



ECONOMICS AND MANAGEMENT OF ENTERPRISE

NEOCLASSICAL CONCEPT OF MARKETING INFORMATION SYSTEMS OF THE COMPANIES

page 4–9

The article shows that the new challenges facing enterprises necessitated concept modernization of marketing information systems. The neoclassical concept of marketing information system is proposed, its definition, purpose, objectives, principles on which the goal is achieved and tasks, solutions to problems faced by enterprises and structure of the system are given.

It is shown that marketing information system of the concrete and the concrete product manufacturer — is the organizational and administrative mechanism for the aggregation, processing, analysis of valuable information needed to develop forecasts for the enterprise under uncertainty and risk marketing environment.

It is proposed the scheme of neoclassical concept of marketing information systems of the enterprise which consists of the following four subsystems: monitoring; marketing research; risk assessment; forecasting.

Keywords: marketing information systems, marketing researches, monitoring, risk assessment, mixed concrete.

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ECONOMIC EFFICIENCY OF HOT WATER SYSTEMS BASED ON SOLAR COLLECTORS

page 10–14

This paper focuses on the economic efficiency issues of the employment of hot water systems based on solar collectors establishing in Ukraine. There have been determined the standard solutions to create hot water systems based on solar collectors. There have been calculated capitalized and current charges related with the launch and operation of these systems and the payback period. There have been analyzed the amount of energy produced by solar collectors of different power for water heating.

As a result of the research conducted by the authors, they have reached a conclusion that the employment of hot water systems based on solar collectors is cost-efficient. Despite the high capitalized charges as compared to systems of electric and gas water heating they are compensated, on average, within 13–25 years.

It is worth mentioning that one of the most important moments of such systems employment is not only their economic efficiency but also significant reduce of gas consumption in housing and utilities sector. This fact plays a fundamental role in ensuring the energy independence of Ukraine. The main deterrent restraining the mass employment of hot water systems based on solar collectors in Ukrainian are sufficiently large initial expenses and lack of support on behalf of the state.

Keywords: hot water system, solar collector, economic efficiency, payback period.

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FORMATION OF MANAGEMENT MECHANISM FOR SMALL BUSINESSES FINANCIAL SECURITY

page 14–19

The state of problem elaboration concerning the formation of the mechanism of small businesses financial security management (further SB) is analyzed; the concept of «financial SB security» is defined. The financial security of a small business is defined as a financial position which is characterized by balance and quality of the financial tools set, instruments used by small business, resistance to internal and external threats, the ability of small business financial policy for ensuring the implementation of its financial interests, mission and objectives with sufficient financial resources and to guarantee its efficient and sustainable development.

Its goals and objectives are formulated; methods of detection and assessment of threats to SB financial security and its criteria are defined; algorithm of the management of SB financial security functioning and logical-structural pattern of conducting structural analysis of SB financial security are worked out.

The need to use strategic analysis in the process of financial security management of business is caused by such reasons as: the

implementation of the effective management in relation to financial security; development of a strategy for ensuring the financial security of the company; identification of possible risks and threats to financial security at business level; determination of the factors that affect the level of business financial security; identification of internal resources and capabilities for ensuring financial security, etc.

Keywords: financial security, management mechanism, small businesses, threats to financial security.

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JUSTIFICATION OF BASIC SET OF TOOLS AND METHODS OF LOGISTIC CONTROLLING

page 19–25

The instrumental and methodological support of logistic controlling subsystem of the company is analyzed. A distribution logistic controlling of tools and methods by domestic and foreign scientists is overviewed. It is established that there is no generally accepted and universal set of tools and methods to logistic controlling. It is established that there is no consensus on the distribution of tools and methods into categories: tools and methods. That is often various scholars are included the tool to the tools and method of logistic controlling. A similar situation is classified for the methods. The expediency of category leveling of machine tools and methods of logistic controlling is proved. It is adopted a single set of tools/methods for logistic controlling are not separating them into categories. The necessity of forming a basic list of tools/methods for logistic controlling to implement logistic controlling subsystems in the overall system management is proved. It is identified that the proposed set of tools/methods for logistic controlling allow to fully ensuring the realization of its goals and objectives.

Keywords: logistic controlling, instrumental and methodological support of logistic controlling, controlled performance.

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MODEL THE EFFECTIVENESS OF A SYSTEMATIC PROCESS OF TECHNICAL RE-EQUIPMENT OF PRODUCTION

page 25–31

In the article the modern definition of «technical re-equipment of production», outlines the methodological approach to the analysis of its nature and content, as a system process efficiency is determined by performing technical-technological, organizational-economic and innovation-implementing subsystems consisting of technical object retooling.

Developed the optimization mathematical of model system function efficiency of technical industry re-equipment aimed to the combination consisting of generalized analytical performance ratio

of all nominated subsystems defined functional and technical components. Essential author's suggestion is calculating a priori and actual performance across all functional components of technical upgrading facility, comparison of achieved performance and efficiency and using of partial indices composed of system function performance. The possibility of interpreting the indicators of efficiency of the system function is not only to assess the outcomes of technical re-equipment of production, but also to identify the functional components of the overall system, which targets technical upgrading achieved with deviations from planned values.

Proposed author deals with both scientific-methodological significance and practical orientation that tested by the example of a concrete manufacturing plant and can be implemented in other enterprises industries.

Keywords: enterprise, model of efficiency, functional components, technical re-equipment, the system function.

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- of income are proposed in the article. Groups of financial strategies for SMB are revealed. Organizational and economic measures for forming financial strategies are established. The mechanism for positioning companies in the proposed matrix, the coordinates of which are integral indicators of financial performance, production and marketing activities is developed. Application of an improved methodological approach to the choice of organizational and economic measures for the formation and use of the profit in the practical activities of domestic enterprises allows visually detect changes in the conditions and results of management, provides the necessary information base to make effective management decisions. Methodical recommendations for the organization of the working group on the formation and use of income whose goal is the timely improvement of process management on a strategic and operational level in order to improve the profitability of its activities are developed. The use of these recommendations will enable the director and functional managers to make timely management decisions on the formation and use of income, taking into account all the peculiarities of the processes occurring in the enterprise.

Keywords: organizational and economic activities, small and medium-sized businesses, financial strategy, industrial enterprises.

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CARS' SALES SYSTEMS IMPROVEMENT ON THE GLOBAL MARKET

page 36–40

The modern car market is the basis of the global economy. Car's sales make strong influence at economic growth and crisis in the global economy. The car market is one of more competitive market among others and just here all innovations and technologies as in management as in marketing and production are implemented. Car market is cyclic very much by its nature. So, car market has suffered crisis for several time during last 15 years. And such car makers as Chrysler and SAAB could not managed to survive demand's fluctuation. The negative trends of sales are to be seen even now. Therefore

IMPROVING THE METHODOLOGICAL APPROACH TO FORMATION OF ORGANIZATIONAL AND ECONOMIC MECHANISMS TO FORM AND USE OF SMB INCOME

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An improved methodological approach for the selection of organizational and economic measures for the development and use

car producers have to change and develop its sales system with the aim to increase competitiveness. The classic cars' sales schemes which have been used since 30th of the last century as well as new sales channels have been viewed at the article. It is realized that the classic cars' sales system is changing in the modern time. Cars are becoming more complicated. New sales channels have been researched and proposed to be realized. It is offered to upgrade the cars' sales system and develop new sales channels. It will help to sell more active at target segments and allows specialized dealers to focus at clients.

Keywords: sales, sales channels, car market, distribution, dealer, marketing.

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ELABORATION OF MANAGEMENT MECHANISM OF INNOVATIVE DEVELOPMENT OF COAL INDUSTRY IN UKRAINE

page 40–43

Theoretical and methodological approaches to the management of innovative development of coal enterprises in Ukraine have been considered in the article, a common approach to the definition of «innovative development of the enterprise» were analyzed. Results of the analysis helped to identify that most authors give a definition of a position evaluation is only one aspect, it prompted the author to summarize the existing approaches and give his own definition of innovative development of coal-mining enterprise that takes into account the specifics of the industry.

Analysis of problems of innovative development of national coal industry was conducted. Based on this analysis the organizational and economic mechanism of innovative development of the Ukrainian coal industry is proposed. This mechanism involves the financing, material and personnel support in the area of production, work organization, marketing services and other.

Implementation of innovative mechanisms for development of the coal industry will help achieve a balance of income and expenditure, improve productivity, competitiveness of coal production in the domestic and international coal markets, and increase comfort and create a safe working environment.

Keywords: innovative development, mechanisms of development, organizational and economic mechanism, coal industry.

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A STRATEGIC APPROACH TO IMPROVING THE EFFICIENCY OF SOCIO-ECONOMIC ACTIVITIES OF CONSUMER COOPERATION

page 43–48

Strategic approach to the development of measures to improve the efficiency of socio-economic activities of organizations and enterprises of consumer cooperation based on an adapted balanced scorecard is proposed in the article. The urgency of the problem, lack of elaborated theoretical and methodological framework applied to ensure the effectiveness of socio-economic activities of enterprises and organizations, including the system of consumer cooperatives, have necessitated more detailed study of the problem, which is the purpose of researching this article. The study suggested for organizations and enterprises of consumer cooperation: the causal relationships between prospects, the relationship system of main elements of the balanced scorecard, strategy maps and matrix to the overall strategy map. The recommendations are proposed to improve the efficiency of socio-economic activities of organizations and enterprises of consumer cooperation based on a balanced scorecard designed for online analytical information about the effectiveness of management, level of implementation of the main objectives in all areas of activity. Calculation of key indicators in key areas of organizations and enterprises of consumer cooperation would allow the evaluation of the management system of these enterprises, identify its weaknesses and their timely elimination.

Keywords: balanced scorecard, consumer cooperatives, causal relationship, strategic map, matrix.

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DIAGNOSTICS OF FUNCTIONAL HARMONY OF THE LABOR COLLECTIVE

page 49–53

It is analyzed the behavior of labor, which consists of spontaneous behavior, destroys the ordering of the characteristics of the collective and processes that take place in it. The main aim is to study methodological principles of diagnostics of functional harmony of the labor collective. Ideas of A. Davydov modular theory of social systems and k-means methods are used for the quantitative assessment to determine the functional harmony of the collective. These methods allow determining the presence of quantitative relationships between the various elements of the labor collective relevant to the Fibonacci numbers and reproduced in the «golden ratio». Diagnostics of the «golden ratio» in the distribution of the members of the collective and characteristics of their internal motives to labor activity showed that each group has its own reserves of strengthening harmony and therefore their needs, original system of regulation. It must be consistent with the business strategy, values, organizational culture, competence of the manager and sociomics analysis of the collectives. Results of the study can be applied by middle and senior managers, as well as scientists and experts in human resource mana-

gement. We offer to diagnose functional harmony of the collective to save life and development of labor collective in terms of knowledge economy. Value of proportions and disparities in the characteristics of the collective is an important diagnostic indicator, which reflects the quality of its features and possible ways of its development.

Keywords: diagnostics, functional harmony, «golden ratio», labor collective.

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DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

THEORETICAL BASES OF FORMATION OF COMMERCIALIZATION MECHANISM OF INNOVATIVE TECHNOLOGIES

page 54–57

Common approaches to the definition of «technology commercialization» and «technology transfer» are discussed in the article. As a result of analysis definitions it was concluded that the concept of «technology commercialization» and «technology transfer» must be regarded as autonomous processes of innovation, as they can be held independently of each other.

Analysis of the problems and features of formation of modern mechanism of commercialization of innovation technologies was conducted, the main components of the commercialization mechanism of innovative technologies are considered and especially their manifestations in Ukraine are determined.

As a result of research was made the conclusion that the lack of a holistic methodology for studying the processes of commercialization of innovative technologies, the underestimation of the role and importance of commercialization in the formation of an innovative economy does not contribute to the effective technical-economic development of Ukraine on the basis of production using advanced technologies.

Keywords: technology commercialization, technology transfer, commercialization mechanisms, innovative technologies.

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ECONOMIC CYBERNETICS

METHODS AND MODELS OF DEVELOPMENT OF INNOVATIVE TECHNOLOGIES IN LARGE ENTERPRISES MARKETING

page 58–61

It is studied software marketing activities for solving marketing problems. Automation of marketing activities in the enterprise has a number of significant advantages, such as faster and more efficient creation and promotion of content, advanced management of marketing companies, the ability to monitor the activity of visitors to the site. This article examines contemporary issues in the field of marketing research. There was also defined relationship with the degree of marketing innovations to various factors, among which the most weight is the geographical position of the country and the overall economic development. This study is aimed at the selection of functions to the needs of specific objects of automation and analysis of the programs used in the marketing activities of large enterprises. As a result of the study were presented groups, systems, marketing automation. Software, used in the marketing activities, has the different features and is selected in accordance with the specifics and requirements of a particular enterprise. In this article it is analyzed such systems as Integrated Marketing Management, MRM-system and EFM-system, derived their main features, advantages and disadvantages. This work is also an analysis of the program automation of marketing and marketing research, it examines the prospects for the development of innovations in the marketing of large enterprises.

Keywords: information systems, marketing automation, marketing research, marketing problems, marketing product.

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THE ESTIMATION OF PROBABILITY OF THE DOWNTIME OF THE VEHICLES UNDER THE CHANGING CONDITIONS OF THE PORT INDUSTRIAL PROCESS

page 61–64

The estimation of the probability of downtime of the means of transport at varying conditions of port industrial process was suggested which affect the intensity and the time of processing vessel. The number of means of transport at the port terminal at a time and the number of efficient handling machines is referred under the productive process. The approach is based on the theory of queuing systems operating in a random environment.

The case of direct interaction option of two transport streams were considered at one berth. To solve this problem the use of a special algorithm is provided, which is a combination of the probability of an asymptotic expansion in powers of a small parameter and matrix algorithm. The results allowed to formulate probabilistic indicators of port industrial process under varying conditions.

The practical use of these parameters enables the management of a port terminal for more efficient process control and forecasting of possible economic losses caused by the decrease in the intensity of means of transport handling.

Keywords: port terminal, port industrial process, a simple means of transport, probabilistic indicators.

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PROBLEMS OF MACROECONOMICS AND SOCIO-ECONOMIC DEVELOPMENT

THE EXPERIENCE OF AGRI-FOOD MARKET REGULATION IN THE EUROPEAN UNION UNDER GLOBALIZATION

page 65–70

The paper examines the approaches to the agri-food market regulation in the EU using innovative, scientifically based resource allocation rules. The fundamental principles of the agri-food market regulation in the EU in the context of binding regulations, directives and decisions were investigated. It was concluded that the measures of regulation of the agri-food market, including domestic pork market, competitiveness support of domestic production need substantial revision. Therefore, an attempt to prove the feasibility of the agri-food market regulation, which is based on respect for the fundamental principles of food law with the established procedures, which should be consistent with the production standards of domestic and imported goods was made.

The aforesaid will promote the application of experience of the EU member states in the area of agri-food market regulation by public application authorities, particularly in the issues of:

- a) regulation of speculative foreign competition, manifested through subsidized imports and dumped prices;
- b) acceleration of the implementation of the EU legislation in Ukraine;
- c) feasibility of dual agri-food market regulation as horizontal at the level of regulations and vertical at the level of directives.

Keywords: regulation, agricultural policy, industry, agri-food market, pork market, globalization, European Union.

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FISCAL DECENTRALIZATION: MODEL OF ITS IMPACT ON ECONOMIC DEVELOPMENT

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Today, fiscal decentralization is the most important characteristic of modern systematic intergovernmental relations. However, the problem of assessing its impact on economic growth underrepresented in contemporary Ukrainian researches. For Ukraine it is extremely important given the objectives of the Strategy for Sustainable Development «Ukraine-2020» and the program of the government to build an effective system of territorial organization of power in Ukraine with a maximum transfer of functions to the local level, including additional budgetary authority.

Existing models of the impact of fiscal decentralization on economic development are analyzed and systematized, possibility of further use of some of them to Ukraine is defined and approach to building an appropriate model for our country using the production function Cobb-Douglas based on regression analysis is proposed.

Keywords: fiscal decentralization, economic development, simulation.

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