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## **APPROACHES TO INDUSTRIAL GOODS CLASSIFICATION: THE INSTITUTIONAL ASPECT**

The article is dedicated to research of the main approaches in sphere of the industrial goods classification. Consumer goods production is the ultimate aim of economic activity. The production process necessarily includes using as the objects of labor (raw materials, energy, semi manufactures, etc.), as well as the means of labor, or industrial goods. A variety of industrial goods and the latitude of this concept led to a creating of various classifications. However, the problematic issues consideration related to industrial goods analysis, which includes the analysis of transactions characteristics, is an actual scientific task and requires further study and development. The aim of article is development of industrial goods classification which includes transaction attributes influence and allows to rank the products according to their specificity level on the three groups for further selection of the most efficient way of production process organization. The transaction characteristics, especially their most important, in our opinion, components – assets specificity, will be able to generate the production preferences of industrial goods, which are grouped on the grounds of their specificity. The level of uniqueness

or difficult reproducibility of a product allows the company to make a decision about using outsourcing at its production process for reducing the costs. So, it is suggested to introduction of the new criterion at the industrial goods classification – the transaction attributes. The attributes of transaction include: the assets specificity; the frequency of transaction and its recurrence in time; the complexity of the transaction and uncertainty the next actions; the size of the transaction; difficulty of measuring transaction results; relationship with other transactions. According to industrial goods specificity and other attributes it is suggested to divide them into idiosyncratic, imperfectly imitated and standardized goods. Such industrial goods division helps to determine all transformation and transaction costs of production activity and allows optimizing them. Research of production ways efficiency from the perspective of transaction costs reducing allows to prove the outsourcing implementation expediency at the enterprises. Stepping through the suggested steps will allow accepting or rejecting decision about of using the outsourcing at the industrial enterprises production activities for reducing the transaction costs level.