



DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

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THE USE OF ECONOMETRIC MODELS IN THE ANALYSIS OF THE VOLUME OF POLLUTANTS

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The object of research is the use of econometric models in the analysis of the volume of pollutants, the release of finished products and the interrelation of these indicators. The application of existing models of analysis does not give a real picture of the interrelations and influencing factors. One of the most problematic places is that the application of existing methods does not provide the opportunity to carry out a forward-looking analysis, and characterizes only the state of the object of research in a retrospective analysis.

In the study, the matrix equations of the interbranch balance model, the least squares method, and power regression are applied in the compilation of search forecasts.

It is determined that the problem of environmental safety pre-determines the need to change the development model in order to predict the future and create the most effective means of human survival, outline ways and define the principles for a way out of a deep crisis. It is justified that the new development model defines sustainable development as a form of civilizational development, and environmental sustainability as the basis of environmental security. It is proved that the provision of an appropriate level of sustainability and environmental safety requires certain costs, the effect of which may not be profit, namely the reduction of environmental negative consequences. Based on the use of the econometric toolkit (regression analysis), a relationship is established between environmental sustainability and indicators that can influence the level of environmental sustainability. The regression model is constructed showing an inverse relationship between the index of sustainable development and GDP per capita and the direct relationship between environmental expenditures and EPI. Based on the obtained results, the author concludes that the financial factor, that is, the costs of protecting the environment, plays a leading role in ensuring an appropriate level of environmental sustainability. As a result of the study, a direct relationship between the gross output of products and the volume of pollutants, characterizing the correlation coefficient of 0.795, is determined. And also the reliability of 95 % of the regression dependence of emissions in the atmospheric air from the volume of aggregate output is proved.

Keywords: environmental development, environmental safety, environment, regression model, level of pollutants.

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ANALYSIS OF PUBLIC INSTITUTES ACTIVITY AS INSTRUMENT OF SETTLEMENT THE ECONOMIC RELATIONS OF REGION

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The object of the research is public institutions, which activities create certain conditions for improving the positive dynamics of economic relations in the regions, especially in Donetsk and Luhansk regions (Ukraine). The choice of the object is due to the high level of social tension and low level of public confidence in the authorities at all levels of public administration. Therefore, there is an objective need to study the peculiarities of the formation of civil society at the present stage of Ukraine's development, namely, institutions that implement the process of participation of the population in making current decisions on solving the problems of regional socio-economic development in the country.

During the study, using methods of analysis and synthesis, analogy and comparison, as well as the method of formalization:

- it was proposed a step-by-step algorithm for the analysis of activities and public institutions operating at the regional and local level;
- it was reviewed the basic documents, normative-legal and regulatory acts which are regulating the activities of structures designed to implement public participation procedures in the formation and implementation of state, regional socio-economic policy, and addressing issues of local importance.

In addition, in the course of research, the current situation regarding the activities of the investigated institutions is analyzed on

the example of the Luhansk region. It has been identified that only one of the two identified types of organizations that are called to implement a mechanism for interaction between government, business and population is available. For today, the functioning of these structures is considered purely in the area of public administration. Effectiveness and economic efficiency of their activities are practically not carried out.

Taking into account the identified shortcomings, duplication of functions and ineffective activities of existing public institutions, it is proposed to reorganize them and create one structure based on existing ones. This structure is intended to unite all participants of the social dialogue in order to form effective partnership relations and conduct positive reforms in the sphere regional socio-economic development, and the successful regulation of economic relations between the regions and the state.

Keywords: public administration process, public institutions, development of economic relations in the regions.

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RESEARCH OF THE GASTRONOMIC BRAND OF TOURIST DESTINATION

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Throughout the world, competition among tourist destinations is growing, which are actively using innovative promotion technologies. The formation of a competitive gastronomic brand is an effective strategy in the struggle for international markets, ensuring a stable tourist flow and economic development of the region.

This work is aimed at researching the process of forming a gastronomic brand to enhance the attractiveness of a tourist destination. The peculiarities of the formation of a regional gastronomic brand of a multicultural tourist destination are studied on the example of the city of Odessa (Ukraine).

One of the most problematic places in the formation of the gastronomic brand of Odessa is insufficient knowledge and interaction of its main components. In this process of interaction, all interested parties and market participants should take part. In addition, an effective strategy for formation of a regional gastronomic brand has not yet been developed. It is necessary to identify the main participants in the gastronomic life of the city, their role in the formation of the brand and develop a strategy for mutually beneficial cooperation.

As a result of the application of methods of content analysis and expert interviewing, a conclusion is made about the great unrealized potential of the Odessa gastronomic brand both internationally and nationally. In particular, it is revealed that the restaurant business and gastronomic festivals are extremely important elements in the formation of the gastronomic brand, being a source of gastronomic culture. The key problems associated with the formation of the gastronomic brand of the city are identified. To solve them, it is proposed to create gastronomic maps-guidebooks of Odessa, which will inform tourists and city residents about the gastronomic life of the region. These information systems will allow all market participants to effectively interact with each other and enhance business development and form tourist clusters. Also, the ways of brand formation on the basis of cultural and culinary traditions of the region are suggested.

The practical value of the analysis is that it can serve as a basis for further research and form an effective strategy for promoting Odessa as a tourist destination.

Keywords: gastronomic brand, gastronomic tourism, formation of destination brand, tourism destination, gastronomic guidebooks.

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USE OF ENERGY MANAGEMENT AS A STRATEGIC DIRECTION OF SUSTAINABLE DEVELOPMENT OF AN ORGANIZATION

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The object of the study is energy management, which activity is directed on providing the rational use of fuel-energetic resources at an enterprise or municipalities that allows to optimize volumes of energy consumption essentially. At elaborating and introducing the system of energy management, an organization may face a series of problems that must be considered more detail. The first problem is essential costs of consulting and certification services. An organization must decide for itself, how will it elaborate and introduce this system, and also is there a necessity to certify the management system, and if this necessity is present, which body must do it (international or national). Another problem is the absence or insufficient competence of specialists in the field of energy saving and energy efficiency. The third problem is investments in energy saving technologies. The fourth problem is the «cool» attitude of leaders of companies to questions of elaboration and introduction of the energy management system.

The materials of internal reporting of enterprises were used at the study: reports about energetic audit, data of energetic balances of separate production subdivisions, instructions and strategic documents, energetic policy of an enterprise.

Having conducted the analysis of electric energy production in the combined energy system of Ukraine and grounded the necessity of using energy management, it was established, that electric energy production in the combined energy system of Ukraine in 2017 increased by 2.5 % (by 1 bil 884.8 mil kW-hour) comparing with 2016 – to 78 bil 345.8 mil kW-hour. The directions of state support in the field of energy saving and energy efficiency increase were determined. For providing the sustainable economy of expenditures for energetic resources, there was offered the structure and interaction of energy management elements for enterprises with the strategic direction of development. Due to it, it is possible to achieve essential energy saving and to decrease negative results at bad functioning of heating systems in buildings without great financial losses.

Keywords: principles of energetic management, increase of energy efficiency, energy resources, energy consumption.

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PROBLEMS OF MACROECONOMICS AND SOCIO-ECONOMIC DEVELOPMENT

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STUDY OF THE TAX MANAGEMENT PROBLEM

page 30–35

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The subject of research is the field of taxation-related activities. The most topical issues in the field of taxation are highlighted, in particular:

- tax administration studies;
- normative maintenance of necessary changes in the field of taxation;
- state tax planning;
- transfer pricing issue.

It is determined that the taxation of income tax is one of the most problematic places, the solution of which is proposed by replacing it with the tax on the withdrawn capital. The analysis of publications on the experience of taxation in the world practice has allowed to substantiate expediency of introduction of incentive instruments of enterprises' taxation, improvement of state tax planning, which will avoid double taxation, as well as normative provision of transfer pricing.

The conducted studies allow to summarize that significant achievements in the field of tax administration have been achieved, in particular:

- a unified social tax has been introduced instead of pre-existing deductions and wage deductions;
- the administration of value added tax has considerably simplified;
- the introduction of a unified register of tax invoices, which made it possible to avoid so-called «tax holes» and to change the procedure for refunding from the budget of the value added tax.

However, a number of issues remain to be solved, especially taking into account the dynamic processes of globalization.

In order to determine the conditions for avoiding aggressive state tax planning, the experience of implementation of international practice is considered. In particular:

- introduction of effective instruments for combating the withdrawal of profit from taxation;
- application of measures in accordance with the Convention on the avoidance of double taxation and international cooperation in the field of tax administration.

This ensures the creation of favorable environment for doing business. As a result, Ukraine will not only be able to elevate its positions in the competitiveness and doing business easiness, but will also create the preconditions for sustainable economic growth.

Keywords: tax management, directions and trends of tax changes, tax reform.

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NATIONAL STRATEGIC INNOVATION SECURITY CONCEPTUALIZATION

page 36–42

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The object of research is the strategic innovation security of the country. The need to analyze the innovative dimension of strategic security is due to the fact that narrowing national security in the military and political aspect in relation to national security and defense interests is an erroneous approach in modern conditions. Innovative security is the component linking research directions in the interests of ensuring both the military security of the country and its social and economic development.

Both classical scientific methods (analysis and synthesis, logical generalization, analogies, comparative comparison), and specific methods of the economy of high technology and innovative management are used in the research.

Conceptual bases of information and analytical support of strategic innovation security are developed, which require the development of sound and effective management solutions that integrate various sources of information and rely on a wide range of quantita-

tive and qualitative methods with a focus on the long-term perspective. Based on the analysis of a number of foreign SSM concepts and national security analysts, a range of tasks is identified, which should be addressed within the framework of strategic innovation security analysts.

A set of indicators is identified to determine the assessment of the state of strategic innovation security. It is suggested to consider macro-indicators of strategic innovation security:

- reflect the conformity of the national to the global innovative trends;

- organizational and management indicators reflecting the compliance of the innovation infrastructure and the level of innovative communications within the innovation system and with the global innovation system to the requirements of new innovative and technological trends;

- sectoral indicators of innovation security, reflecting the level of compliance of industry technologies and products with promising requirements and specific industry technological trajectories.

Due to the consideration of strategic innovation security as the leading factor of national security, it is possible to develop appropriate assessment criteria based on technological dynamics.

Keywords: strategic innovation security, national security, technological forecasting, technological dynamics, state policy.

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RESOLVING EPISTEMOLOGICAL ISSUES IN THEORETICAL AND METHODOLOGICAL APPARATUS OF INSTITUTIONAL THEORIES OF ORGANIZATIONS

page 43–48

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Agency-structure debate has become one of the central issues in modern organizational sociology and the most problematic theoretical area in institutional analysis. Since then researchers in new institutional sociology have focused on bringing agency and interests back in the theory that views rationality and motives as historically and culturally embedded and constructed by their institutional environments. To date, the most prospective theory is fashion perspective that sees interests and beliefs to be socially constructed and shaped by institutional forces. Accordingly, diffusion and adoption of administrative innovations is nothing but a result of these beliefs generated by institutional effects. Therefore the object of research is the essentiality of fashion management theory taking into account its ontological and epistemological characteristics. One of the most problematic areas is understanding the way institutions and fashions can be conceptualized upon the same mechanisms of emergence, reproduction and development.

This paper attempts to clarify and resolve these two streams of literature by attending social construction perspective and revisiting its central tenets. Specifically, the present study put forward arguments that it is not homogeneity or symbolic pragmatic conformity should be the main units of analysis but the meanings that individuals attach to technical structures and elements; not the trajectories and waves of popularity of ideas and structures but the way subjective judgments and interpretations acquire objective status and eclipse former technical foundations.

Based on logical generalization and morphological analysis, it is offered to reduce the conceptualization of institutions and organizations back from agency-centered depiction and strategic-perspective towards over-socialized picture with adequately addresses the prevalence of macro-level forces over micro-level individuals. It is concluded that neither former institutional theory nor its modern alternatives should focus exclusively on the trajectory and logic of diffusion of institutional templates.

Keywords: management fashion theory, social construction, institutional sociology, institutional statements.

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INVESTIGATION OF THE EXTERNAL EXPERIENCE OF ANTI-CRISIS POLICY ON THE CONTROL OF FINANCIAL SECURITY OF THE BANKING SYSTEM

page 49–59

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The object of research is the processes of shaping the anti-crisis policy of the developed countries of the world and Ukraine in the context of implementing measures to improve the level of financial security of the banking system. One of the most problematic places in this research is that the experience of foreign countries when implementing it will not always be effective for Ukraine. It depends on the specifics of the economy, politics, mentality of each nation and the like. Therefore, in the study of this object, and especially in the implementation and development of vectors of Ukraine's anti-crisis policy, methods of general scientific cognition, of empirical and comparative analysis, of synthesis and generalization, of the conceptual foundations of support were used. To solve the problematic places, the specifics of the states to ensure the high level of financial security of the domestic banking system were taken into account. The study also took into account complex military-political and economic realities, as well as the need to review the basic approaches to the management of the financial security of the banking system. One of the main guidelines for building an anti-crisis policy and the concept of managing the financial security of the banking system was the experience of the anti-crisis policies of the developed countries of the world during the Great Depression and the global financial and economic crisis of 2008–2009.

The main vectors of the anti-crisis policy are formulated on the basis of research, namely:

- legislative (aimed at reducing the threats to the functioning of foreign state banks for the financial security of the banking system of Ukraine);

- infrastructural (aimed at creating new elements of the banking infrastructure, such as a bank of «toxic» assets, development banks, which will increase the financial stability of all banks in the country);
- monetary (aimed at optimizing monetary policy in terms of ensuring financial, price and currency stability);
- fiscal (focuses on creating a positive business environment and minimizing macroeconomic threats to the financial security of the banking system). This is due to the fact that the proposed vectors constitute a harmonious and effective combination of the solution of the issue of overcoming the crisis and ensuring the financial security of the banking system in Ukraine.

Keywords: banking system, financial security of the banking system, anti-crisis policy, fiscal policy, monetary policy.

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