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ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

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SOCIAL AND ECONOMIC PROBLEMS OF CRONY CAPITALISM SYSTEM

The article is devoted to the issue of crony capitalism system in the different countries of the world. Globalization and technological boom increase the income gap of different segments of the population. The main reason of economic inequalities in many countries of the world is the strong links between government officials and business structures. The new type of economic system which is called crony capitalism undermines the centuries-old tenets of a free market economy. The article provides the systematization of all negative effects of this type of economic system in the world.

Merger of bureaucracy with business structures has placed this problem as one of the most urgent issues at present. Globalization and technological boom only increase the income gap of different segments of the population. Also, we are living in the age of plutocracy. It is especially

noticeable in comparison welfare of the uppermost layers of the population and all the rest. The most obvious examples of this fact are the USA and the UK, but this is a global phenomenon, peculiar to communist China, post-communist Ukraine and Russia, India and Canada. We see it even in such favorable democratic countries like Sweden, Finland and Germany.

The main reason of all economic inequalities is the strong links between government officials and transnational corporations. The last one has enormous resources of influence on people's social and business life in the country. Today the main problem of all economic activity in the world is new type of system, which is called crony capitalism, undermines the centuries-old tenets of a free market economy.

It is widely agreed that crony capitalism generates significant economic rents, which result in a misallocation

of resources and lower incentives for wealth creation. In addition, the corruption that accompanies cronyism constitutes a considerable impediment to growth and development. The most damaging aspect of crony capitalism is its tendency to discourage equitable distribution of resources and income at a time when such traits are central to economic success. Crony capitalism promotes monopolization of economy, the growth of social injustice and inequality, creating obstacles for development of entrepreneurship, degradation of healthy competition and provokes corruption.

There are one of the two opposing solutions that have been put forth to prevent crony capitalism. That solution is to increase government regulation of businesses. Opponents of this option however point out that large corporations and the politically well-connected have too much influence on the legislative process because, more often than not, the politicians and gov-

ernment bureaucrats involved in that process are not able to withstand that influence. The second solution to truly stifle the mechanisms of crony capitalism is to remove the ability of the government to hand out favours and create transparency and openness in government spending. It is necessary to prevent corruption by using of effective anticorruption practices of the world countries. These measures will lead to a more transparent and equitable distribution of income that helps to improve the welfare of the population and increase the rating of the country in many respects, including the ease of doing business. Thus, in the absence of crony capitalism, the economy is based on free market economy and as a result it leads to more competitive ability. Until this problem has a tendency to increase. In near future we will have more questions and discussion of solving this problem because crony capitalism will become a global problem.

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BACKGROUND NEED TO DEVELOP A METHODOLOGY FOR ASSESSING THE EFFECTIVENESS OF IMPLEMENTATION OF ELECTRONIC GOVERNANCE

The article analyses the backgrounds, develops methods of evaluating the effectiveness of implementing e-government. It's systematized the factors that necessitated quantify the impact of ICT on the development of the national economy. It's systematized the factors that should be used to measure the effectiveness of the e-government programs.

The transformation of the international community in the new formation based ICT program implementation caused the creation of e-government national economies. The basis of the program of e-government need to put the principle of effectiveness as a rational relationship between the cost of an information system "Electronic Government" and target effects achieved through its operation, and they can have not only economic but also social in nature, aimed at improving public welfare.

The necessity of a comprehensive approach to assessing the economic effectiveness of the implementation of e-government, taking into account the accumulated international experience and features of e-government in Ukraine.

It's systematized the factors that necessitated quantify the impact of ICT on the development of the national economy.

Systematized factors to be used measuring the effectiveness and efficiency of program implementation of e-government. Evaluation of potential information should be conducted as proposed at the OECD and the KOF Index of Globalization indicators system, and so using the technique of evaluating the effectiveness of attracting ICT development which is the most important trend in modern economic theory.

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THE ESSENCE OF THE NOTION „ENTERPRISE ECONOMIC ADAPTABILITY”

Article researches the existing scientific approaches to the understanding of notion „enterprise economic adaptability”. It's defined the existing scientific approaches to the common approach to this term definition. It's improved the definition of notion „enterprise economic adaptability”. It's classified the types of enterprise adaptability in dependence on the parties of its functioning: industrial, financial, labour, investment and innovation. Each type of adaptability characterizes the company's ability to adapt to changes in the internal and external environment in the plane of the particular aspects of its operation.

Commercial enterprises are forced to performance own activity in the conditions of hard competition in political and economic crisis. The negative factors influence of external environment. In such realties, the question of organizational flexibility takes place absolutely in all branches of national economy. In these realties issue of flexibility of the organizational structure of enterprises, their capacity to adapt to dynamic conditions both internal and external environment

functioning acquire special significance.

Study of the concept of „adaptability” is dedicated to a number of scientific works of domestic and foreign scientists. In most cases, this category is considered in the plane subject specific studies and common approach to the interpretation and still does not exist.

It is necessary to distinguish between conceptions of „adaptation” and „adaptability” in the interpretation of the first Keyword can be considered a „process”, the second – „capacity” or „capacity”.

An interpretation of the category of „economic adaptability of enterprises”, which, unlike the existing ones, including the following, depending on the side of the enterprise, industrial, financial, labour, investment and innovation. Each type of adaptability characterizes the company's ability to adapt to changes in the internal and external environment in the plane of the particular aspects of its operation.

Further research should be directed to the study of factors affecting economic adaptability of enterprises and formation methods of analysis and evaluation.

WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

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STRATEGIC PARTNERSHIP OF UKRAINE: DECLARATIONS AND REALITIES

The strategic partnership of cooperation is a higher step than conventional relationships. Conditioned by specific interests of the parties, such cooperation is possible between those partners who have mutual territorial claims and have mutual commitment to the territorial integrity. At the same time with many partners (it's quantity is about 20), Ukraine has no simple partnership and cooperation, a lot of them received the status of "strategic partners, but often they are not the states, whose national interests in strategic areas corresponds to the current interests of Ukraine. It should be noted that today among the countries that have been declared as the strategic partners of Ukraine, not all of them support national interests in the present. Ukraine, appeared as an independent state, began use

new methods of international cooperation, without adequately developed strategy for their use. Some problems facing the country, can be solved, other must be taken into account in determining its development strategy. Therefore, the subject of the research is global and specific problems that consider issues of economic security and partnership in Ukraine in modern conditions.

The objective of the paper is to study options for a strategic partnership in Ukraine by improving the institutional mechanism to coordinate the integration processes. The article is based on studies of foreign and domestic scientists.

Formation of effective international cooperation of Ukraine in the context of globalization, the choice of strategic partners on the basis of mutually

beneficial cooperation, is carried out.

Results: the analysis of Ukraine's cooperation with Russia; the features of the largest modern regional associations; reasonably objective

need for Ukraine's integration into the regional associations; recommendations on the necessary measures to accelerate the process of deepening Ukraine's integration with the EU.

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USING OF INTERNATIONAL EXPERIENCE FOR QUESTION SOLVING OF ENTERPRISE FINANCIAL SECURITY

The article is dedicated to the searching of efficient providing in financial security of domestic enterprises which needs the analyses, possibilities evaluation, use of international experience of these solving and defining its directions to adaptations for conditions in Ukraine. This analysis is provided by world experience accumulation which in international practice is carries out within of anty-crisis management. It's considered the experience of Central and Eastern European Countries and Russia. It's defined the possibilities of its use in Ukrainian conditions.

Last times, it's strengthened the scientists and practices attention to the problem of world experience potential use for financially-economic problems solving. During last decade, it's increased the number if scientific works are directed to the evaluation of crisis condition and performance of enterprise financial management. These aspects were reflected in the works of B. Brodskyi, S. Hlazkova, Ye.

Yershlo, O. Zharkovska, N. Nikitina, O. Protskina and others. The essential volume of experience is connected to statutory and legal bases of insolvency regulation. L. Kuznetsov, V. Kuleshov, I. Minakova, O. Sviridenko have the greater achievements in this direction. But without of scientific researches, it's remained the problem of mechanisms adaptation and methods by the liquidation of financially-economic problems to domestic conditions which decreases the efficiency of its implementation.

By the adaptation of world experience in antycrisis management, it should be considered that got experience in enterprise regulation is carried out in formed market economy in the conditions of active market laws are based on market competitiveness in relatively stable socially-economic situation the bankruptcy is understood as the element of efficient and active mechanism of market economy, is directed to the removal from the market of weak counterparties.

ECONOMY AND OPERATION OF NATIONAL ECONOMY

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MARKETING ADAPTIVE MANAGEMENT OF BUILDING BRANCH OF UKRAINE

Article considers the marketing approach to the state building branch regulation. Author offers the model of marketing adaptive management includes informative, innovative, interactive marketing. The essential elements of marketing adaptive management are presented in the article.

The state building branch management on the base of marketing principles, it acts as a current task of the present time. The particular importance is the problem of improving the coordination of development processes in all industry players and efficiency management decision-making for the implementation of strategic and operational objectives. The value of the theoretical and practical developments in the formation of an effective marketing strategy is growing; it's given the strategic importance of the construction industry for the development of the national economy.

Marketing adaptive regulation as the conception in building branch management makes an accent to the orientation of all unity in commercial functions (production, sales, human resources, management, etc.) for the satisfaction of concrete market demand of different target groups. In this case, the marketing conceptions are the main target functions define all aspects of branch activity.

The model of building branch adaptive marketing management, which reflects the impact of external and internal stimuli, and includes a unit of market research and the block of the overall process of adaptive marketing management: goal setting, strategic planning, simulation and operational planning, distribution of powers, the implementation of technology, organization of activities, predictive regulation and marketing control, monitoring with the possibility of adjusting the operational models and tactical plan.

ECONOMY AND ENTERPRISE MANAGEMENT

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ECONOMIC ENERGY OF CORPORATIONS

The appearance of transnational corporations (TNCs) was mostly caused by internationalization of production and capital on the basis of productive forces development that outgrow national borders. Production and capital internationalization gains a character of economic relations expansion through creating numerous overseas branches and national transnational corporations by the largest companies. The capital export is becoming a major factor in international corporation formation and development. The specific

causes of TNCs appearance are their cost-effectiveness due to large scale production in a number of industries. The necessity to survive in stiff competition promotes production and capital concentration internationally. As a result, activities on a global scale become justified, therefore it is possible to reduce production costs and gain profit. The article examines the corporate business development in modern conditions. The article also analyzes the peculiarities of transnational corporations, as well sets objectives and their develop-

ment. A range of problems faced by the system of internal relations within the modern corporation was outlined. In the context of international business globalization, the most appropriate strategy of corporate diversification becomes a means to obtain additional benefits from the synergies arising between types of businesses or between businesses and individual corporate parent structure. The article draws parallels between the basic laws underlying the foundation and functioning of modern corporations and the basic physical laws. Any physical, economic, social and political forms of energy interactions arise out of nothing and do not disappear, but are only converted from one form to another. The article discusses the interaction of energy systems from the point of view of the energy conservation law

and from the possibility of extracting scientific and practical use.

TNC regulation is the powerful mechanism of influence to the economic state development because it gives the possibility focusing the essential material, financial, and human resources for scientifically-technical and commercially-productive problems solving. TNC development in Ukraine has encouraging to change and improvement property structure and external investments attraction. So in the modern dynamic conditions its important is management in sub-companies and securities companies' administration need more attention to this question because the whole company profitability depends on this. TNC activity modelling by physical laws of transformation certain energy to other helps in foreseeing some processes on which the TNC activity is based.

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METHODOLOGICAL APPROACH TO THE DEFINING OF SYNERGETIC EFFECTS IN INTEGRATION AGREEMENTS

In article methodical approaches to definition of synergetic effect in integration agreements are proved in the industry. Comparison of definitions of concepts economic effect and synergetic effect is carried out. The main definitions of the term "synergy" are given. The attention is focused on expediency of application in synergetic approach at implementation of integration agreements as it gives the additional benefits to the enterprise in competitive environment.

The domestic economy is characterized by prevalence of integration tendencies of separate business units, especially in the industry. The analysis of the modern market allows drawing a conclusion on the prompt growth of interest to integration transactions that is confirmed by increase in their number. And, therefore, practical application of new progressive approaches to the organization of activity of the integrated

business units, one of which is synergetic approach, will help to make the correct and effective administrative decisions in the competitive environment.

In the modern economic environment, merge and absorption are one of the most important mechanisms of business cost growth, increase of efficiency, competitiveness, diversification of risks and optimization of investment portfolios due to synergetic effect achievement.

Activity in the Ukrainian market of merges and absorption is rather big. At the same time it should be noted that at implementation of integration very many mistakes are made. Thus, if in the course of the integration agreement it is possible to create strong economic structure in which all components of administrative, production and social processes work harmoniously and purposefully, that is synergetic, taking

into account requirements and character of external environment, stability and stability of such enterprise and will be reflection of his competi-

tiveness in the market. So, the question of synergy effect merges manifestation or absorption has strategic character.

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DEVELOPMENT OF MANAGEMENT SYSTEM IN BUILDING ENTERPRISE EFFICIENCY ON THE BASE OF MODERN METHODS IN EXPENSES REGULATION

The article is dedicated to the management system in building enterprise efficiency in the conditions of internal and external environment instability. It's developed the calculation method of expenses structure changes in building enterprise to the efficiency indicator. It's presented the thresholds of constant and changeable expenses interrelations which may negatively influence to the carries out work efficiency.

Particularly the management logics may be formalized because of this the modelling works above efficiency of enterprise potential using carry the progressive character. But the management field is never fully formalized. Moreover, a lot of management things can't be authorized by rules, laws and principals. In the modern period of enterprise efficiency formation, it depends on the ability of adapting to the environmental changes. Companies should study the flexibility in business processes management i.e. to be able

to intime reaction to the changes in world, internal or branch markets.

Last years in the same time with the number of frozen objects, the constant expenses for their maintenance caused the evaluation changes at the ending. As it's known the volume changes of building and mounting works causes the relational decreasing (by their increasing) or increasing (by decreasing) of conditionally-constant expenses. The certain load of conditionally-constant expenses for every building organization is different what's why it's difficult to find influence function in interrelation of constant and changeable to the efficiency of building and mounting works.

The methodology of calculation in influence of expenses structure in building expenses to the efficiency indicator is presented. It's shown the thresholds of constant and changeable expenses interrelations which may negatively influence to the carries out work efficiency.

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DIRECTIONS OF PROVIDING THE FUNCTIONING STABILITY IN BUILDING ENTERPRISE

In the article the directions to ensure sustainability of construction companies are discovered. The basis of management stability through adaptation to changing economic conditions reviewed scientific approaches such as systemic, situational, process, scenario, and complex. Determined results are obtained in the enterprise adaptation to environmental conditions that change.

The important characteristic of enterprise external environment is the level of its uncertainty which is expressed in the stability level. The stable economic environment would provide the more suite external conditions where they function. It's mentioned the building branch which has the list of specific features and characteristics which carry the special functioning conditions.

The enterprise adaptation to the conditions of external environment which changes and foresees such

results getting: realization production volumes; timely provision of necessary company resources (financial, raw materials, labor); implementation of existing agreements in this period with contractors and making new commercial agreements in view of the crisis conditions; avoid increasing the cost of construction products; make effective pricing and assortment policy taking into account the crisis conditions; make effective personnel policies and stimulating the enterprise; maintain the already achieved level of competitiveness and the enterprise as a whole; achieve planned results and financial regulations of the indicators that characterize them.

The reaching of above said results, the adaptation mechanism to the crisis conditions should be able influencing according to the crisis conditions changes and occupy all spheres of enterprise internal environment

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DEVELOPMENT ASPECTS OF OUTSOURCING USE IN THE ENTERPRISE ACTIVITY

Article discovers the aspects of development in outsourcing using in the enterprise activity. It's defined three main stages of this category researching: understanding the accumulated knowledge of the necessity of the labor division at different levels of the economic system; practical implementation of outsourcing the content; the formation of the world market of outsourcing services.

In the modern conditions of Ukrainian development, the questions on the business efficiency become especially popular. Thus the need for changes is influenced by such factors as the expansion of foreign companies increasing demands for quality products, a significant depreciation of fixed assets of production and the high cost of new equipment. The need to find ways to increase profitability analysis requires new forms of activity, including a key outsourcing is that in Ukraine formed relatively recently,

which is not the economically developed countries.

The researching of the development aspects in features of outsourcing use in the enterprise activity tells about complex studying in this category and its main types. The analysis of domestic and foreign researches of concept „outsourcing” showed that almost they all have special base – outsourcing relationships arising from the transfer of certain functions of the client outsourcing to outsourcer. Outsourcing is one of the modern entrepreneurship models which provides the additional competitive advantages. Considering the specificity of domestic enterprises and the need to develop knowledge-based economy, special attention should be focused to outsourcing in science and technology activities, which will enable enterprises to order the development of innovative products and satisfying consumer's demands.

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OUTSTAFFING USE FOR INCREASING EFFICIENCY IN UKRAINIAN ENTERPRISES

The article is dedicated to the essence and meaning of outstaffing use for expenses decreasing and increasing the efficiency of Ukrainian enterprises. It's defined the comparative characteristics of outsourcing and outstaffing. The special attention is paid to the advantages and disadvantages of outstaffing use. It's given the calculating the cost of outsourcing per employee.

By the modern conditions of slowing the growth tempts in the branches majority of national economy, in particular, building which causes the decreasing of profitability of construction companies, is permanent and thorough analysis of costs and develop ways of reducing them can have maximum impact on profits. The especial attention in crisis and postcrisis conditions is paid to implementing of outsourcing and outstaffing schemes.

Process control construction enterprises is complicated by seasonal work, a lot of positions assortment of building materials, component parts, and the lack of qualified personnel. All of these factors lead to downtime, disruption of timing of orders, poor quality of the finished work.

Today alternatives reduce labor costs and improve the quality of work performed can be staff leasing, outsourcing and outstaffing. These new forms of work with the staffs enable increasing employment, optimizing the number of employees in the company and reduce costs for the employer and staff performance of individual business processes.

It's expected that in the nearest decade, outsourcing will became one of most important factors of economic development. Its blossom is connected with the rapid development of Internet industry, IT technologies and so on. In Ukraine the offshore programming is the fastest growing form of outsourcing. For Ukrainian outsourcing companies it's positive in that Western companies are not only provided jobs but also attracted students to work simultaneously supporting universities.

Because the outsourcing and outstaffing services have the interbranch character, it's necessary to prove and to define the features of outsourcing and outstaffing processes for building branch.

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CRITERIAL INDICATORS FOUNDATIONS BY THE EVALUATION OF BUILDING ENTERPRISE DEVELOPMENT

The article is dedicated to the defining and foundations of criterial indicators by the evaluation and encouraging the stable development of building enterprise. It's defined the enterprise functioning efficiency which is estimated with the help of indicators characterize their financial condition and its separate elements (solvency, profitability, capital structure, turnover, etc.). It's analyzed the methodological approaches which got the level of practical recommendations and may be used by building enterprise with the purpose of efficiency increasing in its economic development.

Many of development issues in Ukrainian enterprises are settled in recent years. Market conditions that are constantly changing, the objective of increased competition in the market of construction products in the course of time require in-depth study of construction companies. So,

a few years ago, it were particularly relevant research on the restructuring and privatization of construction companies adapt to new market conditions and the introduction of anti-crisis measures. Now, in our opinion, many construction companies press to the availability of economic mechanism. Providing consistent, sustained, continuous growth of individual businesses is important for both the construction industry and the economy as a whole.

The existing of the large number of evaluation indicators from the one point of view may be considered as the positive moment, that's why in market conditions every conditions has a rights to form independently their optimal system; but other sides, such richness causes the appearing of certain difficulties which are connected with the difficulty coordination obtained by a variety of indi-

cators and often ambiguous results. Because of this, it's advisable to define the separate evaluation indicators in correspondence with economic parameters of financial, investment, operations, subjecting them to the main index. Presented system forms the base for future sit-

uational interpretation, parameters estimation in financial position and adequate decision-making, and creation the basis for building diagnostic systems accessing the probability of bankruptcy, their creditors and competitiveness, investment attractiveness and more.

DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

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PROBLEMS OF PROVIDING THE ECONOMIC SAFETY OF STATE DEVELOPMENT IN MODERN CONDITIONS

The article is dedicated to the modern condition of Ukrainian economy development and dangers to its economic safety. Economic safety providing is considered as one of the most important national priorities in national economy development. According to the main directions of economic safety, it's classified its indicators and level.

In the modern conditions for our state, the most actual problem is the defining of the factors which carry danger to economic independence, stability and economic safety providing in future development.

Last two years are defined as the most difficult in our state development from the moment of its independence getting. Positive and negative changes and actions which take place

in the whole society, world collaboration, within our state put on the daily the issue of sovereignty, territorial integrity and independence, unfortunately, the issue of war and peace, opportunities for further development and, of course, economic security. By this, it seems that the majority of actions and problems appear, repeat and instead of been foresaw, we got the problems solution for which there are no mechanisms or desire to regulate and resolve, and therefore dangerous to impede the progress made in all areas of the national economy.

The carried out analysis tells about state economy which is in the condition of deep crisis which is the danger to national and economic security. Considering the fact that the level of economic security is determined

by the performance indicators of the approach to the critical values, the situation in all areas is considered critical, or on the verge critical. Especially dangerous, she has developed in the last two years and not only because of the events in the east. The main reason, in our view remains a political crisis, which continues which lost hope of improvement in the economic situation. At a time when public debt is 98.2% of GDP, no IMF loan can't save the country and ensure its development, as each subsequent tranche will be used for payments on previous loans, the funds received will not be able to restart the economy. Survival may be ensured and development – not. In this case, you must rely on their strength and capabilities. It is nec-

essary to urgently resolve the political crisis and efforts directed to the development of the economy, which should be really new, high-tech, independent, competitive and efficient.

It should be noted that there are all preconditions for this. There is approved by the President of Ukraine, the National Security Strategy, the Presidential Decree "On the strategy of economic and social development of Ukraine", Ministry of Economic Development and Trade developed guidelines for the calculation of economic security of Ukraine. [12] Only the situation is not improving but deteriorating, which is catastrophic threat irreversibility of many processes, inability to solve problems of development in the short term.

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ON THE PERSPECTIVES IN DEVELOPMENT OF BUILDING ENTERPRISE IN UKRAINE

The article is dedicated to the factors research which influence to the activation of building branch enterprises development. Among the most effective factors it's outlined the factor of external (state) influence. It's defined that building cost is the generalizing criterion thanks to the control over which it's ensured competitiveness of construction products is the cost of construction.

Encouraging enhancing the construction enterprises production is a priority of economic policy, which determines the prospects of the manufacturing sector of the national economy. The conditions of the construction operation industry is also defined financial policy and commercial banks, industry size and proportions of investments, the nature of construction objects (their size, complexity and technical level) as well as a number of requirements that apply to construction, including major of them – the duration of the investment cycle and quality construction products.

In turn, the development of domestic enterprises in the construction industry is largely dependent on the capabilities and limitations related to

the crisis situation in the economy: the financing of development production base construction, supply of construction equipment, advanced materials, products and structures, as well as human resources. So a key aspect in the development of areas that are implemented in the industrial and business enterprises of the construction industry, especially those engaged in construction work, is the cost of construction.

The use of legislative and executive instruments effective administrative, legal and economic will begin the process of reducing the cost of construction, which should be the basis for first substantial simplification of licensing procedures of land allotment, design and operation of buildings.

It is the state, where it's given the social nature of the construction industry, designed to provide solutions relevant issues and create favorable conditions for increasing the production activity of enterprises of the construction industry. For its part, the substantial increase in state support for construction companies motivation for finding the real means to reduce the cost of construction.

DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS

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ORIGINS OF SOCIAL INNOVATION FORMATION IN TRANSITION ECONOMY

Purpose of the work is determination of the essence, source base and mechanism of formation of "social innovation" under the conditions of the transitional economy with a market mechanism for ensuring activity in the territory of countries, engaged in the development of a social state.

To solve this problem, a number of scientific methods was used, such as analysis and synthesis during the critical evaluation of approaches of domestic and foreign authors regarding the nature of "novation", "developments" and "innovation", system and structural in the design of the mechanism of cyclic renewal of the institutional content of the regulation system of social development, summarizing in justifying the conceptual terminological apparatus of social innovation, and in particular gradual clarification of the social innovation formulas, abstract and logic when making theoretical generalizations and forming conclusions.

Results of the study lead to the need of introducing the term "social" in the scientific and practical use, as normalized inequality in the society to the limits that define the motivational aspects of work, and "innovation" as changes that are generated within the social and economic system. Social innovations were proposed to be interpreted as solutions that can change directly or indirectly selectively fixed institutions in different sectors of the national economy of the country at the appropriate stage of the socialization transformations with compulsory positivization of the social status of subjects of social and economic processes through constructs of mitigation of the revenue and income inequality. It has been proved that the source base of the social innovation is social traditions, which by virtue of multi-purpose certainty are associated with metamorphic feature and stochasticity of a

set of proposals of social innovations and their destructive constructs.

Organization of the conceptual and categorical apparatus of the social innovation will promote to justification of social policy measures and will exclude from the practice of managing the situation regarding a

non-professional solution of problems of ensuring public progress.

The scientific and practical significance of developments means that they provide a basis for theoretical and methodological justification of processes of social innovation, and should change for the better and welfare.

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FREQUENCY OF THE INSURED RISK OCCURRENCE AND SEVERITY THEIR CONSEQUENCES

The article is dedicated to the comparative analysis of material wellness keeping as personal as group of people, upon the occurrence of random and unpredictable circumstances.

The often risks means the probability of damage or a "break-even" situations. In general, suitable specific risks for security, while fundamental – no. However, sometimes it is difficult to be categorical, because the views from time to time change the insurance market. We can say that the fundamental risks – risks are usually uncontrolled and all-encompassing, affecting indiscriminately, the responsibility for their consequences should be borne by society as a whole. Most important is the geographical factor, especially

in relation to such dangers as earthquakes and floods. In many parts of the world, insurers believe these risks are fundamental and therefore unacceptable for insurance.

The main purpose of insurance – is the acting as the mechanism of risk transmission.

Risk assessment is applied to a large number of mind individual aspect, body and property of the person or company property.

Insurance protects the financial situation, giving its owner the resources to claim damages or to maintain a person whose spirit and body have come to the state in which expenses are necessary or for the restoration of normal health, or for the content of his comfort as a disabled person.

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THE FEATURES OF CALCULATION AND PAYMENT OF BENEFITS FOR TEMPORARY DISABILITY

In the article it's defined the legal, financial and organizational bases of general state social insurance, guarantees of working citizens about their social insurance in connection with temporary disability, maternity, accident at work and occupational diseases, protection of life and health of the Law of Ukraine „On the General State Social Insurance” on September 23, 1999 № 1105-XIV.

It's proved the procedure of calculation and payment of benefits due to temporary disability benefits to employees in accordance with the legal framework.

Due to the loss of force on January 1, 2015 the Law of Ukraine „On compulsory state social insurance due to temporary disability benefits and expenses occasioned by the burial” of January 18, 2001 № 2240-III [1], special research noteworthy features of calculation and profit payment in case of temporary disability in accordance

with the legal framework. For getting the adequate information about payment of amounts to employees for days of temporary incapacity to organize a proper accounting, which are the basic information base data management benefits which determine the relevance of the chosen research topic. The structure of social insurance funds for production accident and professional illness of Ukraine and Social Insurance Fund by the temporary disability, and based on them created the Social Insurance Fund of Ukraine.

Today, the Law of Ukraine „On Compulsory State Social Insurance” dated September 23, 1999 № 1105-XIV [2] regulates issues are related to the purpose and providing material support and social services for insurance due to temporary disability, and the question of compulsory state social insurance against industrial accidents and occupational diseases that caused disability.

MONEY, FINANCES AND CREDIT

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INFLUENCE OF EFFICIENCY MANAGEMENT IN CURRENT ENTERPRISE ASSETS TO ITS FINANCIAL STABILITY

Enterprise financial stability – is the ability of enterprise saving the equilibrium structure of assets and liabilities that guarantee its current and future solvency and investment appeal within the acceptable level of financial risks. Financial stability is the key category and activity of every enterprise because its loss automatically means the loss of solvency and as the result the direct danger of bankruptcy. Such enterprises become bankrupts which are unable paying its obligations.

The purpose of the state influence study and effective management of current assets on the financial stability of the company is given.

It's given the key aspects of financial stability and noted their activities finance only from their own sources which are not only virtually impossible but not profitable for the enterprise.

It is defined advantages and disadvantages of personal and borrowed

capital and said that personal capital advantages are the disadvantages of borrowed and conversely. It's also proved that personal capital has higher value in comparison with alternatively borrowed.

Enterprise which mostly uses personal capital has the highest financial stability but limits its development temps (because it can't provide the formation needed volume of additional assets volume in the periods of positive market conjuncture) and doesn't use the financial possibilities of profit growth to the invested capital.

Enterprise which uses the borrowed capital has the great possibilities in its development financing, is more flexible in this aspect and also the possibilities in the financial efficiency growth (personal capital efficiency, ROE) but to the greater extend generates the financial risks and danger of bankruptcy.

The main question of financial stability lays in question – which optimal of personal and borrowed capital may be considered as optimal. We can safely say that the single answer to this question is not and can't be, either 50/50 or 60/40 or any other ratio can't be considered optimal. Therefore, it is proved that the higher the solvency and its liquidity, the more the company can afford to borrow.

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BANKING BUSINESS MODELS IN UKRAINIAN BANKING SYSTEM

The purpose of the paper is to work out and characterize bank business models that are formed in Ukraine. Our research we will spend among banks that are functioning on the Ukrainian financial market and are not on the stage of liquidation, so the sample under study in our work is comprised of 131 banks which are different in their ownership structure and size. The core of the methodology is a statistical clustering algorithm that allows identifying the groups of banks (clusters) with similar business models as banks with similar business model strategies have made similar choices regarding the composition of their assets and liabilities. The cluster analyses were taken on the base of seven chosen indicators: bank loans, bank liabilities, enterprise loans, enterprise liabilities, household loans, household liabilities and trading assets.

The traditional business model of bank is worked out. The bank business models that are functioning in Ukraine are identified on the base of cluster analyses using balance sheet characteristics of 131 Ukrainian

banks. We find that in Ukraine were formed three types of bank business models: "Focused retail", "Diversified retail" and "Corporate retail". The description of each model is given.

More detailed research of distinguished models allows not only to find out the main advantages and disadvantages of each bank model, but also the main problems that follow the development of Ukrainian banking sector. Identifying of bank models and their studying simplifies searching and elaboration of regulatory instruments as there is a two-way causation between regulation and bank business models. This implies a symbiotic relationship between regulation and bank business models: business models respond to regulation which in turn responds to the evolution of new business models.

Such survey is conducted at the first time among Ukrainian banks. The main differences which are between European and Ukrainian bank business models are marked out. Recommendations concerning improving of bank business models in Ukraine are given.

ACCOUNTING, ANALYSIS AND AUDIT

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ANALYSIS OF METHODS OF EXPENSES ACCOUNTANCY AND CALCULATION PRIME COST OF CONSTRUCTION ENTERPRISE

Prime cost is the quality indicator because the lower production prime cost, the larger work is economized and the main methods and materials are better used than the cheaper production for enterprise. In such conditions the problem of expenses management at the enterprise, gets actuality. The enterprise profitability and competitiveness depend on the choice in method of expenses and calculation in production primecost. The economic essence of categories „methods of accountancy and expenses” and „calculation methods” is considered. It's offered the classification of methods for expenses accountancy and production prime-cost calculation by the characteristics which were separated into three groups. It's analyzed the methods

characteristic, which use is possible for building enterprise.

The questions about analysis of expenses accountancy and prime-cost calculation of production are discovered in the works of famous domestic and foreign scientists such as P. S. Bezrukykh, F.F. Bytynytsia, I.Ye. Davydovych, O.O. Dovzhyna, V.S. Len, A.Sh. Marhulisa, V.F. Paliia, Ya.V. Sokolova, S.I. Selezniova, K.V. Khudoba and others.

It's necessary to note that on practice it's possible the elements combining of different methods of expenses accountancy and production calculation. But it's necessary to the suitability of information which is accumulated in the system of commercial activity for making the efficient management decisions.

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DEFINITION OF ACCOUNTANCY ACTUAL PROBLEMS IN COMMERCIAL ACTIVITY OF BUILDING ENTERPRISES

Article considers the building branch specificity and accountancy problem which are usual for building enterprises. It's also opened the meaning and expenses classification and prime cost calculation. The effective methodology of accountancy and analysis for commercial activity management is impossible without main problems defining in modern accountancy system. Because of analyzed possibilities of existing methods using at the building enterprises as the result of which it was outlined the list of actual accountancy problems.

The important moment in the researching in aspects of commercial activity on building enterprises and its improvement, is the problems of defining as the main building branch and accountancy operations

by the registration of commercial activity facts. In addition, according to the logic of the scientific research, it's necessary to examine the problems of economic activity accounting in enterprises construction with the aim of offering the most appropriate means of solving them.

The emergence of regulations on the formation in the cost of structural units allows determining the internal cost of products, works and services ancillary business units, to evaluate the effectiveness of their work and make decisions about whether their future existence.

In our opinion, the solution of the issues at the present stage of economic activity calculation should be every construction company for the effective operation and development of the building branch.

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PROFESSIONAL COMPETENCES OF "ACCOUNTING AND AUDITING" STUDENTS USING THE "1C: ACCOUNTING"

Article is dedicated to the competence-based approach by the specialists training by accountancy and audit. The professional competences in discipline „1C: Accounting” is given in the article. It's created the structure of professional competences considering the National borders of Ukrainian qualification.

One of the factors in state economy development is high-quality educational system. By this the important thing is the transmission to the innovative educational system which would be directed to the content widening in future specialists training, deepening the practical orientation of their knowledge, contributed to the formation of specific competencies required in the real enterprise conditions.

The article reflects certain questions in formation of practical competences in specialists by accounting and audit during the discipline learning „1C: Accounting”.

A study of the educational process in Pridniprovs'ka State Academy of Civil Engineering and Archtechure allows you to analyze and organize their professional competence. The development of the latest features in modern accounting and analytical information processing systems are based on the program "1C: Enterprise" and their application in solving pressing economic and administrative problems of the enterprise, allows to form students' professional competence in the use of modern information technologies and to prepare highly qualified specialists who will be competitive in the labour market.

Practical meaning of got results consists in applied direction of theoretically-methodological statements, recommendations by the formation of practical competences in specialists by accountancy and audit during the discipline learning „1C: Accounting”

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