



DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

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ANALYSIS OF THE ACTUAL DIRECTIONS OF THE MANAGEMENT OF NATIONAL PRODUCTIVITY

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The important factor that determines the national economic development is the national productivity that determines institutional structure of national economy and limits or widens its possibilities to react on new challenges. The productivity of national economy is a cornerstone that the long-term stable economic development cannot be attained without.

The aim of the article is to analyze the priority factors of the national productivity formation and the search for the ways of influencing it by the state and society.

The growth of national productivity needs the proportionate complementarity of social and economic components of national development that becomes mainly the result of not economic changes but social ones. Social context, gaining more and more influence on national productivity, determines also the urgent directions of national management.

The management of national productivity is based on the formation of stable socio-economic relations. In modern conditions the effectiveness of socio-economic relations depends on human factor and synchronously influences its development. The elements of socio-labor relations that play the important role in national productivity formation are the main parameters of labor life: conditions and content of labor, organization of labor activity, labor payment, labor guarantees, labor prestige, motives and stimuli. Within labor activity takes place the widening of social connections, increase of self-appraisal at the expanse of feeling of own contribution in common matter. The combination of economic and social effectiveness of labor is the important factor of long-term positive trend of national productivity.

More productive economy can support a higher wage and higher profit and also widening of free time and higher life quality. The modern socio-labor policy must be built based on understanding of the priority role of human, its creative abilities in social reproduction.

The management of national productivity must be of system character that provides transformation of the results of previous economic development in stable future development. The important aspects of the national productivity management include the support of the quality of socio-labor sphere development, conditions of realization of main competitive advantage of the country – high-educated and creative working force. The management of national productivity must have close connections with other directions of state policy, especially innovative, educational, social and so on.

Keywords: national productivity, socio-labor relations, economic development, social efficiency.

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SUBSTANTIATION OF THE PROCEDURE FOR THE REFLECTION OF GOODWILL IN THE ACCOUNTING SYSTEM OF NATIONAL ENTERPRISES

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Goodwill is the amount that an enterprise buyer pays more than the book value of assets. According to foreign accounting practices, external goodwill arises only in the case of acquisition and combination of companies, and internally generated goodwill should not be reflected in the accounting of enterprises at all.

The current methodology for reflecting goodwill in Ukraine has weak points, because of the lack of research and the lack of system, related to the novelty of the category and the lack of experience in accounting and reporting. The absence or non-reflection of information on goodwill in accounting leads to a decrease in the attractiveness of national enterprises in the markets for sales, labor, capital, resources, reduces costs, possibility of raising funds, searching for strategic investors and partners, building relationships with the authorities and shaping the demand and loyalty of consumers.

An analysis of existing approaches to the accounting interpretation of goodwill with the proposal of classification is carried out. The prerequisites for introduction into accounting practice and gradual expansion of use in the national system of accounting for the goodwill of an enterprise are substantiated.

A systematic treatment of positive goodwill for acquiring and combination of the enterprises is presented. The expediency of returning to use in the national accounting system of negative goodwill (badwill) is proved.

The use of proposed proposals for the reflection of goodwill in the accounting system will allow national enterprises to increase the real book value, improve the investment-innovative attractiveness for investors, perform efficiency analysis and search for reserves of forming a positive business reputation.

Keywords: goodwill, accounting, goodwill classification, combination of enterprises, negative goodwill (badwill).

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STUDYING THE EUROPEAN CONSUMER BEHAVIOR AND MOTIVATIONS TOWARDS TOURISM SERVICE IN THE CONDITION OF GLOBALIZATION

page 15–22

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Features of a modern stage of the European tourist market development are considered and internal and external factors influencing formation of market behavior of consumers are analyzed. Development of the international tourism market largely depends on economic integration and globalization processes, improving the welfare of the population, expanding cultural ties and strengthening social interaction, demographic shifts, and socio-political stability in Europe. Under the influence of globalization and sociocultural shifts, changes in consumer preferences, transformations in the system of their motivation and market behavior significantly complicate the activities of travel companies, make them constantly monitor changes in consumer demand and find effective mechanisms for influencing market development.

Analysis makes it possible to systematize the factors influencing the market behavior of consumers in the tourism industry, determine the determinants that are most influential in the process of making a consumer decision by the consumer. Based on the results of marketing research conducted in the UK tourism market, key factors of actualization and influence on consumer behavior are identified, the main reasons for acquiring tours, the directions of transformations of consumer behavior under the influence of globalization are revealed, and the hierarchy of consumer motives is compiled. Research results show that at the present stage of the functioning of the UK tourism market, the consumer is more inclined to individualize in making a purchasing decision, strives to satisfy hedonistic needs, gain new experience, develop personality and spiritual growth by studying other cultures, lifestyles and traditions. It is determined that the behavioral model of consumers illustrates the high resistance to the formation of global values and assimilation of cultures, personifies the preservation of behavioral identity and the stability of motivational elements.

Understanding the market behavior of consumers under the influence of globalization in a cross-cultural context is very important from the point of view of the timely identification of transformations in behavioral consumption patterns and the development of effective marketing strategies for different segments of consumers in international markets.

Keywords: tourist market, globalization, market behavior of consumers, consumer motivations.

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DEFINITION OF PRINCIPLES OF TOURIST TRAFFIC ORGANIZATION ON NARROW-GAUGE RAILWAYS

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To increase the competitiveness of railway transport the authors propose to develop of railway tourism in Ukraine.

The article aims are: to design an optimal the classification of narrow-gauge transfers and tourist travels depending on the travel purpose, type of rolling stock, travel term, and the service areas; to determine factors that play main role for the development of tourist traffic on the narrow gauges; to develop a methodological approach that is based on the principle of determining the actual number of passengers and revenues from tourist transportations on the certain routes.

The methodical approach to determining the cost of tourist traffic by railway and road transport was further developed. This approach is based on the principle of determining the actual number of passengers and revenues from tourist transportations on the certain routes. It was taken into account the attractiveness of the route, price for tourist vouchers or travel tickets, minimization of the rolling stock number and the cost of construction and income of the company. Moreover, the authors set a goal to develop a methodical approach to determine the costs of the company that will organize transportations on the specific tourist route.

As a result of the proposed measures one can expect increase of passenger traffic on the railroad, image improvement of the Ukrainian railways within the country and abroad, attraction of additional funds to renew the outdated infrastructure and rolling stock,

restoration of the objects of cultural and historical significance, creation of new jobs, and restraining of migration processes in western Ukraine.

Keywords: narrow gauges, transfer, tourist traffic, tourist travel, railway transport, tourist route.

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DEVELOPMENT OF METHODOLOGY FOR EFFICIENCY EVALUATION OF CLUSTER INTERACTION OF INDUSTRIAL ENTERPRISE

page 31–35

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The object of research is efficiency evaluation of the cluster interaction.

World experience convinces that cluster interaction significantly reduces the amount of costs and efforts for competitive rivalry and allows combining the advantages of enterprises. For efficient industrial

enterprise business activity within the cluster it is necessary to develop and apply modern methods of efficiency evaluation of a cluster interaction at the level of an industrial enterprise. The lack of a scientifically based methodology for a comprehensive efficiency evaluation of the cluster interaction of an industrial enterprise does not allow an enterprise to determine the most promising areas of such interaction with cluster participants. An analysis of existing methodological approaches has shown that most scientists propose an evaluation either on a cluster scale or at a regional level. Effectiveness evaluation of the cluster cooperation on enterprise-participant of the cluster paid insufficient attention level. In addition, traditional methods of multifactor analysis of complex economic systems do not allow describing the cause-effect relationship between the parameters of impact and the predicted value using factors that take into account qualitative indicators. Therefore, to evaluate the cluster interaction, the authors proposed to use fuzzy set theory, which allows to make optimal management decisions taking into account the quantitative and qualitative parameters.

As a result of the research, a comprehensive methodology is developed that takes into account the basic directions of cluster interaction based on quantitative and qualitative indicators of production, technology, innovation, financial and economic, personnel, information, marketing and management interactions based on fuzzy set theory, which will allow making optimal management decisions about effectiveness of cluster interaction of industrial enterprise as a complex and separately for its directions.

The theoretical value of the research is to develop a methodology and tool to ensure the effective functioning of the processes of the industrial enterprise in the cluster. The practical significance of obtained results is that they can be used by specific industrial enterprises when choosing the forms and directions of cluster interaction.

Keywords: cluster interaction, industrial enterprise, efficiency evaluation of cluster interaction, fuzzy set theory.

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EVALUATION OF INNOVATIVE DEVELOPMENT OF UKRAINIAN ECONOMY AND DETERMINATION OF THE MECHANISMS OF ITS SUPPORT

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The aim of the article is to elaborate the recommendations as to the support of economic development and formation of Ukrainian infrastructural environment, favorable for innovations.

In the result of research the evaluation of Ukrainian economic development was done. The objective necessity of industrial policy under conditions global competition was grounded.

The tendencies of the changes of economies of the world leading countries were studied. The directions of realization of new industrial policy of Ukraine under conditions of the formation of new economy were determined. The institutional infrastructure of regional development as to attraction of foreign investments and transfer of new technologies in Ukrainian industrial sector was offered.

It was proved, that the determinative role for overcoming of structural disproportions in Ukrainian economy is played by innovative processes, which favorable development is possible due to the long-term investment resources.

Realization of the mechanisms of state-private partnership, stimulation of innovative policy by the instruments of state policy will provide multiplier effect from the economic technological base modernization.

The accent was made on the fact that economic development institutions are the important instrument of state policy as to creation of favorable conditions for innovative infrastructure formation.

It was noted, that the role of information center, combination of the functions of economic development institutes is given to the Agency of regional development, created on the principles of partnership between state, private and public sectors, directed on stimulation of socio-economic development.

Keywords: deindustrialization, financing of innovative processes, state-private partnership, institutional infrastructure of regional development.

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PROBLEMS OF MACROECONOMICS AND SOCIO-ECONOMIC DEVELOPMENT

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IMPROVING THE ASSESSMENT OF THE NON-LIFE INSURANCE MARKET DEVELOPMENT LEVEL IN UKRAINE

page 45–50

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Nowadays the non-life insurance market in Ukraine is on the stage of development. Therefore, it is necessary to assess the level of development of the non-life insurance market in Ukraine and to propose recommendations for improvement the activity of the non-life insurance companies. The article deals with the peculiarities of the insurer companies in Ukraine that carry out insurance other, than life-insurance. It was analyzed the national non-life insurance market during 2005–2015 that helped to determine the main problems of its development. For assessment of the non-life insurance market development level there were selected the indexes of amount of insurance companies, the amount of the insurance contracts and the volume of responsibility after them, the middle amount covered on one contract of insurance, the volume of gross and clean insurance bonuses, the level of diversification of insurance brief-cases of insurers, the strength of the insurance market, profitability of insurance and investment activity of insurance companies. Using correlation analysis it was eliminated the multicollinearity between selected parameters. It was calculated the integral indicator of the non-life insurance market development level in Ukraine using the method of taxonomy. On the basis of the scale authors conclude that during the analyzed period (2008–2015) the integral indicator of the insurance market development was not high. Only in 2010 and 2012 the insurance market development in Ukraine has reached average level. At all other times the activity of the insurance market was low.

Keywords: non-life insurance market, financial security, portfolio insurance, insurance profitability.

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RESEARCH OF ORGANIC AGRICULTURAL PRODUCTION SUPPORT IN POLAND

page 50–54

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The features of supporting organic production in Poland are analyzed in the article. Poland is characterized by the largest employment of the population and the number of farms in the organic sector among the countries of Europe. Despite the favorable natural and climatic conditions, the scientific and practical base, significant areas occupied by organic production, the powerful export potential of the country, the proportion of organic operators in the structure of agricultural producers is very low. The main obstacles to the transition to organic principles are the poor development of environmental infrastructure and support from various services of the entire agricultural system. Therefore, the identification of an effective mechanism to support organic agricultural production will increase the level of public administration and contribute to the development of this promising direction.

As a result of the research it is established that for the rapid development of organic movement a well-established, transparent, clear regulated system of organic agriculture must be built. The main incentive mechanisms should be: subsidies and subsidies for the transition period, funding of research institutions, consultative and organizational support, advertising, expansion of new technologies, active public activities, the launch of new types of environmental activities, highly developed information technologies in public administration, a powerful legislative framework, an effective system of control and certification. The use of such system support is accompanied by significant volumes of production in the organic sector of Poland, has a stable development trend. An important indicator is the production of environmentally safe products, focused on the conservation of agricultural land. An implementation of a multi-level support system will allow improving and activating the state policy of supporting the Ukrainian producer.

Keywords: organic agricultural production, Polish experience, environmentally safe products.

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DETERMINATION OF PRIORITY GROUPS OF INDICATORS FOR THREATS IDENTIFICATION TO THE FINANCIAL SECURITY OF INSURANCE MARKET

page 54–60

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The object of research is economic processes in insurance market of Ukraine. Generally there is no methodology for financial security assessment of the individual insurer and the insurance market in

Ukraine, approved within the regulatory impact and determining financial security is not considered that hinders the practice of providing threats identification.

To achieve the objectives author used the following methods: analysis and synthesis, logic synthesis, hierarchy analysis method. Methodological basis of the study is insurance theory and insurance concepts.

As a result the aim of research was achieved, namely the priority groups of indicators for threats identification to the financial security of the insurance market are identified.

Using the hierarchy analysis method, the priority groups of indicators for assessing the financial security of the insurance market are defined. The highest priority received a group of indicators that characterize assets charter and equity capital (0.588), followed by a group of indicators characterizing the insurance market regarding macroeconomic development of the country, a group of indicators application of prudential and regulatory impact on the insurance market and a group of indicators characterizing insurance activities of insurance companies in the insurance market.

Keywords: national insurance market, groups of indicators, threats to the financial security, regulatory impact, prudential supervision.

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IMPROVEMENT OF SCIENTIFIC CONCEPTUAL PARADIGMS OF MARKET DEVELOPMENT IN CONDITIONS OF ECONOMIC GLOBALIZATION

page 60–65

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The article is devoted to scientific and conceptual models that describe the current market conditions.

Object of research is a global market environment, the conceptual gist of market, relationships in a market system. Market development in a globalizing economy is multilevel and multivector. The essence of the concept of «market» gets new content in a globalized economy. Elucidation of the new characteristics of the market needs to identify new features of national markets.

The methodological approach of research is being based on dialectical approach to the formation of new market paradigms and building of the conceptual models. Deduction method is being used also in the study, which is to interchange from the general to the conceptual models of partial elements of these models. Monographic method is being used to compile scientific experience. Methods of comparison, analysis and synthesis are being used to form the authors' models.

Conceptual approaches to the interpretation of the category of «market» have been received and further developed. Treatment of this category has been improved, which, unlike existing, is signifying a system of economic relations between market actors on buying and selling market objects in a defined territory for a certain period of time provided free opportunistic pricing, limited government regulation, freedom of choice and free disposal traded under limited resources under the influence of economic globalization. Conceptual model of intersectoral scientific relations to category «market» has been built. Four basic approaches (political, administrative, marketing, logistics and approach in terms of intellectual property and business) have been used for building this model. The differences between the definition «international», «world», «global», «foreign trade» has been justified. The model of the structure of the market environment factors has been constructed.

Keywords: intersectoral scientific relations, conceptual model, globalization of the economy, the market environment factors.

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RESEARCH OF MODERN MONETARY POLICY TRENDS: WORLD REALITY AND PROSPECTS FOR UKRAINE

page 65–70

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The paper deals with the problems of monetary regulating in crisis period. New practice of state regulation of the economy shows that monetary factors not only most affect to economic development, but also lead to strengthen the general instability in the economy, thereby increasing attention to various aspects of monetary policy.

Detailed analysis of the proceedings of anti-crisis tools of the most influential countries in the world, including the US, UK and Eurozone, is conducted. It is proved that the policy of quantitative easing most successful use by NBU in the modern world. The weak point is that Ukraine has very large percentage of the shadow eco-

nomy and corruption in decision making. Then use of quantitative easing policy might give unexpected negative effect. It is therefore necessary to pay special attention to the clarity and transparency of this policy and adapt it to the Ukrainian realities. Opportunities for further research are adopting the experience of foreign countries to improve instruments of monetary regulation and activation of areas of lending to the real economy, which is now so necessary to Ukraine. Threats to the research results are that when choosing instruments and activities of monetary policy must recognize that the implementation of certain instruments is double, not always fully predictable. On the one hand, using the discount rate large amount of money in circulation in order to keep inflation can be controlled, on the other - the discount rate has a direct impact on the liquidity of the banking system, investment process and state of production. Therefore, the change in the discount rate should be approached carefully enough not to impose sharp and significant adjustment of the discount rate.

Keywords: monetary policy, monetary regulation, anti-crisis tools, policy of monetary expansion, policy of quantitative easing.

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STUDY OF FUNCTIONS OF STATE, BUSINESS, THIRD SECTOR AND PRINCIPLES OF THEIR INTERACTION DIRECTED ON ACHIEVEMENT OF EFFECTIVE SOCIETY

page 71–76

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The analysis of the functions that the three sectors perform in society: state, business and the third sector has been realized. The principles of relations between them and the principles of cooperation, which help in their effective implementation, have been observed.

It is proved that the use of the observed principles: mutual trust and transparency in the relationships; rule of law; human rights, fair competition in economic and social development; mutual recognition of the needs, interests and possibilities will allow Ukrainian society to become effective.

The study of the functions, which are performed by participants of tripartism, is important because over fulfillment or under fulfillment leads to distortions, imbalance in development of Ukrainian society and the nation in whole.

That is why, we found out that with the help of due consistency that is the functions performed by members of tripartism on the proposed principles we can effectively perform it that is their representatives get an agreed outcome from the process, and it is the indicator of the effectiveness of societies, which is manifested in particular, in effective functioning of: economics, infrastructure, public health have, education and science.

These data are important because they indicate a choice of emphasis towards the transformations of society for its effectiveness.

Keywords: tripartite partnership, tripartism, effective society, effective realization of functions, mutual trust and transparency.

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