

**ECONOMIC ASPECTS OF THE KR-XE MIXTURE PRODUCTION AND ENRICHMENT**

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The present work deals with studying the structure of costs for extracting krypton-xenon mixture, produced as a byproduct of separation of air and krypton-xenon concentrate after its enrichment in individual plants. Reducing the costs of manufacturing products allows to reduce their prime cost and therefore increase the profits of the enterprise.

As the object of investigation, oxygen production of large metallurgical enterprise was considered. Comparison of the known methods for calculating the prime cost of air separation byproducts was conducted, the main sources of costs for producing krypton-xenon mixture was analyzed. Components of the prime cost of krypton-xenon concentrate, produced during its enrichment in «Chrome»-type plants were investigated.

Calculations have shown that energy costs (70–80 % of total costs) make the main contribution to the prime cost of the krypton-xenon mixture, produced in air separation plants. General production equipment maintenance costs and expenses constitute 20–30 %. Contribution of wages fund is from 2 to 5 %, depending on the wage level, adopted in the metallurgical industry.

In enriching the krypton-xenon primary mixture in «Chrome»-type plants, energy costs (60 % of all expenses) are also determining. Among them, 7 % accounts for the production krypton-xenon concentrate compression. Wages are about 17 % of total costs. Share of original Kr-Xe mixture in the prime cost of concentrate is about 9 %.

Studies have allowed to define «critical» items of expenses, changing which most affects the prime cost of intermediate mixtures and, finally, krypton and high-purity xenon sales profit margin.

Keywords: air separation products, krypton-xenon mixture, energy, expenses, prime cost.

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IMPACT OF GLOBALIZATION ON UKRAINIAN RETAIL TRADE

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The impact of globalization on Ukrainian retail trade was determined. In recent years, trade has become not only an integral part of the economic structure, but also the way of impact on society. The retail sector acquires more and more important role – as the most important economic activity.

Economic transformations, taking place in the country, in recent years has greatly changed the face of consumer market by increasing the number of producers, product saturation and enhancing the competition among sellers.

In Ukraine, the process of globalization in retail trade has began in the late 1990s with the opening of the first supermarkets and hypermarkets now known as retail trade networks in the capital and cities with populations of over one million, and their subsequent distribution in major regional centers.

The increase in real incomes and the ability of consumer buyers to get loans has become the main factors, promoting the development of network trade.

In recent years, there has been a positive dynamic of growth in retail trade turnover, influenced either by global trends or specific features of Ukrainian retail development. Due to the presence of large retailers, the level of market concentration increases. A technical advantage of large retailers provides the cost efficiency.

The results have shown that due to the presence of large retailers, the level of market concentration increases. The technical advantage of large retailers provides the cost efficiency.

Keywords: trade, network, retail, market, macro environment, globalization, entrepreneurship, business, promotion, consumer.

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MANAGEMENT OPTIMIZING OF BANKING OPERATIONS

page 14–17

The stochastic optimization model of active and passive transactions in the conditions of uncertainty and risk of bank functioning is given in the article. The objective function of this model is the receiving of maximum profit, and restrictions are used for modeling balance conditions to attract and use of cash resources. This was due to the lack of elucidation in both domestic and foreign literature of the tasks concerning optimization of administrative decisions of banks that function under uncertainty and the risk of predicted revenue from the attraction and use of funds. The study found that the economic-mathematical model of a bank will combine two approaches as a financial intermediary, which has over time to maximize its value, and as a regulated organization that ensures reliable operation of the financial and credit system. Therefore, opportunities are presented to optimize control process of deposit and lending policies of banks using economic-mathematical modeling of banking operations, taking into account the stochastic conditions of bank functioning. These data are useful and important for the optimization of the active and passive banking operations in order to maximize the bank profits from the given operations.

Keywords: economic and mathematical modeling, deposit and loan bank operations, bank risks.

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INFORMATIVE PROVIDING IN MANAGEMENT OF THE TOURIST ENTERPRISES

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The influence of the information providing on management of the tourist enterprises is considered, as reformation changes of economy, sharpening and dynamics of competitive activity at the market of tourist services, information saturation cause the permanent changes of competition status of the tourist enterprises.

It is proved the following needs of the tourist enterprises to optimize their performance: the creation of a database of tourism resources and tourism products in Ukraine; combining remote offices in a common network with a single base; application of marketing tools to promote national tourism product in Ukraine and in the world; participation in international tourism fairs and exhibitions to promote national tourism product; creation, positioning and brand promotion of tourism in Ukraine.

It is proved that the proper information is necessary to optimize the potential tourist information flows. This will regulate the number of tourists that can simultaneously be within a certain area.

The main econometric models such as linear, parabolic, polynomial ones are suggested to be used.

It is highlighted the attention to the fact that the coefficients of econometric models need to be calculated and their credibility need to be assessed, using a system of normal equations or application software.

The application for the adequacy of the econometric model to F-Fisher criterion is grounded.

These models can be used for predicting tourist flows.

Keywords: information system, management of tourism enterprises, information technology, econometric models, F-Fisher criterion.

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IMPLEMENTATION OF SYSTEM METHODS OF OCCUPATIONAL HAZARD MANAGEMENT

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The need for implementing system methods in the management of occupational hazards is substantiated in the paper. A scientific and

ethodological approach to implementing the system methods of the occupational hazard management in the enterprise safety control system, based on the formalization of an occupational safety system, identification of ways and steps in implementing the system methods in the occupational hazard management was proposed.

The need for scientific and practical developments in this area is justified by the development of labor protection approaches taking into account the international standards recommendations, in which conceptual ways of managing occupational hazards are given.

A systematic approach to occupational hazard management is characterized by determining a goal based on the created policy, sequential actions to achieve the goals, checking the extent of their achievement.

Implementing the systematic approach to reduce the threat of exposure to hazardous and harmful factors and to identify ways of their elimination on the basis of preventive measures will allow assessing, analyzing and improving the results of occupational hazard management. This can increase the level of work safety in the workplace.

Keywords: management, occupational hazard, methods, standards, efficiency, analysis.

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OPPORTUNITIES AND BARRIERS TO DEVELOPMENT OF BIOFUELS FOR TRANSPORT IN POLAND — EXPERIENCE FOR UKRAINE

page 23–27

The development of the biofuels sector largely depends on the political factors. The European Union decision, concerning the reduction of the share of the 1st generation biocomponents in transport fuels is a threat to the Polish industrial production of biofuels, which is 100 per cent based on the first-generation biofuels. Distilleries, producing bioethanol added to gasoline are particularly at risk. The difficult situation touches the oil pressing plants (esters added to diesel). The hazard primarily affects smaller plants of the biofuel sector. National giants, who intend to invest in the second and third generation biofuels that are not derived from food products are in a slightly better situation.

Polish example, which has invested substantial financial resources in the development of the 1st generation biofuels, reaching its highest share in transport fuels in Europe, shows that in the case

CONCEPTUAL SCHEME OF PREPARING INNOVATIVE MECHANISM FOR DEVELOPMENT OF INDUSTRIAL ENTERPRISE

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Key factors of an innovative model concerning economic development, which have not been considered yet or have been considered partially in the models of intensive as well as extensive development, are presented in the paper. Taking into account a significant lagging of Ukrainian enterprises from the world's advanced economies in terms of innovative activity, the necessity of introducing an innovative mechanism, fostering innovative activities at enterprises, has been substantiated. Basing on researches of the essence of control mechanism, approaches to structuring the control mechanism, main principles of development of enterprises, a conceptual scheme of preparing an innovative mechanism for the development of an industrial enterprise has been suggested. The scheme concerns a clear awareness of enterprise's problems and recognition of its innovative potentials aiming at solution of the problems. The peculiar feature of the scheme implies shifting the mentality of domestic managers and improving their understanding of the nature of an innovative development, i.e. upgrading their open-mindedness to innovations. The essence of basic steps for preparing an innovative mechanism is offered in the paper. In addition, the peculiarities of principle elements of an innovative mechanism and the suggestions concerning innovative instruments are defined. The latter will be employed into the process of implementing the mechanism into practice of enterprises.

Keywords: innovation, innovative mechanism, innovative development, enterprise, scheme.

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METHODICAL RECOMMENDATIONS DEVELOPMENT FOR THE FORMATION OF DEPARTMENT OF ACTIVATION OF INNOVATIVE LABOR OF SPECIALISTS

page 31–35

Many national and foreign scientific works deal with the problem of innovative labor activation. However, the issues, associated with the organizational support of activation of innovative labor of specialists remain insufficiently elaborated. In this paper, it is proposed to create a department of activation of innovative labor of specialists, which would be able to develop, implement and control effective activation programs that will allow to get good innovative results from the innovative labor. The scheme of the main stages for determining the size of the department of activation of innovative labor of specialists taking into account the features of innovative labor, its performers and their functions is given. The scheme of creating the department of activation of innovative labor of specialists with the corresponding stages is presented. It is proposed to add the head – the department manager to the department of activation of innovative labor. The formula for calculating the required number of workers in the created department is provided. Forming the department of activation of innovative labor of specialists will allow to develop, implement, control innovative labor programs that will promote achieving good innovative results and allow the Ukrainian economy to pass to an innovative level.

Keywords: activation of innovative labor of specialists, department of activation of innovative labor of specialists, functions.

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EXTERNAL ENVIRONMENT OF THE ECONOMIC POTENTIAL OF THE ENTERPRISE

page 35–42

The dependence of forming, using and developing the economic potential of the enterprise on macro-environmental factors is studied. The appropriateness of assessing the favorability level of external environment, especially in dynamic market conditions is substantiated. The necessity to consider external factors when assessing the

economic potential of the enterprise is proved, which will allow to determine «macro» causes of underuse of actual potential and untimely involvement of promising resources and development opportunities. A set of assessment indicators, which are grouped into five components: innovation, investment, personnel, financial and market factors is given. Herewith, the impact of each on the economic potential of the economic entity is described. Calculation of the overall favorability indicator of the external environment using the index method based on taxonomic assessment of its individual elements is proposed. Numerical and graphical results of the macro-environment evaluation for the period from 2002 to 2012 are presented, the analysis of the calculated indices is carried out. The results obtained will allow to more accurately determine the causes of underuse of the economic potential of the enterprise and form the general development directions of the economic entity in the future.

Keywords: economic potential, macro-environment, index method, taxonomic analysis.

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ENTERPRISE PERSONNEL MOTIVATION PROCESS AND ITS COMPONENTS

page 46–50

Despite the large number of research papers and efforts of scientists, problems of personnel motivation for efficient work are still have not solved. Lack of knowledge of the problem of motivation process and its components that enhance the workers' interest in the final results, as well as their theoretical and practical importance have determined the choice of topic and relevance of our work. The paper deals with studying the personnel motivation process. The issues of analyzing the theoretical basis for the comprehensive description of the motivation process and its components are considered in the paper. The motivation process is examined in detail and its components, in particular, those that would be the most appropriate for use in the current economic conditions are identified. The main motivation components that determine human behavior such as motives, needs, interests and incentives are singled out. It is determined that the motivation component is important not only for the employee himself, but also for managers, who seek to achieve the best results with the staff. The necessity to distinguish between two motivation types – internal and external is defined, which is important since the employee's behavior is determined not only by internal motivation, which is part of a personal motivational sphere, but also by external motivation. It is found that in most cases motivation is internally-aroused though dependent on external factors, which means that external components have a significant impact on internal motivation components as human needs depend on the environment and change with it. Determining the fact that motivation can have significant outside pressure and take externally organized nature is essential in

FORMATION BASES OF SOCIOECONOMIC MECHANISM OF INNOVATIVE DEVELOPMENT OF INDUSTRIAL ENTERPRISES

page 43–46

The theoretical formation bases of the socioeconomic mechanism of innovative development of industrial enterprises are outlined in the paper. Main reasons of the necessity for the mechanism formation are singled out, and own definition of this category is given. The basic principles and requirements that must be considered when forming the socioeconomic mechanism are provided. The formation scheme of the socioeconomic mechanism of innovative development of industrial enterprise that combines the basic above-mentioned elements is presented.

The aim of the work is to determine the scientific formation bases of the socioeconomic mechanism of innovative development of industrial enterprises taking into account current economic features.

As the result of the research, it is found that increasing the efficiency of industrial enterprise depends largely on the formation and functioning of the socioeconomic mechanism of innovative development. Studying its formation bases has shown that the innovative development mechanism is an integrated complex object, consisting

the HR management since it allows better organize the motivation process considering the needs of employees and the enterprise.

Keywords: motivation, motive, incentives, motivation process, internal motivation, external motivation.

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FORMATION OF A COMPETITIVE STATUS OF CURRENCY UNDER GLOBAL INTEGRATION CONDITIONS

page 51–53

This paper presents a theoretical analysis of forming a single global currency status in the context of currency competition. In the author's opinion, the relevance of researches in this field is justified by intensifying not only regional but also global integration processes, which requires the scientific substantiation of the ways of forming a single currency as a key instrument of global monetary integration. It was concluded that the transitional period of the currency consolidation, which occurs due to the regional integration processes and leads to defining several currency leaders, should be considered as a necessary prerequisite for emerging a single global currency. The specifics of implementing the strategy of the yuan internationalization and the rapid economic growth of the Chinese economy increases the yuan rate in the competition of currency leaders. The competition between the U.S. dollar, the euro and the Chinese yuan as global monetary potential leaders is the engine of forming a single global currency.

Keywords: global monetary integration, currency competition, international currency, single global currency.

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MONETARY POLICY INSTRUMENTS IN THE SYSTEM OF ADJUSTMENT OF EXTERNAL PAYMENTS IMBALANCES

page 54–57

A brief overview of theoretical concepts of adjustment of external payments imbalances and analysis of the role of monetary policy instruments in the conditions of transformation of monetary policy in Ukraine are given in the paper. The relevance of the study, in the author's opinion, is justified by several factors: firstly, the existing research work mostly covers the period of using a fixed exchange rate in Ukraine, while the effects of switching to inflation targeting, transition to the national currency floating and increased use of other monetary policy instruments are underinvestigated; secondly, the economic crisis of the 2007–2008th, the economic recession in the post-crisis period, threatening growth dynamics of the current account deficit and change of monetary policy targets, declared by the National Bank of Ukraine resume the relevance of the balance of payments equilibration. During the study the author has concluded that stabilization measures of the NBU, which are to diversify the instruments of monetary policy of the National Bank of Ukraine in the I quarter of the 2014, namely to abandon the fixed exchange rate and currency interventions, increase the use of interest rate policy have proved to be effective.

Keywords: current payments imbalances, discount monetary policy, foreign currency interventions, international reserves.

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COMPETITION: ITS NATURE AND CHARACTERISTICS UNDER GLOBALIZATION

page 57–61

This paper analyzed the theoretical sources for determining the essence of the concepts of «competition» and «competitiveness». The role of competition as a regulator of production rates and volumes, as a motivating factor for enterprises to introduce scientific and technological achievements, increase productivity, improve technology, work management etc, was justified.

It was found that economic globalization requires the coordination of actions from countries worldwide for preventing the spread of crisis phenomena and for the development of agreed-upon rules of conduct in the global environment. The need to improve domestic production competitiveness could be possible now in equal opportunity conditions for competition with foreign manufacturers primarily in the domestic market, that in future should generate a sufficient level of the country competitiveness as a whole, was proved.

Keywords: competition, competitiveness, globalization, international competition.

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TRAINING FUTURE AGRARIANS FOR THE CONDITIONS OF THE INNOVATION ECONOMY

page 62–65

The paper proposes to introduce the educational technology for training agrarians with the innovative nature of future activities, who are able to create an intellectual product, obtain legal protection of research and technological developments with their subsequent commercialization. To do this, the method and techniques for integrated implementation of the intellectual property principles in the academic and scientific process of the Poltava State Agrarian Academy are elaborated. The results of implementing the proposed technology are given. A realization scheme of innovative activity in the academy, based on the intellectual property principles is presented. Using the proposed technology ensures fulfilling the functions of the higher educational institution in the development of the innovation economy. The efficiency of using the proposed developments in increasing the activity of scientific and technological cooperation with the agro-industrial enterprises, innovative development of the agricultural sector and improving specialists training is substantiated.

Keywords: innovation economy, educational process, technical creativity, intellectual property.

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SAVING AND RATIONAL USE OF WATER AT ENTERPRISES DUE TO RAINWATER

page 65–68

The paper presents the scientific approaches to saving and rational use of water at industrial enterprises due to rainwater, which is now practically not purified, although it contains harmful substances, including heavy metals.

The studies have been performed in view of the existing problem of providing industry with service water, which is drinking water, the cost of which significantly increases and its application becomes unprofitable indicator for industrial enterprises, but it is currently impossible to abandon existing technologies. At the same time, hundreds of cubic meters of rainwater that need to be better purified before being discharged into the environment are not used. Solving the problem of water supply of industrial enterprises and the issue of rainwater purification is related to the problem of rational water use and money saving.

The studies and results obtained show a real possibility to use purified rainwater as service water. Purified rainwater is softer, hence, there will be less salt deposits in pipes and cooling systems.

The paper shows common approaches to solving this problem and gives recommendations on implementing advanced electrochemical technologies that reduce application of chemicals and improve management of rainwater purification process due to its automation.

The issues, considered in the paper are relevant since, currently, industrial enterprises do not purify rainwater to the required regulatory indicators, which leads to uncontrolled discharge of heavily contaminated water, washing toxic substances off their territories, into the environment. At the same time, enterprises can cover the shortage of service water using purified rainwater. In this case, industrialists solve economic problem in addition to environmental.

Keywords: saving, rational use, water, enterprises, rainwater, purification, heavy metals.

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