



ECONOMIC SECURITY OF BUSINESS ENTITIES

THEORETICAL ISSUES OF FORMATION OF SECURITY SYSTEMS OF INDUSTRIAL ENTERPRISE DEVELOPMENT

page 4–7

Industrial enterprises, the results of which are occupied a leading position in creating the macroeconomic indicators of state national economy, have losses in connection with the change of external and internal situation. Therefore, special attention should be given at present functioning of the main directions of their activity and safety of each direction.

During the study of theoretical issues of formation of security systems of industrial enterprise development the main components are determined: the concept of «enterprise development» and «safety of the enterprise activities».

It is proved that industrial enterprises that currently are in crisis situations and all their activities that intent to unstable actions should be considered as a socio-ecological-economic system, which requires «shock therapy».

In the study it is indicated that effective action for meeting the crisis is the introduction of innovative transformations in each direction of the industrial enterprise ranging from enterprise management system, and ending with environmental activity. It is proved that innovative transformations are happen in conditions of external funding through the involvement of interested investors in the enterprise development. Therefore, the main emphasis of research and the central part of the security of commercial enterprise is proposed a definition of innovative investment component of safety of the enterprise development.

Keywords: enterprise development, safety of the enterprise activities, safety development, threats, risks.

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STATE ECONOMIC SECURITY

DETERMINE THE RELATIONSHIP OF INDUSTRIES RELATED TO REGIONAL DEVELOPMENT

page 8–12

The article describes the structure of the building complex, which includes related industries. It is generated a table of normalized data on key indicators of related industries of building sector industries and are defined ratings for each industry.

A prerequisite for economic growth in any country is the increase in the activity of the investment process and innovation. Direct investments in innovation in the real economy are needed. The economic crisis caused the decline in investment, depreciation of fixed assets of enterprises, the decline in industrial production and living standards.

Achieving a balance of building in the regions is an extremely difficult task. The problem is that the degree of inter-regional economic cooperation is very controversial and some of material and financial resources generated through the exchange with other areas of the country. Therefore, in the near future indicator of building activity will continue to be the main indicator of regional economic development.

Sectoral structure of the building is its division into indicators characterizing the formation of capital investments.

The author formed the normalized data table on the main indicators of related industries of building sector and defined ratings for each industry.

It is proved that a necessary and important feature of the integrity of the building systems is the unity of resource provision. As the resource unity is meant to ensure of the construction by resources in range and quantities required in the production of finished building products. At the resource unity is provided the closed internal turnover. Resource unity of operation allows the correct approach to the definition of building systems.

A necessary condition for an integrated approach is the development of organizational and methodological foundations of the formation of a regional structure of building. For this purpose it is designed production (managing) and control subsystem on the basis of program and target methods.

To eliminate the negative trends in construction management it is needed a shift from empirical action to guide the building to science-based integrated design of organizational forms of building, unifying and typification of their elements and the formation and development of rational organizational structures of management on this basis.

Keywords: building industry, building complex, inter-industry linkages, cost factors.

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PARTNERSHIPS IN THE CONTEXT OF THE TRANSFORMATION CHANGES OF PUBLIC ADMINISTRATION IN THE GLOBALIZATION CONDITIONS

page 12–17

The nature of change and transformation of the economic system of Ukraine is analyzed in the paper. The content of global transformation processes that cause them, are determined. It is proven the exhaustion of reproductive potential of the model of liberal market fundamentalism, the concept of which was chosen as the basic paradigm of development of the national economy, the negative effects of the weakening of the state's role in the management and controls the spread of purely market principles of conduct in all aspects of life are clarified. Directions of modernization restructuring of the national economy are determined. The first direction is transition to high-industrial level of economic development and creates conditions for transition to a post-industrial economy by modernizing industrial and

technological base for innovative principles and development of post-industrial sectors. The second direction is playing a market economy mechanism in cooperation with government regulation, strengthening the role of the state in certain national development goals and maintaining business cooperation with a partner.

The relevance of the research problems caused by the aggravation of choice vector transformation changes the national economic system, formation process of updating the ultimate goal of transformational changes, identify ways and methods to achieve in terms of economic crisis and the emergence of threats to national statehood.

The proposed directions of transformational changes in governance and the role of government in society in accordance with the principles of partnership provided the absolute dominance of the public interest create a real background for task solution of economic development and improving the quality of life.

Keywords: social and economic transformation, globalization, market fundamentalism, new public administration, public and private partnership.

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ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

INVESTIGATION OF POLYFUNCTIONAL SEGMENTS OF NON-OBVIOUS INFRASTRUCTURE OF RECREATION AND TOURISM SPHERE IN NATIONAL ECONOMY

page 18–22

The article considers the theoretical approach to the identifying obvious and non-obvious components in the structure of recreation and tourism sphere on the basis of the mono- and

polyfunctionality of their segments. This approach on contrast to others gives an opportunity to consider all spheres of business, where enterprises are polyfunctional. Their basic functions become a background of recreation and tourism. Polyfunctionality is considered as the ability of an enterprise to perform several functions simultaneously, where the recreation and tourism are based on the others such as nature saving, healing, cultural, educational etc.

The definitions of the non-obvious infrastructure, its segments, subjects and objects are defined on the basis of three approaches (theoretical-economical, structural and functional).

Theoretically interpreted economic essence of non-obvious infrastructure for the national economy and instruments of governmental influence at its functioning and development through implementation of governmental tourism policy, which will be able to activate all spheres of national economy, referred as non-obvious infrastructure.

Keywords: polyfunctional segments, non-obvious infrastructure, recreation and tourism sphere.

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DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

AN ANALYSIS OF SUGAR PRODUCTION TRENDS IN UKRAINE AND AN ANALYTICAL FORECAST OF ITS DEVELOPMENT

page 23–28

Sugar production is one of the most important branches of the agro-industrial complex in Ukraine. At the moment, the situation in the sugar market is unstable. To a significant extent, this is due to poor efficiency of control of the sector. Scientifically-based forecasting of production trends is an important methodology for raising administrative effectiveness.

The objective of this work is the analysis of changes in trends in the performance of sugar production in Ukraine and the improvement of the technical approach to the forecasting of sugar production in the regions, and the leaders in the sugar production sector.

Since 2012, in all the sugar producing regions of Ukraine, there has been a decline in sugar production and sugar beet growing. The main factor for the reduction in sugar production is the excess of its supply over demand due to a trend of reduced need in the population. Further expansion of production, notwithstanding the reduced demand in the domestic market, is possible through sugar export growing. It requires: increasing of product quality, bringing it in to line with European standards, and providing domestic sugar competitiveness in the export market. Further development of sugar production in Ukraine requires State support to the sugar production sector. Scientifically-based forecasting of the production indicators is essential for the development of State and Regional support programmes. Sugar production trend in Poltava region, one of the sector leaders in Ukraine, has been researched. A conclusion has been drawn on the efficiency of the exponential forecasting to assess the total future production.

Keywords: sugar production, sugar beet, forecasting, matching of exponents, region.

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COGNITIVE APPROACH APPLICATION FOR THE TYPOLOGICAL CLASSIFICATION OF REGIONS BY LEVEL OF INDUSTRIAL DEVELOPMENT

page 28–31

The article it is focused on problems of typological classification of regions in terms of industrial development. It is noted that existing approaches to typological classification of regions based only on quantitative indicators of regions. It is proposed to perform the typological classification of regions in terms of industrial development not in quantitative terms, but the degree of connection between them. To solve this problem it is proposed use of the cognitive approach. In the article it is grounded relevance of cognitive approach usage to achieve the study aims. It is selected a group of indicators (concepts) that characterize the industrial development of the region. It is investigated the relationship between selected concepts. It is completed construction of cognitive maps of industrial development of regions. It is emphasized the opportunities to highlight weaknesses in the industrial development of the region based on cognitive maps for the effective functioning of the whole system and making effective management decisions. The algorithm of typological classification of regions in terms of industrial development as a basis for cognitive maps is shown. It is noted future prospects of research in the area of the cognitive approach application to typological classification of regions.

Keywords: industrial development of the region, factors of region development, typological classification of regions cognitive approach.

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THE PROBLEM OF CONSTRUCTING THE DIVERSIFICATION MECHANISMS OF EXPORT POTENTIAL OF REGION

page 32–36

The formation and implementation of export potential is essential for Ukraine's integration in the global space. Construction of the mechanisms of diversification of exports should be a priority for management export potential of the region, as well as diversification is one of the tools of risk prevention, reliability and stable functioning of the socio-economic system of the region. Therefore, an important issue is the identification and analysis of problems that prevent the construction of mechanisms to diversify the export sector in the region, and determining an acceptable solution. It is found that problems of development of diversification mechanisms lies in the fact that at the regional level is not formed responsible centers for development of export potential, not specified the mechanisms of interaction between government and business, there is no method of estimating the diversification of the export sector in the region that would become the basis for determining the directions of its development. Identification of these problems specifies directions for further theoretical and methodological works on construction of mechanisms to diversify the export potential of the region for further implementation in administrative practice.

Keywords: diversification, export potential of the region, management mechanisms, management system, directions of diversification.

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MONEY, FINANCE AND CREDIT

INSURANCE IN COOPERATION WITH THE AGRARIAN FUND AND THE STATE FOOD AND GRAIN CORPORATION OF UKRAINE

page 37–42

The article analyzes the insurance of agricultural products in cooperation with the Agrarian Fund and the State Food and Grain Corporation of Ukraine. Domestic agricultural enterprises have advanced the production of cereals and occupy leading positions in global markets, but despite good results, producers do not always work in favorable conditions and have several problems. First of all, we know that the results of economic activity of the agricultural sector most dependent on weather conditions. Also, a major problem is the availability of working capital in certain periods, because feature of agricultural production is seasonal and there are very important dates. Find the necessary working capital in the set time is extremely important for the activity of farmers, so cooperation with the Agrarian Fund and the State Food and Grain Corporation of Ukraine is a priority, especially in the absence of reliable and stable system of credit. The mechanism of interaction between farms with these government agencies and outlines the role of insurance in it. The terms of insurance contracts and revealed their impact on farmers.

Keywords: insurance, agricultural products, the Agrarian Fund, State Food and Grain Corporation, spot transactions, forward rate agreements.

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ADAPTATION OF WORLD EXPERIENCE OF CRISIS MANAGEMENT IN UKRAINE

page 42–49

The forms of anti-crisis management in countries with developed market economics are revealed in the article. In most countries it is realized through legislation improvement in the field of employment, increase the number of jobs, especially for young people, coordinating the efforts of various government departments to develop and conduct of economic policy through increase a state intervention in the economy.

It is established that in direction of anti-crisis management in Europe prevails selective approach aimed at stimulation of specific companies; priorities of state sector in Scandinavia are education, health care, pension and labor market. In addition, in some countries to find innovative structures of enterprises,

increase their competitiveness and efficiency of recovery used developing programs of privatization that have their own characteristics in each country.

The generalization of the world experience of solving the problems of bankruptcy of enterprises made it possible to distinguish two approaches to this problem. The first is a liquidation of the company, the second is the reorganization. It should be emphasized on dominance of the second approach.

Worldwide anti-crisis management models provide different potential for progressive social and economic progress. Usage of positive experience should be the first step in reforming the system of anti-crisis management.

Keywords: anti-crisis management, public anti-crisis management, crisis, bankruptcy of enterprise, anti-crisis measures.

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COOPERATING OF RATE OF EXCHANGE IS WITH INDEXES OF BALANCE OF PAYMENTS AND INTERNATIONAL INVESTMENT POSITION OF COUNTRY: THEORETICAL AND METHODOLOGICAL CONTEXT

page 49–56

It was established that approach to the exchange rate analysis based on a country's balance of payments estimation (hereinafter BoP) could be considered as an aggregating macro-level approach absorbing the majority of fundamental factors of the exchange rate dynamics.

In the analyzed context important current tasks are substantiated: to find out interrelations between exchange rates and balance of payments figures and international investment position of the country; outline theoretical and methodological basis of analysis of the national currency unit revaluation and devaluation factors.

It is proved that all conclusions derived from the analysis of external sector accounts are based both on the absence of official and unofficial restrictions on international and internal operations and on the fact that market participants freely react to the price signals and macroeconomic policy measures. It is revealed that in addition to export earnings, loans, investments, net sale of assets and international reserves the exchange rate could be another instrument to even out the imbalances.

It is substantiated that the ability of the exchange rate to perform specified role in economy depends on the exchange rate regime (fixed or flexible), chosen by the country's central bank. It is proved that automatic evening up of imbalances, reflected in BoP, is possible only under the conditions of flexible exchange rate regime. At the same time, sudden and excessive volatility of flexible exchange rates involves considerable risks for the real sector of economy in near-term outlook.

It is detected that exchange rate and its regime in a particular country have considerable effect on the BoP and International Investment Position (IIP) figures. It is proved that first of all the exchange rate regime influences the volume of countries' international reserves, monetary policy as well as all transmission mechanisms both in the aggregate of intersectoral relations within the national economy and interconnection of the country with the rest of the world.

Keywords: exchange rate, balance of payments, current account, capital account, financial account, international investment position.

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SYSTEMATICS AND IMPROVEMENT OF CLASSIFICATION OF RESOURCE BASE OF THE BANK

page 57–60

The article analyzes and summarizes the main approaches to classification of constituents of resource base of banks and taking into account that it is proposed the generalized (integrated) classification of the resource base of commercial banks. Particular attention is paid to the specific types of components of the resource base of the bank. It is grounded limited interpretation of the term structure of the resource base in the economic literature and formulated its own definition as the ratio between the individual items of equity and bank liabilities (raised and borrowed funds) and between different elements of the resource base of the bank as a whole in order to ensure stability and reducing investment of raised and borrowed resources.

Based on existing approaches to classification of structural elements of the resource base of the bank, it is developed their classification by the most essential features that can solve the strategic objectives of the bank on sourcing resource base with minimal cost to implement active operations in certain directions and volumes and aimed at efficient use and management of the resource base. It is introduced an additional criterion for classification of bank resources for their functionality, whereby they are three components: resources to formation of portfolio of earning assets; resources to create material, technical and technological base of the bank; resources to self-insurance of bank from banking risks.

Keywords: resource base of banks, sources of resource formation, structure of resource base of banks, resources-costs.

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MODERN MECHANISMS OF REGULATION OF FINANCIAL MARKET IN UKRAINE

page 60–64

The approaches to organization of state regulation system of the financial market are revealed, factors affecting the state regulation of the market by the state are considered, reasonably need to reform the system of state regulation of financial markets and an effective mechanism of its regulation are grounded. Three models of financial market regulation (sectoral, task-based and model of single supervision) are given based on the existing in economic literature approaches and solved their content. It is shown the mechanism of state regulation of the domestic financial market based on sectoral model. Its advantages and disadvantages are determined.

The options for further reform of government regulation are proposed, including further development of existing regulators, introduction of two separate regulatory units, creation of separate megaregulator, creation of megaregulator on the basis of NBU.

It is proved the possibility of introducing the megaregulator for financial market in Ukraine and trends of introduction of modern mechanisms of state regulation of the financial market in Ukraine based on international experience.

Keywords: financial market, state regulation, regulatory unit, models of state regulatio.

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MODELING FINANCIAL BEHAVIOR OF BANKS IN UKRAINE IN CRISIS PERIODS

page 65–70

The article examines the performance of banks and on the basis of multifactor analysis the clustering of banks is done, which allowed us to identify the common model of the financial strategies implementation to institutions of one group during 2009–2013.

It is found that in the nearest future the banking system of Ukraine expects the transformation processes to get to a qualitatively new level of development. In accomplishing this objective, the National Bank of Ukraine as the regulator has an important role, as well as appropriate market mechanisms of maintaining the level of competition in the banking system.

As a result of the analysis of five latent factors affecting financial behaviors banking institutions on the market are obtained, giving the ability to combine these criteria into three groups: f_1 – the amount of accumulated resources; f_2 – multiplier of the capital; f_3 – the losses of banking business; f_4 – currency risk; f_5 – deposit floor credit transactions.

The results of multifactor analysis allow us to detect trends in the banking market in the crisis years, which confirms the theory of Michael Porter's competitive advantage. Each bank will probably be in a cluster and will reach its characteristics.

The research results add the information-analytical support for decision making about the possibility of mergers and acquisitions, re-engineering banking business processes, the involvement of financial assistance or participation of the state.

Keywords: bank, financial strategy, influencing factors, clusters of banks, competitive strategy, regulation of banks.

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