



## ECONOMICS AND MANAGEMENT OF ENTERPRISE

### NETWORK MANAGEMENT OF BUSINESS PROCESSES AT THE INDUSTRIAL ENTERPRISES

page 4–7

The use of the classification of business processes at industrial enterprise in stages of the life cycle is discussed and some research results in this area are given in this article. The main purpose of research is developing a network of business processes on the machinery enterprise and analysis of dedicated macro-processes and business processes with a view to further streamline and improve the efficiency of their management. The methodological approaches to the classification of business processes on different grounds, and the need to study the business processes in time and space, using the life-cycle process, are discussed in this article.

The presented methodical approach to network construction of business processes enables to analyze the resulting network by expert diagnosis on the basis of empirical data. Using the business process management diagram, depending on the stage at which it is located, we allow to optimize the constructed network by its restructuring, and to improve the internal business processes according to the aims of enterprise. The presented methodical approach is recommended to use at the enterprises when the main strategic directions of its development is innovation. The research results can be used by managers of industrial enterprises involved in strategic planning, as well as increasing the enterprise efficiency.

**Keywords:** business process, enterprise, management, network, optimization, efficiency, description, life cycle.

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### APPROACHES TO ESSENCE INTERPRETATION OF INTERNATIONAL STRATEGY OF INDUSTRIAL ENTERPRISE MARKETING

page 7–12

The more in-depth study of the theoretical foundations and approaches to the formation of an international marketing strategy of industrial enterprises in Ukraine is shown in the article. Using the theoretical developments of national and international economic science, conceptual principles of modern economic theory, dedicated to the international strategic marketing, a detailed analysis of the trends and understanding the specific application in the industry is conducted in the article. The absence of consensus on the issue of marketing management mechanism in the international dimension under the prism of globalization is identified. The proposed definition specifies the notion of «international marketing strategy of industrial enterprise» and also pointed to the specific features of marketing strategy formation at the industrial enterprises in the context of globalization. The research results can be used in industrial enterprises of Ukraine in the formation of marketing strategy in international markets.

**Keywords:** marketing strategy, international marketing strategy, industrial marketing, global processes.

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## DEVELOPMENT OF EVOLUTIONARILY STABLE FIRM STRATEGIES ON MARKET

page 12–16

The formation of evolutionary stable strategies of companies to assess the level of competition in the market between them is examined in the article. The aim of the article is identification of evolutionarily stable strategies of firms in experimental economics with regard to social preferences among firms. To describe the competition between firms the Cournot model is used based on social preferences firms: selfish, reciprocal or punitive. Results of competition are modeled experimentally based on adaptive behavior of firms in a special software module. Based on the statistical data on the two firms using econometric methods it is defined the social preferences of firms to assess the level of competition between them. Evolutionary modeling of competition between firms allows estimating the dynamics of social preferences, depending on the marginal costs of firms. The developed econometric model allows determining the evolutionary stable strategies of firms and predicting the level of competition between them for a level of social preferences firms and statistical information about their income. Antimonopoly Committee proposes to use econometric modeling and experimental evaluation of social preferences of firms to predict the direction of competition between firms. The research results can be used to identify additional indexes concentration of firms in the economy of sector markets, taking into account the evolutionary adaptation strategies of firms to competition.

**Keywords:** evolutionary strategy, social preferences, reciprocity, punitive behavior, duopoly.

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## FORMS OF INVESTMENT PROVIDING OF HOUSING FUND FORMING

page 17–20

The features of identification, development and investment of housing construction and acquisition are considered in the article. The aim of the article is to clarify the components of housing fund and identification the forms of investment support of its formation. On the basis of using the method of comparative analysis it is identified the key components

of the housing fund, whereby is concretized the informative filling of this category. It is systematized the key source of investment formation resources for further investment in the formation of housing fund using the method of grouping and three forms of investment in construction and housing (fiscal, corporate, banking). On the basis of the investigations it is described each of the forms of investment and singled inherent methods. The obtained results form the basis for informed choice of the most efficient and effective forms and methods of investment support of housing fund formation with a view to decide the social and economic problems in the country.

**Keywords:** housing fund, investment support, investment sources, investment forms, investment methods.

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## TOOLS OF PROVIDING THE MULTIPLE-VECTOR DEVELOPMENT OF ENTERPRISES

page 21–24

The article deals with theoretical and methodological foundations of instrumental support of multiple-vector enterprise development. The aim of the article is to clarify the terminology for problem, identification of characteristic features multiple-vector development and activation of its systematization tools. On the basis of the use of semantic and etymological analysis it is revealed the inconsistencies in the views of scientists in understanding the category «multiple-vector enterprise development» and tools of its development. The research made it possible to offer considering the process of transformations in all functional areas of the company as multiple-vector enterprise development, which makes its transition to a new, more perfect level. The key characteristics of multiple-vector enterprise development are described based on the method of comparative analysis. Using the method of grouping it is formed the classification of leverage to ensure the multiple-vector enterprise development by level and formation environment, as well as the semantic basis. The results form the basis for informed choice of the most efficient and effective tools to ensure the impact of systemic transformation of domestic enterprises on the basis of new requirements to the parameters of their functioning.

**Keywords:** multiple-vector enterprise development, providing, tools, lever, transformation, impact.

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## EFFECTIVENESS EVALUATION OF TOURISM CLUSTER ENTERPRISES

page 25–28

The evaluation of the impact of participation in the cluster for each participant based on motivation positions for the integration of enterprises is shown in the article. The main aim of the investigation is to determine the most accurate indicators of participation performance in the cluster to assess its overall effectiveness. Experience of native and foreign experts has shown that management of enterprises on the basis of clustering has great advantages compared to conventional structural and industry associations. The presented in the article indicators of economic, social, environmental, scientific and technical performance of tourism enterprises will allow managers to assess the results of cooperation in the framework of integration. Particular attention is paid to economic performance, as the basic criterion for the competitiveness of enterprises, and the methods to its calculating are presented. The results can be applied in practice by managers of tourism enterprises, as well as residents of local authorities, who are interested in sustainable development of the region and want to build a relationship based on clustering.

**Keywords:** tourism cluster, economic, social, environmental, scientific and technical efficiency of the cluster.

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## RISK ASSESSMENT OF THE INVESTMENT DECISION IN THE SYSTEM «TIME CONSTRAINTS — COST» (BY THE EXAMPLE OF CONSTRUCTION)

page 28–35

The approach to risk assessment in the process of optimizing the structure of costs and terms of realization investment decisions at presence resource constraints has been proposed. It was clarified the notion of operational risk of an investment decision on the example of the construction project. Based on the scenario-probabilistic approach on a concrete example investigated the dependence of the size of the predicted operational risk of the project on the timing of its implementation and the magnitude of the fixed and variable costs of the project. Quantitatively the level of operational risk is assessed as the possibility of exceeding factual variable costs of the project over the planned project variable costs in the optimistic and pessimistic scenarios.

Revealed that the decrease of the construction period and, accordingly, the intensification of the average monthly total costs expedient as long as the average monthly increase (relative and absolute) of volume of construction works is ahead of the monthly growth the level of fixed costs, that is, until you reach the famous in the economy marginal effect. The duration of the construction at which occurs this effect is less favorable to the forecast of operational risk (the risk is greatest, marginal income is minimal).

The dependence found we recommend to take into account at formation of temporal and cost characteristics of investment decisions (projects) in contracting.

**Keywords:** risk, probability, scenario, investment decision, fixed and variable costs, marginal effect.

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- of public health budget organizations. In order to solve these issues it is clarified the methodological principles used in expenditure accounting of budget organizations. The notion of expenditure of budget institutions and public sector are considered. The implementation of medical information flow on the formation of economic database for analysis of public health budget organizations is analyzed. It is proposed an introduction of single medical information field using electronic medical history and medical and economic patient cards that enable complete and continuous monitoring of the expenditure of health service providing in relation to one patient. It is analyzed the flow of financial provision of health budget organizations. All these measures will provide a full and continuous control over expenditures performed during to health service providing for each patient.
- Keywords:** expenditure, assignation, public sector, budget institutions, management accounting, spending units.
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## DEVELOPMENT PROSPECTS OF COST ACCOUNTING OF BUDGET ORGANIZATIONS

page 36–38

The report is devoted to modern theoretical approaches to expenditure accounting improving

## DEVELOPMENT OF STRATEGIC SCENARIOS OF SELF-ORGANIZATION OF ENTERPRISES IN THE MARKET ENVIRONMENT

page 39–41

The scientific approaches to monitoring processes of self-organization in the market environment are investigated in the article, assessment of their effectiveness is carried out. The main purpose of this investigation is an expediency substantiation of strategic scenarios formation of self-organization of enterprises in the market environment in two ways: integration and disintegration. Using modern methods of strategic planning scenario allows to take effective management decisions under uncertainty and contributes to the ability of enterprises in the external environment. The presented method can be used in the prediction of successful events over union / separation of enterprises under the terms of the agreements concerning the connection / distribution management functions and resources to achieve common aims: the active inter-firm cooperation and enhancing the effectiveness of the individual partner companies. Implementation of the proposed strategic scenarios of self-organization of enterprises will contribute to the development of civilized business culture in the country and some regions, reducing competitive pressures in the market, improve the effectiveness of inter-firm cooperation and social responsibility.

**Keywords:** strategic scenarios, self-organization of enterprises, inter-firm interaction results, market environment.

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## IMPROVEMENT OF FINANCIAL SUBSYSTEM IN GENERAL ENTERPRISE MANAGEMENT SYSTEM

page 42–44

The essence of the concepts of «system», «subsystem» and «enterprise management system» is shown in the article. The enterprise management subsystems are given and its elements are determined. Enterprise is considered as object of management which is composed of interacting components and subsystems. It is allocated the financial subsystem within the economic subsystem as one of the main sources of information in economic management in such subsystem and as a whole.

The support of internal system stability in a constantly changing environment will ensure through the use of adaptive management. Because of the mechanism of adaptive enterprise management in a competitive environment is a set of principles, tools and technology adoption and performance management solutions, it is proposed acceptance of it through information flows, bringing all its divisions into a single information space.

The primary and necessary step is the development and gradual formation of adaptive model of effective financial management subsystem that will allow taking into account the formation of information flow and impact factors for using of certain approaches.

The research results can be applied in enterprises and organizations of different forms on coordinating unit, namely the control center of information flows of financial subsystem.

For solution of major topical problems of financial subsystem management of enterprise it is offered organizational, information and documentation improvement of this subsystem.

**Keywords:** enterprise management system, financial subsystem, financial management, information security, information flows.

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## MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMICS

### DEVELOPMENT OF MATHEMATICAL MODELS OF MINI-HOTEL PROJECT TERMS THAT UPGRADED ITS COMPETITIVENESS

page 45–51

After analyzing the situation of the hotel market in Kharkov, it was found that one of the major problems in projecting of mini-hotels is the excess time and on budget, affecting the competitiveness level. In the current market situation for hosting a successful competition mini-hotels it is should update the ACS hotel management and hotel equipment, study the internal and external markets, conduct market research, implement the innovations and technology, notice vulnerabilities of competitors, exert control action on its own competitiveness and identify its main focus.

Market conditions for the Ukrainian mini-hotel functioning require a new strategic approaches to address their competitiveness. The mini-hotel functioning efficiency at market conditions implies an active search and development of each of its unique competitiveness strategy.

In this regard, the need to develop a mathematical model of mini-hotel project terms is actual. Mathematical model developed in this paper allows any manager of mini-hotels to find the optimal values of continuous operation at the specified deadline for completion of the project, insurance time reserves for each operation, order relations, the upper and lower limits for duration of each work.

The solution to this problem will give a mini-hotel manager to determine the optimal combination of continuous operation at a predetermined duration of the project, which is significantly simplify the progress of the project and minimize the risks, making the project a success and, thereby, increasing its competitiveness.

**Keywords:** mini-hotel competitiveness, theory of categories, category-functorial model, project management, project.

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### INFORMATION LOGISTICS USAGE NECESSITY WITHIN THE CONTEXT OF UTILITY PROVIDING OF TOURIST PRODUCT

page 51–56

The features of formation and utility providing of the tourist product are discussed in the article. The main aim of investigation is the objective determination of consumer characteristics (assembly of characteristics) that should be inherent in the tourism product on the perception and evaluation of consumers. It is determined that the creation and provision of utility providing of tourist product is a complex and multifactorial. Product usefulness problem is considered in the context of consumer needs, utility goods, value goods, consumer satisfaction and more. It is proved that the usefulness of the goods is a subjective value and its value depends on the specific needs and perceptions or expectations of people. The data set, which determines

consumer (tangible and intangible) characteristics of the tourist product, is conducted. The investigation allows concretizing the consumer characteristics that reflect the dominant components of consumer values that are important to customer satisfaction by obtained tourist product and measuring the consumer characteristics of tourist product. We propose the efficiently manage of information flows at all stages of its creation to ensure the consumer utility of tourist product. The results of investigation may be used by travel agents and operators involved in the organization and provision of tourist product creation, implementation and provision of travel services and agency to provide the specific and related services.

**Keywords:** utility, consumer utility, information, information logistics.

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## DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

### RESEARCH OF FACTORS OF CREDIT CAPACITY FORMATION OF THE UKRAINIAN BANKING SYSTEM IN DOLLARIZATION CONDITIONS

page 57–63

It is shown the research of factors that have an effect on credit capacity formation of the banking system

of Ukraine, which is relevant and useful in reducing public funding, deteriorating creditworthiness of companies and private persons, decline of domestic investment demand and bad research of these problems in national scientific literature.

By means of multivariate correlation and regression analysis it is done the direction and density of



connection between the object, and the model of process development is proposed. Credit capacity formation of the banking system at present is influenced by a large number of external factors. It is proved that significant influence on credit capacity formation of the banking system under dollarization have: volumes of external assets in foreign currency, transferable deposits in foreign currency, foreign exchange earnings, fundraising of businesses and individuals in foreign currency deposits. It is grounded the model of interdependence of determined factors and credit capacity of banking system, the use of which can significantly improve the regulatory activities of the National Bank in this direction.

**Keywords:** banking system, credit capacity, dollarization, financial dollarization, credit resources, deposits.

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