania has grown during all the analyzed period and achieved the growth rate of 9.6 % in year 2010. In Germany the services sector value added in post-crisis period even increased 1.4% compared to the period before the crisis. Before the crisis, the added value of the industry increasing. The value added in services in the Ukraine has grown only since 2008 and achieved 5.4% growth rate in year 2010. There were positive tendencies in the Ukraine in year 2012, because the share of industry increased in its GDP, some decreasing share of services. The value added in services in the USA has increased during all the analyzed period both before the crisis and both after crisis was. The value added in services in the EU and EU euro area until year 2007 has decreased but since 2008 has begun to increase.

The ongoing contraction of economy in the USA from year 2008 and in other analyzed countries: Lithuania, Germany, the Ukraine, the USA, the EU and EU euro area has increased the unemployment levels and decreased general price levels. An unemployed person loses all or a share of disposable income, which can be used for consumption or saving.

GNIpc, evaluated in purchase power parity (PPP), has been growing in all the analyzed countries. GNIpc growth rate slowed down in the after-crisis period in all the countries. During the analyzed period, the most rapid GNIpc growth occurred in Lithuania and the Ukraine, as shown in Table 3.

Recession, reducing GDP, negatively affects the labour market. The unemployment rate in Lithuania has increased to 17.8 % in year 2010 and was significant in year 2011 – 15.4 %, as shown in Table 3. The number of unemployed people in Lithuania has increased by 87.21 % in the analyzed period. The unemployment level in the Ukraine was less than in Lithuania, but the overall number of unemployed people has increased to 14.83 % in the period of 2005-2011. The level of employed people has decreased both in Lithuania and in the Ukraine, but it was bigger in Lithuania (7.0 %) than in the Ukraine (0.7 %). The labour market in the USA and in the EU and EU euro area in year 2010 has suffered from a high unemployment level, accordingly, 10.0 %, 9.6 % and 10.0 %. During the economic downturn, general supply exceeds aggregate demand and producers cannot sell their manufactured goods. General decline in demand related with a fall in consumption, both private and public consumption, in manufacture and unemployment growth [8].

Table 3. The changes of income and labor market indicators in the period 2005-2011, in %
[12]

Indicator/Year	2005	2006	2007	2008	2009	2010	2011
1. GNIpc (PPP), USD							
-Lithuania	14050	15790	17580	19060	17390	17970	20760
-Germany	31470	34190	36150	37550	36500	38410	40190
-Ukraine	5520	6130	6850	7250	6180	6590	7120
-USA	43170	45680	46800	47320	45390	47220	48820
-EU	26760	28926	30573	31733	30815	31555	32526
-EU euro area	29284	31705	33456	34558	33628	34348	35323
2. Unemployment rate, %							
-Lithuania	8.3	5.6	4.3	5.8	13.7	17.8	15.4
-Germany	11.0	10.0	9.0	8.0	8.0	7.0	6.0
-Ukraine	7.2	6.7	6.0	6.0	9.5	8.0	7.9
-USA	5.0	5.0	5.0	6.0	9.0	10.0	9.0
-EU	8.9	8.2	7.1	6.9	8.9	9.6	9.6
-EU euro area	9.0	8.3	7.5	7.5	9.3	10.0	10.1
3. Unemployed persons, thous.							
-Lithuania	132.9	89.3	69.0	94.3	225.1	291.1	248.8
-Germany	455.0	417.0	378.0	337.0	338.0	295.0	254.0
-Ukraine	1623.3	1624.7	1395.6	1395.0	2095.2	1864.0	1864.8
-USA	7645.0	7760.0	7823.0	9493.0	14233.0	15800.0	14320.0
-EU	21100	19650	17160	16850	21810	23580	23650
-EU euro area	13840	12910	11800	11920	14830	15980	16190
4. Employed persons, thous.							
-Lithuania	1473.9	1499.0	1534.2	1520.0	1415.9	1343.7	1370.9
-Germany	36780.0	37510.0	38220.0	38710.0	38820.0	39250.0	39740.0
-Ukraine	21570.0	21590.0	21860.0	21850.0	21180.0	21400.0	21410.0
-USA	145255	147440	148640	148720	143910	142200	144750
-EU	215960	219970	224560	227290	223240	222090	222750
-EU euro area	139900	142610	145470	147030	144680	143780	144120

Based on the given analysis of main macroeconomic indicators, we determine what is achieved in economic development in all the analyzed countries. Year 2005 was chosen as a base year for the evaluation of the economic development index in all countries in the period of 2005-2011 (the index of economic development in year 2005 is equal to 100.0 %), as it is shown in Table 4. This index characterizes the economic development of countries, evaluating the changes of three described macroeconomic indicators: GNIpc (measured in USD), FDIpc (measured in USD) and employment index (measured in %).

Due to the lack of information it is problematic to define the share of each economic indicator included in this index and the method of equal base weights is used. Evaluating economic development, only such indicators are taken into calculation, which incensement has a positive effect on economic development (GNIpc, FDIpc and employment index). The index of economic development in Lithuania, the Ukraine, the USA, the EU and EU euro zone in the period of 2005-2008 has grown, but in the period of 2009-2011 the growth was less than in year 2008. This index in Germany in the period 2006-2010 has decreased, but since 2011 has began to grow. Calculated index of economic development in Lithuania has been 134.5 %, in the USA – 148.24 %, in the Ukraine – 124.16 %, in the EU – 110.58% and in the EU euro zone – 105.3 % in year 2008. Lithuania, the USA and the Ukraine have not achieved the economic development level of year 2008 in year 2011, because this index in these countries was, accordingly 134.5 %, 148.24 % and 124.16 %. The index of economic development in Germany, the EU and EU euro area in 2011 has not yet to achieve the economic development level of 2005. These processes were caused by the contraction of GDP and FDI inflows into industry and agricultural sectors.

Table 4. The structure and index of economic development in the period 2005-2011, in %

Indicators/Year	2005	2006	2007	2008	2009	2010	2011
1. GNIpc, USD							
-Lithuania	33.4	37.54	41.79	45.31	41.34	42.72	49.35
-Germany	33.4	36.29	38.37	39.85	38.74	40.77	42.66
-Ukraine	33.4	37.09	41.45	43.87	37.39	39.87	43.08
-USA	33.4	35.34	36.21	36.61	35.12	36.53	37.77
-EU	33.4	36.10	38.16	39.61	38.46	39.38	40.60
-EU euro area	33.4	36.16	38.16	39.42	38.36	39.18	40.29
2. FDIpc, USD							
-Lithuania	33.3	57.86	65.81	54.79	0.55	25.1	45.52
-Germany	33.3	44.25	23.02	13.24	29.21	22.45	34.28
-Ukraine	33.3	24.08	44.06	46.51	20.82	28.28	31.7
-USA	33.3	70.07	80.31	77.84	32.36	62.32	58.80
-EU	33.3	28.30	45.32	35.92	12.49	8.00	16.87
-EU euro area	33.3	26.28	46.52	30.88	18.16	9.30	22.39
3. Employment index, %							
-Lithuania	33.3	33.9	34.7	34.4	32.02	30.39	31.0
-Germany	33.3	33.96	34.60	35.05	35.15	35.54	35.98
-Ukraine	33.3	33.36	33.78	33.76	32.73	33.07	33.08
-USA	33.3	33.8	34.08	34.09	32.99	32.60	33.18
-EU	33.3	33.92	34.63	35.05	34.42	34.24	34.35
-EU euro area	33.3	33.94	34.63	35.00	34.44	34.22	34.30
4. Index of economic development, %							
-Lithuania	100.0	129.3	142.3	134.5	73.91	98.21	125.87
-Germany	100.0	114.5	95.99	88.14	103.1	98.76	112.92
-Ukraine	100.0	94.46	119.21	124.16	90.88	101.15	107.78
-USA	100.0	139.21	150.6	148.24	100.47	131.45	129.75
-EU	100.0	98.32	118.11	110.58	85.37	81.62	91.82
-EU euro area	100.0	96.38	119.31	105.3	90.96	82.7	96.98

Conclusions

Research shows that the financial crisis differently effects the changes of economic indicators in chosen countries, but in each country global crisis reduced aggregate demand and demand for labour force, due to this emigration increased and the number of population decreased in Lithuania and the Ukraine. In Germany the number of population is almost stable, in the USA the number is growing annually by 1%, and in the EU and EU euro area – growing annually by 2%. Real GDP contracted in year 2009 mostly in the Ukraine – 15.1 % and in Lithuania – 15.0 %.

Unemployment level among analyzed countries mostly increased in Lithuania and in 2010 was 17.8 %, it was reduced in year 2011 – to 15.4%. Unemployment level in the Ukraine in 2009 was the biggest and reached up to 9.5 % but in current period is 8 %.

The calculated index of economic development in Lithuania has been 134.5 % and in the Ukraine 124.16 % in year 2008. Lithuania and the Ukraine have not achieved the economic development level of year 2008 in year 2011, because this index in these countries was in 2011, accordingly 125.87 % and 107.78 %. In USA, the EU and EU euro area the biggest index of economic development was in 2007, accordingly, 150.6%, 118.11% and 119.31%. These levels of economic development were not achieved in 2011. In Germany the biggest index of economic development was in 2006, then it was reduced in year 2007-2008 and began to grow in year 2009, but in year 2010 diminished and in 2011 was 112.92%.

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Ключевые слова: экономический /бизнес цикл, спад экономики, рецессия, издержки рецессия, макроэкономические показатели, региональная экономика

Keywords: business cycle, contraction of economy, recession, costs of recession, macroeconomic indicators, regional economics.

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Кобзєва Катерина Василівна	352	к.е.н., доц., Донбаська державна металургійна академія, м. Алчевськ.
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Корнєєв Максим Валерійович	367	Корнєєв М.В., к.е.н., доцент, фінансовий аналітик ТОВ "АгроІнвестГруп"
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Підписано до друку 28.11.2013. Формат 60x84/10. Друк лазерний
Умов. друк. арк. 41,0. Замовлення № 14/19. Накл. 300 прим.

Надруковано в ТОВ «Цифрова тіпографія»
Адреса: м. Донецьк, вул. Челюскінців, 291а, тел.: (062) 388-07-31, 388-07-30