



ECONOMY OF ENTERPRISE

RESULTS OF EFFICIENCY EVALUATION OF INVESTING ALTERNATIVE PROJECTS OF TRANSPORTATION CUSTOMER SERVICE

page 4–6

Due to development of market economy and economic globalization, carriers can service a large number of customers and their cargoes. Ability to serve several customers with one type of vehicles raises the topical question about the effectiveness of redistribution of carrier's vehicles between customers and their cargoes. Opportunity to purchase vehicles or hire other carriers' vehicles poses the question on the efficiency of transport service management and efficiency criteria for such management in the long term periods [1–3].

The approach was developed to determining the required number of vehicles to serve three customers, each of them having its own material flow, separately and together, for a certain period of time, with compatible parameters of the vehicle and material flow of each customer. Based on the results, the conclusions can be made on the effectiveness of the method for vehicles calculating for the period t with compatibility of vehicle parameters and parameters of material flow of each customer. Rational number of the own vehicles using separate calculation constitutes 26 items, with calculation for the period $t - 22$ items, with the total number of vehicles – 44 and 30 items respectively. There is a synergistic effect in transport servicing of customers for a certain period of time, which lies in increased net present value of the project due to redistribution of vehicles between customers and their material flows. The maximum total NPV for customers serviced separately is 2570966,08 UAH, for the second customer serviced for a specified time – 7054795,14 UAH.

Keywords: investment project, vehicles, material flow, transportation arrangement, synergistic effect.

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INDICATOR OF COMPANY VALUE MANAGEMENT EFFICIENCY

page 6–9

Basic indicators of value-oriented management were considered in the paper. The main advantages and disadvantages of each considered indicator of the value-based management were defined. It was found that the indicator of total business return is one of the most effective indicators of value-based management, since it accurately reflects the relationship between the profitability, growth and cash flows. The basic approaches to determining the company value at the end and beginning of activity were considered. The basic reasons which complicate the use of comparative approach to estimating the company value in Ukrainian business practice were established. It was found that when determining the assessed value of the company for determining the efficiency of its activity, the income approach

should be used, namely the method for discounting cash flows based on the variable growth of future cash flows, using net assets. A new indicator of value-oriented management was developed based on discounting the free cash flows of the company and allowing estimating not only current, but also its future activity.

Keywords: value, value-oriented management, cash flows, total business return, management, efficiency.

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JUSTIFICATION OF DEVELOPING THE METHOD OF MANAGEMENT COST ACCOUNTING IN CONDITIONS OF BUDGETING

page 9–12

Methodical approaches of developing managerial cost accounting in budgeting of production units of the food industry are substantiated in the paper.

Self-supporting nature of companies in the current environment requires the implementation of strict cost control methods, which is the best ensured by the «budgeting» as the most perfect form of planning and control in relation to the emerging competitive conditions and inflation.

With this regard, the requirements for developing management accounting with creating new facilities: rerolling departments as «responsibility centers» «cost centers», (for the most important types of processing equipment) and «expense centers» (individual workers) are also changed.

The proposed accounting method provides information for the overall monitoring of the established budget of expenditure levels of the whole technological process of manufacturing at the enterprises of food industry.

The research results can be used by practitioners at the food industry enterprises.

Keywords: cost management, budgeting, responsibility center, cost center, expense center.

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METHODICAL ASPECTS OF WEB-QUEST IMPLEMENTATION IN TRAINING FUTURE FINANCIERS

page 12–16

The paper deals with methodical aspects of promoting cognitive activity of future financiers with the help of web-quests.

According to authors, web-quest is an independent search activity in the Internet by one or several branches of prepared route to a certain goal, which was determined at the beginning of the route, and during which a student should obtain and analyze information to determine the next step towards the goal.

Based on the analysis and generalized experience of applying web-quests in educational process of higher educational institutions, the method of implementation of the web-quest on «Making a draft of the local budget on revenues» (the subject «Finance»), which is represented in the form of graphical model, was developed. The goals, objectives and educational conditions were elaborated.

The algorithm of students' cognitive activity during the implementation of theoretical and practical parts of web-quests on estimating the revenues of the local budget was described. Evaluation criteria were given.

Conclusions based on results of web-quest implementation were presented, which lie in considering the web-quest as effective tool for modeling certain production situations for financiers and allow the students to gain practical skills, abilities to search, generalize and analyze necessary information of legislative framework as well as public financial information at the level of local budgets for estimating the amount of budget revenues.

Keywords: web-quest, competence, interactive, promoting, financial system, local budget, search activity, Internet.

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THE FORMATION OF ORGANIZATIONAL-ECONOMIC MECHANISM FOR STABLE DEVELOPMENT OF AGRICULTURAL ENTERPRISES

page 16–18

The formation of organizational-economic mechanism of stable development of agricultural enterprises is considered in the paper. The structure of such mechanism should consist of balanced industrial, managerial, research components. The results of the review of various authors' scientific views on the essence-meaning content of the category «organizational-economic mechanism» prove that its internal structure should provide an increase of the operating efficiency of agricultural enterprises. In current conditions of agricultural production in general, the problem of stabilization of its development rather than the increase of production efficiency is relevant, since the environmental factors have the most significant influence on the level of production efficiency. Providing the conditions for its further stable development is largely determined by improving the indexes of industrial and commercial activities. The results allow confirming that stable development is possible through the development and implementation at the macro- and micro-levels of integral concept of organizational-economic mechanism of agricultural enterprises, the conceptual structure bases of which are given in the research.

Keywords: organizational and economic mechanism, agricultural enterprises, economic development, provisions, competitiveness, efficiency.

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ABOUT ONE METHODOLOGICAL APPROACH TO RISK ASSESSMENT BY THE SUPPLIERS HAVING RECOGNITION BY A CLASSIFICATION SOCIETY

page 19–21

The article is devoted to assessment of minimization methods of risks of a Classification Society (CS), connected with provision of services of undue quality by the suppliers recognition by it. Herewith methodological provisions are developed regarding quantitative assessment of the risks connected with determination of an optimum level of quality of the services rendered by suppliers. For the first time ever a method for optimization of quality of the services rendered by the suppliers accredited by a CS is described herein, which allows assessment of reliability and quality of the work of suppliers; also here are provided methodological approaches of assessment of expediency (or in expediency) of insurance against the risks caused by troubles of subsystems of a vessel in the course of its operation.

Keywords: classification society, risk assessment, supplier, insurance against risks, theory of reliability.

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SPATIAL DEVELOPMENT OF THE CITY THROUGH THE PRISM OF ITS UNDERGROUND SPACE

page 27–30

The aim of our scientific investigation lies in the theoretical substantiation and practical recommendations concerning the importance to study underground space of a city, as well as positioning it as effective tendency of the city spatial development in general.

The disadvantages of the city urbanistics are studied in the article. In addition, as a variant of their overcoming, the advantages of integrated usage of underground space are revealed. By underground urbanistics we understand the special field of city urbanistics that secures the organization of viable space of the inhabitants built under the territorial (terrestrial) city space.

The effect and effectiveness of underground space usage, as alternative means of spatial city development in general, are defined in the investigation.

The gross economic effect is estimated for each type of objects taking into account the effects of territorial economy and preservation of existing buildings, as well as the conditions of underground buildings exploitation: the effect of savings of transport expenses, transportation and conveyance time and trade profit growth.

The economic effectiveness of the underground space usage is characterized by the term recoupage of capital investment into underground construction.

The integral connection among terrestrial projection and constructions as well as among different types of underground buildings and nets is the main objective and necessity of rational and expedient organization of underground urbanistics.

Thus, multilevel city development, as well as, integral usage of the underground space is socio-economic problem which could be solved with the help of architectural and project-engineering means.

Keywords: city spatial development, underground urbanistics, special subsystems, space development strategy.

References

POSSIBILITIES OF MONETARY PRESENTATION OF BALANCE OF PAYMENTS IN UKRAINE

page 22–26

In this article scheme monetary presentation of the balance of payments was presented. The paper presents analysis of existing statistical environment in Ukraine and probable implementing of monetary presentation of balance of payments. Also possibilities of comparison of data obtained from the consolidated balance sheet of depository corporations and balance of payments respectively were analyzed. Potential problems concerning statistical data correlation were highlighted according to existing legislation and possibilities of respondents. The analysis was made item by item investigating the options of implementing monetary presentation in the field of Ukrainian reality. Conclusions on the practical realization of monetary presentation of the balance of payments in Ukraine were made.

Keywords: balance of payments, monetary presentation, monetary aggregates, consolidated balance sheet of depository corporations.

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STATISTICAL SAMPLING METHODS OF CARGO STATE AT THE PORT

page 30–33

It is well known that the statistical sampling methods are effective methods to improve the quality of the products produced by the industry. These methods also form the basis of modern systems of quality management. So arises the question of the possibility to apply statistical sampling methods in rendering material services primarily in the logistics and on transport, as well as in the activity of freight forwarding companies. The application of sampling methods in the shipping process is studied on the example of the particular situation. The role of forwarder and carrier commercial interest which is defined by comparing the costs of survey of cargo loaded on the ship and penalty for defective goods, charged by the consignee at the port of unloading on the one hand, and the economies of above mentioned penalties achieved due to the surveyor information about state of the cargo loaded from the other side is determined. The discussed sampling methods of cargo control at the may be useful in the practice of forwarding companies. The application of above mentioned methods may be useful to minimize the risks connected with the carrier liability for the safety of cargo and in this way improve the quality of shipping process management.

Keywords: quality management, statistical sampling methods, transport, carrier, survey.

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MECHANISMS OF INNOVATIVE ACTIVITY ENCOURAGEMENT

page 34–37

The paper deals with the study of the determinants of innovation activity of industrial enterprises personnel. At the present stage of development of Ukraine, the issues of rational selection of directions of innovative development of domestic production are of particular relevance. Based on the analysis of innovative activity of industrial companies it can be concluded about the decline of innovation activity of the enterprises personnel which is primarily caused by reducing the role of the necessary macroeconomic factors – adequate financing of education and science, rational innovation state policies, supportive policy on labour compensation, income and so on. The basic features of the innovation process are given and the factors affecting the innovative activity of the enterprise personnel are discussed. The author's vision of the structure of components of the activation

mechanism of innovative activity and appropriate measures which acquire practical significance in the implementation of the strategy of innovative development of industrial company is formulated.

Keywords: innovations, innovative activity, innovations management, production control, increase of competitiveness.

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METHODICAL PRINCIPLES OF THE INTEGRATIONAL PROCESSES OF AGRO-INDUSTRIAL PRODUCTION

page 38–40

Scientific approaches to the classification of integration types are under discussion in this article. The prime objective of the studies undertaken was to develop the scientific foundation to specify integration types to agrarian business, their directions and forms, and to generalize scientific approaches to the classification of integration. The development of agro-industrial integration is an intrinsic economic function. This process relates to a social division of labor and its area of concentration. Therefore, we may need to refer to cooperation between the branches of agrarian and industrial production. From here, it follows that in terms of productive forces development, their collaboration, combination, integration, which received a new impetus in the world practice as a result of the latest achievements in the scientific and technological advance, are being observed. Agro-industrial integration allows to agrarian companies to reduce the risk concerning the production, its dependence on environmental conditions, agricultural product market spontaneity, necessity to grow competitive production. Processing and operating companies in agrarian field are also interested in regular income due to firm raw material resources or market outlet and services. Consequently, it is necessary to finalize the directions to implement integration processes. At any time thereafter, determination of directions and forms for integration formation will guarantee to manufacturers (agrarian companies), processing and operating companies of agro-industrial complex, considering all advantages and disadvantages, the alternative for those types of integration formation, which would be viable, subject to the present conditions, and would provide high productive cooperation for agricultural and processing companies.

Keywords: integration, vertical integration, horizontal integration, direction of integration processes.

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MATERIALS OF SCIENTIFIC CONFERENCE

THE CONTENT OF ECONOMIC CATEGORIES «EFFECT» AND «EFFICIENCY» OF INNOVATIVE ACTIVITIES

page 42–44

Based on the conclusion that the process of radical innovative transformation occurs in the society, the problem of assessing innovative activities was studied in the paper. The main objective of the study is to clarify the essence and basic methodological approaches to the definition of the content and values of such categories as effect and efficiency of innovative activities.

In the study of the innovative activities assessment it is necessary to distinguish the concepts of «effect» and «efficiency» of innovative activities. The essence and content of economic category of «effect of innovative activities» as a result of innovative activity in one of the economic measurements were extensively considered in the paper. The types of effects of innovations introduction were given.

Understanding the economic effectiveness as the ratio of the result and costs, the most general approaches to assessing the effectiveness of innovative activities were summarized in the paper, the method of calculating the economic efficiency indexes of innovative activities was provided.

According to the research results it was proved that the distribution of innovative product creates an innovative effect, the analysis of which is the basis for determining the efficiency (effectiveness) indexes of innovative activities. The existing methods for assessing innovative activities are based on the methods of assessing the economic efficiency of innovative projects. They are dynamic and complex by the spectrum of approaches and methods area of economic knowledge.

Keywords: effect, efficiency, innovative activities, economic efficiency.

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PROSPECTS OF RURAL ENTREPRENEURSHIP: GENDER DIFFERENTIATION

page 44–46

Switch to market conditions in the rural economic environment causes the formation of a new socio-economic group — entrepreneurs. This phenomenon is of interest in the study of entrepreneurship in relation to prevailing social stereotypes of typically male and female behavior, created by traditional gender division of social roles. The growth of the number of rural entrepreneurs indicates significant entrepreneurial potential among the rural population, especially in the context of economic empowerment of women. According to the social survey of rural entrepreneurs, the existence of gender-differential vision of the prospects of rural entrepreneurship development was proved. Thus, the majority of male entrepreneurs tend to expand the scope of their activities, increase the production output and range of services, while women on the contrary tend less to business expansion and diversification. The majority of respondents who think to close some existing activities are also women. Also, there are significant gender differences among those entrepreneurs, who expect to reduce the output, production of goods and services. In view of the above, the measures, facilitating business activities of peasants hold a prominent place in strengthening the position of rural entrepreneurship.

Keywords: rural economy, rural entrepreneurship, gender relations, gender analysis, gender differences.

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THE ESSENCE OF THE CONCEPT OF ENTERPRISE COMPETITIVENESS

page 46–48

In the paper the author considered the evolution of scientific approaches of academic economists concerning determination of the concept of «competition», which reveal its theoretical and practical essence. The development of competition allowed the introduction of a number of derivative terms into the economic turnover, one of which is competitiveness. The concept of «competitiveness» was reviewed, the essence of which is revealed depending on the object of identification, purpose and type of competition and some special characteristics which indicate its multidimensionality and hierarchy. It was determined that depending on the level of objects functioning the competitiveness of products, enterprises (micro level); industry, region (meso level); country (macro level) are distinguished. Since the enterprise is a major element of market economy, a high level of the enterprise competitiveness allows creating a competitive economy of the region, industry and country as a whole. Therefore, the author's attention is paid to the competitiveness. Based on the comparative analysis of theoretical definitions of the «enterprise competitiveness» such approaches to its understanding as ability, capacity, performance characteristics, competitive advantage of the enterprise were selected, which were the basis of their grouping. The study allowed the author to define her vision of the category of the «enterprise competitiveness».

Keywords: competition, competitive economy, competitiveness, enterprise competitiveness.

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THE METHODOLOGY OF THE ECONOMIC AND ENVIRONMENTAL ASSESSMENT OF PROJECTS USING RECYCLED RESOURCES

page 48–50

The paper considers the process of economic and environmental assessment of the introduction of projects using recycled resources into industrial production. The essence of the system approach was revealed in the context of economic and environmental assessment, depending on internal and external factors of the operating environment. The influence and effects in economic and environmental assessment were determined from the point of view of a synergistic approach that allows reassessing the nature of ecological and economic relations. The main objective of the study is to analyze the toolset of economic and environmental assessment of such projects, define the variations and classify the effects of the introduction of projects using recycled resources into industrial production. The use of economic and environmental assessments and identification of the system of effects will allow correct prediction of possible variants of production development and prompt response to the changes not only in economic but also in environmental field.

Keywords: economic and environmental assessment, recycled resources, effect.

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EVALUATION AND PREDICTION OF HUMAN RESOURCES DEVELOPMENT

page 50–52

1. The research results of applying mathematical modeling in prediction of development of human resources as a part of productive forces in the region are given in the paper. The objective of the paper is to develop a mathematical model, which evaluates and predicts the development of human resources and stimulates re-emigration.

2. Using mathematical modeling, the model of estimating the development of human resources with the growth of re-emigration and immigration was made.

3. The mathematical model for predicting the development of human resources can eliminate labor imbalance in the labor market in current crisis conditions.

4. Development of prediction model of human resources development is described formally. The research results can be used for further detailed development of the model. It is necessary to determine the quantity and quality of human resources, create the mechanism to assess these characteristics and a system of complex indexes, which can be used to provide the values of human resources condition for qualitative and quantitative characteristics. It would be reasonable to develop a document flow, forms, reports, software to speed up the processing of data and information, as well as the implementation of forecasts.

5. The proposed mathematical model is simple, yet reliable. It allows simulating labor market conditions when returning to the country of a certain number of re-emigrants or substantial outflow of labor force abroad.

Keywords: mathematical modeling, re-emigration, productive forces, human resources.

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INDICATORS OF DEMOGRAPHIC SECURITY ASSESSMENT

page 52–54

The problems of assessment of demographic security as a component of national security are discussed in the paper. The main purpose of the study is to determine the list of indicators characterizing the demographic security and to find a method of their introduction into an integral indicator.

Analysis of the list of indicators that are proposed by the approved methodology for assessment of demographic security level showed its incompleteness as a result of the lack of the indicator characterizing the migration processes. The study of approaches of scientists in this area allowed to complement this list with two more indicators: depopulation factor and the average age of population. It is proposed to form an integral indicator for the assessment of secu-

rity demographic level. Weight coefficients of the integral indicator are suggested to determine using the method of preferences. Next, the level of demographic security is determined by normalizing the actual values of indicators. Maximum value of the indicator on the basis of normalization will be equal to one. The obtained formula allows the assessment of the demographic security level of region and country as a whole.

Keywords: national security, demographic security, indicator, migration processes, integrated indicator.

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METHODS OF QUANTITATIVE ASSESSMENT OF SOCIO-ECONOMIC DEVELOPMENT OF ENTERPRISES

page 54–56

The methods of quantitative assessment of socio-economic development of enterprises were considered in the paper. Some results of our research in this field were given. The objective of the study is to develop the methods of quantitative assessment of development (social responsibility) of enterprises taking into account their functioning in the changeable economic environment. Various approaches to assessing the social responsibility of enterprises were considered in the paper. The developed methods are based on statistical instruments and allow performing the calculations based on the information obtained from financial reports of industrial enterprises with the purpose of determining the moment and dynamic assessments of socio-economic development of enterprises that allows defining the level of their social responsibility for further analysis and comparison. The research results can be used by managers involved in development and strategic management of enterprises.

Keywords: social responsibility, quantitative assessment methods, weight coefficient, development of enterprises.

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TARIFF POLICY AND STRUCTURE OF CONCESSION PAYMENTS IN PORT SECTOR

page 57–59

One of the most common and the most effective forms of cooperation between the state and business in the world's marine practice is concession. Now, it became available to private investors in Ukrainian ports. Despite a great number of publications on the public-private partnership (PPP), they did not fully cover the specifics of tariff regulation and concession payment facilities typical for the port sector. The global practice of competitive port systems, in particular the key moments of financial relations between public and private partners based on the modern concept of relationship marketing was analyzed in the conducted research. The need for a balance of interests between partners was identified. Also, the need to settle and elaborate the regulatory environment on these issues in Ukraine was evaluated and substantiated.

Keywords: tariff policy, concession payments, ports.

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RISKS OF TRANSPORTATION IN THE FORMATION OF SYSTEM CARGO DELIVERY

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The article presents a modification of the economic-mathematical model of the transport problem in a network setting. The model allows to optimize the composition of cargo delivery system, taking into account the main risk factor for cargo – loss of time, which is reflected in the objective function as a result of loss of time – financial losses, as well as the relevant restrictions. The basic idea of modeling: the determined delivery schemes and transportation technologies. These results provide minimum of total transport costs and possible losses as a result of increasing the time of delivery for the given time constraints and the cost of transportation. Thus, cargo owner chooses delivery and defines for itself a valid measure of risk in terms of loss of time. This approach provides more adequately a mathematical way, which meet present-day conditions of the transport market.

Keywords: system delivery, quality, risk, model, optimization, delivery time, loss of profits.

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