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ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

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PROMISING DIRECTIONS OF COMPETITIVENESS RESEARCH UNDER MODERN CONDITIONS

The article is devoted to revealing of perspective directions of competitive strength investigation under present-day conditions. Main approaches to the determination of the concept “competitiveness” are highlighted and main characteristics of competitiveness are studied.

Enterprise development in terms of competitive environment directly depends on ability for providing of its high-leveled competitiveness and keeping it for a long period of time. Therefore an insistent need to investigate a competitiveness of enterprises arises.

Competitive strength is simultaneously a characteristic of real and potential state of subject of entrepreneurship activity that displays its current state as well as dynamics of its development.

Competitiveness is a concept to be investigated at different levels. At the same time at the entry level a competitiveness of enterprise's goods is researched, and at the next level – a competitiveness of subject of entrepreneurship activity. It is interdependence between these levels.

In market system of economy, categories “competitive strength” and “competitive-

ness” are ones of the key since they includes economic, scientific-technical, production, organizational and management, marketing opportunities not only of a single enterprise, but also of a state economy.

The concept “competitive strength” allows establishing, development control and potential forming of a production system by all its components at the high qualitative level. When providing a competitive strength of production system, it is necessary to aim at parameters of a leading competitor of the branch and at international measurement data and standards. Competitive strength depends on the presence of competitive advantages, competitive potential and product competitiveness; moreover, a financial-economic stability of the production system's functioning should be achieved. A milestone to achieve competitiveness is an adhering of actions' algorithm concerning the selection of management zone, sector, and market niche depending on its appeal for producer and consumer. A potential of an enterprise determines a competitive status that should provide a substantial industrial and economic activity in the chosen market segment.

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MODERNIZATION OF THE ECONOMIC AND COOPERATIVE EDUCATION IN WESTERN UKRAINE: PROBLEMS AND PROSPECTS

Modernization of cooperative education in Ukraine in general and in its western region in particular, first of all, depends on popularity mostly among students of economic and financial directions. Problems of financial and economic cooperative education development in Western Ukraine now are:

1) increased competition in the struggle for applicants with foreign educational institutions;

2) absence or lack of state financial support and private investments; outdated material and technical base.

The current state of the financial, economic and cooperative education is characterized by numerous attempts to unite the efforts of academies, universities, colleges of the cooperative ownership that allow to solve quickly and efficiently problems of training professionals who will be able to reform the functioning of consumer cooperatives and to ensure its effective activity in the market environment. The main achievements of cooperative education cooperation are the quality improving of education and improve of the training of future professionals through the introduction of the mechanism of multi-layered higher education and the application of innovative technologies for teaching students, as well as reforming the delivery of educational services in accordance with the European standards.

Currently, cooperative organizations require scientifically based recommendations to improve their efficiency. Thus, the staffs of the cooperative educational institutions at the moment have to complete an important task –

intensification of research on cooperative issues, study the best international practices of cooperatives in the field of education.

In order to expand the range of educational services, which is a necessary modern approach to substantial advantages achievement in competitive challenge, cooperative institutions offer services for retraining of the managerial staff, experts and skilled workers. In addition, cooperative education in Western Ukraine cooperates internationally with universities in more than 20 countries.

The most important task of cooperative educational institutions in Western Ukraine in their present condition is improving of the cooperative education by using the international experience to ensure a high level of efficiency of the process. Generalization of experience of operating in Ukraine and foreign countries co-operative education establishments, development of new programs of training and retraining of the staff, new modern educational technologies introduction are the main ways to improve the financial, economic and cooperative education in Western Ukraine in today's conditions.

Prospects of cooperative education in Western Ukraine in today's conditions can be guaranteed by only reasonable pricing and flexible loyalty program that will allow prospective students to get discounts on training, as total poverty caused by recent political and economic events in Ukraine now is one of the main reasons for the declining of students' number in cooperative education. In particular, we can recommend the cooperative institutions in Western Ukraine to offer

a discount system to pay for education, with the possibility of obtaining it by applicants of the first year, regardless of the chosen form of education and training area.

In a case of future use of the provided recommendations in the study, we can guarantee the future prospects of financial, economic and cooperative education.

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ESCALATION OF THE CRISIS IN UKRAINE: PROBLEMS AND THE WAYS TO OVERCOME IT

The issue of the economic crisis in market economy is of considerable interest to both the population of the world in general and to every citizen of Ukraine in particular. Due to the frequency and scale of the economic crises in the world, the urgent task is to determine the features of the crisis processes in Ukraine.

The study of various scientific works in the field of economy proved that despite the analysis of different aspects related to the impact of the present crisis on the national economies, the crucial scientific problem of summarizing international experience of effective anti-crisis policy in highly developed countries in order to develop the ways of stable socio-economic development suitable for Ukraine still remains unsolved.

The goal of the article is to give the definition of the term "economic crisis" and to substantiate its specific features in Ukraine, as well as to summarize the problems that hinder economic growth in Ukraine and to find the ways of ensuring "Ukrainian economic miracle".

The main methods of research used in this work are statistical analysis, comparison and synthesis. On the basis of the detailed study of the peculiarities of economic cri-

sis in Ukraine, the most urgent problems that hinder economic growth in the regions of Ukraine are found out. The results of the study give reasons to come to the well-grounded conclusion that the nature of the national economic development is objectively changing under the influence of crisis processes.

It has been drawn that the basic conditions of overcoming the crisis are: to form the correct characteristics of economic problems; to define the constructive economic strategy to achieve both short and long-term objectives of further economic development and to coordinate the efforts of Ukrainian elite according to this strategy. The highly successful ways of stimulating the economic growth in Ukraine are determined.

The economic crisis is an objective process and a common component of the cycle of economic development of any society. However, the escalation of the crisis in Ukraine has become a serious threat to the development of both national and global economies. It is suggested to consider the concept of "economic crisis" as a period of time when the figures of economic process can and have to venture on progressive changes in social and economic spheres of the economy.

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OUTSOURCING IN INTERNATIONAL BUSINESS: CURRENT DEVELOPMENT TRENDS

The present article analyzes the degree of development of a modern technology of formation of international connections and innovative business models, outsourcing, its main forms: information technology outsourcing, business process outsourcing, outsourcing knowledge. Based on the study and analysis of information materials it is proved that outsourcing as a special form of the international division of labour and inter-firm cooperation relations generates new business building model, a new form of the international division of labour and inter-firm cooperation which covers all areas of modern business organizations. This class of business models are modern innovation centres, multinational corporations, integrated business groups that make up the industrial base of developed countries. Large-scale outsourcing technology development has led to the emergence of outsourcing-countries (consumers of out-

sourcing services) and outsourcers countries (outsourcing service providers). The paper identifies the positions of countries and outsources outsourcing in terms of outsourcing and outsourcing in such forms as IT technologies identified in each of these, the most popular and promising types of services defined dynamics and prospects of their development. The presence of the company's long-term outsourcing strategy now becomes a necessary condition for the successful development of a competitive business and adapts to rapidly changing market conditions. At the same time for developing countries with qualified professionals who can efficiently, but at a lower cost perform on a regular basis profitable and well-paid orders, outsourcing opens up new opportunities to participate in international division of labour, changes the vector of development, turning into the world centre outsourcing service providers.

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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.

WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

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EUROPEAN MIGRATION CRISIS AND STABILITY OF THE EU

In current conditions of downturn of the world economy, availability of the military conflicts in various regions of the world and problems in regulation of migration in the European Union, the question of review of migration policy of the EU members appears. The problem is that the migration policy accepted by the European countries in the second half of the XX century has led today to a number of problems which are shown in complication of control of migration flows, increase in number of the unemployed in the countries accepting migrants. Openness of the European borders has led to increase in number of persons interested to migrate to the developed European countries.

The problem of negative reaction of local population to need of acceptance

of migrants against complication of a situation in national economic models and increase of the level of unemployment was a considerable problem which politicians of the European countries had faced. Moreover, the governments of the EU countries have lost former financial opportunities for implementation of large-scale initiatives of the EU.

The priority directions of migration policy of the EU is management of border and return of illegal migrants to home, convergence of practice of state members on strengthening of the general European regime of provision of a shelter, distribution of obligations and ensuring acceptance of refugees with subsequent their moving among the EU Member States.

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GENDER EQUALITY AND SOCIOECONOMIC DEVELOPMENT OF THE EUROPEAN UNION MEMBER-STATES

The article indicates the influence of gender equality on economic development of the European Union countries. Purpose: The European Union is a successful promoter of female empowerment. The looming perspective of the European integration for Ukraine shows that the European Union member-states' analysis may form an agenda for Ukraine. Methods: The authors examine the interplay between gender equality and gross domestic product per capita converted to international dollars using purchasing power parity rates. The used methods integrate Spearman's rank correlation coefficient as a nonparametric measure of statistical dependence between gender equality and gross domestic product per capita, determination coefficient and t-Student test. Results: The average gross domestic product per capita converted to international dollars using purchasing power parity rates among the EU member-states equaled 34800 US dollars in 2011-2014. Twelve out of twenty-eight countries exceeded this threshold by 3-170

percent. Luxemburg prevailed with the average GDP per capita of 94100 US dollars. Bulgaria held the last rank with the average GDP per capita of 16400 US dollars, which is only 47 percent of the average indicator among all the EU countries. The average score of gender equality indicator (based on Global Gender Gap Index developed by the World Economic Forum) among the EU member-states reached 0,725 points. Twelve countries managed to surpass the mean level by 1-16 percent. Finland won the first place with 0,843 points and Malta showed the worst result (0,67 points or only 8 percent below the average level). The results of calculations were as follows: Spearman's rank correlation coefficient reached 0,599, determination coefficient equaled 0,358, and t-Student test showed that the actual t-value exceeds the critical one. Conclusion: The results of calculations provided hard evidence that there is essential and noticeable correlation between levels of gender equality and economic development of the EU member-states.

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THE SYSTEM OF STATE SUPPORT OF EXPORTERS IN DEVELOPED COUNTRIES

In the context of globalization one of the important factors of development of national economy of any country is the implementation of effective export activity by its business entities. Strategic role of exports activity is in expanding national borders through the realization of competitive advantages of exports and stimulating expanded reproduction through additional markets as well as source of additional profit and increasing national income.

According to the confirmed practice of management in the developed countries, the financial support of export-oriented enterprises by the government through the formation of the system of export promotion is extremely important for the entrance to the international markets and increasing their role in the implementation of the export activity.

Internationalization and globalization of economic activity in the world promotes growth of the role of foreign economic policy in the system of state regulation. State regulation of foreign economic activity is closely related to foreign trade policy of the state, which is aimed at solving strategic tasks of national economy and strengthening foreign economic complex of the country.

In developed countries the state support of exports is the priority of the foreign policy for a long time and it uses a wide range of measures and tools.

Identification and analysis of features of development of modern support systems of exports in developed countries, in unfavorable conditions for foreign economic activity connected with the crisis in the global economy, is one of the conditions for objective assessment of the success of the formation and functioning of system of export support.

Despite the fact that in the last time the global economy illustrates some positive signs, the economic growth rates remain low, and most importantly – they are unstable, which is associated with a significant uncertainty of the world economy development.

The article describes and analyzes the experience of developed countries to support exporters. There are examples of support mechanisms for the producers, their financing schemes and lending by the government in the article. It has been identified key problems in the formation of the state support of exporters in Ukraine and the prospects for resolving this issue.

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EVOLUTION OF APPROACHES TO INTERNATIONAL FINANCIAL CENTRES IN GLOBAL TERMS OF DEVELOPMENT

Determination of the evolutional is going near international financial centres in the global terms of development of economy.

Such methods were widely used as comparisons, analysis, synthesis, generalization. Grounds of importance of study of international financial centres and their essence lead through systematization of concept of global city, determination of its basic signs, positions and hypotheses. Analysis of conceptions formation of global cities, which have the protracted history, is made.

The basic evolutionary approaches to the concept of «international financial centre» are considered. Studied the nature of an international financial centre. The main approaches of different economic schools to the content of an international financial centre are analyzed. Proved the importance of the study of international financial centres that in global terms of development are integral components of the world market.

It is revealed that the heart of the financial centre is a global city. Concepts of a global city, its main features, location and hypothe-

ses are systematized. Analyzed concepts of global cities that have a long history, namely the concept of global city by S. Sassen, urban model of Sir Peter Hall, the model of the «centre-periphery» by J. Friedman, P. Krugman's doctrine of the «main zone» and «periphery».

The complex analysis of approaches of scientists-economists, urbanists and sociologists is carried out to the essence of global (world) city, and on the basis of these positions a conclusion is done, that the concept of world city equates with the essence of financial centre.

Financial centres are considered from position of different economic schools (Austrian economic school, libertarianism, Keynesianism) but any economic school or theory pulled out the problem of financial centre as an object of the analysis. Conclusions, which are done by author, expounded new positions and actual material and can be used for writing of textbooks and lectures, training of employments and conducting of seminars on these themes.

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THEORETICAL GROUNDS OF RISK MANAGEMENT UNDER THE WORLD ECONOMY GLOBALIZATION

The article presents the basic concepts of risks and risk management. It was proved that risk management is objectively necessary and very important element of optimal balance between profit and loss for the occurrence of risk events. It was emphasized the need to adjust the system of administrative actions constantly from the point of maximum profit. In this paper the approach to management is proposed. Based on the principles of risk management and the model of decision-making in risk management system, the relevance and necessity of risk management from the perspective of risk management are proved. The mechanism is disclosed of the decision-making system of risk man-

agement of business activities conditions of uncertainty, which represents the widest range of possible risky situations and allows the person, who is responsible for making decisions consistently, to navigate quickly and not to lose important details in uncertain conditions. Risk management has two subsystems: control subsystem (the management subject) and controlled subsystem (management object). The functions of the subject management are forecasting, management, coordination, promotion, control. It was underlined that process of risk management always involves receiving, transfer, processing and use of information. Further investigation of the field of risk management is grounded.

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MODERN TENDENCIES OF THE GLOBAL TOURISM MARKET DEVELOPMENT

Among the modern tendencies of the world economy development the processes of globalization and regionalization deserves high attention. Globalization is the next stage of the world economy development, which is characterized by the rapid acceleration of the rates of internationalization in all fields of social activities.

In terms of globalization and regionalization of the world economy one can single out the following tendencies towards the development of the global travel services market: the creation of the global travel services market, transnationalism of tourism market, greater access for developing countries to international tourist interaction, highly dynamic character, further monopolization of the market, penetration of IT to the global travel services market, higher quality standards driven by the increasing competition on the global market, enhanced interrelation between the global travel services market and other markets such as real estate, capital, labour force and innovation markets.

According to the current data published in the recent issue of UNWTO World Tourism Barometer, the number of international tourist arrivals in 2015 increased by 4,4 % and accounted for 1184 mln. This means that the number of tourists who travelled to international tourist destinations last year increased by almost 50 mln. comparing to the rates of 2014. 2015 was the sixth year in a row which witnessed the rates of increase in international profit above the average ones. This index showed increase by 4 % every year.

Taking into account the regional aspect, the growth rates in European, American and

Asia-Pacific regions in 2015 were approx. 5%. The number of arrivals to the Middle East increased by 3%. According to the scarce data we have, these rates decreased by 3% in Africa, mostly due to the slack arrivals to South Africa, which usually hosts one third of all the arrivals to the region.

Despite the uneven dynamics of tourist arrivals to the regions, a previously formed structure of international tourism market is still preserved. The biggest actor in international tourist exchange is a European region, which is followed by Southeast Asia and Pacific regions as well as American one (North, Central and South).

According to a forecast of UNWTO, a boost in tourist arrivals is expected in 2020. The number of tourist arrivals will reach 1,6 bln. with 1,2 bln. accounted for intra-regional tourism and 0,4 bln. accounted for a long-distance journeys.

According to a forecast, the growth rates in Asia-Pacific, Middle East and African regions will exceed 5% per year with the average annual rates of 4,1% worldwide. Analysts expect the growth rates to be below the average in the most popular destinations (European region and American region). Europe still will be a leader of hosting international arrivals despite the fact that its share of arrivals will shrink slightly by 2020.

The analysis of the global tourism market allows making conclusion that international tourism is developing through the interconnection with other aspects of international activity, simultaneously responding to the socio-political and socio-economic situation.

This leads to the heterogeneity of tourism industry development and creates different features of regional development. In 2015, in terms of unsustainable economic situation, all the regions and sub-regions gained positive results. The majority of arrivals accounts for the European region (more than a half)

which is followed by the Southeast Asia and Pacific regions as well as the American one. Although a modification of a regional structure of the world tourism market is expected. In general, international tourist activity is expected to be more dynamic around the world.

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GLOBAL MARKET TRENDS OF E-LEARNING

The article describes the main trends in the market of e-learning. Changes undergone mobile market training and corporate education system are shown. It is found that the most common global educational technology in recent years is a learning management system LMS, learning content management system, podcasting and mobile applications. Analyzed statistical indicators of the global market for mobile products and services study regions of the world. Proved their benefits for improving andragogical curriculum development and continuing education opportunities. Showed the role played by massive open online course in the organization of distance learning. The estimate of the world's top-end resources in the field of online education by criteria such as the number of registered participants, number of courses, foreign investment, leading investors and partners is investigated. Argued that the leader in the niche of suppliers' massive of open online course is an educational platform Coursera, which has several dozen of Global Training Cen-

ters around the world. It was established that the best alternative solutions in preparing pupils and students offers nonprofit educational resource – Academy Salman Khan. Financial maintenance of most influential educational platforms is carried out by corporate philanthropy and monetization offered by educational products and services due to obtaining funds for providing certificates, payment of entrepreneurs for their own courses of training, fundraising for individual tutoring and counselling, income from licensing academic platform or its sale to employers or other educational institutions and others. It is proved that varies is the attitude of the governments to develop online education. Singled out a certain group of countries that unreasonably restricts online education market, putting forward excessive demands on quality. However, another group of countries (Malaysia, Mexico, Korea, USA, United Arab Emirates and others.) is singled out. That is in order to support online learning pilot and implement state programs of development.

ECONOMY AND OPERATION OF NATIONAL ECONOMY

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METHODS AND TOOLS MECHANISM OF ADAPTIVE MANAGEMENT IN PUBLISHING AND PRINTING ACTIVITIES UNDER INSTITUTIONAL CHANGES

The essence of economic content of the concept of adaptive management is researched. Showed a definition category of adaptive management in publishing and printing activity. Basic necessary requirements were researched and showed for the formation of the adaptive management in publishing and printing activities under the influence of institutional change. Theoretical and methodological approaches were offered to form methods and tools of adaptive management mechanism of publishing and printing activities in terms of institutional transformations. Methods and tools of adaptive mechanism were considered for the most important factors of external and

internal environment to provide adaptability in publishing and printing activities in the current economic conditions. Depending on the amount of a priori information about the parameters of the object of study, external disturbances and obstacles that caused institutional environment, two groups, methods of the synthesis algorithm adaptation and gradient methods, which are based on statistical decision theory, were proposed. Methods of adaptive mechanism are implemented through the tools system that according to the applied mathematical apparatus can be classified as follows: balance; regulations; economic statistics; expert; graphics.

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UKRAINE TAX ADMINISTRATION AND WAYS OF ITS IMPROVEMENT AND MODERNIZATION

In the article there were analyzed the possible ways for improvement the tax administration system in Ukraine.

There is the determination that the tax administration – is the focused management activity of government agencies and their officials that is aimed at implementing of effective fiscal and tax policy, which includes not only the application process of taxes, fees, defrayments legislation, monitoring of its implementation, correct calculation, completeness and timeliness of making tax payments to the budget, but also procedures of finding best practices for their implementation, that are aimed at minimizing budget expenditures while increasing budget revenues.

There was made a comparative description of the functions assigned to public authorities related to tax payments in Ukraine and abroad. During this analysis we found that global experience areas of modernization of tax systems abroad give evidence in favour of a radical change in informational technologies of working processes of tax administration by moving to technologies

that include providing information services through the decent number of organizational and fiscal measures, which are formulated in the article.

We have identified the main directions of improvement of tax administration system in Ukraine in the social modernization context. They are: improving of the efforts against the illegal tax evasion and the illegal shifting of minimizing tax liabilities; harmonization of accounting systems in line with international norms and standards of financial accounting; further spread of filing tax declarations electronically, and others.

It was determined that the main task of improving tax administration in Ukraine is its formation according to the model of "mutual obligations". This requires further work to improve the legislative technique to specify and eliminate ambiguous interpretation of certain provisions; create simple report forms and reduce the number of their annexes; introduce remote methods of inspections that will not cause an administrative burden on the taxpayer and others.

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FORMATION OF SUSTAINABLE DEVELOPMENT STATE POLICY – REGIONAL ASPECT

To achieve economic development and stability is essential for sustainable development, which at the same time stabilizes and preserves the consistency of economic policy of the state. "Green Economy" as a concept, strategy and coping mechanism in the form of sustainable development strategies performs required tasks. However, at this point, the strategy of sustainable development of the use of "green economy" has not been officially approved, and it delays economic development.

The article above is to study the concept of "green economy", which is to improve the well-being of the population and social conditions, while increasing environmental and social security (eliminate risks to the environment and unemployment).

Given the vast experience on the use of various instruments of state support of regional economic development, taking into account social and environmental components in the last 20-30 years of the twentieth

century. In developed countries can put forward the strategy of using "green economy" of Ukraine.

The analysis investigated that the "green economy" is itself an economy that aims to improve the welfare of citizens and social justice at the same time a significant reduction of environmental risks and ecological scarcity. Sustainable development as a mechanism created thanks to the "green" economy, is provided by use of its stages. Currently it is actively using in the US and the EU and is the inflow of investment.

The system of evaluation of sustainability of regional development has done by aggregate indicators. As a result, for the calculation of the sustainable potential of the region it is the common representation of integrated indicators. For the sustainable development of regions of Ukraine a series of acts (such as modernization etc.) were proposed to perform and areas of work in the state of sustainable development were highlighted.

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THE MODERN STATE OF LAND EFFICIENCY USE IN AGRICULTURAL ENTERPRISES AS THE RESULT OF LAND RESOURCES MANAGEMENT

The efficiency of agricultural lands use as a result of land resources management is discussed in the article. Nowadays, there is a low profitability of agricultural enterprises at the present time as compared to companies in other sectors of the national economy. Land reform changed the land relations, which were to form effective land tenure and land use in market conditions. Various organizational and legal forms of farming are being introduced now. There is a need for efficient use of land resources in agriculture in complying with the specific requirements which posed by the market economy. The system of natural, cost and group indicators for efficiency of agricultural land use is used for the characterization of land economy. It will help to highlight the problem of rational land use in conditions of a low level of tech-

nical equipment, narrowing economic ties, reducing soil fertility. Increase of land using efficiency is perhaps under condition of degraded lands conservation, agroforestry melioration. But projects of conservation are not being developed and agroforestry melioration is not being performed in connection with the lack of funding. Revegetation of disturbed lands is carried out partially. There is a constant maintenance and repairing of existing hydraulic structures but a new construction is not expected. Soils of Kharkov region are used intensive in agriculture and industry. It has been determined that it is necessary to promote efficiency of the agricultural lands use. Solution of basic problem directions of agricultural lands use is proposed. The indexes of the modern state of the land use efficiency are substantiated.

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TRADE IN SERVICES IN THE TOURISM INDUSTRY OF LVIV REGION

Recreation complex consists of a set of interrelated sectors and industries, functional task of which is the activity aimed to meet the diverse and growing needs of people in different forms of recreation and leisure travel at the rational use of all available resources. A variety of services plays a special role in the development of the tourism industry.

Services are an activity of subjects that acquires material form and meets the specific needs of customers – personal, collective, and community. Services are the result of diverse activities carried out by a manufacturer to order of any customers (individuals, businesses, organizations and entrepreneurs).

In Lviv region it is observed a significant growth rate of the services sales volume in 2014 to 19.4 billion UAH, or 12.3% at current prices. It had a positive impact on the proportion of Lviv region in the national services sales volume, which in 2014 was amounted to 5.4%.

Among consumers of services in Lviv region there dominate enterprises that in 2014 consumed services for 13,598,138 thousand

UAH, which is 70.1% of the total. The services sales volume of enterprises exceeds the services sales to population more than 3 times and more than 10 times the services volume sold to other categories of consumers.

As the conducted research shows, features of functioning and dynamics of the service sector in Lviv region have a clear regional orientation. The main factors that lead to deformation of individual service areas include: low solvency of the population, especially in rural areas; volatility, frequency of demand for tourism products; imperfect legal framework protection of the interests of small and medium businesses that operate mainly in the service sector; declarative mechanisms of state support of businesses in the services sector.

However, trade of services is dynamically developing in the state in general and in Lviv region in particular. The scope and range of services offered are increasing. Especially important is the expansion of range of services of leisure and entertainment, which is crucial for the development of tourism in terms of the creation of the relaxing atmosphere.

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ORGANIZATIONAL AND ECONOMIC MECHANISM OF BEEF MARKET

The article focuses upon the interpretation of the concept of “organizational and economic mechanism.” It has been figured out the features of beef cattle industry in the context of the agrarian relations’ transformation in the modern business environment. It has been offered the measures for efficient development of beef cattle industry.

In the process of agricultural production economic relations appear between subjects which by their characteristic are a combination of certain elements of the market economy. At this stage agriculture development, as well as the national economy, evolves under the influence of objective market laws, which leads to the consideration of organizational and economic reasons influencing their formation.

Expression form of factors’ influence is organizational and economic relations which are formed by market forces, provided by integrated action and determine the structure of industrial action, economic mechanism peculiarities, regulation methods and inter-relationships.

Organizational-economic mechanism covers market far more than the functioning of economic laws and some forms of their manifestation since it reveals, in addition to basic and add-relations, – political, ideological, moral, ethical, legal relations, etc. But the complexity of such a lever is that in recent years of the agrarian transformations certain basis of organizational and economic measures, which would ensure the effective development of beef market, does not run.

Enlarged reproduction of beef fabrication may occur due to both an increase in livestock and its meat productivity. Growing and feeding of young cattle utilizing intensive economic technologies is one of the most important conditions for better potential use of animals’ productivity and improving the efficiency of beef production. An important issue of beef production intensification and its cost price decrease lies in effective rearing of cattle of all breeds raised in Ukraine.

Organizational-economic mechanism is the way of ensuring the implementation of the objective laws’ requirements in the process of subjective human activity. It defines the rules of the economic game, directing the economic agents’ activities and behaviour towards the realization of set objectives. Economic mechanism is formed on the basis of interests, by the impact on them, by management of interests and because of interests, by realization of economic interests, the totality of which makes up the driving force of social development.

Formation of the organizational-economic mechanism is a multi-process, which is regulated and carried out by public authorities at the macroeconomic as well as microeconomic levels of management system production; price factor plays an important role in the development of this market.

Consequently, organizational and economic mechanism is a set of forms, instruments, basic structural elements, tools

and techniques which ensure the efficient functioning of the market system in the national economy. It performs a thorough study of sectoral and intersectoral structure and ensures the development of beef

market industrial relations with other sectors of agriculture. This all contributes to the quality changes and the need to further study of the organizational and economic mechanism of beef development.

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TAX SECURITY AS THE ELEMENT OF ECONOMIC SECURITY IN NATIONAL ECONOMY

The need to ensure economic stability and capacity for progressive development of Ukraine requires research functions of the system of principles, methods and factors to guarantee economic security. Understanding the role of taxes in the system of economic security is manifested through their positive impact on macroeconomics (growth of the potential state tax) and negative – as underpayment of tax revenues to budgets at all levels, the criminalization of tax administration, increasing of tax nihilism and crisis of tax system. The article stipulates that objectively taxes are included in each of the elements highlighted in the analysis of economic security: economic independence, resilience and stability of the national economy, the capacity for self-development and progress. That is the significance of the tax component for the functioning of the national economy and the formation of economic security are the basis to affirm that it goes beyond providing financial security and can be isolated as

a separate element of economic security in general. The great interest of scientists to the development of the tax component of economic security, namely tax is a confirmation of our position. The understanding of the economic and legal form, which should ensure the establishment scientific of the state in the interaction of the individual, business structures and state based on the principle of mutual responsibility in taxation is dominating in the scientific community. The result of the research is the allocation of tax security as an integrated subsystem of economic security, which affects the provision of all its components. The system of higher order security for tax is financial security that is defined as one of the basic components of economic security. And economic security, in its turn, is a part of the national security. As a system of higher tax order, tax security combines a number of security subsystems of lower levels: state security tax, tax security in the region, security of tax entity and the tax security of individual.

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STATE AND PROBLEMS OF ENTREPRENEURSHIP DEVELOPMENT IN UKRAINE

The paper analyzes the state of the domestic business, main features of business in Ukraine, main problems of business development. The article determines considerable action of government in overcoming the challenges that impede activities of domestic enterprises.

Business entities now operate in adverse conditions, external and internal environments. The rapid depreciation of the national currency and, consequently, a sharp decline in investment attractiveness of the Ukrainian economy, war, actively underway in the East of our country, and other destabilizing factors have adversely affected the activity of business entities, led to additional threats to their business.

The origin of business in Ukraine took place in the early 90s of the last century, since the creation of an independent Ukrainian state. However, this process occurred in low regulatory support entrepreneurship, lack of effective mechanisms of state regulation of business, excessive control by state regulatory authorities, a high level of shadow economy, complexity of the process of business registration and obtaining the necessary permits and so on.

In Ukraine, the issue of business activities pay much attention. However, com-

pared with developed countries, the level is insufficient and needs improvement. The research results of the World Bank «Doing Business – 2010» showed that the ease of doing business in 2010, Ukraine ranked 142nd place out of 183 countries. And in 2014 Ukraine took the 112th place, having improved its position by 28 points compared with last year's rating. Ukraine topped the list of ten countries that have made the greatest progress in improving the business environment.

During the years 2010-2015 decrease the number of enterprises by 9,3%. The largest share among enterprises occupy small enterprises (94.28% – 94.45%), which is integral to modern business. Business in Ukraine provides nearly 14% of the population with jobs and therefore wages.

The level of business activity in Ukraine is not enough, even with the numerous actions in the improvement of the business organizations that needs improvement. Consideration and resolving of the problems identified in business development will improve the efficiency of domestic business, expanding business sector, reducing the shadow sector and creating favourable conditions for business development.

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THE TRENDS OF INVESTMENT FLOWS IN THE GLOBAL FINANCIAL AND ECONOMIC INSTABILITY

This paper presents a study of the impact of the global financial crisis on the movement of investment flows, as exemplified by the European Union countries before and after entering the integration association. In this work the directions of changes of flows in foreign direct investment and the problems arising from these transformations have been grounded.

The analysis of the international capital flow system indicates the presence of the crisis and the slowdown of the process of pumping the global financial system with currency units of the most developed countries. According to the research for the period of 1990 till 2014 there were two peaks of capital reallocation process, namely 2000 and 2007. Therefore, we were coming to a conclusion that the world economic system is not capa-

ble of processing the investment volumes of more than 140% of the previous year.

It has been also revealed that currently the outflow of cash and investments from Europe is taking place, which could trigger shortage of resources in the EU and strengthening of the crisis. In such circumstances, despite the potential of entry of Ukraine into the European Union, it is not economically justified, in the first place, for the most of the EU members.

Thus, according to the results of the research, at this stage of development of the international economic system, its transformation with emphasis on the redistribution of production capacities between national social and economic systems by using the tools of the system of international capital movements is required.

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INVESTMENT POLICY EFFECT ON HOMEOSTASIS OF NATIONAL ECONOMIC SYSTEM IN THE LIGHT OF INNOVATION

Improving the competitiveness of the national economic system is possible in conditions of changes in the economic structure of Ukraine in terms of development of high-tech industries. The implementation of this area of state investment and innovation policy provides incentives for investment resources, the opening of "innovation niches" and the definition of "growth points". Thus one of the main problems that require solutions is the choice of basic innovations, providing a potentially important marginal product of capital.

The article is to study the interaction scenarios technological structures, to prioritize investment policy and promotion of knowledge-based competitive sectors of the national economy.

Still unresolved questions are to study the theoretical and methodological aspects of formation of organizational and economic mechanisms to enhance investment and innovation. Not investigated are such conceptual issues as the organization and regulation of the innovation process in modern conditions.

Market should form certain conditions, which is necessary to open innovation niches. Among them particularly important are: new structure of relative prices, accumulating the required number of free capital and reduce interest rates more. All these con-

ditions overlap each other – the emergence of the positive difference between the cost of production and cost of expenses. Only basic innovation provides a potentially important marginal capital product. Therefore, in terms of technological stalemate only niche of the basic innovation is able to produce profits in the manufacturing sector, which later spread across the economy in the form of innovation wave.

Crisis management in Ukraine was delayed. But there are still no right priorities of investment policy. The main reason is in misconception of basic innovation, because there is no understanding of the fact that "growth point" as an innovation capsule contains strictly defined, almost "chromosome" set of attributes. So mistakes not only in choosing priorities and in approaches to foreign loans and fields of use will be further committed. The crisis will deepen further, as capital would be "conserved" in improperly selected areas, and the country will long remain among those "chronically catch up." Formation of the economy associates with investments in long-term projects. However, the starting point of application of free capital is determined by innovative niche.

Damage from improper capital investment under the current economic complexity of systems can be destructive as well as the devastation after military actions. It results to

the particularly strong explosive effect in the transitive period. Then even external material aid, which removes capital flows from the "points of growth", baffling the entire innovation process. And when an innovative wave is expanding, a destructive effect gives, on

the contrary, material support in a "growth point". Spot local acceleration in growth rates, when they becoming higher than optimal, undermines the economic system from within. Reported and processes now taking place in Ukraine.

ECONOMY AND ENTERPRISE MANAGEMENT

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FEATURES OF A STRATEGY FORMATION OF FOREIGN ECONOMIC ACTIVITY OF INDUSTRIAL ENTERPRISES

The article is devoted to the theoretical aspects defining of a strategy formation of foreign economic activity of enterprises.

A strategy formation of foreign economic activity of industrial enterprise has its own peculiarities, that can be divided into two groups – general (integrated approach, taking into account the limited diversity of situations and factors, the relationship between the hierarchy of a strategy) and specific (taking into account the priority of foreign economic activity of enterprises, that focus on internal and external environment enterprise and complex management decisions on choosing the most optimal vectors of FEA and a set of specific long-term measures of gaining external market within the overall strategy of the enterprise) features.

However, the formation of a strategy of international economic activity are influenced by both internal and external factors that, in turn, form the export potential of enterprises that underlie the strategy. Among the internal factors the following are determined: organization management, information support of foreign economic activity, export production planning, accounting and analysis of export supplies, personnel management.

The external factors of a strategy formation of foreign economic activity include the

following: economic (the level of inflation and the level of prices, demand growth and a decline in production, taxation, fluctuations of national and foreign currency, counterparty creditworthiness, etc.); political and legal; scientific and technical (the level of science and technology in the country, the level of implementation of scientific and technological advances in production, the availability of new technologies, etc.); demographic (population, age, sex, marital status, etc.); socio-cultural (differences in people's attitudes to themselves and to others, attitudes to public institutions, the nature, the basic cultural values, differences in needs, etc.); natural (especially climatic conditions, the potential for natural emergencies, etc.). The combination of all these factors forms foreign economic potential of an industrial enterprise.

The formation of a strategy involves making decisions about what the enterprise should do, and implementation – practical implementation of the planned actions.

A strategy formation of foreign economic activity of industrial enterprise allows industrial enterprises to determine the main types of actions on access to foreign markets and consolidate their position as competitive entities.

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THE MODERN INTERPRETATION OF THE ENTERPRISE COMPETITIVENESS

Article is devoted to working out a theoretical basis for the essence of the enterprise competitiveness.

The methodological approaches to the competition were analyzed. The main aspects of the enterprise competitiveness were determined. So far competitiveness refers on the one hand to the ability of companies to compete in domestic and global markets. On the other hand, it relates to the capacity of countries to support the competitive conditions in the market.

The behavioral approach to the competition was analyzed.

The basic conceptions of the resource advantage theory were substantiated at the

theoretical level. They are different from those have already implemented and it allows distinguishing the main elements of the enterprise competitiveness at present.

The resource advantage theory sees resources as a key to superior enterprise performance. If a resource exhibits attributes of value, rarity, inimitability, organization, the resource enables the firm to gain and sustain competitive advantage. The authors argue that organizations should look inside the company to find the sources of competitive advantage instead of looking at competitive environment for it.

Authors' approach to the enterprise competitiveness determination was presented.

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IMPLEMENTATIONAL ASPECTS OF LOGISTIC INFORMATION SYSTEM IN PHARMACEUTICAL ENTERPRISES OF SUMY REGION

Business ties become more intense between the economies of pharmaceutical sector, suppliers and distributors in the conditions of dynamic market expansion in Ukraine. In special publication for economic evaluation of industrial enterprises there are three main resources of data collection: the first is dependent on operation profit index resumptive to resources consumption ratio; the second includes efficiency of capital, rate of return, per-unit production costs, specific consumption of materials and so on; the third is related to the construction of basic performance indicator of an aggregate – dynamic norm which provides the highest working system efficacy. Results of indicator analysis allow offering of financial stream-oriented process control metrics of pharmaceutical manufacturers: integral (economical), differential, warehouse, transport and systemic.

Unveiling of “Integrated logistic system” is very important. The study of methodological and methodical principles of organization of modern integrated logistics systems in the Ukrainian pharmaceutical sector nowadays is random, so it became the subject of this study.

From the above reasoning the framework of information subsystem of administrative decision on extraordinary purchase of crude materials for typical pharmaceutical enterprise of Sumy region must consist of four interrelated blocks: input data, operating data, managerial formation and making decision.

Proposals which were grounded in the article show the right usage of information logistics system and they helped to increase the transparency of the activities of typical enterprises of Sumy region.

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SETTING UP THE STRATEGY OF ENTERPRISE DEVELOPMENT IN THE SPHERE OF CATTLE BREEDING ON THE BASIS OF NETWORK APPROACH

The current state of the cattle rising economic sector is characterized by the set of problems which hinder its long-term and balanced development. The crisis period and its long surmounting caused a range of negative processes at enterprises dealing with manufacturing of cattle breeding products. Particularly, it is necessary to take measures as to increasing production efficiency as well as improving technological processes. It can be done by means of developing new business instruments for interrelation of agricultural goods producers and processing companies that will be adapted to the new market conditions. At present, the necessity to deepen scientific researches occurred. It is essential to develop balanced and efficient strategy for developing cattle rising enterprises on the basis of the network approach. It will provide high competitive performance of

domestic product on internal and international food markets.

The significance of setting up the strategy for enterprise development in the sphere of cattle breeding is provided and the factors of its formation are described. Twenty-three districts of Zhytomyr region, where enterprise activities are connected with meat and dairy products production, are studied; the best possible logistics network for movement of cattle breeding products is defined. Using the theory of network planning the shortest way between the given point and the destination is elicited and the value of delivery capacity in network flows is measured. Measuring the value of the maximum flow in the network and defining the point of processing cattle breeding products gives the possibility to establish the best points for stocking up milk and stations to store and slaughter livestock (minimum distance between cities (districts)).

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MARKETING COMMUNICATIONS MANAGEMENT SYSTEM

Communication processes are of great importance in human communication and development. They also are among the most pressing problems of mankind. The important role played by communications and marketing.

Without effective communication it is impossible to ensure smooth functioning, let alone the constant development of the organization, and only those companies that conduct an effective communication policy can hope for success in the future.

The key to the company success in the market today is the ability to organize strategically the interaction of many tools of marketing communication with the definition of the most effective and efficient means of communication in every case of business enterprises.

Marketing communications should understand the process of transmitting information about the company and its product to influence the target audience and others, and obtain information about the counter reaction of the audiences.

Total marketing communications program called complex enterprise promotion and is a combination of five basic means of promoting, advertising, personal selling; stimulation; public relations; direct marketing.

Factors that hinder the implementation of integrated marketing communications include:

- The limited amount of time managers;
- Insufficient assessment of the importance and benefits of the use of marketing communications;
- Resistance to change on the part of staff;
- Flexible enough current system planning at the enterprise;
- Unavailability of external agencies to shift to work in integrated marketing communications. The main objectives of the communication are to improve the technical and economic indicators and more efficient work of all parts of the company to implement the marketing strategy. Therefore, to fulfill this goal it is required a tight interaction of different divisions, which involves primarily established communication within the company and a huge arsenal of various tools for creating and maintaining communication with the environment. It is a complex of marketing communication that forms the true value of the company that provides it with investment attractiveness and dynamic development, and an effective management of complex marketing communications has a positive impact on the success of the company and its profitability and competitiveness.

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RISK MANAGEMENT OF EXCHANGE ACTIVITIES ON THE BASIS OF CLEARING

The system of market relations in our country develops gradually and experience in these conditions shows that ignoring risk, particularly in exchange activity, can lead to large losses of profit or even bankruptcy. Changing market conditions and the destabilization of economic processes in the country have a direct impact on the work of brokers and exchanges to find solutions to minimize risks. Exchange activity is characterized by the excessive influence of many factors, so risk management is an extremely important question in this area. The degree of risk depends on the professionalism of traders and their direct activities. Therefore, the question of clearing is an important issue in the field of exchange activities in terms of its efficient work and achievement of guaranteed stock exchange transactions concluded.

Speaking of post-trading infrastructure, legislation defines foreign countries exchange activities through the concept of payment, clearing and settlement as of the activities carried out by one or more financial institutions to facilitate the completion of financial transactions. The term financial transactions includes, among other things, transfers of funds, securities and futures contracts, foreign exchange contracts, contracts of derivatives and swaps. Activities for the payment, clearing and settlement do not

include any offer or sale of securities, or any commercial transaction, and the procedure quotes.

The core of the post-trading infrastructure, whose mission is to create a mechanism of guaranteed stock exchange transactions concluded, is a clearing or settlement activity. In most countries with developed market infrastructure settlement activity is a licensed activity and is carried out under strict state control. Typically, the clearing organization is a large corporation, whose main shareholders are banks, investment institutions and other financial organizations. These organizations provide clearing several major exchanges.

In a general sense, clearing involves the collection, processing, verification, correction of information concerning the reciprocal obligations of the parties' agreements, the determination of these obligations and ensure their implementation. Obligations are achieved by offsetting and netting of mutual obligations of the parties' agreement and, if necessary, by using for this purpose the guarantee fund.

Exchange business professionals define each of the risk factors in advance; they have their own methods of decision-making on which is determined the general level of risk acceptable in any case. This is a system of risk management.

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METHODOLOGICAL SUPPORT OF ASSESSMENT OF TRANSPORT ENTERPRISES EFFICIENCY

In modern scientific achievements interpretation and assessment of enterprises efficiency has a quite wide scientific-methodological base, which in general adds up to two conceptual approaches: efficiency is considered as productivity or degree of goal achievement.

The existence of different conceptions of interpretation of efficiency essence is caused by different theoretical positions in its analysis, allocation of one research object from the solution of the shared problem. More and more scientists consider that profit markup dynamics displays the productivity of enterprise's activity, and cost of utilized resources, which determine an economic potential, is appropriate to use as expenses caused this growth. Thus, on the efficiency of transport enterprises influence the following factors: financial state, interaction between resources and economic opportunities, technological characteristics of freight service, personnel competence level, organizational structure and management processes.

The conducted research of scientists' papers in the sphere of transport enter-

prises' management allowed forming the indicators system of assessment of transport enterprises efficiency. The proposed system includes resumptive and partial indicators of efficiency of economical activity, indicators of utilization efficiency of capital and circulating assets, labour productivity and efficiency of investment and innovations.

Resumptive indicators of increase of freight service efficiency are the followings:

- growth rate of passenger and freight turnover;
- growth rate of income from principal activity;
- utilization efficiency of resources used for transport production;
- current expenses per 1 hryvnia of income and per 10 virtual ton-km;
- labour productivity.

Formalization of efficiency indicators of transport enterprises' activity allows analyzing of problems or competitive advantages in service provision, detecting of threats or possibilities of increase in profitability and development potential achieving in the most effective directions.

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FEATURES OF MANAGEMENT OF FINANCIAL RESULT OF ENTERPRISE OPERATING ACTIVITIES

The relevance of the topic is caused by structural changes in the economy of Ukraine. Increasing the economic potential of domestic companies is possible only when companies' policy focuses on financial results. Recently, the rapid development of economy requires from businesses an expanded reproduction, updated manufacturing process, making informed management decisions. Financial results reflect the multifaceted system of economic relations in modern society that affects the competitiveness of an enterprise. Exactly balanced mechanism of financial results will maximize profit and improve its financial position.

Research of financial results from operating activity is an important part of the overall analysis of the financial efficiency of the enterprise, because the operating activity is the basis of company's existence.

The purpose of article is systematization of approaches to essence definition of financial results and to management of financial

result of operating activities. To achieve this goal, were performed the tasks: discovering the essence of financial results of operational activity; different methodological approaches to the analysis of financial results; forming method of analysis of financial results of operational activity for Ukrainian enterprises.

The object of research is the process of analyzing the financial results of operational activity.

The article is focused on the theoretical knowledge and practical skills of management and analysis of financial results of company's operation activity. The issues and factors related to the analysis of financial results were considered. Foreign experience of process management and analysis of financial results were studied.

Research methods are search of the necessary information, its classification, metrics grouping, comparing methods of induction and deduction, synthesis method, system analysis, economic and factor analysis.

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METHODOLOGICAL BASES OF FORMULATION OF MARKETING CONCEPT OF ENTERPRISES DEVELOPMENT

Methodological foundations of marketing activities get a particular relevance in the event of the formation of the marketing concept of domestic enterprises in the recession case. However, the development mechanism of marketing concept of domestic enterprises studied only in certain areas, leaving open the question of general methodological approaches and algorithms to the marketing concept formation.

The main areas of marketing orientation of companies is in implementing of integrated marketing concept, perception of organizational enterprise system basic provisions of the concept of marketing and marketing financial security.

Marketing concept of the company is defined as a dynamic system of marketing goals of providing consumers with high quality competitive products (services), which formed the basis characteristics of the market environment.

The important tasks in achieving enterprise mission is to study business opportunities for the development and production of competitive products (services), because it

is necessary to go to market not just offering services or products, but developing means of solving the problems of the buyer and only then organizing production.

In forming of company marketing concept it is important to identify effective elements of the development program that will take into account the integration of strategies and tactics of active adaptation to the market, adapt to their needs that should not be focused on immediate benefits achieving.

By investigating the formation process of development marketing concept in a transitional economy it was determined that a new approach was faced with the old concept of traditional business, namely the desire to maximize profits at the expense of mass production and intensification of efforts to sales of manufactured products. In our opinion, the modern marketing is a new business philosophy which focused on the consumer and it based on the principles of providing consumers with high quality competitive products (services), therefore domestic enterprises should form their own marketing concept development to enhance competitive position.

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BUDGETING AS AN TOOL OF VALUE ADDITION IN ECONOMY OF AGRICULTURAL ENTERPRISES

Agriculture is the most important area of Ukraine's economy. In fact, agricultural sector brings every third dollar Ukrainian economy. Agricultural sector finds about 60 per cent of social consumption fund. So, the strategic goal of Ukraine is continued development of agricultural enterprises.

We briefly review the statistical indicators of agricultural enterprises in Vinnitsia region for the years 2012-2014.

We saw that:

1. Agricultural production is growing;
2. The number of agricultural enterprises greatly increased;
3. But agricucultural production is unprofitable in Vinnitsia region.

In fact, this is terrible. Agricultural production is unprofitable in the region of Ukraine (As we know. Ukraine is an agrarian country)!

We tried to resolve this issue on a theoretical level.

As we know, budgeting is a key tool of agricultural enterprises management. Budgeting coordinates resources, production, and expenditures.

We had detailed the budgeting process in the agricultural enterprises.

There are four basic types of budgets that can be used in the farm business management process. Each type of budget provides different information to the manager for use in the decision-making process.

The four types of budgets are: 1) Enterprise budget; 2) Partial budget; 3) Whole-farm budget; 4) Cash flow budget.

An enterprise budget is a statement of what is expected if particular production

practices are used to produce a specified amount of product.

There are two types of agricultural enterprise budget: budget in plant growing and budget in stockbreeding.

An enterprise budget should contain several components. A detailed description should include a production goal, the production techniques to be employed, the land resource required, and even something about the capital and labour requirements. An enterprise budget should include all costs and all returns associated with the defined enterprise. All variable and fixed costs, both cash and non-cash items, should be included. The returns from products produced for sale (wheat grain crop) plus those that are produced for use in another enterprise (grazing) should be included in an enterprise budget.

The partial budget is useful in analyzing the effects of a change from an existing plan. This budget only considers revenue and expense items that will change with a defined change in the plan.

The whole-farm budget is a classified and detailed summary of the major physical and financial features of the entire farm business. Whole-farm budgets identify the component parts of the total farm business and determine the relationships among the different parts, both individually and as a whole.

Cash flow budget is a projection of cash receipts and expenses for the total business spread over some future time period, usually 12 months. The purpose of this budget is to determine will available cash and expected receipts be sufficient to meet pro-

jected disbursements. If projected disbursements exceed cash available, then borrowed funds will be necessary to meet these future demands.

We offer innovative budgeting model to agricultural enterprises. We offer to include cost indicators to the budgeting process in agricultural enterprises.

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REGULATION OF CORPORATE RELATIONS IN THE CORPORATE MANAGEMENT

The formation of national entrepreneurship according to the new civilization framework, which provides the integration of Ukraine into the world economic space, causes the activation of implementing by national companies the international principles and standards of corporate management.

In circumstances where traditional mechanisms of economic management are not able to provide the expected result, it is needed the relevant transformation of economic relations between subjects as a part of association, to coordinate all the provided operations. Integration processes require solving problems in construction the adaptive models of managing corporate structures, separation of functions and authorities between the managing and managed subsystems in their structure.

There are different approaches to determine the essence of the concept of «corporate management». In the most general sense, the concept of «corporate management», as noted by V. Hrynova, comes from the English «corporate governance», which literally means «corporate governance» and «corporate government». According to this, the term «corporate governance» is frequently considered as a process of organization of senior management of the corporation.

Managing the corporation is carried out on the basis of a systemic, process and situational approaches. Systemic approach implies that the management of the corpora-

tion through interaction between managing and managed subsystems.

The managing system includes the components that provide the process of management. It has a hierarchical structure. The main elements of the managing subsystem are: management apparatus, facilities of management labour, management decisions. The structure of managed system, in turn, includes elements that directly provide the process of manufacturing, economic, commercial and other activities. Conflict of interests between shareholders and managers (i.e. managing and managed systems) is the main barrier to the effective implementation of corporate management in national corporations.

The basis of mechanism corporate management is administrative functions that are classified as separate activities and allow carrying out the necessary control influence. The whole aggregate (set) of functions, which are being held for distribution between managing and managed subsystems or transferring to the outside organization, are systematized and presented in a table.

The proposed systematization and distribution of functions between the subjects of corporate management will help to preserve corporate formation as an integrated system and to avoid conflicts of interests between members of corporate management as much as possible, which ultimately will improve the competitiveness and investment attractiveness of the corporation.

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IMPLEMENTATION OF BUSINESS PROCESSES TO IMPROVE THE COMPETITIVENESS OF HEALTH FACILITIES

The dynamism of the changes occurring in the global environment and the requirements of modern management basics required from businesses an implementation of new management systems based on system-integrated (process) basis. This is the transition to performance management business processes.

After Ukraine gained independence in the market there are many medical institutions that position themselves as better medical facilities for the public. First of all it is connected with the organization of the best customer service processes. It is current practice an improvement of the quality of management and quality of care gets top value.

These individual departments of health are not seen as a structural unit with its separate goals, but as members of a single process. The advantage of the process approach is continuity of management that it provides at the intersection of individual processes within their systems, as well as their combinatorial interactions. Process approach considers medical activities as defined sequential chain of actions (processes), the end result of which is the clinical and economic outcome.

Detailed characteristics and standardization of business processes is a prerequisite for their successful implementation. Determination of medical business process of providing clinical and other medical services helps at the lowest outpatient level

to determine the level of their value to the patient.

We represented three groups of business processes. At the outpatient unit of primary value to the patient is to establish the correct diagnosis. The first group of business processes "to diagnosis" is characterized by the fact that in the course of its actions an included patient volume and the structure of school visits will be formed.

The second business processes group "Formation volume of services" describes the general principles. Input events will be: patient turnout at the reception; and appointment card to laboratory and instrumental diagnostics.

The third group of business processes "Formation volume treatment and monitoring" is divided into: the final diagnosis; referral for treatments to the clinic; referral for outpatient observation.

Despite the universality of basic principles of implementation of the process approach in every field of medicine in its used there is a number of features related to the nature of the course of certain diseases, invasive and non-invasive implementation of interventions, psycho-emotional status of patients and elements of diagnostic and treatment process as a whole.

Essential improvement of the quality of medical services is the introduction of modern medical facility management systems, including quality management system based on international standards ISO 9001.

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FEATURES OF COST CALCULATION METHODS IN DIFFERENT BRANCHES OF NATIONAL ECONOMY

The purpose of the article is to reveal features of approaches to products cost calculation of enterprises of different branches of national economy, primarily of industry, rural economy and hotel industry.

In consideration of cost calculation of manufactured product the attention should be paid to the fact that calculation system is determined by description of production manufactured by a certain enterprise. There are two most often used calculation systems: by separate orders (contracts, works, lots) and by long-repeated processes of production. The features of cost calculation of agricultural production lie in the necessity of clear distinguishing of objects of cost accounting and cost determination. Objects of cost accounting are separate cultures (groups of cultures) or animal species. Object of cost determination in plant cultivation are types of production received from every agricultural crop. In cost calculation of guest room inventory services it should be appropriate to use a method of differentiation of loading services' total cost by separate categories

of hotel rooms, using at that a "method of equivalent numbers". Indicators of direct operating costs by the categories of hotel rooms are used for calculations. Such calculations will be more objective base of hotel rates determination. Use of this method gives an opportunity to manage costs of hotel industry more efficiently and above all to establish real rates on all services provided by hotel industry.

Having analyzed methods of cost calculation in different branches of national economy, it should be concluded that the right approach to building of cost accounting and selection of an optimal calculation method are the guaranty of efficient business management in any branch of national economy. Process of cost calculation is a troublesome work of various departments and services directed to stable operation of a business. It is become clear that any type of production needs an individual approach since it differs first of all by amount of calculation objects, order of manufacturing costs forming and principles of overhead cost allocation between calculation objects.

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MOTIVATION OF EMPLOYEES OF HIGH-TECH ENTERPRISES TO PROFESSIONAL DEVELOPMENT

The efficiency of the company depends on the personnel efficiency. The using of high-technologies in the company creates the need to attract highly qualified professionals to generation and implementation developments in practice. As this problem is related to intellectual potential, it is necessary to mark the payment and valuation work of employees.

System of grades is the system of salaries calculation based on the point-factor matrix method and mathematical models. It associates salaries and logic of business activities, and also solves problems with personnel motivation. Grade system was invented by economist Edward Hay. The essence of grading is simple: all companies' positions evaluated a number of criteria, such as responsibility, qualification requirements, the impact on financial results, etc. As a result creates a system of functional-positions levels, where positions built in a hierarchy according to their business value. To the grade attached "fork" of payment and the amount of social guarantees and benefits. Thus, payment of employees becomes transparent and fair, and manageable.

The current grading system of companies' payments by positions aims to increase its

productivity, but ignores the motivation of each employee to self-development and new knowledge. We offer to enterprises involved in the use and implementation of new technologies, using a modified grading system, where the award is made dependent not only on the quantity and quality of workers, but also on their ability, level of education, ability to generate new ideas and implement them, training, contribution to the overall results and the outcome of the enterprise. Implementation of the modified system should cause a grading efficiency of high-tech enterprises.

Grade system allows build a payment scheme personified taking into consideration not only qualifications and experience, but also other important factors: the level of education, level of managerial and financial responsibility, the complexity of the decisions, the ability to generate new ideas, development of new knowledge, etc. During using the proposed system can be that expert can have a higher grade than the head of department. This will provide to employees not only management, but also professional career, encourage them to self-development, development of new technologies, especially, for employers in the high-tech business with IT-technologies.

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FORMATION OF STATE AGRICULTURAL ENTERPRISES OF NEW TYPE

The article is devoted to analyzing of the economic activity of state agricultural enterprises. Author focuses on underestimation the role of state agricultural enterprises in the agricultural sector of Ukraine. The appearance of various types of market-oriented enterprises based on private property led to destruction of agricultural state-owned enterprises, and with it greatly exacerbated social problems of rural inhabitants increased unemployment, poverty, the decline of rural infrastructure occurred more. It should be noted that this state farms provide in the countryside socio-economic development and social protection of the local population.

Examining the economic activity of state agricultural enterprises, the author reveals number of concerns and proposes concrete measures to overcome them. As a result of research the author concludes that improv-

ing existing property relations on agricultural land is possible through the creation of state farms of new type. The author offers specific algorithm which provides four phases: the inventory of land, establishment of the Single land bank, the implementation of citizens' right of ownership by buying the land bank "Single land bank", the development of rural areas.

It is obvious that the old economic mechanism is ineffective and unacceptable for modern economic model, so it is necessary to change the style management of state agricultural enterprises. The author considers that they should be a tool for the implementation of agricultural policy. That is company of the selected type should be constructed so as to set an example of successful solution of economic, social and environmental problems to other types of enterprises.

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OPTIMIZING THE PROJECT SELECTION OF MULTIAPARTMENT HOUSING IN UKRAINE

The creation of competitive construction materials in set terms is the most important condition of an effective activity of a construction company. That is why the purpose of a study is a development of a general method of the optimization of the choice of a tenement house building for Ukrainian construction companies which should promote an increasing of the volume of sales of a prepared object and by that provide an effective functioning of managing entities of the construction industry.

For a case of the optimization of the choice of the construction's project it is necessary to maximize a level of the object's realization which is being planned to build. The parameter of a construction's object can be any characteristic of a building or a construction (the cost of one square meter, the number of floors, used materials, the percentage of one-, two-, and three-room flats, the presence of a free planning, the level of rooms' decorating and etc.).

The mathematical model has been developed by an author and allows analyzing of effect of both two parameters on a resulting behaviour of a regressive dependence. As a result, there is a clear picture of statistic dependence in a volume image at the same time.

It is quite difficult and even impossible to note all influencing factors by using an official statistics. That is why we use a magnitude which is equal to the attitude of an average salary in a separate region to the minimum salary in a country, i.e. the salary's

coefficient (Cs) for the analysis of an economic condition of people as a major influencing factor on the realization of residential property's objects.

Having traced the correlation of a magnitude of the salary's coefficient with a volume of the introducing dwelling into the exploitation, there has been made a conclusion that the introduced coefficient can be used as one of the parameters of the economic condition's estimation with a marketing analysis and a forecast of the choice of the construction's project in a specific region.

By means of a proposed mathematical model there has been conducted a research of the choice, which was from sales' point of view, of an optimal ratio of one-, two-, three-, four-, five-room flats during the choice of a construction's project of a dwelling house on the basis of statistic data of the flats' introduction into the exploitation for seven years: from 2007 to 2013 years.

There has been made a conclusion that, for example, with the salary's coefficient in a region $C_s = 2$, the recommended ratio of flats in a dwelling house should be: one-room flats – 14%, two-rooms flats – 27%, three-rooms flats – 32%, four-rooms flats – 18%, five-rooms flats – 8%.

By means of the developed model it is possible to realize forecasts for an optimal choice of future construction's projects. The restriction of its use is the poor presence of a statistic data and unpredictable circumstances.

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EVOLUTION OF PERSONNEL MANAGEMENT AND HUMAN FACTOR IN THE MANAGEMENT SYSTEM OF ENTERPRISES

Development of management as test sciences permanent changes through the prism of appearance of new looks to the management, conceptions, transformation of paradigms, which are grounded new knowledge, inventions and openings in the different spheres of vital functions of people. The last tendencies in a world economy testify to dynamic growth of role of «human factor», ability of people, value of their intellect, human qualities and intellectual culture. At such terms a personnel management in the systems of management on most enterprises does not answer strategy of world transformations in direction of forming of knowledge economy, growth of intellectualization of economy and science capacity of products, to introduction of front-rank technologies and innovative production.

A modern integral theory of management is relatively young science and counts only over one hundred years. A personnel management is inalienable component part of general science of modern enterprises' management – to the management, and from these positions belongs to social sciences.

Scientific theories and conceptions, which developed human-centric direction, had a substantial human influence on forming of the management systems. Determined the role of factor of personality, key elements of management; growing influence of intellectual component grounded

the mechanism of acceptance of administrative decisions, constantly perfected the theory of reason, system of communications and others like that.

Summarizing the looks of scientific schools in relation to the role of human in an enterprise and in the system of management in particular, it is possible to select such three vectors of scientific researches as economic, organic and humanism.

From point of today efficiency of management a personnel needs to be examined through the prism of growth of role of intellectual constituent in as a determining competitive edge of enterprises, that will depend direction on the formed conception of intellectualization of the systems of management of enterprises. The purpose of intellectualization of the management systems is determined having a special purpose priorities of enterprise, namely: providing of competitiveness is at the market, dynamic adaptation to the variables of external terms on the basis of forming of maximally favourable internal environment for development of intellectual potential, effective use of constituents of intellectual capital: consumer, human and organizational.

A process of management of personnel must be oriented to personalities, them financial, morally-psychological and emotionally-spiritual motivation, just distributing of economic results of activity of enterprise.

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THE BASIC DEFINITIONS OF SUPPLY CHAIN MANAGEMENT IN TERMS OF SUSTAINABLE DEVELOPMENT: FACTOR ANALYSIS

Over the last two decades many foreign companies have carried out effective steps in the direction of steady development introduction principles in their long-term and short-term strategies of decision making. International companies pay a considerable attention to the issues of development of productive relationships with the suppliers and creation of permanent chains of deliveries, that are related not only to the internal processes of a company and absolute benefit for it but also to the influence of the following issue on the level of corporate reputation, that, undoubtedly, rises, if such relations are based on the principles of openness, honesty and transparency.

The current study attempts to isolate the basic definition of supply chain manage-

ment in terms of enterprises sustainable development. The detailed correlation and regression analysis of relationship between macroeconomic indicators of development of the state, separate aspects of sustainable development and practice of supply chain management is conducted on the basis of available information.

The sustainable development of enterprise supply chain management process, in contrast to existing research, creates a new vision in the management of the company as a whole in terms of sustainability of its development. On the basis of existing statistical information the estimation of management efficiency of constant supply chains is modelled.

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INNOVATIONS IN PROVIDING OF SUSTAINABLE DEVELOPMENT OF HOTEL FACILITIES IN UKRAINE

The main task of providing of sustainable development of hotel facilities is either organization of own potential with clear orientation toward market demands or search and introduction of innovative technologies.

A necessity of scientific inquiry of practical mechanisms of innovations introduction, such as development of innovative projects in the field of hotel business, implementation of advanced world innovative experience in the implementation of hotel services of high quality, gains in priority importance in the package of measures of competitiveness providing and lead positions holding of hotel facilities in market.

Under such conditions an introduction of innovations, which will be the moving force of providing of sustainable development of hotel facilities at the present stage, is a main trend of hotel business.

Problems of sustainable development of enterprises were considered by many native and foreign scientists: A. Aliiev, V. Hlukhov, V. Yershov, M. Porter; regularities of enterprise innovative development were investigated in papers of academic economists S. Valdaitsev, K. Wahren, V. Hrynova, P. Drucker, M. Kyzym, V. Ponomarenko, O. Pushkar, J. Schumpeter and others; approaches to assessment of economic efficiency of innovative projects are considered in works of such scientists as H. Bierman, M. Brown, R. Burmester, A. Hrynov, P. Orlov, S. Pokropyvnyi, R. Fatkhutdinov, A. Yakovliev, O. Yastremska and others.

The purpose of the article is to determine the role of innovations in providing of sustainable development of hotel facilities in Ukraine.

Statement of the main material. Innovation (novelty) – is a final result of innovation activity that is implemented in the form of new or improved marketed product; new or improved technological process that is used in practical activity [4].

Implementation of innovation activity needs solving of the following problems [6]:

- new services market research, choice of market segments for new services, strategies of new services promotion;
- forecasting of profit taking from provision of services;
- business research of market of all types of services;
- complex analysis of costs required for new services introduction in hotel;
- risk analysis, determination of methods of risks minimization.

Innovations in hotel business mostly have a technology path. In recent years technical innovations substantially make easier hotels' functioning and quality of service.

We consider appropriate to implement in Ukrainian hotels such automated control system (ACS) of hotel as Opera, Fidelio, Libra etc. ACS includes information about rooms and their occupation, information about guests, their passport information and so on. System data allows obtaining of various data reports for any period of time [7].

At the modern stage was appeared a great number of original hotels that attract guests by means of remarkable interiors or location. Ice hotels, hotels on the trees, under water, on trains, shipboards, in deserts – this is not all new unusual hotels.

Indispensable condition of sustainable development of hotel facilities – is competent and consistent innovation: from application of new methods of personnel management to utilization of innovative technologies in hotel business.

It is appropriate for service enterprises to introduce non-technological innovations that, on the one hand, are the source of competitive advantages, but, on the other, cannot be duplicated perfectly.

For hotel facilities an innovative approach is determined, first at all, by improvement of informational support of lodging facilities' activity. To ensure a desired level of competitiveness it is necessary to utilize advanced informational technologies in introduction of

new types of main and extended services as well as expansion of new communication channels' use for hotel advancement.

Hotels should aim at obtaining of admittance to the widest range of sales channels. In particular, hotels directed to business segment should most of all introduce themselves in global or alternative booking systems.

We consider sensibly defensible a providing personnel and guests with free broadband Internet that would allow organizing of twenty-four-hour information interchange between each other as well as with external sources.

Thus, the utilization of modern technologies in hotel services is an integral part of sustainable development of hotel facilities in terms of competition. Such technologies allow keeping of high service level, expansion of services range, improving of control system, strengthening of personnel work control and ensuring guests with the high security level.

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THE COST OF MARKETING ACTIVITIES OF COAL MINING ENTERPRISES OF UKRAINE: ASSESSMENT AND FORECAST

The estimation and forecasting of marketing performance of coal mining enterprises of Ukraine is carried out: commodity cost per 1 ton of coal, price per 1 ton of coal, loss-making coal, total cost, costs of organizing marketing activities, the share of cost of sales in total production costs of coal, the cost per 1 ton of commodity sales and sales of coal products.

The paper calculates Spearman's rank correlation coefficient to determine correlation between the cost and the price per 1 ton of salable coal production in Ukraine; Fechner ratios – between the total cost and the cost of the organization of marketing activities, the cost per 1 ton of sales product and sales of coal products; Pearson linear correlation coefficient between the cost and the cost of sale per 1 ton of salable coal production in Ukraine. The coefficients of variation of the cost, price, selling expenses per 1 ton of commercial products and marketing cost per 1 ton of coal products sold are calculated.

Index forecasting marketing of coal mining companies made using regression methods and average growth rate. Directions

to improve the organization of marketing activities of domestic mining enterprises in an uncertain demand for coal are identified using modern information technologies: marketing research to analyze market conditions of the coal products; search for new segments of the coal market; improvement of distribution through the introduction of modern information technologies DRP and DRPII; development of selection methods of effective channels through special software to perform calculations using economic and mathematical methods; development of methods for accounting for inventories using software and electronic document management systems for efficient inventory management; improvement of service processes of various consumers coal companies through the implementation of e-commerce by implementing an information system CRM (customer relationship management); an automated processing of documents for registration process of transportation; execution of long-term contracts for the supply of coal, which should indicate the recovery of penalties in case of refusal to purchase order.

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DIVERSIFICATION AS A BASIS FOR DEVELOPMENT OF STRATEGIC CAPACITY OF ENTERPRISE UNDER THE ECONOMIC CHANGES

The article considers the influence of economic changes on the modern enterprises. Diversification strategy as a basis of development of strategic capacity of an enterprise in market conditions is considered. Research of specifics of strategy implementation of diversification in activities of domestic industrial enterprises is conducted.

The problem of uncertainty of an economic situation in the territory of Ukraine, and the negative impact of market changes on activities of the entities are considered in the article.

The analysis of the latest researches, in which the solution of these problems are given, the works of such foreign and Ukrainian scientists as V. Andriichuk, J. Wells, E. Esinara, M. Horta and M. Minkovska has been performed. The questions of an orientation of diversification strategy are studied by such authors as: H. Nemchenko, A. Striklen, A. Thompson and O. Vikhanskyi. The author of the article has allocated the works of such authors as: R. Lehman and M. Pasquier.

The purpose of the article is to consider the diversification strategy as a basis of

the effective use of strategic capacity of an enterprise.

The analysis of change of the entities number for several years has been carried out. The analysis has allowed analyzing the sensitivity of the modern Ukrainian entities to the market changes.

The concept of diversification is determined. The factors by which the heads of firms were guided in case of implementation of strategy of diversification at the entity have been considered by the author.

The enterprise Motor Sich is proved to be an example of successful carrying out the process of diversification.

Main shortcomings of diversification strategy implementation are considered. The strategy of diversification is directed at using of all opportunities of the entity.

On the basis of this material the author concluded that the entities are very sensitive to market changes. The modern entities try to be protected from a negative impact of external environment. It is determined that the diversification strategy is used for reduction of risk of negative changes in the market environment.

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INTERNAL CONTROL IN ECONOMIC SECURITY SYSTEM

Today, the functioning of domestic enterprises is characterized by highly dynamic changes caused by the unstable political, social and economic conditions, increased competition, low profitability, and the like. The first priority for many of them is a problem of survival, for the solution of which there is an economic need for safety management.

Realized generalization views known scientists allowed to form their own definition of economic security as a complex multi-category aimed at efficient use of available resources and market opportunities, guaranteeing stability and protection against negative factors for realizing the interests of conditions for sustainable social and economic development.

In a crisis, the global and domestic economies when businesses have to deal with permanent threats and risks that significantly reduce the current level of economic security, the problem of creating a system of protection, i.e. integrated system of economic security has become a priority.

One of the main objectives of the integrated system of economic security involves identifying, recognizing and counting all the threats to economic security and that domestic listed above. We believe that timely and effective response to changing economic security under the influence of possible internal threats through the organization of the company's internal control.

It was found that at medium and large enterprises internal control unit must have dual reporting, that serve and for monitoring the internal environment within the integrated system of economic security. Small businesses should prepare the initial information the chief accountant or his deputy, but it should be structured, with a clear periodicity of the presentation and linked to indicators that allow identifying of the emergence of an internal threat in the early stages of development. Accordingly, a specialized unit or staff person performing internal control is a subject to economic security.

The point is also important that internal control makes possible to detect not only deficiencies in the enterprise as a basis for identifying the onset of internal threats, but untapped reserves for improving performance, i.e. achieve economic interest, which is also one of the objectives of the integrated system of economic security.

In accordance with the main objectives, which include the provision of the head of a complete and truthful information about the financial and economic condition of the enterprise, internal economic control is a component of an integrated system of economic safety of the enterprise, as this information is the basis for determining the identification and further development of protective mea-

asures and monitoring of their implementation on the economic security risks of the enterprise.

Further studies require methodical bases

of the identification of threats, including the definition of the indicators that are the basis of the information received on the results of internal control.

DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

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THE MARKET OF PORK, ITS CURRENT STATE AND PERSPECTIVES IN UKRAINE AND KHARKIV REGION

To reach the highest results of business activities, the agrarian enterprises should sell their products at the highest price and in the shortest terms. It is impossible to do it and to satisfy the consumers' needs without stable market functioning.

In this article the current state and tendencies of pig breeding market development in Ukraine and Kharkiv region are observed.

It is determined that though the pork market is one of the biggest food products market and its development influences greatly other kinds of markets, it is now still in the making and development but has serious prospects for growing.

By now there is a lack of pork in the world and thus Ukrainian pork producers have serious prospects to develop foreign trade of pig breeding products. The Ukrainian agricultural producers have powerful resource base for increasing the

export volume of the main types of stock-breeding products.

In this research the main tendencies and peculiarities of pork market are analyzed, the problems of its functioning and further development prospects are shown. The analysis was made to reveal the dynamics of pig heads growing and pork production in all kinds of farms, selling products and prices for different ways of distribution. The balance between the supply and demand for meat and meat products, meat export and import and the dependence of pork consumption on the population incomes are investigated.

It is discovered in the research that pork market has a number of peculiarities and problems which are to be settled in future.

It is proved in the article that the pork market is obeyed the laws of goods production which include supply and demand, cost and competition.

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STATE AND WAYS OF EFFECTIVENESS INCREASE OF AGRICULTURAL PRODUCTION OF IVANO-FRANKIVSK REGION

Research Methodology. An agricultural production at the regional level in the current economic conditions is studied using a systematic approach. Economic and statistical methods evaluated dynamics of crop and animal husbandry in Ivano-Frankivsk region for the years 2013-2015, taking into account characteristics of rural areas and the main directions of improving the efficiency of agricultural production.

Results. Based on the analysis of financial and business enterprises defined the profitability and economic performance of different categories of farms growing crops, livestock and livestock production. The level of provision of public products and trends in agricultural production are investigated. The measures to improve the economic efficiency of agricultural enterprises through innovative technology solutions are considered.

Novelty. The analysis of agricultural production in the last three years, tak-

ing into account regional peculiarities of Pre-Carpathian and Carpathian climatic zones is conducted. Based on the economic analysis conducted a calculation of economic efficiency, profitability, return on companies with production of basic agricultural products and established key principles and directions of improving economic performance of their activities.

The practical significance. Based on the applied research methodology of economic efficiency of agricultural enterprises are established general trends of development, taking into account local climatic features and specialization of production. Also calculated the financial and economic indicators of production of agricultural products and practical recommendations on forming regional development strategy for crop and livestock as the main strategic areas of agriculture.

MONEY, FINANCES AND CREDIT

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ONLINE REINSURANCE

Identified three stages of development in the world of online reinsurance, reinsurance classification is given on the basis of communication; allocated corporate and stock-line reinsurance; noted the prevalence of corporate forms of online reinsurance exchange from the inception of the first electronic exchange of reinsurance of the United States and to the present.

On-line reinsurance has undoubted advantages for the assignor (broker): lower prices receiving from the reinsurer as a result of the tender quotations risk. And also for reinsurer (and broker working with him), since it is a way to attract new assignors that does not requires additional investment.

Online reinsurance represented by four international services is accompanied today by two risks. The first – the risk of reducing

of its specific weight in relation to offline reinsurance. Two main reasons: lack of funding start-ups and non-providing of attractive price-quality ratio of online services for the reinsurance cedents. The second – the risk of dynamic development through systems integration and unification of all four services in one world online reinsurance system.

Prospects for further research of the online reinsurance sphere are represented in the system integration with the high-tech industry-oriented risk management. Establishment of a unified network of online global reinsurance financing platform for startups financing of preventive, rehabilitation high-tech cluster, based on the research, development, production of relevant, high-tech products, the provision of environmental, veterinary and medical services.

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INTERNATIONAL BANK BUSINESS DEVELOPMENT UNDER THE GLOBAL ECONOMY

The article is dedicated to the main trends in international banking business in the global economy. Having generalized scientific results, the author determines that the focus of international banking has become a multinational banking, development and strengthening of transnational banks in international financial markets.

The article contains analysis of the major multinational banks in the world. The author has concluded that multinational banks play an important role in the mechanism of the market economy. The banks' capital flow is the most profitable industries and regions, contributing to the economic, social and technological progress of society. The banks become direct participants in the production, co-owners of commercial and industrial corporations.

The author has substantiated that active integration of banks in the international financial system, puts on the agenda the question of financial stability.

The main requirement to a banking capital is its use for compensation of financial

losses. "Basel III" provides an exceptional structure of own capital with not enough liquid assets which can't be used for covering losses.

At the present stage of development of the financial market a great attention is paid to the question of development and realization of the macroprudential policy providing stability of development in banking sector. In this regard special attention deserves identification of tools of macroprudential policy, in particular, defined by "Basel III" – as creation of the buffer and countercyclical capitals.

Realization of macroprudential policy provides the solution of the following tasks: definition of institutional bases of macroprudential regulation, measurement of systemic risk, in terms of globalization of the financial market it is necessary to coordinate macroprudential regulation that can be promoted by universal tools and the international agreements on uniform use of such tools.

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ANALYTICAL REVIEW OF FERROUS METALS MARKETS AS A SUBJECT OF EXCHANGE MERCHANDISING

Metallurgical complex is closely associated with other industries, which leads to the growth of the national economy as a whole. Production and consumption of metals is concentrated in a few countries of the world depending on the particular metal type. Production of ferrous metallurgy of Ukraine is traded at the world market with the CIS countries, the European Union and others. The products exchange trading is carried out at commodity exchanges. Their number is growing in Ukraine, but some of them are not permanent and do not meet the world standards. The volume of transactions on the commodity exchange is unstable. Production of ferrous metallurgy is the subject of transactions on purchase and sale at metals exchanges that is present in almost every country, especially those with extensive metallurgical industry. This

allows transacting at exchanges more convenient for both buyers and sellers. Almost in every country there is a metals exchange with the trading of metallurgical products. However, the biggest of them is the London Metal Exchange. It offers a wide range of futures and options both on color and ferrous metals. In future restructuring of products at exchanges towards increasing the production of energy, precious and non-ferrous metals and foodstuffs is expected. According to the rating of futures and options in metals market, reinforcing steel futures took the first place in 2014, the third place took futures on iron ore. Export and import of steel products in Ukraine is gradually decreasing at the beginning of 2016. But in the future the steel will remain one of the most important materials for modern society.

ACCOUNTING, ANALYSIS AND AUDIT

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CHARACTERISTIC OF THE STATE FINANCIAL CONTROL OF FUNDS APPLICATION OF LOCAL BUDGETS IN UKRAINE

It is no accident that the local government is carried out on the principle of a combination of local and state interests, since an effective control at all stages of a budget process concerning local budgets in general ensures a proper execution of the state budget.

The main body of the state financial control through the executive authority is the Ministry of Finance of Ukraine. The Ministry of Finance carries out preliminary control at the time of local state administrations and executive bodies calculations of intergovernmental transfers and other indicators.

The Cabinet of Ministers of Ukraine carries out preliminary control over local budgets during the approval of project of the State Budget of Ukraine since establishing the amount of intergovernmental transfers to local budgets.

The Verkhovna Rada of Ukraine also does not ignore control of the local budget, which it has previously does during the adoption of the Law on State Budget of Ukraine.

In local government, control of local governments engaged in the Ministry of Finance of Ukraine, State Financial Inspec-

tion of Ukraine, the State Treasury Service of Ukraine, state fiscal services and other executive authorities that control the use of local government and state administration, which regional and district Council delegated his executive powers. However, if SFIU is a special organ of financial control, that control is the main and only objective of these bodies, the State Fiscal Service, the State Treasury Service of Ukraine, interdepartmental control and audit units perform control functions in parallel with other tasks assigned to them.

So, the main thing for financial control is anticipation of problems that can complicate the conduct of fiscal policy at the state and local levels.

The prospect of improving the complexity of control depends on its quality at all stages and timely adequate response of financial authorities, the main managers and other authorities on the results of monitoring, facts of inappropriate and inefficient use of public funds, by taking steps to redress the illegal costs, regulating of the financing amount, bringing them in line with legal regulations governing the budget process.

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LEGAL REGULATION OF ACCOUNTING AND TAXATION OF COMPANY PROFITS

The article analyzes the regulations of accounting and taxation, on information relating to the formation of income and income's distribution. According to the results of domestic enterprises in 2015, 73.3% received profit of \$ 352,879,700,000. USD and 26.7% received a loss of \$ 726,348,700,000. UAH, which was not covered by profit and total loss amounted to 373,469.0 mln. UAH [<http://ukrstat.gov.ua/>]. The unprofitable activity of domestic enterprises has not been changing over the past two decades and requires an immediate decision on the level of state regulation of the regulatory framework for the formation of profits. We consider the procedure of forming the partnership profit in the Commercial Code of Ukraine, the cases of free removal and its penalties provided by law. Considered the procedure for determining income under the Tax Code of Ukraine. Drawn attention to International

Financial Reporting Standards (IFRS) as a document that provides guidelines for financial reporting of domestic enterprises in the entering of international markets. The most detailed analysis of applicable provisions of accounting of income and expenses, as well as new National Policy (Standard) was done. Comparison and analysis methods of the statement of financial performance according to national and international standards are used and it is found that the form of reporting under the P (S) is strictly regulated. Financial statements in accordance with IFRS are not regulated. Activities under these documents are also different. It is noted that many conceptual issues remained unsolved related to, first of all, the principles of interaction of regulatory accounting and tax legislation. It is recommended to bring present financial statements in balance with international standards.

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EVALUATION OF THE EFFICIENCY OF INTERNAL AUDIT OF EXPENSES IN THE NETWORKS OF RESTAURANT ENTERPRISES

Not necessarily introduction of internal audit of expenses into activity of networks of restaurant enterprises needs proof of its feasibility. This can be done by assessing of the efficiency of internal audit of expenses in the networks of restaurant enterprises. The lack of methodological support to assess of efficiency of internal audit of expenses makes this study important.

The article considers the essence of concepts "effect" and "efficiency". It is carried out the overview of separate proposals for assess the effect and efficiency of internal control and internal audit. The efficiency of internal audit of expenses is its properties the most rational way to achieve a particular purpose. The qualitative aspect of efficiency influences the effect. The effect is qualitative and quantitative indicators in absolute terms. The quantitative aspect of efficiency of internal audit of expenses is estimated by actual consequences of control measures and the size is relative.

It is offered the qualitative indicators of evaluating the efficiency of internal audit of expenses. The indicators are based

on the international standards of internal audit and of internal audit principles. It is offered the quantitative indicators of evaluating the efficiency of internal audit of expenses. They include calculation of informational, organizational, social and educational, economic efficiency of internal audit of expenses. Informational efficiency is the expectation of so valuable to make particular tasks or a whole network of strategic management of restaurant enterprises is information of internal audit of expenses. Organized an effect inherent in those audits, the results of which were established shortcomings in the processes or activities of structural divisions. Social and educational effect is a characteristic for control measures, which has made the subject of abuse to bring a different kind of responsibility. The economic effect is directly related to economic (financial) performance of the entity.

It is defined the entities that assess the effectiveness of internal audit of expenses are business owner, auditing or consulting firm, head of internal audit department.

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INDICATOR SYSTEMS OF MANAGEMENT ACCOUNTING

New market requirements and informational needs of management of enterprises have led to the necessity of development of a new comprehensive approach to analysis and assessment of performance results. For now, it is an objective prerequisite of transfer in informational support of enterprises from traditional systems of financial and management accounting to balanced models of activity assessment.

The article is devoted to the analysis of innovative systems of indicators of efficiency assessment of enterprise activity that can be implemented into management accounting system.

Actuality of this theme and considerable interest of scientists and practitioners to the development of indicators system of management accounting caused the necessity of further development of this question.

The purpose of the article is to analyze modern systems of indicators and determine features of their implementation in the system of management accounting of an enterprise.

Analysis of balanced systems of indicators allows determining features and disadvantages peculiar to all models; main

theses of a methodology of balanced indicators system building are proposed to eliminate these disadvantages. Proposed main statements of forming of indicators' balanced system. In particular, determined a composition of assignments to be solved for development of formalized model of enterprise efficiency assessment, including assessment of strategy efficiency, in the system of indicators of management accounting.

It is proved that conditions, which should be satisfied by a system of balanced indicators, can be classified as requirements to: composition of economic magnitudes to be assessed in the system of indicators; structure of indicators' system; indicators included to the system.

The most perspective of the considered conceptions is the balanced system of indicators that allows reproducing of a concrete activity and strategy in the complete enough set of indicators, which practically create the system of strategic control and management; has an ability for complex characteristic of activity on the basis of set of financial and nonfinancial indicators; links indicators of operational efficiency and strategy.

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CRITERIA FOR SELECTION OF AUDIT PROCEDURES

An effectuation of the audit of financial information tasks is possible by implementing a number of measures. The auditing procedures are one of them.

The effectuation of auditing procedures is implemented at each stage of the audit according to its purpose.

The auditor's judgment is forming as a result of the procedures. It may provide for other measures to meet the challenges of auditing of financial information.

The researches show the dependence of audit procedures on a number of factors.

First of all, it concerns the possibility of obtaining of sufficient number of appropriate audit evidence by using the selected procedures.

Present opportunity is determined by qualitative and quantitative characteristics of the audit evidence.

The qualitative characteristic (eligibility) is determined by the ability to evaluate the evidence on the basis of information in compliance with the chosen criteria. The quantitative characteristic (sufficiency) allows you to

get an understanding of the number of audit evidences that can be sufficient to express an opinion.

The targeted eligibility of audit procedures can be defined as the total probability to meet the challenges of auditing of the financial information with its help.

Functional eligibility of audit procedures can be defined as the minimum required level of probability of solving the problem using the selected procedure by which the auditor will decide whether to use his scarce resource.

It is needed to take into account aspects such as the duration of the unit procedures, total duration of the process in which the said procedure is used, and – the possibility of a combination of two or more procedures to determine the quantitative characteristics (sufficiency) of audit procedures.

These circumstances may affect the amount of audit procedures as a whole, based on the criteria of sufficiency of information that must be processed, and individually.

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COMPARISON OF DOMESTIC AND FOREIGN ACCOUNTING METHODS OF INFLOWS AND OUTFLOWS OF STOCKS AND POSSIBILITY OF THEIR USE IN UKRAINE

Stocks take the important place among objects of accounting of enterprise management and are one of the most important asset items of balance. The size of profit of the entity and speed of the invested capital turnover depends on effective use of material stocks; therefore their accounting is paid much attention. The choice of an accounting method of receipt and disposal of manufacturing stocks in foreign countries is one of the basic elements of influence on forming of products cost of the entity, size have arrived, respectively and on the size of the income tax. In practice abroad, the system of periodic stock accounting is applied. When using such a system in Ukrainian practice of accounting, order of most of the material in small commercial enterprises can be made simultaneously, reducing at the same time the costs of ordering materials, for example, retail stores are advisable to inventory at the end of the reporting period, so the periodic system of stock accounting would be relevant in such entities. Most of researchers consider as the main lack of a periodic

inventory accounting system its labour input, due to obligatory inventory count of each accounting period, but for the entities, which are necessary to carry out a frequent inventory counts, use of a periodic inventory accounting system will even be simpler, than permanent accounting system. Therefore the technique of use of periodic stock accounting system will be reasonable for Ukrainian accounting practice. Important component of stock accounting is their assessment; it directly influences the accuracy of financial results of the entity. Today it is possible to use several methods of stock assessment inventory. Each of them has its advantages and disadvantages. It is very important to choose the method that allows most accurately assess with taking into account interests of owners of enterprises and specific production activities. In financial accounting not the quantity of inventory costing methods, but their undoubtedly positive influence on decision-making on made products pricing and an assessment of financial results of the entity activities is very important.

MATHEMATICAL METHODS, MODELS AND INFORMATIONAL TECHNOLOGIES IN ECONOMICS

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ROLE OF LABOR MARKET BUSINESS MODELING OF UKRAINE

Today there is an objective need for in-depth research of problems of the labor market effective modeling in the current conditions of the global economy.

The aim of this study is to deepen the theoretical basis, further development and development of teaching and scientific and practical recommendations for effective business modeling labor market, the use of the investment potential of the state and enterprises. To solve this problem are used: method of logic synthesis, synthesis method and comparative data comparison.

Most scientists devote their attention to modeling and forecasting supply and demand of national and regional labor markets. However, insufficient attention is paid to the study of the local labor market prospects and modeling of current demand of the local labor market conditions, the impact of socio-economic factors at the local level.

Paying great role to selection and searching, Ukrainian companies practically do not invest in the development of their image as an employer, and it's a number of reasons, including low enough competition in the labor markets and, ultimately, lack of interest in the topic.

Our studies allow to conclude that to attract investment to the labor market for technological modernization of the national economy and prospects both in the short and in the long term it is need to develop models based on real data and analyze the results. The analysis of the modern state of the market in Ukraine indicates that it needs a detailed study. The conclusions indicate that this business process of labor market modeling will allow effective forecasting of its development and socio-economic relations, which will provide a rapid response to changes in these processes.

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IMPLEMENTATION OF METAHEURISTIC EVALUATION METHODS OF ADVERTISING PLANNING ELEMENTS

The advertising campaign is one of the main forces to promote innovative product to market. A huge number of papers are devoted to the study of the positive role of advertising in the business.

When planning an advertising campaign, the object of its action does not always correctly determined, grouped and segmented the market and consumers. Moreover, the outcome advertising affects a large number of factors. This causes multifactoriness of advertising process.

Factors that affect the result of advertising a huge amount, as controlled (product / service quality, price, service, availability of outlets selling goods / services etc.), and those that do not depend on the advertiser (the exchange rate, the national law, psychological features consumers, force majeure, etc.). Thus, in evaluating the effectiveness of advertising the event has to deal with multi-objective optimization. Planning of advertising is multi-criterion process with multiple variables, so it is rational to consider planning, primarily as a mathematical model.

Application of simulation provides a complete picture of performance based on their mutual influence under the influence of a particular set of factors. On the basis of the efficiency calculation of the planning elements of an advertising campaign using statistical modelling, the time and achieve break-even point of maximum efficiency, plan advertising budget from the standpoint maximum efficiency can be determined.

Most initial data for economic problems solving are making and expert opinions in

form of phrases and words, i.e. linguistic data, so it is necessary to convert linguistic parameters in numeric expressions. It solves a problem and the theory of fuzzy sets.

Fuzzy logic – a branch of mathematics, which considers a range of classical logic and fuzzy sets theory. The main characteristic of fuzzy sets is handling of this component as a linguistic variable. Linguistic variable is a variable whose value is not a number, and the words and expressions that cause blurred and because they do not have a specific numeric value.

Methods based on the theory of fuzzy sets relate to methods of evaluation and decision-making under uncertainty. Their use involves formalizing of output parameters and process efficiency targets as a vector of interval values (fuzzy interval), falling in each interval is characterized by some degree of uncertainty.

Metaheuristics – a method of optimization that uses many simple rules or heuristics for optimal or suboptimal solutions. Metaheuristic approaches used currently are an algorithm of simulated annealing, ant colony algorithm and genetic algorithm.

Given the complexity and diversity of phenomena of elements assessment of marketing event planning, it is not possible to choose the best and reliable method that leads to the need to use several heuristics simultaneously as solutions produced by one method could be improved by other one. Thus improving the quality of decisions and reducing the number of errors.

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