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Urgent problems of present-day economics' development, different ownership enterprises operation and development, investment and innovative activity, increasing national economy's competitiveness, regional development are reported.

It is intended for scientists, lecturers, postgraduate students, students and practitioners.



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ЗМІСТ TABLE OF CONTENTS

Частина 1 Part 1

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ NATIONAL ECONOMY MANAGEMENT AND ECONOMICS

<i>Shkarlet S. M., Dubyna M. V., Tarasenko A. V.</i> Basic descriptors of the information economy development	8-15
<i>Shkarlet S. M., Khomenko I. O., Kontseva V. V.</i> Actual problems of formation and funding of the state road funds	16-20
<i>Bondaruk T. G., Bondaruk I. S., Bondaruk O. S.</i> Conceptual basis of mechanism of ensuring budget security	21-28
<i>Voynarenko M. P., Mykolyuk O. A.</i> Strategic energy security outlook formation of Ukraine under European integration process	29-37
<i>Deriy Z. V., Lysenko I. V., Lysenko N. V.</i> Evolution of the scientific thought for the environmental safety management of the state	38-40
<i>Kuzmin O. Ye., Adamiv M. Ye., Shpak Yu. N.</i> Harmonization of information support of socio-economic diagnostics of business-structures under the conditions of European integration	41-47
<i>Khodzhaian A. O.</i> Strategic partnership as a form of innerstate cooperation	48-53
<i>Bilan Yu. V., Nitsenko V. S., Samoilyk Iu. V.</i> Conceptual modeling of agri-food market development under economy's globalization	54-61
<i>Gryshova I. Ju., Negodenko V. S., Shestakovska T. L.</i> The methodological principles of determining the level of performance of the functions of consumerism	62-67
<i>Shevchuk O. A., Shevchuk O. V.</i> Three-level model of organizing state financial control	68-75
<i>Dziekanski P.</i> Economic effectiveness of the activities of local self-government units in the light of the municipality financial resources	76-82
<i>Lyskova L. M.</i> The effects of the increase in trade cooperation between Ukraine and EU in agricultural sector: empirical evaluation	83-91
<i>Poyda-Nosyk N. N., Bacho R. J., Vdovenko N. M.</i> Comparative characteristic of development trends in the Polish and Ukrainian insurance markets: conclusions for Ukraine	92-98
<i>Yarosh-Dmytrenko L. O.</i> Export activity of mashine-building enterprises within transformation of Ukrainian foreign trade	99-106
<i>Petrushka O. V.</i> Peculiarities of formation and implementation of corporate pension programs in Ukraine	107-110
<i>Aparov A. M.</i> «Entrepreneurship» as a key category of economic law and economic sciences: research through the prism of comparative analysis	111-116
<i>Yanchuk A. O., Markova Ie. Yu., Voronzhak P. V.</i> The tools of the financial-credit mechanism of the state regulation of the development of agricultural production and their efficiency	117-122
<i>Doniy N. E.</i> Economic and social aspect of creativity	123-126
<i>Honcharenko I. H., Berezina E. Yu., Shevchenko A. M.</i> The problem of corruption and legalization of money laundering	127-135
<i>Olifirenko L. D.</i> Functional review of institutional mechanism in the context of interrelations of mechanisms of regulation of business entities development	136-144
<i>Chechel O. M.</i> Transformation functions of state regulation on the condition of country's participation in integration formations	145-151
<i>Гонта С. В.</i> Ментальні детермінанти розвитку національної економіки України	152-158
<i>Nebotov P. G.</i> Experience of leading countries in building mechanisms of export control and areas of implementation of such experience in Ukraine	159-164

**РЕГІОНАЛЬНА ЕКОНОМІКА
REGIONAL ECONOMICS**

<i>Vdovenko N. M., Nakonechna K. V., Samsonova V. V.</i> Mechanisms and tools of supply regulation in agricultural sector of economy	165-169
<i>Yakymchuk A. Y., Valyukh A. M., Akimova L. M.</i> Regional innovation economy: aspects of economic development	170-178
<i>Yakymchuk A. Y., Navrotskyi R. L., Kovshun N. E.</i> Natural resources potential as innovative and investment development prospect	179-186
<i>Zakharchenko S. V.</i> Performance as a basic factor of competitiveness of Ukraine and its regions (the assesment is done according to IMD-Lausanne methodology)	187-192
<i>Rozum P. I., Liubezna I. V., Kalchenko O. M.</i> Improving efficiency of using agricultural land	193-196

**ІННОВАЦІЇ
INNOVATIONS**

<i>Kurmaiev P. Yu., Bayramov E. A., Podzihun S. M.</i> Creating a system of evaluation of efficiency of state support policy for innovative entrepreneurship	197-203
<i>Andrusiv U. Ya., Galtsova O. L.</i> Evaluation of innovation activity of construction enterprises	204-215
<i>Реферату / Abstracts</i>	216-224
<i>Відомості про авторів / Authors data</i>	225-236
<i>Правила оформлення та подання рукопису до журналу / The rules of formatting and publishing the article in the journal</i>	237-240

**Частина 2
Part 2**

**ЕКОНОМІКА ПРАЦІ
LABOUR ECONOMICS**

<i>Goncharenko O. G.</i> The formation of the monitoring system of innovative staff activity	8-12
<i>Kuchko I. I.</i> Using the factors of labour productivity growth as a direction of decreasing the informal sector of economy	13-17
<i>Zagiriak D. M.</i> Educational pragmatism divergence in the context of professional qualification conformity	18-28

**УПРАВЛІННЯ ПІДПРИЄМСТВОМ
ENTERPRISE MANAGEMENT**

<i>Gonchar O. I., Polishchuk I. I.</i> Synergic approach in marketing potential management of the enterprise	29-33
<i>Knyaz S. V., Heorhiadi N. H., Krasilych I. O.</i> Technology of formation of enterprise export-import activity mechanisms	34-42
<i>Kosenko O. P., Kobieliava T. O., Tkachova N. P.</i> The definition of industry park electrical products	43-50
<i>Leonov, S. V., Vasilyeva T. A., Shvindina H. O.</i> Methodological approach to design the organizational development evaluation system	51-56
<i>Sharko M. V., Zaitseva O. I., Gusarina N. V.</i> Providing of innovative activity and economic development of enterprise in the conditions of external environment dynamic changes	57-60
<i>Bokovets V. V., Zamkova N. L.</i> Method and the methodology of forming an organizational and economic mechanism of corporation's management	61-65
<i>Harafonova O. I., Zhosan G. V., Yankovoi R. V.</i> Distinctions and features of ISO 9001:2015 standard implementation in the context of social and strategic development of enterprises	66-71
<i>Cherchyk L. N., Kolenda N. V., Matviichuk N. M.</i> Models of social entrepreneurship	72-76
<i>Bielialov T. E.</i> Assessment of the external environment for the purpose of financial planning of light industry	77-81
<i>Zakharchenko O. V.</i> Assessment of waste formation and prospects of implementing environmentally friendly wasteless technologies in livestock industry	82-88

<i>Shabaturova T. S., Kravchuk A. A., Hnatieva T. M.</i> Model of economic development enterprise in the context of European integration	89-94
<i>Andriyiv N. M.</i> Valuation of the institutional supply of the development of the competitive trading entrepreneurship in Ukraine	95-102
<i>Khilukha O. A.</i> Corporate governance and the Ukrainian corporate enterprises development	103-107
<i>Cherchyk A. O.</i> Essence and mechanism components of forest enterprises ecological and economic security provision	108-112

ФІНАНСИ. БАНКІВСЬКА СПРАВА FINANCE. BANKING
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<i>Kartseva V. V., Remnova L. M.</i> Conceptual bases of financial controlling in the Ukrainian system of consumer cooperatives in the context of the inclusive development paradigm	113-118
<i>Seliverstova L. S., Bondarenko O. S.</i> The impact of the integration processes on the development of the approaches to managing corporate finance	119-123
<i>Tyshchenko V. F., Shigol F. A., Ostapenko V. M.</i> Methodical approach to the formation of the public-private partnership financial potential	124-130
<i>Ніколасенко Ю. В.</i> Державне регулювання і фінансова безпека банківського сектору України : проблемні питання та шляхи вирішення	131-137
<i>Biloshkurska N. V., Biloshkurskyi M. V., Chvertko L. A.</i> Influence of the security market condition on the collective investment development	138-142
<i>Ivanova L. B., Margasova V. G., Peretiatko Y. M.</i> Tax policy as a regulation instrument of renewal of the debt's solvency	143-147
<i>Tofan I. N., Ahres O. H., Shmatkovska T. O.</i> Problems in administration of tax on real estate other than land in Ukraine	148-153
<i>Shuliuk B. S.</i> Financing and organization of public procurement in Ukraine: problems and directions of solving	154-158
<i>Puzyrnyi V. F.</i> Tax management of large taxpayers in the light of cooperation evolution with fiscal authorities (domestic and foreign experience)	159-165

МЕНЕДЖМЕНТ MANAGEMENT

<i>Stoyanova-Koval S. S., Ghalycykij O. M., Nikoljuk O. V.</i> The strategic imperatives of institutional regulation of the investment processes in the food industry	166-171
<i>Strelnyk S. O.</i> Global entrepreneurship as an object of interdisciplinary researches	172-176
<i>Kaidashev R. P., Romanenko Y. A.</i> Psychological types in the specifics of the court activity	177-183
<i>Parkhomenko-Kutsevil O. I.</i> Innovative approach to civil servants and local government officials training	184-189
<i>Shandruk S. K., Krupnyk Z. I., Osetrova O. A.</i> Issue of formation of responsible attitude to health in modern youth	190-196
<i>Реферату / Abstracts</i>	197-205
<i>Відомості про авторів / Authors data</i>	206-217
<i>Правила оформлення та подання рукопису до журналу / The rules of formatting and publishing the article in the journal</i>	218-222

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

UDC 330.101

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S. M. Shkarlet, Doctor of Economic Sciences, Professor.**M. V. Dubyna**, Candidate of Economic Sciences, Associate Professor,**A. V. Tarasenko**, Candidate of Economic Sciences**С. М. Шкарлет**, д. е. н., професор,**М. В. Дубина**, к. е. н., доцент,**А. В. Тарасенко**, к. е. н.**BASIC DESCRIPTORS OF THE INFORMATION ECONOMY DEVELOPMENT****ОСНОВНИ ДЕСКРИПТОРИ РОЗВИТКУ ІНФОРМАЦІЙНОЇ ЕКОНОМІКИ**

Urgency of the research. Grounding characteristic features of the present-day society it is impossible to argue dominating thought of the majority of scientists concerning its information character, in particular: it is accepted to define society as information one.

Target setting. Each day people have to face with the information world, that penetrates all spheres of the life of a modern person and tendencies for such deepening only grow with the emergence of new types of technologies that are designed to simplify our lives.

Analysis of the recent researches and publications. An important contribution to the knowledge of nature of the information society was made by such scientists as: V. G. Antonenko, Y. Bazhal, S. S. Grynkevych, I. A. Gruzina, O. V. Dzyav, S. A. Krystynavych, I. P. Malyk, Y. B. Nikolayev, O. V. Popadunets, O. S. Sukhariev, R. R. Tolstyakov, M. Y. Chumachenko and others.

Defining not investigated before parts of general issue. Notwithstanding existing considerable number of scientific works in sphere of research the information society, peculiarities of its development are left to be not investigated to the end by the scientists, manifestations of such society.

Target setting. Main aim of the article is defining the information society and identification of the main features of its development.

Statement of the main material. Within the article nature of information society is based, different scientific concepts concerning its interpretation are analyzed. Also main characteristic features of such society are defined to those are related: increase information role in society life, increasing the amounts of information, forming global information space, development of information and communication technologies (ICT), increasing the role of education, science and knowledge in society, increasing the part of information products and services in GDP.

Conclusions. Within this article peculiarities of forming and development of information society are investigated, its main characteristics are analyzed.

Keywords: information; information economy; information society; economic relations; economic subjects; information technologies.

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Актуальність теми дослідження. Сучасний етап функціонування суспільства характеризується активним розвитком інформаційної економіки, яка вже проникає у всі найважливіші сфери життєдіяльності людини.

Постановка проблеми. Прояв інформаційних технологій в економічних системах на сьогодні є найбільш відчутним, оскільки такі технології впливають на функціонування всіх без винятку економічних суб'єктів, змінюють найбільш важливі економічні процеси, що у підсумку трансформують її інші соціальні системи.

Аналіз останніх досліджень і публікацій. Дослідження сутності інформаційної економіки як однієї зі сфер розвитку інформаційного суспільства можна зустріти у роботах таких науковців: В. Г. Антоненко, Ю. А. Бажал, С. С. Гринкевич, І. А. Грузіна, О. В. Дзяв, С. А. Кристиневич, І. П. Малик, Є. Б. Ніколаєв, О. В. Попадинець, О. С. Сухарєв, Р. Р. Толстяков, М. Є. Чумаченко та ін.

Виділення недосліджених частин загальної проблеми. Враховуючи численні наукові напрацювання у сфері пізнання природи інформаційної економіки, не до кінця виявленими та вивченими залишаються основні характерні риси досліджуваного виду економіки, що обумовлює необхідність проведення додаткових досліджень.

Постановка завдання. Метою цієї наукової роботи є виявлення та опис основних характерних рис інформаційної економіки, з'ясування особливостей її прояву в межах розвитку сучасного впливу.

Виклад основного матеріалу. У статті обґрунтована сутність інформаційної економіки як складової частини розвитку сучасного суспільства. Зокрема, основна увага приділена визначенню та опису основних дескрипторів цього типу економіки. Розглянуто вплив інформаційних технологій на зміну сучасного стану світової економіки, з'ясовано особливості впливу таких технологій на процеси виробництва та збуту товарів і послуг.

Висновки. У статті з'ясовано сутність інформаційної економіки, визначені специфічні риси її функціонування у сучасному суспільстві та досліджено наслідки впливу інформаційних технологій на розвиток різних економічних систем.

Ключові слова: інформація; інформаційна економіка; інформаційне суспільство; економічні відносини; економічні суб'єкти; інформаційні технології.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Urgency of the research. Current stage of the society functioning is characterized by rapid development of the information economy that has already penetrated in all most important spheres of human life and activity. Total penetration of the information technologies stipulates objective arise of interest to cognition the essence of new technologies and their influence on the activity of other objects of various nature.

Target setting. Manifestation of the information technologies in economic systems at the present days is the most noticeable, since such technologies influence on the functioning of all without exclusion economic subjects, change the essence of running the most important economic processes, that as a result flavors to gradual transformation of other social systems. This uniqueness influences the information economy and other spheres of modern society, increases interest and makes urgent the necessity of the scientific researches performing in this sphere and cognition of the peculiarities of the researched type of economy development.

In considerable number of scientific works sometimes categories “information society” and “information technology” are identified and treated as synonymous concepts. This approach deserves attention, since it is impossible to study the information economy notwithstanding the essence and peculiarities of the society origin and development, within which economic relations function. However, by its nature, economy is manifestation of only the definite sphere of relations in society, and that is why the information society is the most global category, that comprises economic component that develops under the action of definite specific characters of such society functioning.

Analysis of the recent researches and publications. Issues of cognition the nature of the information society and its main features of functioning are researched in scientific works of many scientists, to those the following ones should be related: D. Bell, Z. Bzezinsky, R. Breitenstein, M. Kastels, S. Lesh, J. Masuda, K. May, G. Neisbitt, F. Rodriguez, T. Rozak, T. Stoneyer, O. Toffler, A. Turen, F. Webster, F. Ferrarotti and others. This topic is also left in the focus of attention of the domestic researches, among which the most important development have O. Alymov, V. Andruschenko, I. Boychenko, O. Golubutsky, B. Danylyshyn, L. Gubesrky, V. Didenko, D. Dyuzhev, M. Zgurovsky, V. Kushertsev, V. Mykytenko, I. Sergienko, V. Skalatsky, O. Shevchuk, A. Chukhno and others.

Investigation of the information economy essence as one of the spheres of the information society development can be met in works of such scholars: V. G. Antonenko, Iu. Bazhal, S. S. Grynkevych, I. A. Gruzina, O. V. Dziad, S. A. Krystynevych, I. P. Malyk, Ie. B. Nikolaiev, O. V. Popadynets, O. S. Sukhariev, R. R. Tolstiaikov, M. Ie. Chumachenko and others.

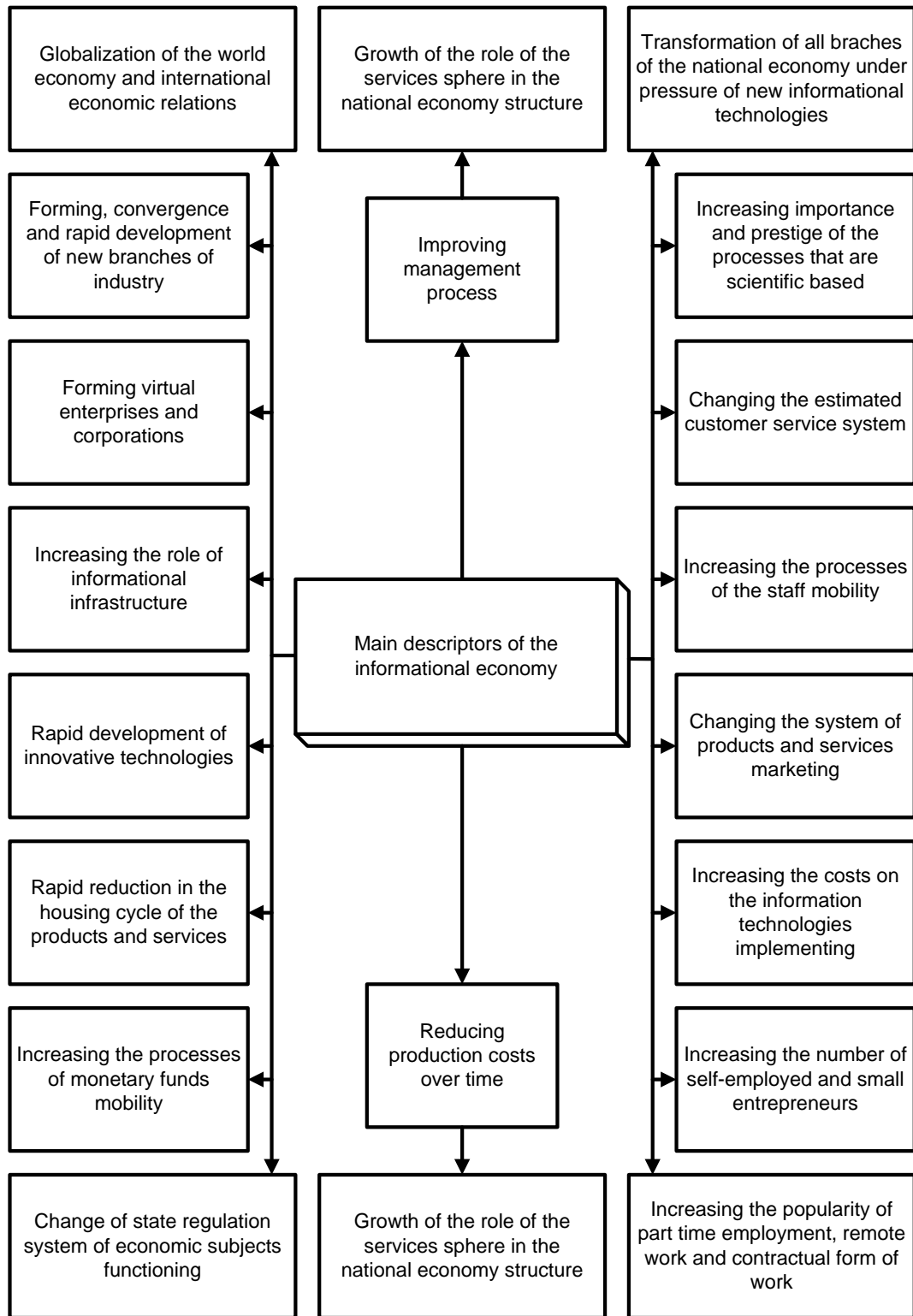
Defining not researched parts of the general problem. Taking into consideration numerous scientific developments in sphere of cognition the nature of the information economy, main characteristic features of the defined type of economy are left to be nor researched and found out to the end, that stipulates the necessity of conducting additional researches with the purpose of identification and description of basic descriptors of its development.

Target setting. So, the aim of this scientific work is identification and description of the main characteristic features of the information economy, clarifying peculiarities of its manifestation within development of modern influence.

Statement of main material. Within this article, considering the essence of already created scientific concepts of interpretation the category: “information economy”, this type of economy is considered as a type of economic system, within which information plays an important role in the development of the main spheres and branches of national production, is an indivisible element of the production processes implementation, distribution, exchange and consuming, further development of such system is directly connected with implementing new information technologies into the activity of various economic subjects.

It should be noted that definition “information economy” at the present moment is used for definition of the economic system, where politics, society and culture depend on creation, storing and feasibility of information both in national and the world scales for using cognitive-information methods of identification the knowledge movement (means of its receiving; mechanisms of selecting, spreading and transformation, as well accumulation, translation and using in all spheres of national economy).

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ



Scheme 1. Main descriptors of the information economy

Source: compiled by the authors

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Let's define main descriptors of the information economy, in other words, key characteristic features that are inherent to such type of economic relations. In general, descriptors are descriptive characteristics. The definition itself comes from the Latin word «*describo*» – describe [2, p. 52] (Scheme 1).

Let's consider them in details.

Globalization of the world economy and international economic relations – actually, the information economy creates prerequisites for strengthening globalization tendencies of the world economy development. Information technologies increase rapidness of various economic resources transfer, level of cross-border capital movement increases, that creates prerequisites for increasing mobility of the enterprises, organizations. Availability of the globalized Internet network allows to coordinate activity of many structural departments of various companies that can be located in different countries, on different continents. Information economy stimulates creation of big transnational corporations, ease the structure of the efficient management systems within such enterprises that only strengthen globalization tendencies to their development and flavors to increasing the number of such enterprises.

Special role is played by the information technologies within the processes of capital flow between the countries, search of the most profitable and secure ways of its contribution and receiving maximal profit by maximally allowable risk. Availability of such possibilities gives the possibility to use free financial resources more efficiently within not only separate group, but in fact in the whole world space of the economic relations.

Growth of the role of the services sphere in the national economy structure– information economy is connected with the active development of the services sphere and its gradual prevailing over the sphere of the goods production. As a result, gradual change of the national economy structure in direction of increasing the role of non-material production, takes place. Actually, as it was already stated, increasing the services sphere is a peculiar characteristic of the information society, and, without doubt, influences on the economic sphere of its functioning.

Transformation of all branches of the national economy under pressure of new informational technologies – within the information economy all branches and spheres of the national economy start developing under the pressure of new information technologies that penetrate in all spheres of the economic life of society, including activity of the individual economic entities. Within this type of economy transformation of the material and technical base of production takes place, that is improved, becomes more productive and less costly from position of new goods producing. The most part of the production costs is given for conducting, first of all, scientific researches, new technologies development concerning the goods production.

Forming, convergence and rapid development of new branches of industry – besides positive influence on already created traditional branches and spheres of the national economy, within the space of the information economy new sectors of economy start originating. Economic bases of the information society are branches of the information industry that have influence on all branches of economy and competitiveness of the countries on the world arena [1, p. 124]. Development of these branches only increases active functioning of various enterprises within national economy and flavors to the active process of innovations elaboration and implementation into the production sphere.

Besides arising and rapid development of new branches of economy, quite close interrelation between different spheres of the national economy take place, that flavors to arising complicated innovations, implementation of which lays strong foundation of future development of the enterprises and countries in general. O. V. Dziad notes, that on the macro level new branch of economy appears – information industry that is formed as a result of combining the branches of computing technics (computers production, software development, providing services on their servicing), communication (the Internet, telephone, cable television, satellite communication, radio) and information content (librarian, archive and publishing, information services, entertainment industry, etc.) [3, p. 130].

Forming virtual enterprises and corporations – information economy through implementing innovative technologies into the system of communication flavors to creating strong base for creating virtual enterprises that provide their services exclusively to their clients and mostly acquire minimal

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

amount of material assets. Development of this new sector of economy allows to activate activity of small enterprises and decrease unemployment level. Functioning of the defined subjects takes place exclusively by communication means and the Internet. Interaction with the clients is performed through special on-line platforms, official sites and special cabinets for offering relevant services. These enterprises are created and function quite actively at the present moment through the Internet and etc.

Increasing the role of informational infrastructure – development of the information society demands constant development of the correspondent infrastructure, that allows to implement, support and distribute information technologies within the country and in the whole world. This process requires creating prerequisites for fundamental modernization of already created information infrastructure considering modern scientific achievements. Information infrastructure of the economy is created by the enterprises and organizations, centers of information processing and analysis, channels of information exchange, communications and lines of communication, means of information interaction. One of the key technical characteristics of the information economy is the Internet network, that became the platform for new means of business conducting, providing by the government state services and providing possibilities of continuous studying [4, p. 26].

Rapid development of innovative technologies – information economy favors to creating prerequisites for innovative development of society that is manifested not only in creating leading information technologies, but stimulates for rapid development other components of front changes, that are indirectly connected with information and mechanisms of its processing. Actually, information technologies favor to activation of the innovative process within separate enterprises, forming financial base of new scientific researches implementing in various spheres of the national economy. These technologies as well favor to convergence of different scientific institutions and their scientific results, form the base of innovations diffusion, for their quicker penetration not only into non-material sphere of production, but as well into the sphere of goods production.

Increasing importance and prestige of the processes that are scientific based – taking into consideration all the above mentioned, information economy demands considerable number of highly educated people that can do not only routine work, but have skills to produce new ideas and the ability to realize them, Considering this important meaning within the system of such economy specialists that can think in non standard way, have abilities to think over new qualitative achievements, implementing of which has potential to big-scaled actions and changes, become more popular.

Increasing the number of involved in sphere of creating and development of the information technologies – information economy favors to active development of the information branches of the national economy, increasing their role in GPD forming of the countries that go by way of creating this type of economy. Accordingly, the defined situation demands involving on the continuous base more and more new employees to this sphere. Thus, information branches create change on the labor market, in many cases – they structurally transform such market, filling it with new vacancies, professions and requirements to the employees. Nowadays, there are numerous examples of creating within the information economy the entire system of new professions and titles. This situation stipulates gradual change as well of the system of the employees training, in particular it can be felt in the developed countries, where the higher education is transformed by such rapid tempo as the information industry in general, satisfying demand for new professions and increasing qualification of the workers.

Increasing the number of self-employed and small entrepreneurs – information technologies favor to the development of small business, since they don't require essential material main funds, separate workshops for goods producing. To organize small enterprise in sphere of the information technologies there is no need in significant investment resources, that open the way for big number of small entrepreneurs with limited possibilities. This situation has deep impact on change on the structure of national economy and favors the development of small entrepreneurship in the country.

Increasing the popularity of part time employment, remote work and contractual form of work – information technologies allowed to actively develop part employment of the employees, increase the level of using remote work, by which the employee stays at home and can work at that time when it is more convenient for him. This situation brings considerable number of positive moments both for the

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

employer, who doesn't need to create the working place and for the employee, what is only need is connection to the global network and availability connection system with the client. This tendency of the information economy considerably eased relations between subordinates and leadership, availability of the personal e-mail, pages in social networks flavor to establishing closer cooperation between all links of management.

Increasing the processes of the staff mobility – availability of possibilities to work at any convenient time remotely allowed to increase staff mobility. Absence of physical binding to the working place allows the employees to conduct more convenient way of life, increase own level of professionalism, use information technologies. As well, more transparent system of employment flavors to creating the conditions for work change, that can be searched on the Internet and look through the vacancies in various countries. Staff mobility also lays in that fact that there is a possibility of quick adaptation to new conditions of work that is due to its flexibility and ability to constant changes. That especially concerns the directors, top-managers and managers of different levels, that at the present moment are quite free in their choice of the working place.

Change of state regulation system of economic subjects functioning – within the information economy change of the state regulating and controlling the activity of actually all subjects of economic activity takes place. Modern information technologies allow to receive actual data about the state of the financial establishments and predict further development of various sectors of the national economy. Mentioned technologies give the possibility to form complicated mechanisms of processing the data of different nature and receive information for making managerial decisions.

Improving the management process – management process within separate subjects of economic activity as well constantly changes under the pressure of implementing new information technologies. These mechanisms allow to receive information quickly about the current state of the enterprise, ease system of communication, approving, agreeing different reports, data and in general the managerial information.

Within the enterprises information technologies provide possibilities of implementing analysis of considerable amounts of data, conduct automatic systematization and processing of them and issue final generalized data. That, in first turn, flavors to accelerated making managerial decisions that are based on such information, and react quicker to dangers of inner and outer environment concerning the economic entities.

Changing the system of products and services marketing – in marketing sphere information technologies actually made revolution and increased channels number of products promotion, starting from their advertising and ending with their sale on online-platforms. Nowadays, each enterprise has got its own site that allows within the Internet system to all potential partners get acquainted with the goods assortment, their specification, assortment, peculiarities of production and sale. This channel of awareness of potential clients, buyers, competitors gives the possibility to distribute information about the enterprise for considerable audience.

Also, for the information economy already traditional nowadays become service of ordering and delivery the goods home, purchase the products, clothes, electronic gadgets and rest of the goods through internet shop. These purchases can be made through the shops all round the world, that considerably spreads possibilities of the buyers concerning satisfying own needs. That, in its turn, requires from the marketers paradigm change of advertising and promoting different goods and services, awareness of the information technologies potential concerning sale.

Increasing the processes of monetary funds mobility – within the information economy, for which one of the main characteristic feature is global character, a peculiarity is easing the processes of the capital movement among the countries, separate enterprises. Within such economy profit can be forms in one countries and legalized in the other countries, where it can be used again for quite different purposes. In global economic environment such processes become quite wide spread.

Information technologies as well ease process of money transfer among individuals in the whole world. At the present moment, these transfers in majority of cases can be made in the branch of any bank that provides these services, as well in thousands of sub departments in the whole world.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Changing the estimated customer service system – the information economy that is built on using information technologies could not influence on the character of cash management servicing of the clients through banking and other financial institutions. Today, financial intermediaries actively use all achievements of these technologies to increase the quality of provided services to their clients, easing for them procedure of settlements with their partners, clients, state authorities.

Information technologies make possible implementing on-line payments that are already accepted as an obligatory service, since it is characterized by a considerable number of advantages. They provide conducting on-line payments, give access to constant monitoring of own, credit monetary funds, provide possibility to receive settlement documents quite quickly. Availability of plastic cards, cash point machines, post-terminals only make the access quicker and simply settlements between different economic subjects, ease this process.

Rapid reduction in the housing cycle of the products and services – within the information economy, when competitiveness between the enterprises becomes global, that is due to rapid development of the information technologies, significant number of goods and services quickly becomes morally mature. Especially, in the sphere of information technologies their active innovative improvement and renewal actively takes place, that, as a result, influence on all spheres of the national economy. These processes require constant modernization of the modern equipment, improving the goods and services themselves, that, as a result, demand renewal of the goods assortment and decreases the housing cycle of the products, All the above mentioned demand forming and implementing new mechanisms of the goods production, constant modernization of the production process to provide appropriate level of the enterprises' competitiveness.

Reducing production costs over time – in sphere of services, where the most costs are the costs for labor and initial equipment, technologies change and their constant improvement favors to forming prerequisites of decreasing prime costs of these services. Significant level of market competitiveness only strengthen the process of continuous struggle for clients and makes the producers of goods to search new means of prime cost minimization by following appropriate level of quality.

Information technologies, as it is shown by the brand of the recent decades of the active information technologies development, also influences on number of involved to the production process employees. In many branches of the national economy these technologies lead to shortening the number of employees that is due to change of their work by work of the modern technologies. Active use of robots, automatic mechanisms lead to decreasing the number of employees and, accordingly, makes possible decreasing the costs for staff and low prime cost of the produced goods. Significant potential to using information technologies and their positive influence on lowering the production costs and product sale make their implementation very important from the point of view of owners and top-managers.

Increasing the costs on the information technologies implementing – in conditions of the information economy, when the costs for employees labor are decreased, increase of financing new information technologies and their adaptation to the need of the definite enterprises take place. Costs as well grow not only for buying and installation on new machinery but for its further servicing and improving. It is this fact that opens for the producers of such machinery additional means of receiving profit on the constant base. Rest of the clients should increase own costs for constant modernization of the enterprises with the purpose to stay competitive in modern economic conditions.

Conclusions. Within the article it was suggested to consider the information economy as a type of economic system, within which information plays key role in the development of the main spheres and branches of the national production, is an indivisible element of production processes implementation, distribution, exchange and consuming. Further development of this system is directly connected with creating and implementing new information technologies into the activity of various economic subjects. Also, within the article in context of cognition peculiarities of the information economy functioning its main descriptors are identified, their nature is identified, peculiarities of development in modern society are described.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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ACTUAL PROBLEMS OF FORMATION AND FUNDING OF THE STATE ROAD FUNDS**АКТУАЛЬНІ ПРОБЛЕМИ ФОРМУВАННЯ ТА ФІНАНСУВАННЯ ДЕРЖАВНОГО ДОРОЖНЬОГО ФОНДУ**

Urgency of the research. In the field of road infrastructure, proper financing contributes to the improvement of transport infrastructure, cost reduction and decrease in expanses for goods and services as well as leading to greater profit for the enterprise and the economy in general.

Target setting. The global practice in financing road infrastructure demonstrates the effectiveness of creating separate funding sources based on earmarked fiscal payments, which can be directed into the federal road fund.

Actual scientific researches and issues analysis. The theoretical and methodical basis for the formation and use of financial resources by road enterprises are addressed in the works of A. V. Bazyluk, O. V. Zhulyn, I. P. Sadlovskoyi, V. P. Ilchuk, A. M. Novikova, E. D. Prusenko, V. F. Skorchenko and others.

Uninvestigated parts of general matters defining. As of the beginning of 2015, all direct revenues for roadwork were repealed. Previous revenues from the fuel excise tax was directed solely into roadwork, as of now it initially goes to the budget and only ends up sponsoring roadwork and road maintenance if there's a financial possibility left. This leaves the problem of insufficient road funds unresolved.

The research objective. A federal road fund must guarantee stable financing for road infrastructure, as it can significantly increase the quality of transportation.

The statement of basic materials. Road sector is financed from the state budget of the country. Each year the volumes of road works reduced. Creating a Road fund lay the source of funding the transport infrastructure.

Conclusions. The budget program is important for financial security roads. With the diversification of funding sources involved resources of the State Road Fund, special attention should be paid to the interests of private investors

Keywords: method of financing roads; the cost of road maintenance; small repairs and maintenance of roads; road fund.

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Актуальність теми дослідження. Належне фінансування дорожньої галузі сприяє покращенню транспортної інфраструктури, зниженню собівартості та витрат товарів і послуг, зростанню прибутку підприємств і економіки в цілому.

Постановка проблеми. Світова практика фінансування дорожньої галузі свідчить про ефективність створення окремих джерел фінансування на основі цільових фіскальних платежів, які можуть бути направлені до державного дорожнього фонду.

Аналіз останніх досліджень і публікацій. Теоретичні та методологічні основи формування та використання фінансових ресурсів дорожньої галузі висвітлюються у працях А. В. Базилук, О. В. Жулин, І. П. Садловської, В. П. Ільчука, Н. А. Боровик, Ю. С. Вдовенка, Ф. П. Гончаренка, В. І. Котелянця, О. Т. Ланового, А. М. Новикової, Є. Д. Прусенка, В. Ф. Скорченка та інших вчених.

Виділення недосліджених частин загальної проблеми. Раніше прибуток з акцизного збору на паливо направлявся виключно на фінансування доріг, а тепер він надходить до бюджету, й тому проблема недостатнього фінансування дорожньої галузі залишається.

Постановка завдання. Державний дорожній фонд повинен забезпечити стабільне фінансування дорожнього господарства для підвищення комфортності перевезень.

Виклад основного матеріалу. Дорожня галузь фінансується з держбюджету країни. Кожного року обсяги виконаних дорожніх робіт скорочуються. Створення дорожнього фонду закладе джерело фінансування автотранспортної інфраструктури.

Висновки. Бюджетна програма є значимою для фінансового забезпечення дорожнього господарства. При диверсифікації джерел фінансування залучених ресурсів Державного дорожнього фонду особливу увагу необхідно приділити інтересам приватних інвесторів.

Ключові слова: фінансування доріг; витрати на ремонт доріг; дрібний ремонт і поточне обслуговування доріг; дорожній фонд.

Urgency of the research. In the field of road infrastructure, proper financing contributes to the improvement of transport infrastructure, cost reduction and decrease in expanses for goods and services as well as leading to greater profit for the enterprise and the economy in general.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Target setting. The global practice in financing road infrastructure demonstrates the effectiveness of creating separate funding sources based on earmarked fiscal payments, which can be directed into the federal road fund.

Actual scientific researches and issues analysis. The theoretical and methodical basis for the formation and use of financial resources by road enterprises are addressed in the works of A. V. Bazyliuk, O. V. Zhulyyn, I. P. Sadlovskoyi, V. P. Ilchuk, A. M. Novikova, E. D. Prusenko, V. F. Skorchenko and others.

Uninvestigated parts of general matters defining. As of the beginning of 2015, all direct revenues for roadwork were repealed. Previous revenues from the fuel excise tax was directed solely into roadwork, as of now it initially goes to the budget and only ends up sponsoring roadwork and road maintenance if there's a financial possibility left. This leaves the problem of insufficient road funds unresolved.

The research objective. A federal road fund must guarantee stable financing for road infrastructure, as it can significantly increase the quality of transportation.

The statement of basic materials. Our road infrastructure is already financed by the country's governmental budget. More than 40 thousand km Ukrainian roads (Fig. 1) are in need of repairment, 5 thousand kms of roads of federal significance and around 36 thousand kms of roads of local significance. 60 billion hrs is roughly enough to cover the cost of such work every year.

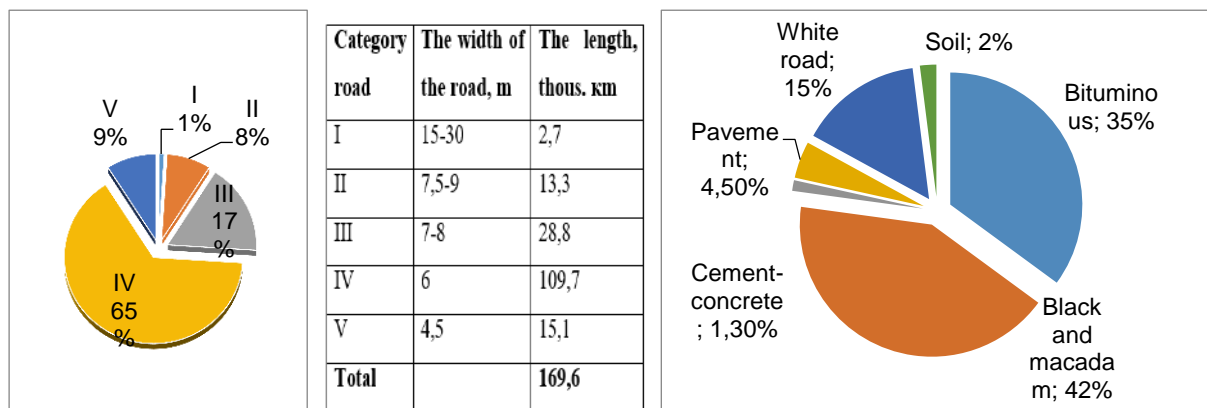


Fig. 1. Characteristics of the road network [7]

As of today almost 97% of the road line is in need of full replacement or major repairs. For the past 10-15 years there has been a drastic shortage of financing. It is the main reason behind the poor state of our road infrastructure. Neither the type of coating nor the bandwidth is kept in accordance with the contemporary standards.

Only 2% of the roads are of high bandwidth – these are the roads with four lanes and over 15 meters wide. Almost 90% have low bandwidth – the roads with 2 lanes and less than 10 meters wide. The majority of the roads (almost 70%) are built according to the previous century standards. The rest roughly follows the foreign standards, being built of high quality asphalt or concrete. Each year the volume of finished work decreases (Fig. 2). Apart from building, there is also a need of maintaining and reconstructing the roads (Fig. 3).

Roadwork is divided into maintenance and repairs or reconstructions (building).

Maintaining here implies performing small repairs as well as proper repairs. It mainly includes cleaning, getting rid of snow and sprouts etc.; as well as fixing various defects, such as holes and cavities to guarantee safe driving. Road repairment – the replication of main operational functionalities (flatness, carrying capacity, surface clutch with the vehicle propelling body).

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

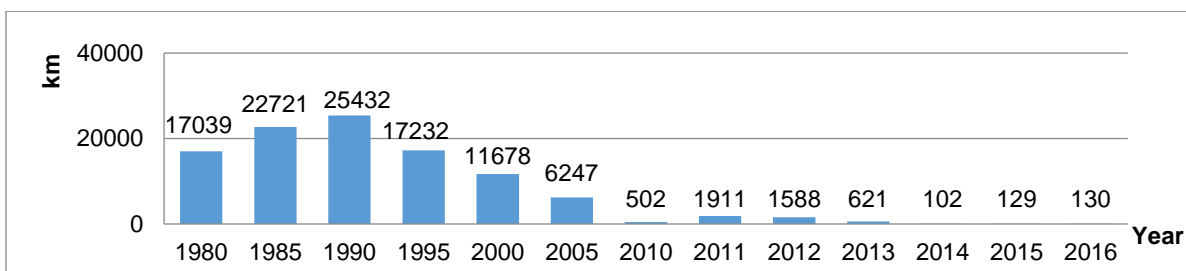


Fig 2. The volume of executed road works [7]

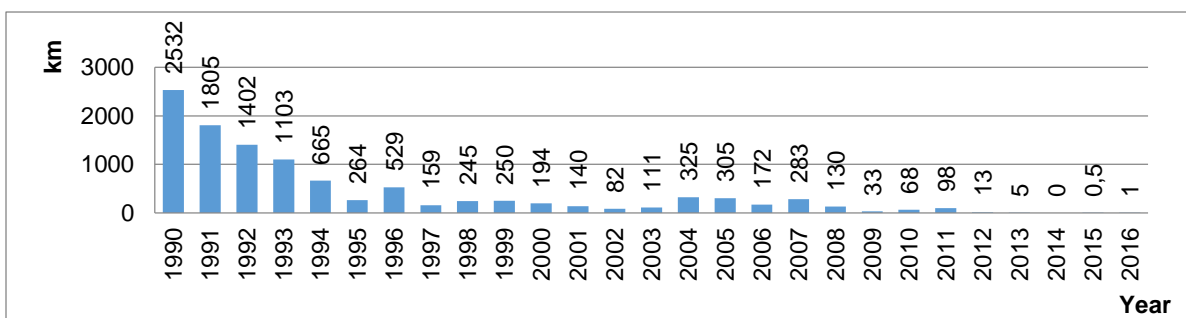


Fig. 3. The volume of construction and reconstruction [7]

New building and reconstructions will have the capacity to increase the length of the road network, improve the quality and the safety of the roads. The road fund is necessary for accumulating all financial resources collected from exploiting the transport infrastructure. According to the recent plants, 60% of the resources will go into the roads of federal significance and 40% - into the roads of local significance [7].

As of now, the infrastructure is only financed by 20%, although the need of financing is continually growing (Fig. 4). Following the creation of the Ukravtodor fund, that is responsible for building and repairing the roads, there shouldn't be any more issues with financial shortfalls, as Ukravtodor doesn't fully depend on the general governmental budget.

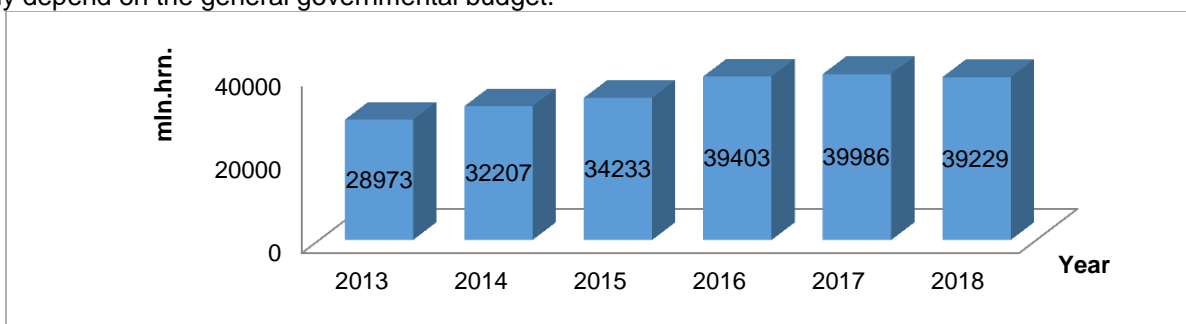


Fig. 4. The need for financial resources [7]

According to plan, 3.5 billion hrs will go from the governmental budget into operational road maintenance. 2 billion of which will be directed into eliminating potholes. Taking into consideration limited financing, the initial attention will be given to international, national and regional roads. Ukravtodor is planning to finish potholes elimination on them before June 1. Daily work will consist of over 600 working crews, starting once the weather condition becomes apt.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

As of today, Ukravtodor has credit surplus from the funds invested by the government under guarantees from 2012 and 2013. Ukravtodor is planning to expend the surplus (almost 5.6 billion hrs) during the current year. It will be enough to pay the arrears of 1.4 billion hrs. to the contracted companies. Whatever remains will be directed into reconstructing old roads and building new ones. The compensation payment peak occurred in 2015 (fig. 5). Referrals 2 bln. hrs. at eliminating pits will renovate 5.6 million. m² coverage or only 45% of the current date. To continue work on other roads Ukravtodor need at least 1.5 blns hrs [7].

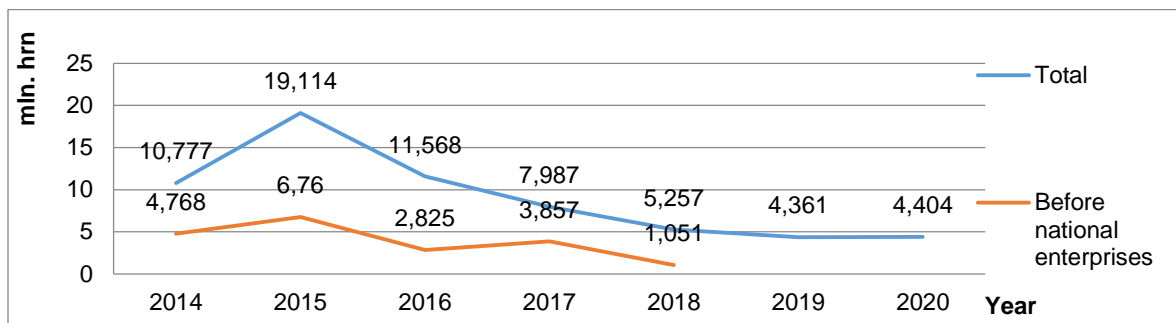


Fig. 5. The schedule of payments on debt [7]

Conclusions. The budget program is highly important for funding road infrastructure. Although the flow of financial resources is managed ineffectively, with 78% directed into settling obligations. During the diversification of financing sources, provided by Federal road fund, special attention should be given to the interests of private investors. As of today, public-private partnership is a necessary condition for creating a high

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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CONCEPTUAL BASIS OF MECHANISM OF ENSURING BUDGET SECURITY**КОНЦЕПТУАЛЬНІ ЗАСАДИ МЕХАНІЗМУ ЗАБЕЗПЕЧЕННЯ БЮДЖЕТНОЇ БЕЗПЕКИ**

Urgency of the research. Modern conditions of social-economic development cause the strengthening the scientific researches in the sphere of economic security of the state.

Target setting. The problems of further ways to develop the mechanism of ensuring budget security are remained unsolved. This fact causes the necessity to carry out the researches in this sphere.

Actual scientific researches and issues analysis. Various problem points concerning economic security of the state can be found in works of foreign and domestic researchers: O. Vlasjuk, V. Margasova, V. Senchagov, and others.

Uninvestigated parts of general matters defining. But despite the researchers' attention to budget problems and economic security of the state, the problems in the development of the mechanism of ensuring budget security need to be investigated.

The research objective. The main aim of the article is to extend the basis of creating the mechanism to ensure budget security.

The statement of basic materials. The technical approach to the creation of mechanism of ensuring budget security based on its three-level organizational and economic support; the aims of its creation are defined: to achieve the state of the protection, and development conditions of the system in function, as well as to minimize its real dangers. It is based that ensuring budget security is a set of measures of state government authorities and local government administrations for implementing the budget process that is realized by the system of financial institutes according to legislative acts and established principle. The author's definition of mechanism of ensuring budget security is given.

Conclusions. The set of constituent parts of mechanism of ensuring budget security is defined. It consists of the totality of organizational and economic measures, ways and methods of protection of budget system from dangers that appear under the influence of internal and external factors of destabilization.

Keywords: budget security; economic security; budget system; mechanism of ensuring budget security.

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Target setting. Modern conditions of social-economic development cause the strengthening the scientific researches in the sphere of economic security of the state. In this case, the processes of

Актуальність теми дослідження. В сучасних умовах соціально-економічного розвитку виникає необхідність посилення наукових досліджень в сфері економічної безпеки держави.

Постановка проблеми. Питання щодо подальших шляхів розвитку механізму забезпечення бюджетної безпеки все ще залишаються далекими від розв'язання, що актуалізує потребу подальших досліджень у цій сфері.

Аналіз останніх досліджень і публікацій. Питання, що стосуються економічної безпеки держави висвітлені у працях таких дослідників як О. Власюк, В. Маргасова, В. Сенчагов.

Виділення недосліджених частин загальної проблеми. Незважаючи на увагу науковців до проблем бюджету та економічної безпеки держави, питання розвитку механізму забезпечення бюджетної безпеки потребує подальших досліджень.

Постановка завдання. Метою статті є поглиблення теоретико-методичних засад формування механізму забезпечення бюджетної безпеки.

Викладення основного матеріалу. В статті запропоновано методичний підхід до формування механізму забезпечення бюджетної безпеки на основі трьохрівневої його організаційно-економічної основи; визначено цілі його формування – досягнення стану захищеності, умов розвитку функціонуючої системи і мінімізації її фактичних загроз. Обґрунтовано, що забезпечення бюджетної безпеки є комплексом заходів державних органів влади та органів місцевого самоврядування щодо виконання бюджетного процесу, що реалізуються системою фінансових інститутів, у відповідності з нормативними актами і за встановленими принципами. Дано авторське визначення механізму забезпечення бюджетної безпеки.

Висновки. Визначено комплекс складових механізму забезпечення бюджетної безпеки, який складається з сукупності організаційно-економічних засобів, способів і методів захисту бюджетної системи від загроз що виникають під впливом внутрішніх і зовнішніх чинників дестабілізації.

Ключові слова: бюджетна безпека; економічна безпека; бюджетна система; механізм забезпечення бюджетної безпеки.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

guaranteeing the budget security are of great importance, as its ensuring is the key condition of economic stability in the state. Transformational processes in the budget sphere become the top-priority in the conditions of decentralization, and it causes the necessity to create the particular mechanisms of government regulation for overcoming the influence of negative factors and ensuring the economic security of the state.

Actual scientific researches and issues analysis. Various problem points concerning economic security of the state can be found in works of foreign and domestic researchers: O. Vlasiuk [1], V. Margasova [2], V. Senchagov [3], and others.

The scientific literature explains problems of state finances investigated by foreign researchers J. Buchanan [4], R. Musgrave [5], and others. American economist R. Musgrave [5] explains the state budget as one of the most effective ways to solve economic problems, to reach economic stability, and it is the important instrument of economy and economic planning. State finances, as J. Buchanan [4] says, are to help a long-lasting development and prosperity. Domestic researchers I. Lunina [6], K. Pavliuk [7], and others draw much attention to problems to form interbudget relations. The works of these scientists play an important role in studying budget system.

Uninvestigated parts of general matters defining. But despite the sufficient level of grounded proposals for the development of state finances, budget system, and economic security of the state the problems of further ways to develop the mechanism of ensuring budget security are remained unsolved. This fact causes the necessity to carry out the researches in this sphere.

The research objective. The main aim of the article is to extend the basis of creating the mechanism to ensure budget security.

The statement of basic materials. The central link of the research in budget security is the system of its ensuring. The important aspect is the estimation of its structure and functioning. Let's analyze several indicators of budget security in Ukraine (Tab. 1).

Table 1

Several indicators of budget security in Ukraine

Indicators of budget security	Allowed threshold limit	Real indices			
		2013	2014	2015	2016
The level of GDP transfer through the settled budget, %	No more than 30%	30,43	29,10	32,94	32,84
State budget deficit in comparison with GDP, %	No more than 3%	4,45	4,98	2,28	2,94
The repayment of state budget deficit on account of foreign borrowing, %	No more than 30%	21,48	53,91	57,45	47,36
Volume of transfers from state budget, % in comparison with GDP	No more than 10%	7,96	8,34	8,79	8,20

***Source:** it was done on the data of Ministry of Finance of Ukraine [8]

As we can see (table 1) the level of GDP transfer through the settled budget in 2014 was below the level of allowed threshold limit – 29,1%, in 2015-2016 it exceeded this index and was 10% above. The index of state budget deficit exceeded allowed threshold limit in comparison with GDP in 2013-2014, but in 2015 it was reduced and then in 2016 it was 2,94%. The repayment of state budget deficit on account of foreign borrowing has been on the level of 47-57% for last three years and, it exceeds 30% allowed threshold limit.

The given data make us conclude that most of main indicators of budget security in Ukraine are on the level of allowed threshold limit or, even exceed them. It proves the low level of budget security in the country, and it causes the necessity to improve the organizational and economic mechanism of its ensuring.

The investigation of theoretical basis of the organizational and economic mechanism of ensuring budget security allows us to conclude that the budget system as 'the totality of the state budget and local budgets is formed with the help of economic relations, as well as state and administrative territorial systems, and is adjusted by legal regulations' [9], doesn't relate to the notion 'budget system'. In our opinion, a budget system – is not only the totality of state and local budgets, but also

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

the system of financial institutes that realize budget power. Financial institutes are the subjects of budget system. The objects of budget system are budgets of all levels. Subjects control objects using normative legislation base and it defines their budget power. Budget power is realized by financial institutes and is implemented as the interaction, action and counteraction.

The availability of action and counteraction causes the necessity to create the mechanism, and it ensures the budget security. A misunderstanding of correlation between the role of financial organs (subjects of budget process) and the totality of state and local budgets (objects of budget process) influences the state of organizational and economic part of budget security that realizes its functions as for consolidated budget implementation.

However, insufficient understanding of the nature of institute that ensures budget security doesn't allow to form correctly and realize the mechanism of ensuring budget security. As this mechanism is not only the totality of economic key factors, legislative regulation and rules, but also the structure or the organization of experts that realize special technologies of budget implementation on account of incomes and expenses on all levels of budget system. Thus, we think that *ensuring budget security is a set of measures of government bodies and local government administration for implementing budget process. These measures are realized by the system of financial institutes and meet legislative acts and fixed principles.*

In this case, the legislation foundation must ensure not only economic standards of implementing state and local budgets (for instance, the volume of GDP, distribution of regulated taxes, the amount of money for appropriation of funds). The legislation foundation must ensure the inevitability and relation of responsibility for breaking the budget legislation.

The main element of general scheme of ensuring economic security of the state must be a mechanism that guarantees the reality of long and short-lasting national interests of the state. In this case, it is obligatory to strengthen the unity of the system of government in the solution of strategic tasks of social and economic development of the state, to create the authority for estimating the volume of domestic resources from the scientific point of view [3].

In the economic encyclopedia, the mechanism is defined as the system, the way that determines the order of definite type of activity [10, p. 335]. The other encyclopedia explains the mechanism as a complex of methods and means of influence on economic processes, their regulation [11, p. 223]. Such kind of the definition shows the conceptual nature of the mechanism for controlling social and economic processes.

The economic mechanism is also the instrument for controlling the system for the purpose of achieving the goals in creating the system and its functioning [12, p. 5], firstly – the system of economic security of the state.

Methods for controlling the creation and the development of such complex subjects of economic activity as financial institutes are based on abstract ideas about them. These ideas are about organizational-economic and financial systems in the sphere of public finance. And during the description of such basic systems researchers use the notions 'economic mechanism', 'organizational and economic mechanism', 'financial mechanism', 'market mechanism', and others.

The organizational and economic system is defined as a complicated interdependent totality of elements – organizationally, economically, and sometimes technologically connected with every subsystem of lower level. This definition has become classic one. Moreover, the result of every section (or an element) of the system of lower level is the base for the system of higher level.

The peculiarity of economic systems of any level is a real correlation between different economic parts that can be classified and grouped. The revealed dependences (influences) in this case help form the notion of organizational and economic mechanism.

Researchers define the main mechanism of organizational management as 'the complicated set of procedures, rules, regulations, instructions that can regulate the behavior of persons who create and take the decision on different stages of organization's functioning' [13, p. 82].

The proposed approaches to the management of such an organizational-economic system as the mechanism of ensuring budget security must be formed containing the conceptual apparatus of organizational and economic mechanism of its formation and development. In this case, the

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

organizational and economic mechanism of complex organizational system management is defined as the interdependent totality of following main elements: forms and methods of economic management with the motivation of systems of stimulation; forms and methods of tactical and active management; key factors and methods to create the system of management parameters with the elements of self-organization; the system of established limitation of financial and administrative character; the information system of the formation of legal environment of management decision.

The system of budget security means the creation of mechanism of its ensuring in time and organization space, in their unity, as well as subordination, and interconnection. First of all, it is important to create the conditions of state of budget system protection and, it characterizes the research on its functioning in the past and the establishment of its main, static condition in presence.

While analyzing the next stage of creating the mechanism we should take into consideration the dynamic of budget system, changes of its qualitative parameters, indicators and expected tendencies. All these mentioned facts prove its condition in the future period under the influence of factors of growth and development.

The final stage of creating the mechanism of ensuring budget security means the necessity to mobilize the recourses for removal, neutralization to the allowed level of risks and dangers existing in the presence and, the development of active measures for reducing, minimizing factual damages and losses. The allowed level of risks and dangers means the availabilities of methods, means and ways of estimation, finding and elimination of different forms and kinds of dangers existing under organizational-technical, as well as under financial-economic conditions [14, p. 55].

To sum up, the three-level organizational-economic foundation has been revealed in case of such an integrated methodological approach to the formation of mechanism of ensuring budget security. This foundation is caused by the characteristics of security's object that means the static and dynamic characters, as well as state's reality of the budget system because of internal and external dangers (Fig. 1).

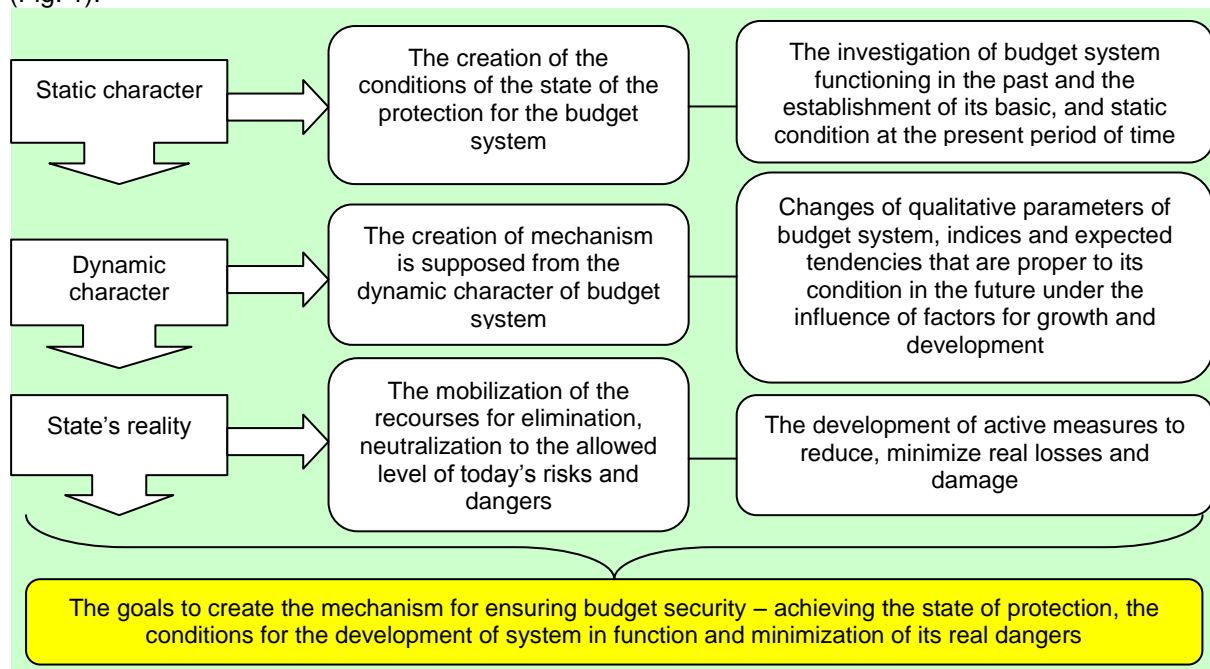


Fig. 1. The organizational-economic base of mechanism of ensuring economic security

*Author's model

In this case, it is possible to give the definition of the goals to create the mechanism of ensuring budget security. Thus, it is to achieve the state of protection, conditions for the development of system in function, and minimization of its real dangers. Such notions as 'conditions', 'factors', 'protection'

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

characterize economic security from different point of view. A condition is the environment where economic security is ensured. A factor is a force to influence, a reason of economic security from the point of its strengthening, as well as from the point of its reduction, weakening and transformation into a dangerous state [14]. A protection characterizes the level of realization of measures for protection and the stage of the development of system functioning that is acceptable in real conditions.

According to the analyzed approaches and general definition of the notion 'mechanism', as well as based on the system correlation of its organizational-economic elements we can give our own definition of the mechanism of ensuring budget security.

We consider that the mechanism of ensuring budget security is a system of organizational, financial, institutional, and legal measures of influence oriented on the protection of national economic interests, timely detection, prevention, and neutralization, as well as elimination of dangers in budget security.

The structural scheme of the mechanism of ensuring budget security can be presented as following (Fig. 2).

The base of mechanism of ensuring budget security is a system of national interests. V. Senchagov thinks that national interests are the totality of vital interests of nations that live in a country and determine the place and role of the country in the world. The researcher considers that to change national interests into other categories (priorities and tasks) is hopelessly. Dangers and challenges are connected with national interests. Moreover, it is important to classify national interests and take into consideration interests of a country in a geopolitical, economic, as well as social cultural space [3].

Dangers and challenges can only be in the context of country's national interests, its care and development. Despite indices, indicators have signal functions. It means that they are more sensitive to internal and external factors. Allowed threshold also plays an important role, and is considered a line that separates dangerous state of economy from safe one. The estimation of security on the base of comparing real and predicted states of indicators with their thresholds is very significant [3].

The creation of the idea about national security and its specific peculiarities (strategies) has the specific importance for functioning the mechanism of budget security. The organizational and managerial authority is responsible for the creative attitude to the objects of the analysis, as well as for the estimation of the state of the budget system from the point of security that is the universal category and has the specific importance among other categories (effectiveness, stability, competitive ability, priorities, aims, tasks, and others).

The strategy of security – is the base for a long-lasting strategy of social and economic development of a country. A long-lasting strategy can't be formed without defining national interests of a country. V. Senchagov thinks that they define the substance of country's nature, sovereignty and its basic characteristics in world geopolitical space [3].

The potential of budget security is formed in the process of the development of the budget security's mechanism. This mechanism includes not only characteristics of dangers, prospective losses and correlation (unity), as well as counteraction (control) of different sides, but also identification of factors, that threaten the budget system's functioning.

According to these statements, it is necessary to create the mechanism of ensuring budget security where every part influences the key production, as well as organizational and economic processes, correlations and connections in the system. Researchers believe that these parts are organizational, legal, financial, as well as institutional parts. Their direction is characterized by detection, prevention, neutralization, as well as elimination of the consequences of internal and external dangers of budget system development.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

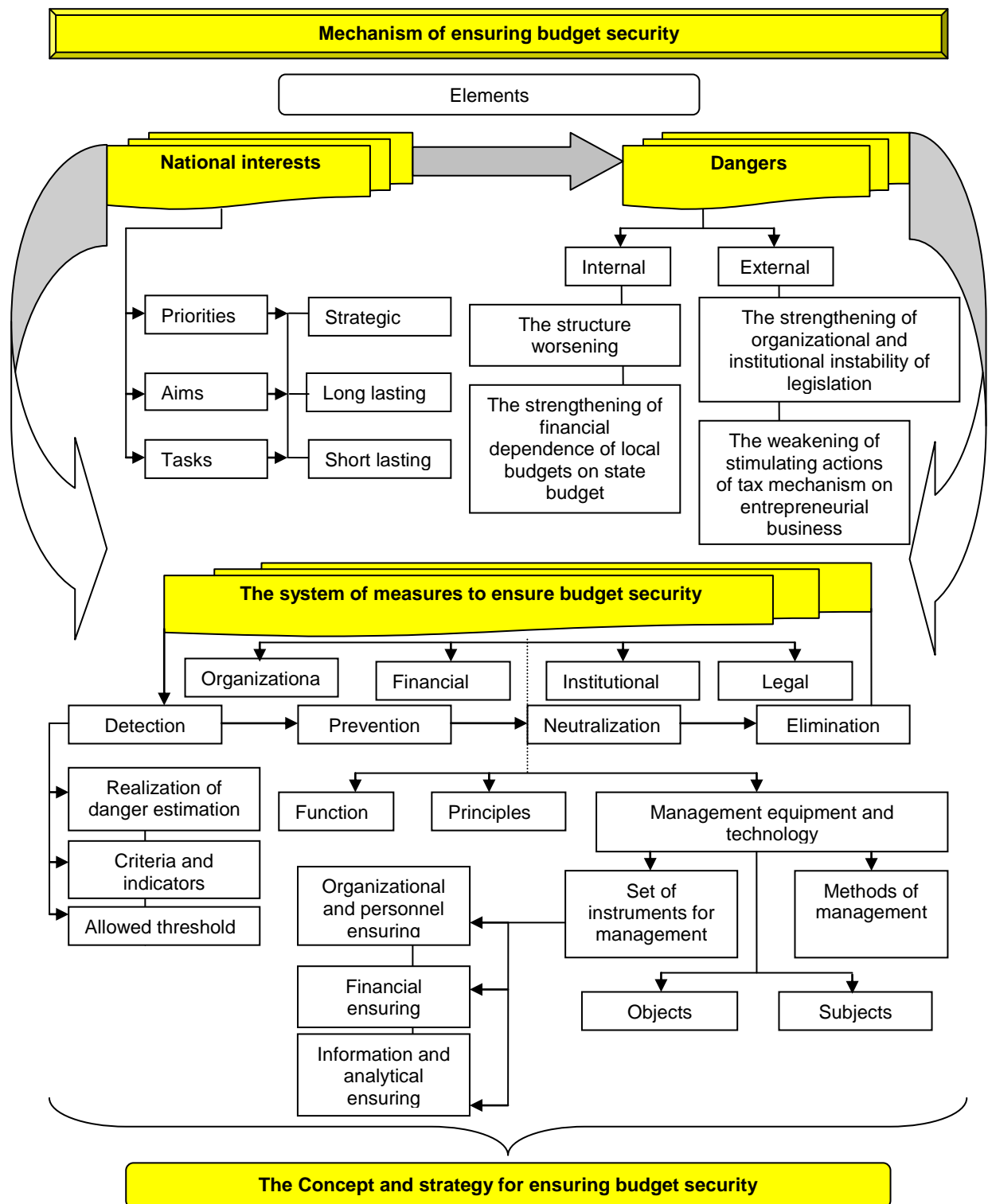


Fig. 2. The structural scheme of the mechanism of ensuring budget security

*Author's model

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Conclusions. It is based that ensuring budget security is a set of measures of state government authorities and local government administrations for implementing the budget process that is realized by the system of financial institutes according to legislative acts and established principles.

The system of budget security provides the creation of mechanism of its ensuring. The technical approach to the creation of mechanism of ensuring budget security based on their three-level organizational and economic support caused by characteristics of security's object (static and dynamic characters, real state of budget system) is proposed.

The aims to create the mechanism of ensuring budget security are defined. They are to achieve the state of the protection, development conditions of the system in function and to minimize its real dangers. The author's definition of mechanism of ensuring budget security is given. It is the system of organizational, financial, institutional and legal measures of influence oriented on the protection of national economic interests, timely detection, prevention, and neutralization, as well as elimination of dangers for budget security.

The set of constituent parts of mechanism of ensuring budget security is defined. It consists of the totality of organizational and economic measures, ways and methods of budget system protection from dangers that appear under the influence of internal and external factors of destabilization. It includes main elements of the process of regulation, interaction and coordination of relations between subjects of the system for defining and explaining the interests, priorities, aims, and tasks in the budget sphere, dangers' classification, defining the indicators and their allowed thresholds, estimating security based on the comparison of real and perspective states of indicators with thresholds; using means, ways and methods of security's ensuring, the development of the idea and strategy for ensuring budget security.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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**STRATEGIC ENERGY SECURITY OUTLOOK
FORMATION OF UKRAINE UNDER
EUROPEAN INTEGRATION PROCESS**

**СТРАТЕГІЧНІ ПЕРСПЕКТИВИ
ФОРМУВАННЯ ЕНЕРГЕТИЧНОЇ БЕЗПЕКИ
УКРАЇНИ ЗА УМОВ ЄВРОІНТЕГРАЦІЙНИХ
ПРОЦЕСІВ**

Urgency of the research. Energy security affects the competitiveness of national production in the world markets and the competitiveness of the national economy under globalization.

Target setting. Implementation of existing potential requires a deep reform of the regulatory and legal framework and the requirements of international agreements in full.

Actual scientific researches and issues analysis. Some aspects of energy security in terms of European integration exploring Barannik V., V. Geyets, Dzyadykevych Yu, J. Mazur, V. Mikitenko, A. and dry Khalatov A. et al.

Uninvestigated parts of general matters defining. The issue of energy security, consistency of government policy and coordination of strategic development prospects of relations at the level of the European Union, are not worked through.

The research objective. The article is devoted to strategic prospects of development and energy security of Ukraine, taking into account international trends in global energy markets.

The statement of basic materials. It is stated by the author that over the past decades, Ukraine is dependent on external sources of energy which is a critical threat to its national security.

It is proved that diversification is one of the main directions of reducing energy dependence of the country and in the current conditions can increase the level of energy security by reducing energy imports.

Established macroeconomic energy intensity indicator that reflects the level of fuel and energy consumption per unit of gross domestic product.

Based the expediency of adaptation of national legislation in the field of energy efficiency and renewable energy legislative framework to the European Union, will provide the international competitiveness of the Ukrainian economy.

Conclusions. Strengthening the energy security through the implementation of the energy strategy, an understanding on strategic energy partner of the European Union, expanding the cooperation to ensure full integration of energy markets Ukraine and the European Union will allow Ukraine guaranteed protection.

Актуальність теми дослідження. Енергетична безпека країни впливає на конкурентоспроможність продукції національного виробництва на світових ринках, а також на конкурентоспроможність національної економіки в умовах глобалізації.

Постановка проблеми. Реалізація наявного потенціалу вимагає глибокого реформування нормативної та правової бази та виконання вимог міжнародних договорів у повному обсязі.

Аналіз останніх досліджень і публікацій. Окремі аспекти енергетичної безпеки в умовах євроінтеграції досліджують В. Бараннік, В. Геєць, Ю. Дзядикевич, І. Мазур, В. Микитенко, О. Суходоля, А. Халатов та ін.

Виділення недосліджених частин загальної проблеми. Питання гарантування енергетичної безпеки, узгодженості державної політики та злагодженості стратегічних перспектив розвитку взаємостосунків на рівні країн Європейського Союзу, ще недостатньо опрацьовані.

Постановка завдання. Стаття присвячена стратегічним перспективам формування та розвитку енергетичної безпеки України, враховуючи міжнародні тенденції світових енергетичних ринків.

Виклад основного матеріалу. Автором констатовано, що протягом останніх десятиліть Україна була залежною від зовнішніх джерел енергії, що становить критичну загрозу її національній безпеці.

Доведено, що диверсифікація є одним із основних напрямів зменшення енергетичної залежності країни у сучасних умовах та дозволяє підвищити рівень її енергетичної безпеки за рахунок скорочення імпорту енергетичних ресурсів.

Встановлено макроекономічний показник енергоємності, що характеризує рівень витрат паливно-енергетичних ресурсів на одиницю виробленого валового внутрішнього продукту.

Обґрунтовано доцільність адаптації вітчизняного законодавства у сфері енергоефективності та використання відновлювальних джерел енергії до законодавчої бази Європейського Союзу, що забезпечить міжнародну конкурентоспроможність української економіки.

Висновки. Зміцнення енергетичної безпеки шляхом впровадження положень енергетичної стратегії, досягнення взаєморозуміння щодо стратегічного енергетичного партнера з країнами Європейського Союзу, розширення співробітництва, забезпечення повної інтеграції енергетичних ринків України та Європейського Союзу дасть можливість гарантованого захисту України.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Keywords: *energy security; energy intensity; energy; European integration processes; fuel and energy resources.*

Ключові слова: *енергетична безпека; енергомісткість; енергоносії; євроінтеграційні процеси; паливно-енергетичні ресурси.*

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The relevance of research. Ukraine is among the countries that provided partly own traditional fuel and energy resources. The result is a need for significant volumes of imports. The quotient of imports in total primary energy supply in Ukraine in recent years was about 38%, which determines its energy dependence as the average European. Such dependence contributes not only to the lack of sufficient domestic energy resources, but also their inefficient use.

Formulation of the problem. The energy intensity of gross domestic product of Ukraine is much higher not only compared with the leading economies of the world, but also with the neighboring countries of Central and Eastern Europe. So, adjusted for the structure of the economy indicator of energy efficiency of the Ukrainian economy, calculated on the basis recommended by the International Energy Agency figures, 60% of the average EU level in 2014. [1, p. 18; 2, p. 56].

Ukraine is facing a number of problems associated with excessive use of expensive imported fuel, inefficient markets and infrastructure. Despite this, Ukraine has a significant potential to accelerate economic growth and improve energy security. In turn, energy security is an important component of national security and one of the global problem of every country in the world. The implementation of the existing potential requires a deep reform of the regulatory framework and the requirements of the international agreements in full. Effective competition, together with a gradual transition to market prices, will also help Ukraine to attract investment for the development of the energy sector and increase energy security [3; 4].

Analysis of recent researches and publications. The research potential of the prospects for the development of the energy sector of the economy, international partnership and energy security in general is devoted to significant number of scientific publications of foreign and Ukrainian scientists: V. Barannik, M. Voinarenko, V. Geitz, J. Dzyadkevich, M. Zemlyanoy, I. Mazur, S. Mykytenko, A. Sukhodolia, A. Shevtsov, A. Khalatov and others.

Highlighting unexplored aspects of the problem. A significant number of issues relating to energy security, harmonization of state policy and coordination of strategic prospects of relations development at the level of European Union countries is still underdeveloped.

In this regard, there is a need for analysis of European integration processes on the adequacy and effectiveness of the existing mechanisms of legislative and institutional securing of implementation, and determination of priority directions of state policy in the context of increasing state energy security.

Statement of the problem. The purpose of this article is to define the strategic prospects of formation and development of Ukraine's energy security, given the international trends of world energy markets, implementation of state policy to ensure country energy security.

Presentation of the basic material. The current stage of development of the domestic economy is characterized by significant changes in the organization of production processes at national and international levels, is the basis for the active formation of a new type of interaction of socio-economic systems, as well as the development of new mechanisms for the implementation of the results of their interaction [6, p. 46].

We believe that globalization leads to the formation of a single economic space and increased competition on world markets. Under these conditions, the crucial competitive advantages of the national economy of any country is the availability of raw materials, the level of development of science and technology, innovative production capacity, favorable geographical position. Therefore, the question of participation of our country as a country with insufficiently developed economies in the complex process of economic globalization is quite important.

In recent decades, Ukraine has been dependent on external sources of energy, primarily from the Russian Federation. In world practice it is believed that the dependence on the supplier that exceeds 1/3 is a critical threat to the national security. In 2011-2013 more than 90 per cent of the value of natural gas volumes almost 85% of crude oil, 95-98% of the nuclear fuel imported from the Russian Federation [3; 5; 7].

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Such dependency has become a clear signal to Ukraine in order to strengthen energy security and energy independence of the state. Since then, the speed and quality of implementation of laws of the European Union in Ukraine has increased, and cooperation between Ukraine and European Union have entered a new, more effective level.

It should be noted that in 2015 there was a decrease in imports of natural gas to 16.4 billion cubic meters (15% less than in 2014). Also in 2015, the quotient of OAO "Gazprom" has decreased to 37.6% in total import volume of natural gas (Fig. 1).

Compared to 2015, 2016 Ukraine reduced the import of natural gas by 32.7% (5.376 billion cubic meters) – 11.078 billion cubic meters. Cost of natural gas imports last year amounted to \$1.6 billion. Note in 2015 Ukraine imported almost 16.5 billion cubic meters of natural gas worth \$4.5 billion. In 2016 such as 2015, there was a reduction of natural gas consumption.

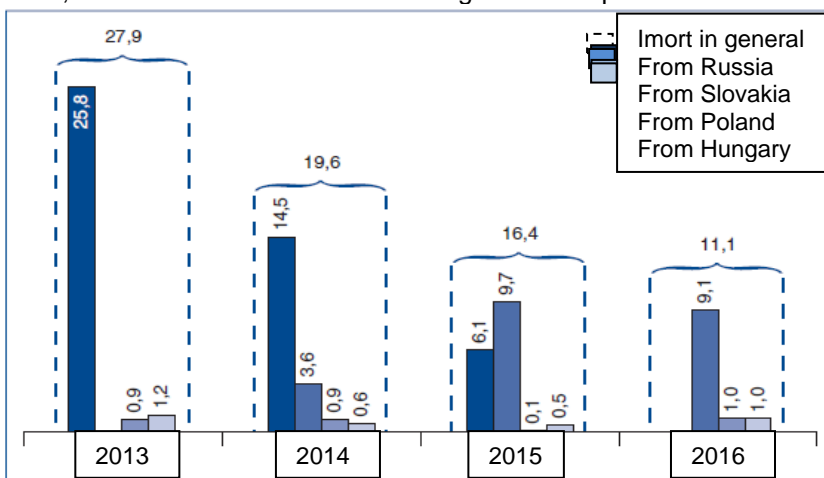


Fig. 1. Imports of natural gas in Ukraine 2013-2016, bn. cu. m.

*Built according to the authors [7; 8]

In particular, Ukraine has reduced natural gas consumption by 4.1% (1.366 billion cube. m.) compared to 2015 – to 32.361 billion cubic meters.

According to the ministry in 2016, industry used 9.599 billion cubic meters (-15,9% or 1.817 billion cubic meters less than in 2015). But other categories of consumers showed an increase in the consumption level, namely: population and budget organizations – 12.457 billion cubic meters (+2.3%, or 0.279 billion cubic meters more), heating utilities – 7.034 billion cubic meters (+1.4%, or 0.096 billion cubic meters more), production costs amounted to 3.271 billion cubic meters (+2,4% or 0.076 billion cubic meters more).

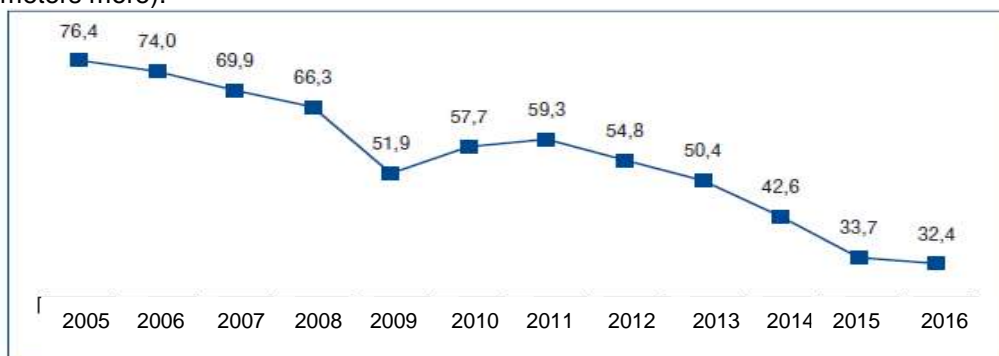


Fig. 2. Natural gas consumption by Ukraine in 2005-2016, billion cubic meters

*Built according to the authors [7; 8]

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Such a rapid reduction in natural gas consumption is definitely associated with the total decline in industrial production poses a threat to the national economy of Ukraine (Fig. 3), decrease of the norms for consumption and, to a certain extent with energy efficiency measures and replacing gas.

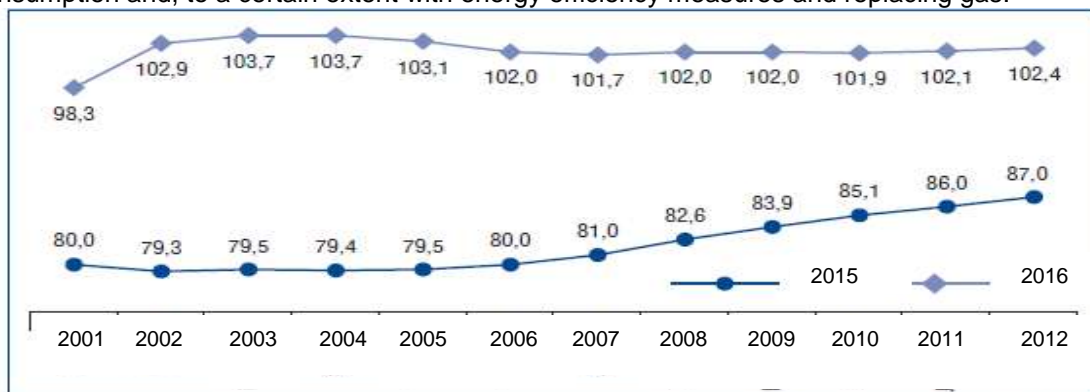


Fig. 3. Industrial production indexes 2015-2016 (Cumulative % in the corresponding period previous year)

*Built according to the authors [9]

However, at the same time, in addition to these previously identified threats, new threats associated with the destruction of power facilities of Ukraine, reduction of its domestic resource-base, the blocking of energy supplies from the Eastern direction.

The main way to neutralize these threats is diversification. In [10, p. 7; 11, p. 69; 12, p. 48] defined diversification as one of the main directions of reducing energy dependence of the country in the modern world. This diversification should address not only the sources and routes of transportation of energy resources, but also energy technologies.

Diversification not only reduces the political risks associated with a monopoly supplier, but also because competition is a powerful factor in reducing costs for the purchase of fuel and energy resources. European Union countries are widely used several areas of diversification of energy products. The first was the massive use of liquefied natural gas, which quotient in 2011 was about 20% of the total imports of natural gas [11, p. 70; 13, p. 43]. The second direction of diversification involves changes in the structure of consumed energy resources, allows the country to improve energy security by reducing energy imports [14, p. 55].

In this concern, Ukraine has a high bioenergy potential, the prospects of which are defined by the National action plan of renewable energy for the period 2020.

In accordance with this plan bioenergy should reach of substitution of natural gas 7.2 billion cubic meters per year (Fig. 4).

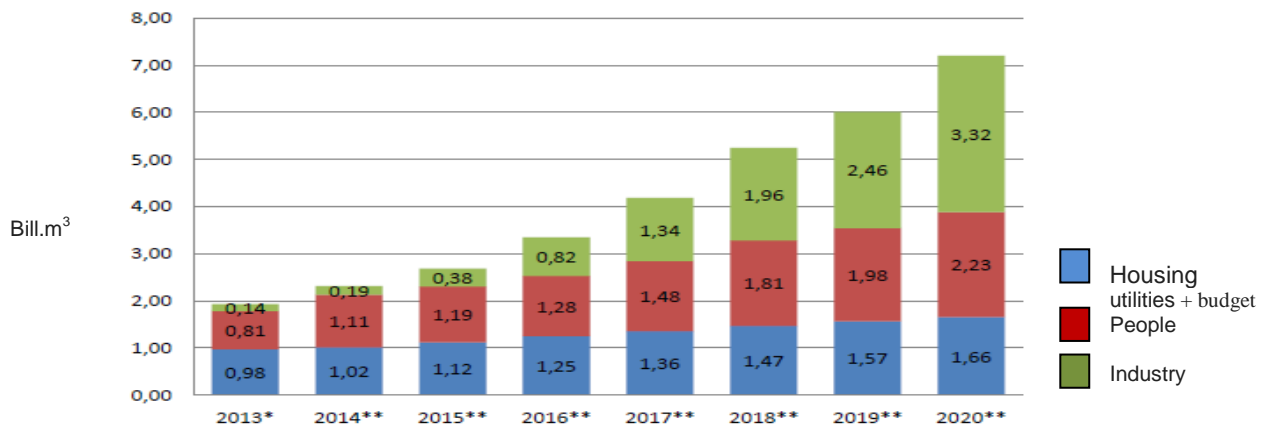
Generalized macroeconomic indicator characterizing the level of fuel consumption and energy resources per unit produced gross domestic product called the energy intensity of gross domestic product (EIGDP). The energy intensity of gross domestic product - one of the fundamental characteristics of economic efficiency of each country. Dynamics of energy intensity of the gross domestic product of Ukraine and countries of the world in 2016 is presented in Fig. 5.

The current rate of consumption of the gross domestic product of Ukraine points to a deep systemic crisis of the economy of Ukraine and is much higher not only compared with the leading economies of the world, but also with neighboring countries in Central and Eastern Europe.

It should be noted that the high level of energy intensity of gross domestic product is the result of a high quotient of resource - and energy-intensive industries in the structure of economy of Ukraine - metallurgy, chemical industry, mining. However, the situation is complicated by the low energy efficiency in the sectors of transformation and delivery of energy, high specific energy consumption for heating and hot water supply of households. Thus, the average efficiency of coal use in thermal power sector of Ukraine is almost 1.5 times lower than in commercially available technologies, the energy

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

losses in the networks is twice higher than in Germany and the United States, and the average specific annual energy consumption of the housing stock is about 270 kWh/m², which is almost twice the rates of European countries with similar climatic conditions [15, p. 48; 16]. Negative is not only the high energy intensity of the gross domestic product of Ukraine, and the absence of pronounced dynamics of its decrease in recent years [17]. According to the results of research, the achievement of objectives of National energy strategy (NES) to reduce energy intensity of gross domestic product to 20% is possible provided a gradual reduction of total primary energy supply (TPES), calculated as the sum of production (extraction), import, export, international bunkering and stock change of energy in the country, more than 10% by 2020 and gradual growth of the gross domestic product beginning in 2017 due to the reduction of the consumption of all types of energy, except electricity technology which is more efficient (Fig. 6).



*Data of the energy balance of Ukraine
 **Forecast of the national renewable energy plan

Fig. 4. Dynamics reduce natural gas consumption by bioenergy in Ukraine

* Built according to the authors of [8]

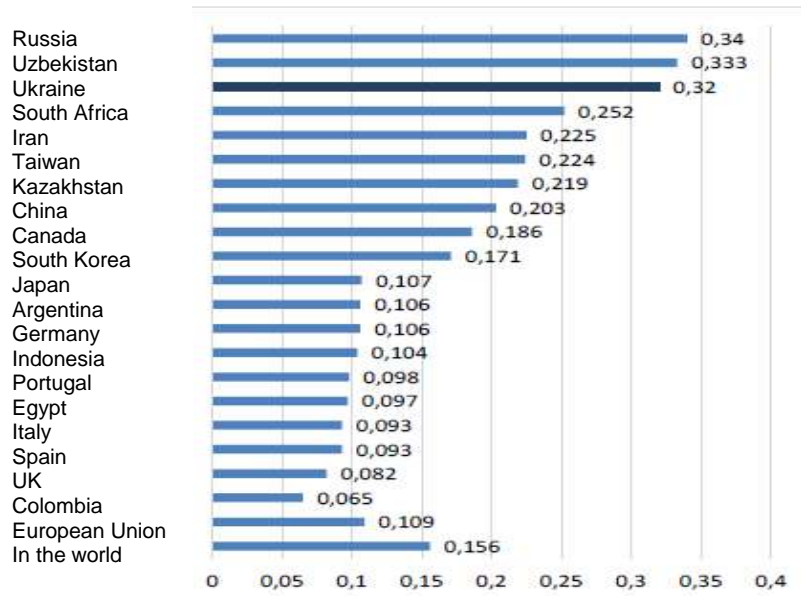


Fig. 5. Energy intensity of gross domestic product of Ukraine and countries in 2016, kh.n.e. / USD

* Built according to the authors [9]

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

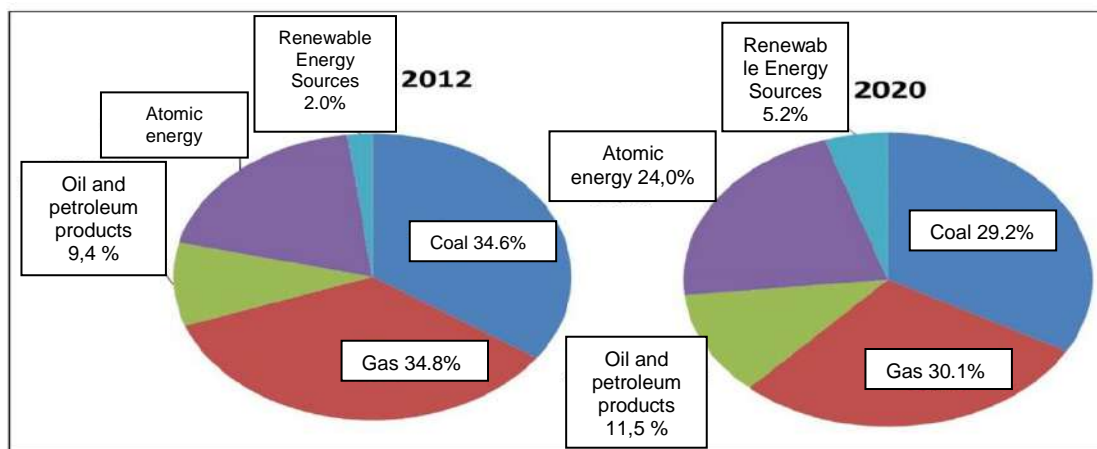


Fig. 6. Structure of total primary energy supply in Ukraine in 2012 and 2020.

* Built according to the authors of [7]

Under these conditions, the reduction in gas consumption may be more than 22% and its quotient in the structure of total primary energy supply will decline from 34.8% to 30.1%. The quotient of coal in the structure of total primary energy supply in 2020. down - to the level of 29.2%, whereas the quotient of nuclear energy, oil and oil products will grow by 4.8% and 2.1%, respectively. The growth of energy production from renewable energy sources will happen through the development of alternative energy in Ukraine (more than 60% due to biofuels). It is assumed that their quotient in the structure of total primary energy supply will grow rapidly from 2% to 5.2% or 2.6 times (that's over 7.5% of final energy consumption), but in the conditions of transformation of the economy and the financial problems of the country is still lacking. In the long term in 2035p., assumes dynamic growth of the quotient of renewable energy from total primary energy supply to 20% by replacement of coal and natural gas, and the index of GDP energy intensity will decrease to the level of technologically developed countries of the European Union to 0.12 thousand tons of oil equivalent/\$1000. Implemented the energy efficiency potential in 2035 will reach about 140 million tons of oil equivalent.

Considering prospects of development of Ukraine's energy security in the context of the European integration process, Ukraine signed a Memorandum of understanding on strategic energy partnership with the European Union together with the European atomic energy community (Euroatom). The memorandum includes: expansion of cooperation in strengthening energy security on the basis of the principle of solidarity and trust; ensure the full integration of energy markets Ukraine and EU and implementation of the Third Energy Package of the European Union; energy efficiency in all sectors of energy consumption; reducing greenhouse gases; and promoting the use of renewable energy [9].

European orientation of Ukraine, which is embodied in the recent years, calls for increased adaptation of national legislation in the field of energy efficiency and use of renewable energy sources in the legal framework of the European Union. This approach will ensure international competitiveness of the Ukrainian economy, prerequisites for membership in international organizations and is a stimulus for the revival of the domestic energy industry.

In may 2014, the European Union released a strategy for energy security, the main purpose of which is to ensure stable and sufficient reserve of energy for citizens and for the economy in general. The distribution of the main activities of the strategy of energy security of the European Union in the part of short-term objectives provides for the implementation of the market approach in the provision of energy, enhancing coordination in the implementation of safe materials, no restrictions on cross-border energy trade, energy efficiency. In part long-term activities as follows: climate protection, increased energy production in the European Union, the diversification of countries-suppliers of energy, creation of infrastructure for rapid response to interruptions of fuel and energy resources supplies, strengthen coordination between the countries of the European Union.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

For example, in the European Union is leading the program "20-20-20", named so because of specifically defined targets: a 20 percent energy efficiency of the economy; a 20 percent increase in the production of "green" energy; a 20 percent reduction in carbon dioxide emissions. In the European Union conducted a large-scale work on attraction of each of countries to environmental changes. One of the first country that it plans not to use oil as energy source before the end of 2020, will be Sweden. These plans require significant resources to implement. In the United States according to the law "On restoration of economy", and reinvestment, 2009 p. direct environmental investments reached to \$80 billion., indirect - \$400 billion. The EU has already allocated in the 1990s - 2010s 260 billion euros, and increasing capital investments. China, which does not belong to the countries with a post-industrial economy, declared that starting from 2009 and during 5 years investing 454 billion on environmental issues, and this figure will surpass the USA and Japan [7].

Strengthening energy security of Ukraine in cooperation with the European Union once again held during the second meeting in Brussels on 11 February 2016 and recorded by the Association Agreement. The agreement provides for the exchange of experience between Ukraine and EU, the establishment of mechanism for early warning of accidents at energy facilities, addressing the problems of Chernobyl disaster, the exchange of statistical information between the parties, cooperation in using of infrastructure and the like.

In addition to the Association Agreement, cooperation between Ukraine and the European Union in the energy sector are reflected in the Treaty establishing the Energy Community 3, to which Ukraine joined in 2011 and according to which the government implemented about 15 of European Union directives in the field of gas, electricity, oil, competition, energy efficiency, environment.

It should be noted that the European side acts as a donor for reforms in Ukraine, in particular, by providing grants, loans and macro-financial assistance, regulated by the Memorandum between Ukraine and the European Union in May 2015, and consultant in developing a new legislative framework, which all EU regulations. Support and consultations from European side promotes awareness of the standards of energy sector of the European Union among officials, experts and journalists in Ukraine, carries the discussion on the reform to new qualitative level, helps to better monitor effectiveness of changes inside the country.

With regard to the energy strategy of Ukraine, this document was developed to 2035 and formalizes the policy of our country to ensure energy security, sustainable energy sector development, a stable energy supply of national economy and public needs, both in peacetime and special periods. In contrast to the energy strategy of Ukraine up to 2030, this document generates the target trajectory of the development of the energy sector, ensuring consistency of priorities with the broader objectives of society, as a component of sustainable socio-economic development of Ukraine and stipulates the following: 1) determining the target state of the energy sector of Ukraine based on the priorities of energy security and implementation of European integration aspirations of Ukraine; 2) the introduction of modern methodological approaches adopted in the EU, the development of strategic planning documents and practical activities on realization of state policy in the energy sector; 3) formation of integral system of state control of the energy sector; the formation of a coherent system of governance, aimed at achieving the objectives and establishing a system of monitoring the implementation of the strategy of the provisions of the strategy by all involved in its scope subjects.

To achieve this goal, it is necessary to conduct a systematic transformation of the energy infrastructure of Ukraine. Ukraine has long relied on the export of energy resources from Russia. As a result of such systemic reforms Ukraine's energy infrastructure should become a flexible instrument system of energy security of Ukraine, the basis of reliable energy supply of consumers, the level of security of supply in the EU.

According to the authors, to achieve the main objectives of securing energy security of Ukraine, taking into account the provisions of the Energy Strategy of the country until 2020, should identify a number of common tasks:

1) ensure energy independence, including the creation of strategic reserves, diversification of sources and routes of supply. From the same source, Ukraine should receive no more than 30% of energy resources (nuclear fuel target is defined separately);

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

- 2) reduction of energy intensity of gross domestic product by 2020 for 20% compared to 2012;
- 3) the functioning of a competitive and transparent markets for electricity, heat, gas, oil and oil products, coal, etc. taking into account the factor of external aggression; alternative energy sources;
- 4) formation and monitoring on a regular basis of the energy balance of Ukraine and its assessment according to the criteria of efficiency;
- 5) ensuring the reliable functioning of energy sector of the economy and the protection of critical energy infrastructure;
- 6) the creation of conditions for investment attractiveness of the energy market; improvement of legislation governing of the energy sector;
- 7) implementation of innovative approaches and their scientific and technical support at the stages of production, use and conservation of energy, with a focus on European standards.

Consequently, the implementation of effective energy policy to ensure energy security in the context of integration processes requires political liberty, professional planning and implementation a thorough analysis, quality statistics, public dialogue, constant monitoring of progress indicators.

In order to perform these tasks, it is necessary to improve the legal, institutional infrastructure, to strengthen relations with the countries of the EU energy security to boost economic growth.

Conclusions. Given the above, the implementation of strategic reforms in terms of energy supply, enhance energy security through the implementation of the provisions of the energy strategy, to achieve mutual understanding on strategic energy partner with the countries of the European Union, enhanced cooperation, and ensuring full integration of the energy markets of our country and the EU will give the opportunity for guaranteed protection of Ukraine, the formation of a competitive energy market and sustainable socio-economic development.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

UDC 330.356

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**EVOLUTION OF THE SCIENTIFIC THOUGHT
FOR THE ENVIRONMENTAL SAFETY
MANAGEMENT OF THE STATE**

Urgency of the research. *The importance of study on environmental safety of the state is extremely urgent, because the current state of the environment in the country becomes dangerous not only for the present, but also for future generations, that is a threat to the future development of the state and contrary to the principles of sustainable development.*

Target setting. *The problem of environmental safety comes first, because it aims to provide such usage of natural resources, which allows their natural regeneration or replacement.*

Actual scientific researches and issues analysis. *The issues, outlining the theoretical approaches to the environmental safety definition, have been investigated by the following scientists: A. Bykov, V. Vernadskyi, A. Kachynskyi, V. Pysariev, S. Kravchenko, S. Pyrozhhov, V. Selivanov and others.*

Uninvestigated parts of general matters defining. *The scientists have not investigated enough the issue of ecological safety management of the state.*

The research objective. *The article aims to analyze the main approaches of the evolution of scientific thought on the management of environmental safety of the state.*

The statement of basic materials. *The article examines the concept of environmental safety, which was quite widespread in the scientific literature while it is considered as an important element of national safety.*

Conclusions. *The environmental safety ensuring is one of the main priorities of society development. An effective environmental safety management could be possible only based on careful study of conditions of ecological danger arising in a particular region.*

Keywords: *safety; environmental safety of the state; environment; ecology; sustainable development.*

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Urgency of the research. The current state of the environment in the country is dangerous not only for the present but also for future generations is a threat to the future development of the state and contrary to the principles of sustainable development. There is need for concerted actions of the state aimed at protecting the environment. So study the management of ecological safety of the state is important and requires a comprehensive study.

Target setting. The problem of environmental safety comes first in many countries because it is designed to provide a natural resource that promotes their natural regeneration or replacement.

Actual scientific researches and issues analysis. Issues that outlines the theoretical approaches to the definition of environmental safety, investigated V. Vernadskyi, Z. Deriy S. Kravchenko, V. Selivanov, M. Khylyko, V. Kravtsov, A. Kramnaia, N. Barbashova and others [1-4].

Uninvestigated parts of general matters defining. These circumstances lead to the urgent need for a comprehensive study and solution of problems related to environmental safety.

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**ЕВОЛЮЦІЯ НАУКОВОЇ ДУМКИ ЩОДО
УПРАВЛІННЯ ЕКОЛОГІЧНОЮ БЕЗПЕКОЮ
ДЕРЖАВИ**

Актуальність теми дослідження. *Важливість дослідження питання екологічної безпеки держави є надзвичайно актуальним, адже сучасний стан екологічної ситуації в країні стає небезпечним не тільки для нинішнього, але й для майбутніх поколінь, що несе загрозу подальшому розвитку держави та суперечить принципам сталого розвитку.*

Постановка проблеми. *Проблема екологічної безпеки виходить на перше місце, оскільки вона покликана забезпечити таке використання природних ресурсів, яке сприятиме їх природному відновленню або заміщенню.*

Аналіз останніх досліджень і публікацій. *Питання, які окреслюють теоретичні підходи до визначення поняття екологічної безпеки, досліджували такі вчені: А. Биков, В. Вернадський, А. Качинський, В. Писарев, С. Кравченко, С. Пирожков, В. Селіванов та ін.*

Виділення недосліджених частин загальної проблеми. *Науковцями недостатньо опрацьовані питання щодо управління екологічною безпекою держави.*

Постановка завдання. *Стаття покликана проаналізувати основні підходи еволюції наукової думки щодо управління екологічною безпекою держави.*

Виклад основного матеріалу. *У статті досліджується поняття екологічна безпека, яке отримало достатньо широке розповсюдження в науковій літературі при цьому його розглядають як важливий елемент національної безпеки.*

Висновки. *Забезпечення екологічної безпеки є одним з основних пріоритетів розвитку суспільства. Ефективно управляти екологічною безпекою можна тільки на основі ретельного вивчення умов формування екологічної небезпеки у певному регіоні.*

Ключові слова: *безпека; екологічна безпека держави; навколишнє середовище; екологія; сталый розвиток.*

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

The research objective. The article is to study the evolution of scientific thought the concepts of «safety», «ecological safety», and justification of scientific approaches to management of ecological safety.

The statement of basic materials. The study of international experience and management of ecological safety state the subject of many works. The vast majority of researchers treats safety as a guarantee to all citizens of the state of appropriate conditions for their self-protection of life, liberty and property from infringement, by any person, organization, society or the state. Internationally, the concept of «safety» began actively taken after the publication of the UN Development Program (UNDP, UNDP) in 1993 «Human Development Report».

In most cases, the notion of safety considered in a broad scientific sense, meaning «safety» protection of natural-physiological, socio-economic and situational needs resources, technology, information and moral ideals necessary for the life and development of the population. The essence of environmental safety in the national and international literature is considered ambiguous.

From a scientific point of view, the issues of ecological safety is considered as the state of the system "man-nature-technology", which provides a balanced interaction of natural, technical and social systems, the formation of the natural-cultural environment, meeting the sanitary-hygienic, aesthetic and material needs of the residents of each region of the Earth while maintaining the natural resource and ecological capacity of natural systems and the biosphere's ability to self-regulation.

Environmental problems tend to affect life as a decisive factor or as a component of national welfare and the potential of the state. National and international safety is impossible without taking into account the environmental factor.

The economic policy to stimulate environmental safety must be effective, rational and socially directed, providing the necessary level of economic growth and meet the needs of the population without causing thus damage to the environment.

In a number of ecological safety management is treated and becomes broadly socio-economic content. In particular, A. Kaczynski gives the following definition of environmental security – a set of certain properties of the environment and created by the purposeful activity of man under which conditions, taking into account economic and social factors and scientifically permissible loads on the biosphere objects are kept at the lowest possible level of risk of anthropogenic impact on the environment and the negative changes taking place in it, preserve the health of life of people and excludes long-term consequences of this influence for the present and future generations [6].

M. Reimers of the opinion that the management of environmental safety – a set of actions, states and processes, that directly or indirectly, does not lead to serious losses (or threats of such damage) that are applied to the natural environment, individuals and humanity as a whole; a set of conditions, events and actions that ensure the ecological balance on Earth and in all its regions at the level to which physically, socio-economically, technologically and politically ready (maybe without serious damage to adapt) humanity [5].

Some other positions the concept of environmental security considers M. Khylo. While acknowledging the role of the factor of purposeful human activities, along with a set of specific properties of the environment in which economic, social factors and scientifically permissible loads on the biosphere objects are kept at the lowest possible level of risk of anthropogenic impact on the environment and the negative changes occurring in it, provided by the health and livelihoods of people and excludes long-term consequences of this influence for the present and future generations [7].

Analyzing numerous the concept of environmental safety can be formulated the author's definition of "environmental safety". In our opinion, the environmental safety is the ability of the management system to maintain the equilibrium and balance of relations in terms of "environment – society – economy – management", the ability to withstand internal and external threats and challenges and to ensure acceptable levels of risk of life of the population and sustainability of socio-economic development of the state and reproduction of natural and socio-economic potential.

The main goal of ecological safety of Ukraine should be the development of the conceptual basis of the overall strategy in the field of rational nature management and environmental protection, as well as their embodiment in practices, sustainable economic and social development of the state. This as-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

sumes the formation of new types of technological processes, social organization and management, the ability to solve environmental problems and to reduce any environmental hazards that represent a significant threat to the national safety of Ukraine.

The strategic goal of the state to ensure environmental safety is the elimination of a significant backlog of developed countries in the results of activities aimed at protecting the environment and ensuring a high quality of life. Finally, environmental safety policy Ukraine should integrate into the system of collective ecological safety.

Conclusion. The concept of environmental security is widely spread in the scientific literature, the researchers generally considered environmental security as an important element of national security. Analyzing the information regarding the conducted research on safety issues, it can be concluded that the ecological safety is one of the main priorities of development of society. To effectively manage the environmental safety can only be based on a careful study of conditions of forming of ecological danger in the state.

For Ukraine, the issues of environmental safety become a priority, because the environment and will determine the norms and style of society. All of the above defines environmental safety as a relevant research direction that requires further research.

The problem of environmental safety comes first in many countries because it is designed to provide a natural resource that promotes their natural regeneration or replacement.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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HARMONIZATION OF INFORMATION SUPPORT OF SOCIO-ECONOMIC DIAGNOSTICS OF BUSINESS-STRUCTURES UNDER THE CONDITIONS OF EUROPEAN INTEGRATION

ГАРМОНІЗАЦІЯ ІНФОРМАЦІЙНОГО ЗАБЕЗПЕЧЕННЯ СОЦІАЛЬНО-ЕКОНОМІЧНОЇ ДІАГНОСТИКИ БІЗНЕС-СТРУКТУР В УМОВАХ ЄВРОПЕЙСЬКОЇ ІНТЕГРАЦІЇ

Urgency of the research. In terms of establishing trade cooperation of domestic entities with foreign partners the unified and harmonized with international standards information base, that is a result of targeted diagnostic procedures implementation, has an actual importance.

Target setting. At present the valid national normative and legal framework regulating the features of information socio-economic diagnostic support of business-structures is characterized by significant differences and inconsistencies with international standards.

Actual scientific researches and issues analysis. In Ukraine there is developed a specialized normative and legal framework regulating the principles of information diagnostic support of insolvency and bankruptcy, financial state, creditworthiness and investment attractiveness of business entities.

Uninvestigated parts of general matters defining. At current stage the unresolved task is the unification and harmonization of information support of socio-economic diagnostics of enterprises under the conditions of European integration.

The research objective. The article aims to develop the unified and harmonized with international standards information support of socio-economic diagnostics of enterprises under the conditions of European integration.

The statement of basic materials. In the article the best international practice and the urgent problems in information support of socio-economic diagnostics of domestic enterprises are investigated. The methodical recommendations from harmonization of information diagnostic support of threat of bankruptcy, creditworthiness and investment attractiveness of businesses under the conditions of European integration are developed.

Conclusions. Using the proposed methodical recommendations will provide the unification of diagnostic results for domestic and foreign stakeholders in the context of establishing the successful trade cooperation.

Keywords: socio-economic diagnostics; information support; threat of bankruptcy; creditworthiness; investment attractiveness; indicators; European integration.

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Актуальність теми дослідження. В умовах налагодження зовнішньоекономічної співпраці вітчизняних суб'єктів господарювання із зарубіжними партнерами актуального значення набуває уніфікована та гармонізована із міжнародними стандартами інформаційна база, що є результатом здійснення цільових діагностичних процедур.

Постановка проблеми. На сьогодні чинна вітчизняна нормативно-правова база, що регламентує особливості інформаційного забезпечення соціально-економічної діагностики бізнес-структур, характеризується істотними розбіжностями та невідповідностями із міжнародними стандартами.

Аналіз останніх досліджень і публікацій. В Україні розроблена спеціалізована нормативно-правова база, що регулює засади інформаційного забезпечення діагностики неплатоспроможності та банкрутства, фінансового стану, кредитоспроможності та інвестиційної привабливості суб'єктів господарювання.

Виділення недосліджених частин загальної проблеми. На сучасному етапі невирішеним залишається завдання щодо уніфікування та гармонізації інформаційного забезпечення соціально-економічної діагностики підприємств в умовах європейської інтеграції.

Постановка завдання. Стаття спрямована на розроблення уніфікованої та гармонізованої із міжнародними стандартами інформаційної бази соціально-економічної діагностики діяльності підприємств в умовах європейської інтеграції.

Виклад основного матеріалу. У статті досліджено кращу міжнародну практику та нагальні проблеми у інформаційному забезпеченні соціально-економічної діагностики діяльності вітчизняних підприємств. Розроблено методичні рекомендації із гармонізації інформаційного забезпечення діагностики загрози банкрутства, кредитоспроможності та інвестиційної привабливості бізнес-структур в умовах європейської інтеграції.

Висновки. Використання запропонованих методичних рекомендацій забезпечуватиме уніфікацію діагностичних результатів для вітчизняних та зарубіжних зацікавлених сторін у контексті налагодження успішної зовнішньоекономічної співпраці.

Ключові слова: соціально-економічна діагностика; інформаційне забезпечення; загроза банкрутства; кредитоспроможність; інвестиційна привабливість; індикатори; європейська інтеграція.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Urgency of the research. Activation of the European integration processes in Ukraine and globalization processes in the world causes the deepening of cooperation between domestic and foreign entities of macro-, meso- and micro-environment (state and local governments, financially-credit and insurance institutions, consulting and audit organizations, rating agencies, investors, intermediaries, business-structures, various members of resource, consumer and financial markets). The decision of a foreign party about launching and subsequent interaction with domestic business is substantially determined by reasonable information base that can be derived as a result of the targeted diagnostics in the different areas of its operation. In the modern conditions of the development of the national economy that are characterized by considerable problems in different areas and at the same time include highly prospective preferences of European integration, there are remarked the significant changes in accentuation and magnitude of diagnostics, that represent a complex socio-economic nature of diagnostic procedures and focus on the most relevant parameters of functioning of representatives of microeconomic level, considering the recognized in European space diagnostic results of macro- and meso-economic objects, obtained by authoritative international institutions. It is about such important parameters for domestic business structures in terms of European integration transformations as financial position, solvency, the threat of bankruptcy, creditworthiness, investment attractiveness, which actually determine the efficiency of enterprises and their development prospects. This approach allows to identify in advance the problems that nowadays are significant in the activity of a large part of domestic entities, and find optimal solutions by using the capabilities of the European integration process.

Target setting. Socio-economic diagnosis should be based on a universal, standardized and harmonized in accordance to European standards information support, which will formalize and regulate diagnostic procedures for all users both in the domestic and international environment in order to establish and expand their relationship. Unfortunately, the existing in the sphere of socio-economic diagnostics theoretical, methodological and methodical developments of the international and national levels are characterized by significant differences, absence of uniformity and universality in the diagnostics of identical objects, incompleteness, unreasonableness and inadaptability of domestic diagnostic methods to European standards. For example, in a practice there are spread common situations, when the simultaneous diagnostics of the activity of identical objects by different domestic and foreign entities determines the obtaining of absolutely different and incommensurate results. This situation is conditioned by several factors: disparity of national and international standards in the field of socio-economic diagnosis; inconsistency of the current national regulatory framework for indicator providing diagnostic tools; improper way of use the international diagnostic methods in national conditions; diversity of information techniques to the diagnostics of identical objects, and so on. In regulatory framework of the areas of socio-economic diagnostics it is quite common to receive the inadequate data that do not reflect, and sometimes distort information about the real state of the diagnosed object. In informal areas, the subjects of diagnostics receive the capabilities to manipulate the results by using more favorable techniques, that, respectively, again causes distortion of the information.

Actual scientific researches and issues analysis. In Ukraine the information base for diagnostics of insolvency and bankruptcy, creditworthiness and investment attractiveness of the entities is defined by the national legal framework, which is represented primarily by related systems of indicators. Unfortunately, the current regulatory frameworks in the field of socio-economic diagnosis are characterized by significant differences with the appropriate European regulatory and methodological framework, diversity, variability, incompleteness, inconsistency of information support of socio-economic diagnostics.

Enterprise bankruptcy procedure involves diagnostics of its insolvency and is based in Ukraine on "Methodical recommendations for the determination of the symptoms of insolvency and symptoms of action of hiding the bankruptcy, fictitious bankruptcy or brought to bankruptcy" [1]. It should be remarked that in the diagnostics of the financial condition in the Methodical recommendations there are violated the basic principles of formation of the system of indicators, that relate to the limitation of the number of indicators (25), the logical structuring, information saturation and representativeness, causality, exclusion in one system of mutually opposite, similar the meaning and interpretation of indica-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

tors. In addition, there are not included are the important indicators that are quite informative in the diagnostics of the threat of bankruptcy, such as a share of stale debt in the aggregate accounts receivable, ratio of receivables and payables etc.

To diagnose the creditworthiness of entities in Ukraine acts the Decree of the National Bank of Ukraine "About approval of the decree about the determination by banks of Ukraine the level of credit risk from active banking operations" [2]. This Decree provides the definition of the class of debtor-legal entity by one of the 10 classes. The bank identifies the debtor class based on evaluation of its financial state within which it is prior to determine the coefficient of the probability of default of the debtor on the basis of calculation of integral index of financial condition and using logistic models. It should be noted that the models are built in 4 sections of the types of economic activities and include the ranges their transformation in indicators of the model, and are also formed separately for large, medium and small businesses. However, it should be emphasized that the obvious problem of a Decree is that not all indicators of the model are identified for calculating. It should also be noted that the bank may adjust class of financial condition of the debtor, taking into account the timeliness of debt payment by the debtor, the debtor belonging to the group of entities under common control, the debtor's credit history etc. So, considering the given above it can be argued that the Decree is obviously problematic from the methodological part of the diagnostics of creditworthiness, since it doesn't detail the calculation algorithms for most financial indicators, includes not reasonable ranges of their values, and is based on the logistic model that is used in the case when variable can take only two values that is quite doubtful.

To make a diagnostics of the investment attractiveness of business entities in Ukraine in 1998 was adopted "Methodic of integrated evaluation of investment attractiveness of enterprises and organizations", approved by the Order of Agency for the prevention of bankruptcy of enterprises and organizations [3].

This document is posted on the official website of the Verkhovna Rada (Parliament) of Ukraine, is valid, but is unusable due to obsolescence, its basing on nonexistent system of accounting, informative unreasonableness. It should be noted that the method of calculation is based on more than 40 indicators, which cover only financial and property status of the enterprise (indicators of solvency, liquidity, profitability, business and market activity, property); financial indicators are calculated on the basis of defunct financial statements; covers unsubstantiated weight indicators; has not the interpretative support of the obtained results; involves the use of questionable software product «INTEGRAL». The above indicated shows that in Ukraine there is no adequate legal framework that would allow to form indexes of investment attractiveness of domestic enterprises and publish them for potential investors.

Uninvestigated parts of general matters defining. The results of the study of contemporary literature in the field of socio-economic diagnostics give the reason to believe that today there are almost no scientific papers that would reflect the principles of harmonized information support for diagnostic of procedures in the areas prior for business structures functioning within the European integration.

The research objective. The solution to the above stated problems and the necessity to obtain mutually-measured, complete and reliable results in terms of the functioning of diagnosed object is made possible on the basis of unification and harmonization of the provisions of the national legal framework in terms of information support of socio-economic diagnostics with international standards and rules, that define the tasks of further research.

The statement of basic materials. In a practice of the developed European economies bankruptcy is usually not considered as entirely negative phenomenon that inevitably leads finally and irreversible collapse of the market entity. This approach is more common for the representatives of the domestic business environment, government and the general public, that, in accordance distorts the real vision of the economic nature of bankruptcy. The correctly coordinated and financially calculated mechanism of the diagnostics of bankruptcy in the state must support the survival of those entities that according to expert estimations have enough capacity to restore productive activities and, in turn, the elimination of all economically inefficient business structures having for the purpose the redistributing of their resource base to more advanced facilities. Qualitative state institute of bankruptcy should in-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

clude the reasonable legal and methodological provisions that will provide smooth, efficient and affordable in cost aspect resumption of insolvent business structures. Unfortunately, on the present stage the national regulatory and methodological framework that regulates diagnostic procedures in the field of bankruptcy and restore solvency of enterprises contains some ambiguous, irrational and unreasonable moments that are contrary to the objective logic and do not meet the legal standards of developed countries in Europe and the world.

Basing on a careful research of the best European legislative practice of bankruptcy diagnostics of enterprises and resolution of insolvency, as well as obtained results of critical analysis of the current national legal framework there has been improved and modified the support of diagnostics of financial state of the enterprise, that is caused by the presence of the most significant problems in this particular area. Thus, the indicator base of diagnostics of financial state of enterprise within the evaluation of its insolvency and bankruptcy consists of [1; 4-5]:

- indicators of profitability (coefficients of capital profitability (assets), equity, sales);
- indicators of liquidity (the overall liquidity ratios, quick liquidity ratio, absolute liquidity ratio);
- indicators of financial independence (autonomy ratios, financial leverage, Beaver);
- indicators of business activity (asset turnover ratio, turnover payables, delay of accounts receivable, turnover of receivables, delay of receivable, correlation of accounts receivable and payable, turnover of inventory, the turnover of equity, turnover of fixed assets and average terms of debts pay, pay of receivables, inventory turnover).

In terms of the critical deficit of own financial resources in the activity of large business entities the provision of stable successful functioning is seen in terms of use of external financing mechanisms. Thus, one of the most realistic and operational tools in this area is the obtaining of credit from banks or other financial institutions. Access to credit financing is determined by the level of creditworthiness of the borrower, which is set on the basis of a reasonable diagnostics of various parameters of the financial conditions of the enterprise, its credit support, credit history and other priority issues. The results of comparing of national regulatory and methodological basis of diagnostics of creditworthiness of borrowers, as well as specific techniques of Ukrainian banks with the same best international and particularly European experience in this area, give reasons to state that there exists the differences in certain diagnostic parameters that relate mainly to inconsistencies of indicator support.

Summarizing the results of the research of international experience of diagnostics of the creditworthiness of enterprises, Ukrainian current regulatory framework of this sector and methodical documentation of domestic and foreign financial institutions in terms of evaluation of the creditworthiness of legal entities there were determined the following priority areas of diagnostics [2; 4; 6-8]:

- financial state in terms of profitability (rates of return on equity (assets), equity, sales), liquidity (ratios of total liquidity, absolute liquidity), financial independence (coefficients of autonomy, financial leverage, Beaver) and business activity (asset turnover ratio, the turnover of accounts payable, accounts receivable turnover, delay of receivables, ratio of accounts receivable and payable, inventory turnover, the turnover of equity, fixed assets turnover and average terms of debts pay, pay of receivables, inventory turnover);
- credit support in the context of all the tools that can be used as collateral for a loan and cash flow that will be directed to repayment of main sum of credit and related to its support (coefficients of main credit support, repayment of credit obligations, loan collateral);
- credit history, that represent the features of retrospective and ongoing credit relationship with the borrower's bank that offers credit and other financial and credit institutions (ratio of delay of payable, delay of payable on loans, existence of borrowed and not paid loans in other banks);
- market-corporate position of the enterprise, that demonstrate its effective functioning in a particular market in terms of available market niches, competitiveness, diversification of activity, capitalization level and concentration of property (market share, integral level of competitiveness of the enterprise, indexes of commodity diversification, territorial diversification, diversification of suppliers, efficiency ratio of businesses, the level of capitalization, the degree of property concentration).

In conditions of European integration, that reveals for Ukrainian business-environment the broad horizons for the restoration and improvement of activity, one of the most promising opportunities is to

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

attract foreign investments to domestic enterprises. Instead, due to the formation of investment attractiveness in the eyes of foreign investors, business entities have to demonstrate compliance with their requirements in the different areas of its activity. It should be noted that today there are some differences between domestic and European practices of diagnostics of the investment attractiveness of business-structures.

Carefully considering the best experience of diagnostics of investment attractiveness on different levels, as well taking to attention the identified problems in the relevant domestic diagnostic practice, in the researched context there is proposed to integrate harmoniously foreign and domestic diagnostic achievements in order to create a unified information basis for the diagnostics of investment attractiveness of domestic business-structures that will be suitable for mutual use of both foreign and domestic investors. In case of evaluation of investment attractiveness of entities it is proposed to perform a four cascade diagnostics on variation principles. The key idea of this diagnostics consists in the fact that in order to determine the investment attractiveness of a particular enterprise it is necessary to have information about the investment attractiveness of the state, region, industry and economy, as well as to provide a comprehensive evaluation of investment attractiveness of business-structures in order to form a comprehensive investment pattern for making the most reasonable investment decision.

Thus, during the diagnostics of investment attractiveness of enterprise there should be considered [3-4; 9-10]:

- the results of diagnostics of investment attractiveness on different levels of authoritative international specialized institutions (Rating of «BDO International Business Compass», Index of investment attractiveness EBA (European Business Association), Rating «fDi European cities and regions of the future», Rating «EY's Attractiveness survey Europe "etc.);

- the results of diagnostics of investment attractiveness on different levels of leading national specialized institutions (Rating of investment attractiveness of the region Institute for Economic Research and Policy Consulting, etc.);

- official statistic data on investment attractiveness on different levels;

- the results of the diagnostics of target investment attractiveness of enterprise.

The target diagnostics of investment attractiveness is recommended to perform in a complex way by prior components of the investment attractiveness of the entity, particularly, such as:

- financial and economic component (indicators of profitability, liquidity, financial independence, business activity, costs, etc.);

- social component (the level of basic and additional wages, the cost of maintaining of the social infrastructure, the productivity of employees, costs for social bonuses and packages, etc.);

- logistics component (cost for transporting of goods and resources, mileage of transportation of products and resources, etc.)

- technology-proprietary component (rates of renewal and the withdrawal of assets, assets ratio, capital intensity, the balanced value of fixed assets, amortization fund, the number of patents and licenses for the use of technologies etc.).

- administrative and legal component (court costs, fines and penalties, tax savings, skill level of managers on various levels of management, effectiveness and efficiency of administrative decisions, etc.);

- affiliate component (credits, hopeless receivables, fines, penalties, losses due to delayed delivery of raw materials, supplies, insurance costs, etc.);

- image-branded component (amount of goodwill, carrying value of intangible assets and etc.).

- commodity component (product price, performance characteristics, market share, sales, product competitiveness, etc.).

Conclusions. Domestic practice of bankruptcy of enterprises, that on the modern stage shows a mass of payments crisis, the recognition of bankrupt entities and their elimination, has determined the necessity to review and improve the information support of diagnostics of insolvency and bankruptcy, taking into account the best European achievements in this field. The developed information base is founded on determination of optimal list of representative indicators for the diagnostics of the financial

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

state of the entity in terms of profitability, liquidity, financial independence and business activities, which are priority used in the leading European countries during the evaluation of insolvency and bankruptcy of enterprises. In order to expand and provide equitable access of domestic business-structures to internal and external credit resources there is improved the information support of diagnostics of creditworthiness of entities, basing on harmonization of national and international dimensions in this area. The developed information base is founded on determination of the optimal list of representative indicators that reflect the borrower's ability to pretend on obtaining credit resources in the context of the financial state, credit support, credit history, market and corporate position of enterprise taking to attention international experience and realities of the national economy. In order to ensure a qualified informative representation of domestic business-structures in the eyes of foreign investors there is developed diagnostics of investment attractiveness of enterprises that is based on the idea of forming a complex multi-level investment picture about the state of investment business-object in conjunction with macro-economic and meso-economic conditions of householding within the principles of reputable, confirmed information about the investment attractiveness of the state, region, industry sector and economy, within which the business structure operates, as well as independent and comprehensive evaluation of investment attractiveness of a particular enterprise.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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A. O. Khodzhaian, Doctor of Economic Sciences, Professor**А. О. Ходжаян**, д. е. н., професор**STRATEGIC PARTNERSHIP AS A FORM OF INNERSTATE COOPERATION****СТРАТЕГІЧНЕ ПАРТНЕРСТВО ЯК ФОРМА МІЖДЕРЖАВНОГО СПІВРОБІТНИЦТВА**

Urgency of the research topic. Urgency of studying strategic partnership is stipulated by the necessity to increase efficiency of international cooperation to solve priority economic and political purposes and anti action to the threats of economic security of the countries-members.

Target setting. The efficient model of interstate cooperation is strategic partnership that is based on mutual foreign economic and foreign policy support.

Actual scientific researches and issues analysis. Researches of O. Bilorus, D. Lukianenko, D. Kudyrko, N. Kухarska, V. Manzhola, A. Mazaraki, T. Melnik, B. Parakhon-sky, V. Yukhymenko, G. Yavorska are devoted to the conceptual principles of strategic partnership as an efficient instrument of interstate interaction.

Uninvestigated parts of general matters defining. At the present moment, there is no unanimity among the scientists and politicians concerning scientific definition of the term "strategic partnership". Consequently, some international economic relations defined as strategic partnership in reality are not as those. And wide spread relations doesn't allow to concentrate efforts and resources on actually perspective strategically significant for the economy of Ukraine directions of international cooperation.

Task setting. The article is devoted to defining contextual characteristics of strategic partnership and its place in the system of international economic relations; to compliance evaluation of declared relations of strategic partnership of Ukraine and principles of strategic partnership; analysis of legislative and normative acts of Ukraine that serve the grounds of international cooperation in form of strategic partnership.

Statement of the main material. Within the article, contextual characteristics strategic partnership were defined. Place of strategic partnership in the system of international economic relations was defined. Legislative and normative acts of Ukraine that serve the grounds for interstate cooperation in form of strategic cooperation were analyzed. Circle of strategic partners of Ukraine within national interests implementing connected with guaranteeing national security, defense and energy security of Ukraine was defined.

Conclusions. The result of the performed research is: definition of the principles and contextual characteristics of strategic partnership; grounding the defining priorities of strategic partnership of Ukraine.

Keywords: strategic partnership; principle of strategic partnership; political component of the strategic partnership relations; strategic directions of cooperation of economic character; sectorial priorities of strategic partnership of Ukraine.

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Актуальність теми дослідження. Важливість вивчення стратегічного партнерства обумовлено необхідністю підвищення ефективності міжнародного співробітництва для вирішення пріоритетних економічних та політичних цілей та протидії загрозам економічній безпеці країн-учасниць.

Постановка проблеми. Ефективною моделлю міждержавного співробітництва є стратегічне партнерство, яке ґрунтується на взаємній зовнішньоекономічній та зовнішньополітичній підтримці.

Аналіз останніх досліджень і публікацій. Концептуальним засадам стратегічного партнерства як ефективного інструменту міждержавної взаємодії присвячені дослідження О. Білоруса, Д. Лук'яненка, Д. Кудирко, Н. Кухарської, В. Манжолі, А. Мазаракі, Т. Мельник, Б. Парахонського, В. Юхименко, Г. Яворської.

Виділення недосліджених частин загальної проблеми. Наразі серед вітчизняних науковців та політиків відсутня однаковість щодо наукового визначення поняття «стратегічне партнерство». Як наслідок, окремі міжнародні економічні зв'язки, визначені як стратегічне партнерство, насправді такими не є. А розпорошеність відносин не дозволяє сконцентрувати зусилля і ресурси на дійсно перспективних стратегічно значимих для економіки України напрямках міжнародної співпраці.

Постановка завдання. Стаття присвячена визначенню сутнісних характеристик стратегічного партнерства і його місця в системі міжнародних економічних відносин; оцінці відповідності задекларованих відносин стратегічного партнерства України принципам стратегічного партнерства; аналізу законодавчих і нормативних актів України, які слугують підставою для міждержавного співробітництва у формі стратегічного партнерства.

Виклад основного матеріалу. У статті визначено сутнісні характеристики стратегічного партнерства. Визначено місце стратегічного партнерства у системі міжнародних економічних відносин. Проаналізовано законодавчі і нормативні акти України, які слугують підставою для міждержавного співробітництва у формі стратегічного партнерства. Окреслено коло стратегічних партнерів України в рамках реалізації національних інтересів, пов'язаних з гарантуванням національної безпеки і оборони та енергетичної безпеки України.

Висновки. Результатом проведеного дослідження є: визначення принципів та сутнісних характеристик стратегічного партнерства; обґрунтування визначальних пріоритетів стратегічного партнерства України.

Ключові слова: стратегічне партнерство; принципи стратегічного партнерства; політична складова відносин стратегічного партнерства; стратегічні напрями співпраці економічного характеру; секторальні пріоритети стратегічного партнерства України.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Urgency of the research topic. Urgency of studying strategic partnership as a tool of regulated and predicted interaction between the countries is stipulated by the necessity to increase efficiency of international cooperation to solve priority economic and political purposes and anti action to the threats of economic security of the countries-members.

Target setting. One of the directions of scientific researches in sphere of national economies interaction in global economic environment is searching of optimal model of foreign economic relations establishing as a factor of providing efficient integration of the country in the world economy with maximal protection of national interests.

Current foreign economic risks of Ukraine present threat for economic security of the state and stipulate necessity of using the efficient model of interstate cooperation in form of strategic partnership. The latter envisages mutual cooperation on equal share principle using the mechanism of interstate cooperation that is based on mutual foreign economic foreign policy support, including within the frame of international organizations, position agreeing in crisis situations and by solving international conflicts.

Actual scientific researches and issues analysis. Researches of O. Bilorus, D. Lukianenko [1], N. Kukharska [2], V. Manzhola [3], B. Parakhonskogo, G. Yavorska [4] are devoted to conceptual principles of strategic partnership as an efficient tool of foreign policy. Scientific studies of A. Mazaraki, T. Melnik, V. Yukhymenko and L. Kydurko are devoted to deepening trade-economic and foreign policy cooperation of Ukraine [5].

Uninvestigated parts of general matters defining. Despite extending of inter state interaction in form of strategic partnership nowadays, there is no unanimity among scientists and politicians concerning scientific definition of the term "strategic partnership". Consequently, some international economic relations defined as strategic partnership in fact are not those. And wide extension of the relations does not allow to concentrate efforts and resources on actually perspective strategically important for the economy of Ukraine directions of international cooperation. In connection with that, issues of the relations inventory with the countries, relations of strategic partnership with which is fixed in formal documents or declared in the country leaders statement in unilateral or bilateral procedure are considered; identification of bilateral relations between Ukraine and its partners on subject of its compliance to the principles and contextual characteristics of strategic partnership, is conducted.

Task setting. The article is devoted to defining contextual characteristics of strategic partnership and its place in the system of international economic relations; evaluation of the compliance of the declared relations of strategic partnership of Ukraine to the principles of strategic partnership; specifying the list of the state that were declared by Ukraine as its strategic partners; analysis of legislative and normative acts of Ukraine that serve as grounds for inter state cooperation in a form of the strategic partnership.

Statement of the main material.

Defining contextual characteristics of the strategic partnership and its place in the system of international economic relations

Taking into consideration, that there is no unambiguous definition of the term "strategic partnership" until now, formulation of its contextual characteristics and place in the system of economic relations is quite actual. Semantics of the concept "inter state strategic partnership" envisages definition of contextual characteristics of partnership relations considering the subjects specifics of these social relations - states. Inter state partnership inter action envisages: equal share of the relations, mutual recognition of the states independence, national interests, trust and respect to national values; bilateral cooperation; mutual recognition of the countries-members of economic-political alliances; geopolitical interdependence; mutual understanding of mutual economic and social problems of the countries-partners. Bilateral partnership relations are possible between those countries that don't have mutual, including territorial claims.

Strategic character of partnership relations is provided by their exclusivity (priority) that envisage efforts concentration on actually significant, strategically important directions of foreign economic and foreign policy interaction; their common interests that stipulate long term character of such relations; electivity by defining the circle of strategic (key) partners.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Strategic partnership in form of bilateral or multilateral cooperation envisages achieving economic and political purposes. Strategic directions of economic character relate to scale inter state projects and are oriented for increasing production potential on account of mutual trade between the countries, improvement of the regional infrastructure, forming favorable investment environment, extending the markets capacity of goods, capitals, labour, preferential access to the world markets within the partnership relations; forming the system of efficient protection of national producers on the foreign markets; adapting the norms of national legislation to the accepted in the world practice standards; accumulation of special knowledge and working experience in sphere of FEA regulating.

Political component of the relations of the strategic partnership is implemented through defining the priorities of inter state political interaction oriented for providing foreign policy support, including within the frames of international organizations, increasing the own status of the countries-members in the system of international rating evaluations and trust from the side of foreign investors and creditors, agreeing positions and support by implementing anti crisis policy of the states and by solving international conflicts. As evaluated by the experts, including the country in the system of strategic relations with the leading countries of the world states their significance as an international actor. Strategic relations with the countries with similar foreign policy priorities and internally political problems are oriented to common measures concerning their solving.

Principles of international economic cooperation as identifiers of the strategic partnership relations

In the base of interaction of the countries-members of the strategic partnership, principles should be laid that define vitally important, strategically significant for the state purposes and provide increasing economic efficiency of participants functioning of international economic cooperation. In particular:

- principle of long term relations that lays in forming stable, foreseen partnership relations (projects) of strategic character that need to have political and military guarantees;
- principle of common national interests that envisages unity, or at least, single vector purposes of economic development. This principle means that besides common strategic purpose of partnership, its members can be oriented as well for achieving own purposes on condition if they do not contradict to each other and to the main purpose of strategic partnership. Considering of this principle allows to take into consideration interests of other party taking into account own profit or opportunities to temporize with the purpose of achieving strategic purposes not deviating from national strategic guides;
- principle of equal shares of relations and mutual refuse from discriminative actions one against the other;
- principle of reality that can be implemented through availability of active mechanisms of realization of the declared form of the relations;
- principle of equal share that envisages separation of actively significant, strategically important directions of foreign economic and foreign policy inter state interaction;
- principle of electivity of strategic level of bilateral relations with this or that country. Taking into consideration preferential mode of this cooperation, the state should approach to defining the circle of strategic (key) partners considering importance and perspectives of this cooperation;
- principle of formalization – through legal fixing of the form of partnership relations (circle of members, mechanisms of interaction, etc.) in bilateral documents (contracts, agreement), that allow to minimize subjectivity by decisions making and provide obligatory fulfillment by the partners their obligations;
- principle of enormity of strategic partnership that defines the opportunity of economic effect diffusion from such cooperation not only among local circle of the members, in particular state-political elites, but as well among business entities and ordinary citizens of both countries.

Thus, considering the principles of strategic partnership and content of bilateral interstate projects on cooperation, relations of strategic partnership are the form of interstate economic and political cooperation in achieving accurately defined common strategic purpose accurately defined common strategic purpose that envisages the form of equal share both in the context of the subjects of partnership relations, and concerning the resources of their implementation. Relations of strategic partnership as a controlled and predicted tool of interstate cooperation are designed to implement significant, strategi-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

cally important national interests of the participants of foreign economic and foreign policy interstate interaction.

It is offered to separate term of strategic partnership in broad and narrow meanings. In broad meaning, term strategic partnership – is a system of interaction of two or some states that is grounded on recognition common values and/or understanding, high level of cooperation in the defines spheres, mutual foreign policy support, in particular, within the frames of international organizations, in positions agreeing in crisis situations and by solving international conflicts. In narrow meaning strategic partnership envisages international cooperation concerning implementing of scale interstate projects, namely, in trade-economic, transport-infrastructure, political, security and other branches. Filling of strategic partnership with definite context takes place depending on specifics of the purposes and tasks that are solved with their help [6].

Nowadays, Ukraine has more than 20 strategic partners among which there are countries and integration groups. Such relations are fixed in official documents or declared in statements of the leaders of Ukraine in unilateral manner. To the countries, with which relations of strategic partnership are fixed in bilateral manner are related: the USA (2008), Poland, Uzbekistan, Belarus, Azerbaijan. Relations of peculiar partnership are documentary stated with the Organization of the Northern Atlantic Alliance NATO (1997), Canada, Georgia. Relations of special strategic partnership are declared with Turkey (2017), Hungary (2009), Lithuania (2008). Common strategy of the EU and Ukraine was adopted in December 1999, it became continued by plan of the actions Ukraine –the European Union (dated February 21, 2005). Current stage of such cooperation is formalized in the Agreement on free trade and within the frames of the project “Eastern Partnership”, one of the tasks of it is preparing Ukraine to enter the European Union. To the countries, strategic relations with which were declared in statements of the leaders of Ukraine in unilateral manner, are related China, Israel, Argentina, Hungary, Slovakia, Germany, Finland. Besides, in “Main directions of foreign policy of Ukraine” dated 1993 to strategic partners were related boundary with Ukraine states. Thus, to the defined list of strategic partners there were automatically added seven boundary states: Belarus, Georgia, Moldova, Romania, Slovakia, Hungary, Turkey.

Such wide circle of strategic partners of Ukraine does not correspond to, in first turn, to the principles of equal share and electivity due to impossibility of separation really significant, strategically important directions of foreign economic and foreign policy interstate cooperation that envisages the form of priority both in the context of the subjects of partnership relations, and concerning the resources of their implementing; in the second turn, to the principle of formalization because of the lack in individual cases legal fixing of the form of partnership relations in bilateral documents. And even the necessity of solving considerable list of important economic and foreign political tasks of transformation period is not a justification of availability of significant number of strategic partners, since it lessens the significance of relevant agreement both for foreign partners, and for Ukraine itself. Wide spread directions within the frames of strategic partnership provokes achieving the defined priorities of interstate cooperation due to the resources lack for their implementing and states declarative character of such agreements.

Analysis of legislative and normative acts of Ukraine that serve the grounds for interstate cooperation in the form of strategic partnership.

Circle of the existing and potential strategic partners of Ukraine should be created in correspondence to strategic priorities of the national economy development, contained in the principles of domestic and foreign policy of Ukraine. According to the Law of Ukraine “About the principles of domestic and foreign policy”, foreign policy of the state considers necessity of safety, sovereignty guaranteeing and protection of territorial integrity of Ukraine and is directed for overcoming traditional and new threats to security [7].

As the base for defining the priorities of interstate cooperation in the form of strategic partnership serves Strategy of national security of Ukraine [8]. According to the present threats to national security of Ukraine, as main directions of the state policy are defined the following ones: renewal of territorial integrity of Ukraine and reintegration of temporary occupied territories after their freeing; creation of

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

the efficient sector of security and defense and increasing national defense capability; reforming the system of state governance on the base of continuous anticorruption policy.

An important meaning for grounding declared priorities of strategic cooperation has the Doctrine of informational safety of Ukraine that recognizes national interests of Ukraine and priorities of state policy in informational sphere [9]. Under the provisions of the Doctrine of informational safety, the priorities of state policy in informational sphere are: providing informational safety of Ukraine; development of the interaction mechanisms between the state and the institutes of civil society concerning anti action to informational aggression against Ukraine; struggle with disinformation and destructive propaganda; prohibition to use informational space of the state in destructive purposes or for actions that are directed to discredit of Ukraine and its citizens on international level.

Decisive priority of strategic partnership is described in Analytical Report to the yearly President's Message to Verkhovna Rada and concerns implementing strategic and geopolitical interests connected with guaranteeing national security of Ukraine and protection of its political independence [10]. Taking into consideration threats to national security, the main accent was made on the defense and security sector.

Conclusions. On the base of principles and contextual characteristics of strategic partnership, it was defined that the latter is an efficient form of inter state economic and political interaction, that on conditions of its coordinateness, compliance and long term cooperation, due to taking into consideration bi and multi side interests; predictability due to its strategic character; reality due to available active mechanisms, declared form and objective character of partnership relations implementing introduces strategically significant, important national interests of the countries-partners. Subject of inter state interaction in the form of strategic partnership is implementing strategically important, scale inter state projects in economic and political spheres using the tools of mutual foreign economic support, including, in the frames of international organizations, positions agreeing in crisis situations and by solving international conflicts.

As a determining priority of strategic partnership of Ukraine, cooperation in sphere of national security and defense, power and transit potential development of Ukraine was defined

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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CONCEPTUAL MODELING OF AGRI-FOOD MARKET DEVELOPMENT UNDER ECONOMY'S GLOBALIZATION**КОНЦЕПТУАЛЬНЕ МОДЕЛЮВАННЯ РОЗВИТКУ АГРОПРОДОВОЛЬЧОГО РИНКУ В УМОВАХ ГЛОБАЛІЗАЦІЇ ЕКОНОМІКИ**

Urgency of the research. Industry-specific features are the core aspects in the development of economic systems, thus, each segment of the national market must be considered taking into account these specific features.

Target setting. Globalization of the economy brings in new challenges to national economy. New development determinants and mechanisms of the agro-food market arise under the conditions of economy's globalization, thus requiring additional research.

Actual scientific researches and issues analysis. Development of the agri-food market attracts attention of many scholars. In particular, related questions have been considered by O. Hubar, V. Virchenko, Y. Pryhozyn, A. Toynbee, O. Spengler, O. Berezin, N. Datsenko, Ye. Kyrylyuk, T. Burns, DeVillé, I. Skavronska, M. Soltés and others.

Uninvestigated parts of general matters defining. The main determinants, methods, levers and preconditions for the development and effective integration of the national agri-food market into the international space and global environment.

The research objective. The purposes of the study are:

- to reveal the essence of the agri-food market development;

- to identify the peculiarities of this process under the conditions of economy's globalization;

- to identify the synergies and developments in the functioning of the agri-food market;

- to construct a conceptual model for the development of the agri-food market in the context of economy's globalization.

The statement of basic materials. The article offers the authors' own approach to the category "development" taking into account the globalization approach,

The conceptual model of the agri-food market development under the conditions of economy's globalization has been developed and presented here.

Conclusions. The conceptual model of the agri-food market includes such elements as the vector of development, the preconditions for development, the scope of development, the level of development, the groups of levers and methods, the result of development. An efficient model involves systemic development, which has a stable vector, based on the synergy effect and internal potential of the economic system and it also encompasses the global level.

Keywords: development; agri-food market; synergy; globalization of the economy.

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Urgency of the research. Agri-food market is an important segment of any national economy. The European integration vector in Ukraine's development changes the structure of the market, its role and functions. Globalization of the economy affects economic systems, thereby predetermining their fur-

Актуальність теми дослідження. Галузеві особливості є головними аспектами розвитку економічних систем. Тому кожен із сегментів національного ринку необхідно розглядати з урахуванням саме цих особливостей.

Постановка проблеми. Глобалізація економіки здійснює нові виклики національній економіці. Виникають нові детермінанти та механізми розвитку агропродовольчого ринку в умовах глобалізації економіки, які потребують додаткових досліджень.

Аналіз останніх досліджень і публікацій. Питання розвитку агропродовольчого ринку привертає увагу низки науковців. Зокрема, ці питання розкриті в працях О. Губаря, А. Вірченка, І. Пригожина, А. Тойнбі, О. Шпенгелера, О. Березіна, Н. Даценко, Є. Кирилюка, Т. Брунса, Д. Вілле, І. Скавронської, М. Золтеса та ін.

Виділення недосліджених частин загальної проблеми. На теоретико-методологічному рівні не визначено основні детермінанти, методи, важелі та передумови ефективної інтеграції національного агропродовольчого ринку в міжнародний простір та глобальне середовище.

Постановка завдання. Розкрити сутність розвитку агропродовольчого ринку, виявити особливості цього процесу в умовах глобалізації економіки. З'ясувати взаємозв'язки синергії та розвитку в системі функціонування агропродовольчого ринку. Побудувати концептуальну модель розвитку агропродовольчого ринку в умовах глобалізації економіки.

Виклад основного матеріалу. У статті запропоновано авторське визначення категорії розвиток з урахуванням глобалізаційного підходу.

Розроблено концептуальну модель розвитку агропродовольчого ринку в умовах глобалізації економіки.

Висновки. Концептуальна модель агропродовольчого ринку включає такі елементи, як вектор розвитку, передумови розвитку, сфера охоплення розвитком, рівень розвитку, групи важелів і методів, результат розвитку. Ефективна модель передбачає системний розвиток, який має сталий вектор, базується на синергічному ефекті та внутрішньому потенціалі економічної системи і охоплює глобальний рівень.

Ключові слова: розвиток; агропродовольчий ринок; синергія; глобалізація економіки.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

ther development. The development process of the agri-food market under contemporary conditions is complex and multifaceted. The related phenomenon and processes acquire new features consistent to the needs of the subjects of the contemporary environment. Under the conditions of economies' globalization, such trends are becoming more pronounced and often repetitive. The process of change in the market systems is dynamic, irreversible and multilateral in the global environment, which affects significantly all adjacent systems that are state-building elements at the same time. Industry-specific features are the main aspects in the development of economic systems.

Target setting. The already achieved level of the agri-food market development currently is lagging behind the indicators of most European countries. At the same time, Ukraine has considerable potential, which allows taking up a leading position at the agri-food market on the global scale. Globalization of the economy brings in new challenges to national economies. Under its influence, development of the agri-food market starts following a new vector. Thus, new development determinants and mechanisms of the agri-food market arise under the conditions of economy's globalization, requiring additional research.

Actual scientific researches and issues analysis. The question of the agri-food market development attracts the attention of many scholars. In particular, general scientific research of the essence for category "development" are considered in the writings by O. Hubar [1], V. Virchenko [2], A. Kuz'menko [2], Y. Pryhozhyn [3], A. Toynbee [4], O. Spengler [5] and others. Industry aspects of the national agro-food market are traced in the works by O. Berezin [6], N. Datsenko [7], Ye. Kyrylyuk [8] and others. The main aspects of essence and structure of the agri-food market have been considered in the article by Samoilyk [9]. Also, it is important to pay attention to the scientific contributions of foreign authors (T. Burns, DeVillé [10], I. Skavronska [11], J. Mazurek, I. Mielcová [12], M. Šoltés [13], Mamedov et al. [20], Dedina & Sánová [21], Vilmantas, & Melnikas [22] and others) who study the development of agricultural markets in other countries. Scientists consider that the development of agri-food market has the strategic importance for the national economy and for the creation of food security in global scales. At the same time, the development process is rather dynamic, and therefore is difficult to predict. New features, factors and levers, that change the development vector of agricultural markets in economy globalizations, constantly appear.

Uninvestigated parts of general matters defining. Despite the investigation by many scholars the problems of the agri-food market development, the main determinants, methods, levers and pre-conditions for the development and effective integration of the national agri-food market into the international and global environment are not considered on the theoretical and methodological levels. These exact aspects require additional comprehensive scientific research.

The research objective. The purposes of the study are: to reveal the essence of the agri-food market development, to identify the peculiarities of this process under the conditions of economy's globalization, to identify the synergies and developments in the functioning of the agri-food market, to create a conceptual model for the agri-food market development in the context of economy's globalization.

The statement of basic materials. Globalization approaches to the interpretation of the development can be seen in the civilizations theory by A. Toynbee and O. Spengler [4; 5]. In the works by O. Spengler development is considered in the context of the civilization evolution. The scientist believed that it is impossible to study history from the position of strict scientific analysis; the most important in the history is to understand the uniqueness of it, based on intuition, rather than on the basis of intelligence. It is possible to understand and appreciate the culture only from the inside, by experiencing it. There are two stages in the life of culture: the stage of raising the culture – organic evolution; the stage of declining the culture – civilization – a mechanical type of evolution, globalization (area principle defeats time principle, leading to inevitable world wars), lack of life spirituality (transition from art to sport, from literature – to musical hall (var'yete), from heroes – to engineers, replacement of poetry with mechanics) [1, p. 372; 5].

Toynbee A. considered that logic development can be understood only in the context of certain civilizations. The unit of studying history is a separate society. Societies are divided into two types: the first type is "primitive"; the second one is "civilizational". The society development is carried out

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

through “mimesis” – imitation. The first type is society that allows to the old, past, to rely on the tradition and authority of ancestors. The second type imitates its heroes, leaders, creative personalities. The heroes create development dynamics, they are able to concentrate on energy and respond to the “challenge” of history. Toynbee A. considers that person does not achieve civilization due to the biological gift (heredity) or the favorable conditions of the geographical environment, instead person achieves civilization by reacting to challenging situations, which inspires him to efforts. Thus, the internal mechanism of history, according to A. Toynbee, can be represented as a challenge reaction. “Challenges”, in his opinion, are divided into three types: unfavorable weather and conditions (for example, swamps in the Nile delta – is a challenge for ancient Egyptians, forests and frost – for Russians); attack by foreigners; the decadence of previous civilizations (for example, the fall of Hellenorm civilization led to the development of the Byzantine and European cultures) [1, p. 372; 6].

These globalization theories contain contradictions in the essence understanding of the category “development” in terms of the globalization approach. On the one hand, globalization first of all involves destruction of borders, maximum convergence and assimilation of systems. At the same time, the basis of development is the protection of the integrity of the system and the object of development. Thus, development according to the globalization approach is irreversible, purposeful, natural process of integration of the object in the global environment, which involves changing of the state, moving forward outside of the object’s shell in all its spheres, the impetus for which is the synergistic effect of all system’s elements interactions (object of development) under the influence of progressive factors, expanded reproduction and restoration, includes growth and transformation of the object’s structure-forming elements, providing the integrity of the basic components of the system.

Development features are determined by its object. The agri-food market development is presented in the form of a scheme (Fig. 1).

The agri-food market can be developed in one or several priority vectors that depend on the purpose, preconditions and factors influencing in this process. In particular, the agri-food market can be developed in the direction of improving the economic results of economic activity as separate subjects of the market, as well as the market system as a whole. Also, the development of this market segment may be aimed at improving social outcomes, in particular, the formation of food security, the growth of food consumption culture, the creation of new jobs, the development of socio-economic infrastructure. An important vector for modern agri-food market development is innovative development.

Innovative agri-food market development is a positive change in the existing state of the subjects and the market system as a whole, based on the innovation process activation at various stages of agri-food products creation. The innovative development of the agri-food market involves the creation of a new product (new kinds of plants, breeds of animals, as well as products of processing of crop and livestock products), the emergence and use of innovative production technologies, organization of production processes and sales systems. In today’s conditions, the natural and ecological component of the agri-food market development is becoming increasingly important, thus the development vector may be aimed at reducing the negative impact on the environment, preservation of natural resources and their expanded reproduction in the process of economic activity in the agrarian sector. Under the conditions of economy’s globalization, the vector of sustainable agri-food market development, which combines all the above-mentioned vectors and provides balanced socio-economic and ecological development on an innovative basis, is the most desirable one.

The preconditions, the impetus, for the agri-food market development are the processes of economy’s globalization and the challenges, which accompany national markets integration into the global environment. The change in the course of the national economy and politics affects market systems condition, thus, the agri-food market adapts to the dynamics of the general economic system in which it operates, and therefore it develops. According to the theory of socio-economic cycles, development is a phase preceded by a crisis. Therefore, negative tendencies, which are systemic and long-lasting, lead to recovery of market subjects activity in future, the development of innovative technologies, and, as a consequence, the emergence on a new, better stage of functioning. The impetus for the agri-food market development may be a change in the natural and climatic conditions, which is especially relevant under the conditions of increasing anthropogenic load and increasing of global environmental

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

problems. In climate change conditions, there is a need to invent new kinds of plants and breeds of animals, natural resources exhausting, in particular energy resources, leads to the emergence of alternative energy. Thus, the agri-food market is developing in order to adapt to the new natural and climatic changes.

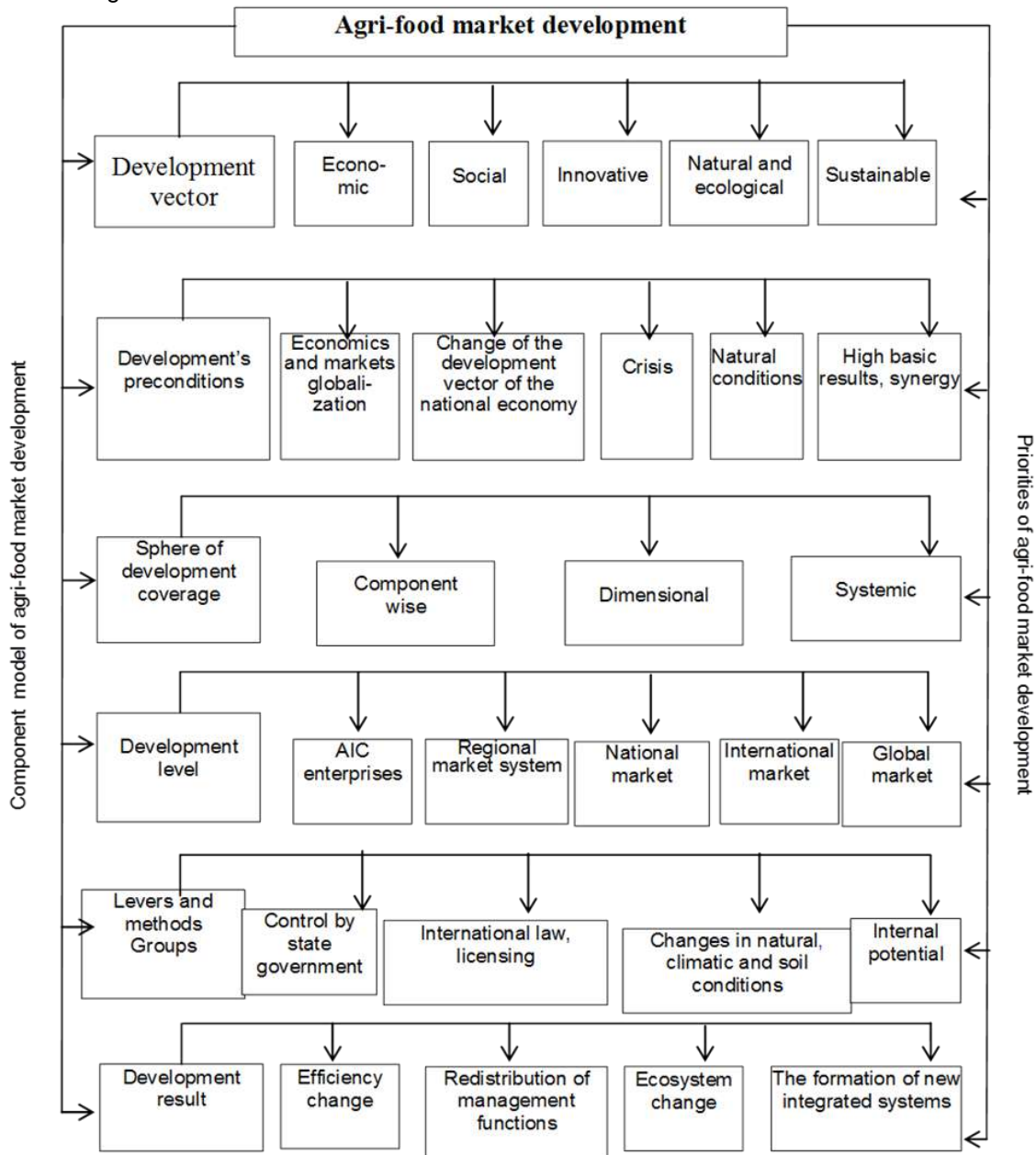


Fig. 1. Conceptual model of agri-food market development under conditions of economy's globalization

Source: developed by the authors

If the subjects of agri-food market are using an effective strategy, then the recession does not start after the stabilization stage. Accumulations of resources, obtaining surplus profits, effective combination of management mechanisms cause the emergence of a synergistic effect, which is main prerequisite for further development.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Consequently, the synergy effect is a basic precondition for the economic systems development. Now synergetic is becoming more widespread in various manifestations and spheres of both economic science and other industries. The etymological essence of the expression “synergy” comes from biology and medicine and means the coordinated work of the whole organism organs as a whole; in addition, the synergetic theory is widely used in the process of physical and chemical processes for describing the interaction of atoms and molecules.

Translated from ancient Greek “synergetikos” is “cooperation, joint action”. In modern theory and practice, there was a separate science – synergetic, which began to actively develop in the 80s of the twentieth century. The first thorough studies in these areas are the works by G. Hacken [14]. In addition, it is advisable to draw attention to the research by E. Knyazeva [15], Ye. Kyrylyuk [16], A. Proshchalykina [16], M. Ovchynnykova [17], N. Potapova [18], N. Protasova [19]. They consider that synergy involves the coherence of elements interaction when creating a single integral structured system.

Synergetic, a synergistic approach has aroused in the theory of complex systems development. The object of synergetic studies is complex systems that are self-organizing. With this, self-organization is an irreversible process, which leads to the formation of more complex structures of the whole system as a result of the subsystems’ cooperative action. The main difference of self-organization from other processes, for example from growth processes, is a qualitative change in the state in which the system is located, and the fact that this change is a leap. In the general sense, synergetic is a science that studies processes in unstable systems, transition stages from the state of order to the state of chaos. The state of maximum chaos in the unbalanced process is the point of bifurcation [17, p. 263].

Considering development in terms of synergy allows to analyze the key positions of the synergetic methodology: difficultly organized systems can not be imposed with the development ways, but should be promoted with their own development trends; chaos may be a constructive source, from which a new organization of the system may arise; at certain moments of instability, small disturbances may have macro effects and develop into macrostructure, in particular, the actions of one particular person can affect macro-social processes; there are several alternative ways of development for complex systems, but at certain stages of evolution there is a certain pre-determinism of deployment processes and the present state of the system is determined not only by its past, but also by the future; a complexly system includes not only simpler structures and is not an ordinary sum of parts, but generates structures of different ages in a single tempo-world; taking to consideration the laws and conditions of the rapid, avalanche-like processes and processes of nonlinear self-development systems, it gives the opportunity to initiate these processes through human managerial actions [15, p. 4]; it allows us to bring together the inner and outer worlds (both external and inner people’s world) in constructive inclusion of instability in the picture of the universe [14, 17-19].

Considering these methodological principles of synergy, it is possible to trace the relationship of evolutionary development with the complex systems elements’ self-organization, and the people’s influence on the state of complex systems’ data, their transformation and restructuring, is inalienable.

Consequently, synergy, as well as development, arises during the interaction of elements that are transformed and united into the system. In this case, synergetic systems have many peculiarities: 1) it is characteristic for synergetic systems, the predominance of cooperative forms of components’ interaction, both inside the system itself and outside of it; self-organization is always connected with cooperative processes, collective coordinated behavior of the system’s parts (due to this behavior, new structures arise); 2) the results of the functioning of the synergetic system, and the ability to be endowed with those or other properties do not depend on the individual components of the system, but on the collective system elements’ interaction, their consistency, synchronization, coherence; 3) accident, the real situation is a constructive beginning, the basis for the development process; the process of self-organization occurs as a result of the chance and necessity’s interaction and is always associated with the transition from instability to stability; 4) synergetic proceeds from the principle that the surrounding world evolves according to non-linear laws; nonlinearity in the widest sense means the multivariate paths of choice from alternatives; the synergetic system is characterized by the nonlineari-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

ty of internal dynamics, the ability to change its structure, while preserving the integrity; 5) the synergetic system determines clearly the energy factors – the emergence of a powerful flow of energy, and its exit from the system; 6) the synergetic system has the constructive character of the contradictions that arise in the process of interaction; 7) the synergetic system has simultaneously, two tendencies: the desire to increase entropy and to its decrease (non-entropy tendency); One of these tendencies' predominance determines either the transition of the system to a higher level of development, or the deployment of entropy process, or the decline; self-organization appears in the ability to withstand tendencies of entropy [14-19].

So, in terms of a synergetic approach, we can distinguish many synergetic patterns of development (Tab. 1).

The agri-food market development covers different scales. In particular, only certain elements of the market system, such as recycling enterprises, infrastructure objects, and agricultural enterprises, can be developed; such development is componentwise. Also, the agri-food market development can be considered as dimensional. Its essence is to cover a certain territory and subjects that are in this territory, with positive changes and transformation, as the result of this the emergence of new subjects and objects, and the disappearance of the old ones appear.

Table 1

Characteristic of synergetic development patterns

Synergetic development patterns ^α	Characteristics ^α
Converting existing static and dynamic systems into more complex ones ^α	The basis of development is the transformation process of existing static and dynamic systems, their restructuring and transformation into new, more complicated systems, while their complexity is determined not so much by more structuring elements, but by the presence of new unique interconnections and vectors with low predictability of their subsequent change and influence on each other, as well as the possibility of further changes in the already new system. It should be noted that dynamic systems, which are elements of the general one, change faster and with less consequences for the base state than static, since the latter are characterized by larger gap distances between the initial and future states; since static systems have larger gap distances between the initial and future states. ^α
Changing the state of the object that causes a synergistic effect ^α	The development process leads to a change in the state of the object; its movement to the highest point, which causes the appearance of a positive occurrence – is a synergistic effect, the development result exceeds the expected results from the change of individual elements. ^α
Integrity preservation of the qualitative basic element's properties ^α	Synergy in the process of development appears primarily in the integrity preservation of the qualitative basic elements' properties, while the destruction of the base system occurs, which is primarily due to its openness, namely, due to the environment elements' influence on the transformation processes. ^α
Leaving the shell of an existing system ^α	Development involves going beyond the shell's boundaries of the existing system and directly or indirectly covering all elements of the system and aspects of its functioning; creating based on this a synergistic effect. ^α

Source: developed by the authors

System development is the most extensive; it covers all markets elements and their interconnections. This development is characterized by significant changes and may cause redistribution of spheres of influence on a global scale.

The agri-food market development is carried out under the influence of a methods and levers' combination, the main ones of which are determined by the state regulation of the economy system, the influence of international regulation components, as well as the natural and climatic conditions. At the same time, the main impetus to the development is the internal potential of the market's system, in particular, the availability of resources, their combination and interconnections, dynamism and willingness for transformation, the preconditions for the emergence of synergy.

The result of development can be an increase in efficiency (economic, social, environmental, and technological). The agri-food market has a significant impact on the ecosystem that is why the result of its development can affect the ecosystem, both for the better and for the worse. Also, in the process

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

and as a result of development, redistribution of functions, spheres of management, levers of influence is occurred, subjective-object relations change, and new management hierarchy is formed. The synergy of the agri-food market development appears in the construction of new integrated systems; in particular, the national market entry into the global environment takes place.

Thus, the agri-food market development is a dynamic process that occurs continuously under conditions of globalization, which is characterized with the emergence of new industries, the emergence of new technologies, increasing efficiency of economic processes, the emergence of new partnerships. A combination of methods and levers of external and internal influence must be combined to achieve positive development results, the synergistic effect that is an impetus for the formation of new systems, arises.

Conclusions: The economy's globalization brings changes in the structure of economic systems which play a leading role in shaping the competitiveness of the economy. Significant changes are observed in the structure and model of the agri-food market. This segment of the market is very important for every country, including Ukraine. This country can become an important counterparty of the agri-food market on a global scale.

The conceptual model of the agri-food market includes such elements as the development vector, the development preconditions, the scope of development, the level of development, the groups of levers and methods, the result of development. An effective model of the agri-food market development in the context of economy's globalization involves systemic development, which has a stable vector, based on the synergistic effect and internal potential of the economic system and covers the global level.

It is advisable to highlight such synergistic features of the software – converting existing static and dynamic systems into more complicated, changing the status of the object, which determines the synergistic effect, the integrity preservation of the qualitative basic elements' properties, leaving the shell of the existing system.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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THE METHODOLOGICAL PRINCIPLES OF DETERMINING THE LEVEL OF PERFORMANCE OF THE FUNCTIONS OF CONSUMERISM

МЕТОДОЛОГІЧНІ ЗАСАДИ ВИЗНАЧЕННЯ РІВНЯ ВИКОНАННЯ ФУНКЦІЙ КОНСЮМЕРИЗМУ

Urgency of the research. The issue of implementing the functions of consumerism takes an important place in the world and domestic practice of regulating the social and economic relations. Being characterized by a certain specificity as it is lying at the intersection of the planes of the social policy, of the state, oriented to the needs of the people and economy, able to ensure the implementation of these requirements.

Target setting. Observing the functions of consumerism can be analytically assessed, taking into account the availability of formal opportunities for the consumer in case of violation of their rights to apply to a particular organization. According to the results of this assessment we can build a consumer strategy of the country, which characterizes the capabilities of consumer protection.

Actual scientific researches and issues analysis. Such domestic and foreign scientists as J. Bremond, R. Valeeva, J. Hobson, A. Gorelov, N. Dochynets, P. Drucker, J. Dudley, A. Zheledana, F. Kotler, N. Kudelia, T. Kahal, M. Kazakov, L. Lipych, V. Opryshko, V. Pavlova, L. Rosenberg, J. Hirst, M. Shapoval, A. Shliyka, O. Yazvinska etc. have dedicated their works to the studying of the problems of functioning of consumerism issues.

Uninvestigated parts of general matters defining. Despite the significant scientific achievements the analysis of recent publications indicates the need to study scientific approaches to the assess of the impact of consumerism in modern conditions.

The research objective. The article is designed to structure methodological approaches to determining the level of performance of the functions of consumerism.

The statement of basic materials. The article deals with the peculiarities of performing the functions of consumerism. The research and systematic methodological approach are made in order to determine the level of consumer protection for a specific product or service. The use of the models of multiattributive products to the evaluation process of consumer protection is suggested, which doesn't provide an assessment of attributes, but as far the consumer is protected using it. The problems and further directions of activation of the Institute of consumerism in the context of the performance of its functions are motivated.

Conclusions. The results of the study are the developed measures in order to assess the level of performance of the functions of consumerism in modern market conditions by modifying the model of multiattributive goods.

Актуальність теми дослідження. Вагоме місце у світовій та вітчизняній практиці регулювання суспільно-економічних відносин посідає проблема реалізації функцій консюмеризму. Вона характеризується певною специфічністю, оскільки лежить на перетині площин соціальної політики держави, зорієнтованої на потреби людини та економіки, спроможної забезпечувати реалізацію цих потреб.

Постановка проблеми. Дотримання функцій консюмеризму може бути оцінено аналітично, з урахуванням наявності формальних можливостей для споживача у разі порушення своїх прав звернутися в ту чи іншу організацію. За результатами цієї оцінки можна побудувати споживчу стратегію країни, що характеризує можливості захисту прав споживачів.

Аналіз останніх досліджень і публікацій. Вивченню проблем функціонування консюмеризму присвятили свої праці вітчизняні й зарубіжні вчені, зокрема Бремонд Ж., Валеева Р., Гобсон Дж., Горелов А., Дочинець Н., Друкер П., Дудла І., Желедана А., Котлер Ф., Куделя Н., Кагал Т., Казакова М., Ліпич Л., Опришка В., Павлова В., Розенберг Л., Хіртс Дж., Шаповал М., Шлійка А., Язвінська О. та ін.

Виділення недосліджених частин загальної проблеми. Незважаючи на значні наукові напрацювання аналіз останніх публікацій свідчить про необхідність дослідження наукових підходів до оцінки результативності консюмеризму в сучасних умовах.

Постановка завдання. Стаття покликана структурувати методологічні підходи до визначення рівня виконання функцій консюмеризму.

Виклад основного матеріалу. У статті розглянуто та визначено особливості виконання функцій консюмеризму. Досліджений та систематизований методологічний підхід до визначення рівня захисту прав споживачів для окремого товару або послуги. Запропоновано використання моделі мультиатрибутного товару до процесу оцінки захисту прав споживачів, який передбачає оцінку не атрибутів, а того, на скільки при його використанні споживач є захищеним. Обґрунтовано проблеми та перспективні напрями активізації інституту консюмеризму у контексті виконання своїх функцій.

Висновки. Результатами дослідження є розроблені заходи щодо оцінки рівня виконання функцій консюмеризму в сучасних ринкових умовах шляхом модифікації моделі мультиатрибутного товару.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Keywords: consumerism; socially oriented economy; the functions of consumerism; consumer protection; multiattributive model.

Ключові слова: консюмеризм; соціально орієнтована економіка; функції консюмеризму; захист прав споживачів; мультиатрибутна модель.

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Urgency of the research. The development of globalization processes, the entry of Ukraine in the developed European space causes the emergency of a number of new challenges for our country in the area of building up socially important institutions, whose operation is related to the political rights and freedoms of the citizens, the protection of their economic interests in conditions of imperfect market competition. The issue of implementing the functions of consumerism takes an important place in the world and domestic practice of regulating social and economic relations. It is characterized by a certain specificity as lying at the intersection of the planes of the social policy of the state, oriented to the needs of the people and economy, able to ensure the implementation of these requirements. The dualism of such relations depends on the political situation in the society, the perfection of legal regulation of social and economic relations, the responsibility of businessmen and the activity of the population.

Target setting. The construction of the socially oriented market economy in Ukraine is closely linked with the creation of decent living conditions for the population, protection of the rights of citizens in all spheres of life. The implementation of these strategic objectives requires an effective socio-economic policy, where a significant place is taken by the enforcement of the functions of consumerism as a consumer protection system, an important factor in increasing the quality of life of the population.

Actual scientific researches and issues analysis. The research of the nature, role, objectives and features of forms of consumerism has been paid much attention to by modern Western scholars. Among them: P. Kotler, J. Drucker, J. Hirst, L. Rosenberg, John Hobson, J. Lambe, J. Bremond, A. Zheledan and others. Our domestic science has just begun to accumulate developments on this issue. Among the first to refer to analysis of mechanisms of consumerism in Ukraine were V. Mandybura, O. Yazvinska, S. Gerasimov. Their achievements represent the general qualitative assessment of consumerism as a social phenomenon and economic mechanism, the study of the history of its development in different countries of the world. The issue of consumer protection in Ukraine has been also studied by T. Gorodetska, I. Slabkovska, L. Galat, V. Kravchenko, T. Kyseliova and others.

Uninvestigated parts of general matters defining. Despite the wide range of areas of studying the peculiarities of functioning of consumerism, the works of these scholars actually have not reflected the question of the determination of the effectiveness of the performance of the functions of consumerism in modern conditions.

The research objective. The aim of the article is a research of modern methodological approaches in order to assess the level of consumer protection in the context of development of socio-economic processes.

The statement of basic materials. Consumerism is one of the mechanisms for ensuring the development of a socially orientated market economy. The impact on the economic processes of the movement, the protection of consumer rights and interests are primarily manifested in stimulating business activity. Modern businesses realize that those companies become market leaders that meet the most active consumer interests and primarily socially responsible business has the perspective of growth.

The impact of consumerism on the socio-economic processes and the development of the society exists due to its exercising the specific functions. We refer to the main functions of consumerism ensuring the freedom of choice, the protection of consumer rights and interests, keeping informed, education and market regulation [1].

The state of the country as for observing the functions of consumerism can be evaluated analytically as giving formal opportunities to the consumers in case of violation of their rights to apply to a particular organization (manufacturer, public organization, the appropriate public authority). From

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

the results of this assessment we can build a consumer strategy of the country, which characterizes the capabilities of consumer protection.

In addition, it is possible to assess the level of compliance of the functions of consumerism through special formal approaches and methods: within this study it is suggested to achieve it by modifying the model of multyattributive goods. Several methods for translating the concept of multyattributive goods in the operating shape have been developed. The most popular one is the joint analysis (Green & Wind, 1975), which makes possible to measure private benefits that a potential buyer associates with each property (attribute). On the basis of this information the business entities can determine the number of properties that meet most requirements of each segment of the market. It is namely this method that is proposed for detailed consideration.

Starting from the general considerations we can access to the simulation of the concept of the brand as a set of attributes, to give it a practical utility and to check the extent to which this approach to the perception of customers describes the real situation and, in addition, provides a reliable leading indicator of real consumer behavior and the opportunities to maximize the market value of business [2-3].

Table 1 shows different elements that make up the model. Combining these elements we can determine the measure of the total utility which a certain buyer assigns to a particular brand. This general value, can be interpreted as a determinant of the probability of acquiring goods by a buyer.

Table 1

Modeling the concept of multyattributive goods

Objective properties	Attributes	Evaluation of attributes		Private utility	Full benefits
		Importance	Availability		
...C _{1i} ...	A ₁	W ₁	X ₁	u ₁	U
... C _{2i} ...	A ₂	W ₂	X ₂	u ₂	
...	
... C _{3i} ...	A _n	W _n	X _n	u _n	
Reality	Attribute set	Priorities	Perception	Values	
Datasheet	Research	The scale of relations	The scale of intervals	The integrated model	

The value or utility of an attribute for an individual depends on a combination of two factors included in the assessment. These factors are: the importance of an attribute and a receptive level of its availability. Such a subjective value is regarded as a private utility, which has every attribute. This value is formed in the result of a combination of a susceptible level of the presence of an attribute and its value.

Then a full utility of the mark for a particular buyer may be either the amount or the formation of private utilities, which he gives to an attribute:

$$U = u_1 X_1 + u_2 X_2 + \dots u_i X_i + \dots u_n X_n, \tag{1}$$

where:

U – a full utility of a mark;

u_i – a private utility of an attribute i;

x_i – a perceptive level of an attribute i.

Applying this model to the evaluation process of consumer protection as one of the most important features of consumerism in each separate product or service does not involve the evaluation of the attributes of goods, but how the consumer is protected using it. At the same time the parameters of the importance and the presence of an attribute are replaced by the parameters of the importance of the protection of any consumer's rights in this product and the presence of protection from the manufacturer.

$$U = u_1 X_1 + u_2 X_2 + \dots u_i X_i + \dots u_n X_n, \tag{2}$$

where

U – a legal protection index of consumer goods (services);

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

- u i - the importance of protecting the rights of a given product (service);
 x i – the perception of the level of protection of i-law in the above product (service);
 n – a legally specified number of consumers.

It is clear that under the high importance and low presence the mechanisms of regulation and self-regulation should be included such as – a collective consumer response and the reaction of the state. Depending on the product groups, setting the task, the importance of goods for the survival of the society different evaluation marks of "legal protection of consumers" can be used, similar to those used in the model of multyattributive goods.

Determining the full utility of this model implies the existence of a model of integration of private utilities. Additive and compensatory models the most commonly used:

- compensatory, as the low grade inherent in one of the estimated parameters can be compensated by a high grade characteristic of another;
- additive because it is assumed that there is no interaction between the parameters of evaluation.

It is possible to use other models, besides compensatory ones.

The operationalization of the concept of multyattributive goods. By using the above mentioned models of valuation of full and private utility we can use two procedures of assessment "compositional" and "decompositional".

The compositional approach moves from the evaluation of the marks for different attributes to forming an integrated quantitative assessment of utility. Otherwise, the "compositional" approach is to build the values of a complete utility based on the measurements of significance and understanding of deterministic attributes derived empirically. Using a compensatory or not compensatory integration models for combining these measurements, we get the full value of the utility synthesizing individual assessments of private utility and thus revealing individual preferences.

With regard to the process of consumer protection it is appropriate to apply a compositional approach in a situation where consumers have already got an opinion about the process they use, or goods and services that are on the market.

The decompositional approach is developed in the opposite direction and begins with classification of benefits of different products or brands, whose properties are already defined. This classification shows that it is based on private utilities for each characteristic that allows to restore the order of a respondent's preferences in the best possible way.

With the implementation of "the decompositional" approach, the respondents react to a number of a product's concepts described by usual specifications. The information collected by the respondents results in ranking benefits on the proposed concepts. Another analytical task is the formulation of private utility for each performance. Using the ratings of different sets of attributes we can reveal private utilities that underlie them, and then reproduce the structure of global benefits respondents [4-5].

It is appropriate to apply this approach while assessing the security of consumers to the products and services that only appear on the consumer markets of Ukraine. At a high level of transparency of consumer markets as a result of our country's accession to WTO, and a large number of technically sophisticated products their previous evaluation is appropriate.

Measuring the level of protection of consumers' rights based on a compositional approach is implemented in this way:

$$A_{ij} = \sum_{k=1}^n W_{jk} X_{ijk} \quad (3)$$

where:

- A ij – an individual j position in relation to the goods / services i;
- W jk – relative importance to the individual j the protection of the right k;
- X ijk – perceived by the individual j the level of protection of the right k in the product / service i (score);
- n – the number of recorded (determined) consumer rights [6-7].

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

The use of this model requires as initial information the scoring evaluation of the level of presence of security given in the above right in a regarded product / service. Such an assessment should be made according to a scale of intervals.

The relative importance of the right to the consumer, by contrast, should be evaluated according to a scale of relations. In order to get it, the respondents are asked to distribute 100 points between the major protected rights by proportion giving them importance.

To assess the importance the rating scales can also be used that are more convenient for testing consumers. It is necessary to apply the weighted average estimation of perceived product under a set of consumers. In this model (Fishbein's model) the low scores on one attribute can be compensated by the high scores on the other, so this method of estimation is not necessarily the most adequate.

The following discompensatory model of relationships is a disjunctive model. The buyer decides to consider only those brands that are the best for certain dominant rights, regardless of the position to the others. For example, there can be an important safety, in food products for some product groups that is no harm for health and the protection of other rights of consumers does not matter. Conjunctive model. The buyer establishes acceptable for each right. The product / service is rejected if it does not exceed the minimum at least in one of protecting rights. Thus, there is no integrated assessment, but only the identification of one or more suitable goods / services and we must make a choice between them.

Lexicographic model. The buyer acts consequently: 1) first he ranks the rights in the order of their importance; 2) then all the products / services or alternative choices are compared to the most important rights; 3) the brand with the highest score is selected. If there is an equality of evaluations, it is passed to the assessment of the second most important right, etc.

In fact, for the application of a discompensatory models the procedure of choice is commonly used in two stages. In the first stage the potential buyer accepts the conjunctive model, which enables him to exclude products that do not meet his minimum requirements. The second stage is a compensatory evaluation or lexicographical ordering of other goods is formed.

In addition to the options of assessing the level of protection of consumer rights international estimations should be also used also, the main of which is the "European quality index". The project the "European quality index" is designed for the systematic many-sided evaluation of customer satisfaction with the quality of products and services. It meets the interests of those who produce the products and those who consume it.

In this regard, there is a need for ensuring the restructuring of the general policy, namely:

- the need for accurate consumer information, that is the exclusion of discrepancy between the legal and information sector in the context of consumer protection;
- the lack of awareness of citizens of their role of consumers as the driving force of the market;
- incomplete or unclear labeling of goods, speculative prices, aggressive and poor quality of advertising and means of trade;
- individual consumers usually possess limited economic resources, that's why they are not sufficiently protected from abuse and other forms of violation of their rights;
- the problems in the sphere of security: the production and dissemination of innovative consumer products, the import of dangerous goods, the lack of the rapid exchange of information on the accidents related to the use of these products, services etc.
- the lack of enforcement structures and the mechanisms that would enable customers to achieve fast, inexpensive and fair resolution of disputes;
- the lack of coordination between public organizations and public authorities in whose competence are the issues related to the protection of consumers;
- poor organization and representation of collective interests of consumers, the low level of awareness of their rights as consumers, the lack of funds in non-governmental consumer organizations and other institutions, which represent the interests of consumers and take the appropriate decisions [3-5].

Thus, the process of consumer protection requires not only the regulation that is often implemented by the state authorities without the necessary approval of their actions, but also the monitoring that will

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

allow not only to assess the level of protection of consumer rights in the goods that are displayed on the market, but for those which are in the process of entering the market.

Conclusions. In the results of the study we have formed a methodological approach to the determination of the level of performance of the functions of consumerism. The model of application of multyattributive products to the process of evaluation of consumer protection rights in each separate product or service that does not include the assessment of product attributes, but how the consumer is protected while using it (the consumer rights are observed). The parameters of the importance and presence of attribute are replaced by the parameters of importance of the protection of a consumer's rights in this product and the presence of protection on the side of the manufacturer. At high level of importance and pour level of protection of the consumer rights on the side of the mechanisms of regulation and self-regulation should be included – represented by a collective consumer response and the reaction of the state. Depending on the groups of the products, the task, the importance of goods for the survival of the society different evaluations of "legal protection of consumers, "can be used similar to those used in the model of multyattributive goods.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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**THREE-LEVEL MODEL OF ORGANIZING
STATE FINANCIAL CONTROL****ТРИРІВНЕВА МОДЕЛЬ ОРГАНІЗАЦІЇ
ДЕРЖАВНОГО ФІНАНСОВОГО КОНТРОЛЮ**

Urgency of the research. Full implementation by the state financial control its functionality is possible only if the effective system of this control is really established.

Target setting. Systematic approach to the government financial control first of all provides searching the ways of constructive interaction of inspection bodies of different levels, as well as a common methodology and information space.

Actual scientific researches and issues analysis. The problems of financial control in all its aspects were investigated both by domestic and foreign scientists, such as O. Baranovskiy, I. Basantsov, V. I. Stefaniuk, S. Shokhin, T. Yunusova and others.

Uninvestigated parts of general matters defining. The lack of an integrated system of SFC has the negative impact on its organization and efficiency work of state controllers.

The research objective. The aim of the research is to develop the proposals for organisation of the integrated system of SFC.

The statement of basic materials. Under the system of financial control it should be understood the coherent interconnected and interdependent, hierarchical and dynamic set of models, types, functions, principles, goals, objectives, objects, subjects, objects, stages, forms, methods and means of the state financial control designed to measure the legality, appropriateness, effectiveness and efficiency of use of public financial resources and state property and the realization of financial, budget, tax, customs, monetary, foreign currency, debt, investment, antimonopoly policy and pricing policy; financial exploration of the processes associated with the existence of "shadow" economy, policy in the field of counteraction (prevention) of legalization of the illegally received income and terrorism financing; to develop and embody the preventive and corrective measures necessary for their improvement.

Conclusions. A structural approach to building an integrated system of SFC was developed, based on the three-level model of its organization, implementation and integration of its individual elements and subsystems for providing its subjects because of consolidating capabilities and material, labor, financial, intellectual and information resources, and harmonization of relations the synergistic effect of formation and use of budget funds and state trust funds, government borrowing, official foreign exchange reserves, foreign investment into the country and abroad, the state property; use of tax and customs facilities.

Актуальність теми дослідження. Повноцінне виконання державним фінансовим контролем свого функціонального призначення можливе лише за умови реального створення його дієвої системи.

Постановка проблеми. Системний підхід до державного фінансового контролю передбачає, насамперед, пошук шляхів конструктивної взаємодії контрольних органів різних рівнів, єдину методологію та єдиний інформаційний простір.

Аналіз останніх досліджень і публікацій. Проблематикою фінансового контролю в усіх його проявах займалися такі вітчизняні і зарубіжні вчені, як О. Барановський, І. Басанцов, І. Стефанюк, С. Шохін, Т. Юнусова та ін.

Виділення недосліджених частин загальної проблеми. Відсутність цілісної системи ДФК негативно позначається на його організації та ефективності роботи державних контролерів.

Постановка завдання. Розробити пропозиції щодо формування цілісної системи ДФК.

Виклад основного матеріалу. Під системою державного фінансового контролю, слід розуміти цілісну взаємопов'язану і взаємозумовлену, ієрархічну та динамічну сукупність моделей, видів, функцій, принципів, цілей, завдань, предметів, суб'єктів, об'єктів, етапів, форм, методів й засобів забезпечення державного фінансового контролю, призначених для виміру законності, доцільності, результативності і ефективності використання державних фінансових ресурсів і державної власності й реалізації фінансової, бюджетної, податкової, митної, грошово-кредитної, валютної, боргової, інвестиційної, антимонопольної політики та політики ціноутворення; фінансової розвідки процесів, пов'язаних з існуванням «тіньової» економіки, політики в сфері протидії (запобігання) легалізації доходів, одержаних злочинним шляхом, і фінансуванню тероризму; вироблення і вжиття необхідних для їх вдосконалення превентивних і коригуючих заходів.

Висновки. Розроблений конструкційний підхід до формування цілісної системи ДФК, що базується на трирівневій моделі її організації, імплементації й інтеграції її окремих елементів і підсистем для забезпечення завдяки консолідації можливостей і матеріальних, трудових, фінансових, інтелектуальних й інформаційних ресурсів її суб'єктів та гармонізації їх контрольних відносин синергетичного ефекту формування й використання бюджетних коштів і коштів загальнодержавних цільових фондів, державних запозичень, офіційних золотовалютних резервів, іноземних інвестицій у країну та за її межі, державної власності; використання податкових і митних пільг.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Keywords: *an integrated system of state financial control; three-level model; the synergistic effect.*

Ключові слова: *цілісна система державного фінансового контролю; трірівнева модель; синергетичний ефект.*

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Urgency of the research. Ensuring of social and economic development, increasing the production efficiency, solving the problems of life of the state, reducing the shadow economy and corruption are impossible without adequate modern realities of efficient and effective state financial control. The full implementation of SFC functions is possible only by the establishment of an effective system.

The research objective. For the effective implementation of a unified state financial policy the financial public authorities have to function as a system, so it is a systematic approach that allows to provide state financial control into socio-economic life of society, to analyze and consider all relevant factors of the economy, to evaluate and predict in a qualified manner the consequences of decisions affecting the financial and material sphere. Systematic approach to public financial control involves, above all, finding ways to control constructive interaction of different levels, legislative support their organization and functioning, unified methodology for joint activities, the creation of a common information space.

Analysis of recent research. The problems of financial control in all its manifestations are studied by such domestic and foreign scientists as O. Baranovsky, I. Basantsov, V. Burtsev, Yu. Voronin, V. Dyachenko, K. Zaharov, O. Kozyrin, L. Ovsyanykov, S. Oponyshev, V. Panskov, P. Petrenko, V. Polischuk, S. Ryabuhin, M. Stolyarov and others.

Uninvestigated parts of general matters defining. Highly assessing the contribution of researchers in coverage of theoretical and methodological foundations and practical aspects of state financial control, however, we have to note that today the issue of building an integrated system of financial control is not sufficiently studied, which negatively affects its organization, causing inadequate separation of control functions and poor coordination and duplication of its activities, inadequate response to the results of the control measures, and therefore improper performance of state controllers.

The research objective. The purpose of investigation lies in developing proposals for the formation of an integrated system of financial control.

The statement of basic materials. There is still no single system of financial control in Ukraine that affects the efficiency and effectiveness of this kind of control. Hence, to develop an effective system of state financial control is a current need. Nowadays it is quite important to develop and establish an integrated system of financial control in Ukraine; without it is impossible to ensure progressive socio-economic development, real reform of the budget system and the social security system, solving immediate needs in different state spheres, effective use of state property, the formation of civil society in Ukraine. Ensuring compliance with national and financial interests and the rights of economic agents is equally important

For the effective implementation of a unified state financial policy financial public authorities have to operate as a system as it is a systematic approach that allows to provide state financial control into the socio-economic life of society, to analyze and consider all relevant factors of the economy, to evaluate and predict in a qualified manner the consequences of decisions affecting financial-material sphere. Systematic approach to public financial control involves, above all, finding ways to control constructive interaction of different levels, legislative support of their organization and functioning, unified methodology for joint activities, the creation of a common information space [1, p. 81].

In the economic and legal literature, the term "control system" is seldom used, but when used, it does not usually include without meaningful analysis and terminology. In technical literature this term is used extensively as creating any complex technical object without a control system for its formation and operation is impossible. Control systems are: 1) technical devices that carry out the measurement parameters and control of the facility for a given algorithm; 2) means of control and performers; 3) means of control and control entity, incorporated into the information system control. The third

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

determination is the most complete and may serve as the basis for developing the concept of the control system in public administration. Thus, M. V. Vasilieva determines the control system as a set of subject, object, means and methods of control that interact as a whole in the process of establishing the desired results, performance of measurement, object condition monitoring, analysis and evaluation of measurement data and development of the necessary corrective actions. In her opinion, including objects in the financial control means that the system must be unique and created for each of them. The researcher believes that an important role in the control belongs to its means, which include not only some hardware, but the forms and methods of control that are necessary to develop for this particular system.

The presence of listed links between the elements and the necessity for analytical-information work emphasize that the monitoring system is largely an information system based on the processing of large volumes of information, which requires the use of modern means of processing.

The system of control is treated as a set of organizational structure and processes initiated by its subjects managerial, technological, assessment and agency, including methods, tools and techniques that detect or prevent the emergence of deviations of actual state of the object from the established standard, to ensure achievement performance objectives and its functions within the standards established by regulations and optimal risks [2].

V. L. Pleskach and K. S Zhadko slightly expand the number of elements of financial control system, including to it: subjects, objects, principles, methods, forms, types of control, the stages of the process control, and management decisions by monitoring results [3, p. 86].

In our opinion, it is very important to find out the nature of the system of state financial control. And the essence of the latter is interpreted simply as a set of interrelated and interacting institutions that operate as a single entity with common goals and objectives [4] and is more complex.

Considering the state financial control as a social system, the main characteristics are: elements (subject, object and action control), links, boundaries, environment and the subsystems are controlling and controlled (subcontrolled), S. M Klimova concludes that the set of elements of financial control may become the system when it receives the capacity for self-organization, self-regulation, an adequate response to changes in the environment where it is (it exists within a particular state with specific economic conditions). Moreover, such a system is viewed by the researcher as a static and dynamic phenomenon [5].

Researchers maintain the system of methodical approaches for creating a complex control system in the course of projects implementation, which, to our mind, is legitimate up to a point, and consequently can be used in relation to forming the state financial control system [6]:

1) the control system structure is well-organized and integral, that provides for the terminologically and structurally unified system, with all sources and recipients of information clearly identified, as well as with non-conflicting organization of information flows;

2) the system of control includes the feed-back mechanism providing information on the result achievements, that makes it possible to define both the arising and unforeseeable problems, take necessary measures aimed at avoiding the negative divergences in the course of the project implementation;

3) the control system structure is of a multilevel nature. Herewith the decomposition of each level that goes into detail description of the system consistently, by the composition of processes and connections has a single format, that, in particular, makes it possible to replace the solution of one complicated task (the creation of the control system) with the solution of a number of simpler tasks (by the elements and processes of every decomposition level);

4) the concept of control has purposeful and transparent nature, that provides for the final result of the functioning of the system as a whole to be the system-creating factor. The organization of processes within the system is inferior to the logic of hierarchy and the sequence of results development. Thus, the unity of information on the results is provided both vertically by levels of decomposition and horizontally - from a process to process within every level;

5) the creation of the control system is based on the rational organization of information flows, which means that both senders and recipients of information are clearly identified, the integrity,

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

continuity and consistency of information flows are provided;

6) the complex nature of the control system envisages the provision of permanent cooperation with the systems of planning, budgeting and regulation, as well as the estimation of the consequences prognosis in the course of the project implementation;

7) the control system includes the mechanism of verification of the information received from performers and stimulation of reliable information transfer on the course of performance of project works;

8) the concept of control has the address nature. It is aimed at the participants of a project who make decisions on participating in it and its financing: a customer, an investor and their representatives. They shall timely get information on the divergence in the course of implementation, the prognosis values of duration and the project cost, have some financial reserve in case of non-fulfillment of the set volumes in the pre-arranged term.

However, in our opinion, the system of methodical approaches offered for the creation of a complex control system in the course of projects implementation is mainly concentrated on the informative aspect of the control system functioning and does not take into account other important subsystems of its forming, functioning and development in full.

The state financial control system is defined as the combination of the structural creation of the state financial control, the totality of objects and subjects of control and co-operation between them during realization of the fixed functions, complemented with the aim of the state financial control. Within the framework of organs of the system the following constituents are determined: external, internal, department and specialized state financial control depending on the levels of realization. Such a system embraces both a normatively-legal base and organs carrying out the state control, and also forms and controls methods.

However, we believe, that these definitions lack integral connection between the structure of the system and its objects and subjects, moreover, the supervisory organs and varieties of the state financial control are not adequately identified, with its providing subsystems taken only to normatively-legal, organizational and methodical ones.

The state financial control system can also be seen as a complicated mechanism of legal, financial, economic, organizational and other methods of influence of the state with the purpose to ensure legality and authenticity of financial operations, the objective estimation of their economic efficiency and expediency, as well as the increase of budget revenues, safety and rational disposition of public domain [7, c. 140].

However, to our mind, the state financial control system, certainly, is not taken only to the totality of methods. The word-combination "mechanism of methods" in this context can be treated as improper.

The state financial control system is dealt with not as a strict hierarchy of organs of financial control and their subordination, but as a unity of aims, principles and co-ordination of actions in the sphere of financial control over the national and municipal funds [8]. However, we believe that the existence of the system is just impossible without certain organs, but at the same time different organs of state financial control a priori cannot serve identical aims.

A. L. Ovsianikov states that there is no generally accepted definition of the concept of "financial control system", although the term is widely used not only in the literature but also in normatively-legal, administrative and managerial, educational and other references related to the state financial control activity. He emphasizes the fact that authors, as a rule, do not expose the content and features of financial control as a social-economic system; the scheme of "any control system" is applied to the system of financial control, without noticing that the construction presented by a chart is illogical and inwardly contradictory; with the elements of the system itself and external terms of its existence artificially combined. Therefore, he believes, that the system of financial control should be defined and examined, as it really exists, in the concrete actions of people, that form and carry out public regulation and state administration [9, c. 13-14].

In our opinion, it is possible to agree that overall effective system should provide reliable implementation of financial control in three main areas:

formation and use of all public funds, regardless of the form in which they exist - the budget or any

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

other; activities of the executive in charge of practical financial, credit, monetary, fiscal and monetary policy; attraction and use of businesses and individuals and other credit organizations, which is provided by law [9, c. 23].

However, the above-mentioned trends, in our view, do not cover all the objects of state financial control. Hence they should be supplemented by issues such as the use of state property; debt, investment, customs, competition policy and pricing; formation, distribution, redistribution and use of funds for business, and the use of businesses (primarily banks and NBFIs) for the maintenance of public funds; financial intelligence processes associated with the existence of "shadow" economy, politics (prevention) legalization of proceeds from crime and terrorist financing.

In this regard, a particular problem in forming a unified system of state financial control is almost complete lack of integrated theoretical ground rules for the state financial control in scientific literature, which is an essential kind of financial control and combines budget, tax, customs and currency control, control of monetary circulation, pricing and economic concentration (antimonopoly control), control of the opposition (prevention) of money laundering and terrorist financing.

M. Stolyarov among the principles of a systematic approach to the organization of financial control attributes [10, c. 18-19] identifies: integrity, structuring, hierarchy, functionality, informativity. He notes that it is the integrity of a systematic approach, without which it cannot be a system. Developing this idea, M. Stolyarov emphasized that "state financial control in this respect can be seen as both an independent system, which is a whole and as a subsystem, which is a part of the higher level - social control".

Integer (management system) and part (control) are studied simultaneously. Thus, the nature of financial control, its goals and objectives should be adequate to the strategic objectives of the state " [10, c. 35].

The unified system of financial control, in our view, should include a complete set of internal and external state financial control. However, the theory of structural-functional analysis of E. Durkheim, considering any institution (including financial) is a subsystem of parliamentary and state financial control, can be imagined as a system of ideas, values, goals norms, principles of regulations, institutions and relationships, objects and object; a set of tasks and functions, forms and methods of financial control technology its effective evaluation.

Thus, according to T. Tabunshchikova the system of organization of external state financial control is based on the following principles: complexity of operations; decisive selection (top) level - the Accounting Chamber; phased development of the external state financial control exercised by the Accounting; organizational dynamic development of the state financial control. According to the author, the construction of an effective system of financial control is impossible without a national policy in this area based on the organizational principles of integrated subsystems of external financial control. Moreover, the Chamber must establish common rules, standards, classifications of financial irregularities, reporting; develop guidelines, provide a single information database and monitoring the control measures; analyze and draw conclusions on the performance of the consolidated state budget indicating the causes of violations, trends, measures to address the deficiencies and irregularities in the implementation of public financial policy [4].

According to M. Stolyarov, a structuring principle of system approach to the organization of state financial control can detect persistent connection between objects (management and control), parts of the whole experience, its organizational structure. Financial control that is organized in a legal democratic state is divided into external and internal. Each of these controls has its specific purpose. Organizational structure - a way of combining elements of the system - must meet the goals and objectives of control and provide a stable relationship between them. Disruption or weakening of the connections between internal and external control inevitably leads to lower efficiency of the entire system of control".

Speaking about the hierarchy, M. Stolyarov emphasizes that to realize the principle of system approach to the organization of financial control in the country in relative autonomy in matters of control is difficult. Thus, the "Subordinate bonds can be compensated coordination - in terms of sustainability and compliance interests as a whole and creating a system of parts. Management

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

systems in multi-hierarchical structure are never completely rigid - hierarchy is combined with lower autonomy and provides the possibility of self-organization".

Commenting special place in the systematic study of the principle of functionality, M. Stolyarov said that "the organization of financial control across the state provides, on the one hand, the determination of the actual role of control of the socio-economic development, on the other – identification of the functional relationships between components of a control system, and between the parts and the whole. The difference between the function of financial control should be clearly distinguished, i. e. coinciding with the openly declared aims and objectives of the Institute of Financial Control and hidden ones. The latter includes the creation of well-established and widespread financial control conditions precluding misuse in the financial sector, corruption among officials, diversion and inefficient use of public funds".

Arguing the need to respect the informativity principle M. Stolyarov stresses that this property is "inherent management systems of any complexity, is a prerequisite for the organization and operation of financial control. Due to the forward and reverse communication the system has the ability to judge its viability, matching the performance of the planned objectives. Without the information it basically cannot be controlled" [10, с. 36-37].

Thus, summarizing the above mentioned, the system of financial control, in our view, should be understood as a coherent interconnected and interdependent, hierarchical and dynamic set of models, types, functions, principles, goals, objectives, objects, subjects, objects, stages, forms, methods and means of state financial control, designed to measure the legality, appropriateness, effectiveness and efficiency of public financial resources and public property and the implementation of financial, budget, tax, customs, monetary, foreign exchange, debt, investment, antitrust policy and pricing of business; financial intelligence processes associated with the existence of "shadow" economy, politics AML (prevention) legalization of preventive measures from crime and terrorist financing; develop and improve their preventive and corrective measures.

This definition differs from the current definition of the nature of the relationship between its elements, clarifying their list and end use, the expansion of the subject of state financial control, which gives clear guidelines for the formation of such a system.

In our opinion, the best option of forming financial control system of which is the most widespread in the world is a three-tier model system (Pic. 1.)

Taking into consideration the above-mentioned a structural approach to the formation of integral system of the state financial control, based on a three-level model of its organization, adoption and integration of its individual elements and subsystems that provide consolidation opportunities and material, labor, financial, intellectual and information resources of its subjects and harmonization of their control relations, synergetic effect (which exceeds the total effect in the case of separate operation) the formation and the use of budget funds and state extra-budgetary funds, state borrowing, official reserves, foreign investment in the country and abroad, state ownership; the use of tax and customs privileges is proposed. Such synergetic effect as a cornerstone criterion of state financial control organization in the end is not only in the classical economy of regulatory bodies that form the system of the state financial control over the mixed model, on the scale, improving the self-organization of such a system, but also increases the effectiveness and efficiency of public services provided in all areas that characterize the objects of the state financial control, and therefore contribute to the financial security of the state as a whole and efficiency of the public finances movement, functioning of economic entities and the welfare of the population in particular.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

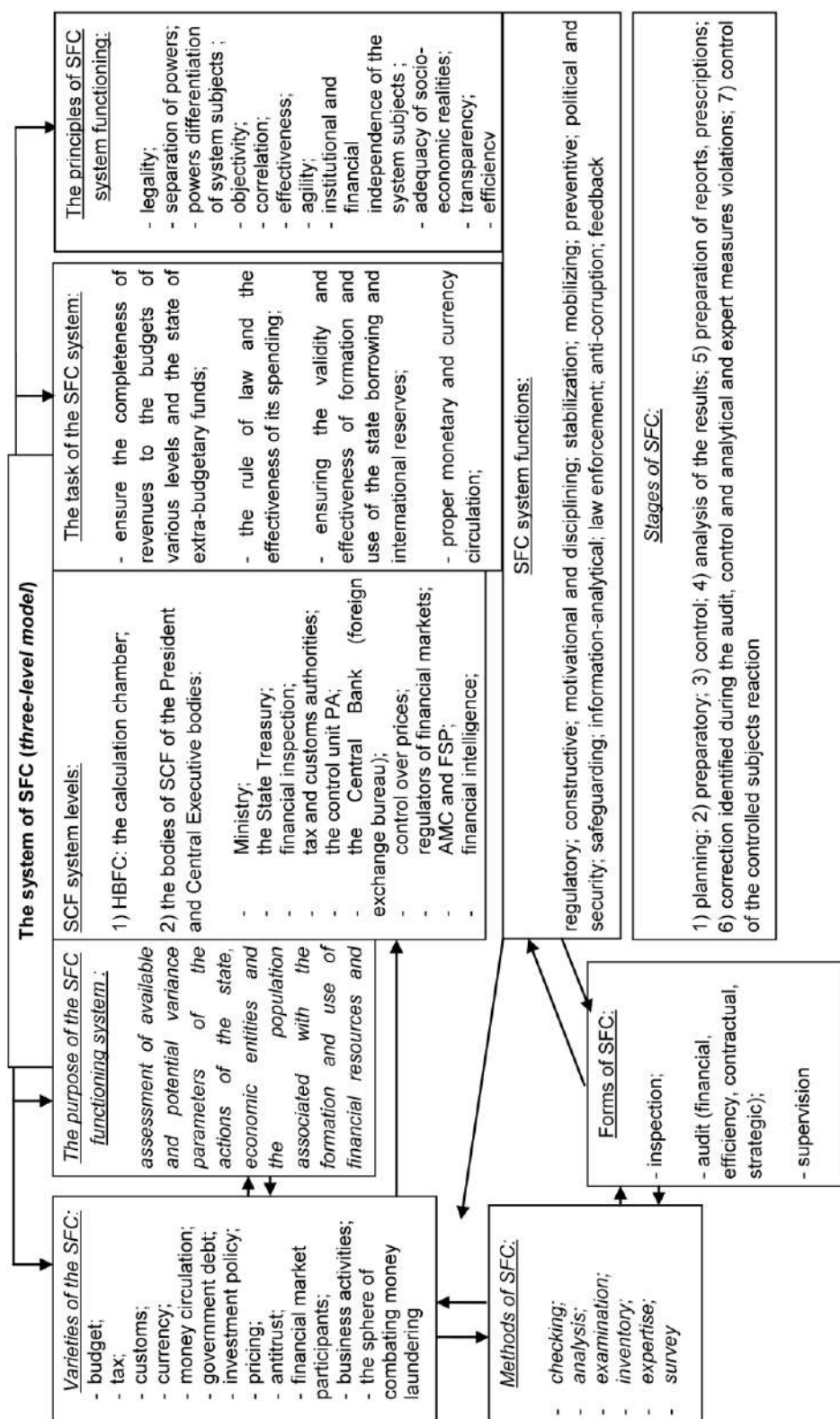


Fig. 1. Three-level system model the of state financial control (author development)

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Conclusions. Implementation of the such structural approach to forming integral system of the state financial control, based on a three-level model of its organization will ensure the effectiveness of the financial control system functioning in general and separate regulatory bodies, which it contains.

At the same time, in addition to the basic subsystems of external and internal public financial control system includes several security subsystems, without which its normal functioning is impossible. And, therefore, the last consideration requires further study.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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ECONOMIC EFFECTIVENESS OF THE ACTIVITIES OF LOCAL SELF-GOVERNMENT UNITS IN THE LIGHT OF THE MUNICIPALITY FINANCIAL RESOURCES**ЕКОНОМІЧНА ЕФЕКТИВНІСТЬ ДІЯЛЬНОСТІ ОРГАНІВ МІСЦЕВОГО САМОВРЯДУВАННЯ ЧЕРЕЗ ПРИЗМУ ФІНАНСОВИХ РЕСУРСІВ МУНІЦИПАЛІТЕТУ**

Urgency of the research. A municipality is an autonomous and independent from other state administration institution. The process of development that is being implemented by a district is a set of qualitative and quantitative transformations aimed at increasing the satisfaction level of the collective and individual needs of its inhabitants.

Target setting. The evaluation of the action of local government should be directed at the utilization of endogenous potential. The results of the analysis should allow identifying the peripheral areas or key actions.

Actual scientific researches and issues analysis. Scientific work of M. Bilski, M. Holstein-Beck, K. Cameron, R. Griffin, A. Hamroll, M. Kachniarz, P. Dziekanskigo, B. Fllipiak, S. Owsiak, - indicate the effectiveness of the action of local self-government and the measures to evaluate it.

Uninvestigated parts of general matters defining. The process of social and economic development carried out by the municipality is a set of transformations aimed at meeting the needs of the local community. One of the fundamental factors of the development process is the economic base of individual units.

The research objective. The aim of the study is to analyze the spatial diversification of economic efficiency of municipalities in the Świętokrzyskie voivodship in 2010 and 2015. The analysis is both static and dynamic. The source of statistical information was GUS Local Data Bank.

The statement of basic materials. The synthetic measure indicates the poor financial performance of the surveyed units. Both in 2010 and 2015 the best unit turned out to be Sitkówka-Noiny 0,495 - 0,472. At the end of the ranking were respectively Dwikozy 0,239 - 2010; Bliżyn 0,257 - 2015.

Conclusions. The indicated method provides information about the category of the object under consideration. The value of the measure depends on the economic character of the region as well as financial autonomy, level of own income, local taxes or infrastructure. Data received depend on the number and type of accepted variables to be tested.

Keywords: efficiency; economic efficiency; community; financial resources; synthetic measure.

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Актуальність теми дослідження. Муниципалітет є автономною і незалежною від інших органів державної адміністрації інституцією. Процес розвитку, який втілюється районами, є комплексом кількісних та якісних трансформацій, спрямованим на підвищення рівня задоволення індивідуальних і колективних потреб його мешканців.

Постановка проблеми. Оцінка діяльності органів місцевого самоврядування має бути спрямована на використання ендogenous потенціалу. Результати аналізу мають дозволити визначення периферійних сфер або ключових видів діяльності.

Аналіз останніх досліджень і публікацій. Наукові праці М. Більські, М. Холстейн-Бек, К. Камерон, Р. Гріфін, А. Хемролл, М. Кяхняж, П. Дзєканського, Б. Філіп'як, С. Овсьяк визначають ефективність діяльності органів місцевого самоврядування і заходи для їхньої оцінки.

Виділення недосліджених частин загальної проблеми. Процес соціально-економічного розвитку, що виконується муниципалітетом, є комплексом трансформацій, спрямованим на задоволення потреб локальної громади. Одним з фундаментальних факторів процесу розвитку є економічна основа індивідуальних одиниць.

Постановка завдання. Метою дослідження є аналіз просторової диверсифікації економічної ефективності Швєнтокшиського воєводства у 2010 р. і 2015 р. Аналіз є як статичним, так і динамічним. Джерелом статистичної інформації була база даних GUS Local Data Bank.

Виклад основного матеріалу. Синтетичне вимірювання демонструє погану фінансову діяльність досліджуваних одиниць. Як у 2010 р., так і у 2015 р. найкращою одиницею виявилася Сітківка-Ноїни 0,495 - 0,472. У кінці рейтингу знаходиться Двікози 0,239 - 2010 р; Бліжин 0,257 - 2015 р.

Висновки. Зазначений метод забезпечує інформацію про категорію об'єкта, який розглядається. Цінність вимірювання залежить від економічного характеру регіону, а також його фінансової автономності, рівня власного доходу, місцевих податків та інфраструктури. Отримані дані залежать від кількості і типу змінних для тестування.

Ключові слова: ефективність; економічна ефективність; громада; фінансові ресурси; синтетичне вимірювання.

Urgency of the research. The municipality constitutes a community of local residents of a defined territory. It performs functions aimed at satisfying the needs of the inhabitants [1, p. 11], which is the

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

municipality own task. The tasks of the municipality can be divided into certain categories, namely technical infrastructure, social infrastructure, public order and security, spatial and ecological order.

The process of social and economic development carried out by the municipality is a set of transformations aimed at meeting the needs of the local community. One of the fundamental factors of the development process is the so-called economic base of individual units (endogenous resources of a unit, e. g. own income, infrastructure capital, human capital). The higher the own income in the income structure is, the greater its financial autonomy in designing and executing the preceding tasks become [2, pp. 81-94]. An economically relevant location pension means potential more or less tangible benefits of the location of a given unit in space [3, pp. 34-63]. It is sufficient to note the important correctness resulting from the localization theory related to localization rent, namely the proximity of infrastructure, mainly the road network. Thus the municipalities use the basic resource, e. g. infrastructure [4].

Target setting. The basic aim of the actions taken by the municipality is socio-economic development. It is done within the qualitative and quantitative processes taking place in a given local system, taking into account the system's specific needs, preferences, endogenous resources. Local authority activities in the indicated area include administration, management or ownership responsibilities, public funds allocation and monitoring and evaluation of the unit's functioning [9, p. 71].

Economic efficiency (of the municipality) is the result of an activity or a specific project resulting from the relation of obtained effects to expenditure incurred. By analyzing the notion of efficiency in the light of the new institutional economy, we can say that efficiency means eliminating external costs with the smallest possible transaction costs while ensuring efficiency (best allocation [10]). Effectiveness in relation to the performance of self-government tasks is understood as a set of economic relations in the form of cash flows between participants in the activity for carrying out the tasks assigned by law (legal effectiveness). It depends on the appropriateness of the selection and the correctness of the construction of monetary instruments, through which the processes of division and exchange of manufactured goods and services are realized [11, p. 192]. It is understood as the development of public expenditure, including local government, which allows for the greatest social utility of allocated public funds [12, p. 6].

Actual scientific researches and issues analysis. The wide spectrum of social, economic and spatial phenomena and processes that make up JTF's activities makes their effectiveness the result of the activity of the various entities. Efficiency is the ability to adapt to changes in the environment or to the fulfillment of goals. Scientific work of M. Bilski, M. Holstein-Beck, K. Cameron, R. Griffin, A. Hamroll, M. Kachniarz, P. Dziekanski, B. Flipiak, S. Owsiak indicate the effectiveness of the action of local self-government and the measures to evaluate it. They refer to internal and external peculiar criteria for a given context and temporal or target characteristics.

Uninvestigated parts of general matters defining. The continued growth of public tasks at the level of self-governments, with limited financial resources, has prompted interest in the efficiency of public finances. Local governments should strive for financial efficiency by switching to thinking in terms of economic efficiency and cost-sharing.

The lack of budgetary mechanisms for binding public spending on their effects is often one of the main weaknesses of public finance. Therefore, efforts are desirable to measure the effects of public tasks and construct their metrics, which are often immaterial [13].

The research objective. The aim of the study is to analyze the spatial diversification of economic efficiency of municipalities in the Świętokrzyskie voivodship in 2010 and 2015. Due to the multidimensional nature of the effectiveness of the measure, a synthetic measure was built. The analysis is both static and dynamic. The basic source of statistical information was materials available in the electronic form of the GUS Local Data Bank.

The assessment of spatial diversity of municipalities began with the definition of substantive, territorial and temporal scope (Tab. 1 [5]). The next step was to evaluate the degree of variability and the inverse correlation matrix analysis (diagonal elements > 10). The normalization of attribute values (zero unitary method [6]) and the determination of the value of the synthetic measure of effectiveness (iner-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

tial method) were then performed. Finally, linear alignment and 4 quartile groups, intra-group and intergroup diversity analysis, and final conclusions were formulated [7; 8].

Table 1

Variables describing the effectiveness (financial situation) of local government (per capita)

X1	Operating surplus	S
X2	Own income	S
X3	Local taxes and charges	S
X4	PIT incomes	S
X5	CIT incomes	S
X6	Capital expenditure (investment)	S
X7	Expenditure on transport and communications	S
X8	Expenditure on education and upbringing	S
X9	Property expenses for the housing economy	S
X10	Property expenditure on municipal economy and environmental protection	S
X11	Expenditure on health care	S
X12	Local debt	D
X13	Expenses on interest	D
X14	Subsidies	D
X15	Grants	D
X16	Current expenditure	D

Descriptive statistics and the inverse correlation matrix have allowed to remove variables X1, X12, X14 from further investigation; S stimulant; D destimulator;

Source: own elaboration

The statement of basic materials. The synthetic measure indicates the poor financial performance of the surveyed units. Both in 2010 and 2015 the best unit turned out to be Sitkówka-Nowiny 0,495 - 0.472. At the end of the ranking were respectively Dwikozy 0.239 - 2010; Bliżyn 0.257 - 2015 (Tab. 2).

Table 2

Synthesis of financial efficiency $S(\rho_c)$

	2010	2015
A Very good	Sitkówka-Nowiny 0,495 Bogoria 0,390 Mniów 0,322 Złota 0,321	Sitkówka-Nowiny 0,472 Tuczępy 0,398 Miedziana Góra 0,317 Strawczyn 0,317
B good	Michałów 0,317 Bieliny 0,316 Nagłowice 0,294 Wodzisław 0,293	Wilczyce 0,315 Wiślica 0,313 Górno 0,295 Oksa 0,295
C weak	Sadowie 0,292 Skarżysko Kościelne 0,292 Kluczewsko 0,283 Pierzchnica 0,283	Klimontów 0,294 Opatowiec 0,294 Wodzisław 0,283 Solec-Zdrój 0,282
D bad	Bejsce 0,280 Klimontów 0,279 Tartów 0,247 Dwikozy 0,239	Smyków 0,281 Ruda Maleniecka. 0,280 Imielno 0,260 Bliżyn 0,257

The table shows the 2 best and weakest units in the group;

Source: own elaboration

Sitkówka-Nowiny is a rural municipality that lost its agricultural character to industrial function. Dwikozy is characterized by a lack of extensive sewerage network and a low rate of growth of business entities and agriculture, which retains approximately 83.5% of the population (2015). Agriculture of the commune of Bliżyn is the main branch of the economy alongside forestry, which is the basis for the household maintenance.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

The level of differentiation according to the measure of financial effectiveness in 2015 compared to 2010 was slightly different according to the standard deviation (0.04-0.03), which also confirms the value of the stretch, which in 2015 was lower than in 2010 (0.256- 0.215). The coefficient of variation of 0.13-0.073 was also reduced in the study period, which can be interpreted as a reduction in dispersion (Tab. 3).

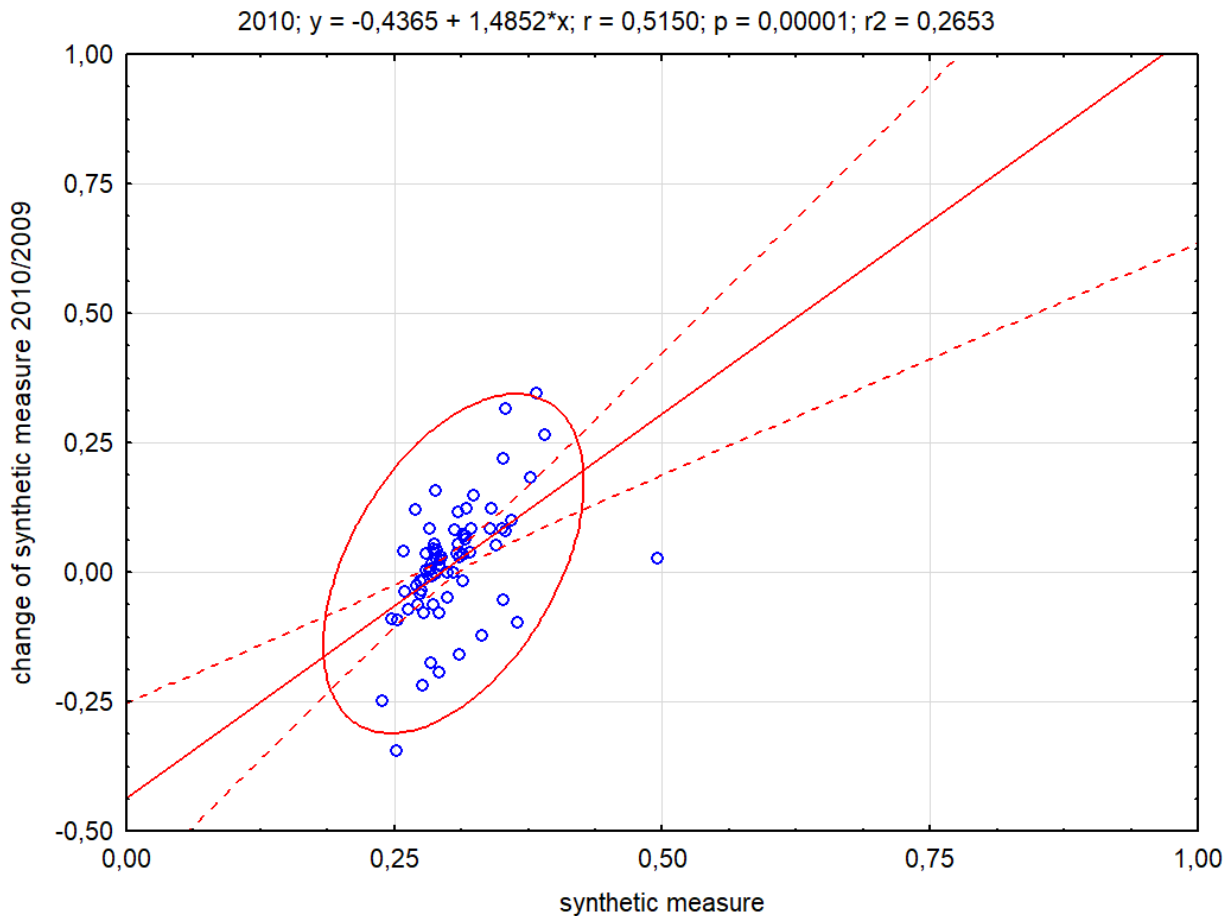
Table 3

Diversity of financial performance measures $S(pc)_i$

	2010	2015
average	0,305	0,303
standard deviation	0,041	0,034
coefficient of variation	0,133	0,113
min	0,239	0,257
max	0,495	0,472
gap	0,256	0,215
slant	1,755	2,339

Source: own elaboration

The correlation value indicates a fairly stable spatial variation in financial situation. Pearson's correlation coefficient in 2015 fell to 0.515 -0.365 from 2010, which may indicate divergence. Analysis of the scatter plot of the synthetic financial situation and its changes in 2010 and 2015 indicate a very good fit of the regression line (Fig. 1).



ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

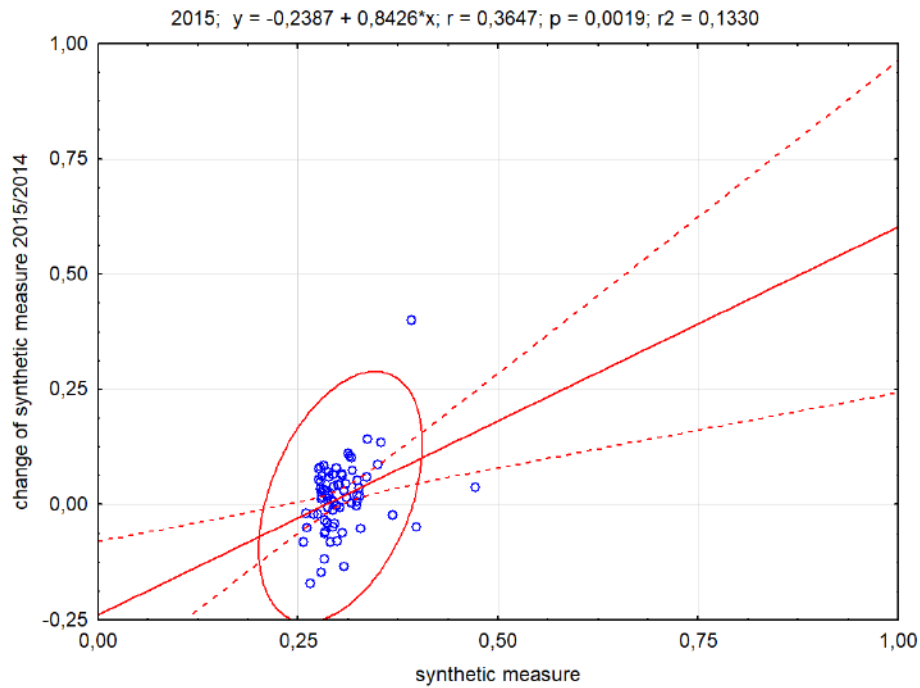
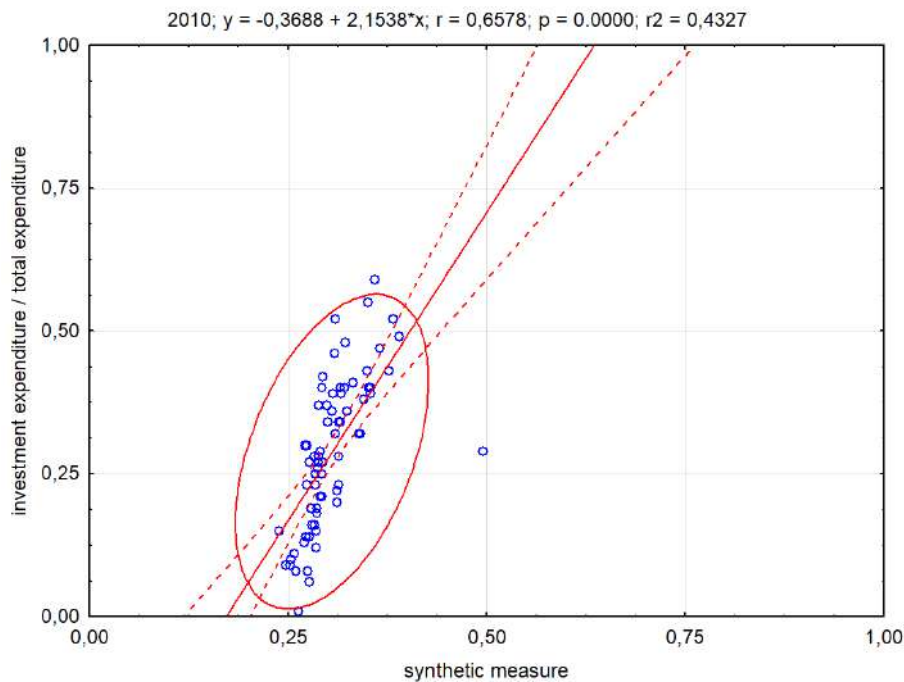


Fig. 1. Diagram of the ratio of the measure of synthetic financial effectiveness and its changes with matching regression lines in 2010 and 2015

Source: own elaboration

Investment expenditures shape the development opportunities and serve to rebuild and expand existing infrastructure as well as effective realization of tasks. From the analysis of Fig. 2, it is concluded that the synthetic measure was subject to divergence in 2010 as compared to 2015 ($r = 0.657 / r^2 = 0.432$ in 2010 and $r = 0.496 / r^2 = 0.24$ in 2015; Fig/ 2).



ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

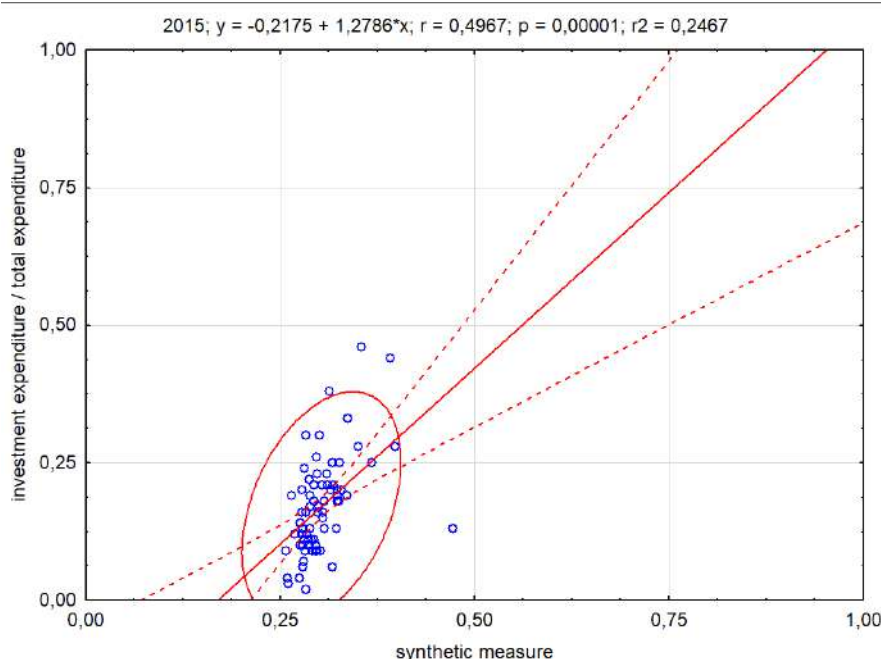


Fig. 2. Chart of financial ratio and investment expenditure / total expenditure with regression line matching

Source: own elaboration

Intra-group diversity measures indicate the low homogeneity of the separated groups both in 2010 and 2015 (Tab/ 4).

Table 4

Intra-group similarity measures for the measure of financial effectiveness (max / mean)

	2010	2015
A	4,924	5,898
B	7,532	2,673
C	8,234	2,775
D	4,548	2,997

Source: own elaboration based on GIS CSD data

Table 5 shows very clear intergroup differences. High max / min values indicate less similarity of groups. Greater max / mean values indicate low homogeneity of groups in both 2010 and 2015.

Table 5

Characteristics of intergroup diversity for the analyzed measures of financial effectiveness

		AB	AC	AD	BC	BD	CD
2010	max/min	62,703	28,524	16,403	80,174	73,467	129,213
	max/average	4,186	2,281	2,214	6,021	4,523	4,992
2015	max/min	48,693	44,253	58,154	47,453	24,942	22,635
	max/average	4,000	4,004	3,834	3,069	2,974	2,873

Source: own elaboration based on GIS CSD data

Conclusions. Municipalities play a predominant role in local government in Poland; they have the role of an active landlord, aiming to stimulate local socio-economic development. They finance areas are education, social welfare, housing, community management, transport and communication, culture. This satisfaction of the needs may not be effectively realized precisely as a result of the influence of various factors on municipal finances.

The assessment of the action of local government should be directed at the utilization of endogenous potential. The results of the analysis should allow the identification of peripheral areas or key

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

actions. The indicated method provides information about the object category under consideration. It provides the basis for assessing the effectiveness of financial instruments used in the past. The value of the synthetic measure describing the effectiveness of the activity is shaped by the number of accepted variables tested. In the case of municipalities we encounter data deficits, which significantly impede the assessment and inference process.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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L. M. Lyskova, Candidate of Economic Sciences, Associate Professor**Л. М. Лиськова**, к. е. н., доцент**THE EFFECTS OF THE INCREASE IN TRADE COOPERATION BETWEEN UKRAINE AND EU IN AGRICULTURAL SECTOR: EMPIRICAL EVALUATION****НАСЛІДКИ НАРОЩЕННЯ ТОРГОВЕЛЬНОГО СПІВРОБІТНИЦТВА МІЖ УКРАЇНОЮ ТА ЄС В АГРАРНОМУ СЕКТОРІ: ЕМПІРИЧНА ОЦІНКА**

Urgency of the research. State economic growth is impossible without developing and strengthening cooperation with countries which were identified as prior during the country's integration into the European economy. Unfortunately, despite significant economic potential output Ukraine's agricultural sector is still technologically backward and therefore not sufficiently competitive in the international market.

Target setting. It is reasonable to argue the effects of trade cooperation between Ukraine and the EU in the agricultural sector in a context of increasing the competitiveness of Ukraine.

Actual scientific research and issue analysis. Certain aspects of research were expounded in the researches of T. Ostashko, Popov, A. Ermolaev S. Taubadel, O. Pavlyuchenko, I. Tyuha etc.

Uninvestigated parts of general matters defining. Despite the considerable number of scientific publications relating to the chosen subject, the effects of foreign trade of Ukraine and the EU in agriculture, based on the deeper empirical research in the long term, which is of considerable scientific interest still require thorough study.

The research objectives. The aim of the research is to analyze the possibility of main effects from increased trade cooperation between Ukraine and the EU in the agricultural sector by using empirical methods.

The statement of basic material. The article illustrates the dynamics of the volume of foreign trade between Ukraine and the EU in 2008-2015 and the main trade partners of Ukraine in the EU. The most acute problems in the development of trade relations between Ukraine and the EU in agriculture have been defined.

Conclusions. It is proved that the growth of international trade may have a positive impact on GDP and exports from the EU to third countries. Some adverse effects were defined caused by the signing the Association Agreement Ukraine and the EU.

Keywords: International trade; export; import; EU agricultural sector; empirical evaluation; regression.

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Актуальність теми дослідження. Економічне зростання держави неможливе без розвитку та зміцнення співпраці з країнами, які Україна визначила пріоритетними на етапі інтеграції країни в європейський економічний простір. Нажаль, не зважаючи на значний економічний потенціал, продукція аграрного сектору України все ще залишається не достатньо конкурентоспроможною на міжнародному ринку.

Постановка проблеми. Доцільним є аргументація ефектів від торговельного співробітництва між Україною та ЄС в аграрному секторі в контексті підвищення конкурентоспроможності України.

Аналіз останніх досліджень і публікацій. Окремі аспекти дослідження викладено у працях Т. Осташко, О. Попова, А. Ермолаєва, С. Таубадель, О. Павлюченко, І. Тюха та ін.

Виділення недосліджених частин загальної проблеми. Незважаючи на значну кількість наукових публікацій стосовно обраної тематики, все ще потребують ґрунтовного дослідження ефекти для зовнішньої торгівлі України та ЄС в аграрній сфері, розраховані на основі більш глибоких емпіричних досліджень в довгостроковому періоді, що становить значний науковий інтерес.

Постановка завдання. Метою дослідження даної статті є аналіз за допомогою емпіричних методів основних ефектів від збільшення торговельного співробітництва України та ЄС в аграрному секторі.

Викладення основного матеріалу. У статті проілюстровано динаміку обсягів зовнішньоторговельних операцій між Україною та ЄС в 2008-2015 рр. та визначено основних торговельних партнерів України серед країн ЄС. Виявлено найбільш гострі проблеми в напрямку розвитку зовнішньоторговельних відносин України та ЄС в аграрній сфері.

Висновки. Доведено, що зростання міжнародної торгівлі, можливо, матиме позитивний вплив на обсяги ВВП та обсяг експорту з ЄС у треті країни. Відзначено негативні ефекти після підписання Угоди про асоціацію України з ЄС.

Ключові слова: Міжнародна торгівля; експорт; импорт; ЄС; аграрний сектор, емпірична оцінка; регресія.

Urgency of the research. In modern conditions of economic growth in most countries at the level of integration of the world economy and the level of participation in international trade there are many aspects to prospective cooperation and establishing long-term fruitful relationship. For Ukraine, which has been in a difficult economic situation in recent years, the intensification of international trade with the European Union as a strategic partner is a very important issue. In this respect, it is advisable to pay attention to the development of strategic sectors of the Ukrainian economy, among which highlights agriculture. Significant potential of Ukraine in the agricultural sector is a matter of trade relations

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

with the EU, which is devoted to research. In particular, the study hypothesis about significant gains from trade for both partners, enabling separate the urgent problems of Ukraine in the field of agriculture.

Target setting. The aim is to analyze the main effects of increasing trade cooperation using empirical methods. The study is based on theoretical and empirical analysis of materials using appropriate methods.

Objectives of the study:

1. To analyze the prospects for the development of agriculture in Ukraine through review of doctrinal and empirical sources.
2. Analyze the dynamics of trade relations between Ukraine and the EU.
3. Present the results of empirical evaluation and draw appropriate conclusions.

Actual scientific researches and issues analysis. Research prospects of development of enterprises of the agricultural sector of Ukraine for the European Union market is important because it is obvious that it is necessary to further develop and expand the presence of domestic agricultural products on world markets. At present the economic situation in the agro-industrial complex (AIC) of Ukraine is complicated by a number of problems that can be solved only by deepening its integration into the global economy. In terms of a possible global agricultural crisis Ukraine could increase its presence in the global market as a manufacturer of high quality food. However, without making the corresponding transformation in the agricultural sector, the introduction of advanced technology, improving the access of farmers to credit instruments, dissemination of Ukraine's presence on the world market are not promising. Equally important is the issue of transportation and logistics reduce of the costs of transportation of perishable goods, which is of a significant scientific interest. The analysis of the publications revealed a number of areas of scientific opinion on the issue. Consider in more detail some of them.

Cramon-Taubadel notes that the Ukrainian agricultural enterprises mainly specialize in manufacturing and exporting profitable crops such as sunflower and rapeseed, without complying with scientifically based crop rotation, constant violation of farming [9]. In this regard, it is appropriate to introduce administrative and financial responsibility for the predatory exploitation of farmer land, which is the wealth of Ukraine and unable to find demand in the domestic market of agricultural products as raw materials sent to developed countries, specializing in the production of industrial products and consumer goods. Processed products enter the markets of Ukraine, replacing domestic production, thus exacerbating the problem of unemployment in the domestic labor market.

Most Ukrainian and foreign suppliers in the past two decades have developed and implemented a broad agrarian life network designed to serve large agricultural farms. In addition, local officials and resources got together to create a system of local monopolies that prevent the growth of competitive markets. Since 2000, numerous suppliers and representatives of the business environment began to open up farm shops, wholesale agricultural markets focused on small producers [5]. However, one cannot deny the existence of obstacles and constraints to the presentation of agricultural products of small and medium agricultural enterprises in international markets, including markets in the EU.

Lele emphasizes that the successful solution of problems of European integration of the agricultural sector has a promising premise due to: available rich natural resources and export potential of its human capital, extension investment attractiveness, combined with the preservation of the rural way of life based on ancient traditions of farming [4]. In this regard, scientific research and understanding of the experience of the formation of the European model of agriculture will facilitate structural reforms in agriculture and the competitiveness of agricultural products in the European and world markets.

Today agriculture Ukraine has a lot of problems, among which are those related to very critical. At present, should be resolved following range of problems:

- lack of financial support from the state (subsidies and support programs);
- deficient infrastructure, which increases the cost of production, significant cost during transportation or storage;
- corruption and too complicated mechanism of customs procedures;
- VAT refunds for exporters;

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

- failure to conform to existing European standards.

There may also be problems with modernization, refurbishment production facilities.

Scientists identify the following issues: Ukrainian enterprises exporting agricultural products, do not use the full potential of the Global System of Preferences (GSP), which was signed by Ukraine and the EU in 1993. The reasons for low usage preferences are: poor knowledge of Ukrainian exporters of opportunities of GSP; preferential complexity of the EU; extensiveness localization system for determining the origin of goods; relatively small size commercial advantages for certain types of agri-food products. Ukraine and the EU are interested in deepening trade and economic relations and free trade. This explains the interest of the EU growth prospects own influence in the region and access to new markets. This view is shared by the AS and AL Taubadel Popov [6; 10].

The statement of basic materials. Agriculture of Ukraine is probably one of the most important industries in the economy of Ukraine. It provides 9,2 % of gross value added; it used fixed assets worth more than 100 billion UAH, companies use 20,6 million hectares of agricultural land, State Statistics Service of Ukraine, (2015). Farms produce 223,2 billion of the gross agricultural product, including 149,2 billion crop production and 74 billion of animal products [8].

Agricultural activity is carried out almost throughout the country. At the beginning of 2015 in rural areas lived nearly a third of the total population (31,4 %). The industry employs 3,49 million people from among the rural population. In 2008 and 2011 the highest in the history of Ukraine grain harvests – respectively 53,3 and 56,7 million tons against 51 million tons in 1990 were received [8].

Since 2001, agricultural production in agricultural enterprises possibly are profitable, profitability in 2013 was 19,3 %, and in 2014 was 16,2 %, which is relatively high in recent years. The level of profitability is almost always profitable crop (except crisis 2008) in 2015 was 22,3 %, and livestock – 14,3 % [8].

Due to State Statistics Service of Ukraine domestic production provided by internal demand in grain, sugar, butter, potatoes, vegetables, increased consumption per capita milk and meat [8].

Trade relations between Ukraine and the EU apparently came out to a new level after the signing of an association agreement between Ukraine and the EU (was signed 27 June 2014). For Ukraine, European integration is possibly a way to modernize the economy, attract foreign investment and new technologies, and increase the competitiveness of domestic producers, the possibility of entering the single EU internal market. In the political aspect European integration could determine the modernization of the legal framework of the Ukrainian state, the democratization of its political and institutional system. Cooperation with the EU, facilitating approximation of social conditions of Ukraine to the highest European standards, will improve the standard of living and welfare.

It seems to be that an essential element of the Association Agreement between Ukraine and the EU bases on a profound and comprehensive free trade area (FTA). It provides substantial trade liberalization (elimination of tariffs or quotas) between the parties, the harmonization of legislation and the legal and regulatory framework. According to analytics, Ukrainian agricultural sector could receive the biggest advantages of importable from reduced duties: 330 million Euros for agricultural production and 53 million Euros to processed agricultural products of agricultural commodities. New access to the EU market and the introduction of higher standards of production could encourage investment, possible stimulate the modernization of agriculture and improve working conditions. Briefly, analyze the dynamics of foreign trade turnover to understand the first effects for both members of the Association Agreement [5].

Analyzing data in Fig. 1 we can assume that there are the following trends: an increase in imports in 2009-2013, while in 2014-2015 there was a significant reduction (in 2014 imports from the EU countries decreased by 22,1 % and in 2015 – 27,2 %). As for export, a clear tendentiousness is not observed. In particular, in 2011-2014 Ukrainian exports to the EU fluctuated within 17 billion dollars. Despite the signing of the Association Agreement in 2014 volume of exports decreased by 23,5 % compared to the previous year [8].

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

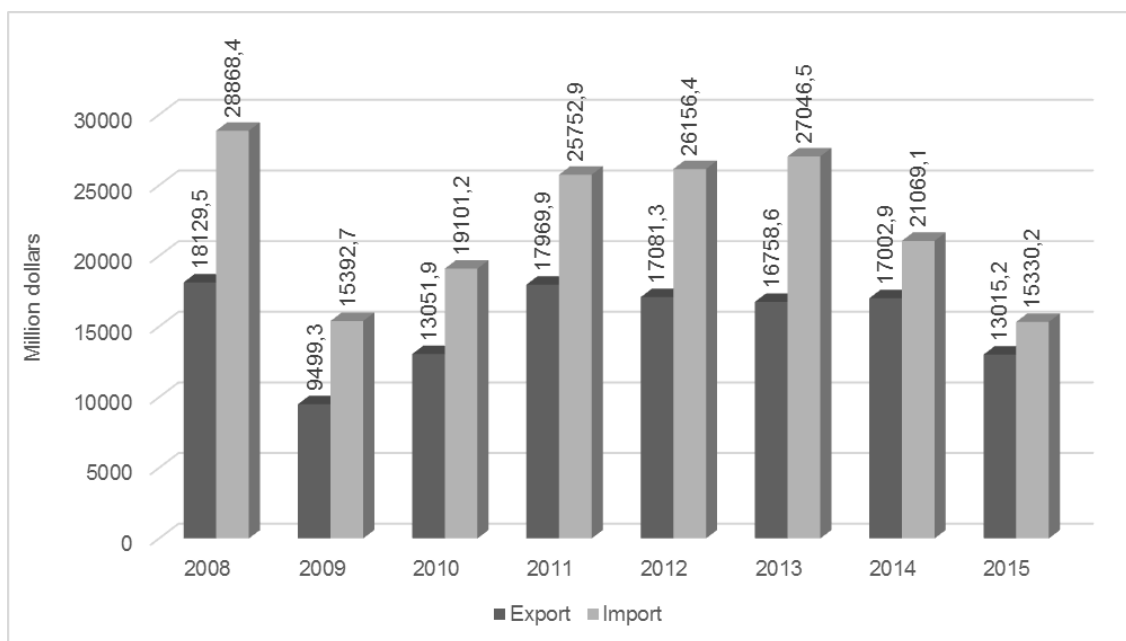


Fig. 1. The dynamics of international trade in Ukraine with the EU

Source: built according to the database of State Statistics Service of Ukraine [8]

Most production Ukraine exports to: Italy, Poland, Germany, Spain, the Netherlands, Romania, Czech Republic, France and Slovakia (Fig. 2).

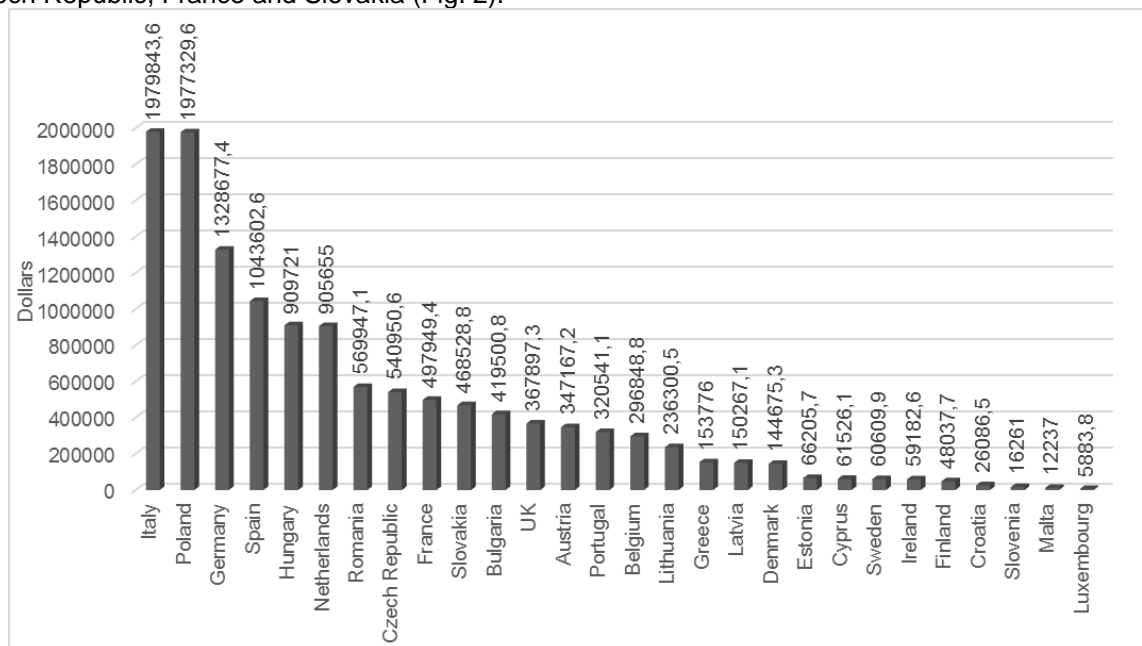


Fig. 2. Geographic structure of exports to the EU in 2015

Source: built according to the data base of State Statistics Service of Ukraine [8]

Instead, most products Ukraine imports from Germany, Poland, Hungary, Italy, France, Great Britain, Lithuania, the Czech Republic and the Netherlands (Fig. 3).

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

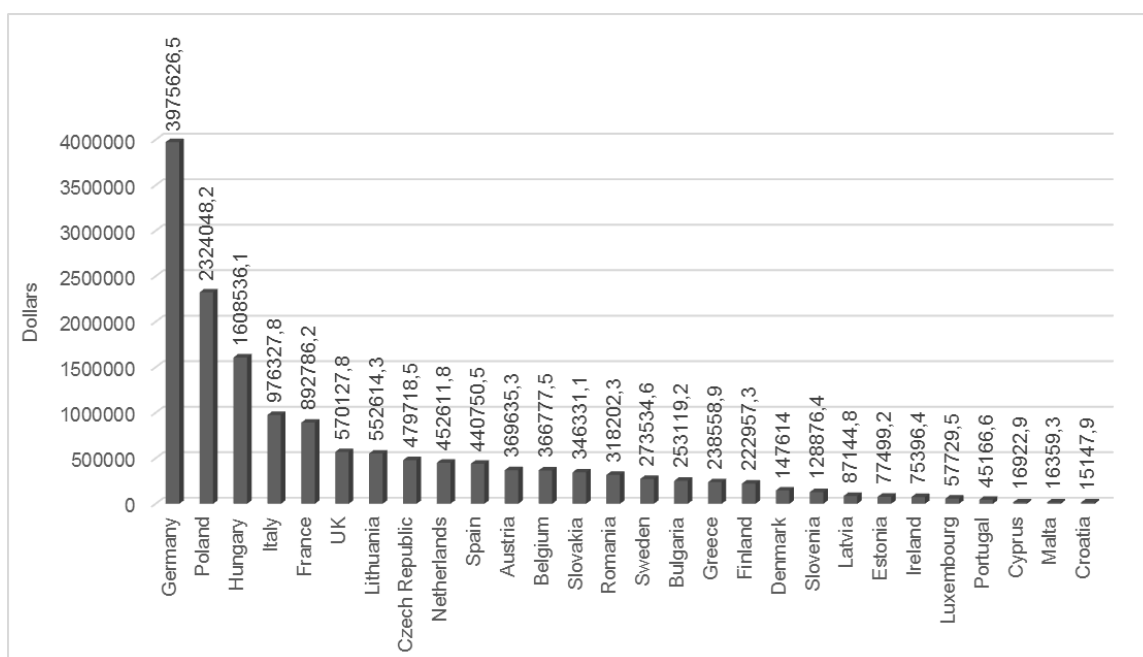


Fig. 3. Geographic structure of imports from the EU in 2015

Source: built according to the data base State Statistics Service of Ukraine [8]

According to State Statistics Service of Ukraine, in January-June 2016 it appears an increase Ukrainian exports to the EU of certain categories of goods:

- Milk and milk products, eggs, poultry; natural honey – by 56,1 %;
- Products of the milling industry – by 63,6 %;
- Fats and oils of animal or vegetable origin – to 200,7 %;
- Meat, fish – by 193,9 %;
- Mass of wood – by 62,8 %;
- Paper and paperboard – by 60,1 %;
- Printed production – by 169,9 %;
- Umbrellas – by 195,1 %;
- Ceramic products – 50,2 %;
- Furniture – by 55,8 %;
- Various products – by 102,0 %.

Ukraine produces much more agricultural than it is required for domestic consumption. Ukraine holds leading positions in the markets of agricultural products, ores and metals, that is, the so-called stock goods. So, in structure of export dominate agricultural commodities such as grains and vegetable oils. Instead, there is a very small proportion of products with high added value [7]. Today Ukraine does not use the full quota granted by the EU to export pork, beef, lamb and dairy products.

The dynamics of foreign trade of Ukraine and the EU in 2014-2016, despite the signing of the Association Agreement, showed a downward trend. The majority of Ukrainian exports are commodities. In particular, this trend applies to agricultural products, where the main export items seem to be grains and oilseeds.

Any economic process, especially if it can fully be expressed or determined through quantitative characteristics, is often subjected to mathematical modeling, i.e. its expression through regression equation. Thus, regression refers to a random variable dependent on another random variable. This process of constructing mathematical relationships between factor and dependent variable feature allows us not only to identify the existing close relationship between these parameters (that is solved using correlation analysis), but also to predict one (dependent) variable (y) from another (others) vari-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

able (x). Therefore, regression analysis allows making conclusions on the development of the economic process based on and supported by specific mathematical calculations. It is planned to present the potential benefits for the European Union from increasing volumes of trade with Ukraine using regression analysis. Empirical research methods, including using macroeconomic modeling program Eviews (version 7.0) were used in studies of IMF, World Bank, European Bank analysts, experts in international trade and economics [3]. So, these methods could be used in this research paper.

The choice of exact program was made because it is a special statistical package, which is mainly used for general statistical analysis and econometric analysis and very popular among well-known economists and analysts around the world [1]. For the analysis the next series were selected, as the best reflect the purpose of the research, namely determining the benefits of deepening trade with Ukraine for the European Union:

- TRADE – the volume of bilateral trade between Ukraine and EU.
- INVEST – amount of direct investments in EU.
- EXPORT – exports of products in EU.
- GDP – gross national product volume of EU.
- INF – inflation rate in EU.
- PROD – index of industrial production in EU.
- UNE – unemployment rate in EU.

We hypothesized that the increase in trade between Ukraine and the EU would have a positive impact on the socio-economic situation in Europe. So, the dependent variables – *INVEST*, *EXPORT*, *GDP*, *INF*, *PROD*, *UNE*. Independent variable – *TRADE*.

Statistical sampling – January 2008-October 2016. The monthly data was selected for the study, which was collected from official statistical databases such as Eurostat, the State Statistics Committee of Ukraine and the International Monetary Fund [2; 8].

Most economic time series have the seasonal component. For the series, the seasonal smoothing was performed to devoid of seasonality (using X12 method). The advanced Dickey-Fuller test (option Augmented Dickey-Fuller) and Phillips-Perron test (option Phillips-Perron) was used to check the data on stationary. In tables 1, 2 the results of statistical tests PP and ADP are given, which show that the selected data do not change their characteristics over time so that they can be used for further analysis [1].

Table 1

ADF test the residual for stationarity indicators

Indicators	Logarithm of the levels			The first differences		
	1	2	3	1	2	3
<i>INVEST</i>	-0,752	-0,587	-0,358	-3,870*	-3,264**	-2,576
<i>EXPORT</i>	-2,314	-1,640	-1,522	-4,139*	-3,654**	-2,110
<i>GDP</i>	-1,232	-0,754	-1,082	-8,580*	-10,754*	-1,472
<i>IMPORT</i>	-2,027	-1,322	-0,403	-8,657*	-9,819*	-2,726***
<i>INF</i>	-0,616	-0,526	-0,627	-3,817*	-2,740***	-1,880
<i>PROD</i>	-1,190	-1,006	-0,129	-4,300*	-4,038*	-2,419
<i>UNE</i>	-2,939***	-1,399	-1,089	-6,721*	-4,399*	-2,326

Note: * – hypothesis can be rejected at the level of statistical significance of 1 %, ** – 5 % *** – 10 %

Table 2

PP test the residual for stationarity indicators

Indicators	Logarithm of the levels			The first differences		
	1	2	3	1	2	3
<i>INVEST</i>	-0,876	-0,834	-0,787	-5,422*	-5,453*	-5,514*
<i>EXPORT</i>	-2,103	-2,075	-1,989	-4,015*	-3,937*	-3,855*
<i>GDP</i>	-0,745	-0,525	-0,337	-5,833*	-6,685*	-9,464*
<i>IMPORT</i>	-2,330	-2,039	-2,056	-6,238	-7,360*	-8,976*
<i>INF</i>	0,707	0,711	0,866	-8,083*	-8,047*	-8,005*
<i>PROD</i>	-1,266	-1,326	-1,363	-6,187*	-6,389*	-6,547*
<i>UNE</i>	-2,842***	-2,684***	-2,648***	-5,381*	-5,765*	-6,374*

Note: * – hypothesis can be rejected at the level of statistical significance of 1 %, ** – 5 % *** – 10 %

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

The next stage of the research is to determine the causal connections between independent and dependent variables using a statistical test Granger (Granger causality test). The results of the test are given in Table 3. According to the results of the test:

- Mutual causality was found between the amount of investments and the volume of bilateral trade with a lag of one-quarter (statistical significance is 1 and 5 %).
- Also a relationship between the volume of trade and exports was found with a lag of two quarters (the statistical significance – 5 %) and with a lag of four quarters (10 % of statistical significance).
- There is a clear relationship between the volume of trade and GDP with a lag of 2,3,4 quarters and statistical significance of 1 %.
- True hypothesis about the impact of the trade on inflation rate (all lags with the statistical significance of 1 and 5 %).
- In 1 and two lags, there is a trend impact of trade volumes on the index of industrial production (statistical significance 1 and 10 % respectively).
- Also was found a relationship between the volume of trade and unemployment rate.

Table 3

Results of the Granger test

Hypothesis	Lags			
	1	2	3	4
<i>INVEST</i> does not affect <i>TRADE</i>	(10,8335*)	–	–	–
<i>TRADE</i> does not affect <i>INVEST</i>	(5,0537**)	(2,7152***)	–	–
<i>TRADE</i> does not affect <i>EXPORT</i>	–	(3,8436**)	–	(2,4237***)
<i>TRADE</i> does not affect <i>GDP</i>	–	(14,5041*)	(7,7479*)	(7,6991*)
<i>INF</i> does not affect <i>TRADE</i>	(7,1860**)	–	–	–
<i>TRADE</i> does not affect <i>INF</i>	(5,2330**)	(3,9111*)	(5,0326**)	(3,1189**)
<i>TRADE</i> does not affect <i>PROD</i>	(8,1691*)	(3,1503***)	–	–
<i>UNE</i> does not affect <i>TRADE</i>	(12,3352*)	(2,5715***)	–	–
<i>TRADE</i> does not affect <i>UNE</i>	–	–	–	(2,6956***)

Note: * – hypothesis can be rejected at the level of statistical significance of 1 %, ** – 5 % *** – 10 %

Thus, the connectivity between selected indicators was found, data is stationary and can be used to build regression models using the least squares method and this formula:

$$Y = a_0 + ba_1 + ca_2 + da_3 + ea_4 \quad (1)$$

where, a_0, a_1, a_2, a_3, a_4 – regression coefficients;

b, c, d, e – independent variables;

Y – dependent variable

The first regression model (equation 2) describes the impact of bilateral trade to GDP volume. Characteristics of the model indicate its adequacy, and therefore the results, are significant. In particular, the Durbin-Watson index is statistically acceptable ($DW=1,81$), and adjusted coefficient of determination indicating that independent variables explain dependent variables on 93 %. So, it is possible, that the growth of trade with Ukraine on 1 %, EU GDP could increase by 0,045 %. This result is statistically significant at the 1 % level.

The next regression model (equation 3) describes the impact of bilateral trade on indices of industrial production. The characteristics of the model indicate the reliability of the results ($DW= 1,72$, $AR^2=0,93$). So, it can be assumed, that the growth of international trade with Ukraine, the index of industrial production in the EU could be reduced by 0,038 %. This result is statistically significant at 10 %.

The third regression model (equation 4) describes the impact of bilateral trade in exports. The main features of the model indicate the reliability of the results. Thus, we can assume that the growth of trade with Ukraine, exports from the EU to third countries may increase by 0,231 %. This result is statistically significant at the 1 % level.

Equation 5 demonstrates the regression model on the impact of bilateral trade on investments. Pa-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Parameters of the model indicate that obtained results, possibly, can be taken into account. Thus, it could be assumed, that the growth in international trade with Ukraine on 1 %, may reduce the volume of investments in the EU on 0,234 %. This result is statistically significant at the level 1 %.

The latest regression model demonstrates the impact of bilateral trade on the unemployment rate. Parameters of the model indicate its authenticity. Thus, it seems to be, that the growth in international trade with Ukraine on 1 %, could increase the unemployment rate in the EU on 0,77 %. This result is statistically significant at the level 5 %.

So, the increase of international trade between Ukraine and the European Union could have a positive impact on the socio-economic situation in the EU. The econometric studies conducted have shown that the increase of international trade, perhaps, will have a positive impact on the GDP volumes, and the volume of exports from the EU to third countries. Some negative effect was indicated by the increase in unemployment rate, which could be explained by the creation of Ukrainian products competitiveness on the EU internal market, and therefore it can cause a decrease in domestic production and a slight reduction in staff. Another negative consequence is the reduction of investments that are coming into the EU.

Conclusions. EU might be a strategic trade partner for Ukraine, especially, regarding the signing of the Association Agreement and Ukraine's aspiration to integrate into the European Union. The analysis of the dynamics and scope of foreign trade of Ukraine with the EU in agricultural products showed that in 2014-2016 the volume of commerce significantly declined. This may be related with the deterioration of the overall economic situation in Ukraine, reduction of business activity of agricultural enterprises, impaired quality of products and so on. Ukrainian exports mainly based on grains and vegetable oils, only partly coincides with the structure of world commodity demand. In the structure of exports there are no products with high added value. Most production Ukraine exports to Italy, Poland, Germany, Spain, the Netherlands, Romania, Czech Republic, France and Slovakia. Despite the quotas received by Ukraine from the writings of the Association Agreement with the EU, Ukraine free trade results in EU markets are quite ambiguous. Enterprises just exhaust the quota for corn, but other products cannot fill, and for some positions, exports even never began. Partly because of insufficient production, but mainly – due to low product quality and yield complex manufacturers on the European market. Econometric analysis with the help of special statistical package Econometric Views (version 7.0) showed that the increase of international trade between Ukraine and the European Union could have a positive impact on the socio-economic situation in the EU. In particular, the growth of international trade, perhaps, will have a positive influence on the GDP volumes, and the volume of exports from the EU to third countries.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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COMPARATIVE CHARACTERISTIC OF DEVELOPMENT TRENDS IN THE POLISH AND UKRAINIAN INSURANCE MARKETS: CONCLUSIONS FOR UKRAINE

ПОРІВНЯЛЬНА ХАРАКТЕРИСТИКА ТЕНДЕНЦІЙ РОЗВИТКУ СТРАХОВИХ РИНКІВ УКРАЇНИ Й ПОЛЬЩІ: ВИСНОВКИ ДЛЯ УКРАЇНИ

Urgency of the research. In modern conditions of globalization and the growing crisis at the international level there is an objective necessity of deepening the research of problems of development of insurance market in Ukraine and search the ways of their elimination.

Target setting. It is reasonable to study thoroughly international best practices to identify the reasons of lagging development of the Ukrainian insurance market in comparison with the European markets, which is possible on the basis of comparative analysis of the basic indicators of development of insurance markets and the generalization of the main problems to develop a strategy for the future.

Actual scientific researches and issues analysis. Detailed studies of the development of insurance and insurance activities, which became the basis for the development of insurance in Ukraine held in their writings such domestic scientists as K. Bazilevich, N. Vnukova, O. Vovchak, O. Gamankova, A. Zaletov, M. Mnich, S. Osadetz. And for now there a lot of works devoted to different problems of the insurance market development, among them works of G.Kozoriz, V. Furman, L. Pozdnyakova, L. Lebedinskaya and others.

Uninvestigated parts of general matters defining. Scientists have not still sufficiently explored issues of reasoning the opportunities for the insurance market development based on international experience in the context of the implementation of the state policy of economic security and the European integration processes in Ukraine.

The research objective. The article aims to reveal the main trends in the development and positive experience of functioning of the insurance market in Poland compared with tendencies and problems of its development in Ukraine.

The statement of basic materials. The article presents the results of comparative analysis in development tendencies of insurance markets in Ukraine and Poland. It is proved that, despite the same starting conditions for development, Poland has managed through the application of more effective management practices to achieve higher rates of economic growth in the country in general and in the insurance market in particular. The authors have considered the internal and external causes and factors that inhibit the development of the domestic insurance market.

Conclusions. Forming the strategy of insurance market development in Ukraine with taking into consideration the best international experience will contribute to effective decision making for the future.

Актуальність теми дослідження. У сучасних умовах глобалізації та посилення кризових явищ на міжнародному рівні виникає об'єктивна потреба поглиблення досліджень проблем розвитку страхового ринку в Україні та пошуку шляхів їх усунення.

Постановка проблеми. Доцільним є виявлення причин відставання темпів розвитку страхового ринку України від європейських ринків, що можливе на основі порівняльного аналізу базових показників розвитку страхових ринків та узагальнення основних проблем для вироблення стратегії на майбутнє.

Аналіз останніх досліджень та публікацій. Ґрунтовні дослідження розвитку страхування та страхової діяльності, які стали основою для розвитку страхової справи в Україні, провели у своїх працях К. Базилевич, Н. Внукова, О. Вовчак, О. Гаманкова, О. Залетов, М. Мних, С. Осадець. Окремих проблемат розвитку страхового ринку присвячена значна кількість праць вітчизняних науковців, серед яких Г. Козоріз,

В. Фурман, Л. Позднякова, Л. Лебединська та ін.

Виділення недосліджених частин загальної проблеми. Науковцями ще недостатньо опрацьовані питання аргументації можливостей врахування міжнародного досвіду розвитку страхових ринків у контексті реалізації державної політики забезпечення економічної безпеки та євроінтеграційних процесів в Україні.

Постановка завдання. Стаття покликана розкрити основні тенденції розвитку та позитивний досвід функціонування страхового ринку Польщі у порівнянні із тенденціями та проблемами розвитку страхового ринку України.

Виклад основного матеріалу. У статті проведено порівняльний аналіз тенденцій розвитку страхових ринків України та Польщі. Доведено, що, незважаючи на однакові стартові умови для розвитку, Польща зуміла за рахунок застосування більш ефективних методів управління досягти більш високих темпів економічного зростання як у країні в цілому, так і на страховому ринку зокрема. Авторами розкрито внутрішні та зовнішні причини і фактори, які гальмують розвиток вітчизняного страхового ринку

Висновки. Урахування кращого міжнародного досвіду сприятиме виробленню зважених рішень на перспективу при формуванні стратегії розвитку страхового ринку в Україні.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Keywords: insurance market; insurance premiums; insurance claims and benefits; return on assets of insurers.

Ключові слова: страховий ринок; страхові премії; страхові виплати; рентабельність активів страховиків.

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Urgency of the research. In modern conditions of globalization and the growing crisis at the international level there is an objective necessity of deepening the research of problems of development of insurance market in Ukraine and search the ways of their elimination. The presence of full functioning insurance market in any state is an important condition for the well-being of the population and sustainable economic growth.

Target setting. It is reasonable to study thoroughly international best practices to identify the reasons of lagging development of the Ukrainian insurance market in comparison with the European markets, which is possible on the basis of comparative analysis of the basic indicators of development of insurance markets and the generalization of the main problems to develop a strategy for the future.

Actual scientific researches and issues analysis. Detailed studies of the development of insurance and insurance activities, which became the basis for the development of insurance in Ukraine held in their writings such domestic scientists as K. Bazilevich, N. Vnukova, O. Vovchak, O. Gamankova, A. Zaletov, M. Mnich, S. Osadetz. And for now there a lot of works devoted to different problems of the insurance market development, among them works of G. Kozoriz, V. Furman, L. Pozdnyakova, L. Lebedinskaya and others.

Uninvestigated parts of general matters defining. Highly appreciating the considerable scientific improvements of national scientists in the field of research of the insurance market development problems, it is worth focusing attention on the necessity of taking into account international experience in the development of insurance markets in the context of the implementation of the state policy of economic security and the European integration processes.

The research objective. The conducted research is aimed to reveal the main trends in the development and positive experience of functioning of the insurance market in Poland compared with tendencies and problems of its development in Ukraine.

The statement of basic materials. The appropriateness of the comparison the basic tendencies of insurance markets development of Ukraine and Poland is determined by the fact that, firstly, both markets are comparable in size, and secondly, the Polish insurance market, as well as Ukrainian, has been regulated by law since 2004, and third, the two countries in the early 90s had roughly the same starting conditions for reforming economies. The last fact is confirmed by the World Bank’s data on the dynamics of the rate of nominal GDP of these two countries (Fig. 1).

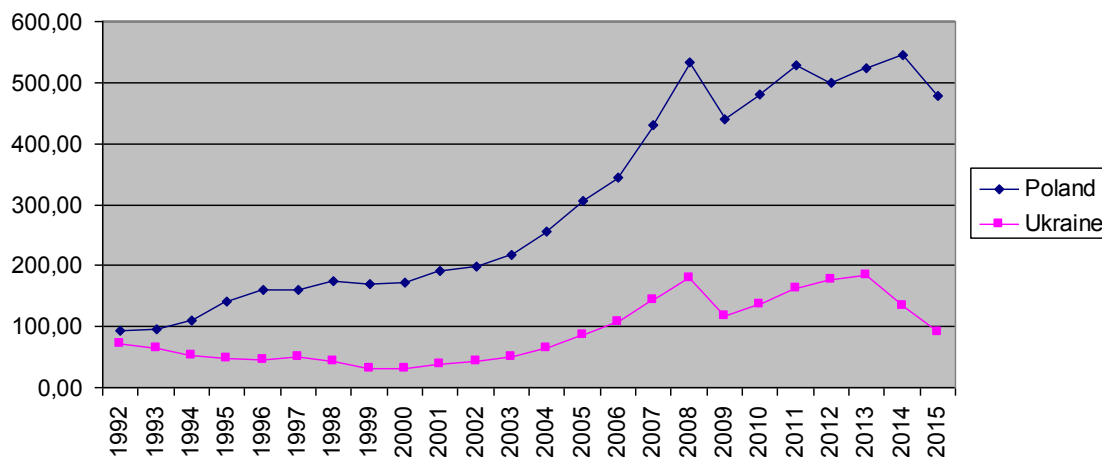


Fig.1. Dynamics of the rate of nominal GDP of Ukraine and Poland for the years 1992-2015, bill. US\$ [1]

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

As can be seen from Fig.1 in 1992, Poland's GDP amounted to \$ 94.3 billion and Ukraine's GDP was \$ 71,9 billion. By 2015, the GDP of Poland rose to 477 billion USD, and Ukraine's GDP is only up to \$ 90 billion. USA. That is, GDP of Poland has been exceeded the GDP of Ukraine in 5.3 times in 2015.

The main reason for success of Poland was conducting in the early 90-ies of a number of economic reforms called "Balcerowicz plan", or "shock therapy" and transition to a capitalist economy. Effective economic policies have enabled it to achieve the right of entry into the EU, which gave access to European markets and EUR 65 billion of subsidies [2; 3]. Also, an important point which stimulated the economic development including the insurance market, was a dynamic development of the banking sector, capital market and the formation of the principles of free competition. Poland as the closest Western neighbor, has become a benchmark for Ukraine in terms of economic success, in particular for the development of the insurance market.

Comparison the number of insurance companies in both countries during 2001-2015 (table.1) gives a reason to confirm that the presence of a large number of insurers isn't necessary for the successful functioning of the market. The ratio of the total number of insurers in both countries indicates that in Ukraine there are 5-7 times more insurance companies than in Poland. The greatest number of them in Ukraine operates in the field of risk insurance (non-life), while the number of life insurers is not significantly different.

Table 1

Dynamics of the number of insurance companies of Ukraine and Poland in the period 2001-2015 years*

	<i>The number of insurance companies by year, units</i>														
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Ukraine															
Life	20	23	30	45	50	55	65	72	72	67	64	62	62	57	49
Non-life	308	315	327	342	348	356	382	397	378	389	378	352	345	325	312
Total number	328	338	357	387	398	411	447	469	450	456	442	414	407	382	361
Poland															
Life	35	36	37	36	33	32	31	32	30	30	28	28	27	26	27
Non-life	33	35	36	41	38	37	34	35	36	35	33	31	31	30	30
Total number	68	71	73	77	71	69	65	67	66	65	61	59	58	56	57
<i>The ratio of the total number of insurers</i>	4,8	4,8	4,9	5,0	5,6	6,0	6,9	7,0	6,8	7,0	7,2	7,0	7,0	6,8	6,3

* Compiled and calculated by authors based on the data of the National Commission for the State Regulation of Financial Services Markets of Ukraine and the Polish Insurance Association [4-5]

In Ukraine simultaneously it is visible the rise of concentration of the insurance market. Thus, according to the National Commission for the State Regulation of Financial Services Markets, if in 2009 the share of life insurance market, which accounted for insurers who were in the TOP 10 had been 80.9%, in 2015, it raised to 87,9%. In the risk insurance segment these figures for the mentioned years were 29.3% and 36.3%. The increase of market concentration leads to a gradual reduction of market participants and the increasing dominance of major players in the market, which ultimately may significantly distort the general policy tariff.

Despite the smaller number of insurers that operate in the insurance market of Poland, the share of gross insurance premiums in GDP is higher than in Ukraine (Fig. 2).

However, even this level of insurance premiums in GDP in Ukraine is considered rather nominal than real. Deep data analysis gives grounds to assert that a large proportion of the total volume of insurance premiums in Ukraine may be associated with the "pseudo-insurance" activities. Insurance in Ukraine is often used as a means of tax evasion, illegal export of capital and financial instrument

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

schemes [6]. Consequently, the “real” prevalence of insurance is lower than shown by official sources and is much lower than in most other countries of Eastern Europe.

Another important indicator that reflects the development of insurance relations is the level of gross insurance payments (the ratio of gross insurance claims and benefits to gross insurance premiums).

As can be seen from Fig. 3, a generalized rate of gross insurance payments in Ukraine is significantly lower than in the insurance market of Poland. Obviously, in the insurance market of Ukraine there are such types of insurance in which payouts are much lower. In the reports of the National Commission for the State Regulation of Financial Services Markets about results of activity of insurance companies the increase in the level of gross and net insurance payments is treated as "the use by insurance companies of schemes on optimization of taxation" [7, p.12]. At the same time, the high level of payments in the insurance market of Poland is associated with the good faith behaviour of insurance companies and a high level of their solvency.

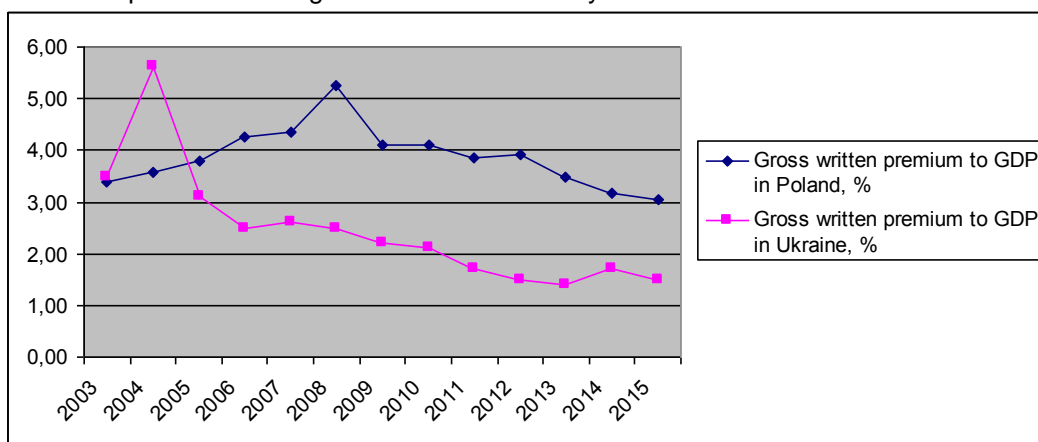


Fig. 2. Dynamics of the share of gross insurance premiums in GDP (calculated and compiled by the authors)

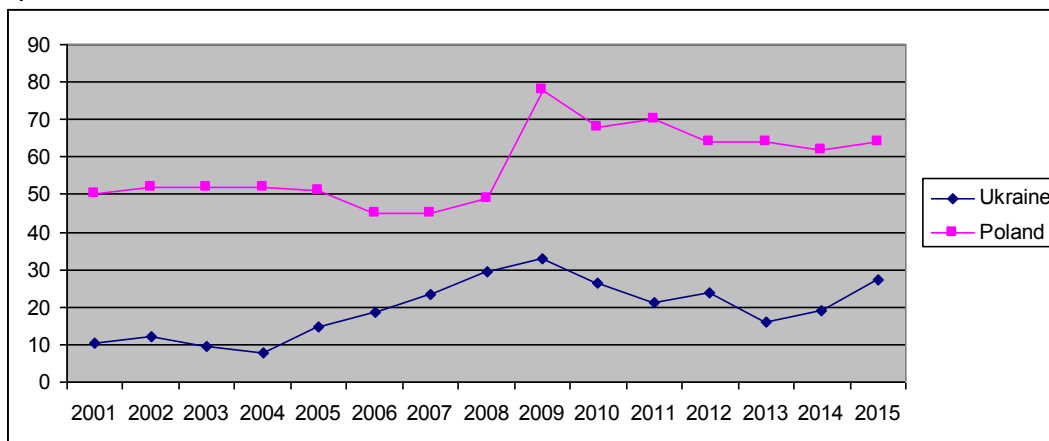


Fig. 3. Dynamics of the level of gross insurance payments in the insurance markets of Ukraine and Poland, % (calculated and compiled by the authors)

Another important indicator that reflects the efficiency of insurers in each of the comparable markets is the return on assets (ratio of net profit to assets of insurers). The dynamics of this indicator calculated both in general and in the context of life and non-life insurers in Ukraine and Poland is shown in Fig.4.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

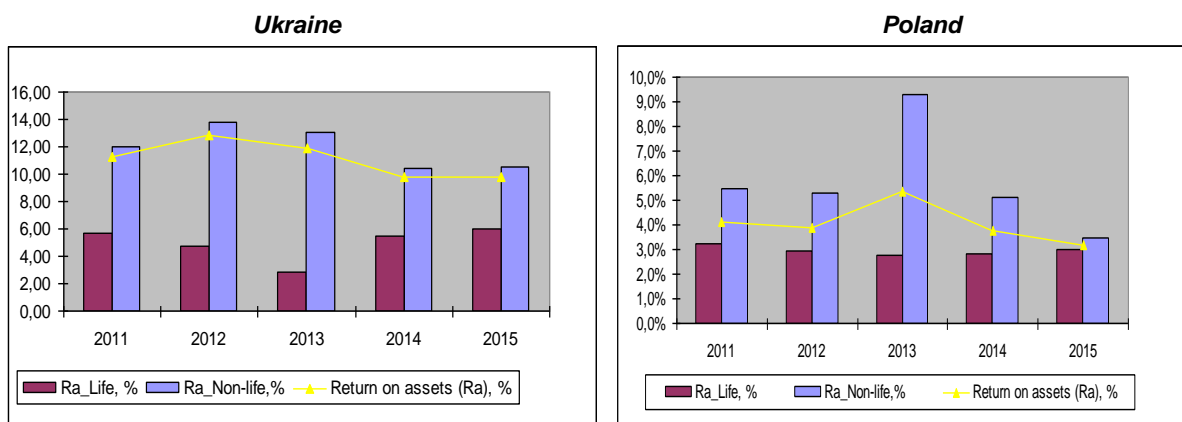


Fig. 4. Comparative dynamics of the return on insurers' assets in Ukraine and Poland in 2011-2015, % (calculated and compiled by the authors)

Based on the above figure's data the overall level of profitability of assets of insurers in Ukraine during 2011-2013 amounted to 11-12%, in particular the return on assets of non-life insurers was at 12-13.8%. In 2014-2015 the rate declined slightly: generally in the market – to 9.75% and regarding non-life insurers it was established at the level of 10.5%. Return on assets of life insurance companies (Ra_life) did not exceed 6% throughout the whole studied period.

However, studies show that a significant part of the assets of Ukrainian insurance companies are presented dubious assets such as bills of exchange, corporate rights of dormant enterprises. This leads to a failure to comply with insurance conditions of insurance contracts, as with the amount of insurance payments or the repayment period.

Insurance market in Poland, unlike Ukraine, is characterized by a lower level of profitability of insurers' assets. The overall rate of return on assets of all insurers amounted to 3-4%, the increase was only in 2013 to 5.3%, but then the value turned back again to 3%. The profitability of the companies' assets in life insurance (Ra_life) remained at 3% throughout the period. There is a stable dynamics of the value of the indicator for non-life insurers, with the exception of 2013 when there was a fairly sharp increase up to 9.3%. This is because with an increase in the net profit of Non-life in 2013 by 84.2%, assets increased by 5.0% [8], that provided the increase of the analyzed indicator.

The data presented above clearly indicate that, unfortunately, the pace of development of the insurance market of Ukraine is far behind the development of the Polish market. Without a doubt, both insurance markets have undergone a profound transformation as structural and quantitative nature. The changes affected almost all aspects of their functioning. Transformations were carried out under the influence of both internal and external institutional processes such as: globalization, deregulation and liberalization. However, the insurance market in Poland is getting more effective, competitive conditions are improving. At the same time regarding Ukraine it is rather difficult to make such statements.

Internal problems that are hampering the development of insurance market in Ukraine can be grouped as follows [9, pp. 48-64]:

1. Low public confidence to the institutions of non-banking market, which has grown historically and due to information asymmetry in the market. Asymmetry from the side of insurers is revealed in the complexity of insurance products, in insufficient product quality, professional knowledge, in usage of non-market mechanisms of influence etc.

2. Low development of the insurance market infrastructure. In contrast to developed markets, in Ukraine institutions in insurance brokerage and financial advisory services are underdeveloped. There are also opaque activities of insurance agents. According to experts, brokers in Ukraine serve only 5% of the insurance market, whereas in the US and Canada — 95%, Italy — 92%, Germany 87%. While

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

10 brokers are selling coverage of one insurance company in the West, in Ukraine only one broker represents 10 insurers.

3. Low market capitalization and low quality of assets. The capitalization of the insurance market of Ukraine in post-crisis period hasn't exceeded 4.5%, while the capitalization of the insurance markets such European countries as Britain, France and Germany is at the level of 96.5%, 63% and 45.3%. The assets of insurers of Ukraine in 2015 amounted to 60.7 billion UAH (about \$ 2.4 billion USA) that is less than half the cost of a brand insurance company AXA. It is an evidence of insufficient level of overall capitalization of the insurance market of Ukraine. Moreover, preliminary results of insurance market of Ukraine in 2016 [10] indicate that 55% of assets of insurance companies for more than 30 billion UAH are illiquid and have a very low level of profitability and reliability.

4. Insufficient insurance coverage in the population. Due to insufficient confidence in the insurance companies the population shows a low propensity to consume such services. After all, if in the years of the collapse of the Soviet Union 71.4% of the population had life insurance contracts, in 2013 less than 5% of the population of Ukraine had such an insurance coverage. At the same time, the total number of the insured in Western Europe is approaching 85-90% of the total population. It should also be noted that high rates of inflation hinder the normal development of the life insurance, because it is proved the incompatibility of the development of life insurance market with a high rate of depreciation of the national currency. Another reason for the insufficient insurance coverage is a low income level of the population. We should take into consideration that fact that for the full development of the insurance market the average monthly income of the potential consumer of financial services should be at least \$ 1.200 USA. In light of the significant devaluation of the national Ukrainian currency in 2014-2015 the solvent demand of population for insurance services has dropped significantly.

5. The absence of a mechanism of guaranteeing the insurance payments under long-term life insurance. Experience of foreign countries and the position of the EU (White paper on Insurance Guarantee Schemes) demonstrate the importance of introducing mandatory guarantee scheme payments under contracts of life insurance and accumulating assets for guarantees all insurance claims and benefits. Similar institutions are common in many developed countries such as the UK, Canada, Holland, USA, France, Japan, Italy, Norway, Finland, Greece, Spain, Hungary [11] and etc. In Ukraine there has been registered and accepted as a basis the draft Law "About Fund of guaranteeing of insurance payments under contracts of life insurance", but market participants do not currently consider its adoption is appropriate. They believe that the more effective would be a mechanism of guaranteeing the insurance reserves, particularly allocated in the banking system.

6. One of the most important factors inhibited the insurance market development, according to most experts is the low level of state regulation and overregulating the market processes. It is also stated in the "Strategy of reforming the state regulation of non-banking financial services markets for the years 2015-2020", where indicated that resolving the problem of the lack of efficiency of state regulation and supervision and over-regulating the licensing procedures for financial institutions is of primary importance.

In addition to internal constraints, we should also indicate to the existence of externalities. The main external factors that have negative impact on the insurance market development are political instability in the country and unpredictability of external financial environment, which generates systemic risks. The financial and economic crises as a result of globalizing financial relations and lack of effective mechanisms to minimize the negative influence of the crisis phenomena increase the vulnerability of national financial services markets.

Conclusions. So, the main constraints in the development of insurance market of Ukraine are: lack of solvency of insurance consumers; lack of good faith insurers and as a result, distrust of the quality of insurance products; the unequal geographical distribution of insurance coverage; low level of financial literacy and insurance culture. And this is not a complete list of problems that generally can be drilled down and deepened.

As part of the process of Ukraine's integration into the European community it should be paid attention to the following vectors of reformatting the domestic insurance market as improving the

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

effectiveness of state regulation in terms of supervision over the solvency of insurers and the quality of their services. Besides it is required to develop the life insurance market as an effective instrument of pension ensuring and to provide implementation and adequate functioning of the compulsory medical insurance system and the establishment of the Fund of guaranteeing insurance payments.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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**EXPORT ACTIVITY OF MASHINE-BUILDING
ENTERPRISES WITHIN TRANSFORMATION
OF UKRAINIAN FOREIGN TRADE****ЕКСПОРТНА ДІЯЛЬНІСТЬ
МАШИНОБУДІВНИХ ПІДПРИЄМСТВ В
РАМКАХ ТРАНСФОРМАЦІЇ ЗОВНІШНЬОЇ
ТОРГІВЛІ УКРАЇНИ**

Urgency of the research. Transformational processes in Ukrainian economy and its integration to European and world economic areas set new challenges to domestic machine building.

Target setting. In modern conditions, national machine building suffers from huge economic crisis and loses its competitive fight in domestic and, what is sufficiently important for the economy of Ukraine, in foreign markets.

Actual scientific researches and issues analysis. The operation of Ukrainian machine building enterprises, including that on the international markets, has been studied by: Yu. M. Baryshevska, T. A. Kalna, N. V. Balabanova, N. V. Ravlyk et al.

Uninvestigated parts of general matters defining. The situation in international markets of machine building products as well as in the national economy is changing dynamically, causing new problems and challenges for Ukrainian machine building enterprises. It requires more profound research of problematics and perspectives of export activities of the enterprises.

The research objective. The goal of the article is to distinguish problems and perspectives of export activity of domestic machine building enterprises, based on the estimation of Ukrainian machine building dynamics and its foreign economic activity, taking into consideration the transformation of country's foreign development vector.

The statement of basic materials. The article deals with the study of dynamics of machine building development in 2006 – 2016 stressing foreign economic (export) activity. Problems of export activity of machine building enterprises in Ukraine have been outlined, among them: the level of competitiveness, low quality of products, problems with development and production of innovative goods, deficit of investment resources. The special attention is given to perspectives of such an activity for the area under consideration.

Conclusions. The research conducted has allowed to formulate certain problems of export activity and to define perspectives of foreign economic activity of national machine building enterprises, occurred in terms of foreign economic transformation of the country.

Keywords: export; foreign activity; machine-building; perspectives; problems of export activity; competitiveness; competitive advantages.

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Актуальність теми дослідження. Трансформаційні процеси в економіці України її інтеграція до європейського та світового економічного простору ставлять нові виклики перед вітчизняним машинобудуванням.

Постановка проблеми. У сучасних умовах національне машинобудування знаходиться у глибокій економічній кризі, програвши конкурентну боротьбу на внутрішньому, і, що особливо важливо для економіки України, на зовнішніх ринках збуту.

Аналіз останніх досліджень і публікацій. Діяльність машинобудівних підприємств України, у тому числі на міжнародних ринках досліджували: Ю. М. Барташевська, Т. А. Кальна, Н. В. Балабанова, Н. В. Раєлик та ін.

Виділення недосліджених частин загальної проблеми. Ситуація на міжнародних ринках машинобудівної продукції та у національній економіці досить динамічно змінюється, породжуючи нові проблеми та виклики для українських підприємств машинобудування, що потребує більш ґрунтовних досліджень проблематики та перспектив експортної діяльності зазначених виробників.

Постановка завдання. Стаття покликана, базуючись на оцінці динаміки розвитку машинобудівної галузі України та її зовнішньоекономічної діяльності визначити проблеми і перспективи експортної діяльності вітчизняних машинобудівних підприємств з врахуванням трансформації вектору зовнішньоекономічного розвитку країни.

Виклад основного матеріалу. У статті досліджується динаміка розвитку машинобудування у 2006 – 2016 роках з акцентом на зовнішньоекономічну (експортну) діяльність. Обґрунтовуються проблеми експортної діяльності машинобудівних підприємств України, а саме: рівень конкурентоспроможності, низька якість продукції, проблеми з розробкою та виробництвом інноваційної продукції, дефіцит інвестиційних ресурсів. Особливо наводяться перспективи такої діяльності для досліджуваної галузі.

Висновки. Проведене дослідження дозволило сформулювати низку проблем експортної діяльності та виділити перспективи зовнішньоекономічної діяльності національних машинобудівних підприємств, що з'явилися в умовах трансформації зовнішньоекономічного розвитку держави.

Ключові слова: експорт; зовнішньоекономічна діяльність; машинобудування; перспективи; проблеми експортної діяльності; конкурентоспроможність; конкурентні переваги.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Urgency of the research. Transformation processes in Ukrainian economy, as well as its integration into European and world economy, pose new challenges to all sectors of the national industry with no exceptions. Taking into account export orientation of the national economy in the current conditions, the most important criteria of its operation is to identify and implement the export potential of its most promising and recognized branches. Engineering is also included to these industries.

Target setting. National machine-building enterprises were not ready to change foreign economic activity of Ukraine and the transformation processes in the economy in 2014–2016. It has affected all aspects of their financial-economic activity. Now the domestic machine-building enterprises are in a deep economic crisis, losing the competitiveness both in domestic and foreign markets. The situation represented requires containment and elimination (of what) in the short term as it is a threat to the strategic development and economic security of Ukraine.

Actual scientific researches and issues analysis. Activities of machine-building enterprises in Ukraine attracted much attention of scientists. They are observed in the following researches: general aspects of the industry in the context of national economic processes (the scientific papers of Yu. M. Bartashevskaya, V. O. Lehovitser, A. S. Kuzmina et al.); problems and prospects of competitiveness of domestic machine-building enterprises (the scientific papers of O. P. Romanko, T. A. Kalna, A. V. Kolodychuk, N. V. Balabana et al.); problems and prospects of exports of domestic machine-building enterprises (the scientific papers of K. V. Selezneva, N. V. Ravlyk, N. M. Shmyhol, T. S. Pavlyuk et al.).

Uninvestigated parts of general matters defining. Despite the high scientific value of the above-mentioned scientific studies of domestic scientists it should be noted that the situation is changing very rapidly in the international markets of machine-building products and in the national economy and industry. It creates new problems and challenges for the Ukrainian machine-building enterprises. The significant transformation processes should be necessarily noted in foreign economic activity of Ukraine, as they actively influence the potential export and domestic exports of machine-building products. It is necessary to conduct a substantial research of issues and prospects for national manufacturers of machine-building products.

The research objective. Based on an assessment of the dynamics of the Ukrainian machine-building industry development and its foreign trade activities it is necessary to identify the problems and prospects of domestic machine-building enterprises export within transformation of foreign economic development.

The statement of basic materials. Machine-building along with the metallurgical and chemical industries are the key industries of any developed economy. For example, in Germany, its share in industrial output of the country is at the level of 50–55%, in Japan – at 45–50% in the UK – at 35–40%, in China – at 30–35% [1, p. 4]. It is also worth noting the importance of machine-building for export supplies of modern industrialized countries: Germany (42% of exports), Japan (40% of exports), US (34% of exports), etc. [2, p. 24].

Transformational crisis of 1991–1998 and two waves of economic crisis of 2008–2009 and 2014–2015 significantly reduced the value of machine-building industry for the Ukrainian economy. The problems of domestic machine-building enterprises during the crisis of 2014–2015 and in the post-crisis period became of particular importance as a sharp reduction of effective demand and the change of foreign economic development vector have led to the loss of most of the domestic and foreign markets. The current situation in machine-building industry requires a clear definition of problems and prospects of the industry, especially with regard to exports, as it is a key to machine-building enterprises around the world. The continuity of crisis in machine-building industry threatens the economic stability of Ukraine and enhances economic threat as the country has a limited list of goods (works, services) for export activity and, taking into account the export orientation of the national economy, is highly dependent on the price conjuncture on a limited number of product markets.

Thus, the question of the withdrawal of national machine-building industry from crisis is one of the most topical current conditions in the domestic economy. At the same time, the problems of export

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

activity and its intensification for manufacturers of machine-building products in Ukraine are being highlighted.

A study concerning the growth rate of machine-building industry, national industry and gross domestic product in 2006–2016 has been conducted (Tab. 1).

Table 1

Dynamics of the growth rate of machine-building industry, national industry and GDP in 2006–2016

Years	Growth rate of GDP until previous year, %	Growth rate of industry until previous year, %	Growth rate of machine-building industry until previous year, %
2006	25,3	9,5	31,3
2007	30,1	18,5	52,5
2008	31,5	-2,2	10,6
2009	-3,7	-21,7	-44,9
2010	18,6	11,2	36,1
2011	20,2	8,0	15,4
2012	8,4	-0,1	-2,7
2013	3,1	-3,4	-13,2
2014	9,1	-10,1	-20,6
2015	25,3	-13,0	-14,1
2016	19,8	2,8	14,5

Source: compiled by the author based on [3]

Thus, machine-building industry and gross domestic product grew more rapidly than industrial production in the country in the pre-crisis period. So, it can be stated it was one of the drivers of the national economy and industry. To sum up (Table 1) it may be noted that machine-building has lost its leading role, providing the growth of the national economy since 2008 (except for the situation in 2010); the same situation existed for the national industry in 2012–2015.

Thus, we can mention the crisis in the industry, which has deepened since 2012, when Ukraine actively began to change the vector of foreign economic interaction from CIS countries to the EU.

The situation represented negatively affected the share of machine-building industry in the total amount of national industry (Fig. 1).

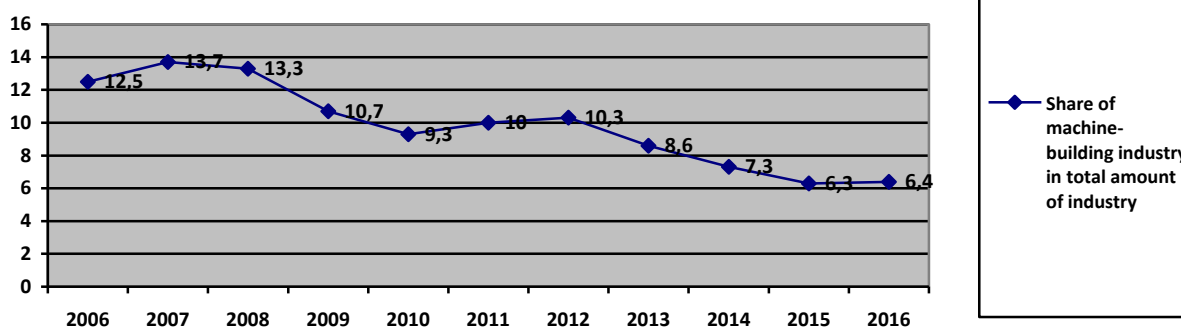


Fig. 1. Share of machine-building industry in total amount of national industry of Ukraine for 2006–2016, %

Source: compiled by the author based on [3]

After a period of the highest value share of the machine-building industry in the total amount of national industry of Ukraine in 2007–2008 (Fig. 1), the gradual decline, with some periods of correction trend (2010–2012), has been observed during the next years. The special attention should be paid to the period from 2012 to 2015, when the share of machine-building industry in the domestic industry sharply decreased from 10.3% (2012) to 6.3% (2015). The overall decrease was 6.1%, or almost two

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

times for the period investigated. The above-mentioned also shows the deep crisis in machine-building industry, which intensified during the second wave of economic crisis in Ukraine. Thus, we can note that the national machine-building industry was one of the most affected by the crisis manifestations in the national economy and changes in foreign economic development of the country areas. The loss of the leading role of the machine-building industry for the national economy and industry of the country could also be noted. It is especially noticeable against the background of figures of machine-building industry in 1991 – more than 30% [1, p. 3].

Whereas machine-building industry in Ukraine is export-oriented, we are to thoroughly examine this aspect of machine-building enterprises in 2006–2016, comparing it with import. Table 2 shows the dynamics of growth rates of exports and imports of machine-building products and the overall size of the export and import of Ukraine.

Table 2

**Dynamics of growth rates of exports and imports
of machine-building products of Ukraine in 2006–2016**

Years	Growth rate of exports of machine-building products until previous year, %	Growth rate of exports of Ukraine until previous year, %	Growth rate of imports of machine-building industry until previous year, %	Growth rate of imports of Ukraine until previous year, %
2006	20,3	12,1	36,2	24,6
2007	53,0	28,4	44,3	34,7
2008	28,8	35,8	35,6	41,1
2009	-38,0	-40,7	-67,0	-46,9
2010	35,1	29,6	40,5	33,7
2011	30,0	33,0	71,4	36,0
2012	14,39	0,6	10,8	2,5
2013	-47,5	-8,0	-44,5	-9,1
2014	-18,9	-13,5	-30,1	-28,2
2015	-30,3	-29,3	-28,1	-31,1
2016	-7,7	-4,6	25,8	4,6

Source: compiled by the author based on [3]

The growth rate of exports of machine-building products was mainly higher than export growth rate in Ukraine over 2006–2012 (Tab. 2), indicating that machine-building industry acted as one of the leading export sectors of the economy at that time. The significant decline in exports of products of machine-building enterprises has been noted since 2013 (the first year of change of foreign economic vector of Ukraine). Thus, the decline in exports of machine-building products has been more than decline in export of state as a whole during all the years since 2013, i.e. the export of machine-building products had one of the most negative impacts on Ukraine decline in export. Thus, the national machine-building enterprises, losing traditional foreign markets by changing foreign economic development vector in new overseas markets were not competitive for various reasons. Ukraine loses machine-building industry as one of the leading export sectors of the country.

On the other hand, the growth rate of imports of machine-building products was higher than the growth rate of exports for almost the entire period investigated, except for 2007, 2009, 2012, 2014 (Tab. 2), which indicates that the domestic machine-building enterprises rapidly lose national market and they are uncompetitive on it.

The positive growth rate of imports of machine-building industry in 2016 (25.8%) should be separately noted against the background of negative rates of exports (-7.7%), indicating a renewed interest in foreign machine-building products on the national market against the background of demand reduction for Ukrainian machine-building products in foreign markets.

The situation represented negatively affected the share of exports of machine-building industry in the total amount of national exports (Fig. 2).

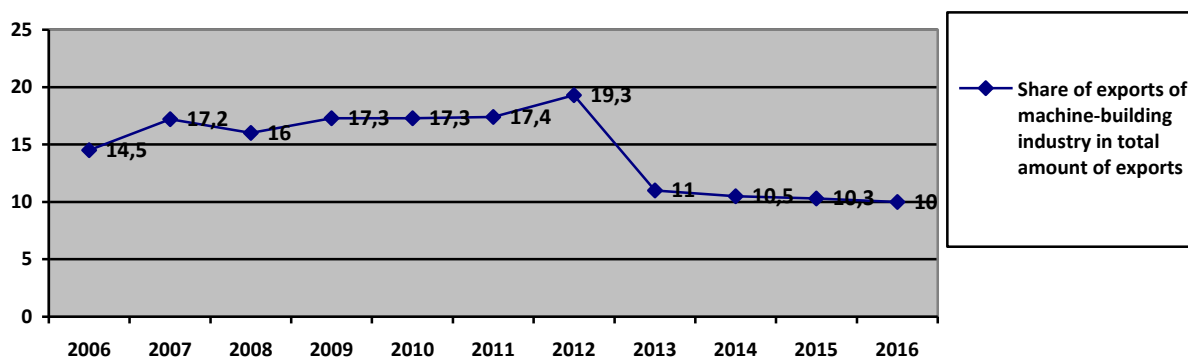
ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Fig. 2. Share of exports of machine-building industry in total amount of national exports of Ukraine for 2006–2016, %

Source: compiled by the author based on [3]

The share of exports of machine-building industry in the total amount of national exports of Ukraine for every year, except for 2008 (–1.2% until the previous year), increased and reached in 2012 at 19.3% (4.8% for seven years) after the positive trend in 2006–2012. Thus, the negative trend has been clearly observed (–9.3% for four years) since 2013 (the beginning year of change of foreign economic vector of Ukraine). A sharp reduction should be marked in the share of exports of machine-building industry in the total amount of national exports of Ukraine in 2013 (–8.3%) and every next year until 2016 inclusive. Thus, the information represented in Fig. 2 confirms earlier conclusions about the loss of a significant share of traditional foreign markets (CIS) and weak competitiveness in new overseas markets (EU countries) by the domestic machine-building enterprises.

On the other hand, the share of exports of machine-building industry in the total amount of national exports of Ukraine in 2016 shows its significant export potential that is necessary to be realized by localising and developing the complex for problem solving in terms of the transformation of foreign economic development of Ukraine.

We agree with N. V. Balabanov that the domestic machine-building enterprises in modern conditions of operation on international markets have not considered the main trends of international trade concerning products of machine-building industry, namely: 1) a sharp increase in the quality of scientific and technological processes in the financial-economic activity; 2) an optimization of industrial and other expenses through the use of modern information technologies; 3) a formation and development of world markets of innovative products and labour; 4) an intense competition in export markets of machine-building products according to quality parameters; 5) a sharp change in the range of machine-building products in the context of innovation level increase; 6) a reduce of cost for manufacturing due to its transfer to countries with developing cheap labour, which increases price competition on the world market; 7) a unification of national technical requirements for manufacturing of machine-building products; 8) a transfer of technology from industrialized countries to the countries whose economies are in the stage of formation and development; 9) an increase of the role of transnational corporations on international markets of machine-building products; 10) a manufacturing and realization of machine-building products within one or more countries, taking into account national peculiarities [4, p. 21].

The above-mentioned points lead to the low competitiveness of domestic machine-building enterprises on foreign markets. It is a basic problem in their export activities. It should be proved by using the method of B. Balas, L. Scott, T. Vollrata calculating three indexes of assessment of the competitive advantages of Ukrainian machine-building industry on the world markets: Relative Export Advantage Index (RXA); Relative Import Penetration Index (RMP); Relative Trade Advantage Index (RTA) [5; 6; 7].

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

The dynamics of indexes RXA, RMP, RTA for 2006–2016 for the machine-building industry of Ukraine is represented on Fig. 3.

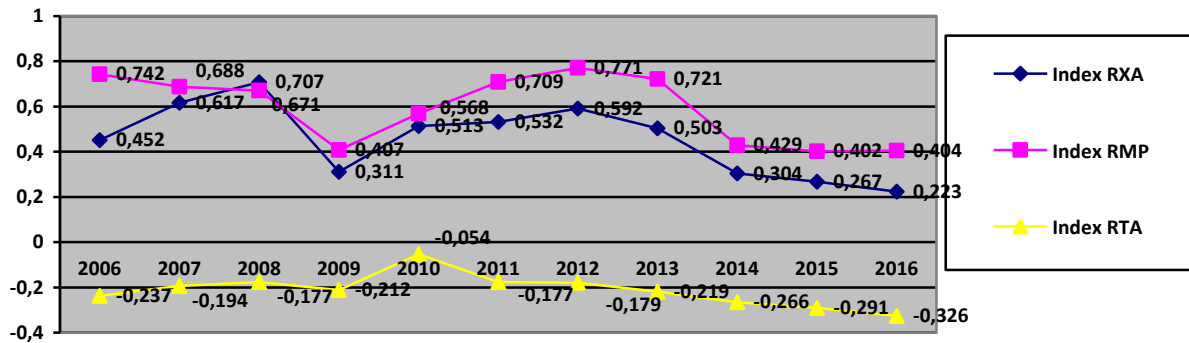


Fig. 3. Dynamics of indexes RXA, RMP, RTA for 2006–2016 for the machine-building industry of Ukraine

Source: compiled by the author based on [8]

According to the dynamics represented, machine-building industry of Ukraine had low competitiveness on export markets (RXA) in 2006–2016, but after some improvements in 2006–2008, there was a decline in 2009, with a gradual increase in the index in 2010–2013 and a sharp index decline in 2014–2016. The index in 2014–2016 was the lowest for the period under investigation, indicating a loss of competitiveness of domestic manufacturers of machine-building products on export markets.

The dynamics of RMP in 2006–2016 (Fig. 3) demonstrated that the machine-building industry in Ukraine is highly dependent on imports with negative sales trend in 2013–2016.

Negative values of RTA in 2006–2016 (Fig. 3) confirm the low competitiveness of domestic machine-building industry on foreign markets with negative sales trend beginning in 2011 and continuing until 2016.

The above-mentioned shows that the innovative and active machine-building enterprises on export markets are of high competitiveness. According to the State Statistics Committee of Ukraine in 2016, innovations were implemented by 409 out of 3915 machine-building enterprises, i.e. 10.45% of overall amount of enterprises, but only 168 enterprises implemented innovative products from Ukraine, i.e. 4.29% of all enterprises [3]. Thus, Ukrainian machine-building enterprises supply critically low amount of innovative products for export. It has a significant problem of its export activities, particularly regarding the changes in foreign economic development and integration into the highly competitive EU markets.

The above-mentioned major trends in international trade in the machine-building industry indicated that consumers prefer quality parameters of options prices on the global markets. High-quality products can be achieved by having two main components: new fixed assets (equipment, technology, facilities, etc.) and high-quality staff.

According to the State Statistics Committee of Ukraine depreciation of fixed assets of machine-building enterprises was more than 60% in 2016, demonstrating a negative trend in 2006–2016, but the average monthly salary varied depending on the sub-sectors of machine-building industry from 3744 UAH to 4345 UAH. As the average wage in industry of Ukraine was 5003 UAH, it means that it was less than the average in the industry [3]. Thus, the machine-building industry of the country cannot offer high-quality products to export markets, focusing on the competitiveness of the price. It is not sufficient in the current conditions on these markets and this is another problem concerning export activity area.

Solving the problems connected with innovations, upgrade fixed assets, improvement of the quality of staff training is possible by significant investments in financial-economic activity of machine-building

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

enterprises of Ukraine. It could be achieved both through reinvestment of net income, or attracting foreign investment, preferably from foreign investors.

State Statistics Committee of Ukraine data indicate that the machine-building of the country received 1,530 mln. UAH. of net loss in 2016, i.e. it is 12.91% of the net loss received by industrial enterprises of the state this year (a significant net loss was obtained by machine-building enterprises in 2015 and 2014) [3]. It is noted about a significant reduction in capital investment in machine-building industry in 2013–2015 with a partial recovery in 2016. However, the actual level of capital investment was the smallest for the period investigated in 2013–2016 [3]. Concerning foreign direct investment, it should be noted that domestic machine-building industry was interesting only for local entrepreneurs who made investments through offshore enterprises and businessmen from CIS countries. Due to such conditions, the economic crisis in Ukraine in 2014–2015 and political problems led to a decline in FDI in the sector – about 40% [3]. Thus, taking into account the high cost of bank loans and the weak development of the domestic financial and stock markets, domestic machine-building enterprises have access to investment resources. That is why it is still one of the problems of export industry.

In spite of a number of problems, machine-building industry in Ukraine has great prospects to realize its export potential. These prospects include: – significant production capacity that is not overloaded because of the crisis in the economy of a country and a sharp reduction in export deliveries; – activation of SMEs in the export business because of a greater flexibility than larger businesses with appropriate government support, as well as support of local authorities, international financial organizations, governments – countries partners of Ukraine, especially in the member countries of the European Union; – the return of traditional export markets by changing the schemes of product delivery for them (representations, branches, trading partners from product exporting country, joint ventures, sale of licenses, etc.); – increase of export of innovative and high technology products of machine-building during the increasing of cooperation of the industry with academic establishments and organizations, especially industrial scientific and research institutions and higher education establishments (establishment of small innovative enterprises on the basis of them); – intensification of product exports of machine-building industry for the military support of the Government of Ukraine and taking into account the significant financial capabilities of enterprises of the military-industrial complex in terms of increasing military expenditures of the state; – integration of domestic machine-building enterprises in international and foreign multiprofile and multifunctional corporations; – integration of national manufacturers of machine-building products in cooperative schemes of product manufacturing with producers of the following countries: EU, USA, Canada, Turkey and Asia.

Conclusions. The investigation allowed to form a number of problems concerning exports of machine-building industry of Ukraine (level of competitiveness, low product quality, problems with the development and production of innovative products, deficit of investment resources), which appeared in the conditions of transformation of foreign economic development of the state (the transition from CIS markets to integration into European and world economic space). The prospects for realization of export potential of machine-building industry of the country have also been formulated under the new conditions of the functioning of foreign economic state.

In further research it is necessary to identify more clearly the problems of export activities of machine-building enterprises with regard to their division into the certain sub-sectors.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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PECULIARITIES OF FORMATION AND IMPLEMENTATION OF CORPORATE PENSION PROGRAMS IN UKRAINE**ОСОБЛИВОСТІ ФОРМУВАННЯ ТА РЕАЛІЗАЦІЇ КОРПОРАТИВНИХ ПЕНСІЙНИХ ПРОГРАМ В УКРАЇНІ**

Urgency of the research. In conditions of low size public pensions the issue concerning ensuring sufficient level of pension benefits by established corporate pension programs is very important, as it stimulates human resources and has a positive impact on the image of entities.

Target setting. Unsatisfactory level of social protection of pensioners, chronic deficit of Pension Fund of Ukraine created preconditions of development of accumulation non-governmental pension insurance, which is intended to solve a number of social and economic problems of the country and contributes to its sustainable development.

Actual scientific researches and issues analysis. The scientific works of such scholars as I. Novikova, N. Prykaziuk, O. Rudenko, O. Tkach, I. Tsiurko, I. Shavryna and others deal with the introduction and implementation of corporate pension insurance at companies of all forms of ownership.

Uninvestigated parts of general matters defining. In general the above mentioned scientists research results contributed to an improvement of non-governmental pension maintenance system. However, not all the economic and organizational aspects of corporate pension insurance problems are solved completely that requires further research in this area.

The research objective. The research aims to determine the tasks of corporate pension insurance of employees and stages of its implementation in practice.

The statement of basic materials. The article explains expediency of combination of state pension insurance with the private corporate pension maintenance. The main tasks of the corporate pension insurance and their importance both for the employee and for the employer were determined. The author outlined the basic problems of development and implementation of corporate pension schemes at the company in current economic conditions.

Conclusions. Corporate pension insurance program is an alternative social protection of employees. The main advantages of corporate pension programs are the motivation of staff, internal resources investment and enhance the company's prestige at the labor market.

Keywords: social protection; non-governmental pension maintenance; company's pension program; corporate pension.

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Актуальність теми дослідження. В умовах низьких розмірів державних пенсій питання щодо забезпечення достатнього рівня пенсійних виплат за рахунок створених корпоративних пенсійних програм є досить актуальним, оскільки дає можливість стимулювати трудові ресурси та позитивно впливати на імідж суб'єктів господарювання.

Постановка проблеми. Незадовільний рівень соціального захисту пенсіонерів, хронічний дефіцит Пенсійного фонду України створили передумови розвитку накопичувального недержавного пенсійного страхування, яке покликане вирішити ряд соціально-економічних проблем країни та сприяти її сталому розвитку.

Аналіз останніх досліджень і публікацій. Наукові праці таких вчених, як І. Новікова, Н. Приказюк, О. Руденко, О. Ткач, І. Цюрко, І. Шавриної та інші мали справу з проблемами запровадження та реалізації корпоративного пенсійного страхування на підприємствах усіх форм власності.

Виділення недосліджених частин загальної проблеми. Загалом результати досліджень зазначених науковців сприяли вдосконаленню системи недержавного пенсійного забезпечення. Проте не всі економічні та організаційні аспекти проблем корпоративного пенсійного страхування розв'язано повністю, що вимагає подальших досліджень у цій сфері.

Постановка завдання. Метою дослідження є визначення завдань корпоративного пенсійного страхування працівників та етапів його реалізації на практиці.

Виклад основного матеріалу. У статті обґрунтовано доцільність поєднання державного пенсійного страхування з приватним корпоративним пенсійним забезпеченням. Визначено основні завдання корпоративного пенсійного страхування та їх значення як для найманого працівника, так і для роботодавця. Автором окреслено основні проблеми формування та реалізації корпоративних пенсійних програм на підприємстві в сучасних умовах господарювання.

Висновки. Програми корпоративного пенсійного страхування є альтернативним варіантом соціального захисту найманих працівників. Основними перевагами корпоративних пенсійних програм є мотивація персоналу, інвестування внутрішніх ресурсів, а також підвищення престижу компанії на ринку праці.

Ключові слова: соціальний захист; недержавне пенсійне забезпечення; пенсійна програма підприємства; корпоративна пенсія.

Urgency of the research. Pension maintenance in any country is one of the most extensive, complex and vital socioeconomic systems. The problem of reforming the national pension system escalated the development of a systemic crisis in the pension system, primarily due to the transfer to market

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

conditions. According to the concept of pension reform in Ukraine a fundamentally new system of pension protection is formed, which combines financial resources of compulsory state pension insurance and voluntary pension maintenance. In conditions of low size public pensions the question concerning ensuring sufficient level of pension benefits by established corporate pension systems is actual for companies of all types of ownership.

Target setting. Reforming the Ukrainian pension system caused a great interest to non-governmental pension maintenance in all business areas. On the one hand, the development of voluntary pension insurance contributes to the appearance of "long" money in the economy that ensures its continuous growth and improving the welfare of the country. On the other hand, the introduction of non-governmental pension program allows the company to solve a complex task of personnel, marketing, social and financial policy.

Actual scientific researches and issues analysis. The results of research on the problems of the non-governmental pension maintenance are highlighted in numerous publications of foreign and domestic scientists. The important aspects of the formation and development of corporate pension insurance are covered in the works of I. Novikova, N. Prykaziuk, O. Rudenko, O. Tkach, I. Tsiurko, I. Shavryna and others.

Uninvestigated parts of general matters defining. However, among significant number of scientific publications the issues concerning the stages of formation of corporate pension programs and determination of the socioeconomic results of their implementation remain studied not enough.

The research objective. This article aims to highlight the challenges that are put before corporate pension insurance and algorithm of its implementation at companies in the current economic conditions.

The statement of basic materials. Nowadays there is a growing interest of managers and employees of many companies for development of corporate pension systems. According to sociological surveys, about 20% of employers intend to introduce a corporate pension programs soon, and in future it is planned to provide 60-70% of the income, that workers received before retirement by non-governmental pension insurance [1].

Corporate pension is an additional non-governmental pension, which enables to maintain lifestyle in case of retirement. Today it is not only additional income to the state pension for employees who completed their career, but also one of the most effective tools of motivation. The main difference between corporate pension programs (CPP) and other motivational programs, that can be included in the benefits package, is that employee must fulfill certain conditions set by the employer in order to be eligible for non-government pension or right for a retirement capital. Thus, simultaneously company solves managerial tasks in the long term, such as personnel maintenance and also optimizes the economic costs by means of tax preferences granted by the government [2, p. 147].

For a deeper understanding of corporate pension programs let us consider in details the algorithm of their implementation in practice. The formation of corporate pension systems in the company is carried out in three stages:

- 1) identification of the main tools of motivation;
- 2) development of a corporate pension program;
- 3) implementation of pension program.

Determination of parameters of CPP depends on the goal that is set by a particular company. Their range is very wide and can be presented in the form of a set of tasks and also directed at different categories of workers. For example, in order to participate in corporate pension program employees are supposed to have certain work experience at the company. These criteria can be used by employers to retain staff of the company. In practice, the best work experience period is within three years. This time is enough for the company to estimate the employee's potential and for the employee - the need for further cooperation. After achieving mentioned work experience employee can receive the right for ownership of savings that were generated by means of the financial resources of the employer. If the company aims to increase the efficiency and quality of work, in this case the main condition is complementation certain tasks or volume of work by an employee. In addition, in determination of the basic tools of motivation employer can pay attention to the level of skills of personnel, their productivi-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

ty, as well as the observance of labor discipline. Company reserves the right to reduce contributions or suspend their payment for a particular employee in case of violation of labor discipline or other prescribed conditions.

At the stage of development of corporate pension insurance Non-Governmental Pension Fund provides professional consultation for employers concerning the choice of pension programs, makes draft of the contract on non-governmental pension insurance of company's employees, estimates actuarial parameters and evaluates the economic efficiency of CPP.

For many companies the most convenient contribution scheme is a scheme with established amount of contribution. In this scheme, the employer is responsible for the allocation of contributions to the account of the insured worker. The size of future pension is not determined in advance and depends on the accumulated amount. This scheme has one significant drawback: with equal contributions and payment deadlines for women, due to their earlier retirement, the amount of accumulation part will be smaller than for men. Accordingly, motivational effect will be also lower.

If the company gives the task to form a certain amount of corporate pension for an employee, so it should be opted on the scheme with an established amount of payments. In this case, the employer undertakes responsibility to pay employees fixed level of pension. For the employer this option is less profitable because he has to equalize the difference between pensions of men and women by increasing the amount of contributions [3, p. 26].

A characteristic feature of corporate insurance is that each pension program is created for each company individually taking into account specificity of its activities, peculiarities of personnel policy and financial capabilities [4, p. 94]. The implementation of corporate pension programs in practice, in our opinion, can solve certain social, economic, personnel and marketing tasks (Table 1).

The implementation of the third stage of corporate pension insurance includes payment by the company of the first contribution and selection one of three methods of leading individual pension accounts. The first variant of corporate pension programs with solidary pension account assumes that pension contributions are accounted at a solidary account of a company. The advantages of this option are that the company can later change the pension program parameters for different groups of employees, and include new members and to exclude those who do not comply with the requirements of corporate pension programs. When the employee fulfills all the requirements of the CPP, he can open an individual pension account.

Table 1

The main tasks of corporate pension programs *

No.	Tasks	Content
1.	Social	Implementation by the company guarantees of social protection of its employees, getting additional guarantees of their financial security after retirement, the possibility of insurance of disability or workers death risks
2.	Economic	Obtaining tax benefits, the use of non-governmental pension funds to invest in their own activities in the form of long-term investment resource
3.	Personnel	Attracting highly skilled workforce, awarding employees who work for many years at the company, motivation of prospective employees to further professional growth, reducing the "turnover" to an acceptable level
4.	Marketing	Improvement of company's image by creating a mechanism of social protection of workers, increasing their competitiveness at the labor market

**Prepared by author*

The second variant of corporate pension programs stipulates that employer's pension contributions are immediately displayed on the nominal pension accounts of employees. In this case, all tax preferences are active. This option is more complicated due to the process of leading, as in case of attracting new employee each time the nominal account must be open and, accordingly, closed in case of exclusion of the employee from members of corporate pension programs. Just as in selecting the variant of pension contributions to solidarity account, the company reserves the right to dispose contributions paid in favors of the employee, for example, in case of dismissal or failure to perform the tasks by any employee - to reallocate them for the benefit of other participants of the program.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

The third variant of corporate pension programs is a compilation of the first two types which can be implemented on a parity basis. This option assumes that an employer as well as employee may participate in future pension funding. Future non-government pension is calculated on based of employee's own payments and also company's contributions that usually, in practice, established proportionally. As a result, motivation of staff is growing as far as personal responsibility for creating the future corporate pension is increasing. In addition, employees have the right to receive previously paid funds during the formation of corporate pension even in case of premature dismissal from the company.

Service for members of the corporate pension insurance at the stage of implementation of the pension program is provided remotely by non-governmental financial institutions. Non-Governmental Pension Fund provides full support of CPP throughout the whole contract period and includes the following services: places pension contributions of participants; distributes income from the placement of pension assets at individual accounts; calculates the amount and pays non-governmental pensions.

Corporate pension insurance programs are an alternative variant of social protection of employees, as they provide performance of protection function and preserve of financial savings, and also are guarantees of a warm existence in old age.

Conclusions. Thus, we can conclude that corporate pension insurance allows employer to motivate employee for the long-term period and expands the company's impact sphere at the labor market. It should be noted that this type of non-governmental pension maintenance is useful for the worker, because it creates his unique social protection (pension contributions implemented by employer is the property of the employee which he/she manages); gives the opportunity to make additional pension contributions that increase his/her personal retirement savings and in future to receive the distributed profits of pension fund. In our opinion, the main advantages of corporate pension programs are motivation, mobilization and maintenance of staff, investment of internal resources with long-term goals, reduction of the tax base and increase of the company's prestige at the labor market. The more company invests efforts and financial resources in improvement of its staff, the more chances to implement profitable business projects and to ensure the competitiveness of the market will grow.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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Associate Professor**A. M. Aparov**, д. ю. н.,
доцент**«ENTREPRENEURSHIP» AS A KEY
CATEGORY OF ECONOMIC LAW AND
ECONOMIC SCIENCES: RESEARCH
THROUGH THE PRISM OF COMPARATIVE
ANALYSIS****«ПІДПРИЄМНИЦТВО» ЯК КЛЮЧОВА
КАТЕГОРІЯ ГОСПОДАРСЬКО-ПРАВОВОЇ
ТА ЕКОНОМІЧНОЇ НАУК: ДОСЛІДЖЕННЯ У
ПРИЗМІ ПОРІВНЯЛЬНОГО АНАЛІЗУ**

Urgency of the research. The relative share of products manufacturing accrues namely to entrepreneurship, and given that notable importance of the entrepreneurship institution for the society, state and economy as a whole is quite obvious.

Target setting. The article representing an attempt of comparative economic and legal analysis of the "entrepreneurship" category.

Actual scientific researches and issues analysis. Issues considered in this paper have been analyzed in the economic and legal science quite well.

Uninvestigated parts of general matters defining. In economic and legal sciences there is no unity of concepts concerning understanding of the "entrepreneurship" category, so the relevant issue requires complex economic and legal comparative study.

The research objective. The article representing the comparative economic and legal characteristic of the "entrepreneurship" category.

The statement of basic materials. The economic and law approaches to the understanding of the entrepreneurship essentially differ by their content. Economic approaches develop the economic essence of entrepreneurship as a special kind of economic activity and indicate its creative, businesslike, innovative, fresh, profitable and risky nature. Law approaches to understanding of entrepreneurship is aimed to determine, define and enshrine the legal aspects of entrepreneurship on the grounds of the law purpose in general.

Conclusions. The determination differences of economic and law theories of entrepreneurship serve as proof of the fact that entrepreneurship has a complex nature and various sides, including economic and legal ones. Moreover, upon comprehending of the "entrepreneurial activity" category it is necessary to consider all aspects of its nature and content, which will give a possibility to provide the view complexity, and, therefore, a comprehensive learning of the nature of the corresponding category.

Keywords: entrepreneurship, economy; economic law; legal science; economic science.

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Urgency of the research. Now the relative share of products (goods, works and services) manufacturing accrues namely to entrepreneurship, and given that notable importance of the entrepreneurship institution for the society, state and economy as a whole is quite obvious.

Target setting. Taking into account the fact that economic relations in society arise and deploy in the course of organization and implementation of economic (business) activity, it can be claimed that the economic activity is one of the major categories of economics and economic science. Upon this one of the key types of economic activities is entrepreneurship, which in terms of growth and development of market economy in Ukraine has become the main way of economic activity. So now the relative share of products (goods, works and services) manufacturing accrues namely to entrepre-

Актуальність теми дослідження. На підприємництво припадає питома вага обсягу виробництва продукції, з огляду на що вагоме значення інституту підприємництва для суспільства, держави та економіки в цілому є досить очевидним.

Постановка проблеми. У статті відображена спроба здійснення порівняльного економіко-правового аналізу категорії «підприємництво».

Аналіз останніх досліджень і публікацій. Аналітиці розглядуваних у цій роботі питань присвячується значна увага в економічній та юридичній науці.

Виділення недосліджених частин загальної проблеми. В економічній та юридичній науках відсутня єдність думок щодо суті підприємництва, а тому це питання потребує комплексного економіко-правового порівняльного дослідження.

Постановка завдання. В роботі відображена порівняльна економіко-правова характеристика підприємництва.

Виклад основного матеріалу. Економічні та правові підходи до розуміння підприємництва істотно різняться за своїм змістом. Економічні розкривають економічну сутність підприємництва як особливого виду економічної діяльності та вказують на його творчий, діловий, інноваційний, оригінальний, прибутковий і ризиковий характер. Правові підходи до розуміння підприємництва спрямовані на вияв, розкриття та закріплення юридичних аспектів підприємництва, виходячи із призначення права взагалі.

Висновки. Виявлення істотних відмінностей економічної та правової теорій підприємництва слугують підтвердженням тієї обставини, що підприємництво має складну природу та різні сторони, у т.ч. економічні та юридичні. При цьому при осмисленні категорії «підприємницька діяльність» є необхідним враховувати всі аспекти його сутності та змісту, що дозволить забезпечити комплексність погляду, а тому й всебічне пізнання природи відповідної категорії.

Ключові слова: підприємництво; економіка; господарське право; юридична наука; економічна наука.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

neurship, and given that notable importance of the entrepreneurship institution for the society, state and economy as a whole is quite obvious.

In addition to economics and economic theory, the entrepreneurship category is quite widely used in other spheres of social life and other social sciences. The legal science and law in general are no exception from this rule, within which business relations that in this case named as economic ones, acquire special legal regulation by norms of economic law and economic legislation.

So it seems quite interesting and topical to explore the economic and juridical (law) approaches to understanding of the “entrepreneurship” concept that, as it seems, will have a beneficial effect on the improvement of scientific approaches in understanding of the basic categories of economic and law sciences, as well as will contribute to eliminate contradictions and inconsistencies existing between them. The topicality of such research is especially increased by the importance of the place and value of the law and economy as a whole, which they have in a social life, as well as by the fact that the “entrepreneurship” category is multi aspect and is not covered exclusively by the subject of economic law science and/or economic theory, and so the complex and inter-branch research of this category can provide a finding of new aspects of the nature and patterns of development.

Actual scientific researches and issues analysis. Both lawyers and experts in the sphere of economic theory pay significant attention to the issue under consideration. However, usually their opinions on the matter have narrowed nature, as related to the comprehension and understanding of the “entrepreneurship” category’s essence only from economic or law point of view, that indicating a lack of complexity in the scientific view. So the issue under consideration needs further complex inter-branch economic and law comparative study.

Uninvestigated parts of general matters defining. In economic and legal sciences there is no unity of concepts concerning understanding of the “entrepreneurship” category, so the relevant issue requires complex economic and legal comparative study.

The research objective. The article meaningfully representing the comparative economic and legal characteristic of the “entrepreneurship” category.

The statement of basic materials. So we should start with that entrepreneurship as an economic activity in general plays a crucial role in various social institutions, in particular: for the state, because such activities in the most general context is aimed to ensure its financial and economic stability, as well as efficient social and economic development; for various groups of people (public associations, juridical entities, etc.) and particular individuals (entrepreneurs, consumers, etc.), because such activities ensures the implementation of private economic and other interests and needs (satisfaction of economic and other needs, profit earning, etc). Additionally, within their content the mentioned activities, as it was rightly stressed in law literature, lay in the transformation of natural resources, converting production facilities to material and other benefits to meet social and own needs of the producers themselves, and the activities’ goal is creating of material and social benefits necessary to meet the growing needs of society [1, p. 11].

It is obvious that the relations developing between people in the course of production, distribution, exchange and consumption of material goods are economic by their nature. At the same time, to ensure the regularity, protection and development of corresponding relations they fall within the regulatory provisions of law and justice, which, based on the content of economic and other aspects of various economic phenomena and processes, enshrine in the legislation the legal mechanisms of adjustment and development of economic relations. So, there is a need to clarify the essence of entrepreneurship, proceeding primarily from its economic base (as an economic category), and then to consider law (juridical) approach in this issue. We should immediately note that in its content the entrepreneurship is rather complicated and multi aspect category that was quite clearly reflected in the comparison of its law and economic understanding. In this regard V.S. Bilykh noted that “...the entrepreneurship can be seen in various aspects, such as: organizational, economic, legal and more. As a type of human activity in general, entrepreneurship is not limited just to the common set of actions, but consists of sequential economic measures (actions), operations and acts aimed at a single target concerning the production and sale of goods, which has demand and that makes profit, as well as at achievement of other goals” [2, p. 19].

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Analysis of selected sources of economic literature provides enough grounds to claim that in the context of economic science the “entrepreneurship” category is seen as a special kind of human activity that has a number of purely economic particularities, such as: creativity, innovation, freshness of behavior, businesslike nature, focus on profit-making, riskiness and so on.

For example, according to some experts in the economic sphere, entrepreneurship is an economic activity of separate market economy entity concerning the use of limited resources for the organization, development, production and sale of goods in order to meet social demand and make profit. Such approach considers independence and innovation as the main features of entrepreneurship, and as its major content defines innovation aimed at the manufacturing of new products, adoption of new technologies, finding and taking of new markets, etc. [3, p. 136-137].

According to opinion of other scientists of economic direction of the professional activity, entrepreneurship should be understood as a type of entrepreneurs’ economic behavior concerning the development, production and sale of goods, aimed at achievement of profit and social effect. Additionally it is noted that the essence of entrepreneurship is manifested in initiative, innovative and independent activity [4, p. 236-240].

Some economic sources contain the interpretation of entrepreneurship through the prism of its content, in particular as a category of economic science, as a method of management and as a type of economic thought, including the following:

- as an economic category entrepreneurship expressing a certain relations developing between participants of social production;
- as a method of managing entrepreneurship is characterized by economic and legal autonomy, personal responsibility and economic risk;
- as an entrepreneurial mindset entrepreneurship differs from the traditional one by new views and approaches to decision making and their implementation [5, p. 120-121].

Similar approaches to understanding of the entrepreneurship meaning is quite often can be found in economic literature sources, although upon this they can take various forms of terminological interpretations. For example, K. S. Bazylevych consider entrepreneurship as an economic category, as a type of economic behavior, as a method of economic thinking and as economic art. In his opinion signs of entrepreneurship include: independence, innovation, initiative, creativity, risk, economic and social responsibility, broad-scale thinking and businesslike nature [6, p. 268-269].

Some scholars, using in their works official regulatory (enshrined in law) definition of entrepreneurship, emphasize that this particular activity implies that entrepreneurs should have a certain way of thinking, a special style and type of economic behavior, manifested in a special creative approach to the matter, free display of initiative, constant drive to innovation, search of unconventional solutions and opportunities, expansion of activities’ scale and scope, and, more importantly, constant readiness to take risks and find ways to overcome it [7, p. 9].

Apparently, the outlined economic approaches to understanding of entrepreneurship clearly reflect some aspects of the historical development of this institution of economics and society’s sociopsychological attitude on it at a certain stage of society’s development. In particular, in the context of selected aspects (positive ones) related to understanding of entrepreneurship at some stage of social development (along with that, in certain periods of various civilizations’ development negative attitudes towards an initiative entrepreneur and this person’s business activities were encountered), we should mention the doctrine of English economist R. Cantillon who linked entrepreneurship to buying a thing and its subsequent resale at a higher price with the presence of unfavorable consequences risk; or works of French economist J.-B. Say, the content of which linked entrepreneurship to the organization of people within the production unit, and the entrepreneur is seen as an economic agent, which being in the center of the production process and distribution theory combines factors of production (land, capital, labor, etc.); or opinion of British economist A. Marshall, who particularly stressed the innovative moment and active (management) role of the entrepreneur personally in the use of new machines and technologic processes [8, p. 20-22]. On the same subject we also should mention Austrian American economist and sociologist J. Schumpeter, who grounded the entrepreneurial function as the implementation of organizational and economic innovations, namely “new combinations of production

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

factors”, which play a major role in economic development, ensuring its growth. According to J. Schumpeter, innovation is not only making a new product and adoption of new technologies, but also the development of new distribution markets, new sources of raw materials, new forms of industrial organization [8, p. 22; 9, p. 54].

Given historical and legal aspects of the formation and development of entrepreneurship, as well as mentioned approaches in understanding of this category by its content and nature, have economic essence and discover the economic nature of entrepreneurship as a special kind of human activity that has creative, business, innovative, unique, profitable and risk-related nature. However, as it was rightly stressed in researches of V. S. Bilykh, any given understanding of business reflects certain historical and economic theory of entrepreneurship, such as:

- a theory based on the recognition of “risk” as the main attribute of entrepreneurship;
- a theory based on the emphasizing of “innovation” as main feature of entrepreneurship;
- theory of recognition as the fundamental characteristics of an entrepreneur his/her personal traits (such as: ability to respond to changes of social and economic situations, discretionary decision-making, etc.);
- theory of modernity, the essence of which lies in the shift of main emphasis to management function of entrepreneurship [2, p. 20].

Apart from the economic context, the entrepreneurship institution become the subject of learning, research, analysis and description of law and legal science. However, within the latter there are also various approaches to the definition and understanding of entrepreneurial activities essence. For example, V. F. Popondopulo defines entrepreneurial activities as complex of lawful voluntary actions taken professionally, systematically and at own risk by a person registered as an entrepreneur, for the purpose of profit-making [10, p. 20]. On A. V. Busyhin opinion, entrepreneurship is a special form of economic activity based on an innovative self-reliant approach to production and supply of goods on the market, which brings to the entrepreneur income and awareness of own importance as a person [11, p. 7-8]. From the perspective of V. K. Mamutov, entrepreneurship should be understood as a special management mode aimed at profit-making [12, p. 82]. In this context H. V. Smolyn stands the ground, according to which the definition of “entrepreneurship” concept should be based on the economic nature of this phenomenon, which lies in that its premise is the divergence between supply and demand in the goods market. This divergence, according to the mentioned scientist, leads to the definition of strategy, oriented to the production of material values and service provision, as well as to buying of someone else’s goods at certain prices and selling them at higher prices in order to meet social needs and make profit [13, p. 20-21].

In that context it should be especially noted that the entrepreneurship concept is acquired its definition in the current legislation of Ukraine as well, and that is fully logical, because Ukraine, after proclaiming in 1991 its independence and economic self-reliance, coordinated its efforts on the development within its territory legal, social, and democratic Ukrainian nationhood in which social life would be based on the principles of political, economic and ideological diversity. In addition the key emphasis on the issue of the economic system development of Ukraine was shifted to the plane of evolution and development the very market economy and private enterprise. In the same regard we should note that already in 1990-1991 in Ukraine as the basic principles, on which the solving of issue of entrepreneurship development should be based, have been recognized, in the first place, granting legal guarantees of free entrepreneurship, including rights to property, manufactured products, free choice of partners in direct relations, export and import operations, self-reliant use of profit (income); and secondly, creation of equal opportunities for development of all types of entrepreneurial activity, based on various forms of ownership. These particular key principles, being the grounds for the development of regulatory and legal basis for the administration of this sphere, including the current Commercial Code of Ukraine, become crucial for evolution and development of entrepreneurship in Ukraine.

In the Art. 42 of the Commercial Code of Ukraine [14, p. 144] entrepreneurship is defined as an independent, initiative, systematic economic activity, carried out by economic entities (entrepreneurs) at their own risk in order to achieve economic and social benefits and make profit. The definition of similar content, given concerning the “entrepreneurial activity” concept, is provided in sub-paragraph 2.4.2

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

of section 2.4 of state 2 of the “Classification of Legal Forms of Management” State Classifier of Ukraine. Consequently, the “entrepreneurship” and “entrepreneurial activity” concepts should be understood as identical.

It is characteristic that most lawyers, defining entrepreneurship as a form of economic activity and pointing out at the focus of its goal on profit-making, give in their researches its legislative definition, enshrined by the legislator in the abovementioned Art. 42 of the Commercial Code of Ukraine.

From the analysis of the abovementioned legislative definition of entrepreneurship logically derive its main features characterizing entrepreneurship from a juristic point of view. In particular, they are the following:

- independence – it is an opportunity at own free choice to render a decision about the initiation and carrying on the entrepreneurial activity regardless of the will and initiative of any other entities, which is based on the freedom of entrepreneurial activity. The said feature reflects the essence of entrepreneurship as a rather broad sphere of economic freedom and economic opportunities of a person;
- initiativity – it reflects the active nature of entrepreneurship, related to the need of an entrepreneur to display an active behavior in an effort to achieve the stated results. The abovementioned feature of entrepreneurship also points to its creative and innovative nature;
- systematicity – it is constant repetition of entrepreneurial operations over time, which indicates an active and dynamic nature of entrepreneurship as a specific process of economic activity;
- riskiness – it is carrying out of entrepreneurial activities with a sufficiently high probability of its negative final result;
- profit as the ultimate goal – the entrepreneur’s motivation for the achievement of a positive difference between the incurred in the course of entrepreneurial activities administrative, labor and other costs, on the one hand, and the final income on the sales of goods, on the other hand;
- achieving of economic and social results (socially responsible nature) – it is the entrepreneur’s need to take the public interest into account in his/her activities, namely they are: interests of society, the state, etc. (filling of the budget with taxes, manufacturing of production and proper satisfaction of customers needs, job creation, etc.).

In addition, we can name the essential features of economic activity characteristic to entrepreneurship, the definition of which, by the way, was also enshrined in the Commercial Code of Ukraine [14, art. 144]: “economic activity is an activity of economic entities in the sphere of social production aimed at manufacturing and sale of goods, execution of works or provision of services of value character that have price definition”. Therefore, as a type of economic activity entrepreneurship also has the following inherent features:

- it is public and private, as it is carried out in the sphere of social production, and therefore requires taking into account not only entrepreneurs’ private interests, but also a number of public interests (of a consumer, of the state, etc.);
- this activity is related to the manufacture of products and its sale, provision of services, execution of works, that meaningfully develops entrepreneurship directions;
- entrepreneurship has a special subject structure, that is economic entities (individual entrepreneurs and juridical persons of a certain organizational form and ownership);
- this activity continues in time constantly, as a comparative analysis of “activity” and “action” categories gives reason to claim that “economic activity”, as well as “entrepreneurship”, is systematic;
- it is the value character of economic activities results (price definition), which means that the entrepreneurial activity results (products, works, services) provided with a cost and have a price definition at the sale.

Conclusions. Summarizing the economic and law (legal) approaches to the understanding of the entrepreneurship outlined in this paper, we should emphasize that they essentially differ in content. In particular, the first approaches (economic ones) develop the economic essence of entrepreneurship as a special kind of economic activity and indicate its creative, businesslike, innovative, fresh, profitable and risky nature. Furthermore, an economic activity itself, underlying the entrepreneurship, is seen as being aimed at ensuring the production, distribution, exchange and consumption of benefits created in the process of its organization to meet the corresponding needs of society. The said approach is

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

quite logical from the point of the economic view, because the economy serves to find, develop and improve economic methods and means for making of benefits, needed for the existence and development (progress) of society.

At the same time, law (legal) and regulatory approaches to understanding of entrepreneurship is aimed to determine, define and enshrine the legal (law) aspects of entrepreneurship on the grounds of the law purpose in general. In particular, it is aimed at regulation, providing of security and protection for economic relations of entrepreneurship by the implementation of regulatory function of law.

The results of the analysis conducted in this paper and, accordingly, determination in this regard significant by its content differences of economic and law theories of entrepreneurship serve as proof of the fact that in modern conditions entrepreneurship has a complex nature and various sides, including economic and legal ones. Moreover, as it seems, upon comprehending of the “entrepreneurial activity” category it is necessary to consider all aspects of its nature and content, which will give a possibility to provide the view complexity, and, therefore, a comprehensive learning of the nature of the corresponding category. This approach will also facilitate the disclosure of new aspects of the nature of the “entrepreneurship” economic category.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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**THE TOOLS OF THE FINANCIAL-CREDIT
MECHANISM OF THE STATE REGULATION
OF THE DEVELOPMENT OF AGRICULTURAL
PRODUCTION AND THEIR EFFICIENCY**

**ІНСТРУМЕНТИ ФІНАНСОВО-КРЕДИТНОГО
МЕХАНІЗМУ ДЕРЖАВНОГО РЕГУЛЮВАННЯ
РОЗВИТКУ АГРАРНОГО ВИРОБНИЦТВА ТА
ЇХ ЕФЕКТИВНІСТЬ**

Urgency of the research. Under the market conditions, the importance of the state's participation becomes relevant in providing financial and credit assistance to those subjects of agrarian production, whose effective work it is interested in, in the first place, in the context of ensuring food security of the country.

Target setting. Ensuring the effectiveness of state regulation instruments of the development of the agrarian production is only limited to controlling the targeted use of budget funds. Such an approach to the state regulation is limited, since it excludes the control of the planning of the socio-economic effect of the financial and credit measures of the state.

Actual scientific researches and issues analysis. Such domestic and foreign scientists, as J. Anderson, V. Belik, E. Vedung, A. Verzun, V. Vorotin, I. Grishova, O. Gudz, M. Demyanenko, A. Kirichenko, I. Kushnir, Yu. Lupenko, S. Navrotsky, A. Narinbayeva, O. Nepochatenko, O. Radchenko, P. Sabluk, O. Shust and others devoted their works to the study of the problems of securing the financial and credit mechanism of the development of agrarian production with effective instruments.

Uninvestigated parts of general matters defining. Despite the significant scientific developments, the analysis of recent publications shows the need to study scientific approaches to assess the effectiveness of the instruments of the financial and credit mechanism of the state regulation of the development of agrarian production.

The research objective. The article is intended to structure methodological approaches to the definition of the instruments of the financial and credit mechanism of the development of agrarian production and their effectiveness.

The statement of basic materials. In the article the features of functioning of the financial and credit instruments of the state regulation of the development of agrarian production are considered and defined. The methodological approach to the definition of the structure of the key instruments of the financial and credit regulation of the development of agrarian production is researched and systematized. The methodical approach to the evaluation of the effectiveness of the instruments of financial and credit regulation of agrarian production is substantiated.

Conclusions. The instruments of the financial and credit mechanism of the state regulation of the development of agrarian production, its forms of implementation and the methodical approach to the evaluation of the efficiency of their implementation are proposed.

Актуальність теми дослідження. За ринкових умов господарювання актуальності набувають питання необхідності участі держави у наданні фінансово-кредитної допомоги тим суб'єктам аграрного виробництва, в ефективній роботі яких вона зацікавлена в першу чергу, у контексті забезпечення продовольчої безпеки країни.

Постановка проблеми. Забезпечення ефективності інструментів державного регулювання розвитку аграрного виробництва зводиться лише до контролю за цільовим використанням бюджетних коштів. Такий підхід до державного регулювання є обмеженим, оскільки виключає контроль за плануванням соціально-економічного ефекту від фінансово-кредитних заходів держави.

Аналіз останніх досліджень і публікацій. Вивченню проблем забезпечення фінансово-кредитного механізму розвитку аграрного виробництва ефективними інструментами присвятили свої праці вітчизняні й зарубіжні вчені, зокрема Дж. Андерсон, В. Белік, Е. Ведунг, А. Верзун, В. Воротін, І. Гришова, О. Гудзь, М. Дем'яненко, А. Кириченко, І. Кушнір, Ю. Лупенко, С. Навроцький, А. Наринбаєва, О. Нepochatenko, О. Радченко, П. Саблук, О. Шуст та ін.

Виділення недосліджених частин загальної проблеми. Незважаючи на значні наукові напрацювання аналіз останніх публікацій свідчить про необхідність дослідження наукових підходів до оцінки ефективності інструментів фінансово-кредитного механізму державного регулювання розвитку аграрного виробництва.

Постановка завдання. Стаття покликана структурувати методологічні підходи до визначення інструментів фінансово-кредитного механізму розвитку аграрного виробництва та їх ефективність.

Виклад основного матеріалу. У статті розглянуто та визначено особливості функціонування фінансово-кредитних інструментів державного регулювання розвитку аграрного виробництва. Досліджений та систематизований методологічний підхід до визначення структури ключових інструментів фінансово-кредитного регулювання розвитку аграрного виробництва. Обґрунтовано методичний підхід до оцінки ефективності інструментів фінансово-кредитного регулювання аграрного виробництва.

Висновки. Запропоновано інструменти фінансово-кредитного механізму державного регулювання розвитку аграрного виробництва, його форми здійснення та методичний підхід до оцінки ефективності їх реалізації.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Keywords: *the mechanism of the state regulation; the financial and credit instruments; the development of agrarian production; the effectiveness of the financial and credit instruments.*

Ключові слова: *механізм державного регулювання; фінансово-кредитні інструменти; розвиток аграрного виробництва; ефективність фінансово-кредитних інструментів.*

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Urgency of the research. The dynamic development of the agrarian production and the market of agrarian products as objects of regulation is one of the key conditions of food security of the state. The process of strengthening the role of the state and its institutions in the financial and credit regulation of the agrarian production, in modern conditions, is considered an objective requirement and a global trend. In most countries, the state is constantly increasing its influence on the financial and credit relations in agrarian production, which allows neutralizing possible negative phenomena, depending on the volumes of production. This leads to the expediency of improving the instruments in the financial and credit mechanism of the state regulation of agrarian production, taking into account the provisions of the concept of the system of its development.

Target setting. The developed financial and credit mechanism of the state regulation has the ability to allocate resources most efficiently, contributing to economic growth in the country, while stimulating an increase in the volumes of agrarian production. In its turn, the development of agrarian production is possible through the activation of efficient financial and credit instruments, which in the process of implementation, generates mutually determined qualitative changes in the policy of the state.

Actual scientific researches and issues analysis. The theoretical and applied aspects of the instruments of the financial and credit mechanism of the state regulation of the development of the agrarian sector were studied by such foreign scientists as J. Anderson, V. Belik, E. Vedung, E. Kudelia, A. Narinbayeva, A. Tsvirko, D. Shpilman and others. A significant contribution to the development of the methodology of the state financial and credit support and budget financing of the agrarian sector of the economy was made by domestic scientists, including A. Verzun, V. Vorotin, I. Grishova, O. Gudz, M. Demyanenko, A. Kirichenko, I. Kushnir, Yu. Lupenko, S. Navrotsky, O. Nepochatenko, O. Radchenko, P. Sabluk, O. Shust and others.

Uninvestigated parts of general matters defining. Taking into account the work of the scholars on the financial and credit regulation and the state support to the agrarian sector of the economy, it should be noted that a number of problems related to the need of studying the role of instruments of the financial and credit mechanism of the state regulation as one of the main factors of the positive dynamics of agrarian development, ways of ensuring the efficiency of financing in conditions of a shortage of financial resources of the state and the need to optimize expenditures due to the reduction of the volumes of the sources of revenues due to the financial crisis.

Target setting. The purpose of the article is to study modern methodological approaches to ensuring the financial and credit mechanism of the state regulation of the development of agrarian production by effective tools.

The statement of basic materials. The state possesses a whole range of the instruments of influence on financial and economic processes in the agricultural sector. In the scientific environment, several approaches to the classification of the instruments of the state regulation of agrarian production prevail, namely:

- a budget group of tools (financing of agricultural production, financing of capital investments, interest rate subsidies, and leasing in the agrarian sector);
- a price group of instruments (market prices, control prices, guaranteed prices, protective prices, commodity and procurement interventions);
- a tax group of instruments (tax privileges, simplified taxation system, deferral of tax payments, tax exemptions);
- a social group of tools (improving living standards, medical care, cultural services, rural development of education);
- a scientific group of tools (fundamental research, training of specialists, innovative development programs and information support of the agrarian sector);

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

- a credit group of instruments (seasonal lending, investment lending, mortgage lending, bill lending, credit co-operation in the countryside);
- a foreign economic instrument group (encouragement of export of agricultural products, non-tariff regulation of import of agricultural products, mixed form of protection of the domestic market);
- a group of income regulation (declaration of prices, establishment of the marginal level of profitability, equivalent inter-industry exchange, increase of incomes of the rural population) [1; 2; 3; 4]. The effective use of instruments of the financial and credit mechanism of the state regulation of the development of agrarian production will make it possible to achieve high productivity in agrarian production, hence the competitiveness both in the domestic and foreign markets.

Depending on the strategy of financial policy and the current state of agrarian production, the instruments of financial and credit regulation can exercise their influence in the form of restrictions or incentives. The form (lat. Form - external outline, the expression of any content) of financial and credit regulation - these are specific means of the state development of agrarian production. The forms of financial and credit regulation in the form of its tools form an instrument of the mechanism of the state regulation of the development of agrarian production [5].

The analysis of modern business practices allows us to distinguish three key complex areas of a financial and credit state regulation: a financial and credit state regulation in the system of fiscal policy, a financial and credit state regulation in the system of monetary policy and a financial and credit state regulation in the system of investment policy. Each sphere of a financial-credit state regulation has: its object of stimulation; specific forms of stimulation, through which the promotion of the subjects of agricultural production on the basis of the distribution of financial resources is exercised; the boundaries of action; the principles of functioning; certain indications that give grounds for assessing their effectiveness.

Taking into account the limited resources in general, and financial and credit ones in particular, the state should constantly determine what is important for the development of agrarian production at the moment and in the future, what resources are needed for this, how quickly they will give positive results, which ultimate effects of the functioning of the agrarian system of production in modern transformation conditions will be obtained [6].

Proceeding from the above mentioned, we have proposed the instruments of the financial and credit mechanism of the state regulation of the development of agrarian production and its forms of implementation. The main forms are incentives and restrictions. The instruments of financial and credit regulation of the development of agrarian production include: taxes, lending, price regulation, budget financing and investments. It should also be noted that the choice of financial instruments and their level of influence should be laid incentive. It is precisely in this case that the financial and credit regulation can play an essential role in ensuring the stable development of agrarian production (Fig. 1).

The current financial and credit mechanism of the state regulation of agrarian production does not sufficiently stimulate the activation of the agrarian policy and lacks the means of controlling its efficiency. Public authorities should create favorable economic conditions for the functioning of agricultural production entities, the welfare of the rural population and socio-economic development of rural areas, etc. Then the result of the state agrarian policy will be the positive dynamics of the development of agricultural production. Another important aspect of the development of agrarian production is ensuring the effectiveness of its financial and credit state regulation. In order to function and develop an effective financial and credit mechanism of the state regulation of agrarian production, clear methodological support is needed for assessing the effectiveness of its instruments for solving strategic objectives [7].

In the Ukrainian scientific literature, the problem of evaluating the effectiveness of the state financial and credit instruments of the development of agrarian production is considered through the prism of assessing the efficiency of using budget funds. In the context of the limited financial resources of the state, the problem of achieving the effectiveness of the state financial and credit instruments of the development of agrarian production becomes particularly relevant, as they are the basis for the formation of the financial state of the state, ensuring its stability.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

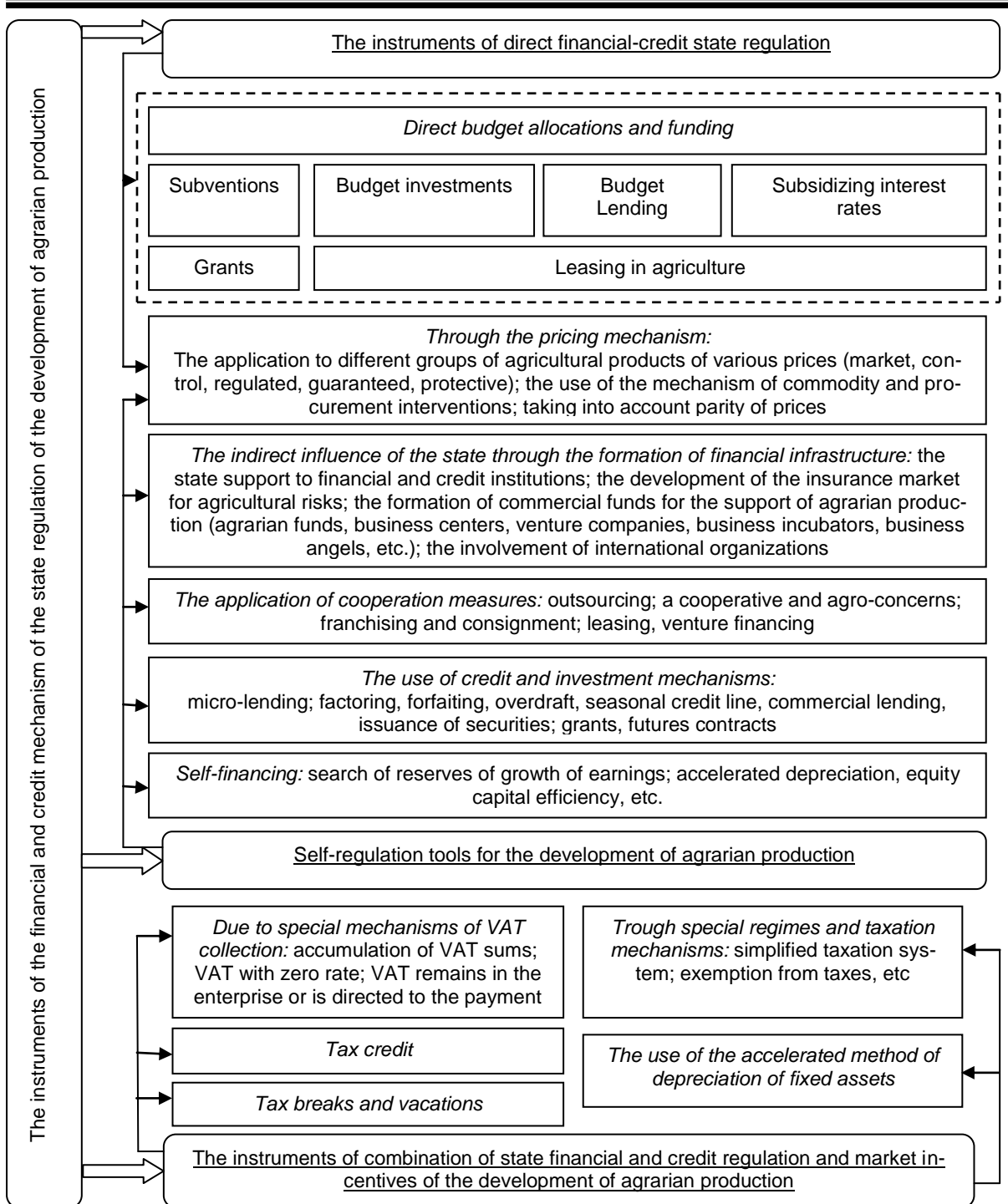


Fig. 1. The structure of the instruments of the financial and credit mechanism of the state regulation of the development of agrarian production

The indicator of the effectiveness of the financial and credit instruments of the mechanism of the state regulation can be interpreted as an increase in the profitability of agricultural producers from the

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

introduction of relevant innovations in the regulatory system. The basic indicators of assessing the effectiveness of financial and credit state regulation of agrarian production include:

- a percentage of the generated added value, which is directed to the development of agrarian production;
- the ratio in the dynamics of investment volumes in agrarian production with the indicators of agricultural production and its financial and economic results;
- the share of volumes in the trend of fiscal, tax, monetary and credit regulation, etc., which affects the performance of production and financial indicators;
- the comparison of the indicators of agrarian production to the use of instruments of the financial and credit mechanism of the state regulation of agrarian production and after their implementation [8].

However, it should be noted that in some cases there is a certain feature in the calculation of the effect of the implementation of the instruments of the state regulation mechanism, for example, in tax regulation, it is necessary to consider the tax multiplier, which involves obtaining a result with a certain lag.

The approaches to improving the financial and credit state regulation of agrarian production should be as follows: the identification of possible risks and the level of their influence, the methods of their neutralization or prevention, the possibilities of getting the best results and directions of their achievement are determined. Any actions on the part of the public authorities in the direction of developing a financial and credit mechanism of the regulation of agrarian production should be based on the principles of the rule of law, keep to the hierarchy of accountability of the subjects of the mechanism, the achievement of mutual coherence of economic interests between the state, subjects of agrarian production, investors, partners and the effectiveness of the made decisions.

Proceeding from the above mentioned, we suggest evaluating the results of the financial and credit state regulation of agrarian production on the basis of a complex indicator (1):

$$K_{f-dr} = I_{ef\ pr} \times I_{pl} \times I_{stab} \times I_{prib} \times I_{kap} \times I_{contr} \times I_{sots} \quad (1)$$

where, K_{f-dr} – the index of the effectiveness of the programs of the state financial and credit regulation;

I_{pl} – the index of performance of planned indicators of the subjects of agrarian production;

I_{stab} – the index of legislative stability;

I_{prib} – the index of dynamics of the level of profitability of the agrarian production;

I_{cap} – the index of dynamics of the share of equity capital of the subjects of agrarian production;

I_{contr} – the index of control over the fulfillment of conditions of the state programs of financial and credit regulation of agrarian production;

I_{sots} – is the index of dynamics of actual provision of the entities of social sector in accordance with planned indicators.

The main target of the mechanism of the financial and credit state regulation of agrarian production should be the economic and social effects of the development of the agrarian sector. The social effect is a qualitative indicator that reflects the results achieved in a social sphere - the social protection of the rural population and the workers of the subjects of agrarian production, the improvement of rural areas, the development of the infrastructure of the village, etc.

Conclusions. The instruments of the financial and credit mechanism of the state regulation of the development of agrarian production and its form of implementation are offered. The main forms are incentives and restrictions. The instruments of the financial and credit regulation of the development of agrarian production include: taxes, lending, price regulation, budget financing and investments. It should also be noted that the choice of financial instruments and their level of influence should be laid incentive. It is precisely in this case that the financial and credit regulation can play an essential role in ensuring the stable development of agrarian production. The main objective of assessing the effectiveness of the financial and credit mechanism of the state regulation of agrarian production is the formation and provision of conditions for the intensification of production and economic, socio-economic processes in agrarian production. The targeted result of the mechanism of the financial and credit

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

state regulation of agrarian production should be the economic and social effects of the development of the agrarian sector.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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УДК 141.113:316.733

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доцент**ECONOMIC AND SOCIAL ASPECT OF
CREATIVITY****ЕКОНОМІЧНА ТА СОЦІАЛЬНА СТОРОНИ
КРЕАТИВНОСТІ**

Urgency of the research. The post-industrial society, re-defining the essence of capital, gives primacy to intellect and creativity as an inexhaustible resource, whose influence on the socio-economic process is constantly increasing.

Target setting. The key factor of the vitality of the society and the person is all those qualities that make up the meaning of the "creativity" category.

Actual scientific researches and issues analysis. Over the past 50 years, scientific discourse has been complemented by a large number of publications that studied issues of creativity (works by J. P. Guilford, A. Klamer, C. Landry, G. Potts, G. Hawkins, R. Florida and others).

Uninvestigated parts of general matters defining. Often creativity is studied from the psychological point of view, and in the field of social space analysis it is an exclusively content component of the phrase "creative economy" without details.

The research objective. The representation of creativity from the socio-economic point of view and outlining the shadow moments of creativity, the existence of which is almost always kept silent.

The statement of basic materials. It has to do with the formation and approval of the "creatogenic formation" term in the modern social space - a special territory that contains such relatively independent spheres and autonomous worlds as creatogenic society, creative economy, art and creative personal. It is emphasized that creativity is considered not only as a key factor in the economic stability of society, as an important corporate capital, as the main resource and factor of production, but also as a mission of social space and personality development. Creativity is an estimated resource of the individual and a driving factor in the socio-economic development of society.

Conclusions. Social environment appreciates creativity, which has such feature as "inexhaustibility". This is its main advantage in the space where economic reality is concerned about the limited nature of most resources on which economic stability and economic growth depend.

Keywords: capital, creativity, creatogenic formation, creative economy, personality, creation.

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Актуальність теми дослідження. Постіндустріальне суспільство переглядаючи суть капіталу, віддає першість інтелекту та креативності, як невичерпному ресурсу, вплив якого на соціально-економічний процес постійно зростає.

Постановка проблеми. Ключовим фактором вітальності соціуму й людини є всі ті якості, які складають сенс категорії «креативність».

Аналіз останніх досліджень і публікацій. За останні 50 років науковий дискурс доповнила велика кількість публікацій, в яких розглядаються питання креативності (праці Дж. Гілфорда, А. Кламера, Ч. Лендрі, Дж. Поттса, Дж. Хоукінса, Р. Флоріди та ін.).

Виділення недосліджених частин загальної проблеми. Найчастіше креативність досліджується в площині психології, а в сфері аналізу соціального простору є виключно складовим компонентом словосполучення «креативна економіка» без деталізації.

Постановка завдання. Представлення погляду на креативність з соціально-економічного боку та окреслення тінювих моментів креативності, існування яких практично завжди замовчується.

Виклад основного матеріалу. Мова йде про становлення і затвердження у новітньому соціальному просторі «креатогенної формації», особливої території, яка вміщує в себе такі відносно самостійні сфери і автономні світи як креатогенне суспільство, креативна економіка, мистецтво і творча особистість. Підкреслюється, що креативність розглядається не тільки як ключовий фактор економічної стабільності соціуму, як важливий корпоративний капітал, головний ресурс і фактор виробництва, а й як місія розвитку соціального простору й особистості. Креативність є оціночним ресурсом індивіда й рушійним фактором соціально-економічного розвитку соціуму.

Висновки. Соціум поціновує креативність, яка має за рису «невичерпність». Це її головна перевага в тому просторі, де економічна реальність стурбована обмеженістю щодо більшості ресурсів, від яких залежить економічна стабільність і економічне зростання.

Ключові слова: капітал; креативність; креатогенна формація; креативна економіка; особистість, творчість.

Urgency of the research. The existence of a person in a post-industrial society cannot take place under the laws of classical understanding of capitalism. The main reason for this is capitalism itself as an economic system of production and distribution and as a concept. The concept of capital is derived from the Latin word "capitalis" standing for "the main one, which concerns the head"; "excellent, outstanding" [1, p. 154]. And it is precisely a post-industrial society predominantly relates to capital in this way, giving priority to intellect and the creativity associated with it.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Target setting. Today many people feel uncomfortable because the modern world is changing very rapidly. At the same time, it is not how social space radically changes which is so important, but the awareness of changes taking place in different directions simultaneously and rapidly. In such situation the key factor in the vitality of the social space and person is the adaptability, flexibility and ability to find new solutions in unusual situations, re-invent themselves, adapting to new conditions, all those qualities that are united in the category of "creativity".

Actual scientific researches and issues analysis. In the XX century solving problems of creativity and creation was carried out from the conceptual positions of various scientific schools. This became the reason for the fact that over the past 50 years a large number of publications appeared among scientific research. They considered such issues as creativity as a personal trait (T. Berezina, J. Guilford, T. Lubart, K. Magiru, S. Tordjman, S. Yaholkovskiy etc.); creativity as a cultural object and the creative industry basis (A. Bokova, E. Borysheva, L. Zotova, A. Klamer, M. Matysheva, G. Potts, D. Throsby, B. Frey etc.) and social network markets (C. Cunningham, T. Cutler, M. Kean, J. Hartley, P. Hearne); creativity as an element of social space and type of economic system (V. Zhuravlov, A. Datsyk, O. Zelentsova, C. Landry, M. Savina, O. Stepanov, O. Sushko, J. Hawkins, N. Khomutova, R. Florida etc.); organization and management of creative activities of employees (M. Boden, A. Zhari-nova, M. Kashapov, N. Kuznetsova, T. Kuzmina, N. Mandrik, H. Pyhorov, V. Pshennikov, K. Ford etc.).

Uninvestigated parts of general matters defining. The field of creativity is discursive and difficult for research since the empirical results relating to this phenomenon are rather diverse and represents the creativity as a puzzle, which ending is located somewhere in the future. Often creativity is studied from the psychological point of view and some related sciences, and when it comes to the field of social disciplines creativity becomes a component of the phrase "creative economy" and takes on the form of a feature that characterizes the stage in the development of human civilization without its subsequent detailing as a category.

The research objective. In our opinion, in contrast to creation creativity is expedient to consider in connection with the social practice of human, therefore, the purpose of publication is to represent a view on creativity from the socio-economic side. The separate task is outlining the shadow moments of creativity, which existence is largely silenced.

The statement of basic materials. Capitalism as the system is an object of the economy studying. In its turn, according to well-known economists P. A. Samuelson and W. D. Nordhaus it is based on the theory of resource constraints, production factors and deficits of economic wealth. «Ours is a world of scarcity, full of economic goods. A situation of scarcity is one in which goods are limited relative to desires» [6, c. 4]. The deficit signals that the economy is trying to help society get the maximum from the minimum of the resumes: «it is important that an economy make the best use of its limited resources. Economic efficiency requires that an economy produce the highest combination of quantity and quality of goods and services given its technology and scarce resources. <...> The essence of economics is to acknowledge the reality of scarcity and then figure out how to organize society in a way which produces the most efficient use of resources» [6, c. 4-5].

It is the resource limit that has forced social space and its constituent element of the economy to look for the fact that its leading feature is "unlimited", "infinity". Thus, a new paradigm was launched the key category of which was "creativity" and the characteristics of which include the creative potential of a person who does not require either an increase in the quantity and quality of human labor and traditional capital, or the acquisition of new technologies. Hence, the capital was added to human resources based on already existing technologies and the profit factor was the creative idea of a single individual or a group of individuals.

J. Hawkins (2001) and R. Florida (2002) were the first who moved the category of "creativity" into the space of socio-economic relations. The researchers drew attention to the development of the economy of talented people who are able to think unconsciously and generate original ideas. So, creativity in the context of social space was discussed in connection with its orientation on innovation and modernization of what has come from the era of Art Nouveau. It is remarkable that the concept of cre-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

ativity (from lat. Sreatio – creation) was used in the late Art Nouveau period by D. Simpson (1922) to describe the ability of a person to abandon stereotypical ways of thinking.

In the modern sense creativity is the procedural factor of the creative activity of an individual, which results in an innovative product of labor, which is not always associated with the discovery of something new, it is often "a search for new use of old things" [2, p. 30]. A person who has creativity as an ability gets a plurality of points of view and approaches, and this allows one to rely on considerable resources, combine various abilities and knowledge and thereby be competitive on the turn-based labor market. In conditions of social space, which determines creativity as its economic system of coordinates, the key task is determined by providing conditions for the generation of ideas, means of transforming the proposed ideas into absolutely new product.

One of the creativity researchers was S. Ariet. He noted that some cultures favor creativity more than others and he called them "creativogenic" ones. S. Ariet admitted that people become creative due to the influence of three factors: stimulating culture, genes and appropriate interaction. At this point, we can assume that creativity involves the simultaneous presence of two perspectives, which can be conventionally called "external view" and "internal view". These perspectives are often mutually exclusive so the task of their harmonization arises. "Finding the right balance between internal and external knowledge <...> the external view brings freshness and transparency, and internal one gives a deep knowledge of the situation; in the worst case, the external one turns out to be ignorant, and the internal one is to be obsolete" [2, p. 172]. It is important to emphasize that in today's society creativity is considered to be not only a key factor in the economic stability of society, the main resource and factor of production, but also a mission of social space and personality development.

Based on the above, we can also speak of the formation and approval of the "creatogenic formation" in a modern social space, a special territory that includes such relatively independent spheres and autonomous worlds as a creative society, creative economy, art and creative person.

Creativity is an assessment of the individual and the formative factor in the socio-economic development of social space. R. Florida put forward the idea that this space gives birth to a new social group, the "creative class", which is becoming increasingly powerful force today and acts as the core of this space. According to J. Hawkins, "people who have ideas are more powerful than people who work on a machine tool and, in many cases, more powerful than people who have machine tools" [5, p. 8], and therefore there is a certain classification of professions for their participation in the labor process and the degree of involvement of the creativity of the employee in the structure of the production process: managerial professions, professions in the field of business, finance, law, profession in the field of health [3]. These professions are also combined by the fact that the highest demand among employers will be personnel having all mentioned above qualities in combination with sound initiative, ambition and socially-oriented "aggression".

Through the socioeconomic prism, creativity is associated, firstly, with the original specific form of economic thinking that differs from the generally accepted logical patterns and the ability to find and implement new socio-economic links and models between phenomena and processes; secondly, with the ability to bring something new, original in different spheres of practical activity; and thirdly, the constant readiness to solve non-standard problems and situations, as it helps to develop a methodology for making non-standard and original decisions for both strategic development and in order to overcome the constantly emerging emergency and crisis situations, in which it is necessary to find and implement fundamentally new ways of survival, move forward and win in a competitive struggle.

However, there are a number of ambiguous points. First, any business has its own risks. Creativity is not an exception to this rule, because as a manifestation of creativity, it is complex in content, continuous and having its own stages of recovery, fall and level period, when nothing happens, with no ideas or even hints of the idea. Secondly, creativity is a testimony to the fact that the person with such feature is quite difficult to adapt to the surrounding reality and it is easier for one to create something of one's own rather than to integrate into existing social structures. In any case, when such person as a creator creates something of one's own, he initially makes himself uncompetitive, which goes beyond the scope of competition. In its turn, those who do not compete often have no incentive to self-improvement, so it stops and even degrades. Third, the obvious manifestation of the creative activity is

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

to some extent reflected in the expansion of the scale of corruption, criminal socio-economic processes, which is a shadow side of creativity.

Conclusions. The modern social space demonstrates the vital importance of creativity, since it has such a feature as "inexhaustibility." This is its main advantage, because the present-day economic reality demonstrates the limitations of most of the resources on which economic stability and economic growth depend. At the same time, if we talk about the creative economy, it is clear that new types of socio-economic relations are formed in its paradigm and under the influence of a moral quagmire; two opposite tendencies of progress and regress are manifested in social and economic development. This means that both creativity and the creative economy have weak places, which are "growth" and "crystallization" exclusively in a specific environment, which combines technology, morality, tolerance and ability. It seems to us that an area that is capable to provide these elements placed in the space of education, especially the university's space as it is an institution which is capable to generate and retain creative individuals and transforming intellectual property into economic well-being.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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THE PROBLEMS OF CORRUPTION AND LEGALIZATION OF MONEY LAUNDERING**ПРОБЛЕМИ КОРУПЦІЇ І ЛЕГАЛІЗАЦІЇ ВІДМИВАННЯ ГРОШЕЙ**

The urgency of the research. The study of the corruption and laundering legalization is based on the need of development of effective countermeasures to these processes in modern economic conditions in Ukraine.

Target setting. The ways to launder money used in domestic practice have to be analyzed in order to find the ways of minimizing their use. The review of corruption in Ukraine and identification of the areas of countering the further development of this phenomenon in the Ukrainian economic system need further study.

Actual scientific researches and issues analysis. Scientific papers of such domestic scholars as S. A. Butkevych, P. T. Gega, O. O. Kuryshko, P. F. Maksymchuk, O. D. Markieava, N. A. Orlovska, B. V. Romaniuk, T. L. Syroid, D. O. Garbazej, I. M. Tohtarova, S. V. Iakimova and foreign researchers, such as M. Levi, P. Reuter, L. Vega, X. Andrade, A. Oliviera, P. van Dune, etc. Chaikin, J. Sherman, A. Brown, F. Williams, D. Fendo, L. Dragos, J. Walker, B. Unger started to study the problem of corruption and legalization of money laundering as well as the ways to prevent them.

Uninvestigated parts of general mater defining. The problem of corruption and legalization of laundering are relevant in view of the ongoing transformation of the forms and ways of implementing these processes, that cannot be counteracted with the traditional methods.

The research objective. The paper deals with the modern ways of corruption conduct and legalization of money laundering in Ukraine and offers promising directions of dealing with this problem in the domestic economy.

The statement of basic materials. This article provides information about the problem of corruption in Ukraine. The tools and mechanisms for the legalization of illegal income are defined. Foreign experience of dealing with the corruption phenomenon is outlined. The directions to minimize corruption and ways to combat the legalization of illegally obtained funds in the national practice are discussed.

Conclusions. Corruption and money laundering legalization are common problems for Ukraine, therefore the economy of Ukraine is characterized by one of the highest levels of corruption in the whole world. Corruption in many cases is the pretext to money laundering or one of the elements of this process. Therefore, the task of corruption fighting and legalization of illegal funds should be solved comprehensively. There will be no positive effect if the problems are approached in different ways.

Актуальність теми дослідження. Важливість дослідження проблеми корупції і легалізації відмивання грошей пояснюється необхідністю розробки ефективних заходів протидії цим процесам у сучасних економічних умовах в Україні.

Постановка проблеми. Потребують вивчення способи відмивання грошових коштів, що використовуються у вітчизняній практиці з метою пошуку шляхів мінімізації їх використання. Заслугує на увагу огляд стану корупції в Україні та виявлення напрямів протидії подальшому розвитку цього явища у вітчизняній економічній системі.

Аналіз останніх досліджень і публікацій. Наукові праці таких вітчизняних вчених, як С. А. Буткевич, П. Т. Гега, О. О. Куришко, Р. Ф. Максимчук, О. Д. Маркеева, Н. А. Орловська, Б. В. Романюк, Т. Л. Сироїд, Д. О. Гарбазей, І. М. Тохтарова, С. В. Якімова та зарубіжних дослідників, на кшталт М. Леві, П. Рейтер, Л. Вега, Х. Андраде, А. Олів'єра, П. ван Дюн, Д. Чайкін, Дж. Шерман, А. Браун, Ф. Вілліамс, Д. Фендо, Л. Драгос, Дж. Волкер, Б. Унгер заклали основи для дослідження проблем корупції і легалізації відмивання грошей і пошуку шляхів запобігання та протидії їм.

Виділення недосліджених частин загальної проблеми. Проблеми корупції і легалізації відмивання грошей не втрачають своєї актуальності з огляду на постійну трансформацію форм та способів здійснення цих процесів, протидіяти яким традиційними методами не видається можливим.

Постановка завдання. Стаття покликана конкретизувати сучасні способи вчинення корупційних дій і легалізації відмивання грошей в Україні та розкрити перспективні напрями боротьби з цією проблемою на теренах вітчизняної економіки.

Виклад основного матеріалу. У статті наведено дані щодо поточного стану проблеми корупції в Україні. Визначено інструменти та механізми легалізації незаконних доходів. Окреслено зарубіжний досвід боротьби з явищем корупції. Запропоновано напрями мінімізації корупції та протидії легалізації коштів, отриманих злочинним шляхом, у вітчизняній практиці.

Висновки. Проблеми корупції і легалізації відмивання грошей є характерними для України, яка із решти держав світу демонструє один із найбільших рівнів схильності до сприйняття явища корупції як норми економічного життя. Корупція у багатьох випадках є приводом до відмивання грошей або одним із елементів цього процесу. Тому завдання протидії корупції та легалізації коштів, отриманих незаконним шляхом, має розв'язуватись комплексно, і вирішення першої із зазначених проблем без роботи у площині вирішення

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Keywords: corruption; money laundering; money legalization; shadow economy.

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другої, не дасть бажаного позитивного ефекту.

Ключові слова: корупція; відмивання грошей; легалізація коштів; тіньова економіка.

Urgency of the research. Corruption is one of the most pressing problems in the modern world. There are two different phenomena with the same name. The first one includes a small, domestic corruption associated with the gifts to the representatives of authority for certain services. This type of corruption has always been practiced, therefore it is of no significance for the economic system of the country. Thus its elimination is of not primary importance. Sophisticated corruption schemes involving huge amounts of money, in some cases budget funds, have serious consequences. The fight against this kind of corruption without exaggeration should be considered to be of national importance.

The corruption becomes especially threatening when it is accompanied by the legalization (laundering) of money and property laundering.

Treating this problem philosophically, money laundering destroys money value. Hence this process promotes economic crimes such as embezzlement of budgetary funds, terrorism, tax evasion, as well as drugs trade and trafficking by means of storage or transfer of funds. The implementation of these and other types of crimes undermines the fundamentals of national security and reduces public credit. Thus, the study of the problems of corruption and laundering legalization have been relevant for many years.

Target setting. Corruption has become an international problem over the decades and corruption fighting has turned into a primary task for any government, international organizations and the world community to solve. Corruption is interrelated with money laundering and organized crime, which is a serious threat to national and international security.

Inter-penetration and inter-dependence of corruption and legalization of illegal money are getting more evident in Ukraine, which needs primary solution, namely to focus on revealing and preventing of shadow schemes of revenues generated outside the formal economy. Taking into account the crisis of confidence of the population and business to a government and financial institutions there is an urgent need for comprehensive measures, implementation of which will create serious prerequisites for fundamental changes in the situation in Ukraine in the sphere of combating large-scale corruption, primarily with the aim of laundering of the illegal financial resources.

Actual scientific researches and issues analysis. Theory and methodology of combating legalization of criminal incomes and corruption at different levels of the Government is paid special attention to all over the world. Each state according to the socio-economic features and requirements of the international community is developing legislation on counteracting legalization of criminal incomes. But its imperfections, confirmed by the fact that corruption and shadow economy have not still been overcome in many countries of the world and need new theoretical research. Many domestic scientists analyzed different aspects of corruption and illegal funds legalization. In particular, S.A. Butkevych studies real and potential threats of illegal money legalization and corruption [1], P. T. Gega offers the evaluation of possible methods to prevent and combat illegal funds legalization and terrorism financing in Ukraine [2], O. Kuryshko specifies the analysis of the results of the world experience in preventing illegal incomes legalization and offers the ways to implement it in Ukraine. [3] R. F. Maksymchuk investigates the problems of income legalization under modern conditions [4], O. D. Markeeva [5] and N. A. Orlovska study the problem of illegal income and other property legalization [6], B.V. Romaniuk analyzes the world experience of founding and functioning of anticorruption institutions [7], T. L. Syroid and D. O. Garbazei learn the international experience of prevention of illegal funds legalization, connected with corruption [8], I. M. Tokhtarova considers legalization, that is money laundering, in Ukraine to be a corrupt activity [9], S. V. Iakymova suggests ways to prevent legalization as a crime with corruption elements [10].(defines the legalization (laundering) of "dirty" money in Ukraine as a corrupt component) [9], S. Akimova (defines the legalization (laundering) of "dirty" money in Ukraine as a corrupt component) [9], S. Akimova (offers directions to counter and prevent the legalization (laundering) of laundering as a crime that has signs of corruption (taking into

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

account international recommendations [10]. Recognition of corruption and legalization of money laundering at the international level is confirmed by the publications of such foreign scholars, as Levy, Reuters p. [11], Vega, Andrade, Olivier [12] Van Dunes p. [13], Čajkin d., Sherman J. [14; 15] Brown and [16], Villåms f. [17] Fendo d. [18] Dragos I. [19], Walker J, Unger b. [20].

Uninvestigated parts of general matter defining. The problem of the development of new forms of solving corruption problem and legalization of money laundering, which would take into account the close link between these phenomena and are characterized by a comprehensive approach to combating corruption, the legalisation of financial resources need further research.

The research objective. The purpose of the article is to identify the current state of the problems of corruption and legalization of laundering, characteristic for Ukraine's economy, and the possible ways to solve them in domestic practice.

The statement of basic materials. The processes of money legalization have been influencing the world economy for many years. Large amounts of financial assets are legalized every year becoming a threat to the world economy and the economic security of individual states. Legalization of money includes various types of illegal activities used to make illegally obtained money lawful and legitimate. Illegal sources of money and financial assets are usually disguised and hidden by using complex financial schemes that may also include a corrupt component.

Criminal community demonstrates an unusual grace in dealing with the challenge of finding new channels for the legalization (laundering) of incomes. Operations on legalisation of financial resources in a global scale is estimated in 2-5% of global GDP, or about 1-2 trillion USD per year [21]. However, according to UNO a government can currently stop less than 1% of global illicit financial flows obtained from drugs and crime. This statistics can be explained by the fact that representatives of power structures become participants of money legalization schemes. This statement is especially true for Ukraine, the level of corruption in which remains during the last five years too high (Tab. 1).

Table 1

The dynamics of the index of corruption perception [22]

#	Country	2012	2013	2014	2015	2016	Rank in 2016
1	Denmark	90	91	92	91	90	1
2	Finland	90	89	89	90	89	3
3	Sweden	88	89	87	89	88	4
4	Switzerland	86	85	86	86	86	5
5	Norway	85	86	86	87	85	6
6	Netherlands	84	83	83	87	83	8
7	Canada	84	81	81	83	82	9
8	Germany	79	78	79	81	81	10
9	Austria	69	69	72	76	75	17
10	United States	73	73	74	76	74	18
11	Japan	74	74	76	75	72	20
12	France	71	71	69	70	69	23
13	United Arab Emirates	68	69	70	70	66	24
14	Poland	58	60	61	62	62	29
15	Spain	65	59	60	58	58	41
16	Italy	42	43	43	44	47	60
17	Turkey	49	50	45	42	41	75
18	Belarus	31	29	31	32	40	79
19	Brazil	43	42	43	38	40	79
20	China	39	40	36	37	40	79
21	Zambia	37	38	38	38	38	87
22	Egypt	32	32	37	36	34	108
23	Dominican Republic	32	29	32	33	31	120
24	Moldova	36	35	35	33	30	123
25	Russia	28	28	27	29	29	131
26	Ukraine	26	25	26	27	29	131
27	Nigeria	27	25	27	26	28	136
28	Tajikistan	22	22	23	26	25	151
29	Iraq	18	16	16	16	17	166
30	Somalia	8	8	8	8	10	176

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Therefore, the overall level of corruption in Ukraine is quite high. In 2014 according to the study of international anti-corruption NGO Transparency International, Ukraine got 142 position out of 175 countries in the world with a high level of corruption in the state. Ukraine managed to earn only one additional point in 2015. According to the results of the world corruption perception index in 2015 Ukraine ranked 130 in the level of corruption perception out of 168 countries and in 2016 it ranked 131, that was even worse than in Russia, Egypt and Zambia.

Positive index dynamics in Ukraine in 2015 was due to the public condemnation of corruption, the establishment of anti-corruption bodies and the relevant legislative framework. It has been done quite a lot over the recent years in Ukraine in the field of corruption fighting, namely a special anti-corruption law and other anti-corruption legislative acts were adopted, the concept of combating corruption and special anti-corruption program was approved, systematic activities involving heads of law-enforcement and other state bodies for combating corruption were introduced, etc. [23, p. 10]. However, the position of Ukraine in the rating is getting worse again.

High position in the ranking of corruption perception by the leading countries is due to the following three principles:

1. Honest and transparent actions of the state authorities.
2. The inevitability of punishment.
3. High rewards for work and honest work encouragement.

Taking into account Ukraine's indicators, it is evident that these principles do not work. In modern world such forms of corruption as bribery, bribery of state and political figures, officialdom, illegal protectionism, nepotism have become widespread and popular. Corruption can be possible for the nationalization of public life, excessive management centralization, the development of the shadow economy, avoidance of real democracy. Crisis, falling of social conventions, abrupt changes in policy, bribery fighting are characterized by a large scale corruption, that is the political and economic conditions characteristic for present-day Ukraine.

The pervasive corruption in Ukraine is an additional factor that exacerbates the problem of the legalization of funds. Despite the fact that Ukraine is not a regional bank or financial center, its banking system has close links with the European banking networks. Transnational organized crime syndicates use Ukraine as a transit country to transfer their illicit profits in offshore companies. In the course of the research conducted in the period from March to September, 2014, 2015, the State service of financial monitoring (FMS), a division of the financial intelligence of Ukraine removed from the fraudulent schemes the sum of money equivalent to 1.52 billion USD connected with the large scale corruption in the former government [24].

Thus, a characteristic feature of domestic practices is that illegal income, which needs legalization and is mainly generated as a result of corruption, fraud, illegal circulation of drugs, weapons and people, organized crime, prostitution, cybercrime and evasion. To legalize such incomes different methods are used, including the realization of objects of the real estate, financial institutions and other companies. In Tab. 2 actors, tools and methods of theft and the legalization of money through the financial system are structured.

AML Index Basel measures the risk of money laundering and terrorism financing in the countries on the basis of publicly available information. The list of 10 countries with the highest risk in 2016 of the Basel Index includes Iran, Afghanistan, Tajikistan, Guinea-Bissau, Cambodia, Mozambique, Mali, Sudan, Uganda and Myan [25, c.3]. Finland remains the country with the lowest level of risk, also the lowest indicators of risk of money laundering and financing of terrorism is found in Lithuania, Estonia, Slovenia. Unfortunately, the information about Ukraine in this authoritative rating is missing, but a large proportion of the shadow economy in the country proves a significant vulnerability of domestic financial systems to the problem of money laundering. Traditional payments in cash help hide a certain amount of funds from state oversight, and financial transactions concluded in the shadow economy, contribute to relatively easy money laundering depriving the Government of a part of tax revenues. Use of the informal economy is primarily connected with evasion of taxes and customs duties. Many Ukrainians work abroad and make money transfers in Ukraine through the family or within the international payment systems. These transfers amounted to approximately \$2.2 billion in

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

the first six months of 2015. \$311 million profit from this sum got through informal financial channels. In addition, Ukraine continues to develop the market of smuggled goods.

Table 2

Fund legalization through participants of Ukraine's financial system

Subjects	Legalization tools	Methods of theft
Banking institutions	<ul style="list-style-type: none"> – «garbage» securities (shares, promissory notes); – fake debts; – the transfer of rights of claim; – converting funds in cash. 	<ul style="list-style-type: none"> – loans to borrowers, affiliated with owners; – issuance of fake loans to businesses; – the withdrawal of the property under mortgage by transfer of ownership to third parties; – withdrawal of funds through correspondent accounts in foreign banks.
Insurance companies	<ul style="list-style-type: none"> – conclusion of insurance agreements by unlikely risks; – fictitious documents regarding the insured event; – concluding agency contracts with thomission; – reinsurance companies with unsatisfactory financial condition; – «garbage» securities (shares, investment certificates, promissory notes); – converting funds in cash. 	<ul style="list-style-type: none"> – getting cash for unlikely insurance risks and transfer in favor of fake enterprises; – carrying out of financial operations of reinsurance from insurance companies, with a poor financial status; – significant amounts of funds are paid by the insurance companies to individuals for the agent agreements; – payment of the insurance compensation for a short period of time to a considerable number of individuals.
Foreign /joint ventures	<ul style="list-style-type: none"> – pseudo import contracts; – «garbage» securities; – fake companies residents and non-residents; – agreements regarding the classification of homogeneous oncoming requirements; – fake documents 	<ul style="list-style-type: none"> – the account of the Ukrainian enterprise accumulates funds from a considerable number of contractors, which are subsequently transferred abroad for the benefit of non-residents; – operations with fraudulent investment schemes;
	<ul style="list-style-type: none"> the implementation of foreign economic activity; – loans from non-residents, pseudo investments, cash withdrawal; – counterfeiters. 	<ul style="list-style-type: none"> – financial operations on the pseudo import contracts, transit transfers between non-residents abroad and return to the territory of Ukraine on the accounts of individuals in order to get cash.
The participants of the securities market	<ul style="list-style-type: none"> – securities issued by fake enterprises; – securities rotating on the over-the-counter market; – promissory notes, with a circulation of more than 3 years or in newly established enterprises; – bearer saving certificate; – bonds of internal state loan purchased not at market value; – converting funds in cash. 	<ul style="list-style-type: none"> – money from unknown sources are transferred as payment for the "garbage" – the acquisition of domestic government bonds at a reduced price and their further use at market prices; – the involvement of the financial operations of the newly formed professional participants of the securities market; – the use of straw persons and fake enterprises.
Converting centers	<ul style="list-style-type: none"> – attracting a significant amount of physical persons and legal entities (including fake ones); – the opening of accounts by one legal or natural person in various banking institutions; – the involvement of the financial operations of socially disadvantaged groups, people with criminal records and lost passports; – combining different schemes related to the withdrawal of funds abroad and trade with imported goods for cash. 	<ul style="list-style-type: none"> – contracts of assignment of rights; – "fictitious" securities (bills, shares, investment certificates); – financial aid and other kinds of loans.

Compiled by the author from data [23, p. 55,58, 60, 64]

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

The problem of money laundering and corruption in Ukraine is not only the problem of law enforcement authorities, but also of the whole civil society, as one of the reasons of fraudulent schemes implementation formed over the years, tolerance to these crimes. The basic methods of combating money laundering in Ukraine should include: the improvement of mechanisms of control and monitoring of the activities of financial institutions, limiting access of financial institutions to international centers of trade in gold bullions, precious stones and valuable metals, elimination of errors in the regulation of foreign exchange transactions and other transactions with cash. The problem is that offenders constantly invent new ways of converting criminal money in legal funds. Their ideas and technologies are always ahead of law enforcement structures, in particular, systematically changing the currency, methods of money legalization, using offshore zones to launder illegal funds, etc. That is why the relevant international organization (ATF, MONEYVAL, the Egmont Group, etc.) and national financial intelligence units summarize and bring to the attention of bodies authorized to counteract this crimes typology of legalization of criminal incomes.

In general, there are many methods and ways of counteracting legalization of criminal incomes. But the main idea is that all these measures should have the effect and provide a positive result. Thus, minimizing such phenomenon as the legalization of criminal funds, it is possible to stop the growth of many crimes connected with the obtaining of income, and other financial benefits, including corruption in the organs of state power, as well as customs authorities.

At present, the international community has a very strong foundation for combination and use of the system to combat money-laundering and organized crime as an instrument regulating the proliferation of the phenomenon of corruption, and the experience of developed countries in this plane can be recommended for countries seeking to ensure that national anti-corruption legislation corresponded to international standards, that is for Ukraine.

In the UK, for example, the level of corruption was reduced due to the severe penalties. A person who receives the bribe is a subject to a criminal punishment regardless of her actions and motives. Bribery with the aim of receiving honorary awards is a separate kind of corrupt crime in British law. Officials are forbidden to take even small gifts.

In Singapore the corruption was reduced by means of vertical measures. In particular, the judges received higher wages, reinforced penalties for refusing to participate in the investigation of corruption offences. The Office for the Investigation of Corruption Cases played an important role. All these activities have contributed to the transformation of Singapore from one of the most corrupt in one of the leading in the absence of corruption, economic freedom and the development of the countries of the world.

China's fight against corruption is of a cyclic nature. After every Congress of the Communist Party, where the fight against corruption is declared, its level dramatically reduces. Death penalty for certain types of corruption crimes contributes to this as well. However, after some period of time, the level of corruption rises again.

Let us consider the American and Italian anti-corruption practices that are becoming more and more popular in the world.

In the American version all family members of the criminal group were automatically confiscated all the assets, everything except for the things necessary for modest life. In the Italian system, a bribe-giver, cooperating with the investigation, is automatically relieved from liability. This allows to break down the circular guarantee between the organizer of the corruption and his victim. These two elements help even absolutely corrupt system start working for self-cleaning.

In our opinion, the most positive effect in combating corruption and illegal money legalization can be expected from the measures that have proven effectiveness in foreign practice, taking into account the specific realities of the domestic business and public administration. First of all, it is advisable to pay attention to the possibility of improving the legal framework in the fight against corruption and money-laundering, pay attention to the development of the state program of reducing the corruption level, while simultaneously activating the propaganda of the state anti-corruption policy and explain to the citizens and representatives of the business areas the importance of interaction with the civil society, to develop a regional anti-corruption program and departmental plans with their decision to

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

the public hearing.

It is important to develop in different social groups the necessity of anti-corruption actions, as well as intolerable attitude to corruption, which will enhance the credibility of the state bodies and institutions. It is also necessary to increase the level of legal knowledge and literacy, in order that everyone could take the necessary steps while contacting with manifestations of corruption. It is important to continue improving the program of "electronic government", which helps compose and send appeals, complaints, statements, etc. only in an electronic form, for providing any contact with civil servants directly.

Specific measures to reduce corruption in the state and society, to identify and punish persons complicit in corruption play an important role in corruption combating. A mandatory annual reporting of officials (officials of the executive authorities and the members of their respective levels) about the income and property status is a simple and rather effective measure. Income declarations of these people (as well as their children and spouses) have to be in the open access on the Internet, presented in official media, checked by the control and supervision bodies. Such practices are starting to develop in Ukraine. The effective direction, in our opinion, of the corruption combating and the legalization of illegal funds is strengthening penalties for corruption and financial crimes.

Conclusions. Having studied the problem of corruption and money laundering legalization it is possible to make the following conclusions.

1. The problem of corruption and money laundering are typical for Ukraine, but they were not completely solved even in the countries with a high level of economic development and a civil society. Corruption and money laundering threaten the economic security of the country, encourage the development of shadow economy, is a cause of social tension in a society and reduce the level of confidence of the population in the authorities, destabilizing the principles of the state organization. The problems mentioned above require the development of comprehensive measures, but the solution of the corruption problem is of primary importance, since this phenomenon is in many cases is the reason or a mechanism to launder illegal funds.

2. Ukraine belongs to the states that demonstrate a high level of corruption perception. In 2014 according to the study of international anti-corruption NGO Transparency International, Ukraine got position 142 out of 175 countries in the world with an high level of corruption in the State. Ukraine managed to earn only one additional point in 2015. According to the results of the world corruption perception Index in 2015 Ukraine ranked 130 in the level of corruption perception out of 168 countries and in 2016 it ranked 131, that was even worse than in Russia, Egypt and Zambia.

3. The tools, widely used in the financial system to launder illegal funds, can be called "garbage" securities (shares, promissory notes), the fictitious debts, conclusion of insurance agreements by unlikely risks; bogus documents regarding the insured event; concluding agency contracts with the High Commission; reinsurance in the companies with the unsatisfactory financial condition; pseudo import contracts; fake documents on the implementation of foreign economic activity; the opening of accounts by one legal or natural person in various banking institutions; the involvement of the financial operations of socially disadvantaged groups, people with criminal records and lost passports; combining different schemes related to the withdrawal of funds abroad and trade for cash with imported goods, etc.

4. Measures to counter corruption and to prevent the legalization of illegal funds include limiting cash transactions, increasing the degree of punishment for committing corrupt acts and financial offenses, increasing the level of awareness of the population and representatives of business structures in the first place due to the support of intolerance to corruption at different levels of the government, increased requirements for transparency of activities of governmental structures, reducing the number and duration of contacts between citizens and officials of different ranks, increased transparency of financial operations, strengthening control over the activities of financial institutions suspected of using as intermediaries in the process of the legalization of funds obtained by criminal means. However, constant modernization of tools and forms of money laundering indicates the need to use successful examples of foreign practices both in the minimization of shadow cash flows, as well as in the process of combating corruption in Ukraine.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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FUNCTIONAL REVIEW OF INSTITUTIONAL MECHANISM IN THE CONTEXT OF INTERRELATIONS OF MECHANISMS OF REGULATION OF BUSINESS ENTITIES DEVELOPMENT**ФУНКЦІОНАЛЬНИЙ ОГЛЯД ІНСТИТУЦІОНАЛЬНОГО МЕХАНІЗМУ У КОНТЕКСТІ ВЗАЄМОЗВ'ЯЗКУ МЕХАНІЗМІВ РЕГУЛЮВАННЯ РОЗВИТКУ СУБ'ЄКТІВ ГОСПОДАРЮВАННЯ**

Urgency of the research. Functional review of the institutional mechanism of state regulation of the development of business entities (IMSRDBE) is actualized due to the necessity to improve institutional mechanism.

Target setting. Scientific interest is the functional examination of IMSRDBE in the context of interaction with business, economic, market and state regulation mechanisms.

Actual scientific researches and issues analysis. Methodological provisions of functional examination of IMSRDBE at different times were developed by the foreign scientists such as: O. Williamson, T. Eggertson, S. Izmalkov, A. Kulman, D. Nort, as well as the local ones – V. Geets, V. Dementiev, M. Latinin, S. Nikolenko, A. Tkach and others.

Uninvestigated parts of general matters defining. The unsolved problem is the institutional mechanism functional connectivity with the business, market, economic, and state mechanisms, because they can regulate the development of business entities and the simultaneous state-regulatory impact based on the exclusive right of the state to the formation of regulatory legislation acts and the application of enforcement of their implementation.

The research objective. The objectives of the article are definition of functional links of the institutional mechanism with business, economic, market and state mechanisms regarding the improvement of IMSRDBE.

The statement of basic materials. The author does the functional examination of the institutional mechanism as recourse that allows to increase the efficiency of state authorities' activities, the effectiveness of their impact on the achievement of program indicators of the strategies of the business entities development, saving resources and institutionalization of public administration.

Conclusions. Complementarity due to the general functions and compensation due to the specific functions of the institutional mechanism creates the communicative holism of mechanisms aimed at reducing the uncertainty of the institutional environment, predictability of development of the business entities and effective using of their potential.

Keywords: institutional mechanism; business mechanism; market mechanism; economic mechanism; state regulation mechanism.

Актуальність теми дослідження. Функціональний огляд інституціонального механізму державного регулювання розвитку суб'єктів господарювання (ІМДРПСГ) актуалізується необхідністю удосконалення інституціонального механізму.

Постановка проблеми. Науковий інтерес викликає функціональне обстеження ІМДРПСГ у контексті взаємодії з господарським, економічним, ринковим та державним механізмами.

Аналіз останніх досліджень і публікацій. Методологічні положення з функціонального обстеження ІМДРПСГ у різні часи розробляли зарубіжні вчені, серед яких: О. Вільямсон, Т. Егертсон, С. Ізмалков, А. Кульман, Д. Норт, а також вітчизняні – В. Геєць, В. Демент'єв, М. Латинін, С. Ніколенко, А. Ткач та інші.

Виділення недосліджених частин загальної проблеми. Невирішеним питанням залишається функціональна зв'язність інституціонального механізму з господарським, ринковим, економічним, державним механізмами, оскільки за їх допомогою здійснюється регулювання розвитку суб'єктів господарювання та одночасний державно-регуляторний вплив на основі виключного права держави на формування нормативно-законодавчих актів та застосування інфорсменту їх виконання.

Постановка завдання. Метою дослідження є з'ясування функціональних зв'язків інституціонального механізму з господарським, економічним, ринковим та державним механізмами щодо вдосконалення ІМДРПСГ.

Виклад основного матеріалу. Функціональне обстеження інституціонального механізму автором розглядається як ресурс, що дає змогу підвищити ефективність діяльності державних органів влади, результативності їхнього впливу на досягнення програмних показників стратегії розвитку суб'єктів господарювання, економії ресурсів та інституалізації державного управління.

Висновки. Взаємодоповнення за рахунок загальних та компенсація – специфічними функціями інституціонального механізму, створюють комунікативний холізм механізмів, спрямований на зменшення невизначеності інституційного середовища, прогнозованість розвитку суб'єктів господарювання та ефективне використання їхнього потенціалу.

Ключові слова: інституціональний механізм; господарський механізм; ринковий механізм; економічний механізм; державний механізм регулювання.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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Urgency of the research. To ensure the success of the administrative reform of public administration in Ukraine, as one of the methods to inform the decisions on the improvement of the institutional mechanism of state regulation of the development of the business entities (IMSRDBE) and for the improvement of the activities of public authorities can be used the functional review (FR). Functional examination of IMSRDBE is actualized due to the necessity to improve IM as the foundation of implementation of economic activity, regulation of which is limited by the simultaneous impact of business, economic, market and state mechanisms, and their performance is limited by the functional content of these mechanisms [1-4]. FR allows to assess the success of the reforms and to optimize the system's changes of the administrative reform of the public authorities.

Target setting. The most important factor of the effectiveness of the management mechanisms is the mutual influence of institutions, which structure and unify the multifaceted conditions of the institutional environment of the of business entities (BE) activities. The combination of structural and functional components of the IM is shown in the properties of the relations that establish between all participants in the interaction at the state, regional, municipal, corporate and interpersonal levels, each of which contains various system of institutions. In this regard, scientific interest is the functional examination of IMSRDBE in the context of interaction with business, economic, market and state regulation mechanisms.

Actual scientific researches and issues analysis. Methodological provisions of functional examination for improvement of IMSRDBE at different times were developed by the foreign scientists such as: O. Williamson [1], T. Eggertson [2], S. Izmalkov, K. Sonyn, M. Yudkevych [3], A. Kulman [4], D. Nort [5], as well as the local ones – V. Geets [6], V. Dementiev [7], S. Nikolenko [8] and others [9].

Noting the important achievements of the world's scientists, it should be mentioned that the incentives, needs and interests of BE quickly change, the control mechanisms should be adequate for such changes, which leaves the question of functional connection with other IM management mechanisms relevant.

Uninvestigated parts of general matters defining. Analysis of the IM structural links are described in detail in the works [1; 5; 7; 8; 10-12]. However, for the implementation of FR of IMSRDBE unresolved issue is the institutional mechanism functional connectivity with the business, market, economic, and state mechanisms, because they can regulate the development of business entities and the simultaneous state-regulatory impact based on the exclusive right of the state to the formation of regulatory legislation acts and the application of enforcement of their implementation.

The research objective. The objectives of the article are definition of functional links of the institutional mechanism with business, economic, market and state mechanisms regarding the improvement of IMSRDBE, for institutionalization of public administration, the improvement of the structure of public authorities, optimization of the functional load, avoiding duplication of functions and powers, saving resources and increasing the professionalization of public service.

The statement of basic materials. Functional review is based on the evaluation of functions that must be performed by authorities. Functional review allows considering any aspect of the management mechanism and identifying the functional imbalance between the certain functions, their significance and importance for the implementation of management. Functional review allows identifying the functional imbalances, to avoid duplication and redundant functions in the control mechanism, to optimize the structural and functional system of state and municipal authorities, which are involved in the mechanisms of management, number of state personnel and experts, time for justification, coordination and making decisions.

We consider IM as a system of methods and techniques of management in which the institutions (formal/informal rules, regulations, restrictions, algorithms and standards of behavior, roles, values) subordinate the development of BE to their nature of origin and are an instrument of regulation of relations in specific organizational forms and functional content [4; 5; 10-12]. IM provides the implementation of business relations on a legal basis. Institutions as the rules and norms of business activities create the institutional environment for the realization of economic needs and interests of BE

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

by using the market mechanism. Due IM, the business entities implement the rights and freedoms, make decisions in real market conditions, coordinate and monitor their implementation in accordance with the state and economic mechanisms. IM regulates any activity due to its streamlining, establishment of norms (rights, freedoms, limitations, procedures, conditions and penalties) and monitors their implementation with the aim of ensuring of development and self-development of all participants [5].

Institutionalization of state regulation of BE development is the assimilation and exploring by all the participants of the interaction of institutions necessary for implementation of business and state-management activities, ways of control of the results of the process where the objectification and effective functioning of state management are achieved [12, p. 202].

The methodological approach in the issue of search for the structural and functional unity of IM with other mechanisms, in our opinion, should be based on the definition of the institute in the aspect of relations in synergy with BE [8-12]. This approach allows to find the structural and functional unity of the management mechanisms, to determine their general and specific functions, to justify methodological approaches and tools of institutional transformation in the direction of institutionalization of state regulation of BE development and improvement of the mechanisms and to predict tendencies of business entities development.

Management mechanisms are embodied in the forms - structures and functions – properties, relationships, meaning and mode of action by which decisions are made and are managed in different fields of BE activities [10, p. 52-53].

Systematization of IM functions provides the opportunity to explore the functional meaning of IM as the system of descriptive and normative properties, the first of which indicate the method and frequency of use (possible/impossible) of certain institutions, and the second – the recognition of initial and boundary conditions for their use. At the same time, reflecting in the functions of other mechanisms, IM properties affect the institutionalization regarding compliance with or disregard for the requirements of a specific institution. This approach helps to consider IM in dialectical unity of the categories that compose it [10, p. 52; 12, p. 203-204].

The functional aspect of IM means the duality of the action (influence) and property (nature of the relationship, connection, condition, behavior, potential, trends, etc.), provides their concretization in a specific system of relations to achieve certain goals.

Management functions are shown in the properties by which the actions are implemented, the connections and relations in the economic activity of business entities are set. For this reason, the scientific interest is determining of the complex of functions by types of mechanisms that prevents repetitions and cross-segmentation of the content, is simple and uniform by type, is unified by the description. However, due to the difficulty of structuring of the management mechanisms and their multi functionality to moderate such requirements is almost impossible, even idealize this methodological attempt, although it is possible to idealize this methodological effort, however, and deprives the value of practical application of the obtained results [1, p. 16-18; 10, p. 54; 12].

From the point of view of institutional theory the studying of functional connection system as a systemic element in the structural and functional structure of the control mechanisms is an interesting [1; 7; 8; 10; 11]. The functional relationship of IM has general and specific aspects. If we consider the management arrangements generally, we can assume that their general function is to meet the needs of users (subjects of a certain mechanism) by those institutions that are supported by all participants of interaction, are acceptable and most advantageous regarding the efficiency of regulation of social and economic processes (normative properties).

However, realizing this common function, each mechanism performs various complex of functions that the participants of interaction use to achieve their goals in different ways and not always effective (descriptive properties) and legitimate. Functional content of each mechanism depends on the users, normative legal acts, standards, principles, learned algorithms of business and others. Thus, the function of each mechanism can increase the influence on the institutionalization of state regulation of BE development and in a certain degree to be superfluous, contradictory, duplicative, misplaced, limited and incomplete.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

The majority of scientists recognize that IM general functions are the following: fixation and reproduction of social relations, coordination and subordination, communicative, regulatory, integrative, relative isolation, costs minimization and others [3; 4; 8; 9; 12], which are complemented by specific depending on the type and applications. Such IM functions in the area of institutionalization of the state regulation of BE developments, in our opinion, are: purpose achievement, programming, knowledge, compensation, adaptation, unification.

The function of fixation and reproduction of social relations (characteristic property is cycle, permanence), being both the carrier and the result of scientific and technological progress, determines the boundaries of the institutional impact on the functioning of the BE that are regulated by IM.

The function of coordination (the standard property is orderliness, a consistency) is aimed at the distribution of all types of resources and the achieved effects (income, benefits, risks, costs, etc.), reduction of uncertainty and asymmetry of market information.

The function of subordination (typical property is a subordination) is the reallocation of all types of resources, especially information in time and space according to the BE management hierarchy that provides adequate using of IM.

The communicative function (the property is a connectivity, a coherence, a cohesion) reflects the awareness of users (scientific, educational institutions, state and local authorities, mass media) regarding to using of information and knowledge in a particular form and content, which are limited by IM.

The regulatory function (the property is a regulation, a compliance), which is characterized by the frequency, duration and volume of regulatory procedures, gives the ability to control the parameters of reproduction of social relations and to foresee the consequences of decisions taken in the framework of IM.

The integrative function is characterized by holism, consolidation and a certain degree of conformism of all participants of the market environment under the influence of IM. The integrative function determines the effectiveness of actions of organizational legal, economic, political and other forms of social and economic relations, forming a common institutional space of their functioning. This function reproduces the direct/indirect IM connections through business, economic and market mechanisms in accordance with the needs and interests of the participants of the interaction, which is manifested in increasing the volume and frequency of communication (contracts).

The relative isolation (the property is accountability) characterizes the certain autonomy (independence, degree of freedom) of IM, which is reflected in the fact that changing of any structural and functional parameter of IM can cause a chain reaction in other mechanisms. Therefore, changes of institutional character is necessary to assess in a range of direct and indirect actions of business, economic, market and state mechanisms for the overall result of BE and to predict the consequences of their influence on the activity of business entities.

The function of costs minimization (the property is typification, versatility) is connected with the totality of the costs incurred by BE, but in the first place with the transaction (TrC), as an indicator of effectiveness of business, market, economic and state mechanisms. An indicator of the effectiveness of the mechanisms is minimizing TrC for production of BE and frequency TrC for non-productive [5; 7, p. 121-125; 11].

IM in cooperation with business, commercial, economic, market and state mechanisms has much more functional load, which raises a number of specific functions of this mechanism, which, in our opinion, are the following.

The function of the purpose achievement of the prescribed purpose, direction and method of its achievement, except of the orientation, has an informational influence on the mandatory execution of regulations and restrictions of specific IM. The essence of the purpose achievement is the valuable conversion of resources in accordance with their own interests and needs of BE. Synthesis of the impact and reactions of BE does not distinguish formal/informal character of IM and other mechanisms because of BE have a great variety of purposes that cannot measure only by the degree of their achievement. It sprays a pattern of properties that will be determined by the scope of IM, which forces to consider the purpose achievement for the steps taken by the BE as a pattern of results. The latest

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

is connected to the character of the institutional environment, the result of which is determined by the simultaneous action of business, market, economic and state mechanisms, and regulation of their actions – the complementarity of IM.

So, the purpose achievement (the property is a complementarity) is the function that creates the competitiveness and involves achieving results by stages, forms, methods and resources spent to achieve of the purpose. The whole achievement in economic mechanism directs the action of BE on the prediction of results, assessment of their competitiveness, and influences the choice of the ways of achievement them in accordance with the market mechanism. So, the purpose achievement should be understood as the attainment of the status (properties) of BE which is achieved in the process of implementation of the setting purposes. However, there will always be a dialectical contradiction orientated to a common purpose (the needs of the nation, country, community, corporation) and individual (personal, family, clan), which, from our point of view, will be decided in depending on the level of institutionalization of the mentioned mechanisms [6; 7; 9], and the effectiveness of IM—from the complex of institutions that limit private needs and interests and purpose activities of BE to achieve the convergence of social interests and relations in a positive direction.

The purpose achievement provides the structural basis for the institutionalization of state regulation of BE development that is taught in the state policy documents, which allows to identify resources for their implementation. However, through various reasons (influence of technological factors, institutional changes, etc.) the purpose and results may not match and that will always remain a field for the improvement of state mechanism of regulation the BE development.

Due to the fact that the purpose achievement requires an understanding of the development trend of BE and has the same form, this function of IM associated with the function of programming the development of BE. In this sense, IM includes both normative programming (directive, indicative, etc.), where the trend of IM actions reveals and expect the result of its influence on the future of BE and the prediction of the search that comes from the real economic situation of BE (strategic programming). The synthesis of these two co-functions during making decisions allows to move from forecasting (purpose setting) to programming (purpose achievement) of BE development. By these properties, the programming overlaps with the functions of ordering, coordination, regulation and purpose achievement in business, economic, market mechanisms and state regulation of business entities.

The purpose achievement with the programming synthesize from knowledge function, which in addition to information bearing by mechanisms is based on the assessment and awareness of the needs and interests of all participants of the market interactions [7]. In our opinion, the commitment of BE to keep a certain IM, or change (modify) its components can be considered as the main criterion for the efficiency of IM functioning, balanced assessment of which will depend on knowledge component of IM functioning [9, p. 135-160]. The latest is based on the assimilation of values and the changes that have taken place and on the determining of the conditions of specific methods and ways, which are laid for the future. The special feature of this function is that not all methods of achieving the purpose justify by the results, but only those, according to Hehel, which in spite of the degree of acuity needs, its hierarchical level and grade, have a real possibility of satisfaction that is practical applicability of IM in the institutionalized system of operating mechanisms.

The knowledge function is implemented due to the reproduction of values in accordance with the costs which BE may allow to themselves according to the market and economic mechanisms. Practice is the criterion that checks the truthfulness of the predictions and values in comparison of the competitiveness of BE (countries, national economies, companies). The new values become things as fast as effectively triggered the economic mechanism that confirms their truth (will disappear if they are false). The modern practice of BE only confirms this pattern: with increasing of the degree of purpose achievement the costs of achieving are rising [1; 7]. Therefore, the results of the knowledge functions should be the new values (material and spiritual) which are based on knowledge, competence, practical skills and innovations that are implemented through joint influence of mechanisms in the way that allows this difference to increase.

Therefore, the transaction of the costs for the industrial segment of BE is an indicator of IM effectiveness, which should stimulate the searching the effective forms and methods of benefits

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

reproduction. Knowledge helps to learn, to explore and to predict the future and correct decisions, to find new ways to achieving the purposes, to develop strategy and tactic of their implementation, to fill BE activities with new content. Thus, there may be new purposes and to achieve them requires new properties – new features of IM, indicating the iterative character of the knowledge component of IM.

The ability to shift the accents of institutional environment towards productive activity characterizes BE as the competitive that directly affects to the appropriate property of IM. For example, due to the accumulation and improvement of knowledge (knowledge function), which entail new discoveries (inventions, technologies, innovations), the relative prices of resources are changing [2; 5]. Latest stimulate (or provoke) the owners of assets to change in institutions that will provide them the opportunity to maximize (or keep) a profitable activity in the market parameters due to the formation of a new (or protection of the previous – "the old") IM [5].

Balancing of the various contradictions in the development of BE, even those which have a dialectical origin, require the distribution of compensation (redistributive function of IM) to provide compromise solutions, solving conflicts and crises through the reallocation of risks in the activities of BE. This function shows in emergence of IM. For example, the redistributive properties inherent in the fiscal, monetary, price, anti-monopoly, investment, foreign economic policy of the state and BE due to the successful combination that can solve the problems of the national economy. Each of these forms of regulation has a compensatory aspect to the others due to the compensation function of IM.

The function of adaptation (the property is a flexibility) of IM is directly related to the compensation and is adequately responded to IM changes. This property is expressed by the result vector of MI that affects the functioning of economic, state and economic mechanisms. Although the speed of reaction is the reverse side of adaptability to institutional changes that occur with a certain inertia, self-tuning of MI occurs through a combination of formal rules and informal norms. As the theoretical studies and practice are shown, the adaptation does not always bring the positive results, as evidenced by shares, for example, the "shadow" economy, corruption [5; 9, p. 166-195]. In this aspect, IM together with market and economic mechanisms will determine in what direction and by what kind of compromises the development of business entities is.

The unification is typical for IM which is displayed by the degree of institutionalization of these mechanisms and the assimilation of the samples of social and economic behaviour (studying of routines [1; 2; 5]), which are defined by the algorithmic of MI in the effectiveness of institutional and legal system and functioning state administration system (the property is a rationality, a universality).

In contrast to the state regulation, where the controlled, conscious influence is determined by the methods and forms of state mechanism, IM for this property is similar to the market where the economic feasibility, profitability, risks are weighted to the level of competition, costs and predictability of the result, relying on the objectivity of a competitive market leverage. The rationality of IM helps BE to get the competitiveness by minimizing of TrC, saving resources and time that allow to discover the development potential of BE.

The contradictions that may arise at certain stages of development of relations between BE within an institutional environment is the impetus for the improvement and appearing of the new modification (model) of IM which can offer a more effective way of purpose achievement. The accumulation of functional changes leads to the structural changes of IM modification which has many dimensions [9, p. 124], but always is evaluated by the effectiveness of BE activities.

Therefore, the functional content of MI should always be the object of attention of the state to identify the strong and weak institutions and mechanisms of the regulation of BE development. Otherwise all the efforts may turn to quasi effective, which, in its turn, alter the institutional environment in the direction of the shadow of economic relations or, more generally, the waiver of entrepreneurship as an innovative process [7, c. 125-160]. In such situations, the functional universalism can be considered as a way of improving of management mechanisms regarding to adequate resolving of the contradictions of BE development. Thus, the grouping of IM functions in the context of the institutionalization of state regulation of BE development enables the functions of regulation and control to transform into self-regulation and self-control. The context characteristics of IM in connection to the business, economic, market, state mechanisms are provided in the Tab. 1.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

The analysis of the nature of IM communication suggests that these mechanisms have a certain coherence, which is manifested in a special type of combination of internal organization and external influences on the BE activities. IM detect the system feature sat the structural and functional organization and relationship with other mechanisms according to the coherence (connectivity, combination) of the mentioned mechanisms.

The coherence mechanisms are manifested through the functional (content), structural (composite) and communicative holism of mechanisms (Tab. 1). The communicative holism, from our point of view, is the most important feature of connectivity, forming a chain of reactions of BE in the system of existing mechanisms that is oriented at the purpose achievement, and ensure the institutionalization of state regulation of BE development.

Table 1

Characteristic of the institutional mechanism in the context of a functional relationship with business, economic, market, state mechanisms

Characteristic of the institutional mechanism of the regulation of business entities development that is implemented in			
business mechanism	economic mechanism	market mechanism	state mechanism
as the unity of concrete organizational forms, organizational and economic relations, economic communications of which are determined by the forms of social division of labor, forms and ownership relations providing organized cooperation of business entities and public authorities for the implementation of the economic needs and interests. It results the organizational form of content relations in compliance	as a complex of conditions for the functioning of business entities. Manifested through economic laws, the objective necessity of their observance ensures efficiency of the reproductive process and the achievement of established purposes. Expressed in economic needs, interests, incentives, management system; implementing of economic policy of business entities	as an integrated market exchange for evaluation of the effectiveness of social and economic, organizational and economic efficiency of production and methods of ensuring of compliance of the aggregate supply to aggregate demand that provides a permanence process of changes in the market in searching of the equilibrium price for the products, services, work	as a system of legally formalized forms, management structures and administrative staff due to the complementary using of authoritative organizational and economic structures, providing the performance of all functions of public administration. The centralized/decentralized management system that integrates administrative, economic, organizational, legal and other forms and methods of management as a system of national business management

Source: author's elaboration

Direct and reverse connections of mechanisms indicate that the communicative holism of mechanisms has endogenous (internal) and exogenous (external, infused) origin. And numerous exogenous relations indicate that genetic (historical) unity of phases is also a structural unit of the action of mechanisms. The communicative holism of IM with other mechanisms is very high and such that forms a certain continuum of BE activities, then we can talk about a certain cohesion of mechanisms (or their components), which in turn leads to the appearing of new communication ways, institutions, mechanisms and so on. Therefore to the new forms of business, that implement the new types of relations (integrated corporate and network structures, leasing, tolling, franchising, etc.) which in a certain institutional environment acquire new properties and create the conditions for the realization of BE potential.

Under these circumstances, the communicative holism of IM becomes the common property for all mechanisms and such, which determines the method of resources allocation, incentives and directions for their use as well as the intensity of the regulatory impact of the institutionalization of state regulation of development of the BE. Therefore, the effectiveness of mechanisms is due to the

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

unity of the stages and institutions that will determine the quality of the institutional environment, the trend of partnerships over the long term [5; 10; 11]. Considering the sources of the phenomenon of IM should to understand that they can be the state and the entities as those that have economic power and are able to influence to the vector of economic development.

From our point of view, IM has a direct impact on the business, market, economic, state mechanisms due to its exogenous and endogenous regulatory properties, which in interaction are internal or external to each other. The reverse connection in this process is in the perception of institutional environment of some form, method or tool of regulation so as the source of development are always outside the sphere of influence of the internal environment of the subject: the state or other BE [8; 10; 11].

Conclusions. Therefore, increasing of professionalization and institutionalization of state authorities' activities is determined by the effectiveness of IM, which is a structural and functional component of business, market, economic, state mechanisms. Complementarily due to the general functions and compensation due to the specific functions of the institutional mechanism creates the communicative holism of mechanisms aimed at reducing the uncertainty of the institutional environment, predictability of development of the business entities and effective using of their potential, improvement of the investment climate and attractiveness of the national market. Optimization of the system of state authorities that are operating within the analyzed mechanisms should be considered from the perspective of functional assessment IMSRDBE that allows to increase the efficiency of state authorities' activities, the effectiveness of their impact to the achievement of program indicators of the strategies of BE development, saving resources and institutionalization of public administration.

Further scientific research should focus on the formation of a building "matrix of functions" of IM that allows to solve multiple tasks of administrative reform of the public administration and to improve the regulatory legal acts that define the field of activity and the organizational and legal status of state regulatory agencies for the development of economic entities.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

UDC 351

УДК 351

О. М. Chechel, Doctor of Science in
Public Administration**О. М. Чечель**, д. н. з держ. упр.**TRANSFORMATION FUNCTIONS OF STATE
REGULATION ON THE CONDITION OF
COUNTRY'S PARTICIPATION IN
INTEGRATION FORMATIONS****ТРАНСФОРМАЦІЯ ФУНКЦІЙ ДЕРЖАВНОГО
РЕГУЛЮВАННЯ ЗА УМОВИ УЧАСТІ КРАЇНИ
В ІНТЕГРАЦІЙНИХ УГРУПОВАННЯХ**

Urgency of the research. Globalization processes require a rethinking of state functions. Inter-regional associations affect to all the areas that are traditionally regulated by the state, which can have both positive and negative consequences.

Target setting. In the conditions of globalization increases the value of regional entities, supranational institutions that can influence on all spheres of individual countries.

Actual scientific researches and issues analysis. Study of these processes devoted works of such scientists as: S. Borynets, R. Voytovych, I. Hrytsiak, Yu. Kovbasiuk, Yu. Kozak, V. Kolesov, E. Lukasheva, P. Mazurok, I. Matyushenko, A. Pranevych and others.

Uninvestigated parts of general matters defining. Need more detailed consideration and further study some aspects of assessment of the impact of integration formations on state regulation and the question of transformation of the functions of state.

The research objective. The purpose of article is to study the transformation of the regulatory functions of state under conditions of strengthening globalization processes and participation of country in integration formations.

The statement of basic materials. Investigated the issues of transformation the functions of state regulation in context of globalization and strengthening the integration processes. These processes are objective and caused by the desire of countries to expand the economic, investment and other opportunities. On the example of EU considers restrictions and features of realization the basic functions that traditionally performs state. Since the integration processes are acquire new forms, we can predict the further transformation the functions of state regulation.

Conclusions. In conditions of globalization the role of state cardinally changed. Arise contradictions because conflicts of interest of individual countries and supranational institutions, the need to delegate certain regulatory functions, difficulties in terms of support for a single rate of all member states of formation.

Keywords: globalization processes; integration; integration groupings; public administration; functions of state regulation.

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Актуальність теми дослідження. Глобалізаційні процеси вимагають переосмислення функцій держави. Міжрегіональні об'єднання впливають на всі основні сфери, які традиційно регулюються державою, що може мати як позитивні так і негативні наслідки.

Постановка проблеми. В умовах глобалізації зростає значення регіональних утворень, наднаціональних інститутів, здатних впливати на всі сфери життєдіяльності окремої країни.

Аналіз останніх досліджень і публікацій. Вивченню даних процесів присвячені праці таких вчених як: С. Боринець, Р. Войтович, І. Грицяк, Ю. Ковбасюк, Ю. Козак, В. Колесов, Е. Лукашева, П. Мазурок, І. Матюшенко, А. Праневич та інші.

Виділення недосліджених частин загальної проблеми. Потребують детальнішого розгляду та подальшого дослідження деякі аспекти оцінки впливу інтеграційних утворень на стан державного регулювання і питання трансформації функцій держави.

Постановка завдання. Метою статті є дослідження трансформації регуляторних функцій держави за умов посилення глобалізаційних процесів і участі країни в інтеграційних угрупованнях.

Виклад основного матеріалу. Досліджуються питання трансформації функцій державного регулювання в умовах глобалізації і посилення інтеграційних процесів. Ці процеси є об'єктивними і обумовлені прагненням країн до розширення економічних, соціальних, інвестиційних та інших можливостей. На прикладі ЄС розглянуто обмеження та особливості реалізації основних функцій, що традиційно виконує держава. Оскільки інтеграційні процеси набувають нових форм, можна прогнозувати подальшу трансформацію функцій державного регулювання.

Висновки. В умовах глобалізації роль держави кардинально змінюються. Виникають протиріччя через неспівпадіння інтересів окремої країни і наднаціональних структур, необхідність делегування певних регуляторних функцій, складнощі щодо підтримки єдиного темпу розвитку всіх країн-членів угруповання.

Ключові слова: глобалізаційні процеси; інтеграція; інтеграційні утворення, державне управління; функції державного регулювання.

Urgency of the research. Globalization processes, which in recent decades have become a comprehensive nature and require a comprehensive rethinking of state functions. Globalization and strengthening the role of interregional associations affecting all the areas that are traditionally regulated by the state: economic, political, social, educational and so on. At the same time, these processes can have both positive and negative consequences for the state.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

With the spread of globalization increases the effectiveness of the world economy, more rapidly spreading innovations and emerging socio-economic standards. This effect indicates that no one developed country can not be outside the influence of globalization trends, one form of which is involved in the integration formations.

Target setting. Globalization processes inherent certain contradictions which caused a significant change in the role of national regulators. Increasingly becoming the value of regional groupings, international supranational institutions, organizations and other institutions that can significantly influence all spheres of individual countries. In these conditions are traceable negative phenomenon that should include and take into account. They are associated with the deformation or partial loss of sovereignty for the adoption of independent decisions in certain areas of public administration.

The participation of countries in certain types of integration formations creates persistent contradictions. The sources of such discrepancies include the discrepancy group and national interests, the difficulties associated with different rates of economic growth between countries, the necessity to delegate certain functions of public administration in key spheres of life activity of the country. In these conditions, at the national level prior to the country's accession in certain integration formations occur with certain processes that are associated with the transformation of the functions of regulation to comply with the requirements nominated by joining the certain integration formation. It matters related to changes in state functions in terms of strengthening integration and globalization trends and the negative consequences that can occur, determine urgency and necessity of further study of the subject.

Actual scientific researches and issues analysis. Works of many scientists were dedicated to study of the impact of globalization and integration formations. The data questions in various aspects examine scientists of other countries, including in particular: V. Kolesov, A. Koshelev, E. Lukashev, A. Pranevych, B. Smitiyenko, K. Sheryazdanova, D. Stechenko, and others. Special attention to the problem of state regulation in the context of globalization is given by domestic scientists: S. Berenda, S. Borynets, I. Hrytsiak, Yu. Kovbasiuk, Yu. Kozak, V. Kulishov, V. Lukashevich P. Mazurok, I. Matyushenko, A. Peredriy, I. Shkola, K. Soloninko, Yu. Surmin, A. Filipenko, R. Voytovych and others.

Uninvestigated parts of general matters defining. Despite versatile research issues are related to globalization and integration processes, some problems still remain insufficiently studied. Need more detailed consideration some aspects of objective assessment of the impact of integration formations on the state regulation. Also require further study the question of transformation of the functions of regulation that is particularly important for those countries that have entered or are preparing to join the specific integration formations.

The research objective. The purpose of this article is to study the transformation of the regulatory functions of the state under conditions of strengthening globalization processes and participation of the country in integration formations.

The statement of basic materials. Globalization processes influencing significantly increased efficiency majority spheres of activity of each country. In this regard, all the more exacerbated problems associated with the struggle for influence certain areas – the economy, production, resource support, finance, and others. Imbalances that may occur permanently in a country that is an active participant and closely integrated into the global economy, leading to the spread of negative trends in other countries, and through them to the entire global market and economy [1, p. 8].

Considering basic functions of the state, it should be noted that the political (diplomatic) function, which is to support the diplomatic relations with other countries, has always occupied a special place at any time. This feature, although considered primarily as an effective means of security, the spread of globalization trends takes on whole new forms. The participation in certain types of integration formations on the one hand is quite effective response to the negative effects of globalization and on the other – is a reflection of changing understanding of state administration, its transition to a qualitatively new forms.

Today the vast majority of countries are members of certain international organizations, economic direction. So members of the International Monetary Fund (IMF) and the World Bank today is 188

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

countries. World Trade Organization (WTO) includes 161 countries, which share in world trade is about 96 % [2, p. 122]. Any country seeking economic development in the current realities badly needs to provide additional guarantees of protection of economic interests and support from supranational institutions and organizations. Entering to certain regional integration groups can not only provide additional guarantees economic support in case of amplification of negative economic trends, but also completely change the structure of the economy, political, cultural, educational, social and other spheres of life of a member states. In this case, integration groups can not only remove physical borders, but also radically change the direction of development of any country.

Generally distinguish the following basic models of integration:

- political and economic integration (including integration in the social sphere): EU ASEAN (Association of Southeast Asian Nations); Caribbean Community (Latin America), etc.

- trade and Economic Cooperation, European Free Trade Association (EFTA); Eurasian Economic Union; North American Free Trade Agreement (NAFTA); Organization of Petroleum Exporting Countries (OPEC), etc.

- international economic above government organizations, which regulate certain issues in trade, tariffs, etc: General Agreement on Tariffs and Trade (GATT); The Organization for Economic Cooperation and Development, etc.

- political alliances and military blocs: the European Council; NATO; Organization of African Unity (OAU); etc. [3, p. 325].

Undoubtedly that the emergence of regional integration formations is the highest form of manifestation of globalization. In this form of globalization interstate relationships are rugged, thus there is a tight weave of mutual interest in all forms of life.

Spreading the establishment and consolidation of integration formations caused by objective needs that arise in individual national economies during the growing influence of globalization. Members of integration formations are generally countries which combines a number of factors, the main ones are: density economic relationships, boundaries proximity, similarity of social, cultural and mental development, community history, etc. [4, p. 9].

Considering examples of integration formations that exist in the world today, one can conclude that the extent of their distribution is comprehensive. Currently almost no countries have been integrated in some regional associations, and this applies to highly developed countries and developing countries. Some indicators of integration formations on different continents are presented in Tab. 1.

Table 1

General characteristics of integration associations in 2015¹

Integral association	Number of full members	Population, mln. people	GDP, trillion. USD	The value of domestic trade (Export mln. USD)
EU	28	508,5	19,298	3358777
NAFTA	3	477	21,818	1154775
MERCOSUR	6	293	4,371	40118
APEC	21	2838	61675,02	5767009
ECOWAS	15	327	0,734	10024

Despite the fact that the formation of regional integration already exist for a long time, the undisputed leader in the implementation and deepening of integration processes can be considered as the European Union. That is integration formation that fully changed the understanding about the impact of globalization on the verge of state regulation.

The signing of the Lisbon Treaty which formally though not the EU Constitution, but largely determines the functioning of its member countries, a broken layer of problems related to limitations of sovereignty arising from this document. Available is a trend towards gradual self-restraint of sovereignty of member states, while the EU is becoming more signs supranational entity. Despite the fact that formal EU member states retain their own sovereignty, with every stage of the deepening

¹ Prepared according to UNCTAD handbook of statistics 2016 [5]

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

integration of reduced material possibilities of a separate country on its display, which is primarily reflected in a significant proportion of delegating regulatory functions of state power to the institutions of EU [6, p. 215].

The key functions of state regulation today is the social and economic functions. As for social functions, the problems of delegating regulatory functions from the national to the supranational level is quite controversial. Despite the fact that the list of areas that are regulated at the state level in the social sphere is wide enough member states fully agreed only to delegate powers to labor protection and free access to the labor market, with the principle of unrestricted movement of labor within the EU [7, p. 8].

Along with being delegated even this small amount of function caused a number of controversies related to the issues of the classical understanding of the social state. Loss of an opportunity the definition of the subjects that will receive social services, failure to define the borders of areas of social services, weakening the ability to implement the principles of the model of social orientation of the state and other factors lead to the fact that increasingly inability to fully implement by member states the social function leads to the spreading of euro scepticism.

Another traditional key function of any state is to regulate the economy. The natural conclusion of the undeniable role of the state in regulating the economy in one way or another lead all economic theories. About the necessity of state regulation suggests that market imperfections, gaps in the market instruments; need to identify at the state level rules, conditions and restrictions on the operation of economic entities; the need to limit monopolization trend to support the market competitive conditions; implementation of the general economic policies of social welfare and so on. Along with being under the influence of globalization, transforming also approaches to determine the functions of state regulation the economy. This is due to the expansion of the influence of international and regional markets, the increasing influence of multinational corporations and supranational organizations. Therefore, changing approaches and the transfer of some economic functions, provided the country's participation in integration groupings are determined objectively.

It should be noted that the country's participation in a particular integration groupings reduces the function of the state in regulating the economy only in certain areas, including social and external. As for the traditional areas of providing by state social benefits in education, medicine, science, infrastructure, etc., participation in globalization processes can expand understanding of who can be a provider of these services. Thus, developed countries control functions are becoming increasingly large and complex. First of all, these changes affect those countries that are part of certain integration formations, because in this context, some government regulatory functions transferred to supranational authorities.

It should be noted that underlying of foundation the vast majority of integration formations laid the economic interests. Characteristic of these processes is that in consultation with member states there is self-restraint of government functions in those areas that have traditionally been in their jurisdiction. In EU the economic factor was major in creation of association and is decisive for applicant countries to join the integration formation [8, p. 205].

The main goals pursued in this by states are: economic growth, expand markets of domestic enterprises, promotion of competitiveness. Given that the economic function is main, we can conclude that future prospects and the extent of integration trends directly depend on its implementation.

Considering the example of EU as the integration formation can go through certain functions of economic regulation in the member states, it should be noted:

1. Volumes implemented by EU functions to regulate certain aspects of the economy is not sustainable. They are subject to constant change, but most of the process during the entire period of its existence only deepened and expanded;

2. The functions of economic regulation, which takes over EU as integration formation, differentiated for specific areas: common commercial, industrial, energy, agricultural policy; policy compliance in competitive conditions; coordination of economic and monetary union, etc;

3. EU competence in certain economic sectors are different: exclusive or shared. The exclusive competence of EU, and therefore limit the functions of state regulation member countries include

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

issues: implementation of competition policy, customs union, conservation of biological resources of seas. As for joint competence, then it includes issues related to the operation: the single market, common industrial and agricultural policy, transport, infrastructure, energy and so on. As for industrial policy, the activity in this area is limited coordination, support or other activity which is a supplement character.

Of the following spheres of competence EU in the direction of economic regulation follows that the member countries independently limiting state sovereignty of decision-making in certain areas, especially out of the interest in this at a particular moment. In addition, when joining this integration formation of the state-candidates voluntarily agree to transfer of certain functions in regulation of the economy to EU structures, thereby taking all possible consequences. At the same time EU, as integration formation, taking over some state regulatory functions in the economy requires constant funding their own activities. To this end, member states based on economic development, pay pre-determined contributions [9, p. 184]. Figure 1 shows the countries that carry the greatest contribution to the budget of the European Union.

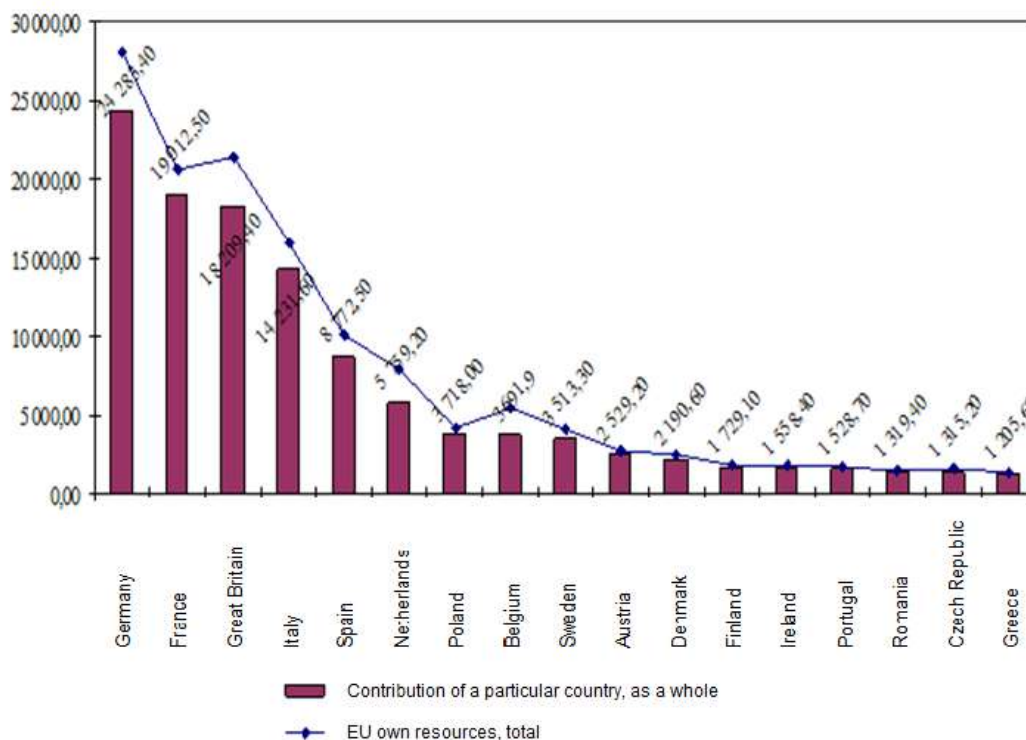


Fig. 1. The contribution of member countries and traditional own resources of the EU in 2015 (in million euros)

As shown in Fig. 1 data, the most important role in the financing of the EU budget played by Germany, France, Britain, Italy, Spain and the Netherlands. Accordingly, the data countries have the highest level of gross national income pursuant to which, including the calculations of assessments [10]. Around the same time, given that EU is a union of countries on an equal basis, issues related to the financing of the EU budget amounts most developed countries, formation is one of the most pressing. Thus, the special position on funding budget for the entire period of stay in the EU occupied Britain. This country has repeatedly demanded a renegotiation of the financing of the EU budget. The last such adjustment was made in 2015. The tendency to disagreement UK and EU position on this

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

and several other key positions for the further development led to the fact that in 2016, after the referendum, the UK began the process of leaving the EU.

Thus, as shows experience the EU integration formation, in addition to the obvious advantages offered by the participation they have other aspects, and they are typical for developed countries their member, and for countries seeking to join the following associations to obtain additional opportunities to stimulate economic development.

Conclusions. The analysis of state regulation in the conditions of participation of the country in integration formations gave the understanding that in conditions of globalization traditional functions acquire new and more complex forms. Role of the state, especially in economic processes in these conditions cardinally changed because in fact the deformation of sovereignty of member states that make up these formations. Thus, we can say that the work of integration groupings is able to generate stable contradiction in matters connected with: incompliance of the interests of individual countries and supranational institutions that govern them; the need to delegate certain state regulatory functions; difficulties arising in terms of support for a single rate of all member states and others.

The analysis of experience delegating some regulatory functions supranational bodies given the understanding that this approach may have significant advantages, which, in particular, shows the experience of EU. In view of the further spread of globalization is clear that the states will be forced to increasingly integrate into the world market. Participation in integration groups makes it possible to not only get access to new markets, but also to activation the whole economy. In this context, the transformation of the regulatory functions of the state, subject to certain requirements of integration groupings are legitimate and objectively determined.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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**МЕНТАЛЬНІ ДЕТЕРМІНАНТИ РОЗВИТКУ
НАЦІОНАЛЬНОЇ ЕКОНОМІКИ УКРАЇНИ****MENTAL DETERMINANTS OF
DEVELOPMENT OF THE NATIONAL
ECONOMY OF UKRAINE**

Актуальність теми дослідження. Для ефективного економічного розвитку кожної країни важливо враховувати не лише економічні та політичні чинники, але й ментальні особливості. Необхідність їх ідентифікації та дослідження впливу на економічну систему зумовлює актуальність теми дослідження.

Постановка проблеми. Національна економічна ментальність – базовий неформальний інститут, що формується під впливом специфіки ретроспективи об'єктивних природно-географічних та антропогенних умов життєдіяльності нації, які суттєво впливають на перспективу розвитку її господарської системи. Стратегія трансформації структури національного господарства України має будуватися з урахуванням особливостей ментальних детермінантів її розвитку. В цьому випадку, орієнтація на моделі успішних соціально-економічних реформ, запозичених з зарубіжного досвіду, можуть привести до руйнівних наслідків.

Аналіз останніх досліджень та публікацій. Ментальні особливості функціонування суспільства та їх вплив на розвиток економіки розглядаються у працях Артеменка А., Бойко О., Бондаренко О., Вуколової Т., Гайдай Т., Корнеєвої Т., Нілової Н., Прутської О., Прушківської Е., Лусте О.

Виділення недосліджених частин загальної проблеми. Існує певний науковий вакуум у сфері дослідження методичних та прикладних аспектів пізнання особливостей впливу ментальних детермінантів на процес трансформації структури національної економіки.

Постановка завдання. Метою статті є ідентифікація і обґрунтування ментальних детермінантів українського суспільства для визначення їх впливу на структуру національної економіки.

Виклад основного матеріалу. В статті обґрунтовується важливість врахування ментальних особливостей суспільства, для розвитку національної економіки на засадах поступової трансформації її структури до оптимального рівня. Зокрема, економічної ментальності: рис, які стосуються економічних процесів, однак які, за своєю природою є частиною загальних ментальних характеристик нації. Серед інших ментальних детермінантів виділені ті, що найбільше впливають на економічну діяльність: індивідуалізм, патерналізм, матеріалізм, заощадливість і антиолігархізм.

Висновки. Заходи структурної політики держави щодо підтримки окремих галузей та секторів національного господарства повинні враховувати існуючі ментальні детермінанти економічного розвитку.

Ключові слова: національна економіка; структура національної економіки; економічна ментальність; ментальні детермінанти; етнометрія.

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Urgency of the research. For the economic development of any country it is important to consider not only economic and political factors, but also the mental features. The need for their identification and study of the impact on the economic system determines the relevance of the research topic.

Target setting. National economic mentality is a basic informal institution formed under the influence of a specific retrospective of the objective natural-geographical and anthropogenic conditions of the nation's life, which have a significant effect on the prospects of the development of its economic system. The strategy of transforming the structure of the national economy of Ukraine should be based on the peculiarities of the mental determinants of its development. In this case, focus on the successful model of social and economic reforms borrowed from foreign experience can lead to devastating consequences.

Actual scientific researches and issues analysis. Mental peculiarities of society and their impact on the economic processes discussed in the works of scientists: Artemenko A., Boyko O., Bondarenko O., Vukolovoyi T., Hayday T., Korniyevoyi T., Nylovoyi N., Prut-s'koyi O., Prushkiv's'koyi E., Luste O.

Uninvestigated parts of general matters defining. There is a certain scientific vacuum in the field of study of methodological and applied aspects of the knowledge of the peculiarities of the influence of mental determinants on the process of transformation of the structure of the national economy.

The research objective. The purpose of the article is to identify and justify the mental determinants of Ukrainian society to determine their impact on the structure of the national economy.

The statement of basic materials. The article substantiates the importance of taking into account the mental features of society, for the development of the national economy on the basis of a gradual transformation of its structure to an optimal level. In particular, the economic mentality: features related to economic processes, but which by its nature is part of the general mental characteristics of the nation. Among other mental determinants are those that have the greatest impact on economic activity: individualism, paternalism, materialism, economics and anti-oligarchism.

Conclusions. Measures of structural policy of the state in support of certain sectors of the national economy should take into account the existing mental determinants of economic development.

Keywords: national economy; structure of national economy; economic mentality; mental determinants; ethnometry.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Актуальність теми дослідження. Проблеми розвитку національної економіки України протягом всього періоду незалежності і, особливо сучасні, є вкрай складними. Хаотичне реформування відносин власності, швидкоплинність змін магістральних ліній проведення економічних реформ, симптоматичні кроки щодо вибору векторів зовнішньоекономічної інтеграційної взаємодії, напружені відносини з міжнародними регулюючими структурами (насамперед — з МВФ), суттєво гальмують процес просування до сталих позитивних змін в системі національного господарювання. Напруженість соціально-економічної ситуації в країні підсилюють новітні чинники суб'єктивного плану, пов'язані з анексією в Криму та конфліктом на Сході України, а також із загостренням демографічної ситуації, через активізацію латентної міграції працездатного населення (особливо молоді) до країн ЄС. Проте, апелювання виключно до економічних та політичних чинників розбудови держави та спроби впровадження запозичених моделей реформ можуть стати тупиковим варіантом реформування економіки України, якщо не брати до уваги специфіку економічної ментальності населення країни.

Постановка проблеми. Розвиток національної економіки перебуває під тиском низки чинників різної природи, які врахувати та протидіяти яким неможливо у сучасному світі. До набору таких чинників слід віднести ментальні детермінанти соціально-економічного розвитку суспільства, які є об'єктивними і такими, що у сукупності складають його унікальність. Ментальні детермінанти суспільства пронизують всі сфери його функціонування. Економічна система кожної країни частково розвивається під тиском саме таких чинників, оскільки вони впливають на поведінку її громадян, на процеси прийняття рішень керівниками підприємств та представниками влади. Ментальний простір нації формується тривалий історичний період і піддається змінам лише у довгостроковій перспективі. Така позиція дозволяє зробити висновок, що і структура національної економіки має формуватися з врахуванням особливостей ментальних чинників, що притаманні кожній конкретній державі. Саме конвергенція між ментальним та економічним простором суспільства може забезпечити досягнення бажаних параметрів його соціально-економічного розвитку.

Аналіз останніх досліджень та публікацій. Ментальні особливості функціонування суспільств та їх вплив на економічний розвиток розглянуті у наукових працях Артеменка А., Бойко О., Бондаренко О., Вуколової Т., Гайдай Т., Корнєєвої Т., Ниловой Н., Прутської О., Прушківської Е. та інших вчених. Але лише у незначній кількості наукових праць розглядаються питання пізнання особливостей впливу ментальних детермінантів на розвиток національної економіки з позицій трансформації її структури. Особливості кореляції між базовими ментальними характеристиками суспільства та розвитком окремих галузей його господарства висвічуються фрагментарно.

Виділення недосліджених частин загальної проблеми. Не зважаючи на наявні наукові здобутки у сфері вивчення впливу ментальних чинників на структуру національної економіки, нині не існує ні однозначного їх переліку, ні науково-методичних засад врахування їх впливу на процеси трансформацій. Тому окремого дослідження потребують питання ідентифікації та обґрунтування ментальних детермінантів розвитку національної економіки.

Постановка завдання. Метою статті є ідентифікація і обґрунтування ментальних детермінантів українського суспільства для визначення їх впливу на розвиток національної економіки.

Виклад основного матеріалу. Розвиток національної економіки на засадах поступової трансформації її структури у бік раціональності та оптимального рівня — умова процвітання нації. Реалізувати реформування національного господарства через революційні заходи, як показує досвід України, є надскладним завданням. Адаптація світового досвіду реформування нерідко безрезультатна. Тоді як власні моделі реформ, досить часто дають позитивні ефекти, не очікувані навіть самими реформаторами. Така ситуація підкреслює важливість відповідності реформ ментальним особливостям нації.

Ментальність нації можна описати через застосування методу спостереження та опису базових рис культурного розвитку суспільства. Щодо економічної ментальності, то увага концентрується на тих ментальних рисах, які стосуються безпосередньо господарських процесів,

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

проте, за своєю природою, є частиною загальних ментальних детермінантів нації. Національна економічна ментальність — базовий неформальний інститут, який формується під впливом специфіки ретроспективи об'єктивних умов життєдіяльності нації: 1) природно-географічних; 2) антропогенних, що у сукупності визначають характер формальних інститутів, які впливають на перспективу соціально-економічного розвитку країни.

Сукупність елементів економічної ментальності правомірно визначити як: ціннісні та мотиваційні орієнтири; стереотипи споживання; норми і взірці соціальної взаємодії; схильність до індивідуалізму або колективізму у господарюванні; відношення до праці і багатства; сприйняття зарубіжного досвіду; схильність до інтеграції у світовий економічний простір; рівень господарської довіри; індивідуальне та колективне ставлення до влади.

Слід зауважити, що в економічній науці існують окремі етнометричні методики вимірювання ступеню об'єктивного впливу ментальності на розвиток національної економіки. Етнометрія — напрям етносоціальних досліджень, що аналізує ментальні характеристики різних етнічних груп з використанням математичних методів. Її фактичним засновником є Герт Хофстеде, який почав використовувати методику кількісних вимірів цінностей задля ідентифікації структури цінностей різних культур та їх складових. На основі аналізу результатів опитувань, що були проведені в різних країнах та серед представників різних корпоративних груп, були виділені п'ять (пізніше буд доданий шостий) вимірів, за якими можна характеризувати ментальність: 1) *дистанція влади*. Групи, в яких цей параметр високий, як належне сприймають нерівномірний доступ до влади та авторитарний стиль управління. Для груп з низькою дистанцією влади, характерне колегіальне прийняття рішень; 2) *індивідуалізм — колективізм*. Характеризує параметр, що відповідає за ступінь інтеграції індивіда. Як правило, параметр індивідуалізму характерний для суспільств з високим рівнем життя; колективізм, відповідно, з низьким, що відповідає історичній логіці; 3) *маскулінність — фемінність*. Для маскулінних суспільств характерні більш жорсткі, конкуруючі, ризиковані цінності, для фемінних — більш людяні, стримані, безпечні; 4) *несприйняття невизначеності*. Характеризує відношення до нестандартних та непередбачуваних ситуацій. При високому параметрі, група намагається мінімізувати такі випадки, за допомогою жорстких законів та норм, чи релігійно-філософських концепцій. Низький, навпаки дозволяє більш ефективно виходити з таких ситуацій; 5) *довгострокова — короткострокова орієнтація*. Можливість працювати на довгострокову перспективу, не отримуючи миттєвих результатів. Чи, навпаки: здатність вирішувати нагальні, тактичні завдання, нехтуючи стратегічними цілями; 6) *дозвіл — стриманість*. Характеризує здатність насолоджуватися життям, знімати психологічну та фізичну напругу [5, 6]. Для наочності, надимо приклад використання етнометрії для виміру впливу економічної ментальності на розвиток окремих країн (Табл. 1).

Таблиця 1

**Виміри економічної ментальності по окремих країнам,
(балів, за 100-балловою шкалою)***

Показники/ їх тлумачення	PDI	IND	MAS	UAI	LTO
	Вимір дистанціювання влади	Вимір індивідуалізму	Вимір маскулінності	Вимір запобігання невизначеності	Вимір: схильність до патерналізму
Україна	70	53	18	63	-
Білорусь	62	39	49	76	61
Росія	33	36	48	70	-
Казахстан	73	42	52	27	-

*Джерело: узагальнено автором на основі контент-аналізу міжнародних досліджень та з використанням даних за [6]

Концепція етнометричних досліджень розширена Дослідницькою програмою з глобального аналізу лідерства та поведінки в організаціях (GLOBE Global Leadership and Organizational Behavior Effectiveness). Зокрема, розроблена Р. Хоузом програма вивчає співвідношення між національною та організаційною культурою. Виділяють вже дев'ять характеристик: *унікнення непередбачуваності, дистанція влади, індивідуалізм, гендерний егалітаризм, довгострокова орієнтація, гуманістична орієнтація*. Методика іншої глобальної програми з дослідження крос-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

культурних відносин — WVS (World Values Survey – Дослідження світових цінностей) передбачає дві пари показників: «традиційні цінності — раціоналістичні цінності» та «стійкі цінності — цінності виживання». Ці показники мають інтегративний характер стосовно двох вищенаведених методик. Крім того, впливову етнометричну концепцію розробив Фонс Тромпенаарс, який виділив сім шкал оцінки: *універсалізм — партикуляризм, індивідуалізм — колективізм, конкретність — дифузність, нейтральність — емоційність, набутий статус — вроджений статус, послідовний час — синхронний час* [12].

Ґрунтуючись на представлених методичних підходах, зробимо спробу стисло описати загальні ментальні риси українського суспільства, а потім сфокусувати увагу на тих з них, які мають можуть впливати на трансформацію структури національної економіки. Структура національної економіки, як і ментальне поле її формування, протягом останнього століття суттєво змінилися. Такі трансформації здійснили суперечливий вплив на розвиток українського суспільства. Радянський період дав потужний імпульс щодо небажаних змін структури економіки України та модифікації ментальності її населення, враховуючи зростання поколінь громадян на засадах нової ідеології (комуністичної та партократичної). Наслідки такої ситуації відчуваємо і зараз.

Зауважимо, що окремі результати досліджень ментальних рис українського суспільства є досить суперечливими. Зокрема, А. Артеменко зауважує, що для українців принциповим є шанобливе ставлення до праці як джерела матеріального благополуччя і цінності людського життя; трудове обґрунтування недоторканості і права власності; скоріше меркантильне сприйняття багатства; відсторонено-критичне ставлення до багатих; реалістично-подвійне ставлення до грошей, породжуючи і добро і зло [1, с. 227]. О. Бондаренко при дослідженні соціально-культурного процесу в Україні зазначає, що на жаль, серед населення сучасної України існують психологічні перешкоди набуття властивих сучасній європейській економічній ментальності рис і якостей [2, с. 318]. Н. Новікова резюмує, що українській ментальності властиві такі системотворчі ознаки: інтроверсивність вищих психічних функцій у сприйнятті навколишньої дійсності, кордоцентричність, перевага емоційно-чуттєвого над волею та інтелектом, перевага морального буття над інтелектуальним у відношенні до екзистенціального значення; анархічний індивідуалізм; меншовартість [4, с. 31]. Таку позицію науковця частково підтримує також і О. Прутська зазначаючи, що систематичне насилля тоталітарного суспільства і авторитарне виховання призвели до пасивності, внутрішньої несвободи, безвідповідальності, відсутності законслухняності, схильності жити не за законами, а за неформальними правилами. Тоталітарне минуле сприяло закріпленню тенденцій до патерналізму, зрівнялівки, переважання вертикальних зв'язків, великої відстані від влади, відсутності функції зворотного зв'язку в управлінні [8, с. 12]. Дійсно, окреслені ментальні риси розвитку українського суспільства в певній мірі впливають на функціонування економічної системи та у підсумку на її трансформацію. Зробимо спробу ідентифікувати ментальні економічні детермінанти українців.

1. *Індивідуалізм* – всі науковці схиляються до того, що українці є індивідуалістами, які у переважній більшості випадків взаємодіють між собою у межах своєї родини, досить нечасто вступаючи в різні (навіть не політичні), групи, колективи і т.д. З рисою індивідуалізму корелює ознака родинності, яка притаманна українському суспільству. Така характеристика більшості громадян нашого суспільства також підтверджується низьким рівнем взаємодії між українцями, незначною кількістю ефективно діючих суспільних утворень, неорганізованістю людей, небажанням їх вступати в різні об'єднання навіть для користі власних громад. Це призвело до значно слабшого в порівнянні з іншими державами робочого руху в країні та ролі системи профспілок.

2. *Патерналізм* – риса українського суспільства, яка була сформована у радянський період і нині активно культивується в суспільстві. Патерналізм за своєю природою являє собою відчуття людини, що держава має її захищати та забезпечувати відповідний рівень задоволення матеріальних благ та соціальних гарантій. У радянський період, коли основні соціальні послуги надавалися безкоштовно і фінансувалися виключно за рахунок держави, дотримуватися такої моделі було легше, хоча якість окреслених послуг не завжди відповідала достатньому рівню. Проте з переходом до ринку окреслена система почала давати збій, основною причиною якого

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

стало критичне недофінансування соціальної сфери, яка не може бути надприбутковою. Звичайно, існують альтернативи у вигляді окремих програм страхування, проте, для більшості громадян є недоступними із-за своєї вартості [4, с. 3].

3. *Матеріалізм* – незважаючи на низький рівень соціально-економічного розвитку України, відсутності можливостей для громадян забезпечити власне майбутнє через механізми страхування життя та накопичення пенсії, українці за своєю природою є матеріалістами, які схильні використовувати кошти для придбання товарів тривалого використання (як правило, імпортного виробництва). Це дає підстави стверджувати, що українець більш турбується про сьогоднішнє, а не про довгострокову перспективу. Така риса є досить загрозливою з точки зору економічного розвитку. Адже, як зазначає І. Пасінович, що ми є країною, яка активно торгує і мало виробляє. Стимулювання внутрішнього попиту без розвитку виробництва призведе до ще більшого зростання імпорту і погіршення торговельного балансу [8, с. 33].

4. *Заощадливість* – хоча українець за своєю природою є матеріальним, купує сучасну техніку, проте, частину своїх статків він також відкладає. Заощадливість є однією з ключових рис українського суспільства. Проте, така позиція не впливає позитивним чином на пенсійне та медичне забезпечення громадян. Однак, саме заощадження громадян в Україні є основним джерелом формування пасивної бази комерційних банків, що дозволяє їм у подальшому розвивати інвестиційні та кредитні операції.

5. *Антиолігархізм* – це нова риса українського суспільства, яка трансформувалася з радянського підходу засудження буржуазії. Олігархізм як явище сформоване в Україні в 90-ті роки ХХ ст. Скуповуючи за невеликі суми привабливі підприємства, олігархи акумулювали значні ресурси для подальшого розвитку власного бізнесу, не завжди використовуючи законні способи нагромадження капіталу. Це призвело до формування в українському суспільстві негативного ставлення до олігархів, хоча значна кількість населення має робочі місця саме на їх підприємствах. Негативне ставлення до цієї групи громадян переважає, що обумовлюється також тим, що тривалий час держава перебувала та сторожі інтересів заможних людей, нехтуючи правами вразливих верств населення, що лише поглибило психологічну прірву між цими категоріями населення. Досить влучно зазначає І. Пасінович, що Міністерство економіки тривалий час було відомством, яке стояло на сторожі інтересів великих підприємств – металургійних, хімічних, машинобудівних. Як наслідок, Україна поступово перетворювалась на відсталу в економічній площині державу, яка експортує в основному сировину [8, с. 32]. У підсумку – неефективна структура національної економіки, однією з причин якої є значний рівень олігархізації української економіки.

6. *Недовіра до держави* – українці тотально не довіряють державі в особі державних органів влади. Така ситуація може бути пов'язаною з радянським періодом, який сформував виникнення таких негативних схильностей громадян до розкрадання державного майна, нехтування встановленими правилами в економічній сфері, можливості вирішити проблеми неформальним шляхом і т.д. У суспільстві склався стереотип, що держава є неефективною, намагається ввести в обману громадян, серед чиновників, які йдуть на державну службу ради збагачення, процвітає корупція. На противагу, пересічні громадяни також при можливості намагаються не виконувати встановлені правила та порушують законодавство, дотримання якого забезпечується державними службовцями неефективно.

Недовіра українців до держави сягнула критичних рівнів, оскільки громадяни не мають віри взагалі у спроможність державних органів влади реалізовувати дійсно важливі реформи в державі. Зокрема, Центром Разумкова проведено соціологічне опитування українців з метою з'ясування їх ставлення до підвищення мінімальних заробітних плат до 3200, грн. з 01.01.2017 року [8]. Відносна більшість опитаних (38,4%) вважали, що мінімальні зарплати будуть підвищені. Четверть опитаних (25,2%) стверджували, що мінімальні зарплати будуть підвищені, але менше, ніж планується. 13,7% - були переконані, що мінімальні зарплати не будуть підвищені, а 22,7% вагалися з відповіддю. Результати опитування підтверджують низький рівень довіри громадян до держави, що є загрозливим для впровадження економічних реформ.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

7. *Працьовитість* – це риса, яка пронизує все українське суспільство і має глибоке історичне коріння. Незважаючи навіть на роки радянської влади, яка частково сприяла виникненню у громадян негативного ставлення до роботи, посиленню формального підходу до виконання власних обов'язків тощо, українська нація завжди природну схильність до підприємництва і праці на власний добробут. Навіть сьогодні, незважаючи на численні економічні, регуляторні складнощі, в Україні існує малий бізнес і кожного року виникають нові проекти у цій сфері. З урахуванням того, що радянська влада знищила більшу кількість підприємців, які працювали в містах, в селах, а їх статки були у подальшому націоналізовані, все ж таки дух підприємництва українців відроджується. *Працьовитість* для українців корелює з притаманною на генетичному рівні хазяйновитістю, що має глибоке історичне коріння. Українці звикли працювати на землі, бажають бути її власниками і при можливості працювати на себе. Так, представники діаспори у Канаді впевнені, що своїм відродженням їхній аграрно-промисловий комплекс завдячує саме українцям. Крім того, українець – універсал у виконанні професійних обов'язків, який легко опанує кілька суміжних професій, у скрутних ситуаціях уміє швидко знайти рішення [11, с. 40].

Висновки. Отже, з усіх ідентифікованих ментальних детермінант нами обрані п'ять з них, які, на нашу думку, найбільше можуть сприяти, при їх врахуванні, в процесу розвитку національної економіки та трансформації її структури: індивідуалізм, патерналізм, матеріалізм, заощадливість і антиолігархізм. Вплив таких ознак є суто умовним, оскільки у кількісному виразі його обчислити досить складно, навіть використовуючи сучасні етнометричні методики. Проте, на наше глибоке переконання, будь-які заходи державної політики, що мають вплив на зміну структури національної економіки через підтримку окремих галузей та секторів національного господарства повинні бути орієнтованими на специфіку ментальних детермінант нації. Запропонований підхід дозволить вдосконалити науково-методичну основу проведення соціально-економічних реформ в Україні.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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EXPERIENCE OF LEADING COUNTRIES IN BUILDING MECHANISMS OF EXPORT CONTROL AND AREAS OF IMPLEMENTATION OF SUCH EXPERIENCE IN UKRAINE**ДОСВІД ПРОВІДНИХ КРАЇН СВІТУ У ПОБУДОВІ МЕХАНІЗМІВ ЕКСПОРТНОГО КОНТРОЛЮ ТА НАПРЯМИ ІМПЛЕМЕНТАЦІЇ ЦЬОГО ДОСВІДУ В УКРАЇНІ**

Urgency of the research. Harmonization of the system of state export control with analogous systems of other countries is one of the key factors supporting the high rates of economic activity in the field of production and sale of military and dual-use goods.

Target setting. The development of measures for the harmonization of the national export control system in Ukraine with analogous systems of other countries requires monitoring of the development of export control systems in the leading countries of the world as the basis for implementation in the work of the domestic system of the best international standards, implementation of advanced technological advances and export control instruments.

Actual scientific researches and issues analysis. Leading scientists (such as S. Halaka, H. Perepelytsia, O. Siver, O. Hryshutkin, O. Bovenko, A. Ostapenko and others) work on issues of application of organizational and economic instruments of export control. However, available researches do not reveal comprehensive assessment of the international experience in building systems and mechanisms of export control.

Uninvestigated parts of general matter defining. The scientific works existing do not reveal a comprehensive assessment of international experience in the development of export control systems and mechanisms

The research objective. The objective of the article is to bring results of generalizations about the experience of leading countries in building the export control mechanisms, and on this basis - to determine areas of implementation of this experience in Ukraine.

The statement of basic materials. A comparative analysis of the list of controlled products in the leading countries of the world is carried out. The grouping of countries is presented in accordance with the rules and procedures of state export control. The normative legal acts of the leading countries of the world on the subject of economic appointment and principles of policy in the field of state export control are analyzed. The peculiarities of operational management in the field of state export control in the USA and EU countries are established

Conclusions. The directions of improvement of the domestic system of export control are defined on the basis of analysis of the best experience in constructing the system and mechanisms of state export control of the leading countries.

Keywords: export control; military goods; dual-use goods; export; import; movement of economic assets.

Актуальність теми дослідження. Гармонізованість системи державного експортного контролю з аналогічними системами інших країн виступає одним із ключових факторів підтримки високих темпів економічної діяльності у сфері виробництва і реалізації товарів військового призначення та подвійного використання.

Постановка проблеми. Розроблення заходів гармонізації національної системи експортного контролю в Україні з аналогічними системами інших країн потребує моніторингу розвитку систем експортного контролю провідних країн світу як основи для впровадження у роботі вітчизняної системи кращих міжнародних стандартів, імплементації передових технологічних досягнень та інструментів експортного контролю.

Аналіз останніх досліджень та публікацій. Над проблематикою застосування організаційно-економічного інструментарію експортного контролю плідно працюють провідні науковці (зокрема, С. П. Галака, Г. М. Перепелиця, О. І. Сівер, О. М. Гришуткін, О. Я. Бовенко, А. В. Остапенко).

Виділення недосліджених частин загальної проблеми. Наявні наукові праці не розкривають комплексної оцінки міжнародного досвіду побудови систем та механізмів експортного контролю.

Постановка завдання. Мета статті – з'ясувати особливості побудови механізмів експортного контролю провідних країн світу, і на основі отриманих результатів розробити напрями імплементації в Україні кращого міжнародного досвіду організації експортного контролю.

Виклад основного матеріалу. Здійснено компаративний аналіз списків контрольованих товарів у провідних країнах світу. Представлено групування країн відповідно до правил та процедур державного експортного контролю. Проаналізовано нормативно-правові акти провідних країн світу на предмет економічного призначення та принципів політики у сфері державного експортного контролю. Встановлено особливості оперативного управління у сфері державного експортного контролю у США та країнах ЄС.

Висновки. На основі аналізу кращого досвіду побудови системи та механізмів державного експортного контролю провідних країн визначено напрями удосконалення вітчизняної системи експортного контролю.

Ключові слова: експортний контроль; товари військового призначення; товари подвійного використання; експорт; імпорт; переміщення економічних активів.

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ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Urgency of the research. The phenomenon of export controls has emerged as an idea of normative (legal) restrictions of “undesirable” export of certain assets, if the use of these assets by other countries catalyses global security risks.

Export control as a phenomenon of social life involves certain measures, if economic asset (product), subject to the state export controls, crosses the border. In other words, export control is possible in a situation, where there is interaction between business entities of at least two states. In such circumstances, is it quite fair to say that the procedure and activities of export control of different states should be harmonized with one another to some extent. This is due to three main reasons: first, the need for a coherent interaction of the state export control authorities on monitoring economic transactions; second, practicality of minimization of “double” bureaucratic procedures, which increase the transaction costs of business entities unnecessarily; third, the actual content of export control aimed at avoiding and minimizing threats in the field of international relations and should be based on clear international standards.

It should also be noted that foreign trade business entities, creating their own economic development strategy, usually pay attention to regulatory regimes in other countries, because the above is related to certain economic risks. Thus, the availability of the effective and efficient system of the state export control, which is harmonized with the similar systems in other countries, that is “understandable” for business entities in different countries, is one of the key factors of supporting high rates of economic activity in manufacturing, supply and sale of military and dual-use goods.

It is therefore advisable to conduct a research aimed at finding out peculiarities of building mechanisms of export control mechanisms of leading countries, and based on the results obtained, to develop areas of implementation of the best international experience of export control in Ukraine. This is how the relevance of the research is justified.

Target setting. In this context, learning, understanding and implementing of the experience of leading countries to build national export control mechanisms are relevant and meaningful. It is just due to the impact of this work both the state’s ability to implement agreed measures regarding the state export control with the relevant authorities of other countries, and the effectiveness of control and verification procedures at the practical level depend on.

Thus, the state policy in the field of export control should include continuous monitoring of the export control systems of leading countries, especially countries, which have leading positions in the global weapon market. Programs (measures) of harmonization of the national export control system in Ukraine with the similar systems in other countries, implementation of the best international standards in the national system, implementation of advanced technological achievements and export control instruments, should be developed on the basis of the said monitoring.

Actual scientific researches and issues analysis. Some generalizations of administrative and managerial, organizational and economic instruments of export control are given in the workbook under the editorship of O. Hryshutkin [1]. The meaning of export control at the practical level is presented in the legislation of Ukraine [4].

Scientific researches [5; 8] present a description of individual elements of the export control systems in the world. Studying elements of the export control systems in individual countries has been carried out on the basis of reference books and information resources on the Internet [2; 3; 6; 7]. Some scientific researches give a description of certain elements of the export control systems in leading countries.

However, these sources do not reveal comprehensive assessment of the international experience in building systems and mechanisms of export control.

Uninvestigated parts of general matter defining. At the same time, the economic literature has almost no information on issues of building organizational and economic mechanisms of export control. There is no even a clear understanding of export control as an object of economic research.

The following unexplored aspects of the problem have been emphasised in the context of the subject of the research: analysis of the experience in building the export control systems in the US and EU, analysis of modern peculiarities of transformation of the export control systems of these countries, a realistic evaluation of opportunities of implementation of the learned experience in Ukraine.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

The research objective. The objective of the article is to bring results of generalizations about the experience of leading countries in building the export control mechanisms, and on this basis - to determine areas of implementation of this experience in Ukraine.

The statement of basic materials. Formation of mechanism of export control is believed to be associated with the beginning of "Cold War" and attempts to stop nuclear weapon spread in the second half of the 1940s. The Congress of the USA adopted the Atomic Energy Act of 1946, which contained provisions aimed at non-spread of technologies in the field of nuclear energy and creation of certain export control mechanisms [1, p. 43]. In particular, any information under the Act, relating to manufacturing and the use of nuclear materials and related equipment, was declared as "restricted." According to modern specialists, the Act was also aimed at preserving the US monopoly for manufacturing and the use of nuclear energy, i.e. it had purely economic reasons [2].

Today, many countries of the world, including Ukraine, have adopted regulations governing the mechanism and procedures of export control and created the authorities exercising specific control and licensing procedures in the field of export control [3; 4].

Leading countries in the world weapon market are the US, Russia, China and some EU countries - UK, Germany, France. We believe that studying the experience of these countries is of interest in the context of the subject of the research. However, given the Euro-Atlantic orientation of Ukraine's foreign policy course, the object of the research is the export control system of the US and some EU countries.

The European Union. The EU export control system as a whole is not considered tight as export restrictions are considered one of the factors limiting economic growth.

Currently, the EU export of military equipment, military technology and dual-use economic assets is up to 10% of the total EU export, the export is carried out by more than 5,000 companies [5, p. 27]. In other words, one in ten of the EU foreign supply is subject to export control.

One of the economic factors of development of the EU export control system is rapid expansion of dual-use economic assets suppliers, due to liberalization of economic activities and support of the national competitiveness. In recent years, the requirements for attracting investment and establishing economic activities have been greatly simplified in many areas of material production [6].

All the EU states are members of only two regimes of export control - the Australia Group and the Nuclear Suppliers Group. Cyprus is not a member of regime "Wassenaar Agreement," Cyprus, Estonia, Latvia, Lithuania and Malta have not acquired yet membership in the Zangger Committee, the same countries along with Romania, Slovakia and Slovenia do not participate in the Missile Technology Control Regime [3; 6].

According to leading experts, the policy of the EU countries in the field of export control consists of several elements, and the so-called "market economy policy" is also taken into account. The market economy policy includes consideration of status of both the national and international market of military and dual-use goods, interests of participants of the market, interests of economic integration of the EU countries, and the impact of international trade liberalization factors [1, p. 304].

In forming the policy of the state export controls in the EU countries, various criteria, including criteria in the field of economy and economic security are considered. In particular, the efficient use of human and economic resources.

The main role in forming export control regime is played by the EU Customs Union, which has been created by the Member States of the European Community. The EU regulations provide obligations for the non-spreading of goods, control of movement (transfer) of goods, the procedure for application and implementation of sanctions, responsibility for violating the law, etc. [6].

Specific restrictions concern certain types of economic assets, which come in certain countries. Typically, these are dual-use goods, if they are shipped to Asia and Africa. Goods and nuclear technologies can be shipped free, except for cases, when these economic goods are delivered in countries, listed in the so-called "sanction lists."

The EU authorities actively use the procedure of introduction of temporary restrictions, in the first place - on the application of embargo (complete or partial ban of supplies in some countries). Partial

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

embargo is in effect with regard to Angola, Serbia, Libya, Ethiopia, Afghanistan, China, Iran, Armenia, Azerbaijan and other countries [7, p. 23].

Movement of any economic assets within the EU is free, with the exception for military goods and certain exceptions (military equipment repair service, know-how, designed for military equipment, etc.).

The export control systems of the EU countries, though formed by common principles and standards, have some differences due to the policy of formulation and implementation of measures in the field of economic security and peculiarities of military and industrial complex. Thus, the United Kingdom is trying to comply with obligations, which it has undertaken as a sovereign state and a member of the EU, taking into account position of its strategic partners, especially the US. In addition, the British government, especially the Export Control Service, has ideology of "being an exporter assistant rather than a controller," that is trying to perform mainly information and advisory functions. In France, legislation on export control is based on incorporate provisions of the international agreements and commitments. The French authorities are aimed at implementing of recommendations of international organizations, including the UN and the OSCE, even if these recommendations are not part of the national law of France [3].

O. Bovenko presents data on different causes, which have led to the existence of differences in the export control systems of European countries. Among these causes there is administrative (Member States of the EU use different approaches and interpretations in the field of export control, which is explained by different background of formation of the relevant law), substantive (Member States of the EU have set different rules and procedures for permits (export licenses) provided by relevant regulations), operational (Member States of the EU interpret positions of control lists in a different way) [5, p. 26-27].

The export control system of the EU and individual European countries is in the state of reform. In June 2011 the European Commission has developed a document entitled "The Green Book. The European Union Dual-Use Export Control System: Providing Security and Competitiveness in a Changing World" [5; 8]. Clearly, the stated reform, in case of success, has an impact on the export control system of Ukraine, since Ukraine has declared European integration as one of the key priorities of the foreign policy and a number of provisions of European regulations in the field of foreign trade have been introduced to the national laws.

The United States (US). The US export control system is considered the oldest, because some elements of the system were created in the early twentieth century.

The US law on export control impacts both the international legal system of export control, and legislation in other countries, including the EU countries [2].

The specificity of the US export control mechanism is the large number of legal norms, which establish the rules and procedures in the field of export control. The said is due to specifics of the military and industrial complex of the country, which produces a significant number of military and dual-use goods, as well as active foreign policy, which provides for restrictions in relations with some countries and assistance in relations with others. Also, it should be noted that the US companies carry out so-called "selective" foreign policy, changing the price and terms of delivery, depending on the destination country, which is reflected in the use of instruments of export control [6].

In terms of export control all the economic assets (goods) are divided into three groups: products, which are not subject to export control (this group includes all products that are not in the list); military goods, listed in the US Munitions List; dual-use goods, listed in the Commercial Control List. Business entities are responsible for the correct identification of goods (assignment of them to one of the export control regimes). If one of the counterparties does not have expertise in the field of export control, it has to direct a classification request: for military goods - to the Defence Trade Service of the US State Department, for dual-use goods - to the Industry and Security Bureau of the US Department of Commerce.

It should be noted that application of export control regime in the US depends not only on the product, as well as on the destination country. In the US, countries are divided into groups A, B, D, E, depending on the degree of threat assessment. Countries of Group A are allies of the US, countries of

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Group E are countries, for which embargo is applied on all or certain positions. Some products can be exported only to countries of Group A, the other - only to countries of Groups A and B, etc.

In the US trade law there is a concept of "license exception". Licensed exception is a statutory possibility to export without the license, even if certain documents lay obligations to obtain them by business entities. Regulations on licensing exemptions are established in respect of goods within its description in the Commercial Control List. Such exceptions are usually imposed on the small amount delivery (up to a certain amount), supply to certain countries, supplies to natural persons and other cases [2]. The export license must be obtained by exporter, located in the United States. Most applications for obtaining of the license are executed by electronic means. Term of consideration of applications, usually, is not more than 9 days. During this period, the export control authorities independently examine (identify) goods and receive the necessary information from other state bodies (if necessary). In case of violation of export control, financial sanctions are applied to business entities, and in some cases they are brought to criminal responsibility.

The US export control system is estimated by experts as rather difficult (due to the large number of legal rules and exceptions), but the mechanism of administration is rather simple, because it is simple and automated as much as possible.

Conclusions. Based on the research, we can identify the main differences between the systems and mechanisms of the state export control in leading countries of the world, primarily in the US and the EU, on the one hand, and the state export control system in Ukraine on the other. In our point of view, there are several important (fundamental) differences:

1. Leading countries (especially the US) have controlled countries lists in addition to control lists ("controlled goods lists"). All the countries are classified into groups, and application of different rules and procedures depends on it during export. The laws and regulations of the EU establish more strict export control requirements, if delivery is made to countries with lower development.

2. Legislation of leading countries provide for the principle of extraterritorial application of economic sanctions.

3. Legislation of leading countries contains relatively elaborated provisions on export control of technology and other intangible assets.

4. Legislation of leading countries contains clear provisions on the economic purpose of export control. It is noted, in particular, that one of the principles of the state policy in the field of export control is to maintain the national competitiveness, market protection, ensuring economic security of the state.

5. The export control systems of leading countries are rather "flexible," because a significant number of procedural matters are regulated by subordinate regulations, which are approved by a more simple procedure than the law. In addition, the US and EU authorities of operational management in the field of the state export control have greater autonomy. Many organizational and economic procedures are performed, using modern computer tools.

These generalizations have to be considered (implemented) in formulation and implementation of the state policy in the field of export control. Implementation of the best experience and building the system and mechanisms of the state export control, which has been tested in leading countries, will solve a number of economic problems, including the following:

- simplification of the state export control procedure, which will reduce the transaction costs of manufacturers and other foreign trade business entities,
- formation of a modern and harmonized with the best international practices organizational and economic mechanism of export control, which will boost export and import activities,
- creation a modern mechanism management of the state export control system on-line through the use of modern computer technology,
- enabling effective interaction of the government of Ukraine with the authorities of other countries, which will increase the economic efficiency of the state export control,
- minimization of the human factor ("red tape") in implementation of economic control over movement of economic assets, which are subject to the state export control,
- strengthening European integration direction of reforms in Ukraine.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ**References**

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**MECHANISMS AND TOOLS OF SUPPLY
 REGULATION IN AGRICULTURAL SECTOR OF
 ECONOMY**

**МЕХАНІЗМИ ТА ІНСТРУМЕНТИ
 РЕГУЛЮВАННЯ ПРОПОЗИЦІЇ В
 АГРАРНОМУ СЕКТОРІ ЕКОНОМІКИ**

Urgency of the research. Optimization of development agricultural sector is not possible without targeted search for optimal solutions in production process and strengthening of state regulation of reproduction, breeding, fishing and usage of fish stocks.

Target setting. The world economic science has formed both scientific theoretical and methodological approaches to problem of state regulation. However, there are significant problems, without solution of which the revival of Ukraine as a member of European society, the significance of which corresponds to the scope and traditions of the country, is impossible.

Actual scientific researches and issues analysis. The undeniable role of agricultural sector encourages scientists to study conceptual foundations of its transition to dynamic and sustainable development in the modern conditions. Works of D. Stechenko [2] V. Bodrov, A. Safronov, N. Baldych [1], V. Galushko and A. Dibrova [3], S. Kvasha [4] form the basis of methodology of regulation of agricultural sector. Important contributions to the system of economic regulation theoretical formation were made by such foreign scientists as D. Keynes [5] R. Coase [6].

Uninvestigated parts of general matters defining. Research of works of the scientists listed above does not allow concluding on the completeness of its valuation of mechanisms and instruments of regulation of food supply.

The research objective. The conducted research is aimed to examine existing mechanisms and instruments of regulation to ensure effective development of fishing industry involved in the food production.

The statement of basic materials. The article substantiates the feasibility of implementation of the National versions of CKEA based on NACE (Rev.2, 2006) and Central statistical classification of products by economic activity, based on the CPA-2008. Proposed amendment will help to distinguish indicators of production and promoting the development of the agricultural sector.

Conclusions. Thereby market self-regulation is not always harmonize the disparities of economy and has to be complemented by regulation. This idea applies for state support of production and ensuring appropriate level of supply of products and increasing manageability of sectors to achieve goals of sustainable development of the UNO.

Keywords: agricultural sector; supply; production; government; management; market.

Актуальність теми дослідження. Оптимізація розвитку аграрного сектору не можлива без пошуку оптимальних рішень у процесі виробництва та посилення державного регулювання відтворення, вирощування, вилову і використання рибних запасів.

Постановка проблеми. Світова економічна наука сформувала як наукові теоретичні, так і методологічні підходи до проблем державного регулювання. Водночас існують проблеми, без вирішення їх складно відродити Україну як члена європейського співтовариства, значення якого відповідає масштабам і традиціям країни.

Аналіз останніх досліджень та публікацій. Роль аграрного сектору спонукає вчених до опрацювання концептуальних засад його динамічного розвитку. Основою методології регулювання сектору, інструментів для формування показників економічної діяльності суб'єктів є праці Д. Стеченко [2], В. Бодрова, О. Сафронової, Н. Балдич [1], В. Галушко, А. Діброва [3], Кваші С. [4]. Внесок у теоретичне становлення системи регулювання зробили зарубіжні вчені Д. Кейнс [5], Р. Коуз [6].

Виділення недосліджених частин загальної проблеми. Дослідження робіт науковців спонукають удосконалювати механізми та інструменти регулювання пропозиції у аграрному секторі.

Постановка завдання. Метою є поетапне дослідження механізмів та інструментів регулювання для розвитку рибної галузі, діяльність якої пов'язана з продовольством.

Виклад основного матеріалу. Обґрунтовано доцільність імплементації проекту національної версії КВЕД на базі NACE (Rev.2, 2006) та Центральної статистичної класифікації продукції за видами економічної діяльності, на базі CPA-2008. Доповнення дадуть змогу розрізняти показники вилову та вирощування продукції, сприятиме розвитку аграрного сектору в цілому.

Висновки. Ринкове саморегулювання не гармонізує диспропорції в економіці, має доповнюватись регулюванням. Це стосується державної підтримки сектору і забезпечення відповідного рівня пропозиції продукції, підвищення керованості галузями, досягнення цілей сталого розвитку ООН.

Ключові слова: аграрний сектор; пропозиція; виробництво; держава; регулювання; ринок.

РЕГІОНАЛЬНА ЕКОНОМІКА

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Urgency of the research. Taking into account the fact that fishing is one of the parts of the common economic space, optimization of its development is not possible without targeted search for optimal solutions in production process and strengthening of state regulation of production and usage of food.

Formulation of the problem. The world economic science has formed both scientific theoretical and methodological approaches to problem of state regulation of artificial cultivation of aquatic organisms. However, there are significant problems, connected with regulatory and legal support, without solution of which it is impossible the revival of Ukraine in future as a member of the international and the European community, the significance of which corresponds to the scope and traditions of the country.

Analysis of recent research and publications. The undeniable role of agricultural sector in improving the living standards of population encourages scientists to study conceptual foundations of its transition to dynamic and sustainable development in the modern conditions. Works of D. Stechenko [2] V. Bodrov, A. Safronov, N. Baldych [1], V. Galushko, A. Dibrova [3], O. Vytvyzka, S. Kvasha [4], A. Mogulnyj [9] form the basis of modern national methodology of regulation of agricultural sector, research of instruments and mechanisms for the formation of economic activity indicators of business entities involved in food production. Important contributions to the system of economic regulation theoretical formation were made by such foreign scientists as D. Keynes [5], R. Kous [6] and other famous economists.

Definition of general problem uninvestigated parts. The analysis of works of the scientists listed above does not allow making a conclusion on the perfection of mechanisms and instruments of proposals regulation in fishery. There is a need to improve regulatory basis, necessary for state support of production and ensuring appropriate level of fish supply, improving fisheries management to achieve sustainable development goals of the UNO.

The research objective. The conducted research is aimed to examine existing mechanisms and instruments of regulation to ensure effective development of business entities, involved in the food production.

Material and methods of research. Experimental research was conducted on the basis of business entities which are the part of the Association of fish farms of inland waters «Ukrkybgosp», including independent subdivisions of National University of Life and Environmental Sciences of Ukraine, the budgetary institution «Methodological and Technological Centre of Aquaculture». Complex of methods are methodological base of research: dialectical method of understanding reality, systematic, comprehensive, differentiated approaches to the study of economic phenomena, fundamental research of domestic and foreign scientists concerning problems of state regulation of aquaculture production, laws, programs, concepts and other legal documents, data of the FAO, of the World Trade Organization, regional fisheries management organizations (NAFO, NEAFC, CCAMLR, Globefish) and non-printed scientific information placed in the global computer network. Information sources were investigated and features of State Regulation of Aquaculture production were established by the staff of the Laboratory of Information Technology, Economics and Management in livestock breeding of NULES of Ukraine. Research methodology includes a system of specific methods in combination with theoretical aspects of functioning and development of aquaculture: abstract logical, monographic – for comprehensive study of current state of aquaculture production and identification of trends and patterns affecting the indicators of its development; method of grouping – to determine the effect of various indicators; method of comparison – to compare the economic phenomena in different time periods; cause and result method – to identify cause-effect relationship; selective method – for detailed examination of individual fisheries enterprises in different regions.

The statement of basic materials. Economic research in the fishing industry – is underdeveloped area of activity, staying at the initial stage of development due to limited financing, in comparison with developed countries. There are no scientific-methodological materials on economics, finance, and

РЕГІОНАЛЬНА ЕКОНОМІКА

accounting. Modern methods in state regulation of fishery production are not implemented. Adaptation of economic processes in Ukraine to international standards has made some adjustments to development of fish production. It should also be noted that the legal framework has not formed necessary complex of mechanisms and instruments for restoration and further development of aquaculture production in Ukraine. It is not effective enough, and it needs reformation. In particular, the numbers of regulations have been adopted hastily without sufficient processing by legislator. Besides, these regulations were periodically supplemented with not always appropriate changes. As a result, this situation has led to the incorrect interpretation of certain rules and regulations by economic and accounting service enterprises, during implementation of appropriate calculations. It has also led to preparation and submission of incorrect accountings and as a result to appearance of errors and considerable work to eliminate them. In addition, some of the above mentioned acts are not coordinated and contain contradictory information, particularly concerning definition, recognition, measurement of biological assets in freshwater aquaculture. In particular, the specific biological asset fisheries – procreator – fish, from which posterity is obtained by natural or artificial spawning, have not been taking into account for a long time in «Biological assets» [11] and the Guidelines on accounting of biological assets [8]. In practical terms issues concerning evaluation and display of fisheries enterprises of actual receipt of larvae have been remained unclear, despite the fact that the cost of planting material, sold to other farms (larvae, born this year) enterprises reflected in the Report about fishing, seafood extraction and processing (form № 1 (fish), approved by The State Statistics Service of Ukraine from 06.06.2003 # 165).

In order to optimize fishery production and to obtain factual, accurate information about the nurseries and larvae, amendments to the legal acts determining the biological assets have been introduced in enterprises producing aquaculture products [8]. It has also been proved that recognition of such biological assets of age groups completely corresponds to economic and technological processes of implementation of aquaculture production.

According to the second part of the Article 6 of the Law of Ukraine «On Accounting and Financial Reporting in Ukraine» such changes have been included to Annex 1 of the Methodological Recommendations of biological assets accounting, approved by the Ministry of Finance of Ukraine of 29.12.2006 # 1315, approved by the Methodological Council for Accounting at the Ministry of Finance of Ukraine: in «Additional biological assets line first «Fish farming», «Fish farming, apiculture, sericulture», the text is set out as follows: «The material for breeding fish, including larvae, fry, born this year, one year old, nursery». As we can see it is possible to understand the same indicator in different ways. This is due to several reasons: existing bodies, creating methodological recommendations, developing specialized documentation use knowledge of industry experts very little, and consumers of information, in turn, are insufficiently demanding for the quality of figures. Therefore, solution of the problem of improving the quality of consolidated information and control for its accuracy requires practical realization of complex of measures for development and implementation of optimized specialized forms of primary documentation for companies growing aquaculture in the system of State agency of Fisheries of Ukraine. One of the mechanisms to highlight the state of economic activity of fishery enterprises to find ways for improving their financial and economic indicators, to conduct statistical surveys of economic activity and analysis of statistical information at macro level (drafting of interbranch balance of production and distribution of goods and services in accordance with the system of national accounts) is Classification of kinds of economic activities. Since 2001, GDP components by production and income methods were calculated by kinds of economic activity according to the Classification of economic activities (CEA), approved by the Order of the State Standard of Ukraine # 441 from 22.10.1996. Classification of kinds of economic activities has been elaborated to implement the resolution of Cabinet of Ministers of Ukraine from 05.04.93, #326 «On the Concept of development of national statistics of Ukraine and the State program of transition to the international system of accounting and statistics» [10]. The purpose of development of the second edition of CEA was to bring it in compliance to basic International Statistical Classification of kinds of activity of the European Union – Nomenclature of Activities European Community – NACE (Rev. 1.1–2002) [7] and revision of certain positions of national level of classification. A new version of

РЕГІОНАЛЬНА ЕКОНОМІКА

the classification did not change economic content of activity kinds on section levels of CEA by which national accounts are composed. At the level of CEA there is distribution among accounts by certain phases of the economic activity and directions of its state regulation. In recent years the project of national version of Classification of kinds of economic activities has been prepared on the base of NACE (Rev. 2, 2006) and Central statistical classification of products by kinds of economic activity on the base of CPA-2008, by our direct participation and by State Statistics Committee of Ukraine participation. In the project of national version of Classification of types of Economic Activities Section A – «Agriculture, hunting and forestry» and Section B – «Fishing, pisciculture» are united in one – Section A. Section A consists of 3 parts. Chapter 03 «Fisheries and breeding of aquaculture» consists of two groups of aquaculture (marine and freshwater).

The classification, which has been proposed and taken to the implementation, has scientific and practical significance for successful systematization and grouping of economic information about production, organization and branch management in market conditions. Proposed amendment will help to distinguish indicators of fishing and cultivation, breeding of own products and promoting the development of fisheries.

Conclusions. Thereby market self-regulation is not always able to harmonize the disparities of economy and has to be complemented by regulation. Especially this idea applies to and encompasses problematic aspect of creating legal framework, required for state support of production and ensuring appropriate level of supply of food and increasing manageability of agricultural sector to achieve goals of sustainable development of the UNO.

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РЕГІОНАЛЬНА ЕКОНОМІКА

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REGIONAL INNOVATION ECONOMY: ASPECTS OF ECONOMIC DEVELOPMENT**РЕГІОНАЛЬНА ІННОВАЦІЙНА ЕКОНОМІКА: АСПЕКТИ ЕКОНОМІЧНОГО РОЗВИТКУ**

Urgency of the research. Sustainable growth and improved living standards can only be obtained due to increasing of productivity and introducing new and better products and services that compete successfully in the global market. This is especially actually in the environmental field.

Target setting is to study environmental innovation in the regions, finding new ways to stimulate the ukrainian companies of national economy to implement innovation.

Actual scientific researches and issues analysis. Innovations as the basis of economic development are also of increasing interest to researchers (Edison H., Ali N. B., Torkar R., Heyne P., Boettke P. J., Prychitko D. L., Strumsky D.; Lobo J.; Tainter J. A., Gordon Robert J.) and many others.

Uninvestigated parts of general matters defining. The research objective. All the scientists examined the implementation of the classical theory of innovations. But innovations have a regional specifications. They should be considered separately for each region. The research objective is the justification for all these characteristics and their inclusion in the innovation process.

The statement of basic materials. In this work the main aspects of innovation activity has been done on the example of Rivne region. As the result, the quantity of personnel of scientific organizations has decreased nearly tenfold compared with the data of 2015. The most important is the introduction of innovative products in industrial Rivne region. These enterprises emit the most harmful substances – lead, mercury, nitrogen, carbon dioxide and others.

Conclusions. Main conclusions are:

1. To combine quantitative and qualitative research methods in economics of innovations, e.g. a review of cluster development statistics complemented by a beneficiary survey, as well as beneficiary and stakeholder interviews that can be used to develop case studies, which probe into the quality of cluster interactions in innovation activity;

2. Be participative and ideally draw on the expertise of cluster practitioners, academics and policy makers;

3. Reflect in a realistic budget and timeframe the complexity of an impact evaluation of cluster interventions in terms of methodological design and research economical tools in innovation activity.

Keywords: innovations; regional strategy; regional programmes.

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Актуальність теми дослідження. Стійке зростання і підвищення рівня життя можуть бути отримані тільки за рахунок збільшення продуктивності і впровадження нових і поліпшених продуктів і послуг, які успішно конкурують на світовому ринку. Це особливо актуально в сфері охорони навколишнього середовища.

Постановка проблеми. Вивчення екологічних інновацій в регіонах, знаходження нових способ стимулювання українських компаній щодо реалізації інновацій у регіонах.

Аналіз останніх досліджень і публікацій. Інновації як основа економічного розвитку завжди становили інтерес для дослідників (Едісон Н., Алі Н., Торкар Р., Хейне П., Боеттк П., Причітко Д., Струмський Д., Лобо Д.; Тейнтер Д., Гордон Р.) і багато інших.

Виділення недосліджених частин загальної проблеми. Постановка завдання. Вчені переважно розглядали класичну теорію інновацій. Але інновації мають регіональні специфікації. Їх слід розглядати окремо для кожного регіону. Метою дослідження є обґрунтування всіх цих характеристик та їх включення до інноваційного процесу.

Виклад основного матеріалу. У даній роботі основні аспекти інноваційної діяльності було зроблено на прикладі Рівненської області. Кількість персоналу наукових організацій зменшилася майже в десять разів у порівнянні з даними 2015 г. Найбільш важливим є впровадження інноваційної продукції в промисловому комплексі Рівненській області, оскільки ці підприємства виділяють найбільш шкідливі речовини - свинець, ртуть, азот, вуглекислий газ і інші.

Висновки. Запропоновано такі заходи:

1. Поєднувати кількісні та якісні методи дослідження в економіці інновацій, наприклад огляд статистики розвитку кластера, доповнених опитуваннях виведонабувача, а також бенефіціарів і зацікавлених сторін, які можуть бути використані для розробки тематичних досліджень, як кластерних взаємодій в інноваційній діяльності;

2. Спиратися на досвід кластерних практиків, науковців та осіб, що визначають політику впровадження інновацій;

3. Відображати реалістичний бюджет і вплив кластерних втручань з точки зору методологічної та науково-дослідних економічних інструментів в інноваційній діяльності.

Ключові слова: інновації; регіональна стратегія; регіональні програми.

РЕГІОНАЛЬНА ЕКОНОМІКА

Urgency of the research. In modern, competitive economies, knowledge-based innovations are the foundation for economic development. Sustainable growth and improved living standards can only be obtained due to increasing of productivity and introducing new and better products and services that compete successfully in the global market. This is especially actually in the environmental field as industry due to their lack of technical equipment make large emissions of harmful substances into the environment.

Target setting. The purpose of the research is to study environmental innovation in the regions, finding new ways to stimulate the Ukrainian companies of national economy to implement innovation.

Actual scientific researches and issues analysis. Innovations as the cutting edge of economic development are also of increasing interest to researchers. Entire books describe how to manage the innovations of such scientists as Edison H., Ali N. B., Torkar R. (2013), Heyne P., Boettke P. J., Prychitko D. L. (2010), Rubin Tzameret H., Aas Tor Helge, Stead Andrew (2015), West M. A. (2002), Anthony Scott D., Johnson Mark W., Sinfield Joseph V., Altman Elizabeth J. (2008), Strumsky D., Lobo J., Tainter J. A. (2010), Gordon Robert J. (2012) and many others.

Uninvestigated parts of general matters defining. The research objective. All the scientists examined the implementation of the classical theory of innovations. But innovations have a regional specifications. Each region has its own social, economic and environmental performance. They should be considered separately for each region. The purpose of the paper is justification for all these characteristics and their inclusion in the innovation process.

The importance of innovation is recognized in many legal and policy documents, including at the highest level. However, a holistic consideration of the national innovation system, its various components and the relations between them, remains lacking. A narrow interpretation of innovation, which emphasizes technological aspects, prevails. The subsystems of science and innovation intermediaries receive greater policy attention, but there is less emphasis on the need to encourage innovation in the business enterprise subsystem. Now it is necessary to appeal to small and big businesses as an important driver of economic dynamism. There is insufficient consideration of linkages between subsystems, including between the science and business sectors, which are keys for the definition of a science, technology and innovation strategy.

All this led to finding the new ways to stimulate innovation and economic development has been the subject of writing of this scientific article. There have been multiple innovation – related initiatives in Ukraine over recent years, reflecting the continued importance attached to innovation as a driver of growth and competitiveness. However, many of the legal and policy documents remain at a conceptual level, with insufficiently defined practical policy measures or instructions for further implementation. More attention to the appropriate sequencing of different proposed stimulation regions is required.

The statement of basic materials. The effective coordination is one of the main challenges in innovation governance. Despite the progress made by administrative reforms, the responsibilities of key actors are not yet clearly defined. Allocated resources are often not in line with the mandates received. Innovation related activities are distributed across different public organizations but there is not a single coordinating body. While there is vertical coordination (from agencies to ministries and to the government), horizontal coordination mechanisms are weak or missing [1].

In this work the main aspects of innovation activity has been done on the example of Rivne region. The scientific and practical interest has the study of the quality of personnel engaged in innovation. The basic data are given in Tab. 1.

As the result, the quantity of personnel of scientific organizations has decreased nearly tenfold compared with the data of 2015. In return, the quantity of personnel who maintain scientific work pluralistically has increased twice (from 314 persons in 1995 to 709 in 2015 year). The same doubled the number of candidates of sciences for the entire period from 1995 to 2015 (from 170 to 393) in Rivne region.

РЕГІОНАЛЬНА ЕКОНОМІКА

Table 1

The Scientific Personnel of Scientific Organizations¹⁻³

№	Indicator	Years							Absolute deviation (+, -)	Relative deviation, %
		1995	2000	2005	2010	2013	2014	2015		
1	Quantity of personnel of scientific organizations * ¹	1195	693	638	312	257	234	190	-1005	15,9
2	Quantity of personnel who maintain scientific and scientific-technical services	745	508	332	207	203	172	147	-598	19,7
3	Including those who have a degree doctor of sciences	1	4	1	2	5	5	*3	2	300
4	candidate of sciences	27	24	14	19	24	27	*3	-24	11,1
5	Quantity of personnel who maintain scientific work pluralistically * ²	317	856	1385	1594	1556	1368	709	392	223,7
6	Including those who have a degree doctor of sciences	21	32	50	99	128	107	59	38	280,9
7	candidate of sciences	170	516	537	728	833	739	393	223	231

¹ Since 2010 organizations which maintain only scientific-technical services, don't form reports.

² Since 2010 including all the scientific-pedagogical employees of the academies.

³ Here the data is not published to secure the execution of the Law of Ukraine 'About state statistics' about the confidentiality of data.

Source: calculated by [2]

The data of the extent of scientific and technical work represents the Tab. 2.

Table 2

The extent of scientific and technical work, executed by the organizations (enterprises) their selves, by their kinds

Indicator	In all	Including				Absolute deviation 2015 to 1995 (+, -)	Relative deviation 2015 to 1995, %
		Substantial investigations	Applied investigations	Scientific-technical working out	Scientific-technical services		
1995	1,7	0,3	0,4	0,9	0,1	9,5	658,8
2000	5,0	0,3	2,1	1,7	0,9		
2005	9,4	1,1	3,0	3,9	1,4		
2010	11,8	1,7	6,3	2,3	1,5		
2011	12,4	1,7	6,6	2,4	1,7		
2012	14,9	1,9	7,3	3,4	2,3		
2013	14,3	1,8	7,7	2,6	2,2		
2014	11,7	2,0	7,1	0,8	1,8		
2015	11,2	3,0	4,6	1,7	1,9		

Source: calculated by [2]

How to show all the data in Table 1, the extent of scientific and technical work, executed by the enterprises by their kinds, - absolute deviation from 1995 to 2015 has increased by 9,5 positions, also relative deviation 2015 to 1995 is nearly 659 %. This indicates that the total volume of scientific devel-

РЕГІОНАЛЬНА ЕКОНОМІКА

opment for the entire study period increased by six and a half times. The distribution of the extent of financing of scientific and technical work, by the financial sources has been given on the Tab. 3.

Table 3

**Distribution of the extent of financing of scientific and technical work,
by financial sources (in actual prices, mln hrn)**

Indicator	Years							Absolute deviation (+, -)	Relative deviation, %
	1995	2000	2005	2010	2013	2014	2015		
In all	2,2	5,1	10,2	12,3	14,4	12,3	11,2	9,0	509,1
At the expense of state budget	0,5	1,3	4,1	7,5	9,1	8,4	7,1	6,6	1420
Proper means	0,3	0,4	2,0	1,9	1,1	1,2	1,6	1,3	533,3
Customer funds of national	1,0	2,6	4,0	2,6	3,5	1,7	1,9	0,9	190
of foreign states	0,3	0,6	0,0	-	0,2	0,5	0,2	-0,1	66,7
Other sources	0,1	0,2	0,1	0,3	0,5	0,5	0,4	0,3	400

Source: calculated by [2]

According to the data Tab. 3, funding for research from the state budget grew steadily throughout the period 1995-2015. Clearly, this was mainly due to inflation in the country. So, overall funding for innovation has increased five times (from 0,5 to 7,1 mln hrn). The spending on innovations from the state budget increased in fourteen times. However, foreign investors have reduced funding. It is in 2015 only 66% of the 1995 level. This trend is because of an undeclared war in Ukraine, financial risks, the instability of the monetary system, the growth of the US dollar and other dangers.

Table 4

**The costs of organizations for execution of scientific and technical work by own strength,
by their kinds (in factual prices, mln hrn)¹**

Indicator	In all	including				Absolute deviation (+, -)	Relative deviation, %
		Substantial investigations	Applied investigations	Scientific-technical working out	Scientific-technical services		
1995	1,6	0,3	0,4	0,8	0,1	9,6	700
2000	4,8	0,3	2,1	1,5	0,9		
2005	9,3	1,0	3,0	3,7	1,6		
2010	12,2	1,7	6,2	2,3	2,0		
2011	12,8	1,7	6,6	2,8	1,7		
2012	15,0	1,9	7,2	2,7	3,2		
2013	14,4	1,7	7,7	2,2	2,8		
2014	12,3	2,0	7,1	0,8	2,4		
2015	11,2	3,0	4,6	1,7	1,9		

¹ including expences for salary, material costs, other current expences.

Source: calculated by [2]

The costs of organizations for execution of scientific and technical work by own strength, by their kinds also have increased from the period 1995 to 2015 – in absolute terms by 9 mln hrn. it is more than seven times (Tab. 4).

The quantity of personnel of the scientific organizations by personnel categories has been given in the table 5. As the table shows, there is a gradual decrease the number of workers in innovations – from 1995 to 2015 years. This can be explained by low salaries in research.

As a result, the quantity persons of the scientific organizations by personnel categories has significantly reduced in several times. The volume of all types of research decreased five times. The number of technical staff has decreased from 297 to 29 people, or 10 times. Secondary staff has decreased from 204 to 12 people, or in 18 times.

РЕГІОНАЛЬНА ЕКОНОМІКА

Table 5

Quantity of personnel of the scientific organizations by personnel categories (people)

Indicator	1995	2000	2005	2010	2013	2014	2015	Absolute deviation (+, -)	Relative deviation, %
In all	1195	693	638	312	257	234	190	-1005	15,9
investigators	448	281	250	160	145	130	118	-330	26,3
Technical personnel	297	227	82	47	58	42	29	-268	9,8
Secondary staff	204	108	72	55	23	24	12	-192	5,9
others	246	77	234	50	31	38	31	-215	12,6

Source: calculated by [2]

The quantity of personnel-women in the scientific organizations by educational level has been shown in the Tab. 6.

Table 6

Quantity of personnel-women in the scientific organizations by educational level (people)

Indicator	2013	2014	2015	Absolute deviation (+, -)	Relative deviation, %
In all	145	136	113	-32	77,9
Who have full high education	101	102	86	-15	85,1
Basic high, elementary high	33	23	19	-14	57,6
other	11	11	8	-3	72,7

Source: calculated by [2]

Over the period from 2013 to 2015 there was a decrease in the employment of women in scientific organizations. The number of women, who have full high education decreased by 15 percent.

The quantity of active in innovations industrial enterprises by types of economic activities has been done in the Tab. 7.

Table 7

Quantity of active innovations industrial enterprises by the types of economic activities¹

Indicator	2014		2015		Absolute deviation (+, -)	Relative deviation, %
	In all, units	Percentage to general quantity of enterprises by the appropriate type of activities	In all, units	Percentage to general quantity of enterprises by the appropriate type of activities		
1	2	3	4	5	6	7
industry	45	14,9	13	10,6	-30	28,9
Extractive industry and pit mining	3	13,6	1	7,7	4,7	256,6
Other minerals extracting and pit mining	3	13,6	1	7,7	-2	33,3
Processing industry	40	16,6	12	13,5	-28	30
Food industry	12	18,5	4	14,3	-8	33
Beverage foods production	1	20,0	-	-	-	-
Clothes production	1	7,1	-	-	-	-
Woodworking and wood and cork production except furniture; production of straw and plant materials for netting	5	16,7	1	11,1	-4	25
Typography and replication of the recorded information	1	14,3	-	-	-	-
Chemical industry	2	40,0	-	-	-	-
Production of the main pharmaceutical medicine	1	100,0	1	100,0	-	-

РЕГІОНАЛЬНА ЕКОНОМІКА*Continuation of Table 7*

1	2	3	4	5	6	7
Production of elastic and plastic goods	2	16,7	1	20,0	-1	50
Production of the other not metallic mineral production	3	10,0	2	18,2	-1	75
Metallurgic production	1	50,0	-	-	-	-
Production of metallic goods except cars and hardware	2	12,5	-	-	-	-
Cars and hardware	2	20,0	2	50,0	-	-
Production of transport modes, trailers	3	100,0	-	-	-	-
Production of furniture	-	-	1	25,0	-	-
Production of other products	1	14,3	-	-	-	-
Repair and mounting of cars and hardware	3	23,1	-	-	-	-
Providing of electricity, gas, steam and conditioned air	1	5,6	-	-	-	-
Water supply: sewerage, waste treatment	1	4,5	-	-	-	-

Major trends are the following. The number of all types of development significantly decreased. The quantity of active in innovations industrial enterprises by types of economic activities has decreased by three times (to nearly 29 %). The same situation is in processing industry and food industry. Preferably, the companies recently are not interested to introduce innovations and projects because they are too expensive and have a long payback period.

There are not enterprises that do innovations of metallurgic production, production of metallic goods except cars and hardware, production of transport modes, trailers, water supply (sewerage, waste treatment), providing of electricity, gas, steam and conditioned air, production of metallic goods except cars and hardware. The main key trends of general extent of innovations expenses in industry have been represented on the Tab. 8.

*Table 8***General extent of innovations expenses in industry (in factual prices)¹**

Indicator	2010		2013		2014		2015	
	Thousand hrn	Percentage to the general extent	Thousand hrn	Percentage to the general extent	Thousand hrn	Percentage to the general extent	Thousand hrn	Percentage to the general extent
In all	37879,9	100,0	11404,5	100,0	6865,9	100,0	21130,8	100,0
By directions:								
inner scientific-investigative works	2395,9	6,3	1228,4	10,8	...1	...1	220,6	1,1
Outer scientific-investigative works	...1	...1	-	-	...1	...1	450,0	2,1
Purchasing of cars, implement, software	29296,7	77,3	9061,6	79,5	5062,4	73,7	18402,3	87,1
Purchasing of other outer knowledge	...1	...1	140,2	1,2	-	-	538,5	2,5
other	5243,5	13,8	974,3	8,5	...1	...1	1519,4	7,2

¹ Here the data is not published to secure the execution of the Law of Ukraine 'About state statistics' about the confidentiality of data.

Source: calculated by [2]

РЕГІОНАЛЬНА ЕКОНОМІКА

As the analytical data show, in table 8, in recent years has fallen funding of research. This is a very negative trend of general extent of innovations expenses in industry. The largest share of funding belongs to this trend, as purchasing of cars, implement, software – nearly 90 %.

Table 9

Extent distribution of the financing of innovational activities in the industry (in factual prices)¹

Indicator	2010		2013		2014		2015		Absolute deviation (+, -)	Relative deviation, %
	Thousand of hrn	Percentage to the general extent	Thousand of hrn	Percentage to the general extent	Thousand of hrn	Percentage to the general extent	Thousand of hrn	Percentage to the general extent		
In all	37879,9	100,0	21130,8	100,0	11404,5	100,0	6865,9	100,0	-31014	18,1
By the expenses of state budget	...1	...1	-	-	-	-	-	-	-	-
Own costs	36036,9	95,1	13517,4	64,0	10826,5	94,9	...1	...1	-	-
Other sources	...1	...1	7613,4	36,0	578,0	5,1	...1	...1	-	-

¹ Here the data is not published to secure the execution of the Law of Ukraine 'About state statistics' about the confidentiality of data.

Source: calculated by [2]

The most important is the introduction of innovative products in industrial Rivne region. These enterprises emit the most harmful substances – lead, mercury, nitrogen, carbon dioxide and others. The data of implementation of new technological processes and development of the production of the new types of products in industry has been done in table 10.

Table 10

Implementation of new technological processes and development of the production of the new types of products in industry¹

Indicator	2010	2013	2014	2015	Absolute deviation (+, -)	Relative deviation, %
New technological processes implemented	6	19	8	9	3	150
Including less wasting technologies, resources-saving and out-of-wasting	4	3	2	3	-1	75
Development of innovational products, terms	16	18	6	7	-9	43,5
Including new types of technique	8	5	4	...1	-7	12,5

¹ Here the data is not published to secure the execution of the Law of Ukraine 'About state statistics' about the confidentiality of data.

Source: calculated by [2]

As this table shows, the new technological processes implemented with some growth – 50 % in 2015 year compared with 2010 year. Although implementation of less wasting technologies, resources-saving and out-of-wasting has been reduced to 75%, the development of innovational products, terms reduced to 75 %, the new types of technique – 12,%. We can conclude therefore that the whole industry of Rivne region has lost their positions for effective innovation.

The extent of the realized innovational production in Rivne region has been presented in the Tab. 11.

So, the extent of the realized innovational production has been decreased by 11,2 thous. hrn – from 78,6 2 thous. hrn to 67324,4 thous. hrn. Now in 2015 it is 85 % of the size of the data of 1995 level.

РЕГІОНАЛЬНА ЕКОНОМІКА

An example for Ukraine in implementing innovation is the European Union. The Europe 2020 strategy is the EU's agenda for growth and jobs for the current decade. It emphasises smart, sustainable and inclusive growth as a way to overcome the structural weakness in Europe's economy, to improve its competitiveness and productivity and to underpin a sustainable social market economy. As a general trend, between 2008 and 2014 the employment share in knowledge-intensive activities increased in all Member States (except for Italy, which maintained the same level). Countries where the share increased substantially were Luxembourg and Croatia (5.7 percentage points each), followed by Ireland, Portugal, Estonia, Spain, Cyprus, Malta, Greece, Slovenia, Latvia, Denmark and the Czech Republic. All of these experienced a period of continuous relative growth of 3.0 to 5.0 percentage points [12].

Table 11
Extent of the realized innovational production (in factual prices, thous. of hrn)¹

Indicator	2010	2013	2014	2015	Absolute deviation (+, -)	Relative deviation, %
In all	78569,4	111857,9	134562,7	67324,7	-11244,7	85,7
What is new for the market	14601,6	12055,0	13254,4	... ¹	-1347,2	90,8
What is new only for industry	63967,8	99802,9	121308,3	... ¹	57340,5	189,6
From general extent put for export	20932,0	24704,5	36021,1	21787,8	855,8	104,1

¹ Here the data is not published to secure the execution of the Law of Ukraine 'About state statistics' about the confidentiality of data.

Source: calculated by [2]

Conclusions. Therefore, as shows the analysis in this paper, the quantity of active in innovations industrial enterprises of Rivne region by types of economic activities has decreased by three times (to nearly 29 %). The same situation is in processing industry and food industry. The whole industry of Rivne region has lost their positions for effective innovation management. This requires developing a package of new measures to stimulate innovation activity. The main of them are:

1. To combine quantitative and qualitative research methods in economics of innovations, e.g. a review of cluster development statistics complemented by a beneficiary survey, as well as beneficiary and stakeholder interviews that can be used to develop case studies, which probe into the quality of cluster interactions in innovation activity;

2. Be participative and ideally draw on the expertise of cluster practitioners, academics and policy makers. Evaluators should ensure that the opinions of the different stakeholder groups, notably business views, are captured and codified;

3. Reflect in a realistic budget and timeframe the complexity of an impact evaluation of cluster interventions in terms of methodological design and research economical tools in innovation activity. All these measures will significantly improve the environmental situation in Ukraine.

4. Innovation Union is the European Union strategy to create an innovation-friendly environment that makes it easier for great ideas to be turned into products and services that will bring our economy growth and jobs.

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РЕГІОНАЛЬНА ЕКОНОМІКА

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NATURAL RESOURCES POTENTIAL AS INNOVATIVE AND INVESTMENT DEVELOPMENT PROSPECT

ПРИРОДО-РЕСУРСНИЙ ПОТЕНЦІАЛ, ЯК ПЕРСПЕКТИВА РОЗВИТКУ РЕГІОНУ

Urgency of the research. An important condition for the development of the region is taking into account natural resource potential and its particular usage, because it is linked to efficient economy of the region.

Target setting. Under modern conditions of economic management and Ukraine's striving toward Europe, the significant environmental improvement as well as smart use of natural resources system integration have not been realized. All this determined the choice of the specific topic of the research paper, formed the subject, the purpose and the target of the research.

Actual scientific researches and issues analysis. Economic aspects of the use of the natural resources potential have been researched in studies of the established national scientists, especially of V. A. Holian [1], A. S. Kycha [5], A. P. Nezhyvenko [8], Y. B. Oliinyk [10], M. A. Khvesyk [13], L. M. Cherchuk [14] and others. Such foreign scientists as D. Wardle and M. Jonsson [17], A. Zielińska [19].

Uninvestigated parts of general matters defining. There is much tension around the issue of smart use of natural resources potential of Ukraine, particularly true it is observed under current crisis conditions caused by the troubled political and subsequently economic situation in the country.

The statement of basic materials. The article analyzes the natural-resource potential of the Rivne region. The basic allocation of natural resources has been demonstrated. The SWOT-analysis of the use of natural resources potential of Rivne region have been completed.

Conclusions. Rivne region is rich on different mineral deposits causing some differences in the economy development. The occurrence of the unique in Ukraine amber deposit has caused many economic and political problems relating to its unlawful extraction. The losses for the economy and budget of Ukraine due to this are estimated at 20 billion US dollars yearly.

Keywords: natural-resource potential; natural resources; mineral raw materials.

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Актуальність теми дослідження. Важливою умовою розвитку регіону є врахування природо-ресурсного потенціалу та його особливості використання, оскільки саме від цих умов залежить ефективна економіка регіону.

Постановка проблеми. У сучасних економічних умовах господарювання, європейських прагненнях України, не відбулося суттєве покращання стану довкілля, а також запровадження системи раціонального використання природних ресурсів. Все це зумовило вибір даної теми наукової роботи, сформувало її предмет, мету та об'єкт дослідження.

Аналіз останніх досліджень і публікацій. Економічні аспекти використання природно-ресурсного потенціалу досліджувалися у працях відомих вітчизняних науковців, зокрема В. А. Голяна [1], А. С. Кича [5], А. П. Неживенка [8], Я. Б. Олійника [10], М. А. Хвесика [13], Л. М. Черчук [14] та ін. Значний вклад за даною тематикою у науковий доробок внесли такі зарубіжні вчені як Д. Вардлі та М. Джонсон [17], А. Зелінська [19].

Виділення недосліджених частин загальної проблеми. Проблема раціонального використання природно-ресурсного потенціалу України стоїть надзвичайно гостро, особливо актуально це простежується в сучасних кризових умовах, зумовлених нестабільністю політичної ситуації у країні, а, як наслідок, її економічної.

Виклад основного матеріалу. У статті проведено аналіз природо-ресурсного потенціалу на прикладі Рівненської області. Показано основне розміщення природних ресурсів області. Здійснено SWOT-аналіз використання природно-ресурсного потенціалу Рівненської області.

Висновок. Рівненська область багата на різноманітні корисні копалини, які зумовлюють певні відмінності у розвитку господарства. Наявність єдиного в Україні родовища бурштину, створило багато економічних та політичних проблем щодо його незаконного видобутку. Втрати для економіки, бюджету України від якого оцінюються у понад 20 млрд дол. США щороку.

Ключові слова: природо-ресурсний потенціал; природні ресурси; мінерально-сировинна база.

РЕГІОНАЛЬНА ЕКОНОМІКА

Urgency of the research. An important condition for the development of the region is taking into account natural resource potential and its particular usage, because it is linked efficient economy of the region.

Target setting. Under modern conditions of economic management and Ukraine's striving toward Europe, the significant environmental improvement as well as smart use of natural resources system integration have not been realized. For this reason, it is necessary in conservation of natural resources potential to implement into the economy innovative instruments that showed itself to good advantage in developed countries of the world. All this determined the choice of the specific topic of the research paper, formed the subject, the purpose and the target of the research.

Actual scientific researches and issues analysis. Economic aspects of the use of the natural resources potential have been researched in studies of the established national scientists, especially of V. A. Holian [1], A. S. Kycha [5], A. P. Nezhyvenko [8], Y. B. Oliynyk [10], M. A. Khvesyk [13], L. M. Cherchyk [14] and others. Such foreign scientists as D. Wardle and M. Jonsson [17], A. Zielińska [19] made a significant contribution to the scientific potential on the given subject matter. However, up to the present the single ways of the smart use of the natural resources potential (NRP) that would significantly improve the actual situation were not developed.

Uninvestigated parts of general matters defining. There is much tension around the issue of smart use of natural resources potential of Ukraine, particularly true it is observed under current crisis conditions caused by the troubled political and subsequently economic situation in the country. All this demands reasoning of ways of smart use of natural resources potential using the experience of economically developed European countries. Our view is that elaboration of the related measures could be ensured according to the analysis of dynamic structural changes in NRP of a certain region and factors caused them.

The research objective. Substantiate improving possibilities of the smart use of the natural resources potential of Rivne region based on patterns of the given territory and new economic challenges.

The statement of basic materials. In a resource-constrained environment, the efficient use of the inner potential of the territory is to be supposed as the first development resource. Local executive bodies and local government authorities shall augment this potential. The natural resource potential is thought of as total natural resources and environmental conditions locating in current geographical boundaries and satisfying economic, ecological, social and other requirements of the society [8, p. 64].

The glossary "Regional economy" gives the following definition: "Economic regional potential is the collective capability of regional sectors of the national economy to perform, to construct capital projects, to transport goods, to provide necessary human services. Scientific and technical achievements, production capacity, availability of transport facilities and economically active population, quality of its professional qualifications, degree of development of service industries and other conditions determine the economic potential [10, c. 64]. The development of a specified region varies with the state and maturity of available natural resources, industrial, labor, financial, infrastructure potential. The structure of the regional potential can be presented schematically (Fig. 1).

Natural resources potential. The natural resources potential has the largest value among the listed components. The total resources existing on the territory and involved in the economy define the state and development prospect of the country and its regions. "Methodic recommendations for shaping of regional development strategies" provide the list and characteristics of endopathic development causes of the region [6], where the state and forecasts of land, water, forest, mineral, recreational resources and the state of environment define the natural resources potential. The availability of the relevant infrastructure is also important.

Our country lists around 20 thousand mineral deposits, at that the larger half of their explored reserves are commercially developed. It is worth noting that iron ore reserves amount more than 14% of the global reserves and manganese ore reserves – 43%. Furthermore, Ukraine holds leading positions with reserves of uranium, titanium, zirconium, lithium, sulfur, graphite, kaolin, coal clays,

РЕГІОНАЛЬНА ЕКОНОМІКА

potassium salts. However, the lack of adequate supplies of oil and gas causes dependence on their exports and has an adverse effect on the social and economic development of the country in toto [1].

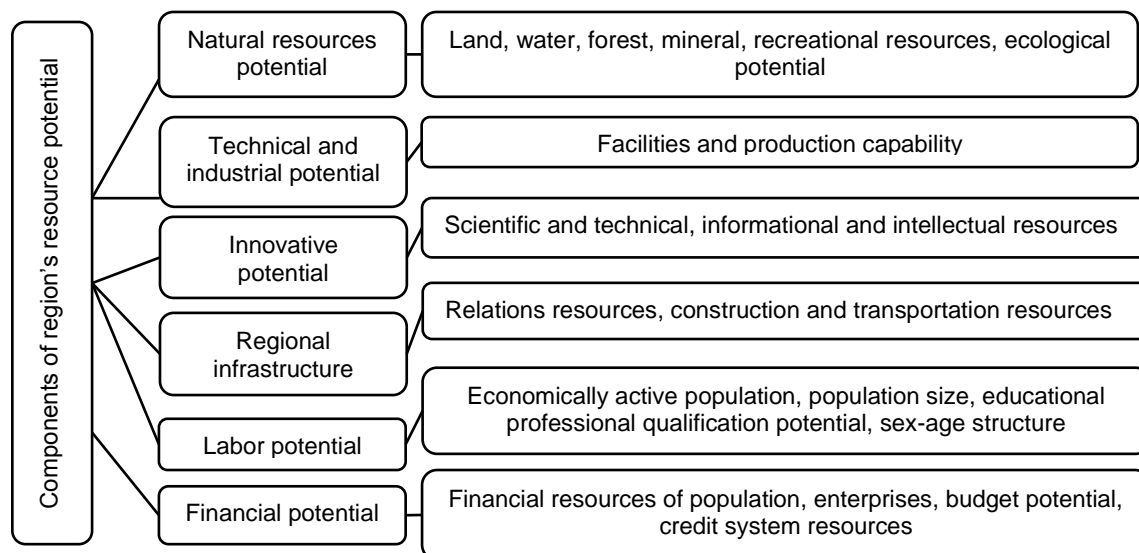


Fig. 1. Main components of region's natural resources potential

Source: compiled by the authors based sources [1; 2; 7; 8; 13]

Structural changes in the natural resources potential of a certain region are going on with the course of time, development of productive forces, change of economic system. For example, Rivne region permanently holds positions below average in Ukraine in scientific researches on the given subject matter. According to the data of V. P. Rudenko [10], Rivne region has a total resource potential at the level 3% of the all-Ukrainian. Therewith, land resources (more than 50%) surpass by far in potential's structure.

In researches of the natural resources potential of Ukrainian regions by the grade approach, Rivne and Volyn regions have the low [3]. However, the structure has no explicit imbalances to the advantage of a certain component. Let's take a closer look what builds currently the resource potential of Rivne region.

Water resources. Rivne region like the most western and northern regions of Ukraine is rich in surface waters. 171 river with the length of over 10 km flow through Rivne region, 130 lakes, 12 water reservoirs, 1 543 ponds are located in the region. The biggest lakes of Rivne region is Nobel (4,99 km²) and Bile (4,53 km²). Bile lake has the maximum depth of 26,8 m. Nobel is located in the floodplain of Prypiat, its maximum depth is 11,3 m[2]. By volume of water diversion in the year 2013 Rivne region ranks No. 16 in Ukraine having a lead over Chernihiv, Vinnytsia, Khmelnytskyi, Symu, Ternopil, Chernivtsi, Volyn, Zakarpattia and Ivano-Frankivsk regions. The water potential of the region enables all economy branches of the region using during production surface and subterranean waters to be fixed up with water resources; stimulates further development of fishery enterprises, the tourism and recreational area [11].

Forest resources. Forest resources are located in the region unevenly and generally concentrated in its northern area. Scientists' researches regarding economic effects of ecosystems performance shall be taken to be an important part. For example, forest ecosystems of Ukraine lead in oxygen generation the neighboring countries such as Belarus, Poland, Slovakia, and Hungary [15]. The economic effect amounts over 1.8 million US dollars per year. For example, only the Rivne Nature Reserve ensures the vital activity of the population compared with the half population size of Rivne region [16].

РЕГІОНАЛЬНА ЕКОНОМІКА

Land resources. According to the data of the Chief Directorate of the State Land Agency in Rivne region, the total lands of the region amount 2,0 million ha. The overall structure of the land fund can be found in Fig. 2.

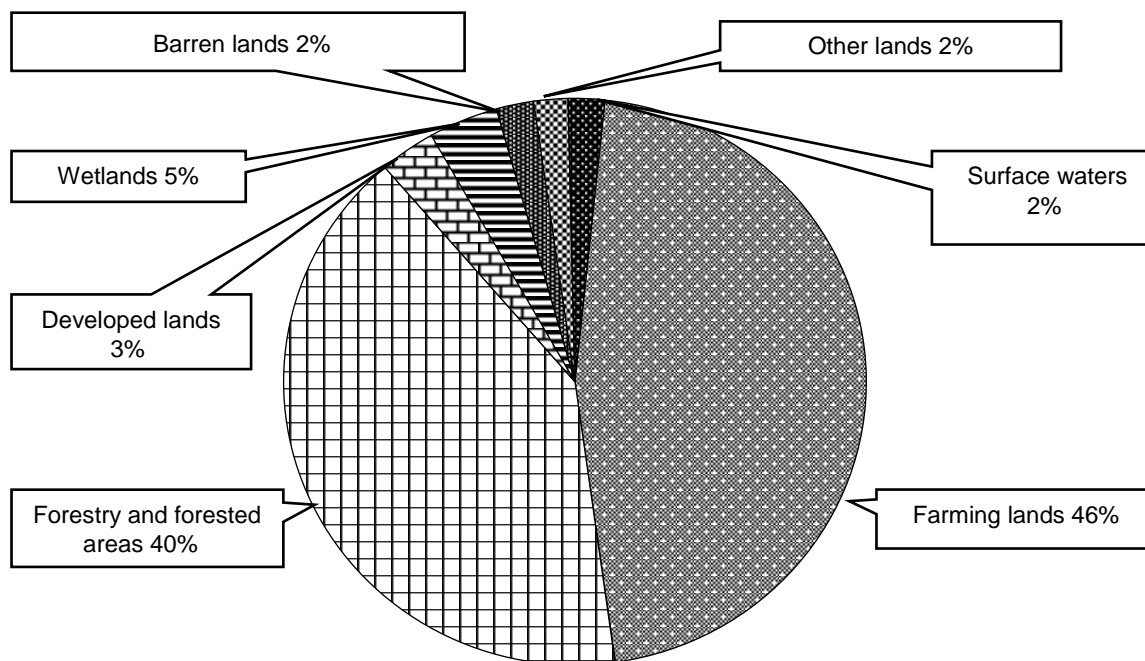


Fig. 2. Structure of the regional land fund

Source: compiled by the authors based sources [2]

The lands placed for different purposes at disposal of citizens amount 38,4%, of agricultural enterprises – 17,8%, of forestry enterprises – 32,9%, reserve lands occupy 12,9% of lands. Newly created agro-organizations lease for commercial agriculture 242,8 thous. ha of shared lands[2].

148.2 million UAH were received on the government and local budgets from land use in the year 2013. In the structure of the defined receipts the land rental is overriding – 84.4 million UAH (57%). 46.1 million UAH (31%) were received from payment of land taxes, 15.1 million UAH (10%) – from sale of land and 2.7 million UAH (2%) – at the cost of indemnity for losses of agricultural and forestry production. The peculiarity of land resources as a component of NRP of Rivne region is the occurrence of low-productive soils in region’s northern part and substantial amount of nonproductive agricultural lands. The lower (compared with central and southern regions of Ukraine) level of agricultural lands capacity for an inhabitant should be noted also.

Infrastructure. The essential component characterizing the regional resource potential is the infrastructure development level. Rivne region is substantially provided with the developed transport communication networks, sections of which pass through the directions of international European roads, facilitate pass of transit traffic flows through the region that causes its strategic value in the economic development of the country [10]. The low development of infrastructure elements substantially slows the further economic growth in the region.

It would make sense to focus in the present research on *the mineral resources* base that in our view has not received the proper appraisal in many researches. In the region 357 mineral deposits and underground water deposits presented by 18 types are registered, among them 104 are commercially developed, for 110 special permits for subsurface use are issued. Table 1 represents the mineral resources base.

РЕГІОНАЛЬНА ЕКОНОМІКА

Deposits of peat and sapropel located primarily in the northern areas of the region amount two thirds of commercial minerals [7, 9]. In composition of the resources potential construction raw materials (building stone, sands, clay loam, coal deposits) achieve a dominant position, assured resources of them ensure a future development of manufacturing of rubble, facing plates, cement, lime, calcium-silicate and ceramic brick, mortar mixture etc. The unique deposits of basalt that in their physical, mechanical and chemical properties are suitable for rubble and crushed stone production, architectural construction products, basalt fiber and mineral wool production are located in Rivne region. Phosphorites deposits that are used as mineral fertilizers are located in Zdolbuniv and Ostroh districts.

Table 1

Use of the mineral resources base of Rivne region

Sr. No.	Types of commercial minerals	Number of deposits		Issued permits for subsurface
		Total	Developed	
1	Peat	125	12	17
2	Amber	3	1	2
3	Glass-making sand	2	2	1
4	Kaolin	2	1	1
5	Pegmatite	3	1	1
6	Cement raw materials	2	2	1
7	Raw material for mineral wool	4	2	3
8	Facing stone	7	4	5
9	Building stone	42	29	33
10	Building sand	27	11	14
11	Brick and tile raw materials	51	11	12
12	Agrochemical raw materials (phosphorites)	1	0	1
13	Raw material for liming of acidic soils	2	1	1
14	Coal feedstock for acidic branding	2	1	1
15	Building chalk stone	4	1	1
16	Sapropel	37	0	0
17	Drinking and service waters	36	21	21
18	Mineral underground waters	7	4	4
Total		357	104	110

Source: compiled by the authors based sources [2; 10; 11]

The region – the unique in Ukraine – has explored amber deposits: Klesivske in Sarny district, Vilne in Dubrovytsia district and Volodymyrets Skhidnyi in Volodymyrets district, amber reserves amount over 116 t. That brand is now affecting the whole natural resource potential of the region.

Firstly, comprehensive prospecting of its reserves will considerably influence contribution of mineral resources to the potential's formation. Although only three deposits are researched, the amber sand strata range in nearly all region's northern districts. Potential amber deposits in the region are substantial. By results of exploratory evaluation works conducted by the Rivne Geological Expedition, expected amber resources in some areas in Dubrovytsia, Sarny and Volodymyrets districts amount to over 1 500 t [2].

Secondly, the unlawful amber extraction leads to the loss of this resource. The monoblock pumps enable to extract only 30%, the rest is left in the ground. Amber deposits lie in strata at a depth of 3-10 meters and these strata are collapsed as a result of corrosion – sands getting to them from above deplete the deposits.

Thirdly, the actual system of amber extraction saps the natural resources potential of Rivne region. The forest are being destroyed. Changes in the regimen of water bodies in Polissia are perceptible. The ecological situation in districts of unlawful extraction becomes significantly worse.

The made analysis of the main resources of Rivne region enables to change its assessment proposed above [3]. According to our research, as of the year 2015 the total resource potential per

РЕГІОНАЛЬНА ЕКОНОМІКА

unit of territory will make up 85 grades. The growth occurs mainly at the expense of the mineral component. However, in real time the degradation of the situation is expected. If the actual practice of subsurface use will be preserved, then despite new proven deposits of amber, copper, basalts etc. the natural resources potential will not grow. The damage doing to the other its components, the degradation of the ecological situation in the whole will lead to depreciation of NRP of Rivne region.

With the purpose of looking for ways of efficiency improvement of formation and use of the natural resources potential it is worthwhile carrying-out of the SWOT-analysis, that is to reveal possibilities of the development and threats (Tab. 2).

Conclusions. Rivne region is rich on different mineral deposits causing some differences in the economy development. The occurrence of the unique in Ukraine amber deposit has caused many economic and political problems relating to its unlawful extraction. The losses for the economy and budget of Ukraine due to this are estimated at 20 billion US dollars yearly.

Table 2

SWOT-analysis of the natural resources potential of Rivne region

Strengths	Weaknesses
<ul style="list-style-type: none"> – unique in Ukraine developed amber deposits; – considerable reserves of minerals for building materials manufacturing (clay, sand, limestones, chalk, marlstones), glass and porcelain (kaolins); tufa and granular phosphorites; – building stone's reserves close to the borders of the European Union; – unique reserves of basalts suitable for production of high-efficient insulating materials; – 20 percent of all-Ukrainian peat reserves; – availability of main railway lines and motor roads close to mineral deposits; – water resources endowment of the territory 1.3 times larger than average in Ukraine and available water supply per an inhabitant – 2 times larger; – forest cover of the region's territory is 2.4 times larger than the average value in Ukraine. 	<ul style="list-style-type: none"> – exceeding powers of government's centralization relating to mineral deposits; – expensive licences for minerals exploration and extraction; – lack of funds for geological exploration works; – low level of minerals exploration; – lack of governance, commercial and institutional mechanism of sustainable mineral raw materials extraction (especially amber); – radiation pollution of 56% of region's territory due to the accident at the Chornobyl Nuclear Power Plant; – poor quality of motor roads of local significance.
Possibilities	Threats
<ul style="list-style-type: none"> – increase of investments in development of mineral resources; – creating devices for receipt of profit by local budgets by way of opening amber procurement units, holding of amber stock auctions etc. 	<ul style="list-style-type: none"> – lack of legislation reforming concerning streamlining and accelerating procedures of conciliation and licensing, the tax and customs legislation, the system of state monitoring and control in the area of minerals extraction, especially the statutory misregulating the issue of amber extraction legalization; – potential radiation threat connected to the physical proximity of the Rivne Nuclear Power Plant and Khmelnytskyi Nuclear Power Plant.

The region's forest cover amounts to 36% what enables the development of the forest husbandry. As the research and experience of developed countries of the world show, the economy should take into account all economic effects in state's gross national income from performance of forest and marsh ecosystems. It enables to form the national environmental strategy, to substantiate economically the contribution of natural ecosystems to the state's GDP and to work out appropriate measures for conservation of the natural resources potential.

Consequently, Rivne region has significant availabilities for the dynamic development of the agricultural complex, industry, recreational sector, extension of international cooperation and provision of tourism and recreational services. However, the sustainable use of the actual NRP of Rivne region needs regulation of many economic and social problems connected with mineral resources extractions.

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PERFORMANCE AS A BASIC FACTOR OF COMPETITIVENESS OF UKRAINE AND ITS REGIONS (THE ASSESMENT IS DONE ACCORDING TO IMD-LAUSANNE METHODOLOGY)

ПРОДУКТИВНІСТЬ ЯК БАЗОВИЙ ЧИННИК КОНКУРЕНТОСПРОМОЖНОСТІ УКРАЇНИ ТА ЇЇ РЕГІОНІВ (ОЦІНКА ЗА МЕТОДОЛОГІЄЮ IMD-LAUSANNE)

Urgency of the research. The importance of performance assessment is proved by its significance among the factors of competitiveness of countries and regions.

Goal setting. Performance assessment is needed to establish priority areas for its improvement by strengthening international competitive capacity of the country and its regions.

Actual scientific research paper analysis. The assessment of the performance from the perspective of improving the competitiveness of Ukraine and its regions is described by experts of the fund "Effective management" and some scientists - I. Brykova, M. Butko, M. Danylovich-Kropyvnytska, O. Matveeva and others.

Defining the unresearched parts of the issue: The majority of researches on productivity assessment in the context of improving the competitiveness of the country and its regions are done according to the methodology of the World Economic Forum or the author's approach, while the assessment based on the methodology of International Institute for Management Development (IMD-Lausanne) is at the initial stage.

The research objective. The article aims to evaluate performance as a factor of the competitiveness of Ukraine and its regions according to the methodology IMD-Lausanne and find ways to improve it.

Summary of the paper. The article shows the importance of increasing the productivity of using the factors of production to ensure a high competitive status of countries and regions. According to experts of IMD-Lausanne the author suggests his own approach to evaluating performance as a factor of international competitiveness of the country and its regions. An assessment of the international competitiveness of Ukraine and its regions is given considering significant indicators of overall performance, performance for individual sectors and performance in terms of business types. The strategic direction of increasing international competitiveness of Ukraine and its regions by enhancing the productivity of the county economy is offered in the research paper.

Conclusions. The assessment of international competitiveness of Ukraine and its regions by indicators of performance (according to the methodology IMD-Lausanne) has shown that it is low entirely and on most indicators and, therefore, needs to be improved. Thus, a number of innovative approaches to modernize the economy has to be implemented.

Актуальність теми дослідження. Важливість оцінювання продуктивності обумовлена її фундаментальною значимістю в системі чинників конкурентоспроможності країн і регіонів.

Постановка проблеми. Оцінка продуктивності необхідна для встановлення пріоритетних напрямів її підвищення в контексті зміцнення міжнародного конкурентного потенціалу країни та її регіонів.

Аналіз останніх досліджень і публікацій. Питанням оцінки продуктивності під кутом зору підвищення конкурентоспроможності України та її регіонів присвятили свої праці фахівці Фонду «Ефективне управління» та окремі вчені – І. Брикова, М. Бутко, М. Данилович-Кропивницька, О. Матвеева та ін.

Виділення недосліджених частин загальної проблеми. У більшості праць оцінка продуктивності у контексті підвищення конкурентоспроможності країни та її регіонів дається на основі методології Всесвітнього економічного форуму або авторських підходів, тоді як оцінки за методологією міжнародного Інституту розвитку менеджменту (IMD-Lausanne) знаходяться на початковій стадії.

Постановка завдання. Метою статті є оцінювання продуктивності як чинника конкурентоспроможності України та її регіонів на основі методології IMD-Lausanne та в пошуку шляхів її підвищення.

Виклад основного матеріалу. У статті показано важливість нарощування продуктивності використання факторів виробництва для забезпечення високого конкурентного статусу країн і регіонів. Згідно з методологічними установками фахівців IMD-Lausanne представлено авторський підхід до оцінювання продуктивності як чинника міжнародної конкурентоспроможності країни та її регіонів. Наведено оцінку міжнародної конкурентоспроможності України та її регіонів за вагомими індикаторами загальної продуктивності, продуктивності за окремими секторами економіки та продуктивності в розрізі підприємств різних типів. Визначено стратегічні напрями підвищення міжнародної конкурентоспроможності України та її регіонів на основі зростання продуктивності економіки.

Висновки. Оцінка міжнародної конкурентоспроможності України та її регіонів за індикаторами продуктивності (згідно методології IMD-Lausanne) показала, що вона в цілому й за більшістю індикаторів є невисокою, а отже, потребує покращення. Для цього необхідно є низка заходів із інноваційної модернізації економіки.

РЕГІОНАЛЬНА ЕКОНОМІКА

Keywords: *productivity; competitiveness (country; region) methodology IMD-Lausanne; factors (sub factors) and an indicator of competitiveness; IMD ranking.*

Ключові слова: *продуктивність; конкурентоспро-можність (країни, регіону); методологія IMD-Lausanne; фактор (субфактор) та індикатор конкурентоспро-можності; рейтинг IMD.*

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Urgency of the research. The main objective of socially oriented economic system – is to provide a high standard of living. And this can be achieved, according to M. Porter, based on high economic productivity [1, p. 212].

So, high performance is not just support income country and regions high, but also ensures the growth rate of the population which is a final characteristic for competitiveness of countries and regions. Therefore, the concept of competitiveness at the country level and its regions based on productivity of using production factors.

Goal setting. In this context, the performance evaluation has not only scientific but also practical importance. It is, on the one hand, points to the importance of productivity as a key factor in the competitiveness of the country and its regions, and on the other - to determine the strategic direction of its increase, particularly in the context of improving living standards and strengthen the competitive potential of the country and its regions in globally competitive space.

Actual scientific research paper analysis. The experts of Fund "Effective management" [2] and some scientists - I. Brykova [3], M. Butko [4].

M. Danylovych – Kropyvnytska [5], O. Matveyeva [6] and others devoted their labor to the assessment of overall performance and productivity using certain inputs from the perspective of improving the competitiveness of Ukraine and its regions.

Defining the unresearched parts of the issue. It should be noted that most of the works the performance evaluation in the context of improving the competitiveness of the country and its regions is done based on the methodology of the World Economic Forum or the author's approach, while similar assessment methodology International Institute for Management Development (IMD-Lausanne - Lausanne, Switzerland) are just at an early stage.

The research objective. The article is to evaluate the performance as a factor in the competitiveness of Ukraine and its regions based on the methodology IMD-Lausanne and find ways to improve it.

Summary of the paper. The factors of competitiveness of the country and its regions - these are the driving forces that ensure they reach certain competitive advantages compared to other countries and regions. They are usually based on performance using classical factors of production, including such as land (natural resources), labor and capital.

Productivity - the ratio between the number of goods or services produced and used for this production factors.

Productivity of use the factors of production, according to the methodology IMD-Lausanne is seen as sub factors "Productivity and efficiency" and refers to that factor in the competitiveness of countries and regions as "efficiency business", measured by indicators of overall performance (of product per worker) productivity individual sectors (industry, agriculture, services) and performance in terms of different types of businesses - small, medium and large, foreign capital etc [7].

In order to discover, how the indicators characterizing productivity, contribute to the process of improving the competitiveness of the country and its regions, we used a special technique [8, p. 114-118]. According to which, assessment of indicators of competitiveness in performance is obtained based on the ratio (percentage) of actual and maximum values of indicators (leading-countries for each of the indicators).

B Besides, our approach to evaluating performance in areas provided for the use of procedures "international testing" of national competitiveness indicators - the ratio of their values and the values of leading countries indicators.

The value of an aggregate index of competitiveness of the country and regions was calculated by the productivity as a simple arithmetic mean of all partial factors.

According to this method we obtained evaluation of the competitive potential of Ukraine and its

РЕГІОНАЛЬНА ЕКОНОМІКА

regions by indicators of performance. For calculations used indicator framework IMD-2012 [7]. It was given the advantage that in the future on terms of the competitiveness of Ukraine and its regions affected by events related to Dignity Revolution (2013-2014) and the annexation of Ukrainian territories (from 2014). Note that assessment, except material IMD [7] draws the State Statistics Service of Ukraine [9], the International Institute of Management (IIM-Kyiv) and the Foundation "Effective Management" [2, p. 102-207].

The most general indicator of use of factors of production in Ukraine and its regions is the overall performance - the average individual performance are calculated in terms of gross domestic and gross regional product (GRP and GDP), per country and region, per employee. As the total capacity (according to purchasing power parity [PPP], which is based on the ratio of the average price of Big Mac (hamburger) in the US and in a country whose currency is measured) Ukraine is below the rating IMD (54th place among 59 countries, 15,958 dollars / person) and this indicator is 8.5 times lower than the leader - Qatar (135,523 USD. / person). Note that PPP UAH against USD in 2011 was 1,963. About a third part (30.8%) from the best indicator only in Kiev (41,686 dollars / person - at the level of - 41591 USD/ person 41th place in the ranking IMD), 16.6% (US \$ 22,417 /person) - Dnipropetrovsk region, 15.2% (20,561 dollars / person) - Donetsk region. Next in the ranking are: Poltava, Kyiv, Kharkiv and Zaporizhzhya regions (20 to 15 thousand USD /person). Significantly behind is Chernivtsi region (7550 dollars / person), Transcarpathian (8618) and Ternopil (9151 USD / person), which is approximately 5 times lower than in Kiev, and even less than in India (9,759 dollars / person), which closes the rating.

By the general performance indicator (excluding PPP) Ukraine ranks is even lower (56th) in the ranking of IMD, as has its value is much lower - 8130 dollars / person, in 23,4 times less than in Norway (190,108 dollars / person). Even Kyiv comparison to the best international rate is more than 10% (21236 dollars / Person) - a level below the 48th place in the ranking of IMD, which covers Kazakhstan (22,457 dollars / person). As for inter-regional differentiation for this indicator, it is clear that it follows upon differentiation indicator.

The positive fact is that Ukraine is slowly recovering from a deep financial crisis in 2011, have had a positive overall productivity growth (previous year), which was 104.9% (8th rank IMD). The best dynamics of growth of overall performance this year showed Donetsk (111.6%, which corresponds to the second place in the ranking IMD), Kiev (110.7) and Lugansk (110.1%) regions. Instead, overall performance in the Poltava region decreased (98.1%), Crimea (98,8 %), Rivne (99,4 %) and Odessa (99,6%) regions.

By the productivity indicator (PPP) - GRP production per worker for 1 hour. - Ukraine occupies one of the last places (54th) in the ranking of IMD (8,14 dollars), in 8,2 times lower than Luxembourg (67,13 dollars). As for the overall performance ranking first in the region is Kyiv (20,4 USD, taking 44th place in ranking - after Romania – 20,2 USD), Dnipropetrovsk (11,1) and Donetsk region (10,5 dollars), and the last - Chernivtsi (4,0 dollars). Transcarpathian (4,6) and Kherson (4,8 dollars).

However, the rate of labor productivity growth (PPP) in Ukraine is quite high (104.9% - 9th place in ranking IMD), though 2,9 times less compared to Qatar (114,3%). It is the biggest in Donetsk (109,6%, which is the 2nd place), Luhansk (108,9%), and Kiev (108.0%) regions. Very slowly increasing productivity in Poltava and Odessa regions and Crimea (about 101% per year, 41st place in the ranking of IMD, Singapore).

By the productivity in agriculture (PPP) - production per employee (US.) - Ukraine with its unique black earth soils, unfortunately, takes only 48th place in the ranking of IMD - 7600 dollars per 1 employee to 138,892 dollars in the Netherlands, giving them 18,3 times. Even the capital - Kyiv – the region with developed suburban area of intensive agriculture significantly inferior in many countries this indicator. It's index (24,576 dollars) 29th place (after Korea). The second and third position in the ranking regions of Ukraine take Dnipropetrovsk (15,709 dollars.) and Poltava (12,920 dollars) regions. In the bottom of the ranking are located all Carpathian region (from 3615 USD in the Transcarpathian region to 4562 dollars in Chernivtsi). This level of Thailand - 57th place in ranking IMD.

For labor productivity in industry (PPP) Ukraine is even lower rating IMD, than labor productivity in agriculture - 57th place (18 710 dollars per employee, while Norway - 200 732 USD, that is 10,7 times

РЕГІОНАЛЬНА ЕКОНОМІКА

more). Among the regions of Ukraine, even the leader of the ranking - Poltava region - is very modest at the international level (28,881 dollars, 54th place in ranking - after Indonesia). More than 20 000 USD per industry worker are produced in all industrialized regions - Dnipropetrovsk, Donetsk, Zaporozhye and Luhansk regions. It is the low productivity in the industry Chernivtsi, Transcarpathian and Zhytomyr regions and in Sevastopol. (Less than 10 000 USD per 1 employee). This is even worse than in India, which closes the rating IMD.

For labor productivity in the services sector (PPP), which in the post-industrial countries decided to include all economic activities except industry and agriculture, Ukraine also applies to countries outsiders rating IMD - 55th place (15,852 dollars per 1 worker versus 136,504 dollars in Luxembourg that is 8,6 times more). Among the regions only Kyiv has high enough performance in the services sector (81,969 dollars per 1 employee - 15th place ranking - after Austria - 82 822 USD). Other regions - Donetsk, Kiev, Odessa and Dnipropetrovsk region - is much inferior to it (from 27,5 to 10 500 dollars.). Instead, none of the countries in rating has so low productivity in the service sector as Khmelnytsky, Rivne and Zhytomyr region (less than 1 400 USD per 1 employee).

The effectiveness of large enterprises (corporations) of Ukraine international standards are generally low - 49th place in the ranking of IMD (5,76 points on a 10 point scale to 8,71 in Sweden). At the regional level, it can be expressed in terms of productivity in large enterprises (PPP). It is the highest in the Ternopil (21262 USD per 1 employee) and Donetsk (19520 USD) regions and in Kyiv (18,598) and the lowest - in Sevastopol, Kherson and Chernivtsi regions (from 6.7 to 7.5 thousand dollars per 1 employee).

The efficiency of small and medium enterprises in Ukraine by international standards is higher than large ones - 44th place in the ranking of IMD (5,02 versus to 8,40 in Germany). Although, the overall productivity of small and medium-sized enterprises (PPP) per one employee is below 1,4 times (14927 dollars / 10854 dollars.) than large ones. Higher productivity in large enterprises predetermined mass scale production for greater stability range of their products. But we should not forget that SMEs largely increase viability of large, their competitiveness since they occupy market niches where large enterprises unprofitable work; they quickly respond to market needs, often take the risk of development and innovation (venture business) and more. The highest production output per worker in SMEs is observed in Kiev (22 024 dollars), Donetsk (19520) and Dnipropetrovsk (14 778 dollars). And they have seen quite a close relationship between productivity in small and medium-sized enterprises, on the one hand and large enterprises on the other. Rating regions seats are distributed as follows: 1st Region - 1: 3, 2nd – 2: 2, 3rd – 3:6. A similar pattern is observed at the bottom of the ranking table in Zhytomyr region (4155 dollars; 27:20), Sumy (4233 dollars; 26:15), Chernivtsi (4448 dollars; 25:25).

The arrival of foreign companies on the domestic market leads to a displacement or replacement of less efficient domestic companies, causing a redistribution of internal resources between more and less profitable companies and boosts the average level of productivity and advance global strategies. Performance of companies using global strategies (of supply, off shoring , outsourcing, etc.), especially foreign and joint (with foreign investment) companies, experts estimated at 4,78 points SOURCE (47th place in the ranking IMD) to 7,95 points SOURCE in Germany, meaning it is 60,13% of the performance of the same German companies. As per employee in 2011 in Germany produced products and services to 76,885 USD, It means that labor productivity in Ukrainian companies with foreign capital of 46,231 dollars. Considering this value by a factor, share of companies with foreign capital (the number of business entities), we obtained the estimated productivity for them in the regions. The most marked its importance in Kiev (166,4 thousand USD per employee), Donetsk (74,9) and Luhansk (65,100 Dollars) Regions and the lowest - in Chernihiv (12.700 USD), Khmelnytskyi (15.600) and Kirovograd (17.500 dollars).

In general, by the sub factors "Productivity and efficiency" of Ukraine in the ranking of IMD-2012 takes 48th place. In the first place Qatar and our neighboring countries - Poland and Russia - by 33th and 53th places. [7]

First place in the regions of Ukraine this sub factors rank takes Kyiv (average 34,0% of the best values of the indicators sub factors) - with relatively high levels of productivity and overall productivity

РЕГІОНАЛЬНА ЕКОНОМІКА

in the service sector, small and medium enterprises, with foreign companies capital; Donetsk region (21,2%) - with high overall productivity including the rate of growth; Dnipropetrovsk region (18,9%) - with a total capacity of labor productivity in industry and agriculture, small and medium enterprises. The lowest value of this indicator sub factors are: Chernivtsi region (10,8%) - with the worst overall performance and productivity in the industry; Khmelnytsky region (11,00%) - with the lowest productivity in the service sector and low levels of productivity in companies with foreign capital; Chernihiv region (11,03%) - with the lowest productivity in companies with foreign capital and low levels of productivity in the service sector and small and medium-sized enterprises (Fig. 1).

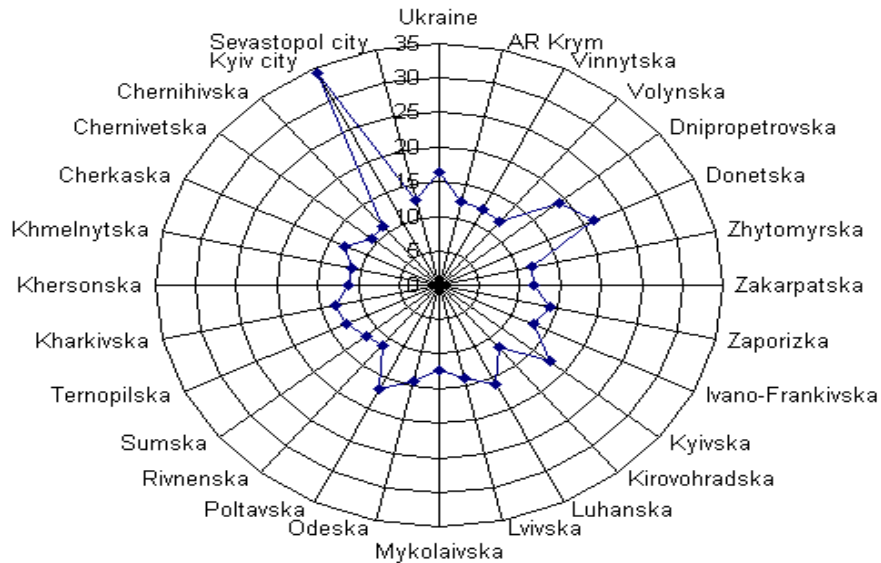


Fig. 1. Competitiveness of Ukraine and its regions by indicators of performance IMD-2012, the average % of the best values of leading indicators
 Source: calculated and based on data [2; 7; 9]

Positioning of Ukraine and its regions internationally competitive space in terms of performance indicate that the economic policy of the state is regressive. This course prolongs unattractive investment and innovation inability of Ukraine and, therefore, makes it to the group of "third world". In order to reverse the negative tendencies should increase:

- the general level of performance, that performance in all the segments of the economy;
- productivity in the industry in the context of the paradigm neoindustrial development of the country and its regions, involving structural changes of production orientation, flexible manufacturing systems, production of large-scale high-tech products with high added value, forming vertically and horizontally integrated corporate structures;
- productivity in agriculture by strengthening its material and technical base and human resources, improve concentration and specialization of production (in accordance with EU practice);
- productivity in services based on the growth potential of creative personnel, extensive use of outsourcing and franchising, computers etc.
- productivity in large enterprises (by specialization of production, optimize their organizational structure, reducing the number of administrative staff, etc.);
- productivity of SMEs should conduct what their technical upgrading and unification in clusters;
- the performance of companies with foreign capital, in particular by creating a favorable business environment, additional investment in innovative production, for example in the production of medicines in Ltd. "Sperco Ukraine" (Vinnitsa).

Conclusion: Assessment of international competitiveness of Ukraine and its regions by the sub factors of productivity and efficiency (according to the methodology IMD-Lausanne) has shown that it in general and on most indicators are low and, therefore, needs to be improved. This requires a

РЕГІОНАЛЬНА ЕКОНОМІКА

number of innovative measures to modernize the economy to improve, eventually living conditions of the people.

Continued research in certain areas will identify trends of development of Ukraine and its regions internationally competitive space by improving overall productivity and efficiency of use of certain inputs.

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РЕГІОНАЛЬНА ЕКОНОМІКА

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IMPROVING EFFICIENCY OF USING AGRICULTURAL LAND

ПІДВИЩЕННЯ ЕФЕКТИВНОСТІ ВИКОРИСТАННЯ ЗЕМЕЛЬ СІЛЬСЬКОГОСПОДАРСЬКОГО ПРИЗНАЧЕННЯ

Urgency of the research. Full and effective use of the potential of land resources as one of the competitive advantages of agricultural production.

Target setting. Effective and rational use of land resources is of great importance for the national economy of Ukraine.

Actual scientific researches and issues analysis. Specifics of the effective use of agricultural lands were studied by such scholars as Balayev A. D., Balyuk S. A., Hrekov V. A., Krymska L. O., Koval M. V., Medvedev V. V., Melnychuk L. S., Tarariko O. H. and others.

Uninvestigated parts of general matters defining. Scientists do not adequately cover the issue of structuring the problems of increasing the efficiency of agricultural land use.

The research objective. The article is intended to identify and structure the main issues, the effectiveness of the use of agricultural land and determine the ways of their solution.

The statement of basic materials. The article considers and structures the issues of efficient use of agricultural land in Ukraine. The influence of ecological and economic factors on the efficiency of land resources use negatively affecting the quality and fertility of the land is analysed.

Conclusions. Effective use of land resources provides for the creation of a material base for ensuring the conservation, reproduction and further increase of the level of economic return of land.

Keywords: soil; land; agricultural land; agricultural production.

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Urgency of the research. Land is a considerable factor in agricultural production that plays a special role in the development of social relations. Since land is one of the main natural resources, today the issue of research on the effectiveness of its use by agricultural producers is becoming relevant. In the land, as the basis of agriculture, the economic processes of production and reproduction are integrated with natural ones. In comparison with other means of production, which, when used intensively, tend to wear out and can fail, the main difference of the land is that, when it is used rationally, it has the ability to improve its properties, acquire new qualities, and increase its fertility.

Target setting. Effective and rational use of land resources is of great importance for the national economy of Ukraine.

Актуальність теми дослідження. Повне й ефективне використання потенціалу земельних ресурсів як одна із конкурентних переваг сільськогосподарського виробництва.

Постановка проблеми. Ефективне і раціональне використання земельних ресурсів має важливе значення для національної економіки України.

Аналіз останніх досліджень і публікацій. Особливості ефективного використання земель сільськогосподарського призначення досліджували такі вчені, як Балаєв А. Д., Балюк С. А., Греков В. О., Кримська Л. О., Коваль М. О., Медведєв В. В., Мельничук Л. С., Тараріко О. Г. та ін.

Виділення недосліджених частин загальної проблеми. Науковцями недостатньо висвітлюється питання структуризації проблем підвищення ефективності використання сільськогосподарських земель.

Постановка завдання. Стаття покликана виявити та структурувати основні проблеми, ефективності використання земель сільськогосподарського призначення та окреслити напрямки їх вирішення.

Виклад основного матеріалу. У статті розглянуто та структуровано проблеми ефективного використання земель сільськогосподарського призначення в Україні. Проаналізовано вплив еколого-економічних чинників на ефективність використання земельних ресурсів, що негативно впливають на якість і родючість землі.

Висновок. Ефективне використання земельних ресурсів передбачає створення матеріальної бази для забезпечення збереження, відтворення та подальшого підвищення рівня економічної віддачі земель.

Ключові слова: земля; земельні ресурси; сільськогосподарські землі; сільськогосподарське виробництво.

РЕГІОНАЛЬНА ЕКОНОМІКА

Actual scientific researches and issues analysis. Features of effective use of agricultural land have been studied by such scholars as Balaiev A. D., Baliuk S. A., Hrekov V. O., Krymska L. O., Koval M. O., Medvediev V. V., Melnychuk L. S., Tarariko O. H. The works of these scholars laid an important theoretical and methodological basis for the effective use of land resources.

Uninvestigated parts of general matters defining. Scientists do not adequately cover the issue of structuring the problems of increasing the efficiency of agricultural land use.

The research objective. The purpose of the article is to identify and structure the weighty issues concerning the effective use of agricultural land and determine the directions for their solution.

The statement of basic materials. Modern land use in our state is characterized by an extremely high rate of development of living space. Structural and environmental imbalance of land resources leads to a deterioration in the efficiency of land resources use and the functioning of agrolandscapes in general.

The peculiarity of socio-economic and historical conditions in the large-scale transformation of land relations has a negative impact on the environment, an intensification of degradation processes take place, primarily erosion of land, which results in a decrease in productivity, and hence the efficiency of land use by agricultural producers.

Efficiency of land use is the economic result of the use of land resources, characterized by the ratio of the resulting effect (expressed in natural and value indicators) to the area, taking into account the quality and remoteness of the land. Increasing the efficiency of land use can be achieved by following a number of factors: rational soil cultivation, regulation of water regime, protection of soil from wind and water erosion, liming of acid and gypsum of saline soils, control of weeds, improvement of forage lands, management of crop rotation, organizational economic and social activities in the land use system.

Modern use of land resources in Ukraine does not meet the requirements of rational nature management. The natural components that are most affected by man-made and anthropogenic activities are soils, their relief. An ecologically permissible ratio of arable land has been raised. Land plowing is the highest in the world and reaches almost 80% of agricultural land. Intensive use of land leads to a decrease in soil fertility [1].

To date, the state of soil fertility is critical, as they lose their self-replicating properties. Because of the lack of certain state priorities for the conservation and restoration of soil fertility, they lead to their degradation, which has a negative impact on the volume of agricultural production.

The rational use of land resources issue is almost the main reason for increasing the efficiency of both agricultural and social production in general, is determined mainly by the structure of land use, optimizing the ratio of its main components.

Rational land use means maximum involvement in the economic circulation of all lands and their effective use for the main designated purpose, creating favorable conditions for high productivity of agricultural land and obtaining the maximum quantity of production per unit area with the least expenditure of labor and resources [2].

Unfortunately, the problem of monitoring the state of soils in Ukraine is not given due attention. This concerns the scientific sphere, where due to insufficient funding, full-scale studies of the distribution, causes and ways of eliminating degradation are not conducted. The same applies to the legislative and executive authorities, where effective control measures have been developed. In general, the society did not create an atmosphere of maximum assistance to preserve the soil cover as an indispensable national asset.

Statistics show that in Ukraine: more than 800 thousand hectares of degraded, unproductive and technologically contaminated land are subject to conservation; 141 thousand hectares of disturbed lands require reclamation and 253 thousand hectares of unproductive land - improvement; 13300000. Ha, including 10.6 million ha of arable land, - land is eroded; Ravines occupy 140.4 thousand hectares; Wind erosion systematically subjected to more than 6 million hectares of land, and in years with dust storms - up to 20 million hectares. The qualitative state of land resources is also significantly affected by hydrometeorological and dangerous exogenous geological processes and phenomena (mudslides, landslides, karst, subsidence of soil, abrasion, destruction of the banks of res-

РЕГІОНАЛЬНА ЕКОНОМІКА

ervoirs, etc.), spread over 50% of the territory. The processes of soil cover degradation have intensified due to technogenic pollution: contamination of soils with radionuclides, heavy metals, pathogens [3].

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The decrease in the weighted average indicator of humus content affects the changes in the redistribution of areas by its provision, that is, the loss of humus of the soil passes from a group with a high to a group with low security.

One of the most significant factors in reducing the productivity of the land is erosion. It is this factor that is causing great damage to agricultural production today.

Analyzing the reasons for the activation of erosion processes, it is necessary to pay attention to mass cases of ignoring simple agrotechnical measures, imperfection of land management in terms of erosion protection, underestimation of agroforestry, ineffective use of funds directed to combat erosion. Further intensive use of eroded lands can lead to negative consequences for Ukraine.

The basis for the development of a system of soil protection from erosion should be the organization of the territory of farms, providing for a rational distribution of land by land, the correct location of crop rotation fields with the appropriate set of crops and protective forest plantations.

In Ukraine, there are favorable conditions for becoming a leading agrarian power with a large export potential of agricultural products. Given this, it is necessary to solve a number of problems, such as:

- ensuring the rational use and conservation of soils as an important component of the environment;
- application of soil protection technologies and other measures to prevent pollution and soil degradation during economic and other activities;
- constant monitoring of soils and agrochemical certification of agricultural land;
- identification of negative changes in soil conditions and mandatory measures to restore degraded soils;
- scientific substantiation of measures for soil protection;
- ensuring the publicity, completeness and reliability of information on the state of soils and the amount of measures taken to protect soil;
- ensuring public participation in decision-making in the field of soil protection and the inevitability of liability for damage to soils [4].

Modern land use is an integral part of a single natural complex and is considered not only as a natural and organizational formation, but as a basis for people's livelihoods.

The strategic task of state policy in the field of agrarian land use should be to ensure the rational use and protection of productive lands, conservation, reproduction and multiplying their fertility.

The environmental and economic efficiency of land use is influenced by such factors as the state of land resources; Ratio of soil-improving and soil-depleting crops in crop rotations; Implementation of anti-erosion measures and the use of intensive technologies; soil fertility [5]. A rational system of farming should be considered as a compromise between environmental safety and economic expediency. In such an option, its construction becomes an environmental and economic issue.

The ecologization of agricultural lands at the enterprise level can be ensured by applying modern resource-saving technologies, the newest techno-technological production systems, scientifically

РЕГІОНАЛЬНА ЕКОНОМІКА

grounded soil fertilizers based on beneficial microorganisms and biofertilizers, introducing higher doses of organic fertilizers, chemical meliorants, reducing to optimal fertilizer application rates, using less energy-intensive equipment, increasing the area under perennial grasses, optimizing the structure of sown areas, the introduction of anti-erosion measures system. The suggested directions of ecologization are important factors for conservation, reproduction, improvement of soil fertility and improvement of the ecological state of the environment.

In order to successfully solve the problems of efficient use of agricultural land that take place in the sphere of agricultural land use it is necessary: to develop and legislatively approve state and regional programs for the protection of lands, conservation and reproduction of soil fertility; Increase the level of financial support for soil and environmental protection measures; To increase the responsibility of landowners and land users for negligent land use and to establish an effective economic mechanism to stimulate them for preserving and improving the ecological condition of lands. The solution of the above tasks is quite complicated, since it requires the introduction of a unified state policy in the sphere of conservation, reproduction, soil fertility, land protection and rational use, and calls for coordinated action by state authorities, local governments, land users and the scientific community.

Conclusion. Since land is a limited natural resource, society must carefully and economically dispose of its national wealth. Particular attention should be given to justifying proposals to improve conditions and mechanisms for effective land use, to take measures that motivate land users to use the land resource more efficiently, that is, to profit, but with the least loss of quality for the land.

Effective use of land resources provides for the creation of a material base for ensuring the conservation, reproduction and further increase in the level of economic returns of land.

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ІННОВАЦІЇ

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CREATING A SYSTEM OF EVALUATION OF EFFICIENCY OF STATE SUPPORT POLICY FOR INNOVATIVE ENTREPRENEURSHIP

ФОРМУВАННЯ СИСТЕМИ ОЦІНЮВАННЯ ЕФЕКТИВНОСТІ ДЕРЖАВНОЇ ПОЛІТИКИ ПІДТРИМКИ ІННОВАЦІЙНОГО ПІДПРИЄМНИЦТВА

Urgency of the research. The following article reveals the processes of globalization in world economic relations which actualize further research of problems of state support for innovative entrepreneurship.

Target setting. During the period of independence in Ukraine the procedure of governmental encouragement for individual branches and sectors in the national economy was rather haphazard. Most budget-funded and purpose-oriented programs of state support did not include a clear system of evaluation of its implementation efficiency.

Actual scientific researches and issues analysis. Numerous scientific works have been already dedicated to the search of optimal methods of evaluating the efficiency of certain measures in state economic policy: Fang-Ming Hsu, T. Boyko, Yu. Shkvorets'.

Uninvestigated parts of general matters defining. Existing scientific approaches do not take into account all specifics of current situation regarding the implementation of certain measures of state support policy for innovative entrepreneurship.

The research objective. The purpose of the following article is to substantiate a scientific approach to the evaluation of efficiency of state support policy for innovative entrepreneurship.

The statement of basic materials. In the article evaluation system of efficiency of state support policy for innovative entrepreneurship has been represented.

Special criteria for evaluation of efficiency of state support policy for innovative entrepreneurship, which are precisely budget, economic and infrastructural criteria, have been formed. Efficiency levels of measures of state support policy for innovative entrepreneurship have been suggested. Calculations of integral index have demonstrated a low efficiency level of state support policy for innovative entrepreneurship.

Conclusions. The carried out research has proved the necessity of improving particular scientific approaches concerning the evaluation of efficiency of state support policy for innovative entrepreneurship.

Keywords: innovative entrepreneurship; state support; government funding; efficiency.

Актуальність теми дослідження. У статті зазначається, що процеси глобалізації світогосподарських відносин актуалізують дослідження проблематики державної підтримки інноваційного підприємництва.

Постановка проблеми. Протягом незалежності України, державне стимулювання розвитку окремих галузей та секторів національної економіки відбувалося безсистемно. Бюджетні та цільові програми державної підтримки, переважно, не містили чіткої системи оцінювання ефективності їх реалізації.

Аналіз останніх досліджень і публікацій. Пошуку оптимальних методів оцінювання ефективності заходів державної економічної політики присвячено праці багатьох вчених: Ф. М. Хсю (Fang-Ming Hsu), Т. Бойко, Ю. Шкворця.

Виділення недосліджених частин загальної проблеми. Існуючі наукові підходи не повною мірою враховують специфіку сучасного стану реалізації заходів державної політики підтримки інноваційного підприємництва.

Постановка завдання. Метою даної статті є обґрунтування наукового підходу до оцінювання ефективності державної політики підтримки інноваційного підприємництва.

Виклад основного матеріалу. У статті запропонована система оцінювання ефективності державної політики підтримки інноваційного підприємництва.

Сформовано критерії оцінювання ефективності державної політики підтримки інноваційного підприємництва: бюджетний, економічний, інфраструктурний. Запропоновано рівні ефективності заходів державної політики підтримки інноваційного підприємництва. Розрахунки інтегрального індексу засвідчили низький рівень ефективності державної політики підтримки інноваційного підприємництва.

Висновки. Проведене дослідження засвідчило необхідність удосконалення наукових підходів до оцінювання ефективності державної політики підтримки інноваційного підприємництва.

Ключові слова: інноваційне підприємництва; державна підтримка; бюджетне фінансування; ефективність.

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ІННОВАЦІЇ

Urgency of the research. Processes of globalization in world economic relations actualize the research of specific problems in state support for innovative entrepreneurship. Its necessity has been determined by numerous factors, among which it is expedient to distinguish the following: disproportionality of economic development; differentiation of social significance within the types of business activity; shortage of time factor; need for prioritizing the development of certain sectors of economy; reduction of unemployment level accompanied by increasing incomes. The abovementioned factors confirm the relevance of chosen research topic.

Target setting. During the period of independence in Ukraine the procedure of governmental encouragement for individual branches and sectors in the national economy was rather haphazard. Most budget-funded and purpose-oriented programs of state support did not include a clear system of evaluation of its implementation efficiency.

However, we believe that in this process interests of all its members should be coordinated in the following way: interests of the state which is, on the one hand, a totality of institutions implementing certain measures of business development support, and on the other hand, a special entity of economic relations which directly or indirectly accumulates a part of results coming from the implementation of incentive measures; economic entities which are recipients of support measures and manufacturers of products/services; population which is a source of economic development.

Actual scientific researches and issues analysis. For today there is no consistent approach as for the correlation of public and market instruments within the mechanism of state support for innovative entrepreneurship.

Numerous scientific works have been already dedicated to the search of optimal methods of evaluating the efficiency of certain measures in state economic policy. Thus, in the research by the authors Fang-Ming Hsu and Chao-Chih Hsueh [1] a particular approach to the evaluation of comparative effectiveness of state scientific and research projects has been presented. In the work by researcher T. Boyko [2] several approaches concerning evaluation of efficiency of regulation mechanism in the administrative activity of business cluster have been summarized.

From the scientific point of view there is one more interesting work [3], in which evaluation indicators of effectiveness of governmental funding for administrative authorities on science, innovation and education have been suggested.

Uninvestigated parts of general matters defining. At the same time scientific works by the authors mentioned above have not considered all specifics of current situation concerning the implementation of certain measures of state policy support for innovative entrepreneurship. This determines the expediency of further development of scientific approaches to the evaluation of efficiency of state support for innovative entrepreneurship.

The research objective. The purpose of the following article is to substantiate a scientific approach to the evaluation of efficiency of state support policy for innovative entrepreneurship.

The statement of basic materials. Effectiveness of state support measures is a relative concept, which can be defined by means of comparison, as well as matching numerous quantitative and qualitative characteristics. The database for comparison, conclusions and evaluation of efficiency level usually have conditional nature, they are primarily indicative and differ from each other depending on the comparison base, methods of determining costs and benefits, availability of reliable information [4].

Still, it is advisable to agree with one more resource [5] in order to determine the results of state intervention in the economy and estimate them; even if there is accurate data together with precise methodology for calculation and comparison of indicators and relevant criteria, it could be quite difficult due to the specificity of administrative activity.

We believe that the process of determining the effectiveness of implementation of state support measures can be defined as a scientifically grounded sequence of evaluation and analytical data processing, which make it possible to form a proper conclusion as for the expediency of implemented measures [6, p. 56].

ІННОВАЦІЇ

Generalization of scientific papers has allowed us to develop some conceptual approaches to the evaluation of efficiency of state support policy for innovative entrepreneurship. The algorithm of evaluation procedure is shown in Fig. 1.

The purpose of evaluation is to obtain a firm conclusion as for the expediency of implemented measures of state support for innovative entrepreneurship. Also, the auxiliary objectives are [6, p. 56]: to create necessary preconditions for searching reserves of efficiency increase; informational support of decision making when implementing particular measures of state incentives.

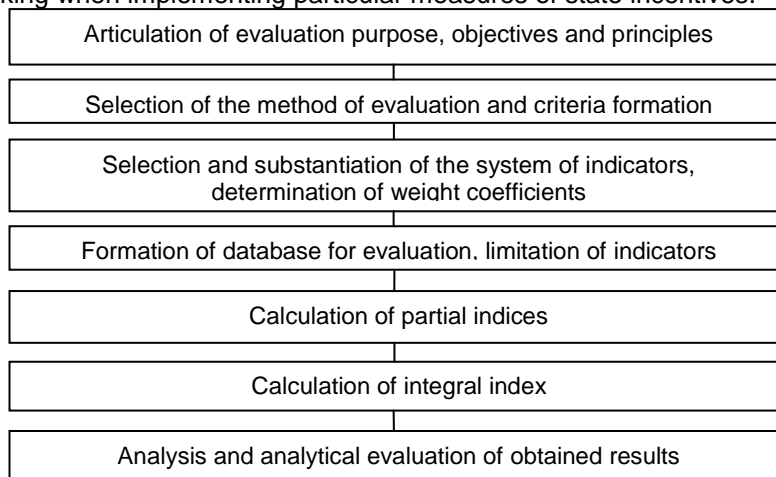


Fig. 1. The sequence of stages of efficiency evaluation of state support policy for innovative entrepreneurship

Source: [6, p. 57]

An important stage in the whole process of evaluation of efficiency of state support measures for innovative entrepreneurship is selecting appropriate methods.

Considering the methodological basis for the evaluation of efficiency of state policy, researcher O. Lihonenko has determined the most appropriate evaluation methods, which include statistical methods (grouping, structural shifting, trending, elasticity coefficients, correlation), regulatory methods, expert (judgement-based) methods, economic and mathematical methods, simulation approach and balance methods [7].

However, in our opinion, the most reasonable and logical approach is to unite the existing evaluation methods into three groups. In this context, in the scientific work [8, p. 302-311] it has been suggested to differentiate the following groups: expert (judgement-based) methods, expert and statistical methods, as well as methods of statistics.

At the same time, in our opinion, the use of purely expert methods is controversial, due to the high degree of their subjectivity. Combined methods, such as expert and statistical methods, are used mainly by state authorities.

We believe that the use of statistical methods is the most reasonable approach, since it allows to reduce the impact of subjective factors. Moreover, in case of their application it is possible to use a computer, that greatly simplifies the evaluation procedure and increases the accuracy of calculations.

As for statistical methods, among the most commonly used one can mention the method of index numbers, the method of calculation of multidimensional average and some other.

An important issue in the process of efficiency evaluation is selection of evaluation criteria.

The concept of «efficiency criterion (performance criterion)» defines a feature or a set of features, on which basis the efficiency of state support can be evaluated. Fundamentally, each efficiency criterion is based on the principles of state regulation as they provide objectively specified and

ІННОВАЦІЇ

regulatory requirements, which have been worked out by state regulation practice and means of regulation of coherence between the objectives and results [9].

The question of determination of efficiency criteria of state public support measures in the context of implementing tax benefits have been considered in sufficient detail in the following work [10, p. 203]. The researcher suggests the calculation of fiscal, economic, social and budgetary efficiency [10, p. 203].

On the other side, researcher Boyko T. Yu. examines the problem of evaluation of management efficiency through the indicator of profitability [2, p. 19]. According to the author [2, p. 19] this indicator should be defined concretely through the calculation of profitability indicator of administrative activity by a particular business cluster, which will help to identify, for which association members the process of regulation has been carried out inefficiently.

In our opinion, the abovementioned scientific approach is rather simplified and does not enable a comprehensive evaluation of efficiency of state support measures.

An algorithm and a set of indicators for efficiency evaluation are also determined by in force normative legal acts.

For example, according to the Decree of the Cabinet of Ministers of Ukraine «On Approval of the concept of applying the program and result-oriented approach in the budgetary process» [11] 457 quantitative and qualitative indicators have been determined. However, the analysis of suggested approach, given in the resource [5], has proved its controversy in terms of indicators. Among 243 high-performance indicators of efficiency and 214 indicators of quality, only 7 and 20 indicators respectively were specifically aimed at social and economic result [3; 5].

In addition, we believe that a large number of indicators significantly complicates the entire procedure of efficiency determination without any guarantee of higher objectivity and representativeness, and, on the contrary, it increases the probability of oversight and/or distortion of results.

Another approach, which is described in the normative legal act [12], is more pragmatic and reasonable. In this case, high-performance indicators have been divided into the following groups [5]: indicators of expenses which define the scope and structure of resources ensuring the budget program implementation; indicators of product which are used to estimate the achievement of objectives; indicators of efficiency (performance indicators) which are defined as the correlation of the number of produced goods (completed works or provided services) to their value in monetary or human measuring (the rate of resource consumption per one unit of product); quality indicators which are reflecting the quality of produced goods (completed works or provided services).

Unfortunately, the abovementioned criteria and groups of indicators do not fully characterize the process of implementation of state support measures.

Therefore, it is necessary to develop such criteria and indicators on the basis of which it will be possible to calculate the efficiency of implementation of state support measures.

We believe that evaluation of implementation efficiency of measures of state support policy for innovative entrepreneurship development should be carried out according to three criteria, along with the definition of partial indices for each of them [6, p. 58]. A detailed analysis and generalization of the abovementioned approaches have allowed us to create the following criteria for evaluation of efficiency of state support policy for innovative entrepreneurship [6, p. 58].

1. Budget criterion: the share of revenues from innovative entrepreneurship entities (innovatively active enterprises) in the total amount of state budget income, %; the amount of taxation and other revenues from innovative entrepreneurship entities (innovatively active enterprises) per 1 employed in this sector, thousand UAH.

2. Economic criterion: the share from the sales of innovative products in the total amount, %; the volume of sold innovative products, as well as scientific and technical services per 1 employed in this sector, thousand UAH; the coefficient of expenditures on innovation to the volume of sold innovative

ІННОВАЦІЇ

products; the share of innovative products in the merchandise exports of Ukraine, %; the balance of foreign trade of innovative goods and services (or high-tech products), million USD.

3. Infrastructural criterion: the number of protection documents, thousand pcs; the share of innovatively active enterprises, %.

The system of indicators for an objective analysis of state support efficiency is not exhaustive, and, if necessary, it can be complemented by other indicators, thus allowing it to achieve higher universality.

By using a scientific approach, described in the resource [13, p. 6], for getting the quantitative evaluation of management efficiency in the form of final integral indicator, a number of consecutive procedures should be implemented: formation of weight coefficients (coefficients of importance) of indicators for efficiency (performance) evaluation; calculation of partial indicators for efficiency evaluation; calculation of complex (integral) evaluation of management efficiency; interpretation of results received from the calculations.

Generalization of information [14] has allowed us to determine the weight of indicators:

- by the criterion of budget efficiency – 1.1 and 1.2 for 0,5 each;
- by the criterion of economic efficiency – 2.1 for 0,15; 2.2 for 0,2; 2.3 for 0,25; 2.4 and 2.5 for 0,2 each;

- by the criterion of infrastructural efficiency – 3.1 and 3.2 for 0,5 each.

The next stages foresee the calculation of partial and integral indices according to the formula given in [14]. For the purpose of interpreting received values of integral index, we have suggested certain levels of efficiency of measures of state support policy for innovative entrepreneurship (Tab. 1).

Table 1

Levels of efficiency of measures of state support policy for innovative entrepreneurship

Indicator value	Characteristic of level	Degree of state support intensity
0-0,2	critical	maximum
0,2-0,5	low	maximum
0,5-0,75	inertial	selective
0,75-1,0	high	pointlike

Source: [6, p. 58]

Using the data from State Statistics Committee [15; 16] and results of expert and analytical assessments [17], we have calculated partial and integral indices for efficiency evaluation of state support measures for innovative entrepreneurship (Tab. 2).

Table 2

Calculated values of indices for evaluation of efficiency of state support

Criteria	2013	2014	2015
partial indices			
Budget	0,0873	0,07565	0,06618
Economic	0,281	0,26675	0,24739
Infrastructural	0,61715	0,6043	0,61547
integral index			
	0,27075	0,25782	0,24852

Source: Authors' calculations

Calculations of integral index have demonstrated a low efficiency level of state support policy for innovative entrepreneurship.

Conclusions. The process of efficiency evaluation requires constant improvement due to the specificity of its purpose: the possibility to receive objective information by means of which the level of object's development can be observed, identification of trends for the improvement of existing situation and for making adjustments both within particular activity and directly into the very system of evaluation, concerning its criteria and indicators [5]. Application of this process [18] it helps to improve the quality and transparency of governmental activities, since the evaluation results are always

ІННОВАЦІЇ

accessible to the wide public. Among the prospects for further research there is improvement of the procedure of efficiency evaluation of state economic policy.

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ІННОВАЦІЇ

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EVALUATION OF INNOVATION ACTIVITY OF CONSTRUCTION ENTERPRISES**ОЦІНЮВАННЯ РІВНЯ ІННОВАЦІЙНОЇ ДІЯЛЬНОСТІ ПІДПРИЄМСТВ БУДІВЕЛЬНОЇ ГАЛУЗІ**

Urgency of the research. Globalization of the economy and social development needs the ensuring the effective functioning of enterprises on innovative principles.

Target setting. Today the issues of quality, effective and efficient business management and evaluation of innovation activities are very important for the building industry.

Actual scientific researches and issues analysis. Proceedings of leading scientists, such as: Vytvytsky Y., Verkhoglyadova N. and Demchuk N., Kandyeyeva V., Mykytyuk P., Stelmashchuk A., Shkromyda V. and others - were dedicated to the research of innovation efficiency and innovation enterprises.

Uninvestigated parts of general matters defining. We note that this issue is not explored enough in their works, so the problems require researches on forming a system of indicators for the level of innovation activity of the construction industry evaluation and justification of methodological approaches on it's base.

The research objective. The article is devoted to development of theoretical and methodological framework, practical guidelines and methodological approaches to the evaluation of construction enterprise innovation activity and their probation.

The statement of basic materials. In order to study the innovative level of business, was proposed methodical approach which involves five blocks: 1) methodological; 2) digital data / informational; 3) calculation; 4) evaluation; 5) interpretation (reasonable assessment scale integrated parameter values). The system of indicators built on sustainable development conception allows it to introduce and detail the division them into three levels. The proposed approach was used to analyze the innovation activities of construction enterprises Carpathian and range them at the base of the integral indicator of innovation and indicator of economic growth that were proposed.

Conclusions. Methodical approach to evaluation of innovation activity and approach to ranking companies in terms of innovation and economic growth was proposed, which revealed the crisis, adverse and favorable areas of enterprise operation. The represented evaluating makes it possible to argue that, despite the partial implementation of certain types of innovation, existing level can not provide these companies growth.

Актуальність теми дослідження. Глобалізація економіки та суспільного розвитку зумовлює необхідність забезпечення ефективного функціонування підприємств на інноваційних засадах.

Постановка проблеми. Сьогодні питання якісного, результативного і ефективного управління підприємствами й оцінювання рівня інноваційної діяльності є дуже важливими для будівельної індустрії.

Аналіз останніх досліджень і публікацій. Наукові праці провідних вчених: Я. Витвицький, Н. Верхоглядова, Н. Демчук, В. Кандєєва, П. Микитюк, А. Стельмащук, В. Шкроміда та інших, - присвячено дослідженню ефективності інновацій та інноваційного розвитку підприємств.

Виділення недосліджених частин загальної проблеми. Зазначаємо, що дане питання в їхніх працях недостатньо висвітлено, тому потребують дослідження проблеми формування системи показників для оцінки рівня інноваційної діяльності підприємств будівельної галузі та обґрунтування методичних підходів на її основі.

Постановка завдання. Стаття присвячена розвитку теоретико-методичних засад та розробленню практичних рекомендацій і методичних підходів до оцінювання рівня інноваційної діяльності підприємств будівельної галузі та їх апробації.

Викладення основного матеріалу. З метою дослідження рівня інноваційної діяльності підприємств запропоновано методичний підхід, який передбачає п'ять блоків: 1) методичний; 2) інформаційний; 3) розрахунковий; 4) оціночний; 5) інтерпретація результатів. Сформовано систему показників на засадах концепції сталого розвитку, що дозволило впровадити їх поділ і деталізацію за трьома рівнями. За допомогою запропонованого підходу проаналізовано рівень інноваційної діяльності підприємств будівельної галузі Прикарпаття та здійснено їх позиціонування на основі інтегрального показника рівня інноваційної діяльності й запропонованого коефіцієнта економічного зростання.

Висновки. Пропонується методичний підхід до оцінювання рівня інноваційної діяльності підприємств та підхід до позиціонування підприємств за рівнем інноваційної діяльності та економічного зростання, який дозволив встановити кризові, несприятливі та сприятливі зони функціонування підприємств. Проведене оцінювання дає змогу стверджувати, що, не дивлячись на часткове впровадження певних видів інновацій, їх рівень не дозволяє забезпечити цим підприємствам економічне зростання.

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Keywords: *innovation activity; evaluation of innovation activity level; integral index; index of economic growth; matrix positioning; construction industry.*

Ключові слова: *інноваційна діяльність; оцінювання рівня інноваційної діяльності; інтегральний показник; коефіцієнт економічного зростання; матриця позиювання; будівельна галузь.*

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The relevance of the research topic. The dominance of the concept of innovative development in modern economic doctrines diversifies the directions of development and functioning of enterprises, highlighting innovative activity as a priority. Under the influence of globalization of economy and public development, there is a need to ensure the effective functioning of enterprises based on innovative principles. A protracted economic crisis, internal and external destabilization of the economy contribute to the emergence of new opportunities and threats for the functioning of construction industry.

Target setting. Today the enterprises of the construction industry form the backbone of the economy of the Precarpathian region, as they demonstrate stable economic growth and have considerable development potential in the short term. This is due to increase in volumes of housing and industrial construction in the region and beyond. Therefore, in the period of contemporary large-scale transformations of the Ukrainian state economy, the issues of quality, efficient and effective management of the companies in this sector and assessment of the level of innovative activities are very important for the studied enterprises.

Analysis of recent researches and publications. Many domestic and foreign scientists have studied the issues of efficiency of enterprises functioning assessment, in particular: O. Arefieva [1], S. Dovbnia [2], O. Shkarupa [3], M. Voinarenko [4], M. Paliichuk [5], V. Petrenko [5], O. Rats [6], J. Harington [7] and others; assessment of the innovative activity of the construction industry enterprises level, among which: Ya. Vytvytskyi [8], N. Verkhohliadova [9], N. Demchuk [10], V. Kandieieva [11], P. Mykytiuk [12], A. Stelmashchuk [13], V. Shkromyda [14] and others.

Highlighting unexplored aspects of the problem. Famous scientific papers fail to highlight the problems of formation of indicators system for assessing the level of innovative activity of the enterprises of the construction industry and the development of methodological approaches on its basis.

Setting objective. The article aims at development of theoretical and methodical bases as well as practical recommendations and methodological approaches to the assessment of level of innovative activity of the enterprises of the construction industry and their testing.

Presentation of basic material of the research. In conditions of tough competition, innovative activity provides increased competitiveness and market leadership. The development of any enterprise requires the establishing of strategic activity areas on the basis of innovations.

We agree with A. Amoshi [15], whose views are confirmed by official statistics [16] as for the crisis state of innovation activity in Ukraine. The results of the research of industrial enterprises activities show a decline in innovation activity, the introduction of minor innovations, which is a very negative factor for innovation development in general.

According to the ranking of most innovative countries of the world formed by the international Agency Bloomberg Rankings as of 2017, Ukraine is in the 42nd place out of 50 countries. According to the ranking seven factors related to scientific, educational and technological spheres influence the innovation development. We rank 44th by the level of expenditure on research and development, 47th – by value added production, 50th – by the performance of the industry, 34th – by the density of high-tech companies, 4th – by the efficiency of production, 44th – by scientific work and 27th – by the intensity of research [17].

Innovation activity in Ukraine is passive, despite the considerable potential for transition of the economy and the construction industry to the innovative path of development. The diffusion of innovations and innovation activity will ensure the transformation of the transitive economy into the developing one.

ІННОВАЦІЇ

It is known that information that is generated through a system of indicators, reflecting different aspects of the enterprise is a working medium of any management system. Therefore, for a correct evaluation of the level of innovation activities of enterprises in the construction industry it is necessary to create an appropriate system of indicators.

For evaluation, they apply many methods, which are based on different points of view regarding the problems of efficiency. The use of a particular method depends upon the evaluation objectives, its theoretical foundations, the depth, the applicable standards, and the choice of objects of comparison.

In the opinion of domestic scientists and practitioners "eco-social market economy and sustainable development of society are based on three foundations; this is an organic combination of economic efficiency, social equity and resource sustainability" [3; 5], which is reflected by descriptive models, such as "bio-socio-economic complex" of "socio-eco-economic system", etc. [5]

To use these models, they apply a system of indicators in certain areas and priority development directions within their boundaries.

To assess the level of innovative activity of the enterprises of the construction industry we offer a methodological approach presented in Fig. 1.

Methodological approach proposed in Fig. 1 consists of five blocks: methodological (includes determining goals, indicators to assess the state of innovation activity of enterprises of the construction industry in the following areas: environmental, economic and social; formation of system of indicators for the priority development areas of enterprise and key functional activities). Let us detail the performance system by the established types of indicators of development of enterprises as follows:

a) the economic direction of development indicators of the construction industry enterprises is made up of 11 groups of indicators:

- the volume of economic activity;
- volume of production of own energy and material resources;
- level of profitability;
- the level of material intensity and energy intensity of products [166];
- condition and efficiency of use of fixed assets;
- the liquidity of assets;
- indicators for assessing financial stability;
- the volume and structure of investment activities;
- the scope and structure of innovation activities;
- development of information support;
- development of international cooperation.

b) social direction of development indicators for the studied companies is formed by 4 groups of indicators:

- the level of human resource development;
- the level of development of education;
- the level of availability of specialists;
- the level of development of the socio-cultural sphere;

c) ecological direction of development indicators for the construction industry is formed by 2 groups of indicators [1; 2; 5]:

- indicators of the level of environmental safety;
- indicators of environmental activities

2) information block (a combination of information gathering and the formation of the information base for the assessment of innovation activity of enterprises);

ІННОВАЦІЇ

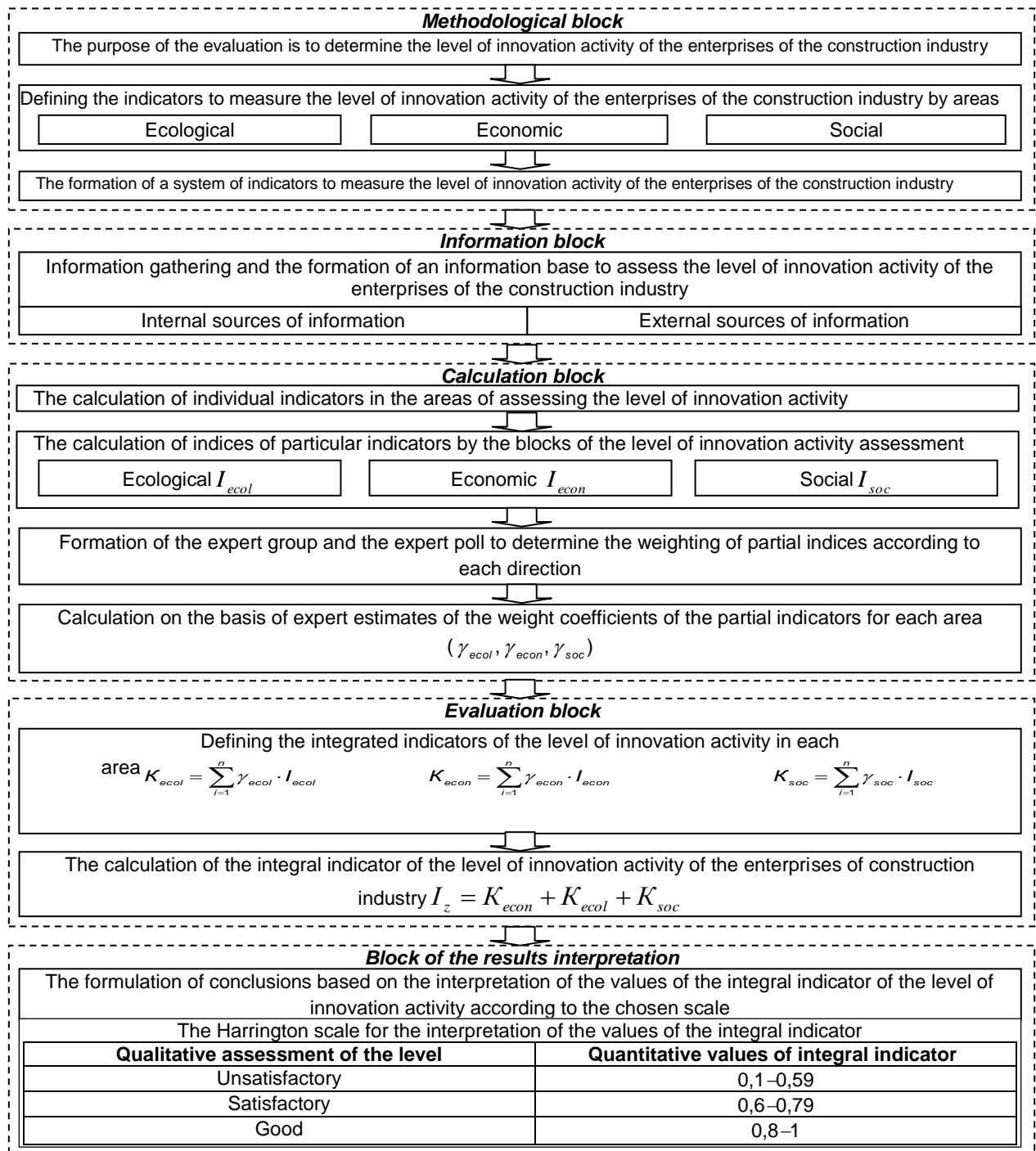


Fig. 1. Methodical approach to assessing the level of innovation activity of the enterprises of the construction industry (authoring)

ІННОВАЦІЇ

3) calculation block (includes the calculation of the partial indicators for evaluation areas; the calculation of indices of partial indicators for evaluation areas (ecological, economic, social); formation of the expert group and the expert poll to determine the weighting of partial indices according to each direction; calculation of the weight coefficients of the partial indicators for each area. The latter are determined by the conversion of the development indicators of the enterprises into the index form:

- for indicators increase of which improves the condition of enterprises, the index I_i is calculated according to the formula:

$$I_i = \frac{X_i - X_{i \min}}{X_{i \max} - X_{i \min}}, \quad (1)$$

Thus, with a larger value of X_i within the range of the oscillations value I_i , will be more approximated to 1.

- for indicators, the decrease in which improves the condition of enterprises, the index I_i is calculated according to the formula:

$$I_i = \frac{X_{i \max} - X_i}{X_{i \max} - X_{i \min}}, \quad (2)$$

i.e., value I_i will be closer to 1 when approximating the actual value X_i to $X_{i \min}$;

4) evaluation block (provides for the definition of complex indicators for each area and calculating the integral index, which reflects the state of innovation activity of the enterprise as a whole. The calculated indexes are the basis of integrated indicators of the enterprises' state for specific development priority; they are calculated according to the formula:

$$I_{(n)} = \sum_{i=1}^n \gamma_i \cdot I_i, \quad (3)$$

where γ_i – the weight of specific indicators;

I_i – the value of specific indicator in the index;

n – the number of indicators ($i=1, 2 \dots, n$).

Integral indicator for individual components as well as total indicator may be calculated by arithmetic average [4, p. 80, 6];

5) interpretation of results (contains rating scale of the integral indicator values of the level of innovation activities and interpretation of their level). For the qualitative assessment of the integral indicator, it is advisable to use the enhanced Harrington scale [7].

However, this methodological approach has some shortcomings, which may affect the objectivity of the evaluation results:

- there is no comparable information base for determining threshold values of a large number of indicators;

- the evaluation of dynamics of development of the enterprises by individual indicators does not provide the formation of system understanding of its level;

- rating by the maximum and minimum values from the sample of indicators does not allow for a qualitative assessment of their development state.

The proposed list of indicators is not permanent and requires adjustment when the trends and factors of development of the construction industry change.

The results of calculation of integral indicator of the innovation activities of enterprises level according to the developed methodical approach to assessment of the level of innovation activity of the enterprises of building industry of the Precarpathian region are provided in Tab. 1.

ІННОВАЦІЇ

Table 1

The dynamics of integrated indicators of assessing innovation activities of enterprises during 2011-2016

Enterprise	Years					
	2011	2012	2013	2014	2015	2016
SE «Spetszalizobeton»	0,612	0,607	0,582	0,403	0,444	0,625
Dolyna Plant of Reinforced Concrete Products	0,480	0,49	0,48	0,278	0,281	0,201
PJSC «Budivelni materialy»	0,401	0,422	0,371	0,354	0,296	0,321
PJSC «Budzalizobeton»	0,501	0,526	0,502	0,298	0,402	0,304
Plant of concrete products and structures «Monolit»	0,438	0,426	0,411	0,278	0,385	0,214
PJSC «Ivano-Frankivsktsement»	0,560	0,636	0,635	0,417	0,621	0,689
PJSC «Kalushzalizobeton»	0,430	0,473	0,461	0,258	0,481	0,382
ALC «Ivano-Frankivskzalizobeton»	0,499	0,604	0,526	0,405	0,581	0,622
Production bases «Beton Group»™	0,515	0,546	0,517	0,275	0,398	0,425

Source: calculated by the authors based on the enterprises' data

Graphical interpretation of the integral index of assessing the level of innovation activity of construction enterprises of the Precarpathian region is provided in Fig. 2.

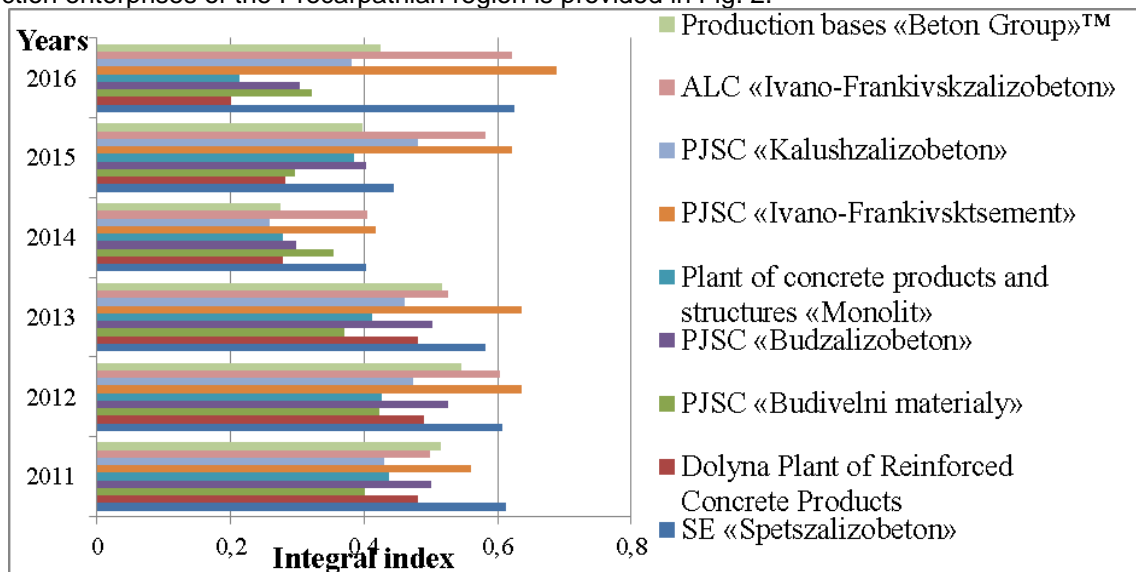


Fig. 2. The integral index of assessing the level of innovation activity of construction enterprises of the Precarpathian region

Practical implementation of the proposed methodological approach to assessment of the level of innovation activity of construction enterprises of the Precarpathian region developed according to the author's scale (Fig. 1) provided for the identification of the deterioration of the level of innovation activity of the majority of enterprises from satisfactory to unsatisfactory.

The condition of the subsidiary enterprise "Spetszalizobeton", whose activity is based on the production of concrete and concrete columns of different sizes, with its boom coming in the years 2011-2012, was satisfactory. In 2013, its condition deteriorated according to the results of calculations

ІННОВАЦІЇ

of the integral indicator and the company was on the verge of satisfactory and unsatisfactory condition of operation. In 2014, there was deterioration of this enterprise to an unsatisfactory level. All this leads to the need for radical management decisions to improve the condition of the company by applying re-engineering and other technologies. In 2016 the analyzed enterprise reached a satisfactory level of its activities.

The innovative development of Dolyna plant of reinforced concrete products during the review period is unsatisfactory, according to the level of the integral indicator of innovation activity of the enterprise, and in 2016, the efficiency of innovation activities decreased, which indicates the necessity of introducing the foresight technology to predict performance.

PJSC «Budivelni materialy» during the period of 2011-2016 shows the poor state of development of innovation activity. The company's management needs to work more on the introduction of innovative management methods, implement managerial techniques, in particular controlling, into the control mechanism.

The operation of PJSC "Budzalizobeton" in 2011-2013 was unsatisfactory. In 2014 the situation deteriorated significantly. The negative trend is due to the crisis in the country, reduction of profits of the enterprise, a decrease in the volume of consumption of goods by construction companies and a substantial reduction in the expenditure on innovation activities. However, in 2016 the effectiveness of innovation activities increased, but the condition remained unstable and required a lot of efforts for the management to gain and strengthen the competitive position of the company's products in the market.

A similar trend is observed for the functioning of the plant of concrete products and structures «Monolit». For this enterprise it is expedient to introduce managerial techniques, such as reengineering of business processes aimed at organizational structure change, benchmarking in the implementation of strategic management, outsourcing to enhance competitiveness of the analyzed enterprises without large additional investments in new expensive technologies and focus on the priority development directions.

Innovation activity of PJSC "Ivano-Frankivsktsement" is more effective than that of the analyzed enterprises. Since 2011, the analyzed enterprise has been constantly increasing its production capacity, although the economic crisis of 2014 slowed its development, and innovation activities are unsatisfactory. Despite the deterioration of its financial condition the company is constantly working on technology upgrading, introducing technological innovations (in 2016 plant tippler with line conveyor for automatic unloading and cleaning of cars was commissioned; construction of the third line of dry process of cement production began). PJSC "Ivano-Frankivsktsement" is effectively working on updating its equipment, mastering the latest technology of production of construction materials, improving the quality of the products, and expanding sales markets of construction materials.

Innovative development of PJSC "Kalushzalizobeton" as well as other enterprises in the sample during 2011-2013 was unfavorable and deteriorated rapidly due to the economic and political crisis in 2014 – 2015.

ALC "Ivano-Frankivskzalizobeton" manufactures precast concrete and concrete structures. The main products of the company are: concrete structures for industrial, civil, hydrotechnical, road and other construction (production of wall materials, foundation blocks, intermediate floors, architectural details, load-bearing arches, reinforced concrete piles, bridge beams, etc.).

The results of assessing the level of innovation activity of the enterprise in 2011-2013 characterize the stable development due to the introduction of the newest technological processes for the production of building materials, which led to the expansion of the product range. In 2014, the innovative development and the efficiency deteriorated. This happened due to the drop in production volumes and sales under the influence of the reduction in the volume of real estate construction (according to the statistics the Ivano-Frankivsk region ranked 6th in 2013 in the rating of Ukrainian cities and 8th in 2016 in terms of construction and housing commissioning) [16]. Despite the existing threats, in 2016 the company entered new markets and achieved satisfactory level of innovation activity.

ІННОВАЦІЇ

In conclusion, we can say that the best level of innovation activities according to the proposed methods of assessment is demonstrated by PJSC "Ivano-Frankivsktsement", SE "Spetszalizobeton" and ALC "Ivano-Frankivskzalizobeton".

To deepen the results of assessment of innovation activity level, it is necessary to calculate the index of economic growth I_{EG} [18], which informs about the influence of innovation activity on economic growth of enterprises, industries, economy, provides for the assessment of the innovation activity improvement as for ensuring economic growth and is calculated by the formula:

$$I_{EG} = \frac{L_P \cdot R_{PC} \cdot R_{PS} \cdot R_{TCA} \cdot R_{CL} \cdot R_{SL/R} \cdot R_{R/P} \cdot R_{DC/AP} \cdot R_{CDC} \cdot R_L}{R_{CP} \cdot R_{CL}}, \tag{4}$$

- where L_P – labor productivity;
- R_{CP} – capital productivity ratio;
- R_{CL} – capital-labor ratio;
- R_{PC} – profit capitalization ratio;
- R_{PS} – profitability of sales ratio;
- R_{TCA} – turnover of current assets ratio;
- R_{CL} – current liquidity ratio;
- $R_{SL/R}$ – short-term liabilities and receivables ratio;
- $R_{R/P}$ – ratio of receivables and payables;
- $R_{DC/AP}$ – debt capital to accounts payable ratio;
- R_{CDC} – concentration ratio of debt capital;
- R_L – leverage ratio.

To interpret the results of the I_{EG} calculation based on the method of "three sigma" we have developed a rating scale of economic growth levels (Tab. 2).

Table 2

The scale of evaluation of values of economic growth levels

Qualitative assessment of the economic growth level	Quantitative values of the economic growth ratio
Critical level	0,1 – 0,39
Unstable level	0,4 – 0,59
Satisfactory level	0,6 – 0,79
Stable level	0,8 – 1

The results of calculations of the economic growth ratio values of a sample of the construction industry enterprises during 2011-2016 are provided in Tab. 3.

Table 3

The ratio of economic growth of the construction industry enterprises during 2011-2016

Enterprise	Years					
	2011	2012	2013	2014	2015	2016
SE «Spetszalizobeton»	0,243	0,304	0,475	0,462	0,312	0,501
Dolyna Plant of Reinforced Concrete Products	0	0	0	0	0	0
PJSC «Budivelni materialy»	0,168	0,113	0,114	0,119	0,085	0,08
PJSC «Budzalizobeton»	0	0	0	0	0	0
Plant of concrete products and structures «Monolit»	0	0,074	0	0	0,001	0,005
PJSC «Ivano-Frankivsktsement»	0,470	0,424	0,646	0,515	0,445	0,612
PJSC «Kalushzalizobeton»	0	0	0	0	0	0
ALC «Ivano-Frankivskzalizobeton»	0,321	0,253	0,398	0,421	0,398	0,411
Production bases «Beton Group»™	0,119	0,168	0,217	0,292	0,201	0,281

Source: calculated by the authors based on the enterprises' data



ІННОВАЦІЇ

The analysis of the ratio of economic growth dynamics indicates that over the study period SE "Spetszalizobeton" and ALC "Ivano-Frankivskzalizobeton" have been on the verge of unstable and critical levels of economic growth and PJSC "Ivano-Frankivsktsement" for the analyzed period has passed to a satisfactory level of economic growth, as evidenced by the results of the calculations. Other enterprises under consideration have an unsustainable level of growth.

According to the results of the calculation of an integral indicator of the level of innovation activities and ratio of economic growth, the positioning of the construction industry enterprises is visualized through the matrix (Fig. 3).

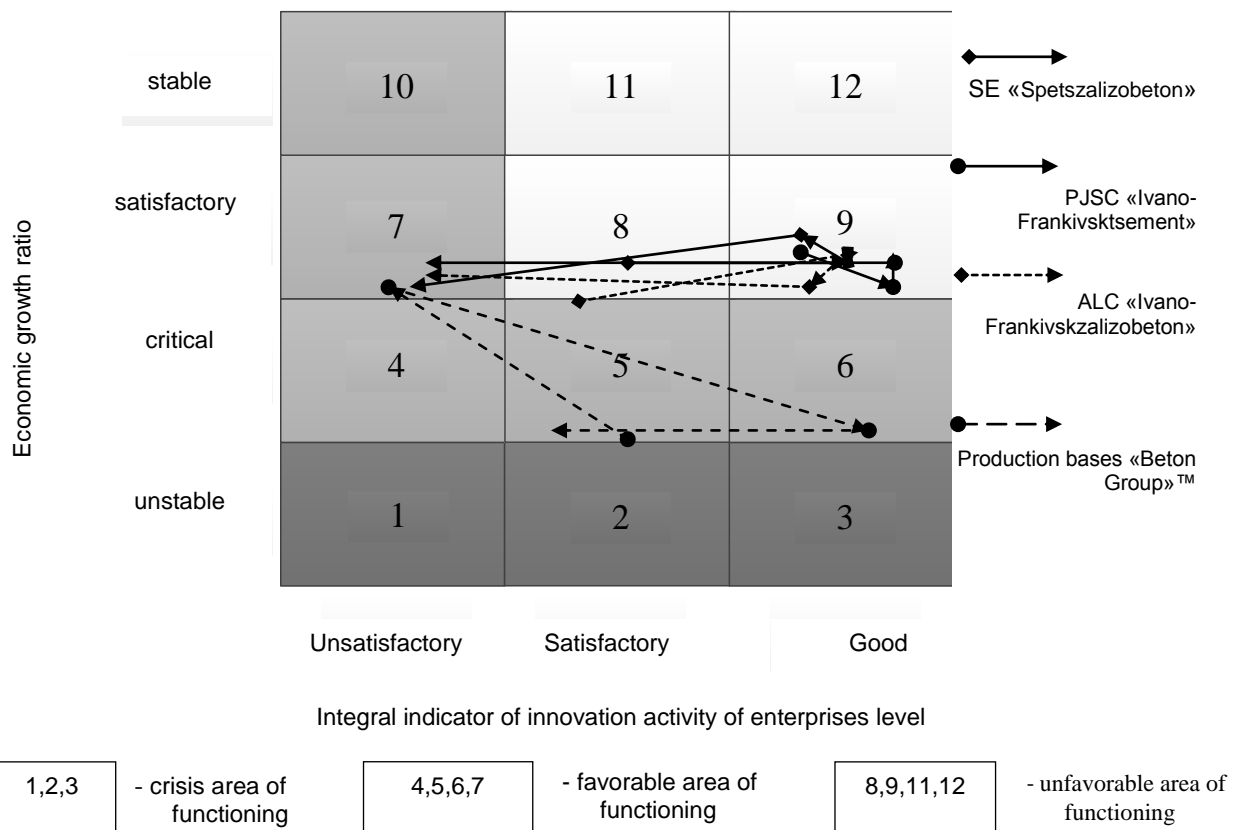


Fig. 3. The matrix of positioning of the construction industry enterprises in terms of innovation activity and the ratio of economic growth

Source: authoring

The matrix is built on the results of solving the problem of finding the necessary level of factor indicators on a specified interval to achieve the desired level of function under the proposed mathematical model of the process under study. The solution of these tasks is implemented as a search of the function parameter value, which corresponds to a specific factor.

The target values of the analyzed indicators (the ratio of economic growth and indicators of the level of innovation activity of the enterprise) are determined based on finding the boundary conditions (min, max), which characterize the boundaries of the possible values of the variables, provided the optimal solution.

ІННОВАЦІЇ

According to the results of the positioning, PJSC "Ivano-Frankivsktsement", SE "Spetszalizobeton" and ALC "Ivano-Frankivskzalizobeton" (quadrants 8 and 9), are located in the favourable area of operation, which is characterized by a satisfactory level of economic growth, a satisfactory and good level of innovations. Production bases "Beton Group"™ are situated in a troublesome area of operation that is intermediate between the crisis and the favorable areas. The rest of the studied enterprises are not reflected because they did not manage to leave the crisis zone during 2011-2016.

Functioning on the boundary of acceptable zone indicates the need to make drastic management decisions to improve the level of innovation activities of enterprises using modern management technology.

Conclusions. The conducted research of existing approaches to formation of system of indicators for assessing the level of innovation activity of the enterprises of the construction industry on the basis of the concept of sustainable development allowed us to offer improved performance system by three levels. The first level includes the indicators that characterize the main functional aspects of activities of enterprises by environmental, economic and social blocks. The second level presents indicators that characterize the innovation activity of the enterprise according to the detailed blocks. The third level features integral indicator of the innovation activity of the enterprises of the construction industry level as a result of the development of all functional activities.

We have developed the methodical approach to assessment of the level of innovation activity of the studied enterprises. This approach offers an integral indicator that takes into account the activities of the company in three areas: economic, social and environmental. It also provides for analyzing functional spheres of activities, interpreting the results according to the improved Harrington scale and identifying the most important priorities of the innovation activities of enterprises. For a more detailed analysis this approach is complemented by the development of the approach to the positioning of enterprises of the construction industry in terms of innovation activities and economic growth. It is based on the construction of the matrix of positioning of enterprises and allows for identifying crisis, unfavorable and favorable areas of functioning to determine the target level of innovation activity and economic growth.

Assessment of the innovation activity level of the provided nine enterprises of the construction industry allows to assert that, despite the partial implementation of certain types of innovations (technological, organizational, economic and others), its level does not contribute to the economic growth of these enterprises.

Further studies will be focused on the development of effective and innovative measures to increase the level of innovation activity of the enterprises of the construction industry and economic growth.

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РЕФЕРАТИ

ABSTRACTS

УДК 330.101

Шкарлет, С. М. Основні дескриптори розвитку інформаційної економіки / С. М. Шкарлет, М. В. Дубина, А. В. Тарасенко // Науковий вісник Полісся. – 2017. - № 3 (11). ч. 1. – С. 8-12.

Анотація. У статті обґрунтована сутність інформаційної економіки як складової частини розвитку сучасного суспільства. Зокрема, основна увага приділена визначенню та опису основних дескрипторів цього типу економіки. Розглянуто вплив інформаційних технологій на зміну сучасного стану світової економіки, з'ясовано особливості впливу таких технологій на процеси виробництва та збуту товарів і послуг. Іл.: 1. Бібліогр.: 4 назв.

Ключові слова: інформація; інформаційна економіка, інформаційне суспільство; економічні відносини; економічні суб'єкти; інформаційні технології.

УДК 388.1

Шкарлет, С. М. Актуальні проблеми формування та фінансування державного дорожнього фонду / С. М. Шкарлет, І. О. Хоменко, В. В. Концева // Науковий вісник Полісся. – 2017. - № 3 (11). ч. 1. – С. 16-20.

Анотація. Дорожня галузь фінансується з держбюджету країни. Кожного року обсяги виконаних дорожніх робіт скорочуються. Створення дорожнього фонду закладе джерело фінансування автотранспортної інфраструктури. Іл.: 5. Бібліогр.: 7 назв.

Ключові слова: фінансування доріг; витрати на ремонт доріг; дрібний ремонт і поточне обслуговування доріг; дорожній фонд.

УДК 336.1

Бондарук, Т. Г. Концептуальні засади механізму забезпечення бюджетної безпеки / Т. Г. Бондарук, І. С. Бондарук, О. С. Бондарук // Науковий вісник Полісся. – 2017. - № 3 (11). ч. 1. – С. 21-28.

Анотація. В статті запропоновано методичний підхід до формування механізму забезпечення бюджетної безпеки на основі трьохмірної його організаційно-економічної основи; визначено цілі його формування – досягнення стану захищеності, умов розвитку функціонуючої системи і мінімізації її фактичних загроз. Обґрунтовано, що забезпечення бюджетної безпеки є комплексом заходів державних органів влади та органів місцевого самоврядування щодо виконання бюджетного процесу, що реалізуються системою фінансових інститутів, у відповідності з нормативними актами і за встановленими принципами. Дано авторське визначення механізму забезпечення бюджетної безпеки. Табл.: 1. Іл.: 2. Бібліогр.: 14 назв.

Ключові слова: бюджетна безпека; економічна безпека; бюджетна система; механізм забезпечення бюджетної безпеки.

УДК 338.36

Войнаренко, М. П. Стратегічні перспективи формування енергетичної безпеки України за умов свроінтеграційних процесів / М. П. Войнаренко, О. А. Миколук // Науковий вісник Полісся. - 2017. - № 3 (11). ч. 1. - С. 24-34.

Анотація. Автором констатовано, що протягом

UDC 330.101

Shkarlet, S. M. Basic descriptors of the information economy development / S. M. Shkarlet, M. V. Dubyna, A. V. Tarasenko // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. – P. 8-12.

Abstract. Within the article nature of information society is based, different scientific concepts concerning its interpretation are analyzed. Also main characteristic features of such society are defined to those are related: increase information role in society life, increasing the amounts of information, forming global information space, development of information and communication technologies (ICT), increasing the role of education, science and knowledge in society, increasing the part of information products and services in GDP. Figs.: 1. Refs: 4 titles.

Keywords: information; information economy; information society; economic relations; economic subjects; information technologies.

UDC 388.1

Shkarlet, S. M. Actual problems of formation and funding of the state road funds / S. M. Shkarlet, I. O. Khomenko, V. V. Kontseva // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. – P. 16-20.

Abstract. Road sector is financed from the state budget of the country. Each year the volumes of road works reduced. Creating a Road fund lay the source of funding the transport infrastructure. Figs.: 5. Refs: 7 titles.

Keywords: method of financing roads; the cost of road maintenance; small repairs and maintenance of roads; road fund.

UDC 336.1

Bondaruk, T. G. Conceptual basis of mechanism of ensuring budget security / T. G. Bondaruk, I. S. Bondaruk, O. S. Bondaruk // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 21-28.

Abstract. The technical approach to the creation of mechanism of ensuring budget security based on its three-level organizational and economic support; the aims of its creation are defined: to achieve the state of the protection, and development conditions of the system in function, as well as to minimize its real dangers. It is based that ensuring budget security is a set of measures of state government authorities and local government administrations for implementing the budget process that is realized by the system of financial institutes according to legislative acts and established principle. The author's definition of mechanism of ensuring budget security is given. Tabl.: 1. Figs.: 2. Refs: 14 titles.

Keywords: budget security; economic security; budget system; mechanism of ensuring budget security.

UDC 338.36

Voynarenko, M. P. Strategic energy security outlook formation of Ukraine under European integration process / M. P. Voynarenko, O. A. Mykolyuk // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P.

Abstract. It is stated by the author that over the past decades, Ukraine is dependent on external sources of energy which is a critical threat to its national security.

останніх десятиліть Україна була залежною від зовнішніх джерел енергії, що становить критичну загрозу її національній безпеці.

Доведено, що диверсифікація є одним із основних напрямів зменшення енергетичної залежності країни у сучасних умовах та дозволяє підвищити рівень її енергетичної безпеки за рахунок скорочення імпорту енергетичних ресурсів.

Встановлено макроекономічний показник енергомісткості, що характеризує рівень витрат паливно-енергетичних ресурсів на одиницю виробленого валового внутрішнього продукту.

Обґрунтовано доцільність адаптації вітчизняного законодавства у сфері енергоефективності та використання відновлювальних джерел енергії до законодавчої бази Європейського Союзу, що забезпечить міжнародну конкурентоспроможність української економіки. Л.: 6. Бібліогр.: 17 назв.

Ключові слова: енергетична безпека; енергомісткість; енергоносії; євроінтеграційні процеси; паливно-енергетичні ресурси.

УДК 330.356

Дерій, Ж. В. Еволюція наукової думки щодо управління екологічною безпекою держави / Ж. В. Дерій, В. Лисенко, Н. В. Лисенко // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 38-40.

Анотація. У статті досліджується поняття екологічна безпека, яке отримало достатньо широке розповсюдження в науковій літературі при цьому його розглядають як важливий елемент національної безпеки. Бібліогр.: 7 назв.

Ключові слова: безпека; екологічна безпека держави; навколишнє середовище; екологія; сталий розвиток.

УДК 336.113.12:[658:005.52]:339.92(477)

Кузьмін, О. Є. Гармонізація інформаційного забезпечення соціально-економічної діагностики бізнес-структур в умовах європейської інтеграції / О. Є. Кузьмін, М. Є. Адамів, Ю. Н. Шпак // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 41-47.

Анотація. У статті досліджено кращу міжнародну практику та нагальні проблеми у інформаційному забезпеченні соціально-економічної діагностики діяльності вітчизняних підприємств. Розроблено методичні рекомендації із гармонізації інформаційного забезпечення діагностики загрози банкрутства, кредитоспроможності та інвестиційної привабливості бізнес-структур в умовах європейської інтеграції. Бібліогр.: 10 назв.

Ключові слова: соціально-економічна діагностика; інформаційне забезпечення; загроза банкрутства; кредитоспроможність; інвестиційна привабливість; індикатори; європейська інтеграція.

УДК 339.92:339.97

Ходжаян, А. О. Стратегічне партнерство як форма міждержавного співробітництва / А. О. Ходжаян // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 48-53.

Анотація. У статті визначено сутнісні характеристики стратегічного партнерства. Визначено місце стратегічного партнерства у системі міжнародних економі-

It is proved that diversification is one of the main directions of reducing energy dependence of the country and in the current conditions can increase the level of energy security by reducing energy imports.

Established macroeconomic energy intensity indicator that reflects the level of fuel and energy consumption per unit of gross domestic product.

Based the expediency of adaptation of national legislation in the field of energy efficiency and renewable energy legislative framework to the European Union, will provide the international competitiveness of the Ukrainian economy. Figs.: 6. Refs: 17 titles.

Keywords: energy security; energy intensity; energy; European integration processes; fuel and energy resources

UDC 330.356

Deriy, Z. V. Evolution of the scientific thought for the environmental safety management of the state / Z. V. Deriy, I. V. Lysenko, N. V. Lysenko // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 38-40.

Abstract. The article examines the concept of environmental safety, which was quite widespread in the scientific literature while it is considered as an important element of national safety. Refs: 7 titles.

Keywords: safety; environmental safety of the state; environment; ecology; sustainable development.

UDC 336.113.12:[658:005.52]:339.92(477)

Kuzmin, O. Ye. Harmonization of information support of socio-economic diagnostics of business-structures under the conditions of European integration / O. Ye. Kuzmin, M. Ye. Adamiv, Yu. N. Shpak // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 41-47.

Abstract. In the article the best international practice and the urgent problems in information support of socio-economic diagnostics of domestic enterprises are investigated. The methodical recommendations from harmonization of information diagnostic support of threat of bankruptcy, creditworthiness and investment attractiveness of businesses under the conditions of European integration are developed. Refs: 10 titles.

Keywords: socio-economic diagnostics; information support; threat of bankruptcy; creditworthiness; investment attractiveness; indicators; European integration.

UDC 339.92:339.97

Khodzhaian, A. O. Strategic partnership as a form of innerstate cooperation / A. O. Khodzhaian // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 48-53.

Abstract. Within the article, contextual characteristics strategic partnership were defined. Place of strategic partnership in the system of international economic relations was defined. Legislative and normative acts of Ukraine that serve the grounds for interstate cooperation in form of strategic cooperation were analyzed. Circle of strategic partners of

чних відносин. Проаналізовано законодавчі і нормативні акти України, які слугують підставою для міждержавного співробітництва у формі стратегічного партнерства. Окреслено коло стратегічних партнерів України в рамках реалізації національних інтересів, пов'язаних з гарантуванням національної безпеки і оборони та енергетичної безпеки України. Бібліогр.: 10 назв.

Ключові слова: стратегічне партнерство; принципи стратегічного партнерства; політична складова відносин стратегічного партнерства; стратегічні напрями співпраці економічного характеру; секторальні пріоритети стратегічного партнерства України.

УДК 005.4:338:338.439(477):330.3

Білан, Ю. В. Концептуальне моделювання розвитку агропродовольчого ринку в умовах глобалізації економіки / Ю. В. Білан, В. С. Ніценко, Ю. В. Самойлик // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 54-61.

Анотація. У статті запропоновано авторське визначення категорії розвиток з урахуванням глобалізаційного підходу.

Розроблено концептуальну модель розвитку агропродовольчого ринку в умовах глобалізації економіки. Табл.: 1. Іл.: 1. Бібліогр.: 22 назв.

Ключові слова: розвиток; агропродовольчий ринок; синергія; глобалізація економіки.

УДК 330.101:338.2

Гришова, І. Ю. Методологічні засади визначення рівня виконання функцій консюмеризму / І. Ю. Гришова, В. С. Негоденко, Т. Л. Шестаковська // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 62-67.

Анотація. У статті вказується на наявність взаємозв'язку. У статті розглянуто та визначено особливості виконання функцій консюмеризму. Досліджений та систематизований методологічний підхід до визначення рівня захисту прав споживачів для окремого товару або послуги. Запропоновано використання моделі мультиатрибутного товару до процесу оцінки захисту прав споживачів, який передбачає оцінку не атрибутів, а того, на скільки при його використанні споживач є захищеним. Обґрунтовано проблеми та перспективні напрями активізації інституту консюмеризму у контексті виконання своїх функцій. Іл.: 1. Бібліогр.: 7 назв.

Ключові слова: консюмеризм; соціально орієнтована економіка; функції консюмеризму; захист прав споживачів; мультиатрибутна модель.

УДК 351.72

Шевчук, О. А. Трирівнева модель організації державного фінансового контролю / О. А. Шевчук, О. В. Шевчук // Науковий вісник Полісся. - 2017. - № 3(11), ч. 1. - С. 68-75.

Анотація. Розроблений конструкційний підхід до формування цілісної системи ДФК, що базується на трирівневій моделі її організації, імплементації й інтеграції її окремих елементів і підсистем для забезпечення завдяки консолідації можливостей і матеріальних, трудових, фінансових, інтелектуальних й інформаційних ресурсів її суб'єктів та гармонізації їх контрольних відносин синергетичного ефекту формування й використання бюджетних коштів і коштів загальнодержав-

України within national interests implementing connected with guaranteeing national security, defense and energy security of Ukraine was defined. Refs: 10 titles.

Keywords: strategic partnership; principle of strategic partnership; political component of the strategic partnership relations; strategic directions of cooperation of economic character; sectorial priorities of strategic partnership of Ukraine.

UDC 005.4:338:338.439(477):330.3

Bilan, Yu. V. Conceptual modeling of agri-food market development under economy's globalization / Yu. V. Bilan, V. S. Nitsenko, Iu. V. Samoilyk // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 54-61.

Abstract. The article offers the authors' own approach to the category "development" taking into account the globalization approach.

The conceptual model of the agri-food market development under the conditions of economy's globalization has been developed and presented here. Tabl.: 1. Figs.: 1. Refs: 22 titles.

Keywords: development; agri-food market; synergy; globalization of the economy.

UDC 330.101:338.2

Gryshova, I. Ju. The methodological principles of determining the level of performance of the functions of consumerism / I. Ju. Gryshova, V. S. Negodenko, T. L. Shestakovska // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 62-67.

Abstract. The article deals with the peculiarities of performing the functions of consumerism. The research and systematic methodological approach are made in order to determine the level of consumer protection for a specific product or service. The use of the models of multiattributive products to the evaluation process of consumer protection is suggested, which doesn't provide an assessment of attributes, but as far the consumer is protected using it. The problems and further directions of activation of the Institute of consumerism in the context of the performance of its functions are motivated. Figs.: 1. Refs: 7 titles.

Keywords: consumerism; socially oriented economy; the functions of consumerism; consumer protection; multiattributive model.

UDC 351.72

Shevchuk, O. A. Three-level model of organizing state financial control / O. A. Shevchuk, O. V. Shevchuk // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 68-75.

Abstract. A structural approach to building an integrated system of SFC was developed, based on the three-level model of its organization, implementation and integration of its individual elements and subsystems for providing its subjects because of consolidating capabilities and material, labor, financial, intellectual and information resources, and harmonization of relations the synergistic effect of formation and use of budget funds and state trust funds, government borrowing, official foreign exchange reserves, foreign investment into the country and abroad, the state property; use of tax and customs facilities. Figs.: 1. Refs: 10 titles.

них цільових фондів, державних запозичень, офіційних золотовалютних резервів, іноземних інвестицій у країну та за її межі, державної власності; використання податкових і митних пільг. Іл.: 1. Бібліогр.: 10 назв.

Ключові слова: цілісна система державного фінансового контролю; трирівнева модель; синергетичний ефект.

УДК 35.073.52:352(438)

Дзієканські, П. Економічна ефективність діяльності органів місцевого самоврядування через призму фінансових ресурсів муніципалітету / П. Дзієканські // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 76-82.

Анотація. Метою дослідження є аналіз просторової диверсифікації економічної ефективності Швентокшиського воеводства у 2010 р. і 2015 р. Аналіз є як статичним, так і динамічним. Джерелом статистичної інформації була база даних GUS Local Data Bank. Табл.: 5. Іл.: 2. Бібліогр.: 14 назв.

Ключові слова: ефективність; економічна ефективність; громада; фінансові ресурси; синтетичне вимірювання.

УДК 339.923[477+061.1EU]

Лиськова, Л. М. Наслідки нарощення торговельного співробітництва між Україною та ЄС в аграрному секторі: емпірична оцінка / Л. М. Лиськова // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 83-91.

Анотація. У статті проілюстровано динаміку обсягів зовнішньоторговельних операцій між Україною та ЄС в 2008-2015 рр. та визначено основних торговельних партнерів України серед країн ЄС. Виявлено найбільш гострі проблеми в напрямку розвитку зовнішньоторговельних відносин України та ЄС в аграрній сфері. Табл.: 3. Іл.: 3. Бібліогр.: 13 назв.

Ключові слова: Міжнародна торгівля; експорт; імпорт; ЄС; аграрний сектор, емпірична оцінка; регресія.

УДК 368.1.031(447+438)

Пойда-Носик, Н. Н. Порівняльна характеристика тенденцій розвитку страхових ринків України й Польщі: висновки для України / Н. Н. Пойда-Носик, Р. Й. Бачо, Н. М. Вдовенко // Науковий вісник Полісся. - 2017. - № 3(11), ч. 1. - С. 92-98.

Анотація. У статті проведено порівняльний аналіз тенденцій розвитку страхових ринків України та Польщі. Доведено, що, незважаючи на однакові стартові умови для розвитку, Польща зуміла за рахунок застосування більш ефективних методів управління досягти більш високих темпів економічного зростання як у країні в цілому, так і на страховому ринку зокрема. Авторами розкрито внутрішні та зовнішні причини і фактори, які гальмують розвиток вітчизняного страхового ринку. Табл.: 1. Іл.: 4. Бібліогр.: 11 назв.

Ключові слова: страховий ринок; страхові премії; страхові виплати; рентабельність активів страховиків.

УДК 339.564

Ярош-Дмитренко, Л. О. Експортна діяльність машинобудівних підприємств в рамках трансформації зовнішньої торгівлі України / Л. О. Ярош-Дмитренко // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 99-106.

Keywords: an integrated system of state financial control; three-level model; the synergistic effect.

UDC 35.073.52:352(438)

Dziekanski, P. Economic effectiveness of the activities of local self-government units in the light of the municipality financial resources / P. Dziekanski // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 76-82.

Abstract. The aim of the study is to analyze the spatial diversification of economic efficiency of municipalities in the Świętokrzyskie voivodship in 2010 and 2015. The analysis is both static and dynamic. The source of statistical information was GUS Local Data Bank. Табл.: 5. Figs.: 2. Refs: 14 titles.

Keywords: efficiency; economic efficiency; community; financial resources; synthetic measure.

UDC 339.923[477+061.1EU]

Lyskova, L. M. The effects of the increase in trade cooperation between Ukraine and EU in agricultural sector: empirical evaluation / L. M. Lyskova // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 83-91.

Abstract. The article illustrates the dynamics of the volume of foreign trade between Ukraine and the EU in 2008-2015 and the main trade partners of Ukraine in the EU. The most acute problems in the development of trade relations between Ukraine and the EU in agriculture have been defined. Табл.: 3. Figs.: 3. Refs: 13 titles.

Keywords: International trade; export; import; EU agricultural sector; empirical evaluation; regression.

UDC 368.1.031(447+438)

Poyda-Nosyk, N. N. Comparative characteristic of development trends in the Polish and Ukrainian insurance markets: conclusions for Ukraine / N. N. Poyda-Nosyk, R. J. Bacho, N. M. Vdovenko // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 92-98.

Abstract. The article presents the results of comparative analysis in development tendencies of insurance markets in Ukraine and Poland. It is proved that, despite the same starting conditions for development, Poland has managed through the application of more effective management practices to achieve higher rates of economic growth in the country in general and in the insurance market in particular. The authors have considered the internal and external causes and factors that inhibit the development of the domestic insurance market. Табл.: 1. Figs.: 4. Refs: 11 titles.

Keywords: insurance market; insurance premiums; insurance claims and benefits; return on assets of insurers.

UDC 339.564

Yarosh-Dmytrenko, L. O. Export activity of machine-building enterprises within transformation of Ukrainian foreign trade / L. O. Yarosh-Dmytrenko // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 99-106.

Abstract. The article deals with the study of dynamics of machine building development in 2006 – 2016 stressing foreign economic (export) activity. Problems of export activity of

Анотація. У статті досліджується динаміка розвитку машинобудування у 2006 – 2016 роках з акцентом на зовнішньоекономічну (експортну) діяльність. Обґрунтовуються проблеми експортної діяльності машинобудівних підприємств України, а саме: рівень конкурентоспроможності, низька якість продукції, проблеми з розробкою та виробництвом інноваційної продукції, дефіцит інвестиційних ресурсів. Особливо наводяться перспективи такої діяльності для досліджуваної галузі. Табл.: 2. Іл.: 3. Бібліогр.: 8 назв.

Ключові слова: експорт; зовнішньоекономічна діяльність; машинобудування; перспективи; проблеми експортної діяльності; конкурентоспроможність; конкурентні переваги.

УДК 369.57

Петрушка, О. В. Особливості формування та реалізації корпоративних пенсійних програм в Україні / О. В. Петрушка // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 107-110.

Анотація. У статті обґрунтовано доцільність поєднання державного пенсійного страхування з приватним корпоративним пенсійним забезпеченням. Визначено основні завдання корпоративного пенсійного страхування та їх значення як для найманого працівника, так і для роботодавця. Автором окреслено основні проблеми формування та реалізації корпоративних пенсійних програм на підприємстві в сучасних умовах господарювання. Табл.: 1. Бібліогр.: 4 назв.

Ключові слова: social protection; non-governmental pension maintenance; company's pension program; corporate pension.

УДК 334.012.42+346.26

Апаров, А. М. «Підприємництво» як ключова категорія господарсько-правової та економічної наук: дослідження у призмі порівняльного аналізу / А. М. Апаров // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 111-116.

Анотація. В роботі відображена порівняльна економіко-правова характеристика підприємництва. Бібліогр.: 14 назв.

Ключові слова: підприємництво; економіка; господарське право; юридична наука; економічна наука.

УДК 351:82:338.43

Янчук, А. О. Інструменти фінансово-кредитного механізму державного регулювання розвитку аграрного виробництва та їх ефективність / А. О. Янчук, Є. Ю. Маркова, П. В. Воронжак // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 117-122.

Анотація. У статті розглянуто та визначено особливості функціонування фінансово-кредитних інструментів державного регулювання розвитку аграрного виробництва. Досліджений та систематизований методологічний підхід до визначення структури ключових інструментів фінансово-кредитного регулювання розвитку аграрного виробництва. Обґрунтовано методичний підхід до оцінки ефективності інструментів фінансово-кредитного регулювання аграрного виробництва. Іл.: 1. Бібліогр.: 8 назв.

Ключові слова: механізм державного регулювання; фінансово-кредитні інструменти; розвиток аграрного виробництва; ефективність фінансово-кредитних інструментів.

machine building enterprises in Ukraine have been outlined, among them: the level of competitiveness, low quality of products, problems with development and production of innovative goods, deficit of investment resources. The special attention is given to perspectives of such an activity for the area under consideration. Tabl.: 2. Figs.: 3. Refs: 8 titles.

Keywords: export; foreign activity; machine-building; perspectives; problems of export activity; competitiveness; competitive advantages.

UDC 369.57

Petrushka, O. V. Peculiarities of formation and implementation of corporate pension programs in Ukraine / O. V. Petrushka // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 107-110.

Abstract. The article explains expediency of combination of state pension insurance with the private corporate pension maintenance. The main tasks of the corporate pension insurance and their importance both for the employee and for the employer were determined. The author outlined the basic problems of development and implementation of corporate pension schemes at the company in current economic conditions. Tabl.: 1. Refs: 4 titles.

Keywords: соціальний захист; недержавне пенсійне забезпечення; пенсійна програма підприємства; корпоративна пенсія.

UDC 334.012.42+346.26

Aparov, A. M. «Entrepreneurship» as a key category of economic law and economic sciences: research through the prism of comparative analysis / A. M. Aparov // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 111-116.

Abstract. The article representing the comparative economic and legal characteristic of the "entrepreneurship" category. Refs: 14 titles.

Keywords: entrepreneurship, economy; economic law; legal science; economic science.

UDC 351:82:338.43

Yanchuk, A. O. The tools of the financial-credit mechanism of the state regulation of the development of agricultural production and their efficiency / A. O. Yanchuk, Ye. Yu. Markova, P. V. Voronzhak // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 117-122.

Abstract. In the article the features of functioning of the financial and credit instruments of the state regulation of the development of agrarian production are considered and defined. The methodological approach to the definition of the structure of the key instruments of the financial and credit regulation of the development of agrarian production is researched and systematized. The methodical approach to the evaluation of the effectiveness of the instruments of financial and credit regulation of agrarian production is substantiated. Figs.: 1. Refs: 8 titles.

Keywords: the mechanism of the state regulation; the financial and credit instruments; the development of agrarian production; the effectiveness of the financial and credit instruments.

УДК 141.113:316.733

Доній, Н. Є. Економічна та соціальна сторони креативності / Н. Є. Доній // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 123-126.

Анотація. Мова йде про становлення і затвердження у новітньому соціальному просторі «креатогенної формації», особливої території, яка вміщує в себе такі відносно самостійні сфери і автономні світи як креатогенне суспільство, креативна економіка, мистецтво і творча особистість. Підкреслюється, що креативність розглядається не тільки як ключовий фактор економічної стабільності соціуму, як важливий корпоративний капітал, головний ресурс і фактор виробництва, а й як місія розвитку соціального простору й особистості. Креативність є оціночним ресурсом індивіда й рушійним фактором соціально-економічного розвитку соціуму. Бібліогр.: 6 назв.

Ключові слова: капітал; креативність; креатогенна формація; креативна економіка; особистість, творчість.

УДК 336.74:351.863(477)

Гончаренко, І. Г. Проблеми корупції і легалізації відмивання грошей / І. Г. Гончаренко, О. Ю. Березіна, А. М. Шевченко // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 127-135.

Анотація. У статті наведено дані щодо поточного стану проблеми корупції в Україні. Визначено інструменти та механізми легалізації незаконних доходів. Окреслено зарубіжний досвід боротьби з явищем корупції. Запропоновано напрями мінімізації корупції та протидії легалізації коштів, отриманих злочинним шляхом, у вітчизняній практиці. Табл.: 2. Бібліогр.: 23 назв.

Ключові слова: корупція; відмивання грошей; легалізація коштів; тіньова економіка.

УДК 351:82.330.341.2

Оліфіренко, Л. Д. Функціональний огляд інституціонального механізму у контексті взаємозв'язку механізмів регулювання розвитку суб'єктів господарювання / Л. Д. Оліфіренко // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 136-144.

Анотація. Метою дослідження є з'ясування функціональних зв'язків інституціонального механізму з господарським, економічним, ринковим та державним механізмами щодо вдосконалення ІМДРПСГ. Табл.: 1. Бібліогр.: 12 назв.

Ключові слова: інституціональний механізм; господарський механізм; ринковий механізм; економічний механізм; державний механізм регулювання.

УДК 351

Чечель, О. М. Трансформація функцій державного регулювання за умови участі країни в інтеграційних угрупованнях / О. М. Чечель // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 145-151.

Анотація. Досліджуються питання трансформації функцій державного регулювання в умовах глобалізації і посилення інтеграційних процесів. Ці процеси є об'єктивними і обумовлені прагненням країн до розширення економічних, соціальних, інвестиційних та інших можливостей. На прикладі ЄС розглянуто обмеження та особливості реалізації основних функцій, що традиційно виконує держава. Оскільки інтеграційні процеси набувають нових форм, можна прогнозувати подальшу трансформацію функцій державного регулювання.

UDC 141.113:316.733

Doniy, N. E. Economic and social aspect of creativity / N. E. Doniy // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 123-126.

Abstract. It has to do with the formation and approval of the "creatogenic formation" term in the modern social space - a special territory that contains such relatively independent spheres and autonomous worlds as creatogenic society, creative economy, art and creative personal. It is emphasized that creativity is considered not only as a key factor in the economic stability of society, as an important corporate capital, as the main resource and factor of production, but also as a mission of social space and personality development. Creativity is an estimated resource of the individual and a driving factor in the socio-economic development of society. Refs: 6 titles.

Keywords: capital, creativity, creatogenic formation, creative economy, personality, creation.

UDC 336.74:351.863(477)

Honcharenko I. The problem of corruption and legalization of money laundering / I. Honcharenko, E. Berezina, A. Shevchenko // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 127-135.

Abstract. This article provides information about the problem of corruption in Ukraine. The tools and mechanisms for the legalization of illegal income are defined. Foreign experience of dealing with the corruption phenomenon is outlined. The directions to minimize corruption and ways to combat the legalization of illegally obtained funds in the national practice are discussed. Tabl.:2. Refs: 23 titles.

Keywords: corruption; money laundering; money legalization; shadow economy.

UDC 351:82.330.341.2

Olifirenko, L. D. Functional review of institutional mechanism in the context of interrelations of mechanisms of regulation of business entities development / L. D. Olifirenko // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 136-144.

Abstract. The objectives of the article are definition of functional links of the institutional mechanism with business, economic, market and state mechanisms regarding the improvement of IMSRDBE. Tabl.:1. Refs: 12 titles.

Keywords: institutional mechanism; business mechanism; market mechanism; economic mechanism; state regulation mechanism.

UDC 351

Chechel, O. M. Transformation functions of state regulation on the condition of country's participation in integration formations / O. M. Chechel // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 145-151.

Abstract. Investigated the issues of transformation the functions of state regulation in context of globalization and strengthening the integration processes. These processes are objective and caused by the desire of countries to expand the economic, investment and other opportunities. On the example of EU considers restrictions and features of realization the basic functions that traditionally performs state. Since the integration processes are acquire new forms, we can predict the further transformation the functions of state regulation. Tabl.: 1. Figs.: 1. Refs: 10 titles.

Табл.: 1. Іл.: 1. Бібліогр.: 10 назв.

Ключові слова: глобалізаційні процеси; інтеграція; інтеграційні утворення, державне управління; функції державного регулювання.

УДК 338.2:351.82

Гонта, С. В. Ментальні детермінанти розвитку національної економіки України / С. В. Гонта // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 152-158.

Анотація. В статті обґрунтовується важливість врахування ментальних особливостей суспільства, для розвитку національної економіки на засадах поступової трансформації її структури до оптимального рівня. Зокрема, економічної ментальності: рис, які стосуються економічних процесів, однак які, за своєю природою є частиною загальних ментальних характеристик нації. Серед інших ментальних детермінантів виділені ті, що найбільше впливають на економічну діяльність: індивідуалізм, патерналізм, матеріалізм, заощадливість і антиолігархізм. Табл.: 1. Бібліогр.: 12 назв.

Ключові слова: національна економіка; структура національної економіки; економічна ментальність; ментальні детермінанти; етнометрія.

УДК 339.97; 351.82

Неботов, П. Г. Досвід провідних країн світу у побудові механізмів експортного контролю та на прями імплементації цього досвіду в Україні / П. Г. Неботов // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 159-164.

Анотація. Здійснено компаративний аналіз списків контрольованих товарів у провідних країнах світу. Представлено групування країн відповідно до правил та процедур державного експортного контролю. Проаналізовано нормативно-правові акти провідних країн світу на предмет економічного призначення та принципів політики у сфері державного експортного контролю. Встановлено особливості оперативного управління у сфері державного експортного контролю у США та країнах ЄС. Бібліогр.: 8 назв.

Ключові слова: експортний контроль; товари військового призначення; товари подвійного використання; експорт; імпорт; переміщення економічних активів.

УДК 339.1:339.562:63-027.3

Вдовенко, Н. М. Механізми та інструменти регулювання пропозиції в аграрному секторі економіки / Н. М. Вдовенко, К. В. Наконечна, В. В. Самсонова // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 165-169.

Анотація Обґрунтовано доцільність імплементації проекту національної версії КВЕД на базі NACE (Rev.2, 2006) та Центральної статистичної класифікації продукції за видами економічної діяльності, на базі CPA-2008. Доповнення дадуть змогу розрізнити показники виліву та вирощування продукції, сприятиме розвитку аграрного сектору в цілому. Бібліогр.: 11 назв.

Ключові слова: аграрний сектор; пропозиція; виробництво; держава; регулювання; ринок.

УДК 339.138

Якимчук, А. Ю. Регіональна інноваційна економіка: аспекти економічного розвитку / А. Ю. Якимчук, А. М. Валух, Л. М. Акімова // Науковий вісник По-

Keywords: globalization processes; integration; integration groupings; public administration; functions of state regulation.

UDC 338.2:351.82

Honta, S. V. Mental determinants of development of the national economy of Ukraine / S. V. Honta // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 152-158.

Abstract. The article substantiates the importance of taking into account the mental features of society, for the development of the national economy on the basis of a gradual transformation of its structure to an optimal level. In particular, the economic mentality: features related to economic processes, but which by its nature is part of the general mental characteristics of the nation. Among other mental determinants are those that have the greatest impact on economic activity: individualism, paternalism, materialism, economics and anti-oligarchism. Tabl.: 1. Refs: 12 titles.

Keywords: national economy; structure of national economy; economic mentality; mental determinants; ethnometry.

UDC 339.97; 351.82

Nebotov, P. G. Experience of leading countries in building mechanisms of export control and areas of implementation of such experience in Ukraine / P. G. Nebotov // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 159-164.

Abstract. A comparative analysis of the list of controlled products in the leading countries of the world is carried out. The grouping of countries is presented in accordance with the rules and procedures of state export control. The normative legal acts of the leading countries of the world on the subject of economic appointment and principles of policy in the field of state export control are analyzed. The peculiarities of operational management in the field of state export control in the USA and EU countries are established. Refs: 8 titles.

Keywords: export control; military goods; dual-use goods; export; import; movement of economic assets.

UDC 339.1:339.562:63-027.3

Vdovenko, N. M. Mechanisms and tools of supply regulation in agricultural sector of economy / N. M. Vdovenko, K. V. Nakonechna, V. V. Samsonova // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 165-169.

Abstract. The article substantiates the feasibility of implementation of the National versions of CKEA based on NACE (Rev.2, 2006) and Central statistical classification of products by economic activity, based on the CPA-2008. Proposed amendment will help to distinguish indicators of production and promoting the development of the agricultural sector. Refs: 11 titles.

Keywords: agricultural sector; supply; production; government; management; market.

UDC 339.138

Yakymchuk, A. Y. Regional innovation economy: aspects of economic development / A. Y. Yakymchuk, A. M. Valuyukh, L. M. Akimova // Scientific bulletin Polissia. -

лісся. - 2017. - № 3 (11), ч. 1. - С. 170-178.

Анотація. У даній роботі основні аспекти інноваційної діяльності було зроблено на прикладі Рівненської області. Кількість персоналу наукових організацій зменшилася майже в десять разів у порівнянні з даними 2015 г. Найбільш важливим є впровадження інноваційної продукції в промисловому комплексі Рівненської області, оскільки ці підприємства виділяють найбільш шкідливі речовини - свинець, ртуть, азот, вуглекислий газ і інші. Табл.: 11. Бібліогр.: 12 назв.

Ключові слова: інновації; регіональна стратегія; регіональні програми.

УДК 330.15

Якимчук, А. Ю. Природо-ресурсний потенціал, як перспектива розвитку / А. Ю. Якимчук, Р. Л. Навроцький, Н. Е. Ковшун // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 179-186.

Анотація. У статті проведено аналіз природо-ресурсного потенціалу на прикладі Рівненської області. Показано основне розміщення природних ресурсів області. Здійснено SWOT-аналіз використання природно-ресурсного потенціалу Рівненської області. Табл.: 2. Іл.: 2. Бібліогр.: 19 назв.

Ключові слова: природо-ресурсний потенціал; природні ресурси; мінерально-сировинна база.

УДК 332.122.009.12(477)

Захарченко, С. В. Продуктивність як базовий чинник конкурентоспроможності України та її регіонів (оцінка за методологією IMD-Lausanne) / С. В. Захарченко // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 187-192.

Анотація. У статті показано важливість нарощування продуктивності використання факторів виробництва для забезпечення високого конкурентного статусу країни і регіонів. Згідно з методологічними установками фахівців IMD-Lausanne представлено авторський підхід до оцінювання продуктивності як чинника міжнародної конкурентоспроможності країни та її регіонів. Наведено оцінку міжнародної конкурентоспроможності України та її регіонів за вагомими індикаторами загальної продуктивності, продуктивності за окремими секторами економіки та продуктивності в розрізі підприємств різних типів. Визначено стратегічні напрями підвищення міжнародної конкурентоспроможності України та її регіонів на основі зростання продуктивності економіки. Іл.: 1. Бібліогр.: 9 назв.

Ключові слова: продуктивність; конкурентоспроможність (країни, регіону); методологія IMD-Lausanne; фактор (субфактор) та індикатор конкурентоспроможності; рейтинг IMD.

УДК 332.334:631.11

Розум, Р. І. Підвищення ефективності використання земель сільськогосподарського призначення / Р. І. Розум, І. В. Любезна, О. Н. Кальченко // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 193-196.

Анотація. У статті розглянуто та структуровано проблеми ефективного використання земель сільськогосподарського призначення в Україні. Проаналізовано вплив еколого-економічних чинників на ефективність використання земельних ресурсів, що негативно впливають на якість і родючість землі. Бібліогр.: 5 назв.

2017. - Vol. 3 (11), P. 1. - P. 170-178.

Abstract. In this work the main aspects of innovation activity has been done on the example of Rivne region. As the result, the quantity of personnel of scientific organizations has decreased nearly tenfold compared with the data of 2015. The most important is the introduction of innovative products in industrial Rivne region. These enterprises emit the most harmful substances – lead, mercury, nitrogen, carbon dioxide and others. Tabl.: 11. Refs: 12 titles.

Keywords: innovations; regional strategy; regional programmes.

UDC 330.15

Yakymchuk, A. Y. Natural resources potential as innovative and investment development prospect / A. Y. Yakymchuk, R. L. Navrotskyi, N. E. Kovshun // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 179-186.

Abstract. The article analyzes the natural-resource potential of the Rivne region. The basic allocation of natural resources has been demonstrated. The SWOT-analysis of the use of natural resources potential of Rivne region have been completed. Tabl.: 2. Figs.: 2. Refs: 19 titles.

Keywords: natural-resource potential; natural resources; mineral raw materials

UDC 332.122.009.12(477)

Zakharchenko, S. V. Performance as a basic factor of competitiveness of Ukraine and its regions (the assessment is done according to IMD-Lausanne methodology) / S. V. Zakharchenko // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 187-192.

Abstract. The article shows the importance of increasing the productivity of using the factors of production to ensure a high competitive status of countries and regions. According to experts of IMD-Lausanne the author suggests his own approach to evaluating performance as a factor of international competitiveness of the country and its regions. An assessment of the international competitiveness of Ukraine and its regions is given considering significant indicators of overall performance, performance for individual sectors and performance in terms of business types. The strategic direction of increasing international competitiveness of Ukraine and its regions by enhancing the productivity of the county economy is offered in the research paper. Figs.: 1. Refs: 9 titles.

Keywords: productivity; competitiveness (country; region) methodology IMD-Lausanne; factors (sub factors) and an indicator of competitiveness; IMD ranking.

UDC 332.334:631.11

Rozum, P. I. Improving efficiency of using agricultural land / R. I. Rozum, I. V. Liubezna, O. M. Kalchenko // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 193-196.

Abstract. The article considers and structures the issues of efficient use of agricultural land in Ukraine. The influence of ecological and economic factors on the efficiency of land resources use negatively affecting the quality and fertility of the land is analysed. Refs: 5 titles.

Keywords: soil; land; agricultural land; agricultural production.

Ключові слова: земля; земельні ресурси; сільськогосподарські землі; сільськогосподарське виробництво.

УДК 338.24

Курмасв, П. Ю. Формування системи оцінювання ефективності державної політики підтримки інноваційного підприємництва / П. Ю. Курмасв, Е. А. Байрамов, С. М. Подзігун // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 197-203.

Анотація. У статті запропонована система оцінювання ефективності державної політики підтримки інноваційного підприємництва.

Сформовано критерії оцінювання ефективності державної політики підтримки інноваційного підприємства: бюджетний, економічний, інфраструктурний. Запропоновано рівні ефективності заходів державної політики підтримки інноваційного підприємства. Розрахунки інтегрального індексу засвідчили низький рівень ефективності державної політики підтримки інноваційного підприємства. Табл.: 2. Іл.: 1. Бібліогр.: 18 назв.

Ключові слова: інноваційне підприємництво; державна підтримка; бюджетне фінансування; ефективність.

УДК 338.45 : 658.589

Андрусів, У. Я. Оцінювання рівня інноваційної діяльності підприємств будівельної галузі / У. Я. Андрусів, О. Л. Гальцова // Науковий вісник Полісся. - 2017. - № 3 (11), ч. 1. - С. 204-215.

Анотація. З метою дослідження рівня інноваційної діяльності підприємств запропоновано методичний підхід, який передбачає п'ять блоків: 1) методичний; 2) інформаційний; 3) розрахунковий; 4) оціночний; 5) інтерпретація результатів. Сформовано систему показників на засадах концепції сталого розвитку, що дозволило впровадити їх поділ і деталізацію за трьома рівнями. За допомогою запропонованого підходу проаналізовано рівень інноваційної діяльності підприємств будівельної галузі Прикарпаття та здійснено їх позиціонування на основі інтегрального показника рівня інноваційної діяльності й запропонованого коефіцієнта економічного зростання. Табл.: 3. Іл.: 3. Бібліогр.: 18 назв.

Ключові слова: інноваційна діяльність; оцінювання рівня інноваційної діяльності; інтегральний показник; коефіцієнт економічного зростання; матриця позиціонування; будівельна галузь.

UDC 338.24

Kurmaiev, P. Yu. Creating a system of evaluation of efficiency of state support policy for innovative entrepreneurship / P. Yu. Kurmaiev, E. A. Bayramov, S. M. Podzihun // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 197-203.

Abstract. In the article evaluation system of efficiency of state support policy for innovative entrepreneurship has been represented.

Special criteria for evaluation of efficiency of state support policy for innovative entrepreneurship, which are precisely budget, economic and infrastructural criteria, have been formed. Efficiency levels of measures of state support policy for innovative entrepreneurship have been suggested. Calculations of integral index have demonstrated a low efficiency level of state support policy for innovative entrepreneurship. Tabl.: 2. Figs.: 1. Refs: 18 titles.

Keywords: innovative entrepreneurship; state support; government funding; efficiency.

UDC 338.45 : 658.589

Andrusiv, U. Ya. Evaluation of innovation activity of construction enterprises / U. Ya. Andrusiv, O. L. Galtsova // Scientific bulletin Polissia. - 2017. - Vol. 3 (11), P. 1. - P. 204-215.

Abstract. In order to study the innovative level of business, was proposed methodical approach which involves five blocks: 1) methodological; 2) digital data / informational; 3) calculation; 4) evaluation; 5) interpretation (reasonable assessment scale integrated parameter values). The system of indicators built on sustainable development conception allows it to introduce and detail the division them into three levels. The proposed approach was used to analyze the innovation activities of construction enterprises Carpathian and range them at the base of the integral indicator of innovation and indicator of economic growth that were proposed. Tabl.: 3. Figs.: 3. Refs: 18 titles.

Keywords: innovation activity; evaluation of innovation activity level; integral index; index of economic growth; matrix positioning; construction industry.

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ПРАВИЛА ОФОРМЛЕННЯ ТА ПОДАННЯ РУКОПISУ ДО ЖУРНАЛУ

1. Мова написання рукопису статті: українська, англійська, російська. У разі подання статті українською або російською мовами **обов'язкове надання перекладу статті англійською мовою** (відповідно до п. 2.9. Наказу "Про затвердження порядку формування переліку наукових фахових видань України" від 17.10.2012 р. № 1111).

2. Рукопис статті подається до редакції у формі:

– файлу рукопису надсилається на електронну адресу редакції nauk.visn@ukr.net у форматі "Автор - Назва статті". Рекомендується також надання копій сторінок у форматі **Adobe PDF** (або інших форматів за попередньої згоди редакції).

3. Рукопис статті супроводжується:

– **зовнішньою рецензією** із зазначенням наукового ступеня рецензента, вченого звання, посади, місця роботи (без скорочень), завіреною печаткою;

– **англомовним перекладом статті** завіреним фахівцем з англійської мови (бюро перекладів або викладачами англійської мови);

– **відомостями про автора (авторів)** (завантажити шаблон ви можете на сайті «Наукового вісника Полісся» у розділі «Правила оформлення та подання рукопису»);

4. Рукопис статті не має містити заборонених до друку матеріалів, оскільки журнал є відкритим джерелом інформації. За зміст статті та інформаційне наповнення несе відповідальність автор (автори) статті та експерти.

5. Форма подання статті:

– обсяг рукопису – 12-24 тис. знаків (як виняток, не більше 40 тис. знаків), включаючи рисунки та таблиці;

– кількість співавторів – не більше трьох.

– стаття повинна бути підготовлена за допомогою редактора **Word for Windows®** або сумісного редактора;

– рукопис повинен мати наскрізну нумерацію сторінок із вільним розміщенням нумерації в листі;

– **формат аркуша** – А4 (210×297), орієнтація сторінки – «книжна»; поля: **ліворуч** – 2,5 см; **праворуч** – 2,5 см;

зверху – 2,5 см; **знизу** – 3 см; **переплетіння** – 0 см; **інтервал між рядками** – 1,5 пт.; інтервал між абзацами «до», «після» – 0 пт; відступи «праворуч», «ліворуч» – 0 пт; відступ першої строчки – 1,27 см;

– рисунки, фотографії, графіки слід **вставляти** в текст статті **як об'єкт**. Положення об'єкта – «в тексті»;

– рисунки, створені у вбудованому у WinWord редакторі рисунків, слід подавати як згруповані об'єкти.

– рисунки та таблиці не повинні розривати речення в абзаці, тобто вони мають бути розташовані після того абзацу, в якому на них робиться перше посилання в тексті.

6. Фізичні величини повинні подаватися в одиницях системи СІ.

7. Текст рукопису має бути побудований за загальноприйнятою схемою українською (або мовою статті) та англійською мовами:

- **індекс УДК** у верхньому лівому кутку листа (Times New Roman, 14 пт.) та англійською мовою (**UDC**);

- **ініціали та прізвища авторів** у верхньому правому кутку листа українською (або мовою статті) та англійською мовою (Times New Roman, 14 пт.). Порядок подання: **ім'я, по-батькові, прізвище**;

- **науковий ступінь, вчене звання** українською (або мовою статті) та англійською мовою (Times New Roman, 14 пт.). У статті **не потрібно** вказувати назву факультету або кафедри, де працює автор (або автори);

- **порожній рядок** (Times New Roman, 14 пт.);

- **назва статті** - великими літерами, по центру українською (або мовою статті) та англійською мовою (Times New Roman, 14 пт., **жирний**). Назва статті подається без використання вузькоспеціалізованих скорочень, крапка в кінці назви не ставиться;

- **порожній рядок** (Times New Roman, 14 пт.);

- **анотація структурована** (1500-2000 знаків) українською (або мовою статті) та англійською мовами (Times New Roman, 12 пт., *курсив*); **анотацію не потрібно розміщувати на окремому листі**. Анотація повинна містити стисле формулювання змісту статті, не повторювати назву статті. Загальна структура анотації повинна містити:

- актуальність теми дослідження (**Urgency of the research**);

- постановка проблеми (**Target setting**);

- аналіз останніх досліджень і публікацій (**Actual scientific researches and issues analysis**);

- виділення недосліджених частин загальної проблеми (**Uninvestigated parts of general matters defining**);

- постановка завдання (**The research objective**);

- викладення основного матеріалу (**стисло**) (**The statement of basic materials**);

- висновки відповідно до статті (**Conclusions**);

- **порожній рядок** (Times New Roman, 14 пт.);

- **ключові слова** (3-10 слів) українською (або регіональною мовою) та англійською мовами (Times New Roman, 12 пт., *курсив*);

– **актуальність теми дослідження** (Times New Roman, 14 пт.);

– **постановка проблеми** (Times New Roman, 14 пт.);

– **аналіз останніх досліджень та публікацій** (Times New Roman, 14 пт.);

– **виділення недосліджених частин загальної проблеми** (Times New Roman, 14 пт.);

– **постановка завдання** (Times New Roman, 14 пт.);

– **виклад основного матеріалу** (можливий розподіл на підрозділи) (Times New Roman, 14 пт.);

– **висновки** відповідно до статті (Times New Roman, 14 пт.);

– **порожній рядок** (Times New Roman, 14 пт.);

– **література** (Times New Roman, 12 пт., **жирний**, по центру), обсяг до 10 джерел, детальна інформація щодо оформлення – п. 7;

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для транслітерації радимо використовувати наступні сервіси:

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7. Літературні джерела, що цитуються, повинні бути пронумеровані відповідно до порядку звертання до них у тексті. Посилання на джерело подається у квадратних дужках, наприклад: «... відомо з [4]. ...» або «... розглянуто у [4, С. 203] ...». Список літератури наводиться наприкінці статті відповідно до порядку звернення по тексту на мові оригіналу та згідно з ДСТУ ГОСТ 7.1:2006 «Система стандартів з інформації, бібліотечної та видавничої справи. Бібліографічний запис. Бібліографічний опис. Загальні вимоги та правила складання».

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9. Автор (автори) може бути ознайомлений з коректурою статті. Зміна верстки автором, за виключенням виправлення помилок, не допускається. Виправлену та підписану коректуру слід повернути до редакції протягом двох днів після її отримання.

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11. Робота, що не відповідає вищезазначеним вимогам, буде повернена секретарем редколегії.

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DISTINCTIONS AND FEATURES OF ISO 9001:2015 STANDARD IMPLEMENTATION IN THE CONTEXT OF SOCIAL AND STRATEGIC DEVELOPMENT OF ENTERPRISES

ВІДМІННОСТІ ТА ОСОБЛИВОСТІ ВПРОВАДЖЕННЯ СТАНДАРТУ ISO 9001:2015 В КОНТЕКСТІ СОЦІАЛЬНОГО ТА СТРАТЕГІЧНОГО РОЗВИТКУ ПІДПРИЄМСТВ

Urgency of the research. *In terms of globalization of business and trade, when even the concept of "crisis" becomes global, the desire for continued growth and development becomes the most important and top priority.*

Concerning this, questions about more efficient, rational management, certification, quality management systems, including the ISO 9001 standard arise lately.

Target setting. *The quality and quantity of products are the most important indicators of the final result of the enterprise. Therefore, one should keep in mind the strategic importance of the tasks to be solved such as moral, social and political aspects not only organizational, managerial, economic, technical, industrial and consumer aspects of the problem. The problem of improving quality should be a state priority.*

Actual scientific researches and issues analysis. *Such well-known scientists as A. Glichev, M. Kruglov, I. Kryzhanivsky, A. Lositsky, T. Korneeva, E. Korotkov, A. Feigenbaum, G. Taguchi, E. Shilling, H. Wadsworth, T. Seifi, Y. Rebrin has made a significant contribution to the development of the theory, methodology and history of product quality management.*

Uninvestigated parts of general matters defining. *At the same time very few of scientific papers highlights the peculiarities of quality management systems based on the new version of the ISO 9001:2015 international standard implementation. New requirements of this standard as well*

Актуальність теми дослідження. *В умовах глобалізації бізнесу та торгівлі, коли навіть поняття «криза» набуває світового характеру, прагнення до постійного зростання і розвитку стає найбільш важливим і першочерговим.*

У зв'язку з цим, останнім часом, виникають питання про більш ефективне, раціональне управління, сертифікацію, системи управління якістю, в тому числі стандарт ISO 9001.

Постановка проблеми. *Якість і кількість продукції є найважливішими показниками кінцевого результату діяльності підприємства. Тому слід мати на увазі стратегічне значення вирішуваних завдань: не тільки організаційно-управлінські, економічні, технічні, виробничо-споживчі боку проблеми, а й моральні, соціальні і політичні аспекти. Проблема підвищення якості повинна стати державним пріоритетом.*

Аналіз останніх досліджень і публікацій. *Значний внесок у розвиток теорії, методології та історії розвитку управління якістю продукції зробили відомі вчені: А. Глічев, М. Круглов, І. Крижанівський, О. Лосицький, Т. Корнеєва, Е. Коротков, А. Фейгенбаум, Г. Тагучі, Е. Шилінг, Х. Вадсвордт, Т. Сейфі, Ю. Ребрін.*

Виділення недосліджених загальної проблеми. *У той же час недостатньо наукових праць висвітлюють особливості впровадження систем управління якістю на основі нової версії міжнародного*

as its differences from the previous version require researching.

The research objective. To study the features of the new version of the ISO 9001:2015 international standard, compare it with the previous edition of ISO 9001:2008 one and highlight the key differences.

The statement of basic materials. In the article the peculiarities of implementation of the ISO 9001:2015 standard are considered. A comparative characteristic between versions of the 2008 standard and 2015 one is conducted. It is established that the main differences concern principles of quality management, structure of the standard, terms and definitions, requirements of the standard.

Conclusions. The ISO 9001 certificate for the quality management system does not guarantee the quality of the product or service provided. Designing and obtaining the ISO 9001 certificate serves as a kind of trust instrument.

Keywords: ISO 9001:2015; ISO 9001:2008; quality management system; risk; process.

стандарту ISO 9001:2015. Потребують дослідження нові вимоги, визначені даним стандартом, а також його відмінності від попередньої версії.

Постановка завдання. Дослідження особливостей нової версії міжнародного стандарту ISO 9001:2015, порівняння його з попередньою редакцією ISO 9001:2008 та виділення ключових відмінностей.

Виклад основного матеріалу. У статті розглянуто особливості впровадження стандарту ISO 9001: 2015. Проведено порівняльну характеристику між версіями стандарту 2008 року та 2015 року. Встановлено, що основні відмінності стосуються: принципів менеджменту якості, структури стандарту, термінів та визначень, вимог стандарту.

Висновки. Сертифікат на систему менеджменту якості ISO 9001 не гарантує якості виробленої продукції або наданої послуги. Оформлення та отримання сертифікату ISO 9001 служить в якості своєрідного інструменту довіри.

Ключові слова: ISO 9001:2015; ISO 9001:2008; система управління якістю; ризик; процес.

Актуальність теми дослідження. Підвищення якості продукції в умовах конкурентного середовища є однією з найбільш важливих і складних завдань для будь-якого виробника товарів і послуг...

Постановка проблеми. В сучасних економічних умовах основним завданням підприємств є підвищення конкурентоспроможності на ринку...

Аналіз останніх досліджень і публікацій. Значний внесок у розвиток теорії, методології та історії розвитку управління якістю продукції зробили відомі вчені...

Виділення недосліджених частин загальної проблеми. У той же час недостатньо наукових праць висвітлюють особливості впровадження систем управління якістю на основі нової версії міжнародного стандарту ISO 9001:2015...

Постановка завдання. Дослідження особливостей нової версії міжнародного стандарту ISO 9001:2015, порівняння його з попередньою редакцією ISO 9001:2008 та виділення ключових відмінностей...

Виклад основного матеріалу. Аббревіатура ISO розшифровується як International Organization for Standardization (Міжнародна Організація по Стандартизації). Це організація, яка є ...

Висновок. Основними відмінностями стандарту ISO 9001: 2015 від попередньої версії стандарту стали...

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