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THEORETICAL AND METHODOLOGICAL PROVISION OF JUSTIFICATION OF THE ENTERPRISE ACTIVITY EFFICIENCY IN THE MARKETING ASPECT

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The object of research is the process of determining the main directions of improving the efficiency of the enterprise in the marketing aspect, that is taking into account both the peculiarities of its internal environment and market participants, that is the external environment. One of the problems is the insufficient consideration of the modern conceptual apparatus of efficiency. In addition, it is important in some cases to narrow the purpose of the project without taking into account the marketing aspect. An obstacle may be the difficulty of developing a list of criteria for selecting responsible project executors. It is often incomplete to take into account the strategic and current problems of improving the efficiency of the enterprise in the marketing aspect.

Proposals for clarifying the definition of «efficiency» and «marketing aspect», the use of a project approach that takes into account the two main components of efficiency are substantiated and developed. These include: objective in the use of resource potential of enterprises and subjective, which takes into account the peculiarities of information and communication and marketing interaction of market participants. These components of efficiency allowed to eliminate the identified shortcomings of the studied problem.

The main result of research is a substantiated and proposed content and sequence of stages of methodological support for determining areas for improving the efficiency of the enterprise in the marketing aspect. At the first stage it is expedient to form the purpose of the project. The second is to develop criteria for the selection and appointment of responsible executors. The third stage involves the definition and implementation of a comprehensive analysis of strategic and current issues to improve the efficiency of the enterprise in the marketing aspect. At the fourth stage, it is advisable to define a strategic goal and its structuring. The fifth stage is the substantiation of the main directions of efficiency increase. At the sixth stage, it is advisable to form alternatives to achieve the goals. At the seventh stage, the financial, personnel, production, innovation, information and communication and marketing costs of the project should be optimized. The eighth stage – the distribution of responsibility for the project between the structural units of the enterprise.

In the practical implementation of the developed methodological support there is a real possibility of transition to alternative options for project implementation in the conditions of constant transformations, which contributes to the formation of the economic effect at the macro-, meso- and microeconomic levels.

Keywords: efficiency of the enterprise, marketing aspect, methodical support, project approach, economic effect.

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DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

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DETERMINATION OF ENERGY EFFICIENCY BARRIERS TAXONOMY IN SOCIO-ECONOMIC MODEL OF UKRAINE

page 14–21

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The object of research is Ukraine socio-economic model in terms of energy efficiency factors. One of the most problematic places is the identification of energy efficiency barriers, its minimization. The process of introduction of energy efficient technologies associated with the complexity and duration of market promotion, and their relatively high cost, and is hampered by a number of obstacles, barriers to energy efficiency.

An analysis of current state of Ukrainian socio-economic system is carried out. The main characteristics of barriers to energy efficiency of socio-technical system in relation to those already identified in foreign systems are identified, a new group of barriers to the gap of energy efficiency is identified. The introduction of taxonomy of energy efficiency barriers, their identification in each individual project implementation of energy efficient technologies improves their promotion and increases the economic effect of these technologies.

Abstract-logistical and comparative-statistical analysis are used to study the theory and practice of energy barriers in the world and in Ukraine, as well as to identify prospects for overcoming barriers. A set of criteria that form energy efficiency barriers for Ukraine has been identified. These steps involve conducting a system-structural analysis to determine the presence of energy efficiency barriers, as well as to describe their manifestation. In addition, those barriers that exist in the socio-economic model of the country but are not described in the basic theory have been structured and

described. To implement these stages, the basic structure of energy efficiency barriers was adapted to the Ukrainian socio-economic model, and a group of barriers specific to Ukraine was derived. Due to this, the terminology «taxonomy of energy efficiency barriers» was introduced into the Ukrainian scientific literature and the concept of business turnover, which was previously used only by foreign scientists.

Keywords: energy efficiency barriers, taxonomy of barriers, energy efficiency gap, implementation of energy efficiency gap theory.

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DETERMINATION OF THE FEATURES AND BASIC PRINCIPLES OF FINANCE OF RAILWAY TRANSPORT IN CONDITIONS OF ENERGY CONSERVATION

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The object of research is the finance of the railway industry in terms of energy conservation. Since the role of railway transport in social production is unquestionably significant, because until a certain product is delivered to the consumer, it is not completely manufactured, so to speak, and can't be used by the consumer. An important role in the work of railway transport is played by its finances, without which the work of enterprises is impossible, especially in conditions of using energy-saving technologies.

It is shown that the financial management of the transport industry in the context of energy conservation at the present stage of development of the railway industry and the country's economy is one of the main areas of management activity. Financial management of transport enterprises is the process of coordinating all the determining components of the financial system to achieve the stable operation of transport enterprises and, no less important, its development. The content of such concepts as «financial management» and «finance of the railway industry enterprise» has been clarified based on a synthesis of various modern scientific approaches to the study of these categories and the identification of the main features for adaptation to energy saving conditions. So, let's consider the finances of the railway transport company as the monetary system of the specified economic entity, that is, the totality of payments, receipts, distribution and use of funds in the process of its production and economic activity. Effective financial management of a railway company is an opportunity for organizational, financial and economic sustainability of a railway company in the context of energy conservation. At the same time, losses from compliance with the above conditions are minimized, thereby maximizing the economic added value of the enterprise during its operation and development. Consequently, the financial management of the transport industry company works by saving energy resources; it should use a management model that provides solutions to the interrelated tasks that arise with this method of managing.

Keywords: railway transport enterprises, organization of finance, energy conservation, financial management, railway finance.

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REPORTS ON RESEARCH PROJECTS

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IMPROVEMENT OF THE ENTERPRISE MANAGEMENT SYSTEM

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The object of this research is the enterprise management system with its subsystems. In the course of the research the methods of logical generalization and analysis were used in the

study of literary sources on the subject of the research. And also methods of comparative analysis – at research of components of the enterprise and grouping management system – at selection of homogeneous groups on the basis of division of the management system into subsystems and at association of investigated subsystems into private collections on essential for them features. Tabular means were also used at displaying various approaches to consideration of variants of structural elements of enterprise management system.

In the article the variants of interpretation of the essence of the concept «control system of enterprise» and approaches of different authors to the definition of the components of this system are considered. The selection of information about the list of enterprise management system components

from publicly available scientific and electronic sources was carried out. As a result of indication of the main factors, conditions and risks, in which the enterprises function, it is recommended to include the following interrelated subsystems into the enterprise management system: planning; informational; operating; marketing; logistic; commercial; financial; social; innovative; investment; risk-management; controlling. It is also noted that the proposed list of subsystems will ensure the competitiveness of the enterprise in a complex and constantly changing economic environment. In addition, it is recommended to take into account changes in the role and weight of each subsystem in the overall management system of the enterprise depending on changes in external and internal environment factors, strategic goals of the enterprise, the level of use of modern technology, various risks and the like. Special attention is paid to the subsystem of risk management, in particular: the description of risks at three levels of management is carried out, the main tasks of risk management and directions of work with risk management are specified. Creation and use of the given subsystem will allow to increase efficiency of enterprise management system and will promote more rational use of own resources, qualitative control of expenses, minimization of risks connected with acceptance of administrative decisions.

Keywords: enterprise management system, improvement of management system, management subsystems, risk management subsystem.

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ANALYSIS OF THE PROBLEMS OF MANAGING BUSINESS PROCESSES OF ENGINEERING COMPANIES IN THE IMPLEMENTATION OF INVESTMENT PROJECTS

page 32–35

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The object of research is a business process management system of engineering companies. The paper considers the existing system of interaction between design institutes, engineering companies and manufacturing enterprises implementing investment projects. In particular, the differences in the construction of business processes in previously existing design institutions and modern engineering companies are identified. The research methodology is based on theoretical and methodological analysis of scientific literature, statistical methods, as well as observation, comparative method, description, measurement. The use of scientific research methods has revealed weaknesses and contradictions in the business process management system.

The results of this research indicate that the development, verification and approval of design and estimate specifications are the main business process of engineering

companies. It is proved that these business processes are an integral part of the investment project. Therefore, for the successful implementation of company projects, customers attract a large number of external contracting organizations – design, engineering, construction companies. The increase in the number of participants in the investment process significantly complicates the construction of business processes, which leads to an increase in the timing of development, verification and approval of design and estimate specifications.

The analysis allows to identify the causes of inconsistencies when working with specification. The main reasons for increasing the verification time are systemic problems in organizing the interaction of project participants. It is determined that the pre-existing holders of archival design specification that provided comprehensive turnkey services have practically disappeared from the market. Contracting organizations appeared in their place, separated from large specialized design organizations. The created contracting organizations work in different versions of the software, therefore they created sets of documents of varying degrees of detail of design decisions. In general, it is recommended to optimize the docking of documents between participants in investment projects. The implementation of the proposed measures becomes possible in the context of the introduction of information technology based on joint teamwork to create an electronic model.

Keywords: investment project, operational activities, design and estimate specifications, process optimization, management information systems, activity planning.

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CONSIDERATION OF LEASING AS AN EFFECTIVE TOOL IN THE SYSTEM OF EFFECTIVE ACTIVITY OF INDUSTRIAL ENTERPRISES

page 36–40

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In the context of the economic crisis for the development of the national economy, the need is growing for developing reliable mechanisms for attracting investments, which are a means of modernizing fixed assets and introducing the latest technologies. Due to the possibility of risk when investing in new technologies, commercial banks are not actively involved in financing the development of innovations. To a large extent, the solution of these problems can be achieved through the use of leasing, is a promising area of economic activity of industrial enterprises. Therefore, the object of research is leasing as a tool for investment and innovative development of industrial enterprises.

In the work, on the basis of a systematic approach, the list of tasks, principles, and functions for the transfer of technologies in the form of leasing as a way of commercializing innovative products of industrial enterprises has been supplemented, which is aimed at enhancing their innovative activity. An approach to the definition of leasing as an effective tool in the system of effective activity of industrial enterprises is proposed. It has a number of application features, in particular, it is based on an economic-mathematical model for choosing the form of technology transfer and assessing its impact on the market value of an enterprise. A distinctive feature of the model from existing approaches is the accounting for the value of assets and the increase in the market value of assets for an investment project, which is implemented using technology transfer, as well as net discounted cash income. This allows to apply the model in the case of determining the effectiveness of bank lending as a way of financing technology transfer.

The use as indicators of the model indicators of the formation of the market value of the enterprise allows to use it to model the main indicators of its property valuation by composition and sources of formation. Using this model in the practice of industrial enterprises will determine the effectiveness of leasing in the implementation of investment projects.

Keywords: industrial enterprises, technology transfer, innovative products, market value, investment project, activation of investment activity.

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MARKETING RESEARCH AND DESIGN OF QUALITY FUNCTION IN THE PRODUCTION OF INNOVATIVE PRODUCT OF HEALTH PURPOSE

page 41–44

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The object of the experiment was 600 people, potential consumers of dairy products. Of these, 210 were practically healthy and 390 who had certain diseases. The subject of research was their consumer preferences regarding the appearance on the market of an innovative product for health purposes. One of the problems of our time is the lack of food in the market for special diet food.

The study found that 20 % of those surveyed consume classic drinking yogurts almost daily. 15, 13 and 12 % of respondents daily consume cottage cheese, sour cream and yoghurts with cereal toppings (respectively). 10 % of respon-

dents prefer acidophilus and kefir. 9 % of respondents prefer lactic acid products – fermented baked milk. 8 % of respondents consume yogurt and aerin daily. 2 % of the number of respondents consume bifilife. It was established that among the respondents yoghurts containing carotene, lecithin and products based on soy milk (3 % each) are not in great demand. The consumer prefers yogurt with the content of wheat germ and bran (18 %). 17 % of respondents consume yogurt with sugar substitutes. 13 % prefer products that contain vitamins. 10% consume micronutrient yoghurts. 7 and 6 % (respectively) of respondents prefer yogurt with the content of antioxidants and enterosorbents. Fat-free products and products containing dietary fiber received 5 % of consumer preferences. Having designed the quality function of the QFD model (Total Quality Management – QFD), it was found that the consumer wants to see yogurt on the shelf containing bifidobacteria, habitual taste characteristics, safe for consumption and at a low price.

Compared with similar well-known methods of yogurt production, the designed product can bring maximum profit to the manufacturer, due to the release of new products that will best meet the requirements of consumers.

Keywords: marketing research, QFD-methodology, quality house, products of health purpose, consumer preferences, dairy products.

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IMPROVEMENT OF THE METHODOLOGY FOR THE PROPERTY REGISTRY FORMATION AS A TOOL PREVENTING THE DEVELOPMENT OF HIDDEN MONOPOLIES

page 45–48

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The paper considers the problem of creating hidden monopolies as a result of concentration of ownership. The object of research is the transformation of ownership and mechanisms for evaluating and monitoring these changes in order to avoid the formation of hidden monopolies. The transformation of ownership is considered as a change in any component of the right of ownership: ownership, use and disposal, since a change in any of these conditions leads to a change in the economic effect of ownership. The features of the functioning of the institution of trust management are considered, it complicates the information base about the ultimate beneficial owners of the existing property registers, in turn, they focus on the right to own property and change the owner. This approach provokes an additional concentration of ownership, is not monitored by state authorities and entails negative socio-economic consequences. The General Property Register proposed in the work provides for the presentation of information on property relations in their dynamics, not only

taking into account the right of ownership, but also use and disposal, allows to cover information about the ultimate beneficiaries, previously not always available. A matrix approach is proposed for the formation of the information base of the registry itself, which will be combined into a single database of property relations in the dynamics of both individuals and legal entities. It is assumed that this Register should be formed by the Ministry of Justice of Ukraine. The chronology of property transformation can be recorded from the moment of registration of legal entities and the assignment of the code of the Unified State Register of Enterprises and Organizations of Ukraine, individuals-entrepreneurs and public organizations and the receipt by individuals of an identification code. Information The registry will be available to public authorities that are involved in the planning, disposal, monitoring and evaluation of changes in all forms of ownership from the point of view of public administration. Positive results are expected from the use of the Unified Property Register.

Keywords: ownership concentration, ownership register, trust management, ultimate beneficiary, hidden monopolies.

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