ECONOMICS AND MANAGEMENT OF ENTERPRISE

DEVELOPMENT OF A METHOD FOR FORMING A POSITIVE IMAGE OF COMPANIES IN THE LABOR MARKET OF UKRAINE

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The object of research is the process of forming the image policy of enterprises in the labor market of Ukraine. One of the most problematic places of research is the theoretical justification and development of organizational and methodological recommendations on the process of forming the image policy of an enterprise in the labor market to attract potential employees.

A review of publications devoted to the peculiarities of forming the image policy of enterprises in Ukraine shows that in order to successfully solve the problem of purposefully forming a positive image of an enterprise on the Ukrainian labor market, it is necessary:

– a thorough analysis of the external and internal conditions of the enterprise's activity;

– development of image formation goals and justification of ways and means to achieve them.

A methodological approach to the formation of a positive image of the enterprise on the labor market in the form of a sequence of stages and a set of methods is proposed. The difference from the well-known schemes of the image policy formation process is the reflection in the formation of the image policy of the constancy and continuity of this process. Long-term provision of the organization with human resources is one of the promising tasks for a modern enterprise, especially with a shortage of highly qualified personnel in the labor market. The principles of forming the internal image are highlighted: the principle of congruency, the principle of unity of command and standardization, the principle of compliance.

To simulate the process of forming a positive image, a model for forming the image of an enterprise in the labor market is proposed. The basic elements of forming the image policy of the enterprise on the labor market for the various stages of cooperation with the corporation are given. It is proposed to evaluate the effectiveness of image formation in the labor market in four areas: analytical, production, information and management.

Further research is planned to be carried out as part of the assessment of the effectiveness of the use of visual and verbal means of forming the image of the enterprise, which can be reflected in the form of a passport of the image of the enterprise. The passport should be based on an assessment of the presence in the personnel policy of a particular enterprise of the basic components that form a positive or negative image of the enterprise in the labor market.

Keywords: image strategy, enterprise image formation, labor market, positive image, enterprise image passport.

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JUSTIFICATION OF THE COMPETITION STRATEGY SELECTION FOR AGRICULTURAL ENTERPRISES

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The object of research is the process of forming a competitive strategy for agricultural enterprises using the example of the «Agrotrade» Group of Companies (Kharkiv, Ukraine). One of the most problematic places of strategic management of the company is a constant analysis of the competitive environment. The process

of creating a competitive strategy is associated with the systematic monitoring of changes in the external and internal environments.

In the course of the research, methods of analysis, synthesis, grouping, generalization, abstract-logical, economic-mathematical and graphical methods were used. The process of determining a competitive strategy for agricultural enterprises should take into account the specifics of the industry and the functioning of the national market. It provides for the determination of one's own competitive position and development priorities, based on benchmarking, and based on key indicators of the strategy matrix, using correlation and regression analysis, significant indicators of the consolidated financial statements of an enterprise. The rationale for the choice of indicators should be carried out using regression, it allows to determine some models and the completeness of explanatory factors. The definition of strategic performance indicators of the enterprise allows to adapt and optimize the activities of the company, to accumulate the necessary resources to achieve a specific goal.

Based on the results of the analysis of the competitive environment and determining the place of the «Agrotrade» Group of Companies in it, two priority development vectors are identified, corresponding to I. Ansoff «product-market» matrix. The methods of economic and mathematical analysis make it possible to justify the feasibility of introducing a competitive strategy for the innovative development of products. A defined strategy will allow, provided that net profit is increased by at least 22.1 %, significantly improve our own competitive position and move to another, more attractive cluster, characterized by high performance indicators and based on the principles of innovative and technological development.

The formation of an effective competitive strategy is a necessary component of a successful enterprise and the key to establishing a high level of industry competitiveness opens up new prospects in the international market.

Keywords: competitive strategy, industry specifics, functioning of the national market, agricultural enterprises.

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THE BASIS OF PORT ENTERPRISE FINANCIAL STRATEGY

page 18–25

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The object of research is the process of forming a financial strategy of a port enterprise. The subject of this research is some aspects of the mechanism for choosing a financial strategy for a port enterprise, namely, a methodological approach to choosing a financial strategy. One of the most problematic places is the components of the strategy formation mechanism, despite the fact that various methods are used in the theory and practice of financial management, each of which has its own disadvantages and advantages. These techniques include methods of matrix modeling, strategic analysis of the strengths and weaknesses of activities, financial analysis. The use of certain methodological approaches to choosing a financial strategy should comprehensively present the procedure for choosing alternative directions of strategic development.

During the study, a matrix approach is used to select the type of financial strategy of the port enterprise, which requires determining the sequence of the individual stages of the formation of the corresponding matrices. In the modern scientific literature, the process of constructing such matrices of strategic choice is not given enough attention. According to a single parameter composition of the matrix, all types of enterprise strategies, without exception, can't be selected. At the first stage, it is possible to use the classification of types of financial strategies of port enterprises. However, not all types of strategies will require matrix choices.

During the study, the conditions of the formation of the financial strategy of the enterprise and the competence of the financial strategy of a modern port enterprise are considered. And also an example of a methodological approach for choosing a financial strategy for

a port enterprise is given, namely, the main and auxiliary matrix for choosing the type of financial strategy of the first class is formed. The system of factors that influence the choice of the financial strategy of this class is determined, and they are ranked by degree of influence. For each class of strategies, the main factors are selected according to the criterion of the level of their influence, diagnostics at the previous stage. The depth of differentiation is determined for each of the selected factors, which can fluctuate in a significant range.

The technique chosen in the work allows to more clearly present the process of choosing the financial strategy of an individual enterprise.

Keywords: financial strategy, strategy selection matrix, port enterprise, financial risks.

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DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

EXPEDIENCY OF MODIFICATION OF CITY TRANSPORT SYSTEM BY IMPLEMENTATION OF PASSENGER WATER TRANSPORT

page 26–31

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The object of research is the integration of local passenger water transport in the transport system of the city. Among a number of problematic issues, one can single out the unpreparedness of the urban transport infrastructure for the implementation of water transport for the transport of passengers, although this type of transport is an important component of intercity and suburban passenger transport in world megacities located on water arteries.

Water transport is characterized and passenger water transport in Ukraine is analyzed. The definition of «transport system» as a whole and separately in part of urban passenger traffic is investigated. The components of the transport system of the city are determined.

The structure of the city transport system in Kyiv (Ukraine) is investigated and supplemented with its new subsystem in the element «city passenger transport» – local passenger water transport. Such a structural change makes it possible to qualitatively improve the existing transport supply of cities with water areas, and to offer local residents an alternative mode of transport. Implementation of a new type of urban passenger transport in the transport system of the city requires its detailed study. Therefore, this type of transport

is structured, its classification is provided, the concept of «local passenger water transport» and its types are formulated: Water Bus and Water Taxi, which allows to offer them for further use in the scientific environment, in relation to local passenger water transport.

As part of the research, it is proposed to identify elements of local passenger water transport, namely: passengers, transport, local passenger transport enterprises, regulatory entities, and local authorities. Each of the elements is proposed to be structured by type.

Thanks to this, a modified scheme of the system of urban passenger transport is developed, which provides the basis for the harmonious implementation of this type of transport. The implementation of the proposed changes is justified by the socio-economic significance of this type of transport and the necessary qualitative structural changes in the urban transport system.

Keywords: transport system, passenger transportation, urban water transport, local passenger water transport.

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REPORTS ON RESEARCH PROJECTS

DEVELOPMENT OF AN EFFECTIVE PRODUCT QUALITY MANAGEMENT SYSTEM

page 32–35

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The object of research is product quality management. During the research, the analysis method was used to study approaches to product quality management. The paper reveals the theoretical foundations for product quality management. It is shown that in order to control the quality of products, it is necessary to establish relations between subjects and objects of quality, their changes using the method of a systematic approach. This method shows that for the sustainable economic development of a manufacturing enterprise, first it is necessary to study the structure of the management system.

After that, it will be possible to propose an improved control system, schematically depicting it.

The international standards proposed in the work will allow the manufacturer to be competitive among others. Producers who seek to export their products must implement in their production a system of measures focused on high product requirements. However, the transition to modern equipment should occur without any psychological discomfort for workers. Do not forget that the use of a quality management system in production is quite long and financially costly. The process of enterprise restructuring should be economically justified, since owners must have income from manufacturing products. That is, the implementation of a quality management system should be cost-effective for a manufacturing enterprise. The use of integrated quality control systems in the modern era of innovation is a sign of enterprise competitiveness.

In the work, an improved product quality management system is obtained. This is due to the fact that the proposed system has advantages, in particular, modernization of the material and technical base and employee incentives, not only through material rewards, but also through professional qualifications.

Thanks to this, it is possible to obtain new quality indicators. Compared with similar outdated quality methods, the proposed model provides such advantages as the introduction of innovative

technologies and equipment in production, training in modern technologies for workers, and allows them to compete in the labor market.

Keywords: management systems, product quality, integrated quality control systems, enterprise competitiveness.

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PROBLEMATIC ASPECTS OF TRADE MANUFACTURING CHAINS BRANDING

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The object of research is branding in production and trade chains. In the process of literary analysis, the authors found that most scientists are focused on the concept of supply chain management. But the state and degree of development of issues of formation and management of trade and production chains of enterprises, as well as branding in these chains are not adequately reflected in modern scientific literature. Given the importance and necessity of solving certain issues and problems, the authors dedicated their research to this topic.

In the course of the research, an author's approach to the interpretation of the concept of «brand» is formed on the basis of scientific generalization. An author's definition of the concept of «brand» is obtained, by which the authors understand a clearly identified symbol, which for the consumer is not only informational sublimates (and/or a stable emotional impulse), but also an additional utility relative to competitor goods. This is due to the fact that the study clarifies the definition of the concept of «branding» from the perspective of the decomposition of the production and trade chain. The approach proposed in this work allows one to take into account the relationship and mutual influence of production and trading activities and to obtain a synergy effect from the use of branding throughout the entire production and trade chain. Thanks to this, the term «brand» is understood to mean a clearly identified symbol, which for the consumer is not only informational sublimates (and/or a stable emotional impulse), but also an additional value relative to competing goods. This together determines the consumer's choice in favor of the carrier of this brand. Understanding this ensures the formation of additional value at each stage of branding, strengthens the competitive position of the brand owner and improves branding. The next stage of the research, the authors determine the construction of the branding mechanism in production and trade chains. The mechanism should be based on the formation of planning processes unified for all markets and products, terminology databases, data structures for strategic analysis, strategic models and programs.

Keywords: brand management, branding technology, marketing activities of enterprises, branding of the production and trade chain.

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OPTIMIZATION OF THE PRODUCTION PLAN BY THREE-CRITERION MODELING

page 40–45

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The object of research is the processes of optimizing the production plan according to certain criteria by modeling. One of the most problematic places is the complexity of coordination and taking into account the influence of criteria on the optimal production plan. From the point of view of mathematics, the search for the optimal result can be obtained with different criteria laid down, but from an economic point of view it is important to choose those that are of decisive importance. That is, their weight is important for the consumer in deciding on a purchase and for the manufacturer – in terms of the production capabilities of certain types of products and performance (production efficiency). This problem was solved by solving the three-criterion problem of planning production. The search for a compromise alternative was achieved through a step-by-step solution of the proposed mathematical model for optimizing the production plan according to the most important criteria for the producer and consumer: profit, quality and demand for products of each type, taking into account the known number of units of each resource.

The ideal point method, the simplex method and the Lagrange multiplier method are used. The test example provides an algorithm for solving the optimization problem. The result obtained – the three-criterion task of production planning has been solved, which makes it possible to maximize profit from production, product quality and demand for products with known initial resource components. The importance/significance of the developed scientific and methodological approach is confirmed/argued by the fact that the achievement of effective results of the enterprise's activity directly depends on the optimal production plan.

Given the results of the conducted research, out of the many possible alternatives, the enterprise will be able to most efficiently produce the products necessary for the consumer by type and quality. That is, with known resource parameters, the maximum possible positive result is achieved for the manufacturer and for the consumer.

The proposed economic and mathematical tools can be used in solving problems of optimizing production in various sectors of the economy.

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CHOICE OF THE ORDER OF THE REGRESSION MODEL FOR FORECASTING OF RANDOM NON-STATIONARY ECONOMIC PROCESSES

page 46–49

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The object of research is heteroskedastic processes that affect the production of military goods of exporting countries. Today, armed conflicts are the most significant factor affecting the volume of production and export of weapons, since it assumes that the parties have the necessary quantity of weapons and is, in a sense, a stochastic process. The work is devoted to forecasting stochastic effects on the production processes of military goods of exporting countries. As an example, an economic system with stochastic effects and bottleneck problems in production units is considered. The model of the output process is presented as a random process with slow non-stationarity (heteroscedastic process). The methods for predicting non-stationary random processes are used. The problem of choosing and substantiating a mathematical model for predicting a heteroskedastic process is investigated, and considered. It is proved that the most capable short-term forecasting method is the Padé approximation method. It is shown that the Padé method, in fact, is a method of approximation by analytical (finely rational) functions, therefore it can be interpreted as a method of constructing a model of autoregression and moving average (ARIMA). Modifications of the ARIMA model, such as a model of autoregression and integrated moving average or autoregression and fractal integrated moving average, are considered. A modified method is developed for choosing the order of the autoregressive model according to the Akaike information criterion and beyond the Bayesian information criterion. The model problems and examples of experimental dependencies are analyzed. An effective technique is proposed for choosing the order of regression models used in the practical forecasting of stochastic processes, based on the canonical layouts of a random function. To partition the distribution function into non-equidistant intervals with constant flow intensities, an economic recurrence algorithm is used. The calculation results can be used to optimally select the order of the regression model, which approximates the real production process in the form of a time series with random external influences.

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