



ECONOMICS AND MANAGEMENT OF ENTERPRISE

TECHNOLOGICAL LEVER AS A TOOL FOR PRODUCT-ENGINEERING ENTERPRISE TECHNOLOGY PLATFORMS

page 4–11

The article is devoted to innovative methods for assessing the commercial potential of intellectual property. It is proved that an important indicator of market opportunities intelligently estimation method patents are weighted citation. With its use of available light practical value of patents based on the frequency of citations in other patents. As an evaluation criterion suggested to use leverage technology that plays as the ability to distribute innovative enterprise advanced knowledge, technology, application know-how gained in the process of establishing a base of intellectual technologies in a variety of products to end users. Methodical approaches identifying business opportunities intelligent technology for the developer and for its customers.

The concept of leverage effect technology allows significantly increase the efficiency of the process by creating product product-technology platforms as a developer and a potential consumer technology innovations.

Keywords: market, patents, intellectual technology, technology leverage commercial potential.

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DIVISION MODEL OF TEAM-BUILDING ALTERNATIVES FOR IT-COMPANIES

page 11–15

The article argues priority of IT-industry development, the necessity of systematic consecutive team-building processes for IT-companies to maintain a high level of orders. It is established that the most appropriate option of IT-team selection is division-integrated approach using a combination of administrative, loyal indicator and the indicator of maximum benefits for IT-company. The model of gradual selection of personnel, not used in other projects, for IT-project vacancies is presented. The phases taking place in each new created team to achieve a coherent, effective

and mutually agreed work with a high level of productivity are discussed. The peculiarities of each stage are characterized and advisability of team-building to facilitate exit from crisis stages is substantiated.

Keywords: IT-company, division model, selection indicator of IT-team, teamwork phase, teamwork productivity.

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INFORMATION SUPPORT FOR SUSTAINABLE ENTERPRISE MANAGEMENT DEVELOPMENT MECHANISM

page 15–19

The components of information support for sustainable enterprise management development mechanism are defined: the receipt and transmission of information, information assessment, information infrastructure. Due to this, it is prepared the basis for the development of a formalized model of information support for sustainable enterprise management development mechanism.

Information receiving and transmitting gives the opportunity for an enterprise to obtain, from the internal distribution, the information of added value, faster access to information and common standards of information exchange. Information infrastructure synchronizes business goals and the growing information needs of the enterprise to optimize the parameters of the IT infrastructure in order to prevent structural and managerial crises. Evaluation of information is a mechanism that maintains information support up-to-date.

The information flows are described which embodied the preparation, implementation and managerial control of sustainable development, and the latter information support system structure is given. This prepared the basis for developing the practical recommendations for the implementation of the developed management mechanism for sustainable enterprise in the enterprise information systems.

It is given a detailed functional structure of control, regulatory and institutional components of information support for sustainable development, covering information support of the developed methods of sustainability management mechanism and the corresponding information flows.

It is presented the conceptual scheme of information support for sustainable enterprise management development mechanism for implementation a continuous exchange of information between the managing and managed system mechanism, for a comparative analysis of options to improve the selection and support of effective management decisions.

Keywords: information support, information flow, sustainable development, the managing and managed system.

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DEVELOPMENT FORESTRY INDUSTRY AND IMPLEMENTATION OF «GREEN» TOURISM IN UKRAINE ON BASE OF ECOLOGICAL MARKETING

page 20–23

The article is devoted to the idea of transforming of forestry companies from ones carrying function of the forest keeping into ones with commercial activity according to market requirements. This transition can be accomplished through the use of marketing approach. The implementations of the concept of marketing allow solving both the problem of financing of forest enterprises in Ukraine and meet the needs of the market by environmentally friendly goods and services. Marketing studies have proven both the ability to create the production and sales of wood products and the provision of services of «green tourism». The transition to such a method of forestry management can be carried out without external funding. Environmental Marketing will provide not only the organization of the new production and sales of products and services of green tourism, but also the multiplying the forest resources. Studies have shown the possibility of successful and pro-

fitable business for enterprises and companies engaged in forestry in accordance with all environmental requirements.

Keywords: environmental marketing, green tourism, forestry economy.

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APPROACH TO EFFECTIVENESS EVALUATION OF INNOVATION MECHANISM OF INDUSTRIAL ENTERPRISES

page 24–27

The innovative mechanism of industrial enterprises should be considered as a system of interrelated elements, combination and simultaneous operation of which will contribute to the development of innovative enterprises. The study of innovative mechanisms to date remains one of the least concretized in the areas of innovation management. The introduction of the concept of enterprise innovation mechanism requires specification of approaches to assessing its effectiveness. To solve this problem, it was suggested to structure of innovative mechanism of industrial enterprise on five main elements, namely: 1) the mechanism of diagnosis; 2) the mechanism of action; 3) the mechanism of providing; 4) the mechanism of transformation; 5) the mechanism of interaction. To assess the effectiveness of certain elements in the structure of innovative mechanisms have been proposed calculation factors which determine the nature of the processes that ensure every element of innovation mechanism. It is proposed evaluating the efficiency of the innovative elements after normalization of calculated coefficients to perform functions on the basis of desirability. The article reviews the intervals for evaluation of coefficients for seven types of innovative mechanisms. Applying the proposed approach to evaluating the effectiveness of the mechanism will allow innovative level of subjectivity in making management decisions.

Keywords: innovative mechanism, development, enterprise, evaluation, efficiency.

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MODELLING OF COMMODITY FLOWS OF DRUGSTORE CHAINS USING SYSTEM DYNAMICS TOOLS

page 28–35

The modern tools of modeling commodity flows of pharmaceutical market are researched. The expediency of using system-dynamic modeling to control commodity flow of drugstore chains is proved. Simulation-system-dynamic model of commodity flows of drugs under uncertainty of demand, which includes submodel of commodity flows and submodel of logistics costs account, is developed and software implemented environment in Powersim Studio. The model allows for simulation of experiments to identify the impact of input and intermediate variables on the resulting indicators and tracking variables at each step of the simulation. It can be used in the same pharmacy or cover the commodity flows of the entire network and serves as a basis of the development process and making optimal decisions on inventory management in the drugstore chains. The results of practical testing of system-dynamic model of management of commodity flows in the practice of drugstore chains prove its effectiveness in terms of better meet demand and reduce logistics costs. Difficulties in using the model is the need to conduct multiple experiments with subsequent processing and integrating the results of simulation, the need for qualified personnel who will implement it and create adequate and effective solutions to manage commodity flow in the drugstore chain.

Keywords: drugstore chains, commodity flows, simulation modeling, system-dynamic model, inventory management.

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VISUAL ATTRIBUTES OF FORMATION OF WINE BRAND

page 35–40

The article is devoted to the formation of the visual attributes of wine brand, namely packaging and label. Its tasks and functions in the formation of wine brand are determined. The means of visual impact on the formation and maintenance of wine brand are investigated. It is shown that the packaging and label create new trends in communications with the consumer. It is proved that the formation of a wine brand depends not only on global trends, government regulation, development strategy, but also on the correct design and use of visual attributes. During the fierce competition in the global and domestic markets, the development of a unique visual brand image of wine is an important tool in the competition for the consumer. Visual attributes influence the choice of consumers, so the need for innovative approaches in creating packaging and labels is an important element in shaping the wine brand. The role and importance of visual attributes in the process of forming of wine brand are identified in the article. Thus, the modern role of packaging and label goes far beyond its former purely protective functions, scope covers promotion, extending to communications of consumer with manufacturer or seller.

Keywords: label, packaging, wine, brand, design, classification, consumer, product, preferences, differences, appearance, loyalty.

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PROCESS-ORIENTED APPROACH IN THE MANAGEMENT OF INTELLECTUAL PROPERTY OF ENTERPRISES

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The difficult economic situation of many domestic enterprises, need to increase their competitiveness on the available markets require qualitatively new approaches to the organization of their activities. Particularly close attention is required regarding the new processes for domestic enterprises, aimed at establishing intellectual property.

The importance for activation of these processes has approaches and methods of effective control. Use basic management approaches (functional, system, situational and process) was appropriate and effective at certain stages of development of the economy and enterprises. It has certain advantages and disadvantages.

The features of the process-oriented approach to management are investigated. The basic obstacles in the use of the process approach in the management of domestic enterprises are revealed. The necessity of the application of the process approach in the management of intellectual property companies is substantiated.

The results of the research can be implemented in practice in the activities of domestic enterprises in the process of intellectual property.

Keywords: management, functional approach, system approach, situational approach, process-oriented approach, intellectual property.

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COST PARAMETERS OF ECONOMIC STABILITY OF ORE MINING AND PROCESSING ENTERPRISE IN UKRAINE

page 40–45

Expediency of evaluation of financial parameters of economic stability in the light of fundamental and market value of companies is proved. The methodical tools of formation of aggregate fundamentally-monetary and market-cost corporate sustainability indicators are proposed. Monitoring indicators of the first block meet the criteria of profitability, liquidity and risk; the second block – the effectiveness of the dividend policy, positioning the stock market. The information base for the study was selected mining and processing enterprises of Ukraine.

Implementation of the proposed approach in the business practice of the studied plants enables us to note the high level of cost-based fundamental indicators of the stability of the world market of iron ore. It was found that the amplitude of this indicator does not provide a value added to ensure positive due to the presence of negative yield spread. It actualizes the issues of optimizing the capital structure of the mining and processing enterprises (minimization of its value), and the structure of its advances (increase technological level of production). It was found that the limitation of free circulation of shares defines priority influence of financial results on the performance of enterprises in the stock market and performance indicators of the dividend policy.

Keywords: mining and processing enterprise, economic stability, fundamental value, market value.

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PERFECTION OF ORGANIZATIONAL MECHANISM OF EMPLOYEE INCENTIVE TO CREATION OF INNOVATIONS IN ENTERPRISES

page 50–55

The paper studied the structure of institutional mechanism of employee incentive to create innovations in engineering enterprises. The main factors of influence on improving institutional mechanism to employee incentive of innovation-oriented enterprises are defined. The characteristic of the main components of the institutional mechanism of employee incentive to create innovation is given. Recommendations for improving the use of economic instruments to employee incentive are given. It is established the need to improve resource support necessary for the employee to develop innovation and distribution of information resources for management decisions towards improving the performance of enterprise innovation. The structure of institutional mechanism to employee incentive will increase an innovation activity of the national innovation-oriented enterprises.

Keywords: innovation, innovative activity, employee incentive, increase of competitiveness.

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THE SUBSTANTIATION OF METHODOLOGICAL APPROACH TO THE EVALUATION OF THE EFFECTIVENESS OF CORPORATE CAPITAL USAGE

page 56–61

The article formalizes the approach, which proves that the evaluation of corporate capital of an enterprise must be based on the analysis of the existing values of all investment projects, which are realized relying on property and human, physical, financial, organizational, consumer and intellectual potential of a particular enterprise. The article presents methodological approach to the evaluation of the effectiveness of corporate capital usage, which is based on the determination of integral indexes of evaluation and conditions of the formation of its components.

Homogeneity of the evaluation of indexes is provided by their transformation via truth matrix using the method of normalization. The essence of the methodology of complex evaluation of the effectiveness of corporate capital usage is that at the beginning the general estimation of every separate component of the capital is made. According to the methodology homogeneous objects of the market are chosen, in particular enterprises, which produce similar products and compete with one another. They are the objects of the evaluation. The list of common factors and characteristics, which help describe every object explicitly and determine internal real regularities of the studied process is made. Quantative values of the chosen characteristics are combined into the matrix of initial indexes, on the basis of which generalized evaluation will be held.

Keywords: corporate capital, effectiveness, value, normalization, Boolean variables, normalized index, generalized evaluation.

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DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

PROBLEMS AND DEVELOPMENT PROSPECTS OF POULTRY FARMING IN UKRAINE

page 62–66

The article stipulates that the modern poultry farming in Ukraine is the most dynamic sector of productive livestock and able to produce in large quantities and in a short time. As one of the most automated and mechanized agricultural sectors it contains significant potential to meet the needs of the country's food resources. Poultry production has several advantages compared to pigs and cattle, namely for maturation compared to other animal products, half the consumption power in 3–5 times lower in feed use of protein. Despite the fact that the domestic industrial poultry farming is gradually emerging in the general stabilization but significant rise is observed. A number of major theoretical and practical issues of commercial poultry and problems to improve its efficiency are not studied enough or need to be reviewed from the standpoint of modernity, particularly in the context of Ukraine's accession to the WTO. The authors reviewed the scientific and practical principles and current status of poultry and efficiency cost of its products in agricultural enterprises. It is necessary to investigate the problems and prospects of functioning of the industry. The analysis of poultry production by categories of farms in Ukraine was made. The basic directions and practical principles enhance the economic efficiency of poultry farming in Ukraine.

Keywords: branch of livestock, poultry farming, development, economic efficiency, production intensification.

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REGULATION RESOURCES IN HIGH-TECH INNOVATION DEVELOPMENT OF ECONOMY OF UKRAINE

page 67–71

The role of h-tech recourse in modern economy is analyzed in the article. Model of innovation growth is considered as the more efficacious form of the state-business-science cooperation during creation and introduction of innovations.

This model is a reflection of the new economic realities, including the knowledge economy, globalization, the integration of states and corporations, the new means of communication and technologies, network forms of organization. All these processes have led to an unprecedented acceleration of innovation development of the country.

Special attention is devoted to the principles of innovation resource state regulation in modern economy.

The article highlights the features of the application of foreign experience in the practice of Ukraine, which makes it possible to identify those components of the system of state support that have shown positive results in a number of countries.

The study highlighted the types of organizations that would contribute to the strengthening of ties between the economy and science, as well as effectively at the level of the national innovation system, namely: 1) industrial parks, techno, incubators, research consortia, joint company, which can be created by the state, and private business. They are designed for the transfer and dissemination of new technologies; 2) innovation intermediaries government organizations: agency for the transfer of technology, various coordinating committees whose task is to develop interaction between corporations and agencies funded by the state in which conditions are created for the technological know-how; 3) hybrid coordinators, which are defined by various organizations such as agencies, technology transfer and the various coordinating committees.

The author noted that the policy aimed at creating high tech resources, economic development, includes two areas: 1) create conditions for the development of education, public sector research and development in order to ensure a sufficient supply level of intellectual work; 2) the establishment of rules for organizing a network of scientific contacts.

Keywords: h-tech recourse, innovation development, state regulation, knowledge economy, modern economy.

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TENDENCIES OF DEVELOPMENT OF AGRARIAN SECTOR IN THE REGION

page 71–74

In conditions of transformational changes in the agricultural development is necessary in-depth study of the characteristics and prerequisites to ensure its sustainable growth. The article analyzes trends in the functioning of areas of agricultural production for the period 1995–2013. It is outlined a role of households in formation of food security of the region, particularly through the figure of gross production per 100 hectares of agricultural land, where they share in 2013 increased 2,4 times compared to 1995. An unreasonableness of increase production of grain and potatoes in the Transcarpathian region is confirmed by the research because the region is land-poor, particularly in the limited arable land and the area under crops. The expediency of updating expanded reproduction of the agricultural sector for the future of the region, including appropriate use of substantial reserves is to revive the livestock industry in the valleys of the existing hayfields and pastures. Research will provide an opportunity to identify impacts on sustainable development of the agricultural sector and contribute to the substantiation of the strategy development of agricultural production in Transcarpathian region for the future.

Keywords: development of the agricultural sector, characteristics and preconditions of development, agricultural production, food security.

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CLUSTER MODEL OF ENSURING THE COMPETITIVENESS OF ORGANIC PRODUCTS

page 75–78

The carried-out analysis allowed drawing a conclusion that despite the existing problems in the field of organic production, there is a gradual development of organic production in Ukraine. It is defined that there are almost all conditions for continuation of the development of organic production in Chernihiv region, however, it needs the state support. In spite of everything, the

region is one of the leaders in implementation of organic production in Ukraine through the realization of joint projects with other countries.

In this research the system approach to formation of cluster model of ensuring the competitiveness of organic products was used. It allowed defining the place of enterprises of organic agriculture in the structure of modern agriculture, identifying connections between organic producers and other operators of the agrofood market.

This model can be beneficial for all the members of the cluster and by reducing the production costs it will be affordable for the population of Ukraine.

The disadvantage of the proposed model is actual absence of some structures which provide efficient production process of organic products in Chernihiv region. But these structures are in other regions and it is possible to cooperate with them.

Keywords: cluster, organic production, organic agriculture, competitiveness, organic products.

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ECONOMIC CYBERNETICS

TRENDS OF DEVELOPMENT OF INFORMATION SYSTEMS AND TECHNOLOGIES TAKING INTO ACCOUNT GLOBALIZATION CONTEXT

page 79–85

The essence of information systems is defined and main factors that influence the development of information systems in the context of globalization are picked out. Among the main factors to be emphasized are the following: changes of environment and globalization of markets; absence of stable environment; limiting of scale of technology control organizing; the lack of high-quality information and professional knowledge. The systematization of modern information systems and technologies used in the accounting process has been made. The following groups of information systems in accounting processes are highlighted: accounting systems, electronic document management system, software for remote banking services, information and legal sys-

tems. The main trends of development of information systems and technologies in accounting have been determined. The author grounded that one of the main trends of information systems development is the application of electronic tax administration that, in turn, leads to acceleration of source document processing thanks to transferring of workflow from paper into electronic.

Keywords: accounting information systems, electronic document management, identification technology, tax administration.

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ORGANIZATION OF STRATEGIC MANAGEMENT OF POTENTIAL OF CORPORATE LOGISTICS SYSTEMS ORGANIZING ON THE BASIS OF MARKETING

page 85–89

One of the popular trends of the national economy is the development of cooperative-integrative processes that lead to the emergence of corporate logistics systems. Based on its own working, the author argues the need for proper organization for strategic management of logistics systems. The basis of the proposed organizational process is in correlating of levels of marketing and logistics capacity. Proof of the proposition is based on constructing a model of canonical correlation based on the proposed list of indicators. The practical implementation of the proposed combination of targeting potential marketing and logistics invited to perform by building relevant strategic matrix. Empirical rationale of such matrix formation and establishment of the list of its seg-

ments is cluster analysis of 31 enterprises of engineering industry. Preconditions of strategic management of corporate logistics system, depending on the segment developed strategic matrix are determined in the article based on the results of this analysis.

Keywords: corporate logistics system, management of potential, marketing potential, logistics potential, strategy.

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PROBLEMS OF MACROECONOMICS AND SOCIO-ECONOMIC DEVELOPMENT

DEVELOPMENT OF TECHNIQUE FOR DIAGNOSTICS OF SOCIAL RESERVES OF DEVELOPMENT OF COLLECTIVE LABOUR POTENTIAL

page 90–94

The problems of diagnostics of social reserves of the collective labour potential are considered in the article. The aim of this study is to develop diagnostic techniques of social reserves of the collective labour potential in the work and the essence of the concept of «social reserves» as a subject of study of economics and their features in the study of collective labour potential. The use of these reserves can increase the efficiency of the labour collective processes by improving cooperation between its members (division of labour and cooperation, experience exchange, etc.).

Such characteristics as the role structure and group cohesion are outlined to develop the diagnostic techniques of social re-

serves of the collective labour potential. The proposed technique of diagnosis uses economic and mathematical methods for finding latent reserves and determines the most important of them. This allows developing a means of improving the efficiency of the collective by using these reserves based on their priority.

Keywords: labour collective, social reserves, labour potential, role structure of collective, cohesion.

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URGENT ISSUES OF BUSINESS ETHICS IN THE BANKING INDUSTRY OF UKRAINE

page 94–98

The paper considers necessity of raising ethical standards in the Ukrainian banking industry. In the context of the world community analyzing the consequences of deep financial crisis, time has come to reconsider the market paradigm in terms of morale and responsibility for its economic activity.

The article analyses current state of Ukrainian banking sphere in terms of improving ethic standards of banking business. Main violations of business ethics on the part of banking institutions, bank depositors and loaners are identified. Significant attention is paid to the analysis of objective and mental factors of low economic culture of Ukrainian population.

The authors define main directions of improving ethic standards of banking business as well as development of new forms of commercial banks, which raise confidence in financial system. The government's role in implementing higher ethical standards into banking business and raising financial and ethical awareness of population is also under study. It is assumed that the complex of measures of perfecting banking sphere presented in the paper would facilitate effective combination of market principles of doing business and the demand for morale and social responsibility.

Keywords: business ethics, bank, economic culture, ethical standards, social responsibility.

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