



DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

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RESEARCH OF THEORETICAL AND PRACTICAL ASPECTS OF DECENTRALIZATION AS A NEW MANAGEMENT SYSTEM IN UKRAINE

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The object of research is theoretical and practical aspects of decentralization in the framework of the transformational change of the system of local self-government in Ukraine. One of the most problematic places is the presence of many different approaches, methods and ways of reforming the country, which requires significant changes that need to be aimed at creating an open political system. As well as the development of civil society and increase the welfare of every individual citizen.

The analysis of the current state of the system of local government is made in the context of the results of successful implementation of the decentralization reform. The main directions of implementation of decentralization reform until its completion are step-by-step determined. The actual implementation of all planned activities outlines areas that hampered the further improvement of intergovernmental fiscal relations is complex and lengthy procedure.

In the process of research, general scientific and special research methods were used. In particular, the dialectical method of cognition allows to explore the theory of decentralization as a new management system. The methods of scientific research and determination of the principle of the complexity of the methodological base have allowed to ensure the objectivity and reliability of the main provisions of the conclusions.

Retrospective analysis and evaluation of indicators of local budgets are conducted, which helped to identify opportunities for improvement of life in each locality and in the country as a whole. The directions of effective use of financial resources of local communities, providing:

- direction of funds for the development of the internal market, the creation of investment platforms and the training of local farmers to unite in cooperatives;
- rationalization of expenditure on social services (revision of benefits, distribution of paid services, the revision of the minimum wage and subsistence level);
- training the management team of the local community regarding the use of public funds.

As a result of the decentralization of their implementation will provide the ability to obtain the powers and resources that will give local authorities greater opportunities for development of territories, creation of modern educational, medical, transportation, housing and utilities infrastructure. In comparison with

similar methods of implementation of decentralization proposed project will allow efficient allocation of financial resources, taking into account existing development trends, which in turn will enhance the role of local government.

Keywords: transformational changes of the system of local self-government, decentralization processes, financial resources of local self-government.

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DEVELOPMENT OF A METHODOLOGY FOR CREATING ADAPTIVE ENERGY EFFICIENCY CLUSTERS OF THE ARCHITECTURE AND CONSTRUCTION INDUSTRY

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The object of research is the process of creating adaptive clusters of energy efficiency in the architecture and construction industry. Today, it is important to solve infrastructural problems of energy saving; therefore, the research is aimed at developing a methodology for creating functionally sustainable adaptive clusters in the context of a rapidly growing shortage of energy resources.

One of the most problematic places is the system properties of clusters, which often become the cause of the inadequacy of the models developed for forward planning and the development of a strategy for the development of cluster organizational structures.

During the study of the processes of formation and forecasting of possible scenarios for the development of clusters of the architecture and construction industry, special attention is paid to the analysis of features related to the inertia of construction processes and the duration of the life cycle of construction objects. These features significantly reduce the reliability of forecasting for long periods of time due to uncertainty and risks of a different nature. The developed methodology is based on simulation modeling of different trajectories of cluster development and the introduction of fast adaptive algorithms with feedback. This is due to the fact that the development scenarios of each existing cluster structure remain multivariate throughout the life cycle due to the action of various superpositions of environmental factors. When simulating the selection of the best clustering conditions that can provide the maximum synergistic effect, is based on the forecasts, which are carried out taking into account various indicators of external influences. The set of possible changes in the external environment and the degree of influence of system properties on the cluster adaptation mechanism, at this stage of development, are determined and evaluated by experts.

The choice of the best management is proposed to be carried out on the basis of the system analysis of the results of computational experiments; it will ensure the formation of the cluster structure that is optimal according to given criteria and their adaptability to rapid and unpredictable changes in the environment. The process of developing mathematical tools for modeling the optimal in terms of energy efficiency cluster structure is described.

Keywords: adaptive management, architecture and construction industry, efficient facility, energy efficiency cluster, strategic development.

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DETERMINATION OF THE DIRECTIONS OF IMPROVING THE ORGANIZATIONAL STRUCTURE ON THE EXAMPLE OF THE ACTING VILLAGE COUNCIL

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The object of research is the process of formation of an effective organizational structure of the village council to ensure the fulfillment of its numerous tasks, which are caused by the need to solve complex social and economic problems typical of this region. One of the most problematic places is the objective determination of directions for improving the organizational structure of the existing village council, taking into account the results of its activities.

To eliminate the subjective approach, the developed methodology is used to assess the current organizational structure of the village council, which provides for the following algorithm of actions:

- development of the nomenclature of performance indicators and their numerical values;
- development of a questionnaire with selected indicators;
- conducting a survey;
- mathematical processing of research results;
- determination based on the results of improving the current organizational structure.

The statistical methods are used – calculation of the percentage of satisfied of the total number of respondents, as well as the determination of the average value of satisfaction in points with a five-point assessment.

Quantified data on respondents' satisfaction with the work of the Liubech village council (Ukraine) is obtained, which is a typical representative of recently created local councils. So, out of all 10 questions of the questionnaire, 63.3÷96.7 % of respondents give positive assessments of the effectiveness of the work of the current village council. Satisfaction of 90÷96.7 % of respondents with work refers to the coordination of the actions of the units; unity in solving complex issues; conflict resolution by heads of departments; employee response rates to complex issues; consistency of the objectives of the village council units. Up to 73.3 % of respondents are sympathetic to the management style of the chairman of the village council; sequence in the actions of leadership.

Thanks to the survey, it is possible to determine numerically (as a percentage) who are satisfied with the work of the current organizational structure, and also to evaluate on a five-point scale the average satisfaction score. In particular, the average score (among respondents who are satisfied with the work of the Liubech village council) is 3.73÷4.16 points. The results show that the improvement of the existing organizational structure should be carried out in such a way that of all the ten areas considered to ensure maximum efficiency and understanding, as well as support from society. Compared with the existing approaches, a numerical assessment of satisfaction with local established criteria is proposed, which ensures an increase in information

content and an objective determination of the directions for improving the organizational structure of the existing village council taking into account the results of its activities.

Keywords: territorial community, organizational structure, areas of improvement, assessment methodology.

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RESEARCH OF THE INFORMATIZATION PROCESS DEVELOPMENT OF THE COUNTRIES OF THE WORLD

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The object of research is the informatization development process of the countries of the world. One of the most problematic places is determination of the factors of development of the informatization processes of the countries of the world, taking into account the level of socio-economic development.

Existing methods for assessing the informatization level of countries of the world are fragmented, since they analyze particular indicators without taking into account the level of socio-economic development of countries of the world. In developing the proposed method, a hypothesis is put forward about the existence of features of the informatization development of groups of countries with the eastern level of their socio-economic status. It is proposed to take into account individual differences

in the values of the analyzed indicators of the informatization development of individual countries of the world on the basis of economic and mathematical modeling using the tools of multidimensional statistical analysis. The proposed method has a number of features relating to the combination of cluster analysis with other quantitative methods, in particular, factor analysis. The study applied a methodological approach to assessing the informatization development of the countries of the world based on the implementation of the following stages:

- formation of input information about the state of informatization of the countries of the world;
- modeling the relationship of the components of the informatization influence of the countries of the world in the form of latent factors in the development of informatization processes.

A factor analysis is performed within each cluster of homogeneous in terms of informatization of groups of countries of the world. The calculation of factor loads allowed to determine the most influential factors in the development of informatization of the countries of each group. This ensures the possibility of obtaining the most influential indicators that form the mechanism for the development of the informatization process in the countries of each cluster. Compared to similar well-known studies, it is possible to determine the main priorities for the informatization development of the countries of the world in the context of their clusters, formed according to the level of informatization development within the country of each group. This provides a scientific justification for the formation of recommendations on organizational measures to increase the level of informatization of the countries of the world, taking into account their socio-economic status.

Keywords: informatization of the countries of the world, informatization development factors, information and communication technologies.

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ANALYSIS OF GLOBAL ASPECT OF FORMATION OF INSTITUTIONAL INNOVATIVE STRATEGIES

page 29–35

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The object of research is institutional strategies of innovative development, taking into account the international factor. The modern world is characterized by global accessibility, openness and rapid spread of information and innovations in the global economic environment, virtualization, and then the uncontrollability of the financial sector and the growing role of other factors of globalization. One of the most problematic places is that governments should more effectively choose priorities in the framework of international political and economic strategies in order to strengthen their own positioning in the field of competition.

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

An analysis of the evolution of innovation policy is carried out and it is determined that modern innovation policy acts as a part of the state's foreign policy strategy in the international arena in conditions of competition for sales markets, investments and resources. The content of the state innovation policy, including its geopolitical context, is determined in the framework of processes in four main areas: development of priorities, budget allocation and evaluation; political coordination mechanisms; system of interaction with external stakeholders.

The influence of the international factor on the strategic state policy is analyzed. As part of this approach, innovation policy is considered as a coordinated state initiative to mobilize national resources to accelerate technological change and retain leadership in global competition.

The tasks of the strategic analytics of innovations are determined, in particular, the development of a system of information and analytical support for institutional interaction in priority areas of science, technology and innovation policy for adapting best world experience and solving problems of ensuring effective solution of socio-economic problems. As well as the integration of participants in the innovation system into international scientific networks and projects.

By considering the conceptual foundations of innovative strategies, it is possible to develop appropriate government policies.

Keywords: innovative strategy, government policy, innovation networks, strategic analytics of innovations.

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ANALYSIS OF THE PLACE OF UKRAINE IN THE EUROPEAN TOURIST SPACE

page 35–40

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The object of research is the tourism industry of Ukraine. One of the most problematic places is the lack of world-class tourism resources and the inconsistency of tourism policy, limiting the growth rate of the tourism industry.

Cluster analysis and modeling of the growth rate of national income from tourism activities are used. The place of Ukraine in the tourist space of Europe is determined. It is emphasized that the national business environment does not contribute to the development of the tourism sector, the level of security in the coun-

try has a negative impact, and the tourism sector in Ukraine is not considered a priority. The competitive advantages of Ukraine are the assessment of human resources, the labor market and the protection of health and hygiene. In general, the prerequisites for the proper development of tourism are not sufficiently used in Ukraine.

The effectiveness of the functioning of the European tourist space, including Ukraine, is investigated, and significant regional differences in the magnitude of the increase in national income from tourist activities are revealed. In particular, it is noted that the leaders in income received in 2017 are countries such as Cyprus, Malta, Ireland, Luxembourg, Latvia and Lithuania, which received in 2017 approximately 250 million USD income from the tourism industry. Most countries of the European tourist area (Great Britain, the Netherlands, France, Spain, Italy, Germany, Austria, Greece, Denmark, Portugal, Finland, Sweden, Belgium, Bulgaria, Poland, Romania, Slovakia, Slovenia, Hungary, Croatia, Czech Republic) average had a national income growth from the tourism industry of 170 million USD. It is determined that Ukraine, in terms of the efficiency of the tourism industry, occupies the last place in the European tourist space (8 million USD of increase in national income from the tourism industry).

By determining the competitive advantages and disadvantages of the development of tourism in Ukraine, it is possible to substantiate the foundations of tourism policy in accordance with the national characteristics of the development of the tourism industry of Ukraine.

Keywords: tourism industry of Ukraine, European tourist space, efficiency of the European tourist space functioning.

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RESEARCH OF BANKS PARTICIPATION IN CREDITING THE NEEDS OF INNOVATIVE DEVELOPMENT OF INDUSTRY IN UKRAINE

page 41–54

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The object of research is the results of the impact of bank lending on the processes of innovative development of industrial enterprises and the economy of Ukraine. One of the most problematic places is the low level of innovation, innovation activity of Ukrainian industrial enterprises and the economic efficiency of the general investment potential of Ukraine. The slowdown in economic growth also causes a weak and inverse relationship between the processes of innovative development of the country's economy and long-term bank loans. The absence of a significant effect of long-term bank loans on the processes of modernization and changes in the net financial result of a group of domestic industrial enterprises is attributed to unfavorable factors in the work.

The methods of a systematic approach, comparison, correlation analysis, non-parametric statistics, tabular and graphical presentation of the results are used. This allows the author to prove the systemic nature of the negative trends in changes in the innovative development of the economy, due to the general principles of the organization of the socio-economic activities of Ukraine.

The results show that one of the main destabilizing factors for development of production and financial stability of industrial enterprises is the low level of profitability of operating activities and above the critical level of depreciation of fixed assets. The peculiarity of financing innovation activity is the irrational structure of the formed sources, where:

- own funds – 84.49 %;
- state budget funds – 2.49 %;
- local budget funds – 1.05 %;
- funds of domestic investors – 2.96 %;
- funds of foreign investors – 1.18 %;
- bank loans – 6.52 %;
- other funds – 1.26 %.

This has a negative effect on the reproduction cycle and actualizes the need to use a bank loan to partially solve the problems of financial support for the restructuring of enterprises in particular and the innovative development of the country as a whole.

Using the example of a group of industrial enterprises, it is proved that the increase in net profit is ensured by the increase in capital investment in progress, which is accompanied by an increase in long-term bank loans.

On the basis of empirical generalizations, measures are defined to enhance the stimulation of banks' lending on technological development of the national industry. This is ensured by the practical implementation by the state of a program-target planning method based on targeted management and financing, creating a system of interaction between state and private institutions, direct and venture capital funds, national long-term money and derivatives markets. The implementation of a system of measures will contribute to the creation of jobs, the implementation of infrastructure and innovative projects.

Keywords: innovative development of the national economy, industrial enterprise, innovation activity, sources of financing, bank credit.

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