

**BLACK SEA RESEARCH INSTITUTE  
OF ECONOMY AND INNOVATION**

# **MARKET INFRASTRUCTURE**

*Electronic scientific journal*

**Issue 3**

**Odesa  
2017**

**Chief Editor:**

**Shaposhnykov Kostiantyn Serhiiovych** – Doctor of Economic Sciences, Professor.

**Deputy Chief Editor:**

**Kuzmynchuk Nataliia Valeriivna** – Doctor of Economic Sciences, Professor.

**Executive secretary:**

**Lohvynovskyi Yehor Ihorovych** – Candidate of Economic Sciences.

**Editorial board members:**

**Barna Marta Yuriivna** – Doctor of Economic Sciences, Associate Professor.

**Verkhohliadova Nataliia Ihorivna** – Doctor of Economic Sciences, Professor.

**Voit Serhii Mykolaiovych** – Doctor of Economic Sciences.

**Havkalova Nataliia Leonidivna** – Doctor of Economic Sciences, Professor.

**Hulei Anatolii Ivanovych** – Doctor of Economic Sciences.

**Kniazieva Olena Albertivna** – Doctor of Economic Sciences, Professor.

**Kovalenko Olena Valeriivna** – Doctor of Economic Sciences, Professor.

**Myronova Larysa Hennadiivna** – Doctor of Economic Sciences.

**Skirko Yurii Ivanovych** – Doctor of Economic Sciences, Professor.

**Skydan Oleh Vasylovych** – Doctor of Economic Sciences, Associate Professor.

**Shmyhol Nadiia Mykolaivna** – Doctor of Economic Sciences, Professor.

**Lina Pipeliene** – Ph.D., Professor of Economics.

**Natia Gogolauri** – Doctor of Economic Sciences, Professor.

**Andrzej Pawlik** – Doctor Habilitatus of Economic Sciences, Professor.

**Katerina Natsvlishvili** – Doctor of Economic Sciences, Professor.

**Aliiev Shafa Tyflis ohly** – Doctor of Economic Sciences, Professor.

**Electronic page of journal – [www.market-infr.od.ua](http://www.market-infr.od.ua)**

**The publication is included in the “List of electronic professional publications where the results of dissertations for the scientific degrees of doctor and candidate of sciences can be published” under the Order of the MES of Ukraine on 7 October 2016 № 1222**

**Recommended for printing and distribution via Internet by the Academic Council of “Black Sea Research Institute of Economy and Innovation” (mitutes № 1 on 30.01.2017).**

# CONTENTS

## SECTION 1. ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

<b>Kraus N.M., Kraus K.M., Kryvoruchko O.S.</b> "INNOVATIVE PORTRAIT" OF THE EUROPEAN ECONOMIC SPACE.....	5
<b>Sanduhey V.V.</b> DESHADOWING DOMESTIC LABOUR MARKET AS A PREREQUISITE EFFECTIVE INTEGRATION.....	7
<b>Tomchuk A.F., Chornata T.P.</b> INTERPRETATION OF INDIRECT COSTS AND THEIR IMPACT ON FINANCIAL RESULTS.....	8

## SECTION 2. ECONOMY AND OPERATION OF NATIONAL ECONOMY

<b>Nevesenko A.V.</b> FUNCTIONING OF THE SUSTAINABLE DEVELOPMENT OF THE TERRITORIES AND THE FACTORS OF ITS IMPLEMENTATION IN THE CONDITIONS OF TRANSFORMATION OF AGRICULTURE.....	10
<b>Shaposnykov K.S.</b> STRATEGY AND PROSPECTS OF ECONOMIC DISINTEGRATION FOR THE NATIONAL ECONOMY: THE EU EXPERIENCE.....	12
<b>Yarovyj V.F.</b> PROBLEMS OF TOURISM DEVELOPMENT IN UKRAINE AND WAYS AND MECHANISMS FOR THEIR SOLUTION BY UTILIZING EXISTING RESOURCES AND COMPETITIVE ADVANTAGES.....	13

## SECTION 3. ECONOMY AND ENTERPRISE MANAGEMENT

<b>Gusyeva O.Yu., Prudnykova I.M.</b> THE IMPROVEMENT OF QUALITY AND EFFECTIVENESS INDEXES MODELS OF ORGANIZATIONAL STRUCTURES OF ENTERPRISES MANAGEMENT.....	14
<b>Zaitseva V.M.</b> RESTAURANT CONSULTING, AS A PART OF MODERN MARKETING.....	15
<b>Zaloznova Yu.S., Trushkina N.V.</b> PROPOSALS TO IMPROVE THE LEVEL OF SERVICE CONSUMERS OF COAL PRODUCTS.....	16
<b>Kvasnitska R.S.</b> STAGES OF BUDGETING IN INDUSTRIAL PLANTS .....	18
<b>Masliaieva O.O., Sitkovska A.O., Kravchenko M.V.</b> THE ANALYSIS AND ASSESSMENT OF COMPETITIVE ADVANTAGES OF DAIRY ENTERPRISES.....	19
<b>Lazorenko L.V.</b> INVESTMENTS AS A CONSTITUENT OF STRATEGY OF SOCIAL-ECONOMIC DEVELOPMENT OF ENTERPRISES OF CONNECTION.....	20
<b>Mozgova G.V., Osadcha A.O.</b> MESSENGER APPS AS A TOOL OF INTERNET MARKETING COMMUNICATION.....	21
<b>Postol A.A.</b> THE STRUCTURE OF PRODUCTION AND RESOURCE POTENTIAL OF AGRICULTURAL ENTERPRISES AND IMPROVEMENT OF MANAGEMENT OF DEVELOPMENT OF ITS COMPONENTS.....	22
<b>Rozmetova A.G., Sidoruk N.Y.</b> MEANING OF RURAL TOURISM IN THE SOCIO-ECONOMIC DEVELOPMENT .....	23
<b>Runcheva N.V.</b> DEVELOP THE METHODOLOGICAL APPROACHES TO AGRICULTURAL ENTERPRISES CORPORATE INNOVATION.....	25
<b>Russiyan E.A.</b> FOREIGN EXPERIENCE REVIEW OF THE STEM STAFF TRAINING FOR "SMART" INDUSTRY.....	26
<b>Savchuk Ya.O.</b> MODELLING OF FINANCIAL DIAGNOSTICS OF THE ENTERPRISE.....	28
<b>Drobysheva O.O., Chykulov D.V.</b> GUESS VALUE OF PAYMENT-WORTHINESS AND FINANCIAL SUSTAINABILITY IN ANTICRISIS MANAGEMENT SYSTEM.....	29

## **SECTION 4. DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY**

<b>Vartsaba V.I., Ohorodnyk V.O.</b> ANALYSIS OF THE REPRODUCTIVE PROBLEMS AND IDENTIFY OF THE INVESTMENT ORIENTATIONS OF TRANSCARPATIA.....	<b>30</b>
<b>Letunovska N.Ye.</b> ANALYSIS OF THE PREREQUISITES OF REGIONAL COMPETITIVENESS IN THE SOCIAL AND ECONOMIC SPHERE.....	<b>31</b>
<b>Melnyk O.I., Melnyk A.G., Gumenyuk V.V.</b> STATE AND PROSPECTS OF SMALL AND MEDIUM ENTERPRISES IN CHERNIVTSI REGION.....	<b>33</b>
<b>Neustroev Yu.G.</b> LATEST REGIONAL CENTERS AGROSERVICE SERVICE.....	<b>34</b>

## **SECTION 5. ECONOMY OF NATURAL RESOURCES MANAGEMENT AND ENVIRONMENT PROTECTION**

<b>Akimova M.S., Ulitskaia N.Yu., Safronova K.G.</b> EFFICIENCY OF USE OF THE LANDS OF LESNOY OF FUND OOO "BOLSHEVYASSKOYE LESNICHESTVO" OF THE PENZA REGION.....	<b>35</b>
--	-----------

## **SECTION 6. DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS**

<b>Ilchuk O.O., Horodnya T.A., Popovich V.T.</b> THEORETICAL FOUNDATIONS OF ORGANIZATIONAL MECHANISM FOR IMPLEMENTING THE STRATEGY EFFECTIVE USE AND DEVELOPMENT POTENTIAL OF THE COMPANY.....	<b>37</b>
<b>Sotnikova Yu.V.</b> CREATIVE ECONOMY IN UKRAINE: REALITY OR PERSPECTIVE?.....	<b>38</b>
<b>Stepanova E.R.</b> SPECIFIC OF MALE AND FEMALE CAREER FORMATION: MOTIVES, OBSTACLES, PERSPECTIVES OF CAREER PROMOTION.....	<b>39</b>
<b>Tabanova A.I.</b> OPTIMIZATION OF THE THREE-FACTOR UTILITY FUNCTION OF HOUSEHOLDS TAKING INTO ACCOUNT THE GENDER DIMENSION.....	<b>40</b>

## **SECTION 7. MONEY, FINANCES AND CREDIT**

<b>Pozdniakova L.A.</b> HISTORICAL SOURCES OF FORMING AND DEVELOPMENT OF INSURANCE SYSTEM.....	<b>41</b>
<b>Prystupa L.A., Pavlyuk A.V., Stasyuk D.I.</b> KEY COMPONENTS AND CURRENT TRENDS OF THE DOMESTIC BANK DEPOSIT POLICY.....	<b>43</b>

## **SECTION 8. MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY**

<b>Gorbachuk V.M., Morozov O.O., Nebotov P.H.</b> TO MODELING OF THE EUROPE'S MARKET FOR NATURAL GAS.....	<b>44</b>
<b>Korzh M.V., Hassan Ali al-Ababneh</b> THE PROSPECT OF USING ECONOMIC – MATHEMATICAL MODELLING TO EVALUATE PLANNING ELEMENTS ADVERTISING CAMPAIGNS AIRPORTS.....	<b>46</b>
<b>Chernousova Z.T., Ostrochreva M.A.</b> MODELLING OF ECONOMIC DEVELOPMENT OF UKRAINE IN THE CONDITIONS OF UNCERTAINTY.....	<b>47</b>

## **SECTION 9. INSURANCE AND INVESTMENT**

<b>Vygovskaya V.V.</b> A MODERN APPROACH TO ROLE OF INSURANCE MARKET IN THE COUNTRY FINANCIAL SYSTEM.....	<b>48</b>
--	-----------

## SECTION 1. ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

### **Kraus N.M.**

Candidate of Economic Sciences, Associate Professor,  
Senior Lecturer at Department of International Economics,  
Poltava University of Economics and Trade

### **Kraus K.M.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Commerce Activities and Entrepreneurship,  
Poltava University of Economics and Trade

### **Kryvoruchko O.S.**

Assistant Lecturer at Department of  
Commerce Activities and Entrepreneurship,  
Poltava University of Economics and Trade

## “INNOVATIVE PORTRAIT” OF THE EUROPEAN ECONOMIC SPACE

Innovative achievements of European innovators in various sectors of economy are explored in the article. Authors' understanding of economic categories “European innovative scoreboard” and “innovative portrait of economic space”.

Innovative opportunities of identity of economies of Europe countries in innovative global space and their relationships within the EU Framework Programme for research and innovations are revealed. Examples of successful innovative design projects and products in IT technology, branch of medicine and machine building for 2010-2016, which form the “innovative portrait” of Europe are considered.

The problem of forming of innovative economy is located less in technological measurement as in value-institutional plane. It consists in a low socio-innovative potential of society, out of focus of institutional environment at playing and implement this potential, lack of demand of introduced innovations by existing social-value environment. It is concluded that the development of innovative processes inherent revolutionary and evolutionary transformation. This kind of transformation is characterized by imbalance, instability, technological gaps, inventions, scientific discoveries, which operate on new principles.

Looking at innovation from the position of institutional approach is proposed to interpret it as a change in the basic structure “of the production organism”, transition of the internal structure to a new state, which can lead to qualitative and quantitative changes at the micro and macro levels. It was found that the institutionalization of innovation of natural-historical character is the crystallization, regulation, standardization and formalization of certain patterns

of behavior. These samples of behavior characterize the various processes of formation and genesis of institutional arrangements. During the institutionalization innovation are passing three stages: selection, adaptation and integration.

Opportunities of innovative globalization of economic of Ukraine are uncovered through international cooperation and relationship within Framework Program of EU of scientific research and innovations “Horizon – 2020”. It is substantiation of expediency of practical implementation of e-business platform of innovations, which can form the basis of formation of Ukrainian on-line market of innovations.

### REFERENCES:

1. Kraus N. M. Stanovlennya innovatsiyanoi ekonomiky v umovakh instyutsional'nykh zmin: monohrafiya / Kraus N. M. – Kyiv: Tsentri uchbovoyi l-ry, 2015. – 596 s.
2. Kraus N. M. Instyutsional'nyy dizayn mezorivnyia innovatsiyanoi ekonomiky: fraktal'no-fasetochna model' / N. M. Kraus // Ekonomichnyy chasopys – KhKhI. – 2015. – No 3–4 (1). – S. 4–7.
3. Ynnovatsyonnaya polytyka budushcheho: polytyka ES v oblasti ynnovatsyonnoho rozvytyia dolzhna podderzhyvat' ekonomycheskyy rost / vved. Dzhey Nybbe. – M.: OOO «Ernst and Yanh»: Tsentri evropeyskykh polytycheskykh yssledovanyy (SERS), 2011. – 40 s.
4. Pakhomov S. Yu. Ekonomichne zrostannya v konteksti instyutsionalizmu / S. Yu. Pakhomov // Formuvannya rynkovykh vidnosyn v Ukraini. – 2013. – No 4. – S. 11–16.
5. Suslov V. Y. Synerhiya rehional'nykh ynnovatsyonnnykh system / V. Y. Suslov // Ynnovatsyy. – 2012. – No 1 (159). – S. 11–14.
6. Mekhanizmy realizatsiyi stratehiyi innovatsiynotekhnolohichnoho rozvytku Ukrainy v umovakh hlobal'nykh vyklykiv:

materialy Mizhnar. nauk.-prakt. konf., (m. Kyiv, 1–2 lystop. 2012 r.) / Nats. akad. nauk Ukrainy, DU «In-t ekonomiky ta prohnozuvannya»; [vidp. red. L. I. Fedulova]. – K.: [b. v.], 2012. – 623 s.

7. Kraus N. M. Instytutsional'nyy lad innovatsiynykh ekonomik postindustrial'nykh krayin v umovakh suchasnoyi hlobalizatsiyi / N. M. Kraus // Modern Transformation of Economics and Management in the Era of Globalization: Proceedings International Scientific-Practical Conference, January 29, 2016. – Klaipeda: Baltija Publishing, 2016. – P. 7–11.

8. Kraus N. M. Vplyv innovatsiynoyi hlobalizatsiyi na innovatsiynu hlobalizatsiyu ekonomiky Ukrainy kriz' pryzmu instytutsionalizmu ta kolaboratsiyi [Elektronnyy resurs] / N. M. Kraus // Hlobal'ni ta natsional'ni problemy ekonomiky. –

2016. – No 9. – Rezhym dostupu: <http://www.global-national.in.ua> – Nazva z ekrana. – Data perehlyadu: 17.03.2016.

9. Commission Adopts its Strategy for a Sustainable Bioeconomy to Ensure Smart Green Growth in Europe: MEMO/12/97, 13 February 2012. – [Brussels]: European Commission, 2012. – 5 p.

10. Kraus N. M. Realizatsiya innovatsiynoho proektu pidpryemnyts'koyu strukturoyu v ramkakh diyi «vitryaka innovatsiy» / N. M. Kraus, K. M. Kraus // Ekonomist. – 2016. – No 2. – S. 4–8.

11. Kraus K. M. Venchurne investuvannya upravlinnya marketynhom malykh torhovel'nykh pidpryemstv: umovy ta dzherela / K. M. Kraus // Marketynh i menedzhment innovatsiy. – Sumy: SDU, 2016. – No 1. – S. 73–83.

**Sanduhey V.V.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Economics,  
National Pedagogical Dragomanov University

**DESHADOWING DOMESTIC LABOUR MARKET  
AS A PREREQUISITE EFFECTIVE INTEGRATION**

In terms of European integration for Ukraine is extremely urgent problem of the shadow economy, which applies to all areas and sectors. This problem has also involved such an important part of the economy as the labour market. The article is devoted to coverage of the shadow labour market in Ukraine. The main cause of the shadow labour market in Ukraine is the availability of opportunities for certain economic agents do not follow existing laws.

Factors contributing to the increase in volumes of shadow operations in the field of industrial relations are: low salaries in the public sector, excessive tax burden, complicated tax system, unstable tax legislation, poor quality of public services, excessive business regulations, high corruption and incompetence of civil servants, lack of trust in public institutions, for the credibility of the government or a sense of "social solidarity" encourages people to pay taxes. Shadow employment against humans, depriving it of legal employment, remuneration and occupational safety and health, social, pension and medical care.

Overcoming the shadow economy and corruption is a prerequisite for Ukraine's accession to the EU and the main problem of Ukraine toward the European community. Most other obstacles (to comply with the convergence criteria, the inadequacy of legislation, political and economic instability) are closely correlated with the extension of the shadow economy. The shadow economy takes place in the EU. Fighting the spread of the shadow economy in the European Union is on three levels: national, regional and international (within the framework of international organizations, which include the EU). And there in the following areas: the fight against corruption; changes in tax policy; restrictions shadow labour market in the EU; the fight against money laundering; combating criminal shadow economy, especially drug trafficking.

Given the large scale of the shadow sector, there are ways of combating shadow schemes in the labour market that will contribute to the effective integration of Ukraine into the European community.

**REFERENCES:**

1. Baranov S.O. Tin'ova ekonomika: sutnist', prychny, sotsial'no-ekonomichni naslidky ta shlyakhy podolannya v Ukraini [Elektronnyy resurs] / S.O. Baranov // Visnyk Natsional'noyi akademiyi derzhavnoho upravlinnya pry Prezy-

dentovi Ukrainy. – 2015. – No 3. – S. 47-55. – Rezhym dostupu: [http://nbuv.gov.ua/UJRN/Vnadu\\_2015\\_3\\_9](http://nbuv.gov.ua/UJRN/Vnadu_2015_3_9)

2. Varnaliy Z.S. Tin'ova ekonomika: sutnist', osoblyvosti ta shlyakhy lehalizatsiyi: monohrafiya / za red. Z. S. Varnaliya. – K.: Vyd-vo NISD, 2006. – 576 s.

3. Yevropa: tin'ova ekonomika [Elektronnyy resurs]. – Rezhym dostupu: <http://zgroup.com.ua/article.php?articleid=4841>.

4. Zakon Ukrainy «Pro zapobihannya koruptsiyi» vid 14 zhovtnya 2014 roku No No 1700-VII [Elektronnyy resurs]. – Rezhym dostupu: <http://zakon4.rada.gov.ua/laws/show/1700-18>

5. Mazur O.A. Tin'ova ekonomika v Ukraini: prychny, formy yiyi proyavu ta obsyahy [Elektronnyy resurs] / O. A. Mazur // Visnyk Dnipropetrovs'koho universytetu. Ser.: Ekonomika. – 2014. – T. 22, vyp. 8(2). – S. 70-77. – Rezhym dostupu: <http://nbuv.gov.ua/UJRN/vdumov>

6. Movchan M. Obsyah tin'ovoyi ekonomiky Ukrainy stanovyt' 350 mlrd hrn, polovyna tsykh koshtiv – zarplaty v «konvertakh». [Elektronnyy resurs]. – Rezhym dostupu: [http://dt.ua/ECONOMICs/obsyag\\_tinovoyi\\_ekonomiki\\_ukrayini\\_stanovit\\_350\\_mlrd\\_grn,\\_polovina\\_tsih\\_koshtiv\\_-\\_zarplati\\_v\\_konvert.html](http://dt.ua/ECONOMICs/obsyag_tinovoyi_ekonomiki_ukrayini_stanovit_350_mlrd_grn,_polovina_tsih_koshtiv_-_zarplati_v_konvert.html).

7. Postanova Kabinetu Ministriv Ukrainy «Pro zatverdzhennya Derzhavnoyi prohramy shchodo realizatsiyi zasad derzhavnoyi antykoruptsiynoyi polityky v Ukraini (Antykoruptsiynoyi stratehiyi) na 2015-2017 roky» vid 29 kvitnya 2015 r. No 265 [Elektronnyy resurs]. – Rezhym dostupu: <http://zakon5.rada.gov.ua/laws/show/265-2015-p>.

8. Rozvytok sotsial'no-trudovoyi sfery Ukrainy: teoriya, praktyka, perspektyvy: kol. monohrafiya / za red. d.e.n., prof. I.L. Petrovoyi, k.e.n. V.V.Blyznyuk; NAN Ukrainy, DU «In-t ekonomiky ta prohnozuvannya NAN Ukrainy». – K., 2016. – 326 s.

9. Sanduhey V.V. Problemy tinizatsiyi sfery zaynyatosti v Ukraini [Tekst] / V.V.Sanduhey // The scienti c potential of the present: zb.nauk.prats' «LOHOΣ». 2016. S. 348 s.

10. Tendentsiyi tin'ovoyi ekonomiky [Elektronnyy resurs]. – Rezhym dostupu: <http://www.me.gov.ua/Documents/List?lang=uk-UA&id=e384c5a7-6533-4ab6b56f-50e5243eb15a&tag=TendentsiiTinovoiEkonomiki>.

11. Tin'ova ekonomika v Ukraini: masshtaby ta napryamy podolannya: analit. dop. / T. A. Tyshchuk, Yu. M. Kharazishvili, O. V. Ivanov; za zah. red. Ya. A. Zhaila. – K.: NISD, 2011. – 96 s.

12. Tin'ova ekonomika v Ukraini: prychny ta shlyakhy podolannya [Elektronnyy resurs]. – Rezhym dostupu: [http://icps.com.ua/assets/uploads/les/t\\_novaekonom\\_kaukra\\_ni.pdf](http://icps.com.ua/assets/uploads/les/t_novaekonom_kaukra_ni.pdf).

13. Kearney A.T. «The Shadow Economy in Europe» available at: [http://www.atkearney.com/nancialinstitutions/featured-article/-/asset\\_publisher/j8lucAqMqEhB/content/the-shadow-economy-ineurope2013/10192](http://www.atkearney.com/nancialinstitutions/featured-article/-/asset_publisher/j8lucAqMqEhB/content/the-shadow-economy-ineurope2013/10192) (Accessed 4 April 2015).

14. Shadow Economies on the Rise Around the World [Elektronnyy resurs]. – Rezhym dostupu: [http://nance.yahoo.com/news/pf\\_article\\_110204.html](http://nance.yahoo.com/news/pf_article_110204.html).

### Tomchuk A.F.

Candidate of Economic Sciences,  
Senior Lecturer at Department of Analysis and Statistics  
Vinnytsia National Agrarian University

### Chornata T.P.

Graduate Student, Faculty of Accounting and Auditing  
Vinnytsia National Agrarian University

## INTERPRETATION OF INDIRECT COSTS AND THEIR IMPACT ON FINANCIAL RESULTS

Costs are an integral part of any business entity. They are indicative of the process of getting to the planned profit.

According to P (S) 16 in costs means the reduction in economic benefits as a result of disposals of assets or increasing obligations which lead to decrease in equity (excluding capital reduction by contributions from owners) [7].

Scientists analyzed the interpretation, we can conclude that indirect costs arising in the course of business and are an important element of the economic mechanism of agricultural enterprises.

For the period of assignment of indirect costs on the financial results of the indirect costs can be divided into product costs (production costs) and expenses of the period (recurrent costs). Indirect costs include product general manufacturing expenses, and the costs of the period – administrative costs and distribution costs [1, 112-113].

General manufacturing expenses are indirect costs, and therefore at the time of they cannot be attributed directly to a particular object accounting. General manufacturing expenses are mostly associated with the production of several products, so they should be taken into account when calculating the cost of each type of product.

In agriculture, distribution of general production expenses advisable to plant growing and animal breeding once a year, and auxiliary and industrial production – each location.

Under the state of emergency (S), administrative costs and sales expenses belong to the period just because they cannot participate in the calculation of the cost of production and as a result in the formation of production cost administrative costs and sales do not participate [4].

We have detected that one of the most important indicators of agricultural enterprises are indirect costs. However, common methods of distribution of these costs is not, and the use of different methods results in different levels of unit cost, and therefore incorrect use some methods can lead to wrong acceptance and false solutions.

In our opinion, indirect costs may be associated with production of goods (works, services) sales, other normal activities, and are recognized in the cost of production, and some of them be classified to the financial performance. If regard them only by reference to the cost of different types (full, productive), we can clearly say that the indirect costs are actually indirect (production cost are an indirect way) and conventionally indirect (related to the total cost by distribution). In such circumstances, we can see that the cost depends on for what purposes it is calculated – forming actual cost the product or its price.

Agricultural enterprises are widely applied various methods of allocation of indirect costs to determine the total cost per unit of production. When using different methods and production base of distribution of financial results are not changing, but the different types of products it can be is different and often very considerably, which is reflected in the change of product profitability.

At distribution and assigning indirect costs to financial results, we recommend to check:

Correct distribution of indirect costs to the enterprise;

Method of distribution of indirect expenses of the company;

Economic justification of the base distribution of indirect costs [3].

The main criterion for choice of method of distribution of indirect costs should be a strong link object accounting of the magnitude of costs. It is important to choose an adequate method for the specific conditions distribution costs and should make timely adjustments in the base distribution and accounting policy the company.

On the basis of the above can make such conclusions that the recent developments directed to increasing efficiency of the use indirect costs is primarily their distribution to certain bases of distribution. If faithfully selected method of allocating indirect costs, you can achieve high performance enterprise resource management, exception in this situation of financial instability and correct management com-

pany. Distribution of indirect costs is one of the most important processes in the company, that is directly influences the formation financial results, the correct distribution of – to overstating financial results, in accordance with incorrect – to decrease.

**REFERENCES:**

1. Bezverkhyy K., Klasyfikatsiya nepryamykh vytrat u systemi upravlins'koho obliku \ K. Bezverkhyy \ Visnyk KNTEU – 4/2009, S. 106 -116.
2. Butynets' F.F., «Bukhhalters'ky upravlins'ky oblik» \ F.F Butynets' \ Zhytomyr: ZhiTI – 2000, S. 448.
3. Voytenko T., Lepetan I. Metody rozpodilu nepryamykh vytrat / T.Voytenko, I. Lepetan // Naukovyy klub – 2016 r.
4. Holov S., «Upravlins'ky oblik» \ S. Holov \ K: Znan-nya – 2007, S. 630.
5. NP(S)BO 1 «Zahal'ni vymohy do finansovoyi zvitnosti», zatverdzhene Ministerstvom finansiv Ukrayiny zatverdzheno Nakaz No 73 vid 07.02.2013 r. «Pro zatverdzhennya Natsional'noho polozhennya (standartu) bukhhalters'koho obliku 1» Zahal'ni vymohy do finansovoyi zvitnosti».
6. Ostapenko T.M. Interpretatsiya pryamykh ta nepryamykh vytrat dlya tsiley kal'kulyuvannya / T.M. Ostapenko // Ekonomika. Upravlinnya. Innovatsiyi., Vypusk No 2 (10), – 2013 r.
7. Polozhennya (standart) bukhhalters'koho obliku 16 «Vytraty», zatverdzhene nakazom Ministerstva finansiv Ukrayiny vid 31 hrudnya 1999 r. No 318.
8. Suk P.L., Kryvorot O.H., Oblik zahal'novyrobnychkykh vytrat ta yikh rozpodil v sil'skohospodars'kykh pidpryemstvakh \ P.L Suk, O.H. Kryvorot \ Oblik i finansy APK: Mizhnarodnyy naukovy-vyrobnychyy zhurnal. – Kyiv: Federatsiya audytoriv, bukhhalteriv i finansystiv APK Ukrayiny, 2006. – No 8. – S. 88-92

SECTION 2. ECONOMY AND OPERATION  
OF NATIONAL ECONOMY**Nevesenko A.V.**

Postgraduate Student

National Scientific Center "Institute of Agrarian Economics"

**FUNCTIONING OF THE SUSTAINABLE DEVELOPMENT  
OF THE TERRITORIES AND THE FACTORS OF ITS IMPLEMENTATION  
IN THE CONDITIONS OF TRANSFORMATION OF AGRICULTURE**

In the article general measures to solve problems of development of rural territories in Ukraine are proven. It is proved that global economic development is accompanied by unbalanced exploitation of natural resources. Specified and the consequences of such economic activities that have a negative impact on the environment, lead to the depletion of resources, deterioration of environmental quality and growth of expenses for reproduction of natural balance. The directions of development models and mechanisms based on the principles of sustainable development and environmental security are proposed. It was systematic proposals to address aspects of rural territories development in Ukraine taking into account global transformation processes.

Thus, with this trend to enhance management efficiency in the agricultural sector it is necessary to change the ratio between natural and anthropogenic landscapes in various regions due to the conservation of degraded and unproductive lands. Implementation of the proposed measures will allow you to obtain a first approximation of the environmentally-optimized structure of the land Fund of Ukraine, and also will enrich the cultivated lands natural ecosystems that will increase biodiversity, improve its stability, resistance degradation processes.

It was proposed to develop a system of legal acts, which would, on the one hand, encouraging sound environmental management, and on the other prohibited activities, causing negative environmental consequences in agricultural production. First of all, you need to create a climate the most favorable soil protection, for which it is advisable to implement the state program of soil conservation, a number of other events ("Day of protection of soils", Foundation funding priority antidegradation reclamation). To create state and regional programs conducting land monitoring as an integral part of the state system of environmental monitoring are proposed. Service monitoring and remote sensing of land should be a state system

of observations of the state land Fund, regardless of zone their location and economic performance.

**REFERENCES:**

1. Kvasha S.M. Metodolohichnyy bazys pryynyattya suspil'nykh rishen' v ahrarniy politytsi / Kvasha S.M. // *Ekonomika APK*. – 2013. – No 8 – S. 12–21.
2. Vnesennyya mineral'nykh ta orhanichnykh dobrovyd pid urozhay sil'skohospodars'kykh kul'tur u 2013 rotsi», Derzhavna sluzhba statystyky Ukrayiny – K., 2014. – 52 s.
3. Vdovenko N.M. Hlobal'ni priorityety staloho vyrobnytstva sil'skohospodars'koyi produktsiyi / Vdovenko N.M. // *Innovative solutions in modern science*. – 2016. – No 4 (4). – S. 3–17.
4. Dibrova A. Mekhanizm derzhavnoho rehulyuvannya sil'skohospodarstva: zarubizhnyy dosvid dlya Ukrayiny / A. Dibrova // *Ahrarna osvita ta nauka*. – 2007. – T.8. – No 3–4. – S. 118–123.
5. Khorunzhyy M. Ahrarna polityka: Navch. posib. – K.: KNEU, 1998. – 240 s.
6. Korobova N. Methods of state regulation of agricultural sector in terms of the orientation of the economy to safety and quality standards / N. Korobova, N. Vdovenko // *Wspolraca Europejska*. – 2015. – No 3 (3). – Vol. 3. – C. 23–33.
7. Fed'ko V. Ynfrastruktura tovarnoho rynku / Fed'ko V., Fed'ko N. – Rostov-na-Donu: Fenyks, 2000 – 512 s.
8. Vdovenko N.M. Suchasna paradyhma rehulyuvannya rozvytku haluzey ahrarnoho sektoru v umovakh hlobal'noho defitsytu prodovol'stva / N.M. Vdovenko, Yu.A. Khyzhnyak // *Science Rise*. – 2015. – No 2/3 (7). – S. 20–26.
9. Nazarenko V.Y. Ahrarnaya polityka Evropeyskoho soyuza / Ynstytut Evropy RAN. – M.: Market DS Korporeyshn, 2004. – 362 s.
10. Vdovenko N. Makroekonomichna otsinka ahrarnoho sektoru ekonomiky Ukrayiny za umov intehratsiynykh protsesiv / N. Vdovenko, L. Sokol // *Naukovyy visnyk Polissya* // Chernihiv: ChNTU, 2016. – No 3 (7). – S. 22–28.
11. Zhybak M.M. Orhanizatsiyno-ekonomichni problemy zaynyatosti sil'skohospodars'tva / Zhybak M.M. // *Naukovyy visnyk NLTU Ukrayiny*. – 2008. – Vyp. 18. – S. 199–204.
12. Vdovenko N.M. Rol' derzhavy v ekonomichnomu i sotsial'nomu rozvytku suspil'stva / Vdovenko N.M. // *Innovatsiyna ekonomika: zb. nauk. prats'*. – Ternopil': Ternopil's'kyy instytut APV, 2011. – Vyp. 3 (22). – S. 249–253.

13. Vdovenko N.M. Priorytety funktsionuvannya ahropidpryyemstv na osnovi orendy zemel': vyklyky hlobalizatsiyi / Vdovenko N.M., Bohach L.V. // Mizhnarodnyy naukovyy zhurnal. – 2016. – No 10 (20). – T. 2. – S.63–66.

14. Vdovenko N.M. Oblikovo-analitychni zasady kupivli-prodazhu zemel' sil'skohospodars'koho pryznachennya z urakhuvannyam zarubizhnoho dosvidu / N.M. Vdovenko // Mizhnarodnyy naukovyy zhurnal. – 2016. – No 8. – S. 99–102.

15. Shklyar V.B. Sotsial'no-ekonomichni motyvy formuvannya ta realizatsiyi derzhavnoyi ahrarynoyi polityky v Ukraini / Shklyar V.B. // Ekonomika APK. – 2004. – No 12. – S. 28–32.

16. Vdovenko N.M. Coordination of process standardization and methodology of state regulation of agrarian sector / Vdovenko N.M., Gechbaia B.N. // Moambe. – 2016. – No 23. – S. 17–21.

17. Osnovni priorytety rozvytku APK Ukrainy u konteksti ekonomichnoyi, prodovol'choyi ta enerhetychnoyi bezpeky krayiny: Kol. monohrafiya. – Ch. 2. – Uman': Vizavi, 2014. – 228 s. – Vdovenko N.M. Kontseptual'ni pidkhody do z'yasuvannya mozhlyvosti diyi mekhanizmu derzhavno-pryvatnoho partnerstva u ahrarynomu sektori ekonomiky (S. 68–75).

18. Vnesennya mineral'nykh ta orhanichnykh dobryv pid urozhay sil'skohospodars'kykh kul'tur u 2009 rotsi, Derzhavnyy komitet statystyky Ukrainy – K., 2010. – 43 s.

19. Statystychnyy byuleten' «Vnesennya mineral'nykh ta orhanichnykh dobryv pid urozhay sil'skohospodars'kykh kul'tur u 2014 rotsi», Derzhavna sluzhba statystyky Ukrainy, K.: 2015. – 51 s.

**Shaposnykov K.S.**

Doctor of Economic Sciences, Professor  
 Head of Black Sea Research Institute of  
 Economy and Innovation (Odessa)

**STRATEGY AND PROSPECTS OF ECONOMIC DISINTEGRATION  
 FOR THE NATIONAL ECONOMY: THE EU EXPERIENCE**

It is argued that European integration has not fulfilled its chief economic promises. Output growth has been increasingly weak and unstable. Productivity growth has been following a decreasing trend. Income inequalities, both within and between the EU Member States, have been rising. This sorry state of affairs is likely to continue – and likely to precipitate further exits, or eventually, the dissolution of the Union. However, this outcome is not unavoidable. A better integration in the EU is possible, at least in theory. Also the negative consequences implicit in the existence of the common currency could be neutralised. However, the basic paradigms of the economic policies to be followed in the EU would have to be radically changed. First, the unconditional fiscal consolidation provisions still in force would have to be repelled. Second, ‘beggar-thy-neighbour’ (or mercantilist) wage policies would have to be ‘outlawed’.

**REFERENCES:**

1. Bonesmo Fredriksen, K. (2012), *Income Inequality in the European Union*, OECD Econ. Dept. Working Paper, No. 952.
2. Byrne, D., J.G. Fernald and M.B. Reinsdorf (2016), ‘Does the United States have a productivity slowdown or a measurement problem?’, *Brookings Papers on Economic Activity*, Conference Draft, 10-11 March.
3. Feldstein, M. (2015), ‘The U.S. Underestimates Growth’, *Wall Street Journal*, 18 May.
4. Gordon, J.R. (2015), ‘Secular Stagnation: A Supply-Side View’, *American Economic Review: Papers & Proceedings* 2015, Vol. 105, No. 5, pp. 54-59.
5. Kaldor, N. (1966), *Causes of the Slow Rate of Economic Growth in the United Kingdom*, Cambridge University Press, Cambridge.
6. Mollick, A.V., J. Faria, P. Albuquerque and M. LeonLedesma (2008), ‘Can globalisation stop the decline in commodities’ terms of trade’, *Cambridge Journal of Economics*, Vol. 32, No. 5, pp. 683-701.
7. Mokyr, J. (2014), ‘Secular Stagnation? Not in Your Life’, in: C. Teulings and R. Baldwin (eds), *Secular Stagnation: Facts, Causes, and Cures*, VoxEU.org eBook.
8. Laski, K. and L. Podkaminer (2011), ‘Common monetary policy with uncommon wage policies: Centrifugal forces tearing the euro area apart’, *Intervention. European Journal of Economics and Economic Policies*, Vol. 8, No. 1, pp. 21-29.
9. Laski, K. and L. Podkaminer (2012), ‘The basic paradigms of EU economic policy making need to be changed’, *Cambridge Journal of Economics*, Vol. 36, No. 1, pp. 253-270.
10. Laski, K. and L. Podkaminer (2013), ‘Net private savings in relation to the government’s nancial balance: some basic principles of macroeconomics disregarded by the European Union’s economic policy makers’, in Ó. Dejuán, E. Febrero and J. Uxó (eds), *Post-Keynesian Views of the Crisis and its Remedies*, Routledge.
11. Podkaminer, L. (2014), ‘Does trade drive global output growth?’, *Bank & Credit*, Vol. 45, No. 4, pp. 311-330.
12. Podkaminer, L. (2015a), ‘The euro area’s secular stagnation and what can be done about it. A postKeynesian perspective’, *Real World Economics Review*, Issue 70, pp. 1-16.
13. Podkaminer, L. (2015b), ‘Central Europe: Trapped in Integration?’, *Acta Oeconomica*, Vol. 65 (Suppl. 1), pp. 83-106.
14. Podkaminer, L. (2016), ‘The slowdown in labor productivity growth is an effect of economic stagnation rather than its cause’, Paper presented at the Kaldor Conference, Corvinus University, Budapest, 30. September 2016.

## Yarovyi V.F.

Candidate of Economic Sciences,  
Associate Professor, Doctoral Student,  
Kherson State University

# PROBLEMS OF TOURISM DEVELOPMENT IN UKRAINE AND WAYS AND MECHANISMS FOR THEIR SOLUTION BY UTILIZING EXISTING RESOURCES AND COMPETITIVE ADVANTAGES

The globalization phenomena that occur in modern society significantly influenced the development of the tourism industry. As a result, and due to the nature of the industry the status and development of the domestic tourism market is characterized by a rather complex, dynamic factorily. On the one hand, increases its capacity: (according to the statistics, the number of tourist companies and tourists is growing), but the quality of service of tourists, the situation of most cultural-historical and natural sites, economic and political situation of Ukraine indicate significant problems in activities of tourism organizations and businesses, the collapse of whole areas of the tourism activities.

For the solution of problems of development of the tourism industry requires a balanced, systematic approach to the solution of key problems of this area, namely the development of the principles of management of tourism enterprises that would allow to combine all infrastructure units in the tourism market; the formation of unified database of tourist resources of Ukraine. This will create public unions to support a tour of the facilities in good condition and to combine the efforts of state and local authorities regulate the industry.

Reasonable measures would also help to create new tourism product that would satisfy the needs of the state, tourism organizations and tourists. You need to set the task to update the methodological basis for the formation of tourist routes. This will help to develop tourism enterprises in the contemporary economic and political space of Ukraine and increase

the profitability of tourism enterprises and the industry as a whole.

### REFERENCES:

1. Zhukova M.A. Yndustryya turyzma: menedzhment orhanyzatsyy / M.A. Zhukova. – M.: Fynansy y statystyka, 2004. – 200 s.
2. Kabushkyn N.Y. Menedzhment turyzma / N.Y. Kabushkyn // 2-e yzd., pererab. – Mn.: Novoe znanye, 2001. – 430 s.
3. Herasymenko V.H. Upravlinnya natsional'nym turyzmom v konteksti mizhnarodnoho dosvidu / V.H. Herasymenko, S.S. Halasyuk // Visnyk DITB. – 2009. – Vyp. 12. – S. 160-167.
4. Chkan A.S. Derzhavne rehulyuvannya sfery turyzmu v Ukraini / A.S. Chkan // Zbirnyk naukovykh prats' Tavriys'koho derzhavnoho ahrotekhnolohichnoho universytetu. – Ekonomichni nauky. – 2012. – No 2 (18), T. 3. – S. 276-290.
5. Boyko M. H. Formuvannya spozhyvchoyi tsinnosti turystychnykh produktiv / M. H. Boyko, T. I. Tkachenko // Tovary i rynku. – 2012 r. – No 2 – S. 5-16
6. Opal'ko Yu.V. Zberezhennya kul'turno-istorychnoyi spadshchyny v suchasniy Ukraini: problemy ta perspektyvy / Yu.V. Opal'ko // Stratehichni priorityety. – 2007. – S. 107.
7. Mykhaylichenko H.I. Praktyka orhanizatsiyi turystychnykh podorozhey: [navch. posib.] / H.I. Mykhaylichenko. – K.: Kyviv. nats. torh.-ekon. un-t, 2003. – 156 s.
8. Derzhavna sluzhba Ukrainy z pytan' heodeziyi, kartohrafiyi ta kadastru [Elektronnyy resurs]: Materialy kruhlykh stoliv z pytan' z pytan' zemel'noyi reformy. – Rezhym dostupa: <http://land.gov.ua/kadastr-reiestratsiia>
9. Kuznetsov V. Problemy rozvytku turyzmu v Ukraini [Elektronnyy resurs] / V. Kuznetsov, Yu. Solohub // Natsional'nyy universytet kharchovykh tekhnolohiy – Rezhym dostupu do resursu: <http://dspace.nuft.edu.ua/jspui/bitstream/123456789/18752/1/309.pdf>

## SECTION 3. ECONOMY AND ENTERPRISE MANAGEMENT

**Gusyeva O.Yu.**

Doctor of Economic Sciences, Professor,  
Head of Department of Enterprises Economy and Social Technologies,  
State University of Telecommunications

**Prudnykova I.M.**

Postgraduate Student  
at Department of Enterprises Economy and Social Technologies,  
State University of Telecommunications

### THE IMPROVEMENT OF QUALITY AND EFFECTIVENESS INDEXES MODELS OF ORGANIZATIONAL STRUCTURES OF ENTERPRISES MANAGEMENT

The aim of the article is to improve quality and effectiveness indexes models of organizational structure of enterprise management (OSM).

In order to research quality and effectiveness indexes models of OSM, first of all, we should view the indexes of its evaluation, which have been proposed by other scientists. The majority of scientists propose to identify only effectiveness of organizational structure of management. In this case quality characteristics of OSM won't be analyzed. The only scientist, who has proposed quality index model of organizational structure of management, was I. Simenko. From our point of view this model should be improved.

We consider that quality index model of organizational structure of management should consists from sum of quality of each OSM part multiplied on its ponderability. We propose to identify effectiveness of OSM like sum of effectiveness of each OSM part, which is also multiplied on its ponderability.

In the article ponderability of OSM elements has been identified. We used the method of expert evaluations for finding ponderability of OSM elements. So the most valuable part of OSM is connections, then – elements (departments and managers) and the less – levels of management. On basis of previous research, ponderability of OSM elements and our quality and effectiveness indexes models of OSM we calculated these figures. During research the correlation between quality of organizational structure of management and profit of enterprise has been identified.

Outgoing from researches we come to a conclusion that:

- to identify only effectiveness of organizational structure of management is not reasonable;
- the most valuable part of OSM is communications, then – elements and the less – levels of management;
- there were proposed quality and effectiveness indexes models of OSM;
- there were determined correlation between quality of organizational structure of management and profit of enterprise.

**REFERENCES:**

1. Ehorov V. P. Krytery otsenky efektyvnosti hybkykh orhanyzatsionnykh struktur upravlenyya predpryyatyyamy / V. P. Ehorov // *Ekonomika i orhanizatsiya upravlinnya*. – 2011. – Vyp. 9. – S. 3-13.
2. Kuz'min O. Ye. Ekonomichne otsynuvannya orhanizatsiynykh struktur upravlinnya korporatsiyamy / O. Ye. Kuz'min, L. S. Nozhdak, O. V. Mukan // *Menedzher*. – 2007. – No 1 (39). – S. 186 – 195.
3. Simenko I. V. Yakist' system upravlinnya pidpryemstvamy: metodolohiya, orhanizatsiya, praktyka: monohrafiya / I. V. Simenko – Donets'k: [DonNUET], 2009. – 394 s.
4. Afanas'yev M. V. Osnovy menedzhmentu: navch.metod. posib. dlya samost. vyvch. dysts.] / M. V. Afanas'yev, L.H. She-mayeva, V. S. Verloka; za red. prof. M.V.Afanas'eva. – Kh.: VD «INZhEK», 2003. – 484s.
5. Kabushkyn N. Y. Osnovy menedzhmenta: ucheb. posobyе / N. Y. Kabushkyn. – 11-e yzd., yspr. – M.: Novoe znanye, 2009. – 336 s.
6. Prudnykova I.M. Novi pidkhody do vyznachennya yakosti i efektyvnosti orhanizatsiynoyi struktury upravlinnya pidpryemstvom / I.M. Prudnykova // *Visnyk Kremenchuts'koho natsional'noho universytetu imeni Mykhayla Ostrohrads'koho*. – 2014. – No 6 (89). Ch. 2 – S.84-89.

**Zaitseva V.M.**

Candidate of Pedagogical Sciences, Professor,  
Head of Department of International Tourism  
Zaporizhzhia National Technical University

**RESTAURANT CONSULTING, AS A PART OF MODERN MARKETING**

In the conditions of formation of the company restaurant type importance is given to the formation of interest to the food product and, accordingly, the development of a new marketing framework, as well as promotional activities as a means of bringing different information about the product the restaurant to the mass market. Given the competitive nature of the restaurant operations in the market of supply and demand, the value of the factor of development and promotion of restaurant type increases significantly. In the process of preparing decisions concerning entrepreneurial action in the field of restaurant business is the constant analysis of a condition of enterprises operating in this field. Study the current state of the restaurant business, provides the opportunity to identify the most promising sector for the consultant to make the right management decision and develop an appropriate strategy for each institution separately. Most restaurateurs turn to consultants in the local market. With regard to consultants, invited from Kiev and other regions of Ukraine, then, according to restaurateurs, it is most often seminars and workshops for training of personnel who are well-known in their environment, experts. Based on the obtained the study data, it is possible to compile a list of common problems, which the local owners or managers of the restaurant business trusted advisors. A greater number of appeals related to issues of construction and design, design (0%); staff training (90%); the organization of production (80%); staff recruitment (40%), menu development (30%); on the development of the concept (0%); preparation of the business plan, audit companies (30%).

The prospect for further research is seen in the implementation of marketing communication to improve the competitive position of enterprises of restaurant economy and adopting an appropriate

development strategy. The modern stage of becoming of market relations in Ukraine is exercised on the principles of the consumer-oriented economy. The key to improving the competitiveness of domestic enterprises, acquires the activation of their marketing activities, a major component of which is consulting.

**REFERENCES:**

1. Zadneprovskaya E.L. Marketynhovyie strategyy predpryyatyya restorannoho byznesa kak osnova obespechenyya eho konkurentosposobnosti. – [Elektronnyy resurs]. – Rezhym dostupu do saytu: <[http://www.mgus.ru/les/zaschity/autoreferat\\_zadneprovskaya.doc](http://www.mgus.ru/les/zaschity/autoreferat_zadneprovskaya.doc)>.
2. Derzhavna sluzhba statystyky Ukrayiny. – [Elektronnyy resurs]. – Rezhym dostupu do saytu: <<http://www.ukrstat.gov.ua>>.
3. Monakhova E.P. Upravlencheskoe konsul'tyrovanye kontsa KhKh veka. – [Elektronnyy resurs]. – Rezhym dostupu do saytu: <[www.pcweek.ru](http://www.pcweek.ru)>.
4. Rynok konsal'tynhovykh posluh. Yoho stanovlennya ta rozvytok v Ukrayini. – [Elektronnyy resurs]. – Rezhym dostupu do saytu: <<http://www.management.com.ua/consulting/cons002.html>>.
5. Эшerton-Томас Кристофер. Ресторанный бизнес. Как открыть и успешно управлять рестораном / Пер. с англ. – М.: РосКонсулт, 1999. – 272 с.
6. Tokmakova N.O., Andryyanova M.V. Menedzhment-konsal'tynh: uchebno-metodycheskyy kompleks. – М.: Yzd. tsentr EAOY, 2009. – 271 с.
7. Rynok restorannoho biznesu Ukrayiny. – [Elektronnyy resurs]. – Rezhym dostupu do saytu: <<http://poglyad.com>>.
8. P"yatnyts'ka H.T. Innovatsiynnyy potentsial rozvytku pidpryyemstv restorannoho hospodarstva v Ukrayini // Tovary i rynky: Mizhnarodnyy naukovo-praktychnyyzhurnal.–K.: KNTEU, 2013.–No2(16).–S.29–44.
9. Holovachuk T.I., Hut L.V. Rozvytok rehional'nykh protsesiv u sferi turystychnoho ta restorannoho biznesu. – [Elektronnyy resurs]. – Rezhym dostupu do saytu: <[http://www.chtei-knteu.cv.ua/herald/content/download/archive/2010/v4/NV-2010-V4\\_21.pdf](http://www.chtei-knteu.cv.ua/herald/content/download/archive/2010/v4/NV-2010-V4_21.pdf)>.

**Zaloznova Yu.S.**

Doctor of Economic Sciences, Senior Research Scholar,  
Deputy Director for Scientific Affairs

**Trushkina N.V.**

Master of Economics,  
Researcher at Department Issues of Perspective  
Development of Fuel-Energy Complex  
Institute of Industrial Economics of the NAS of Ukraine

**PROPOSALS TO IMPROVE THE LEVEL  
OF SERVICE CONSUMERS OF COAL PRODUCTS**

The purpose of the study is to develop proposals to improve the level of service the various categories of consumers of coal products.

For the purposes of the study the following methods used: analysis, synthesis, generalization, statistical analysis.

The article reveals specific features of the functioning of the coal enterprises from the standpoint of process organization of sales activity. The analysis of the volume and structure of shipment of coal products to different categories of consumers is made. The level of seasonal fluctuations in demand for coal products is calculated. Proposals to improve the level of service consumers of coal products developed. The specific of the contractual activities of the various categories of consumers of coal products was investigated. The content of the contract to supply coal products refined and supplemented.

The steps of preparation of the contract to supply coal products proposed to include: estimates of shipment of coal products to consumers; receiving orders for coal supply contracts; harmonization of procedures for delivery times, payment terms of coal; select the type of transport, contracting for transportation services for the management and transport of goods by companies; formation of transportation schedules, taking into account travel time and time unloading cars and vehicles; application of penalties consumers in the event of default, giving orders for the products.

Implementation of the proposals for improvement of contractual work with different groups of coal products consumers will be installed cost-effective long-term relationships with consumers of coal mines, reduce risks and losses due to the timely response to possible occurrence of force majeure during transport and distribution, to reduce the cost of organizing the marketing operations by reducing idle time of transport.

**REFERENCES:**

1. Krystofer M. Marketynhovaya lohistyka / Martyn Krystofer, Khelen Pək; per. s anhl. – M.: Yzdatel'skyy Dom «Tekhnolohyy», 2005. – 200 s.

2. Chukhray N. Lohistychnе obsluhovuvannya / N. Chukhray. – L'viv: Nats. un-t «L'vivs'ka politekhnika», 2006. – 292 s.

3. Vazhnyy faktor otnosheny. Ynstrument upravlenyya loyalt'nost'yu [Электронный ресурс]. – Rezhym dostupa: <http://customerservice.com.ua/ru/stati/65-vazhnyj-faktor-otnoshenij-izmerenieudovletvorennosti-potrebiteljkak-instrumentupravleniya-loyaltnostyu>.

4. 10 Reasons why customer satisfaction is still a crucial business metric [Электронный ресурс]. – Rezhym dostupa: <http://www.innitcontact.com/blog/10-reasons-why-customer-satisfaction-is-still-a-crucial-business-metric/>.

5. Totskaya N. Klyent-oryentirovannost'. V dostyzhenny maksimal'noho efekta [Электронный ресурс]. – Rezhym dostupa: <http://customerservice.com.ua/ru/stati/1-klient-orientirovannost-v-dostizheniimaksimalnogo-effekta>.

6. Krykavs'kyy Ye.V. Lohistyka. Osnovy lohistyky / Ye.V. Krykavs'kyy. – L'viv: Nats. un-t «L'vivs'ka politekhnika», 2006. – 456 s.

7. Ekonomika lohistychnykh system: monohrafiya / M. Vaselevs'kyy, I. Bilyk, Ye. Krykavs'kyy ta inshi. – L'viv: Nats. un-t «L'vivs'ka politekhnika», 2008. – 596 s.

8. Krykavs'kyy Ye.V. Lohistychni systemy / Ye.V. Krykavs'kyy, N.V. Chornopys'ka. – L'viv: Nats. un-t «L'vivs'ka politekhnika», 2009. – 264 s.

9. Hryhorak M.Yu. Lohistychnе obsluhovuvannya / M.Yu. Hryhorak, O.V. Karpun'. – K.: Nats. aviatsiynny un-t, 2010. – 152 s.

10. Khtey N.I. Obgruntuvannya optymal'noho rivnya ta rozroblennya standartiv lohistychnoho obsluhovuvannya kliyentiv v lantsyuhu postavok / N.I. Khtey // Prometey: zb. nauk. prats'. – Vyp. No 1 (19). – Donetsk: In-t ekonomiko-pravovykh doslidzhen' NAN Ukrayiny, Donets'kyy ekonomiko-humanitarnyy in-t, 2006. – S. 207–212.

11. Mel'nykova K.V. Lohistychnе obsluhovuvannya / K.V. Mel'nykova, K.M. Tan'kov. – Kharkiv: Kharkivs'kyy nats. ekonomichnyy un-t, 2006. – 156 s.

12. Hudkov D.V. Lohistycheskoe obsluzhyvanye potrebyteley / D.V. Hudkov, Y.Y. Popov // Molodoy uchenyy. – 2014. – No 6. – S. 218–220.

13. Bauersoks Donald Dzh. Lohistyka: yntehryrovannaya tsep' postavok. – 2-e yzd. / Donald Dzh. Bauersoks, Deyvyd Dzh. Kloss; per. s anhl. – M.: Olymp-Byznes, 2005. – 640 s.

14. El'deshteyn Yu.M. Lohistyka [Электронный ресурс] / Yu.M. El'deshteyn. – Rezhym dostupa: [http://www.kgau.ru/dis-tance/fub\\_03/ eldeshtein/ logistika/02\\_07.html](http://www.kgau.ru/dis-tance/fub_03/ eldeshtein/ logistika/02_07.html).

15. Tan'kov K.M. Lohistyka / K.M. Tan'kov, Yu.O. Leonova, O.V. Bakhurets'. – Kharkiv: Kharkivs'kyy nats. ekonomichnyy un-t, 2011. – 132 s.

16. Bodnarchuk T.L. Model' povedinky spozhyvacha: teoretyko-metodolohichni aspekty [Elektronnyy resurs] / T.L. Bodnarchuk // Hlobal'ni ta natsional'ni problemy ekonomiky. – 2016. – No 11. – S. 3-7. – Rezhym dostupu do zhurn.: <http://global-national.in.ua/archive/11-2016/3.pdf>.

17. Krykavs'kyy Ye.V. Marketynhova polityka rozpodilu / Ye.V. Krykavs'kyy, N.S. Kosar, A. Chubala. – 2-e vyd.,

zi zminamy. – L'viv: Vydavnytstvo L'vivs'koyi politekhniky, 2012. – 260 s.

18. Lohistychnyy menedzhment farmatsevtichnoho vyrobnytstva: monohrafiya / O.V. Posylkina, R.V. Sahaydak-Nikityuk, H.V. Zahoriy ta in.; za zah. red. O.V. Posylkinoyi. – Kharkiv: Nats. farmatsevtichnyy un-t, 2011. – 272 s.

19. Statystychnyy shchorichnyk Ukrainy za 2007 rik. – K.: Derzh. komitet statystyky Ukrainy, 2008. – 572 s.

20. Statystychnyy shchorichnyk Ukrainy za 2015 rik. – K.: Derzh. sluzhba statystyky Ukrainy, 2016. – 576 s.

**Kvasnitska R.S.**

Candidate of Economic Sciences, Associate Professor,  
Professor at Department of Finance, Banking and Insurance,  
Khmelnytskyi National University, Ukraine

**STAGES OF BUDGETING IN INDUSTRIAL PLANTS**

Today in Ukraine observed a positive trend to application in management of the business process of business entity such technology as budgeting, which allows minimize costs, mobilize domestic resources, uncover potential reserves of increase the quality and profitability of products, works and services.

Budgeting as a core management mechanism and as effective tool for decision-making, allows to foresee possible problems in the enterprises, respond promptly to changing internal and external factors, and to optimize possibilities for achievement of goals. Herewith, the process of budgeting should be based on distinctly defined principles of its organization, specification which and determines the relevance of research of features of the budget process.

Therefore, the article is devoted to the important problem – research approach to content stages of the budgeting process activities of industrial enterprises. Thus, the author emphasized that the primary purpose of budgeting on modern industrial enterprises are introduction measures such as: target orientation and coordination of all events in the enterprise; identify existing risks and reduce their levels; increased flexibility, adaptability to possible changes.

Achieving the main goal of the budgeting, that is, its implementation in the activities of domestic enterprises should be at the expense of qualified phased introduction, and the performance of this process must be ensured by the ability of the enterprise to determine the optimal development option and the elaboration of actions aimed at its effective implementation.

According to the study systematically the point of view of economists on the number and semantic characteristics of stages of budgeting. Noted the need to expand the list of stages of budgeting at industrial enterprises of the stage, which concerns the evaluation of the effectiveness of budgeting. Resulting specified the number and content of the stages of the budgeting process activities of industrial enterprises, which allow to fully take into account the basic elements their of strategic development.

**REFERENCES:**

1. Shym D. K. Fynansovyy menedzhment / Dzh.K. Shym, Dzh. H. Syhel; per. s anhl. – M.: Yzd. dom. «Fylyp», 1996. – 400 s.  
2. Davydovych I.Ye. Byudzhetuvannya yak instrument operatyvnoho kontrolinhu / I.Ye. Davydovych // Visnyk TANH. – 2004. – No 4. – S. 156 – 162.

3. Dzhereleyko S.O. Etapy formuvannya ta vprovadzhennya byudzhetuvannya v diyal'nosti promyslovykh pidpryyemstv / S.O. Dzhereleyko // Innovatsiyna ekonomika. – 2012. – No 5 [31]. – S.222-227.  
4. Kalinina O.M. Etapy rozrobky i vprovadzhennya byudzhetuvannya / O.M. Kalinina // Ekonomika ta upravlinnya pidpryyemstvamy mashynobudivnoyi haluzi: problemy teoriiy ta praktyky. – 2010. – No 1(9). – S.57-64.  
5. Tarasyuk M.V. Byudzhetuvannya v torhovel'nykh pidpryyemstvakh ta ob'yednannyakh: avtoref. dys. na zdobuttya nauk. stupenya kand. ekon. nauk: spets. 08.06.01 «Ekonomika, orhanizatsiya i upravlinnya pidpryyemstvamy» / M.V. Tarasyuk. – K., 2006. – 26 s.  
6. Tkachenko A.M. Byudzhetuvannya – efektyvnyy zasib poperedzhennya vplyvu kryzovykh yavlyshch [Elektronnyy resurs] / A.M. Tkachenko. – Rezhym dostupu: www.zgia.zp.ua  
7. Poyda Yu.M. Byudzhetuvannya ta yoho rol' u systemi obliku i kontrolyu / Yu.M. Poyda // Ekonomika APK. – 2006. – No 9. – S. 92-95.  
8. Kutsyk V.I. Rol' byudzhetuvannya v upravlinni pidpryyemstvom / V.I. Kutsyk, Yu.O. Kolyasa // Innovatsiyna ekonomika. – 2012. – No 4 (30). – S.137-139.  
9. Onyshchenko S. V. Byudzhetuvannya v systemi finansovoho upravlinnya pidpryyemstvom / S.V. Onyshchenko // Bukhholders'kyy oblik i audyt. – 2006. – No 6. – S. 42-51.  
10. Tkachenko Ye.Yu. Byudzhetuvannya yak instrument kontrolinhu / Ye.Yu. Tkachenko // Teoretychni i praktychni aspekty ekonomiky ta intelektual'noyi vlasnosti. – 2012. – Vyp.1. – T. 2. – S. 114-118.  
11. Mynchenkova O.Yu. Upravlenye personalom: sistema byudzhetyrovannya / O.Yu. Mynchekova, N.V. Fëdorova. – M.: KNORUS, 2008. – 224 s.  
12. Hutsal O.P. Naukovo-teoretychni osnovy byudzhetyrovannya vytrat na personal / O.P. Hutsal // Visnyk ZhDTU. – 2015. – No 2 (72). – S.110-116.  
13. Kraynyk O.P. Finansovyy menedzhment / O.P. Kraynyk, Z.F. Klepkova. – L'viv.: L'viv's'ka politekhnika, 2001. – 260 s.  
14. Sira Yu.V. Byudzhetuvannya yak instrument upravlins'koho obliku pry vyrobnytstvi molochnoyi produktsiyi / Yu.V. Sira // Aktual'ni problemy ekonomiky. – 2009. – No 2 (92). – S.176-182.  
15. Kratkyy ekonomycheskyy slovar' / [pod red. A.N. Azrylyyana] – M.: Ynstitut novoy ekonomiky, 2001. – 1088 s.  
16. Holov S.F. Upravlins'kyy oblik: pidruchnyk / S.F. Holov. – K.: Libra, 2008. – 704 s.  
17. Korets'kyy M.Kh. Upravlins'kyy oblik: navch. posibnyk / M.Kh. Korets'kyy, N.V. Datsiy, L.V. Pel'tek. – K.: Tsentri uchbovoyi literatury, 2007. – 296 s.  
18. Karpov A. Kak ne nastupyt' na byudzhетные hrably / A. Karpov // Upravlenye kompaniyey. – 2004. – No 5. – S. 40-49.  
19. Filina H.I. Finansova diyal'nist' sub'yektiv hospodaryuvannya: navch. posibnyk / H.I. Filina. – K.: Tsentri uchbovoyi literatury, 2007. – 320 s.

**Masliaieva O.O.**

Candidate of Economic Sciences, Lecturer at Department of Economic Theory and Agricultural Economics, Dnipropetrovsk State Agrarian and Economic University

**Sitkovska A.O.**

Candidate of Economic Sciences, Senior Lecturer at Department of Economic Theory and Agricultural Economics, Dnipropetrovsk State Agrarian and Economic University

**Kravchenko M.V.**

Candidate of Economic Sciences, Senior Instructor at Department of Accounting, Audit and Management of Financial and Economic Security, Dnipropetrovsk State Agrarian and Economic University

**THE ANALYSIS AND ASSESSMENT OF COMPETITIVE ADVANTAGES OF DAIRY ENTERPRISES**

The development of integration processes in the dairy production is the gradual institutional unification on an equal footing separate various specialized industries for the production of raw materials, storage, processing and sale to consumers of finished products, which operate in a social division of labor, into a single, integrated production and the legal structure.

The article deals with theoretical bases of formation of competitive advantages of dairy enterprises. Methodical approaches to management of competitiveness of enterprises. Grounded organizational and economic measures to increase competitive advantages of dairy enterprises.

The presence of multiple interpretations of competitiveness and the lack of a unified methodological approach to its assessment demonstrates the importance of the problem and need further research. Under the competitiveness of enterprises will understand the multifactorial characteristic that reflects the ability of the subject to compete with competitors within a defined market space by providing competitive advantages of the domestic components of economic activity and manufactured products in accordance with the requirements of the market and consumer needs at a specific point in time.

An analytical review of methods of evaluation of competitiveness and individual competitive advantages, along with limitations of specific methods, and showed the practical value of each. Thus, we can assume that the study of competitiveness should be

based on the application of several complementary groups of methods that allow you to reflect all necessary aspects of its formation and in the future to form an integrated estimation of competitiveness and individual competitive advantages.

**REFERENCES:**

1. Berehovyy V., Shulyak V. Formuvannya konkurentospromozhnoyi produktsiyi sil'skoho hospodarstva [Tekst] / Berehovyy V., Shulyak V. // Bukhhalteriya v sil'skomu hospodarstvi. – 2006. – No 12. – S. 11–14.
2. Biorusov O.S. Konkurentsya u haluzyakh ekonomiky [Tekst] / O.S. Biorusov // Tavriys'kyi naukovyy visnyk. – Kher-son, 2008. – Vyp. 57. – S. 274–279.
3. Bolobolov A. Konkurentosposobnost' ahrarnoho proyzvodstva [Tekst] / A. Bolobolov // Mezhdunarodnyy sel'skokhozyaystvennyy zhurnal. – 2003. – No 3. – S. 21–25.
4. Hrynychuk V.Yu. Faktory efektyvnosti ekonomichnykh vidnosyn pidpryemstv molokoproduktovoho pidkompleksu [Tekst] / V.Yu. Hrynychuk // Visnyk ahrarnoyi nauky. – 2010. – No 6. – S. 70–72.
5. Zaruts'kyy I.D. Pidvyshchennya konkurentospromozhnosti pidpryemstva cherez vdoskonalennya orhanizatsiyi vyrobnytstva [Tekst] / I.D. Zaruts'kyy // Zbirnyk naukovykh prats' Luhans'koho natsional'noho ahrarnoho universytetu: Elton–2. –Luhans'k. – 2008. – No 85. – S. 223–229.
6. Martusenko I.V. Osoblyvosti rozvytku rynku moloka ta molochnykh produktiv v Ukraini [Tekst] / I.V. Martusenko, H.M. Boykivs'ka // Ahrosvit. – 2010. – No 9. – S. 30–35.
7. Nahirna L.V. Do analizu konkurentospromozhnosti pidpryemstv ta ponyat', shcho vyznachayut' riven' yiyi realizatsiyi [Tekst] / L.V. Nahirna // Derzhava ta rehiony. – 2010. – No 4. – S. 136–141.

**Lazorenko L.V.**

Candidate of Economic Sciences, Associate Professor,  
Senior Lecturer at Department of Management  
State University of Telecommunications

**INVESTMENTS AS A CONSTITUENT OF STRATEGY OF SOCIAL-ECONOMIC DEVELOPMENT OF ENTERPRISES OF CONNECTION**

The most important source of the economy growing is investments. Economic form of investments is predefined by conformities of process of the extended recreation. It consists in the using of additional part of public product, national income for the increase of amount and quality of elements of productive forces of society. If it is not enough of investments for economy growing, that results is crises, reduction of production of commodities and services, reduction of employment, inflation volumes.

In modern economic terms efficiency of investment process is a main basis for the successful functioning of economy of the state and home enterprises. Especially actual it appears a question for the enterprise of industry of connection, because this industry constantly develops and needs additional financing.

A research purpose is an analysis of present investment resources in industry of connection and estimation of their influence for social-economic development of activity of enterprises of this sphere.

Financing of development of industry of connection is investigated as a reflection of strategic purposes and economic development of country, and at the same time, as an active effective instrument of influence for this development. The size of capital investments of industry of connection in 2012 is 7,2, and in 2013 – 6,9 milliards of UAN. The main source of capital investments in 2012 – 2014 were the personal funds of enterprises and organizations.

Bringing of investments is a necessary condition of development of all industries of economy, especially spheres of connection, that are innovative. Most problematic is bringing of state finances for investment projects of industry.

The additional bringing of investments would promote more rapid introduction of modern technologies in this sphere, that already are in the world, such as 4G and 5G. They already are valu-

ably used in China and in the European countries, but to this time not yet inculcated in Ukraine. Reason of such delay is absence of necessary equipment because of insufficiency of money. Therefore for further social-economic development of enterprises of industry of connection it is necessary to bring as much as possible investment money for bringing over the technologies in accordance to world standards. For this purpose it is expedient to be concentrated at intellectual and foreign investments, in fact mental potential of Ukraine is powerful enough and can be interest for investors, and creation of joint ventures or including in the complement of world companies will give access to the more financial resources that will assist to development of enterprises in Ukraine.

**REFERENCES:**

1. Batura O.V., Komorova K.V. Inozemni investytsiyi v systemi stanovlennya rynkovoyi ekonomiky Ukrainy: Dnipropetrovs'k: Nauka i osvita, 2002. – 179 s.
2. Bondar N.M. Suchasni tendentsiyi rozvytku pidpryyemstv. / N.M. Bondar. [Elektronnyy resurs]: <http://business-consultant.com.ua/publicaciiub101.html>
3. Havrylyuk O.V. Spad investytsiynoho bumy // Finansy Ukrainy. – 2003. – No 5. – С. 143-144.
4. Investuvannya: pidruchnyk / L.O. Omelyanovych, O.V. Veretennykova, O.Yu. Rudenok, D.V. Firsov; za red. L.O. Omelyanovych. – K.: Znannya, 2012. – 278 s.
5. Mayorova T.V. Investytsiyna diyal'nist'. Pidruchnyk / T.V. Mayorova. – K: TsUL, 2009. – 672 s.
6. Ofitsiynyy sayt Derzhavnoho komitetu statystyky Ukrainy. [Elektronnyy resurs]. – Rezhym dostupu: [www.ukrstat.dov.ua](http://www.ukrstat.dov.ua)
7. Peresada A.A. Investuvannya. Navchal'nyy posibnyk / A.A. Peresada. – K: KNEU, 2004. – 249 s.
8. Polyakov M.Y. Finansuvannya investytsiynoyi diyal'nosti haluzi zv'yakhku Ukrainy. / M.Y. Polyakov. // Biznes Inform No 5, 2014. – S.166 – 171
9. Shumpeter Y.A. Teoryya ekonomycheskoho rozvytyya / Y.A. Shumpeter – M: Prohresc, 1982. – 401 s.

**Mozgova G.V.**

Candidate of Economic Sciences, Associate Professor,  
Senior Lecturer at Department of Marketing and  
Management of Foreign Economic Activity  
V. N. Karazin Kharkiv National University

**Osadcha A.O.**

Student at Department of Marketing and  
Management of Foreign Economic Activity  
V. N. Karazin Kharkiv National University

**MESSENGER APPS AS A TOOL  
OF INTERNET MARKETING COMMUNICATION**

The article is dedicated to the results of research opportunities using messenger apps in marketing activities. The authors determine messenger apps as a new tool of Internet marketing communications.

The article defines concept of the messenger apps. The advantages of messenger apps compared to others tools of Internet-communication are substantiated. Analysis of the dynamics of the most popular instant messenger apps in the world is performed. Comparative analysis of the growth of messenger apps and social networks users in the world is accomplished. The features of using messenger apps by Ukrainian users are researched. The most popular messenger apps for different age groups and devices are defined. The article provides recommendations for a content that could be used for communication with customers in relevant messenger apps.

The article determines the main points of additional tools for working with messenger apps. The nature and place of bots in optimization customer service and possible benefits from their usage in communications policy are defined. Intelligent chat bots and bots that perform specified function are determined as the main types of bots in messenger apps. The authors describe the best practices of implementation of messenger bots by Ukrainian companies. Possibilities of using public-account as a tool of messenger app by companies with a small marketing budget are considered. Opportunity to develop stickers as an entertaining function of messenger apps is described.

As a result, the possibilities of using messenger apps as a new tool of online communication are summarized. The advantages of using this tool for both customer and companies are determined as a conclusion.

**REFERENCES:**

1. Bots, the next frontier [Elektronnyy resurs]. – Rezhym dostupu: <http://www.economist.com/news/business-and-finance/21696477-market-appsmaturing-now-one-text-based-services-or-chatbotslooks-poised>
2. Lavrova Yu.V. Marketynh. Klasychni polozhennya i osoblyvosti zastosuvannya na transporti: konspekt lektsiy dlya stud. vyshch. navch. zakl. / Yu. V. Lavrova – Kharkiv: Vydavnytstvo KhNADU, 2012. – 227 s.
3. Moz•hova H.V. Instrumenty Internet-marketynhu ta yikh perevahy dlya suchasnykh ukrayins'ky pidpryyemstv [Elektronnyy resurs] / H.V. Moz•hova // Elektronne naukove fakhove vydannya «Efektyvna ekonomika». – 2013. – No 10. – Rezhym dostupu: <http://www.economy.nayka.com.ua/?op=1&z=2429>
4. Petrychenko P. A. Marketynhovi internet-komunikatsiyi pidpryyemstv sfery posluh: kliyentooriyentovany pidkhid / P. A. Petrychenko // Visnyk sotsial'no-ekonomichnykh doslidzhen'. – 2013. – Vyp. 2(1). – S. 54-69.
5. Most popular messaging apps 2016 [Elektronnyy resurs]. – Rezhym dostupu: <https://www.statista.com/statistics/258749/most-popular-global-mobilemessenger-apps/>
6. Number of monthly active Facebook users worldwide [Elektronnyy resurs]. – Rezhym dostupu: <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>
7. Messaging apps are now bigger than social networks [Elektronnyy resurs]. – Rezhym dostupu: <http://www.businessinsider.com/the-messaging-appreport-2015-11>
8. Doslidzhennya iVOX Ukraine: 40% ukrayintziv zvertayut' uvahu na reklamu v mesendzherakh [Elektronnyy resurs]. – Rezhym dostupu: <http://ivox.com.ua/blog/infogra-ka-mesendzhery-reklama/>
9. Nichols David. Your customers are trying to text you something. Are you listening? [Elektronnyy resurs]. – Rezhym dostupu: <https://betterworkingworld.ey.com/better-questions/customers-text-listening>
10. Zoryana – pershyy ukrayins'kyy intelektual'nyy chat-bot u Viber [Elektronnyy resurs]. – Rezhym dostupu: <https://kyivstar.ua/uk/mm/news-and-promotions/zoryanapershyy-ukrayinskyy-intelektualnyy-chat-bot-u-viber>
11. PryvatBank zapustyv perekaz hroshey v paru natyskan' cherez Telegram [Elektronnyy resurs]. – Rezhym dostupu: <https://privatbank.ua/news/privatbankzapustiv-perekaz-groshej-v-paru-natiskan-chereztelegram/>
12. Viber zapustyl pablyk-akkaunty dlya byznesa [Elektronnyy resurs]. – Rezhym dostupu: <http://ain.ua/viber-zapustil-pablik-akkaunty-dlya-biznesa>

**Postol A.A.**

Candidate of Economic Sciences, Doctoral Student,  
Kherson State Agrarian University

**THE STRUCTURE OF PRODUCTION AND RESOURCE POTENTIAL OF AGRICULTURAL ENTERPRISES AND IMPROVEMENT OF MANAGEMENT OF DEVELOPMENT OF ITS COMPONENTS**

An important issue for the development of agricultural enterprises is the determination of the composition of production resources and the structure of production and resource potential. Thus the legitimacy of the inclusion of a specific resource in the composition of production-resource potential should be based on an objective basis and be practically feasible. To ensure efficient use of production resources when the organization needs to pay attention to the factors that influence its effectiveness. Economic opportunities of agricultural enterprises cannot be determined only by the presence and the ratio of tangible and intangible resources. Each enterprise must be employees, managerial personnel, which could lead to action, these resources and ensure their efficient use.

Production and resource potential of agricultural enterprises is defined as a set of interrelated components: material, labor, financial, and intangible resources, including the ability of employees to effectively use these resources to achieve strategic and current objectives of the enterprise.

An important role in production and resource provision of agricultural enterprises belongs to mechanisms of state support of agricultural producers. In the context of deteriorating resource and production potential in agriculture, which was caused by a crisis situation, you need to carry out drastic organizational and economic changes in the activity of agricultural enterprises based on resource strategies and competitiveness.

**REFERENCES:**

1. Vaniyeva A.R. Metodichni zasady ekonomichnoyi otsinky vyrobnycho-resursnoho potentsialu hospodars'koyi diyal'nosti / A.R. Vaniyeva // *Ahrosvit*. – 2013. – No 9. – S. 50-53.
2. Ambrosov V.Ya. Efektyvnist' vykorystannya faktoriv rozshyrenoho vidtvorennya v ahrarnomu sektori / V.Ya. Ambrosov // *Ekonomika Ukrainy*. – 2009. – No 1. – S. 67-73.
3. Voloshchuk S.S. Otsinka resursnoho potentsialu u rozvytku pidpryyemnytstva / S.S. Voloshchuk // *Ekonomika APK*. – 2011. – No 4. – S. 34-39.
4. Hutorov O. I. Problemy ta stratehichni priorytety vykorystannya zemel'nykh resursiv u sil's'komu hospodarstvi Ukrainy / O. I. Hutorov // *Visnyk KhNAU im. V.V. Dokuchayeva*. – Seriya «Ekonomika APK i pryrodokorystuvannya». – 2010. – No 6. – S. 46-57.
5. Hrynychuk Yu.S. Struktura vyrobnycho-resursnoho potentsialu ahrarnykh pidpryyemstv ta upravlinnya yiyi udoskonalennyam / Yu.S. Hrynychuk // *Naukovyy visnyk KhDU*. – Seriya: Ekonomichni nauky. – Vyp. 15. – Kherson: Vyd. dim «Hel'vetyka», 2015. – S. 48-51.
6. Mesel'-Veselyak V.Ya. Ekonomichni peredumovy zabezpechennya rozshyrenoho vidtvorennya sil's'kohospodars'koho vyrobnytstva v Ukraini / V.Ya. Mesel'-Veselyak // *Ekonomika APK*. – K. 2011. – No 3. – S. 9-16.
7. Danylenko A.S. Rol' zemel'nykh resursiv u rozvytku prodovol'choho rynku v Ukraini / A. S. Danylenko // *Ekonomika APK*. – 2011. – No 3. – S. 15-19.
8. Mel'nyk S.I. Svitovi tendentsiyi efektyvnosti resursovykorystannya v ahropromyslovomu kompleksi / S.I. Mel'nyk // *Ekonomika APK*. – 2003. – No 5. – S. 3-11.
9. Pidlisets'kyi H. M. Pidvyshchennya efektyvnosti vykorystannya resursnoho potentsialu ahrarnoho sektoru / H. M. Pidlisets'kyi, M. I. Tolkach // *Ekonomika APK*. – 2008. – No 5. – S. 65-66.

**Rozmetova A.G.**

Candidate of Public Administration,  
Senior Lecturer at Department of Tourism and Hotel Business  
Kyiv National University of Food Technologies

**Sidoruk N.Y.**

M.A. of Department of Tourism and Hotel Business,  
Kyiv National University of Food Technologies

## MEANING OF RURAL TOURISM IN THE SOCIO-ECONOMIC DEVELOPMENT

“Rural green” tourism is a resting type of tourism, what expects a temporary staying of visitors in the rural areas and with getting the required service of rural tourism.

The rural tourism doesn't require a capital investment, but instead of that, it appropriately uses the available materials and human resources of the village.

The rural tourism is a main subject for the researches of a lot of scientists economists and environmentalists who examining it in all its aspects.

Our and foreign scientists consider the rural tourism as a specific form of recreation in a private sector of the rural property with using the human personal peasant or farm resources, natural and recreational particular areas, and cultural, historical, and ethnographic heritage of the region, and also, as a tourism, which takes place in an agriculture settlement.

In the modern conditions, the rural tourism is one of the most attractive and effective ways for a sustainable development of all Ukrainian regions.

A high quality rest in the rural tourism depends on the choice of trips' way, holiday destinations, farm and folk museum, and also, the centers for tourists with guides.

A special and big advantage of the rural green tourism resides in the fact that it doesn't need big investments as it foresees the using of an existing infrastructure of the rural areas, accommodation farmers, something what promotes socio-economic development of rural areas, revival and spread of Ukrainian folk culture and traditions.

As a conclusion, the rural green tourism effects positively on solving social and economic problems of the village. First and foremost is: expanding the employment of the rural population, especially women; an opportunity for the farmers to receive an additional income; large employment opportunities for the farmer not only in industrial and production sphere, but also, in the service sector.

**REFERENCES:**

1. Andryeyeva N. Suchasna orhanizatsiya ahrarnoho turizmu v Ukraini yak perspektyvnyy napryamok rozvytku sil's'kykh terytoriy / N. Andryeyeva, S. Nezdoyminov, I. Dyshlovyy // *Ekonomist*. – 2016. – No 7 (297). – S. 25-28.
2. Byrkovych V.I. Sil's'kyy zelenyy turizm – priorytet rozvytku turystychnoy haluzi Ukrainy / Byrkovych V. I. // *Stratehichni priorytety: Naukovo-analitychnyy shchokvartal'nyy zbirnyk*. – 2014. – No 1 (6). – S. 138-144.
3. Bulakh T.M. Sil's'kyy turizm yak perspektyvnyy napryam dlya sotsial'no-ekonomichnoho rozvytku sela / T.M. Bulakh // *Formuvannya rynkovykh vidnosyn v Ukraini*. – 2014. – No 11. – S. 143-149.
4. Vasylyev V. Holovna meta sil's'koho turizmu – tse novyy turystychnyy produkt / V. Vasylyev // *Turyzm sil's'kyy zelenyy*. – 2014. – No 4.S. 10-13.
5. Haba M.I. Sil's'kyy zelenyy turizm – perspektyvnyy vyd turizmu dlya reformuvannya ekonomiky Ukrainy / M.I. Haba // *Intelekt KhKhI*. – 2012. – No 2. – S. 88-94
6. Hal'kiv L.I., Kylyn O.V. Chynnyky ta sotsial'noekonomichni efekty rozvytku sil's'koho zelenoho turizmu v Ukraini / L.I. Hal'kiv, O.V. Kylyn // *Ekonomika APK*. – 2015. – No 8. – S. 22-27
7. Horishevs'kyy P.V. Sil's'kyy zelenyy turizm: orhanizatsiya hostynnosti na seli: pidruchnyk / P.V. Horishevs'kyy, V.P. Vasylyev, Yu.V. Zin'ko. – Ivano-Frankivs'k: Misto-N, 2011. – 148 s.
8. Dubodelova A.V. Osoblyvosti ta tendentsiyi rozvytku sil's'koho turizmu v Ukraini. – *Naukovyy visnyk NLTU Ukrainy*. – 2013. – Vyp. 23.2. – S. 118-123
9. Kamushkov O. S. Rozvytok zelenoho turizmu yak lanky turystychnoy sfery Ukrainy / O. S. Kamushkov // *Derzhava ta rehiony*. (Seriya: *Ekonomika i pidpryyemnytstvo*). – 2015. – No 5. – S. 78–83.
10. Kravchuk A. O. Sil's'kyy zelenyy turizm yak perspektyvnyy napryam rozvytku sub'yektiv ahrobiznesu v rehionakh Ukrainy / A.O. Kravchuk // *Ekonomichnyy analiz: zb. nauk. prats' / Ternopil's'kyy natsional'nyy ekonomichnyy universytet; redkol.: V.A. Deriy (holov. red.) ta in.* – Ternopil': Vydavnycho-polihrafichnyy tsentr Ternopil's'koho natsional'noho ekonomichnoho universytetu «*Ekonomichna dumka*», 2014. – Tom 17. – No 3. – S. 42-48.
11. Mishyna I. V. Sil's'kyy zelenyy turizm yak napryam roz-

vytku ukrayins'koho sela // Upravlinnya rozvytkom. –2013. – No 21 (161). – S. 148-151.

12. Opiel'd L. I. Mizhnarodnyy dosvid zelenoho turizmu v ukrayin: problemy ta perspektyvy / L. I. Opiel'd, O. Hordiyan// Efektyvna ekonomika –2014. – No.1. – S. 12-16

13. Ofitsiyyny sayt Spilky spryannya rozvytku sil's'koho zelenohoturizmu v Ukrayini [Elektronnyy resurs]. – Rezhym dostupu: [www.greentour.com.ua](http://www.greentour.com.ua)

14. Rybak V.V., Trembits'ka O.I. Rozvytok zelenoho turizmu v Ukrayini / V.V. Rybak, O.I. Trembits'ka // Ahropromys-

love vyrobnytstvo Polissya. – 2013. – No 6. – S. 135-138

15. Rutyns'kyi M.Y. Sil's'kyi turizm: navch. posibnyk / M.Y. Rutyns'kyi, Yu. V. Zin'ko. – K.: Znannya, 2008. – 272 s.

16. Tyshchuk I.V. Osoblyvosti rozvytku zelenoho turizmu v rozvynenykh krayinakh svitu / I.V. Tyshchuk // Hlobal'ni ta natsional'ni problemy ekonomiky. – 2016. – Vypusk 6. – S. 571-576

17. Fedorchenko V.K., Kostyukova O.M., D'orova T.K., Oleksiyko M.M. Istoriya ekskursiyanoi diyal'nosti v Ukrayini: Navch. posibnyk.K.: Kondor, 2007. – 166 s.

**Runcheva N.V.**

Candidate of Economic Sciences, Associate Professor,  
Head of Department of Accounting and Finance,  
Berdiansk University of Management and Business

**DEVELOP THE METHODOLOGICAL APPROACHES  
TO AGRICULTURAL ENTERPRISES CORPORATE INNOVATION**

Domestic agricultural enterprise formation has a significant potential to improve performance and increase in agricultural production. This is evidenced, for example, the value index of gross production per unit of land for agricultural purposes, which in Ukraine compared with the EU 8 times lower, while the capacity of the earth 8 times higher. World experience shows that a significant reserve of more efficient use of the available resource potential in agriculture is the use of innovative models of corporate agricultural enterprises. Despite the large number of studies on the nature of innovation in agriculture, there is still no consensus on the definition of an innovative model of enterprise corporate segment.

Innovation, resource-saving technologies, production of ecologically clean food in Agrocorporation will help streamline business processes, forming and strengthening their competitive advantage. The study shows that the evolution of scientific thought contributed to the establishment and development of innovation, including Agrocorporation. However, domestic corporate structure, having the financial resources do not take proper participation in the development of agricultural science and have a low interest in receiving the results. Instead, they are guided by the introduction of ready-made developments in agricultural production. While international experience shows that the introduction of agricultural production of new scientific developments based corporate research will improve the performance of integrated agricultural enterprises on the basis of their greater compliance.

**REFERENCES:**

1. Heyets' V.M. Innovatsiyni perspektyvy Ukrainy: [monohrafiya] / V.M. Heyets', V. P. Semynozhenko. – Kharkiv: Konstanta, 2006. – 272 s.
2. Chorna M.V. Otsinka efektyvnosti innovatsiynoy diyal'nosti pidpryyemstv: [monohrafiya] / M.V. Chorna, S. V. Hlukhova. – Kharkiv: KhDUKht, 2012. – 210 s.
3. Amosha O.I. Orhanizatsiyno-ekonomichni mekhanizmy aktyvizatsiyi innovatsiynoy diyal'nosti v Ukraini / O. I. Amosha // Ekonomika promyslovosti. – 2006. – No 5. – S. 15-21.
4. Krasnokut'ska H.S. Suchasni pidkhody do vyznachennya sutnosti efektyvnist' diyal'nosti pidpryyemstv / H. S. Krasnokut'ska, I. O. Altukhova // Ekonomichna stratehiya i perspektyvy rozvytku sfery torhivli ta posluh. – 2006. – Vyp. 3. – S. 182-189.
5. Fedulova L.I. Mekhanizmy vzayemodiyi derzhavy z korporatyvnymy strukturamy (biznesom) u natsional'niy innovatsiyniy systemi / L.I. Fedulova // Ekonomika ta derzhava. – 2007. – No 11. – S. 53-56.
6. Butenko A.I. Innovatsiyna spromozhnist' sub'yektiv pidpryyemnyts'koyi diyal'nosti: [monohrafiya] / A.I. Butenko, Ye.V. Lazareva // Instytut problem rynku ta ekonomiko-ekolohichnykh doslidzhen' NAN Ukrainy. – Odesa: Feniks, 2007. – 108 s.
7. Levchenko N.M. Analiz efektyvnosti innovatsiynoy diyal'nosti pidpryyemstv / N.M. Levchenko, D.K. Nosenko // Visnyk Khmel'nyts'koho natsional'noho universytetu: ekonomichni nauky. – 2009. – No 2, T. 1. – S. 138-142.
8. Parkhomenko O.V. Innovatsiyna ekonomika yak rezul'tat vzayemodiyi ekonomichnoyi i sotsial'noyi systemy / O.V. Parkhomenko // Naukovo-tekhnichna informatsiya. – 2009. – No 3. – S. 3-6.

**Russiyan E.A.**

Candidate of Economic Sciences,  
Senior Research Associate at Department of  
Financial and Economic Problems of Manufacturing Potential Use,  
Institute of Industrial Economics of the NAS of Ukraine

**FOREIGN EXPERIENCE REVIEW  
OF THE STEM STAFF TRAINING FOR "SMART" INDUSTRY**

The article is devoted to the definition and characteristics of the STEM staff training foreign experience. The employers in Europe have trouble finding the STEM staff they require. There is a large demand for science, technology, engineering and math workers. Special attention is given to studying the problems of the staff development. The skills are best learned through practice. The forms and methods of attracting talented young people in STEM education were analyzed. The most attractive forms of STEM staff training are afterschool and mentoring programs, experiential learning (apply, experience, share, process, generalize), small group and cross age learning.

The conclusions regarding the impact of automation at the enterprises in the labor process were made. "Smart" industry has positive effects for job characteristics. Automation of simple routine tasks will provide time to perform other tasks. The automation of routine operations will increase productivity. It will provide the creation of new jobs and new professions. There is not a risk of technological unemployment as a result of automation.

The role and peculiarities of government, business, education, society relationships and connectivity with environment in STEM staff training for "smart" industry were defined. In order to train qualify staff for "smart" companies the principles of model Quintuple Helix have to be taking into account. This model will provide a set of joint actions of the government, enterprises, scientific and educational institutions, taking into account the interests of students, workers and consumers, as well as natural features of the knowledge production external environment.

**REFERENCES:**

1. Bosch, D. (2016) Job characteristics in smart industries and the challenges for job design. Master Thesis. University of Twente. [online] Available at: <http://essay.utwente.nl/71526>.
2. Friedman, L. (2005) Where is afterschool headed and how do science learning opportunities fit into the afterschool landscape. New York: The afterschool Corporation.
3. Freeman, J., Dorph, R., Chi, B. (2009) Strengthening afterschool STEM staff development. Berkeley, CA: Lawrence Hall of Science, University of California. p.34.
4. Junge, S.K., Manglalln, S.S. (2011) Professional Development Increases Afterschool Staff's Confidence and Competence in Delivering Science, Engineering and Technology. Advances in

Youth Development Programming Research and Evaluation from the University of California Cooperative Extension 2001-2010. California: The University of California. pp.73-81.

5. Mahacek, R., Worker, St. (2011) Extending Science Education with Engineering and Technology: Junk Drawer Robotics Curriculum. Advances in Youth Development Programming Research and Evaluation from the University of California Cooperative Extension 2001-2010. California: The University of California. pp.49-60.

6. Targeting Life Skills In 4-H. [online] Available at: [http://3t61of1t6u3x3af7ir2y91ib.wpengine.netdna-cdn.com/wp-content/uploads/2016/02/101.9\\_Targeting\\_Life\\_Skills.pdf](http://3t61of1t6u3x3af7ir2y91ib.wpengine.netdna-cdn.com/wp-content/uploads/2016/02/101.9_Targeting_Life_Skills.pdf).

7. Takahashi, K., Roberts, K., Brown, S., Park, Hye-Jin, Et al. Preparing Young Adult with Disabilities for STEM Careers: The Pacific Alliance Model. University of Minnesota [online] Available at: <https://ici.umn.edu/products/impact/251/12.html>.

8. Davis, Cinda-Sue, Edward S.J., Koch, D., Meadows, G., Et al. (2011) Making Academic Progress: The University of Michigan STEM Academy. Women in Engineering ProActive Network. [online] Available at: <https://journals.psu.edu/wepan/article/viewFile/58555/58243>.

9. Action Agenda Smart Industry. The Netherlands [online] Available at: <https://inteliments.com/en/company/smart-industry>.

10. Jackson, M. (2014) Development of the Inspire Engineering Mentoring Program (Doctoral dissertation, Worcester Polytechnic Institute). [online] Available at: [https://web.wpi.edu/Pubs/E-project/Available/E-project-050114-171223/unrestricted/LTM\\_IQP\\_Report.pdf](https://web.wpi.edu/Pubs/E-project/Available/E-project-050114-171223/unrestricted/LTM_IQP_Report.pdf).

11. Smart Industry. Dutch industry fit for the future (2014) p.33. [online] Available at: <https://inteliments.com/en/company/smart-industry>.

12. Implementing 21st Century Smart Manufacturing (2011) Workshop Summary Report Prepared by SMLC. p.36.

13. Etzkowitz, H. (2008) The Triple Helix. University-Industry-Government. Innovation in Action. New York and London. Routledge.

14. Balzer, H., Askonas, J. (2016) The Triple Helix after communism: Russia and China compared. Triple Helix. A Journal of University-Industry-Government Innovation and Entrepreneurship. 3(1).1. [online] Available at: <http://triplehelixjournal.springeropen.com/articles/10.1186/s40604-015-0031-4>.

15. Etzkowitz, H., Leydesdorff, L. (2000) The dynamics of innovation: from National Systems and "Mode 2" to a Triple Helix of university-industry-government relations. Research Policy. 29 (2). pp.109-123.

16. Carayannis, E.G, Campbell, D.F.J. (2012) Mode 3 Knowledge Production in Quadruple Helix Innovation Systems. Springer Briefs in Business 7.

17. Carayannis Elias G., Campbell David F.J. Triple Helix, Quadruple Helix and Quintuple Helix and How Do Knowl-

edge, Innovation and the Environment Relate to Each Other?

18. Gibbons, M., Limoges, C., Nowotny, H., Schwartzman, S. Et al. (1994). *The new production of knowledge: the dynamics of science and research in contemporary societies*. London.

19. Nauwelaers, C., Kleibrink, A., Stancova, K. (2014) *The Role of Science Parks in Smart Specialisation Strategies*. European Union. p.25.

20. Carayannis, E.G., Barth, T.D., Campbell, D.F. (2012) *The Quintuple Helix innovation model: global warming as a challenge and driver for innovation*. *Journal of Innovation and Entrepreneurship. A Systems View Across Time and Space*.1:2.

21. European Commission (2010) *Communication from the Commission Europe 2020. A strategy for smart, sustainable and inclusive growth*. Brussels. COM (2010) 2020. p.26.

22. Jennings, A. *The promise and the risks of IIoT and Industry 4.0* [online] Available at: <http://www.plantengineering.com/single-article/the-promise-and-the-risks-of-iiot-and-industry-40/0e19866cc3ffa06bb320f064fcc9d646.html>.

23. Adrian Jennings *Visibility in manufacturing: the path to the Industry 4.0* [online] Available at: <https://www.youtube.com/watch?v=AoQginsw9Go>.

24. Moein Hasan, Zadeh Saraee *How can companies start implementing the Smart Industry concept?* [online] Available at: <http://www.hightechnl.nl/mensen/smart-industry>.

25. Holtgrewe, U. (2014) *New technologies: the future and the present of work in information and communication technology*. *New technology, work and employment*. 29(1). pp.9-24.

26. Kagermann, H. (2015) *Change Through Digitization – Value Creation in the Age of Industry 4.0*. *Management of Permanent Change*. Springer. pp.23-45.

27. Howe, J. (2008) *Crowdsourcing: How the power of the crowd is driving the future of business*. Random House.

28. Marchington M., Grimshaw D., Rubery J., Willmott H. (2005) *Fragmenting Work: Blurring organisational boundaries and disordering hierarchies*. Oxford: Oxford University Press.

29. Lynn, L., Salzman, H. (2007) *“Innovation Shift” to the Emerging Economies: Cases from the IT and Heavy Industries*. Sloan Industry Studies.

**Savchuk Ya.O.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Finance and Credit,  
Academy of Recreational Technology and Law

**MODELLING OF FINANCIAL DIAGNOSTICS OF THE ENTERPRISE**

The article conducts a systematization of theoretical approaches to the modelling of financial diagnostics of an enterprise. Factors of influence on the choice of diagnostic methods and scheme of their interaction are united in a conceptual model of diagnostics. The model of diagnostics provides a holistic insight into relations between its elements and substantiates their subordination to general purpose – improvement of the efficiency of management of financial and economic activity of the enterprise. The essence is revealed and principles of financial diagnostics are generalized. A variety of factors of influence on the potential of its implementation is studied, these factors' influence is described that in detailed and versatile way characterises financial diagnostics of the enterprise as a progressive system of information support for management.

**REFERENCES:**

1. Kuntsevych V. O. Ponyattya finansovoho potentsialu rozvytku pidpryyemstva ta yoho otsinky / V. O. Kuntsevych // Aktual'ni problemy ekonomiky. – 2004. – No 7 (37). – S. 123–130.

2. Nykytyna N. Antykrizysnoe finansovoe upravlenye predpryyatyem: yssledovanye faktorov vnutrenney y vneshney sredy / Natal'ya Nykytyna // Problemy teoryy y praktyky upravlenyya. – 2007. – No 7. – S. 91–101.

3. Blank Y. A. Fynansovyy menedzhment: uchebnyy kurs / Y. A. Blank. – K.: Nyka-Tsentr Zh'ha, 2001. – 528 s.

4. Krepyk L. M. Ekonomycheskaya dyahnostyka predpryyatyya. Metodolohyya, metodyka, orhanyzatsyya, dyahnozy, puty sovershenstvovanyya / L. M. Krepyk. – M.: ZAO Yzdatel'stvo „Ekonomyka», 2006. – 215 s.

5. Kost' Ya. O. Dotsil'nist' zastosuvannya metodiv intehral'noyi modeli u finansovomu diahnostuvanni pidpryyemstv / Ya. O. Kost' // Ekonomichni nauky. Seriya „Ekonomika ta menedzhment»: [zb. nauk. prats' LNTU; vidp. red. Herasymchuk Z. V.]. – Luts'k, 2008. – Vyp. 5 (18). – S. 220–233.

6. Pavlov V.I., Myshko O.V. Transformatsiya system upravlinnya yakisty tovariv v Ukrayini: Monohrafiya. / V.I.Pavlov, O.V. Myshko-Rivne: NUVHP, 2009.-202s.

7. Otsinka i diahnostyka finansovoyi stiykosti pidpryyemstva: monohrafiya / Kyzym M. O., Zabrods'kyy V. A., Zinchenko V. A., Kopchak Yu. S. – Kh.: Inzhnek, 2003. – 144 s.

8. Kost' Ya.O. Diahnostyka finansovo-hospodars'koyi diyal'nosti promyslovoho pidpryyemstva [Tekst]: monohr. / I.V. Kryvov"yazyuk, Ya.O. Kost'; Nats. akad. nauk Ukrayiny, In-t ekonomiky prom-sti. – Donets'k; Luts'k, 2012. – 200 s.

**Drobysheva O.O.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Business Economics,  
Zaporizhzhia State Engineering Academy

**Chykulov D.V.**

Student,  
Zaporizhzhia State Engineering Academy

**GUESS VALUE OF PAYMENT-WORTHINESS AND FINANCIAL SUSTAINABILITY IN ANTICRISIS MANAGEMENT SYSTEM**

Today Ukraine has the problem of analyzing the financial viability of enterprises, which serves an indicator of financial sustainability and contributes to the timely implementation of anti-crisis measures. The article specifies the methodological basis of analysis of financial sustainability and payment-worthiness. The purpose of the article is to study the methods of guess value and diagnosis of enterprises financial sustainability and enterprises losing payment-worthiness with aim to improve the methodological tools of anti-crisis management. Principal duties of analyzing the financial sustainability and Core indicators that affect on financial viability are defined. The author justifies opinion on the need to revise the current system of coefficients importance of individual indicators of financial sustainability in terms of our economy and the development of performance indicators system that would allow effective management and timely impact on the efficiency of enterprises. An economic substance and algorithm for calculating financial ratios based on a new balance form are resulted. Financial sustainability analysis can be supplemented by detailed analysis of the supportability and efficient use of the enterprises working capital by their types, including distributed stocks, accounts receivable and funds. In the enterprises financial sustainability analysis of enterprise it is necessary to analyze accounts receivable, its body and structure in terms of appearance, to show not only its size, but also the floating and form of its debt. Financial sustainability and payment-worthiness are related. Main condition for ensuring financial sustainability of the enterprise is to form a sufficient amount of finance that allow you to fully meet its obligations to the budget, pay to employees, creditors and suppliers. Thus,

an important component of financial sustainability is the requisite amount of financial resources that can be formed only if there is effective operation and profit of enterprise, which is impossible without the use of management decisions. Managing financial sustainability is routinely providing growth capital to the payment-worthiness system affected by the crisis and that is trying to restore financial balance.

**REFERENCES:**

1. Bobryk A. P. Antykryzove upravlinnya likvidnistyu ta platospromozhnistyu pidpryyemstva / A. P. Bobryk [Elektronnyy resurs]. – Rezhym dostupu: <http://conf.ztu.edu.ua/wp-content/uploads/2016/07/100.pdf>.
2. Bobyleva A. Z. Fynansovoe ozdorovlenye predpryaty. Teoryya y praktyka / A.Z. Bobyleva. – M.: Delo, 2004. – 256 s.
3. Sheremet O.O. Finansovyy analiz: Navch. Posibnyk / O.O. Sheremet. – K.: Kondor, 2010. – 194 s.
4. Partyn, H. O. Osoblyvosti vplyvu osnovnykh chynnykiv na finansovu stiykist' pidpryyemstva v umovakh finansovo-ekonomichnoyi kryzy [Tekst] / H. O. Partyn – Zbirnyk naukovotekhnichnykh prats' Natsional'noho lisotekhnichnoho universytetu Ukrainy. – 2010. – No 10 – S. 276-279.
5. Bazilins'ka, O. Ya. Finansovyy analiz: teoriya ta praktyka: navchal'no-metodychnyy posibnyk [Tekst] / O. Ya. Bazilins'ka – K.: TsUL, 2009. – 328 s.
6. Mislennikov Ye. I. Finansova stiykist' yak naukova-praktychna problema funktsionuvannya promyslovoho pidpryyemstva / Ye.I. Mislennikov, Khashymi R.E. // Rynkova ekonomika: suchasna teoriya i praktyka upravlinnya. – Tom 1. – Vyp. 2/2 – S. 83-90.
7. Vasylenko V. O. Antykryzove upravlinnya pidpryyemstvom: Navch. Posibnyk / V.O. Vasylenko. – 2-he vydannya, vypr. i dooprats. – K.: TsNL, 2008. – 504 s.
8. Lihonenko L. O. Antykryzove upravlinnya pidpryyemstvom: teoretykometodolohichni zasady ta praktychnyy instrumentariy / L.O. Lihonenko – K: KNTEU, 2009. – 580 s.

## SECTION 4. DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

### Vartsaba V.I.

Doctor of Economic Sciences, Associate Professor,  
Head of Department of Finance and Banking,  
Uzhhorod National University

### Ohorodnyk V.O.

Doctor of Economic Sciences, Associate Professor,  
Senior Lecturer at Department of Finance and Banking,  
Uzhhorod National University

## ANALYSIS OF THE REPRODUCTIVE PROBLEMS AND IDENTIFY OF THE INVESTMENT ORIENTATIONS OF TRANSCARPATHIA

The article is devoted to a comprehensive analysis of the socio-economic development of Transcarpathian region in order to identify investment targets.

At the initial stage of the investment process, a comprehensive analysis of the region should be done. The analysis should include not only the structure and relationships of its internal elements but the trends which are composed.

Transcarpathia has an advantageous geographical position that is a fundamental principle of any regional economy. Despite its small area and low population, the region is – Central European border region of Ukraine. The analysis of the generalizing parameter of Transcarpathian economic activity indicates the reproduction of GRP product, but the growth rate after the violent events significantly is decreasing. In the structure of industry production in 2015, the processing industry dominates (80.1%). The output of agriculture in the Transcarpathia region in 2015 reached 4.0959 billion hryvnias. Despite the decline in construction activity compared to pre-crisis years, in 2015 construction products was realized amounting 620, 5 million. Regional foreign trade turnover in goods and services in 2015 reached 2.3157 billion dollars, that is by 30.9% less than in 2014. Real disposable

incomes since 2009 are growing and in 2015 they accounted for 7118.4 UAH. The contradiction lies in the fact that in 2015 the number of people receiving income below the subsistence level increased by 1.5%.

Should be noted that one of the significant benefits of Transcarpathian region is better opportunities in the region to attract foreign investments due to the connections between border areas of neighboring countries.

### REFERENCES:

1. Baranskyy N.N. Ocherky po shkol'noy metodyke heohrafiy. – M.: Uchpedhyz, 1954. – 208 s.
2. Vartsaba V. I. Problemy finansovoho zabezpechenya rozvytku maloho biznesu / V. I. Vartsaba, H. M. Kampo // Naukovyy visnyk Uzhhorods'koho universytetu. Ser.: Ekonomika. – 2014. – Vyp. 3. – S. 122-125.
3. Mizhnarodna ekonomika: navch. posib. / [Yu. H. Kozak, N. S. Lohvinova, V.IM.IOsypova ta in.]. – [vydannya 2-he pererob. ta dop.]. – K.: Tsentri uchbovoyi literatury, 2008. – 1118 s.
4. Ofitsiyina veb-storinka Holovnoho upravlinnya statystyky u Zakarpat's'kiy oblasti [Elektronnyy resurs] – Rezhym dostupu: <http://www.stat.uz.ua>
5. Ofitsiyyny veb-sayt Derzhavnoyi sluzhby statystyky Ukrainy [Elektronnyy resurs] – Rezhym dostupu: <http://www.ukrstat.gov.ua/>

**Letunovska N.Ye.**

Candidate of Economic Sciences,  
Assistant Lecturer at Department of Marketing and MIA  
Sumy State University

**ANALYSIS OF THE PREREQUISITES OF REGIONAL COMPETITIVENESS  
IN THE SOCIAL AND ECONOMIC SPHERE**

The article analyzes the main factors that contribute to the need to solve urgent issues in the sphere of social and economic development of regions. It is commented in detail the main indicators of social and economic development in Ukraine. The problems of the Ukrainian economy caused by imperfections including development and maintenance of the social component are identified. The benefits from the formation of social and economic development at the regional level are indicated. Directions of regional projects realization in the social sphere are proposed.

Modern regional development of Ukraine confirms spread of negative trends such as deepening of regional disparities, worsening of social and economic problems of the regions due to lack of effective system of implementation of the state regional policy in social and economic sphere. It is necessary to regulate regional development of Ukraine with strengthening of effective factors through qualitative use of decentralization of power due to reduced direct financial assistance and the use of preferences and guarantees.

The main areas of regional projects implementation in the social sphere should be: creating long-term plan of infrastructure development in the regions; joint development of communal medical network, wellness and spa and other facilities of social purpose with departmental, business and private funding.

There are such advantages of forming a strategy of social and economic potential of the state at the regional level: the needs of the region is best known for stakeholders (regional governments, businesses, NGOs, local communities); definition of strategic directions of development at the regional level encourages businesses, organizations, non-profit sector, local communities in the process of regional governance; promoting decentralized management processes; the possibility of optimal coordination of local interests with regional and so on.

**REFERENCES:**

1. Volodina I.M. Vdoskonalennya derzhavnogo rehuluvannya rehional'noho rozvytku / I.M. Volodina // Komunal'ne hospodarstvo mist: naukovy-tekhnichnyy zbirnyk. – 2011. – Vyp. 98. Seriya «Ekonomichni nauky». – S. 111-118.  
2. Derzhavna rehional'na polityka Ukrainy: osoblyvosti ta stratehichni priorityty: monohrafiya / za red. Z.S. Varnaliya. – K.: NISD, 2007. – 820 s.

3. Derzhavne upravlinnya rehional'nym rozvytkom Ukrainy: monohrafiya / za zah. red. V.Ye. Vorotina, Ya.A. Zhalila. – K.: NISD, 2010. – 288 s.  
4. Zhylyayeva N.M. Mekhanizm pidvyshchennya konkurentospromozhnosti rehionu v umovakh hlobalizatsiyi / N.M. Zhylyayeva / Stally rozvytok Ukrainy. – 2011. – Vyp. 1 (4). – S. 124-129.  
5. Zabarna E.M. Characteristics of marketing of industrial innovations in the region / E.M. Zabarna // Marketynh i menedzhment innovatsiy. – 2014. – No 4. – S. 11-19.  
6. Pepchuk S.M. Pozytycionuvannya rehionu v systemi konkurentnykh vidnosyn: avtoreferat dys. ... kand. ekon. nauk / Serhiy Mykolayovych Pepchuk. – Syevyerodonets'k, 2016. – 22 s.  
7. Synytsya S.M. Analiz konkurentospromozhnosti rehioniv Ukrainy v umovakh ekonomichnoyi intehratsiyi / S.M. Synytsya, L.V. Hryniv // Visnyk Khmel'nyts'koho natsional'noho universytetu. – 2010. – No 4, T. 4. – S. 238-243.  
8. Sukhanova A.V. Mekhanizm formuvannya konkurentnykh perevah ekonomiky rehionu: dys. ... kand. ekon. nauk / Alla Valeriyivna Sukhanova. – Mykolayiv, 2016. – 188 s.  
9. Tyelyetov O.S. Napryamky realizatsiyi proektiv stratehichnoho rozvytku rehioniv / O.S. Tyelyetov, M.V. Provozin // Tezy dopovidey Kh Mizhnarodnoyi naukovy-praktychnoyi konferentsiyi «Marketynh ta lohistyka v systemi menedzhmentu». – L'viv: L'vivs'ka politekhnika, 2014. – S. 364-366.  
10. Chernyuk L.H. Rehional'no-prostorovi ekonomichni systemy Ukrainy: metodolohiya i suchasna praktyka formuvannya / L.H. Chernyuk, M.I. Fashchevs'kyy, T.V. Pepa ta in. – K.: RVPS Ukrainy NAN Ukrainy, 2010. – 387 s.  
11. Shpyl'ova V.O. Aktualizatsiya prioritytetiv i konkurentnykh perevah sotsial'no-ekonomichnoho rozvytku rehionu / V.O. Shpyl'ova // Naukovyy visnyk Poltav'skoho universytetu spozhyvchoyi kooperatsiyi Ukrainy. Seriya: Ekonomichni nauky. – 2011. – No 4 (2). – S. 24-29.  
12. Reytnh stran myra po urovnyu valovoho vnutrenneho produkta [Elektronnyy resurs]. – Rezhym dostupu: <http://gtmarket.ru/ratings/rating-countries-gdp/rating-countries-gdp-info>.  
13. Spysok krayin za VVP (nominal) na dushu naselennya [Elektronnyy resurs]. – Rezhym dostupu: [https://uk.wikipedia.org/wiki/Spysok\\_krayin\\_za\\_VVP\\_\(nominal\)\\_na\\_dushu\\_naselennya](https://uk.wikipedia.org/wiki/Spysok_krayin_za_VVP_(nominal)_na_dushu_naselennya).  
14. Prohramma rozvytyya OON: yndeks chelovecheskoho rozvytyya v stranakh myra v 2015 hodu [Elektronnyy resurs]. – Rezhym dostupu: <http://gtmarket.ru/news/2015/12/16/7285>.  
15. Spysok stran po ozhydaemoy prodolzhytel'nosti zhyzny [Elektronnyy resurs]. – Rezhym dostupu: [https://ru.wikipedia.org/wiki/Spysok\\_stran\\_po\\_ozhydaemoy\\_prodolzhytel'nosti\\_zhyzny](https://ru.wikipedia.org/wiki/Spysok_stran_po_ozhydaemoy_prodolzhytel'nosti_zhyzny).  
16. Yevrointehratsiya zarplaty [Elektronnyy resurs]. – Rezhym dostupu: <http://tyzhden.ua/Economics/178644>.

17. Natsbank zayavlyaye pro pohirshennya sotszakhystu ukrajintsiv [Elektronnyy resurs]. – Rezhym dostupu: <http://economics.unian.ua/nance/1107453-natsbank-zayavlyae-pro-pogirshennya-sotszahistuukrajintsiv.html>.

18. Ynstytut zemly: reytynh stran myra po urovnyu schast'ya naselenyya v 2016 hodu [Elektronnyy resurs]. – Rezhym dostupu: <http://gtmarket.ru/news/2016/03/17/7295>.

19. Indeks sotsial'noho rozvytku, 2016 [Elektronnyy resurs]. – Rezhym dostupu: <https://www2.deloitte.com/ua/uk/pages/press-room/research/social-progressindex-2016.html>.

20. Kostyuchenko E.V. Sotsyal'naya ovet•stvennost' byznesa kak ob'ektyvnaya zakonomernost' razvytyya obshchestvennoho proyzvodstva / E.V. Kostyuchenko // *Voprosy rehulyrovanyya ekonomyky*. – 2011. – T. 2, No 4. – S. 67-79.

21. Ukrayina u poshuku novykh konkurentnykh perevah [Elektronnyy resurs]. – Rezhym dostupu: <http://www.epravda.com.ua/cdn/cd1/2016/10/ukraina-u-poshukunovykh-konkurentnykh-perevag/>.

22. V Ukrayini znachno zroslo zaborhovanist' iz vyplaty zarplaty – Derzhstat [Elektronnyy resurs]. – Rezhym dostupu: <https://www.slovoidilo.ua/2016/10/28/novyna/ekonomika/v-ukrayini-znachnozroslo-zaborhovanist-z-vyplaty-zarplaty-derzhstat>.

23. Kundiyeu Yu.I. Dynamika profesiyanoi zakhvoryuvanosti v Ukrayini ta dosvid Instytutu medytsyny pratsi NAMN Ukrayiny / Yu.I. Kundiyeu, A.M. Nahorna, M.P. Sokolova, I.H. Kononova // *Ukrayins'kyy zhurnal z problem medytsyny pratsi*. – 2013. – No 4 (37). – S. 11-22.

24. Analiz strakhovykh neshchasnykh vypadkiv na vyrobnytstvi ta profzakhvoryuvan' za 9 misyatsiv 2016 roku [Elektronnyy resurs]. – Rezhym dostupu: <http://www.social.org.ua/view/5940>.

**Melnyk O.I.**

Candidate of Economic Sciences, Assistant Lecturer,  
Department of Enterprise Economics and Personnel Management,  
Yuriy Fedkovych Chernivtsi National University

**Melnyk A.G.**

Candidate of Economic Sciences, Assistant Lecturer,  
Department of Enterprise Economics and Personnel Management,  
Yuriy Fedkovych Chernivtsi National University

**Gumenyuk V.V.**

Master of Department of Enterprise Economics and Personnel Management,  
Yuriy Fedkovych Chernivtsi National University

**STATE AND PROSPECTS OF SMALL AND MEDIUM ENTERPRISES IN CHERNIVTSI REGION**

The article highlights the status of small and medium enterprises in the Chernivtsi region for 2014-2016 years. Outlined the factors that affect the growth of small business and hampering its further development.

In the overall structure of enterprises Ukraine and most significant part is small businesses, their share is about 94%. A slight increase in the number of SMEs is a common trend in Ukraine for 2013-2015 years. However, the number of such enterprises in Chernivtsi region, taking into account population density is less than half the figure in Ukraine.

The problems of development and their causes, financing and state support of small and medium enterprises in Chernivtsi region. In Chernivtsi region consistently pursued policies aimed at supporting and promoting small and medium enterprises, which is the leading sector of the regional economy.

Despite the annual increase in funding for the program of small and medium enterprises in Chernivtsi region, the regional budget is unable to finance the planned activities.

In Chernivtsi region financial policy to support small and medium enterprises have not realized the full extent of its actual volume is less than the standard and planned. This greatly influenced the lack of positive dynamics of socio-economic development of the Chernivtsi region in general and small business in particular.

**REFERENCES:**

1. Zakon Ukrainy «Pro Kontseptsiyu derzhavnoyi polityky rozvytku maloho pidpryyemnytstva» [Elektronnyy resurs] // Vidomosti Verkhovnoyi Rady Ukrainy. – Rezhym dostupu: <http://zakon4.rada.gov.ua/laws/show/404-96%D0%BF>.
2. Zakon Ukrainy «Pro pidpryyemnytstvo» [Elektronnyy resurs] // Vidomosti Verkhovnoyi Rady Ukrainy. – Rezhym dostupu: <http://zakon4.rada.gov.ua/laws/show/698-12>.
3. Blyzhens'kyy V.Ye. Osnovni problemy rozvytku maloho biznesu v Ukraini / V.Ye. Blyzhens'kyy // Upravlinnya rozvytkom. – 2013. – No 19. – S. 24–27.
4. Ofitsiyyny sayt Derzhavnoyi sluzhby statystyky Ukrainy [Elektronnyy resurs]. – Rezhym dostupu: <http://www.ukrstat.gov.ua>.
5. Prohrama rozvytku maloho i seredn'oho pidpryyemnytstva v Chernivets'kiy oblasti za 2015-2016 roky [Elektronnyy resurs]. – Rezhym dostupu: [chernivtsy.eu/portal/f/mr/ses2014059-1443-d1.doc](http://chernivtsy.eu/portal/f/mr/ses2014059-1443-d1.doc).
6. Rehional'na prohrama rozvytku maloho i seredn'oho pidpryyemnytstva v Chernivets'kiy oblasti za 2015-2016 roky [Elektronnyy resurs]. – Rezhym dostupu: [bukoda.gov.ua/sites/.../zvit\\_po\\_programi\\_msp\\_na\\_sayt.doc](http://bukoda.gov.ua/sites/.../zvit_po_programi_msp_na_sayt.doc).
7. Varnaliy Z.S. Pro stan ta perspektyvy rozvytku pidpryyemnytstva v Ukraini / Varnaliy Z.S., Heyets' V.M., Kuzhel' O.V., Libanova E.M. ta in. – K.: Derzhkompidualpryyemnytstvo, 2010. – 240 s.
8. Lyapina K.M. Porivnyannya rozvytku maloho pidpryyemnytstva u krayinakh YeS ta v Ukraini / K.M. Lyapina, D.V. Lyapin // Naukovi pratsi NDFI. – 2009. – No 7. – S. 57–61.

**Neustroev Yu.G.**

Degree Seeking Applicant at Department of Management and Logistics  
Odessa National Academy of Food Technologies

**LATEST REGIONAL CENTERS AGROSERVICE SERVICE**

The state of development of the agrarian sector of Ukraine. It is proved that the success of the agrarian sector of Ukraine in the manufacture and export of cereals and their products, vegetable oils, honey and other agricultural products, their competitiveness, are the more chance than science-based regularity due to the fact that the state is practically barred from supporting agricultural producers. At that time, the EU countries annually allocate to encourage agricultural producers own more than 60 billion. Euros or 526 euros per 1 hectare of land in Ukraine this figure is 20-30 euro per 1 hectare, which determines the chronic technological and economic gap between the agricultural sector. Agricultural production in developed countries goes to a higher level of competition – competition efficiency which is based on management cost Artwork products.

It is shown that the effective development of rural areas in more than 130 countries depend on the service's advisory as well as the introduction of new forms of organization of production, technology, technology. The latter include precision farming, which uses the concept of the existence of irregularities within the same field or planting one crop, the latest unmanned technologies, service engineering methods.

Proposed establishment of the regional's advisory and production centers to provide agricultural enterprises a wide range of consulting and production services innovatsiynyh. It analyzes the legal basis for the creation and operation's advisory and production units within the regional production center's advisory.

**REFERENCES:**

1. Savenko I.I. Orhanizatsiyno-ekonomichnyy mekhanizm funktsionuvannya pidpryemstv zernovoho pidkompleksu / I.I.Savenko, I.O.Sedikova. – Odesa: Polihraf, 2012. – 175 s.
2. Chy vidrodyt'sya ukrayins'ke selo? // Vseukr. vyd.

«Ahrosvit», No 10 (42), 2016, – S. 12–13. [Elektronnyy resurs]: Rezhym dostupu: <http://censor.net.ua/b3922>.

3. Tymoshenko Ye. Tochne zemlerobstvo ta ukrayins'ki realiyi / Ye. Tymoshenko // Ahrobiznes. – No 19 (242). – 2012, s. 12 – 14.

4. Zhurakovs'ka L.A. Shchodo derzhavnoyi pidtrymky sil's'kohospodars'koho doradnytstva v Ukrayini. Analitichna zapyska. M. Kyiv. Natsional'nyy instytut stratehichnykh doslidzhen'. Viddil sektoral'noyi ekonomiky. [Elektronnyy resurs]. – Rezhym dostupu: <http://niss.dov.ua>.

5. Zakon Ukrayiny «Pro sil's'kohospodars'ku doradchu diyal'nist'»: vid 17.06.2004 r. No 1807-IV // Uryadovyy kur"yer. – 2004. – No 168.

6. Byuleten' za materialamy Zvitu pro rezul'taty audytu vykonannya zakhodiv Derzhavnoyi tsil'ovoyi prohramy rozvytku ukrayins'koho sela na period do 2015 roku – K.: Rakhunkova palata Ukrayiny, 2013. – S. 18-19. [Elektronnyy resurs]. – Rezhym dostupu: <http://www.ac-rada.gov.ua>.

7. Zakon Ukrayiny «Pro sil's'kohospodars'ku kooperatsiyu». 17.07.1997 r. No 469/97-VR // Vidomosti Verkhovnoyi Rady Ukrayiny. – 1997. – No 39.

8. Rozporyadzhennya Kabinetu Ministriv Ukrayiny No 184-r vid 11.02.2009 r. «Pro skhvalennya kontseptsiyi Derzhavnoyi tsil'ovoyi prohramy pidtrymky rozvytku sil's'kohospodars'kykh obsluhovuyuchykh kooperatyviv na period do 2015r, ta No 219-r «Pro orhanizatsiyni zakhody shchodo spryyannya rozvytku sil's'kohospodars'koyi obsluhovuyuchoyi kooperatsiyi ta dostupu osobystykh selyans'kykh i fermers'kykh hospodarstv na rynky ahrarynoyi produktsiyi».

9. Postanovu No 557 vid 03.06.2011r. «Pro zatverdzhennya Derzhavnoyi tsil'ovoyi ekonomichnoyi prohramy pidtrymky rozvytku sil's'kohospodars'kykh obsluhovuyuchykh kooperatyviv na period do 2015 roku».

10. Postanova Kabinetu Ministriv No 704 vid 22 chervnya 2011 r. «Pro skorochennya kil'kosti ta ukрупnennya derzhavnykh tsil'ovykh prohram», postanova Kabinetu Ministriv Ukrayiny vid 3 chervnya 2009 r. No 557 «Pro zatverdzhennya Derzhavnoyi tsil'ovoyi ekonomichnoyi prohramy pidtrymky rozvytku sil's'kohospodars'kykh obsluhovuyuchykh kooperatyviv na period do 2015 roku»/

## SECTION 5. ECONOMY OF NATURAL RESOURCES MANAGEMENT AND ENVIRONMENT PROTECTION

### **Akimova M.S.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Cadastral Register and Law,  
Penza State University of Architecture and Construction

### **Ulitskaia N.Yu.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Cadastral Register and Law,  
Penza State University of Architecture and Construction

### **Safronova K.G.**

Student,  
Penza State University of Architecture and Construction

## **EFFICIENCY OF USE OF THE LANDS OF LESNOY OF FUND OOO “BOLSHEVYASSKOYE LESNICHESTVO” OF THE PENZA REGION**

As a result of the conducted research authors came to a conclusion that, for effective public administration by the woods as objects of federal property it is necessary, the balanced system of interaction of public authorities of the Russian Federation, on the one hand, and all vertical of specially authorized federal bodies of management of the woods, including territorial authorities of management, on the other hand.

The lack of management of forest fund and lands of forest fund, is expressed in mixture of management functions with functions of accounting entities. The last is connected with emergence of the increasing number of the federal bodies which are engaged along with managerial functions, economic activity, incompatible with these functions.

At the same time the wood and the earth of forest fund are considered not as the natural resources which are subject to every possible protection and as property which shall bring in the income (momentary benefit) it often, leads to loss of a part of forests and unjustified transfer of lands of forest fund to lands of other categories. The same reasons caused offers from business executives on entering of a private property on certain sites of forest fund and the parcels of land as a part of forest fund.

The analysis of lands of forest fund of the Penza region showed that they constitute 965 thousand hectares, from them 883,9 thousand hectares of a lesoustroyena, including 482,7 thousand hectares or 55% belong to the protective woods and 401,2 thousand hectares or 45% – to operational.

For the purpose of determination of effectiveness

of all held events the state forest register representing the systematized code of documentary information on the woods about their use, protection, reproduction, about forest areas and about forest parks is kept.

Opinion of authors of work, first of all that the earth of forest fund of the Russian Federation are used insufficiently effectively. It is expressed, not always by the correct zoning of lands of forest fund, the become frequent wildfires, insufficient level of reforestation actions, but the most important not the correct implementation of forest resources. And case even not that most of users the wood use obsolete and not high-tech methods of production of these resources, matter in their implementation. The majority simply release the wood in a raw type, in particular abroad, and practically don't process it that very negatively affects national economy.

The offers on increase in efficiency of use of the territory of OOO Bolshevyasskoye lesnichestvo developed in this research are the most urgent and correct problem resolution. So, authors offer in goods quality in the market to release wood in a raw type as it becomes now, and already completely finished goods, i.e. pallets. Their production comes true the fact that nearby a number of the plants which have a need for these products is located, i.e. on it precisely there will be a demand. The second offer is directed to placement of the tourist area in a forest area: the lake, the coniferous forest rich with a various plant and animal life, the Sura River flowing a row and a set of other factors, excellently approach under its implementation.

Taking into account above stated, it is possible to tell with an accuracy that developed offers are urgent, interesting, economic, ecologically safe and can be used as an example for development of investment projects.

### REFERENCES:

1. Rossiyskaya Federatsiya. Zakony. Lesnoy kodeks Rossiyskoy Federatsyy [Elektronnyy resurs]: feder. zakon ot 4.12.2006, No 200-FZ // Spravochnopravovaya sistema «Konsul'tant Plyus».
2. ANALYZ SOSTOYaNYa LESOV PENZENSKOY

OBLASTY Uhol'nykova A.O., Akymova M.S., Porshakova A.N. // *Sovremennyye problemy nauky y obrazovaniya*. 2014. No 6. S. 513.

3. Lesokhozyaystvennyy rehlament Bol'shev'yasskoho lesnychestva Lunynskoho rayona Penzenskoy oblasti [Tekst] – ChU NYO «Volzhskyy Ynstitut Lesa», Saratov 2011h.

4. Upravlenye zemel'no-ymushchestvennyy otnoshenyamy: materyaly 9 mezhdunar. Nauch.prak. konf. Posvyashchennoy 10-letyyu Fakul'teta «Upravlenyya terrytoryyamy» 20-21 noyabrya 2013 h., Penza / [Redkol.: O.V. Tarakanov y dr.] – Penza: PHUAS, 2013 h. 216 str. «Upravlenye zemlyamy lesnoho fonda» v soavtorstve: V.A. Maynskov, N.Yu. Ulytskaya.

## SECTION 6. DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS

### **Ilchuk O.O.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Economics and Marketing  
Lviv Institute of Economy and Tourism

### **Horodnya T.A.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Economics  
Lviv University of Trade and Economics

### **Popovich V.T.**

Graduate Student,  
Lviv University of Trade and Economics

## **THEORETICAL FOUNDATIONS OF ORGANIZATIONAL MECHANISM FOR IMPLEMENTING THE STRATEGY EFFECTIVE USE AND DEVELOPMENT POTENTIAL OF THE COMPANY**

As a result Building institutional mechanism to develop a viable strategy for the use and development human potential of the company should identify and organize existing barriers to enterprise strategic development. The management should also develop criteria's for evaluating the efficiency of personnel and create guidelines and measures for the further development of human resources. An important aspect, which should be considered in case, when forming a strategy for effective use and development potential of the company, is to involved in the process of direct employees.

This component of model of organizational mechanism and strategy for efficient use of human resource capacity should be in a certain sequence to more optimum mobilization of resources in the implementation of the strategy.

In this regard, we propose the following steps of the strategy implementation.

In the first stage of building the institutional mechanism to implement the strategy of efficient use and development of human capacity should make analysis of key quantitative and qualitative indicators personnel to diagnose possible problems in its development.

The second stage – goal-setting, based on building objectives tree, which should reflect not only the goals concerning potential of the company, but also those which indirectly arise in achieving the mission of the company, but which involved staff.

The third step is to determine the criteria to achieve the goals that are indicators whose values describe the maximum attainable efficiency of their implementation.

The fourth stage should be to develop strategic measures, whose implementation will ensure the selected strategic objectives.

The final stage of forming the organizational mechanism for implementing the strategy is to coordinate and bring to personnel management strategy and objectives.

As a result of our's article, building organizational mechanism of the strategy effective use and development potential of the company significantly optimizes the time spent on the implementation of the strategy and will take into account the underlying problems that can not be found only in the analysis of quantitative and qualitative results of the staff.

### **REFERENCES:**

1. Bortnik S. Stratehichne upravlinnya rozvytkom personalu pidpryyemstva ta suchasni pidkhody do otsynyuvannya yoho rivnya. / S. Bortnik // Ekonomichnyy chasopys Skhidnoyevropeys'koho natsional'noho universytetu imeni Lesi Ukrayinky. – No 2, 2015. – s. 33-39.
2. Ivanyts'ka S. B. Kadrovyy potentsial pidpryyemstva: faktory formuvannya ta vykorystannya [Elektronnyy resurs] / S. B. Ivanyts'ka, N. V. Anisova, A. O. Petrova // <http://www.economy.nayka.com.ua>
3. Kaplan R. S. Sbalansyrovannaya systema pokazateley. Ot stratehyy k deystviyu / R. S. Kaplan, D.P. Norton; [per. s anhl.]. – M.: ZAO «Olymp-Byznes», 2003. – 304 s.
4. Novikova M. M. Systemne upravlinnya trudovym potentsialom pidpryyemstva: monohrafiya / M. M. Novikova. – Kharkiv: Vyd. KhNEU, 2008. – 240 s.
5. Shaul's'ka L.V. Stratehiya rozvytku trudovoho potentsialu Ukrayiny: Monohrafiya / NAN Ukrayiny. In-t ekonomiky prom-sti. – Donetsk, 2005. – 502 s.

**Sotnikova Yu.V.**

Candidate of Economic Sciences, Associate Professor,  
Simon Kuznets Kharkiv National University of Economics

## CREATIVE ECONOMY IN UKRAINE: REALITY OR PERSPECTIVE?

More recently we have talked about the economy as a knowledge economy, information economy; today it is the creative economy that uses achieving the knowledge economy based primarily on materializing new ideas and designs. As an integral value which characterizes the creativity of economies around the world, R. Florida proposed global creativity index, which is based on three factors – technology, talent and tolerance. Ukraine in this list ranked 27th place. This is a good result, considering the fact that the main export sector of Ukraine's economy is heavy industry. This high figure is obtained mainly due to the large proportion of people with higher education.

These indexes of the talent, technology and tolerance indicate the presence of creativity reserves in the economy of our country to be competitive in the international market of goods and services. However, the creative and innovative potential in regions Ukraine is far uneven, so that making appropriate the analysis of regions of Ukraine by indicators of creativity offered by R. Florida.

Direct transfer methods R. Florida to study the local regions by the level of creativity is not possible because a number of key indicators in our country is not monitored (the level of tolerance of regional communities, the opportunity to personal expression, etc.); there is a problem of international information compatibility indicators and those that are tracked in Ukraine (for example, the number of people employed in creative fields). For the most reliable indices formation of talent, technology and tolerance, the author used statistical data of the State Statistics Committee of Ukraine. In the article have been offered new indicators that we think more realistically reflect the Ukrainian realities than the rates offered by R. Florida and that has the statistical records.

The analysis revealed the presence of four groups of regions. First cluster includes regions with long university tradition, university, scientific and educational centers. In these areas concentrated a large number

of talented young people who at the end of higher education often is employed in the so-called creative industries. The second cluster includes regions that are characterized by a high level of tolerance and the proportion of creative class. High creative potential of these regions provided positive characteristics of local communities, but still poorly supported by real innovation. The third cluster is represented regions in which, along with not so favorable conditions for the development of a creative environment, exist a high investment in research and technology. This cluster includes agro-targeted regions. This cluster has a high possibility of creative potential. The fourth cluster includes regions-outsiders. This is mainly so-called old-industry regions where an important role is still played by established during the Soviet period industrial giants.

### REFERENCES:

1. Floryda R. Kreatyvnyy klass: lyudy ,kotorye menuyut budushche / R. Floryda. – M.: Yzdatel'skiy dom «Klassyka-KhKh1», 2007. – 421 s.
2. Stepanov A.A., Savyna M.V. Chelovecheskiye resursy v kreatyvnoy ekonomyke / A.A. Stepanov, M.V. Savyna. – M.: YNFRA-M, 2014. – 239 s.
3. Stepanov A.A., Savyna M.V. Kreatyvnaya ekonomyka: sushchnost' y problemy razvytiya / A.A. Stepanov, M.V. Savyna [Elektronnyy resurs]. – Rezhym dostupu: <http://uecs.ru/marketing/item/2667-2013-1226-08-35-52>
4. Bozhydarnik T.V., Vasylyk N.V. Kreatyvnyy menedzhment: navchal'nyy posibnyk / T.V. Bozhydarnik, N.V. Vasylyk. – Kherson: OLDI-PLYuS, 2014. – 498 s.
5. Ekonomichna aktyvnist' naselennya Ukrayiny u 2015 rotsi / Derzhkomstat Ukrayiny. – K.: Derzhanalitinform, 2016. – 205 s.
6. Naukova ta innovatsiyina diyal'nist' Ukrayiny u 2015 rotsi / Derzhkomstat Ukrayiny. – K.: Derzhanalitinform, 2016. – 255 s.
7. Naselennya Ukrayiny za 2015 rik / Derzhkomstat Ukrayiny. – K.: Derzhanalitinform, 2016. – 119 s.
8. Pylyasov A., Kolesnykova O. Metodyka otsenky tvorcheskoho potentsyala rossiyskykh rehyonov / A. Pylyasov, O. Kolesnykova // *Voprosy ekonomyky*. – 2008. – No 9. – S. 50-69.

## Stepanova E.R.

Candidate of Economic Sciences,  
Senior Lecturer at Department of Personnel Management and Labour Economics,  
Simon Kuznets Kharkiv National University of Economics

### **SPECIFIC OF MALE AND FEMALE CAREER FORMATION: MOTIVES, OBSTACLES, PERSPECTIVES OF CAREER PROMOTION**

The article describes the features of the women's and men's career construction, taking into account the motives and future career prospects. In the content of most existing gender issues works, particularly on questions of professional activities and careers, have been presented in the intellectual work of mainly scientists and professors of Universities, while the gender specificity of many popular professions rarely attracts the attention of researchers.

It was found that in the process of selecting professional direction women and men are affected by different social, psychological and personal factors. Behaviours pattern, selection of priority occupation for men and women caused by global problems of labour division between both sexes. Even considering the whole, that the profession is equally important, the youth make largely stereotypical choices. In addition, the key issue is social positioning, in which profession's prestige that is associated with career prospects, is determined by gender factor.

The analysis of gender differences and peculiarities of career men and women has been conducted. The main difference between the female management styles from men is that women leaders are more eager to combine managerial strategy. In comparison with men, women are more often show such mixed strategies as: chief-coordinator, leader-coordinator, host-leader.

Men usually become supporters of a single management model and don't combine it with another type of technology, following one behavioural strategy. Women have greater flexibility in the process of building its own administrative image, using a sample of managerial behaviour, which is most effective in a given period of time.

The main men's and women's fears in the own career construction have been presented. Thus, the main women's career stoppers are the following:

women believe that a successful career can lead to loss of femininity, including the loss of relations with the outside world;

women experiencing guilt in front of their family and on a subconscious level waive professional career and does not seek to achieve greater success than men. According to points of view of many successful women it's impossible to combine family and career.

Men fears that affect career construction are following:

the main male fear is that their activity does not correlate with their gender roles;

building a successful career men can prevent fear to spoil relations with employees and colleagues which can course their envy.

#### **REFERENCES:**

1. Bilyns'ka M.M. Henderna polityka v systemi derzhavnoho upravlinnya: pidruchnyk / M.M. Bilyns'ka. – Zaporizhzhya: Drukars'kyy svit, 2014. – 132 s.
2. Hendernoe ravenstvo v Ukrainy: rezul'taty Gender Gap Index [Elektronnyy resurs]. – Rezhym dostupu: [http://ukrainky.biz/blog/business\\_practical/631.html](http://ukrainky.biz/blog/business_practical/631.html)
3. Honchar Yu. Posibnyk presovoyi praktyky z hendernoyi perspektyvy / Yu.Honchar, T. Kuznyetsova, O. Pohoryelov, S. Shtrukhets'kyy. – Rivne: vydavets' O. Zen', 2015. – 200 s.
4. Hrabovs'ka I. Ladies rst: Fenomen zhinochoho politychnoho liderstva v Ukraini / I. Hrabovs'ka, L. Kobelyans'ka. – K.: K.I.S., 2010. – 144 s.
5. Zhuravl'ova A.S. Henderna polityka v Ukraini / A.S. Zhuravl'ova // Visnyk Mariupol's'koho derzhavnoho universytetu. Seriya «Pravo». – 2013. – No 6. – S. 40-46

**Tabanova A.I.**

Lecturer at Department of Personnel Management and Labour Economics,  
Odessa National Economic University

**OPTIMIZATION OF THE THREE-FACTOR UTILITY FUNCTION OF HOUSEHOLDS TAKING INTO ACCOUNT THE GENDER DIMENSION**

In this article was considered the issue of unrecorded female labour – time for household chores, parenting, etc. Considering the total income of households unaccounted labour of women, related to the performance of unpaid work in the household, usually is not included.

According to the poll, more than three-quarters of women Ukraine indicated that namely women mainly engaged in household cleaning (78.4%) or cooking (75.3% of respondents).

The need to evaluate unpaid labour of women long been debated by economists in the context of national income calculations for estimates of economic growth in the country.

Valuation of the contribution of these activities to the formation of national income should be the subject of special studies in the future to ensure adequate assessment of economic development.

Utility function of households should reflect not only the free time, which is an independent value and allows to realize the needs of high level, but unrecorded labour, i.e. housekeepers responsibilities, parenting and more.

The purpose of this article is to optimize the utility function of households taking into consideration free time off work and unrecorded housework.

In the article was formed household utility function that takes into account not only their working hours (income), but the time on household chores and free time, which is an independent value. As a

result of this optimization utility function of households the author was found the optimal allocation of the general fund of time for these three components.

**REFERENCES:**

1. Libanova E. M. Henderna dyferentsiatsiya dokhodiv naselennya Ukrayiny //Polityka i chas. – 2007. – No. 3. – S. 36-40.
2. Analitichne doslidzhennya uchasti zhinok u skladi robochoyi syly Ukrayiny: Zvit / E.M. Libanova, O.V. Makarova, S.Yu. Aks'onova, H.V. Herasymenko, I.P. Maydanik, L.H. Tkachenko, O.V. Lysa ta in. – Kyiv, 2012. – S. 107.
3. Herasymenko H.V. Henderni aspekty sotsial'noekonomichnoyi polityky v Ukrayini: dys. kand. ekon. nauk: 08.09.01 / Herasymenko Hanna V'yacheslavivna; NAN Ukrayiny, Instytut demohrafiyi ta sotsial'nykh doslidzhen'. – K., 2004. – 223 s.
4. Kuznets S. Economic growth and income inequality. // The American Economic Review. – 1955. – No 1. – 28 p.
5. Tobin J. Liquidity preference as behaviour towards risk. // The Review of Economic Studies. – 1958. – No 67.
6. Boskin M. J. Economic Measurement: Progress and Challenges. // American Economic Review. – 1962. – No 90. – P. 247-252.
7. Harvey A.S., Mukhopadhyay A. When Twenty-Four Hours is not Enough: Time Poverty of Working Parents. In: Social Indicators Research. – 2007. – No 82. – p.57-77.
8. Time for Work: Linkages between Paid and Unpaid Work in Human Resource Policy", Report of the APEC Human Resource Development Working Group: [Elektronnyy resurs] – Rezhym dostupu do resursu: [www.nsi-ins.ca/english/pdf/time.pdf](http://www.nsi-ins.ca/english/pdf/time.pdf).

## SECTION 7. MONEY, FINANCES AND CREDIT

### Pozdniakova L.A.

Candidate of Economic Sciences, Associate Professor,  
Senior Lecturer at Department of Financial Markets,  
University of State Fiscal Service of Ukraine

### HISTORICAL SOURCES OF FORMING AND DEVELOPMENT OF INSURANCE SYSTEM

Realization of reforms is impossible without creation of the effective insurance system. The adequate rethinking of logic of the newest transformations in the insurance system is possible without the sound study of historical sources of her origin, forming and development. The sound analysis of historical sources of forming and development of insurance and insurance system allows understanding conformities to law of evolutionary changes and define modern her progress trends. Insurance as passed the phenomenon of long duration way of evolutionary development from his primitive forms to forming of the modern integral insurance system. The analysis of four stages of development of the insurance system is in-process carried out; basic characteristic signs are distinguished for every stage. Sound research of the insurance system on the basis of historical evolutionism allowed to perfect division into periods of her development.

The analysis of forming and development of insurance showed for protracted enough historical periods, that every stage developed on certain; inherent to these period laws, forms the specific features and serves as soil for evolutionary transformation of next period. The study of origin, forming and development of the insurance system through the prism of historical evolutionism allowed to investigate and understand logic of her dynamic transformations, to educe character of causes and effects of these transformations and assists the decision of problem of forming of the newest theory of insurance and insurance system.

#### REFERENCES:

1. Nort D. Funktsyonyrovanye ekonomyky vo vremeny. – Nobelevskaya lektsyya 9 dekabrya 1993 h. [Elektronnyy resurs] – Rezhym dostupu: <http://www.strana-oz.ru/?numid=21&article=981#t4#t4l>.
2. Adamova O. Henezha mors'koho strakhuvannya / O. Adamova // Yurydychnyy visnyk. – 2012. – No 3. – S. 67-72;
3. Shershenevych H.F. Kurs torhovoho prava: [v 2-kh t.] / H.F. Shershenevych. – M.: Statut, 2003. – T. 2. – 544 s.
4. Serebrovskyy V.Y. Ocherky sovet'skoho strakhovoho prava / V.Y. Serebrovskyy. – M., 1926. – 184s.
5. Krasnyts'ka H. Istorychnyy rozvytok sotsial'noho

zakhystu naselennya v Ukrayini / H. Krasnyts'ka, N. Chenyshchuk // [Elektronnyy resurs] – Rezhym dostupu: [http://e-catalog.mk.ua/cgi/base\\_moba/cgiirbis\\_64.exe](http://e-catalog.mk.ua/cgi/base_moba/cgiirbis_64.exe).

6. Mal'ovanyy M.I. Istoriya rozvytku sotsial'noho zakhystu u sviti [Elektronnyy resurs] – Rezhym dostupu: [http://www.nbu.gov.ua/old\\_jrn/Soc\\_Gum/inek/2011\\_3/253.pdf](http://www.nbu.gov.ua/old_jrn/Soc_Gum/inek/2011_3/253.pdf).

7. Ozernyuk H.V. Istorychni vytky ta formuvannya strakhovykh pravovidnosyn / H.V. Ozernyuk // Naukovyy visnyk Kherson's'koho derzhavnoho universytetu. – 2013. – Vyp. 3. Tom 1. – S. 95-98.

8. Mykytyuk V.O Stanovlennya ta orhanizatsiya strakhuvannya v epokhu Antychnosti ta Seredn'ovichchya [Elektronnyy resurs] // Visnyk Kharkivs'koho natsional'noho universytetu vnutrishnikh sprav. – 2009. – No 4 (47). – Rezhym dostupu: [http://archive.nbu.gov.ua/portal/20/VKhnuvs/2009\\_47/47/8.pdf](http://archive.nbu.gov.ua/portal/20/VKhnuvs/2009_47/47/8.pdf).

9. Khrestomatyya po vseobshchey ystoriyy hosudarstva y prava: ucheb. posobyе / sost. V.N. Sadykov, pod red. prof. Z.M. Chernylovskoho. – M.: Fyrma Hardoryna, 1966. – 495 s.

10. Raykher V.K. Obshchestvenno-ystorycheskye typy strakhovannya / V.K. Raykher. – M.: Yzd-vo akadem. nauk SSSR, 1947. – 282 s.

11. Istoriya vynyknennya ta rozvytku strakhuvannya [Elektronnyy resurs] – Rezhym dostupu: [studopedia.org/4-154999.html](http://studopedia.org/4-154999.html).

12. Serebrovskyy V.Y. Yzbrannyye trudy po nasledstvennomu y strakhovomu pravu. Yzd. 2-e, yspr. / V.Y. Serebrovskyy. – M.: «Statut», 2003. – 558 s.

13. Zlupko S.M. Lyuds'kyy potentsial, zaynyatist' i sotsial'nyy zakhyst naselennya v Ukrayini: navch. posib. / Zlupko S.M., Radets'kyy Y.I. – L'viv.: Vydavnychyy tsentr LNU im. Ivana Franka, 2001. – 192 s

14. Furman A. Istoriya sotsial'noyi roboty: navch. instrumentar. [Elektronnyy resurs] / A. Furman, M. Pidhurs'ka. – Rezhym dostupu:[www.nbu.gov.ua/portal/soc\\_gum/Psis](http://www.nbu.gov.ua/portal/soc_gum/Psis).

15. Kalashnykov S.V. Ocherky teoryy sotsyal'noho hosudarstva / S.V. Kalashnykov. – M.: Ekonomyka, 2006. – 362 s.

16. Pidlypna R.P. Osnovni zasady ta istorychni etapy stanovlennya i rozvytku sotsial'noho strakhuvannya / R.P. Pidlypna // Naukovyy visnyk Kherson's'koho derzhavnoho universytetu. Seriya «Ekonomichni nauky». – 2015. – Vyp. 11. Chastyna 1. – S. 14-17.

17. Horb V.A. Evolyutsiya ponyattya strakhuvannya [Elektronnyy resurs] – Rezhym dostupu:<http://stp.diit.edu.ua/article/viewFile/6862/5889>

18. Denysenko T.M. Stanovlennya ta rozvytok systemy sotsial'noho zakhystu naselennya v Ukrayini / T.M. Denysenko //

Efektivnist' derzhavnoho upravlinnya. – 2012. – Vyp. 33. – S. 96-103.

19. Prokopenko L.L. Geneza ta rozvytok derzhavnoyi osvith'oyi polityky v Ukraini (IKh – poch. KhKh st.): monohrafiya / L.L. Prokopenko. – Dnipropetrovs'k: DRIDU NADU, 2008. – 488 s.

20. Adamov A.S. Istorychni aspekty vzayemnoho strakhovannya / A.S. Adamov // Aktual'ni problemy derzhavy i prava. – 2009. – Vyp. 51. – S. 253-258.

21. Воблыу К.Н. Основы экономыи strakhovannya / К.Н. Воблыу. – К.: Typorhrafyya Y.Y. Chokolova, 1915. – 401 s.

22. Sotsyal'naya polytyka burzhuaznoho hosudarstva. Otv. red. d.э.n. S.N. Nadel'. – M., Nauka, 1987. – 208 s.

23. Sidenko S.V. Sotsial'nyy vymir rynkovoyi ekonomiky: monohrafiya / S.V. Sidenko. – K.: Vyd. tsentr «Kyyivs'kyy universytet», 1998. – 248 s.

24. Sotsial'na polityka: navch. posib. / ukl. A.V. Hryshchenko. – Chernivtsi: Prut, 2003. – 152 s.

25. Voskoboynikov V. Storinky ukrayins'koyi ta svitovoyi istoriyi nederzhavnoho pensiynoho zabezpechennya / V. Voskoboynikov // Visnyk Pensiynoho fondu Ukrainy. – 2003. – No 12. – S. 25-26.

**Prystupa L.A.**

Candidate of Economic Sciences, Associate Professor,  
Senior Lecturer at Department of Finance, Banking and Insurance  
Khmelnyskyi National University

**Pavlyuk A.V.**

Graduate Student,  
Khmelnyskyi National University

**Stasyuk D.I.**

Graduate Student,  
Khmelnyskyi National University

**KEY COMPONENTS AND CURRENT TRENDS OF THE DOMESTIC BANK DEPOSIT POLICY**

The current understanding of the nature of bank deposit policy is a set of measures to create a range of deposit services, various forms and methods of raising funds to ensure stability and reliability of the resource base and high level of competitiveness in the financial market.

The content of the deposit policy appears in ensuring the financial stability and the bank sustainability, profitability, liquidity, reliability, adequacy of the processes of formation and realization of customer needs.

The main purpose and objectives of the bank deposit policy implemented through the executable function of the object and the subject of management. Two main functions of the object management deposit policy of the bank are reproductive and control. The key functions of the regulator deposit policy of the bank is planning, prediction, organization, analysis and assessment, control.

The analysis of the amount of deposits banks of Ukraine for 2013-2015 years (Table 1) leads to the following conclusions, namely that in 2015, total liabilities increased to 38.012 trillion. UAH in comparison with 2013 and 28.943 trillion. UAH compared to 2014 year. These changes are associated with a major decrease in the amount of individuals in 2015 to 44.666 trillion. UAH in comparison with 2013 and to 27.311 trillion. UAH in comparison with 2014 year.

Evaluation of the implementation the deposit policy of PJSC "Oshchadbank" as one of the key banking system of Ukraine has shown that the deposit base is stable and optimal, but the perspective is further increasing the share of term deposits that will provide increased liquidity and expand credit and investment opportunities in banking institutions.

In the present conditions of the banking system in the formation and implementation deposit policy, domestic banks have to react quickly to changing internal and external business environment and the

needs of existing and potential clients to provide sustainable growth of the deposit base, using traditional and innovative strategies and technologies of Banking. A key role in the competitive position of high bank deposit policy belongs qualitatively and quantitatively substantiated management strategies and tactics in this area which is the main dominant finances, customers, business processes, training and staff development.

**REFERENCES:**

1. Avramchuk L. A. Rol' depozytnoi polityky komertsyynkh bankiv u strukturi mekhanizmu bankivs'koho menedzhmentu [Elektronnyy resurs] / L. A. Avramchuk. – Rezhym dostupu: <http://archive.nbu.gov.ua>.
2. Bartosh O. M. Depozytna polityka yak skladova systemy upravlinnya diyal'nistyuu banku / O. M. Bartosh // *Finansovyy prostr.* – 2014. – No 4 (16). – S. 19–24.
3. Kovalenko V. V. Kapitalizatsiya bankiv: metody otsynuvannya ta napryamy pidvyshchennya: monohrafiya / V. V. Kovalenko, K. F. Cherkashyna. – Sumy: DVNZ «UABS NBU», 2010. – 153 s.
4. Kucherenko S. A. Depozytna polityka banku ta osnovni napryamy yiyi reformuvannya / S. A. Kucherenko, Ya. V. Lyk-hochas // *BIZNESINFORM.* – 2013. – No 6. – S. 342–345.
5. Nahornyy Yu. I. Problemy systemy strakhuvannya depozytiv v Ukraini ta shlyakhy yikh podolannya / Yu. I. Nahornyy, I. Yu. Kysel'ova, Yu. M. Vedmid' // *Visnyk Zaporiz'koho natsional'noho universytetu.* – 2012. – No 1 (13). – S. 205–210.
6. Tsyhanyuk D. L. Cuchasni tendentsiyi formuvannya resursnoyi bazy bankiv Ukrainy [Elektronnyy resurs] / D. L. Tsyhanyuk. – Rezhym dostupu: [http://dspace.uabs.edu.ua/jspui/bitstream/123456789/12390/1/stattya\\_2\\_en.pdf](http://dspace.uabs.edu.ua/jspui/bitstream/123456789/12390/1/stattya_2_en.pdf).
7. Cherevyk N. V. Depozytna polityka bankiv Ukrainy, oblik depozytynykh operatsiy [Elektronnyy resurs] / N. V. Cherevyk, L. M. Hurina. – Rezhym dostupu: <http://eztuir.ztu.edu.ua/1988/1/49.pdf>.
8. Ofitsiyyny sayt Natsional'noho banku Ukrainy: [Elektronnyy resurs]. – Rezhym dostupu: <http://www.bank.gov.ua>.
9. Ofitsiyyny sayt PAT «Oshchadbank»: [Elektronnyy resurs]. – Rezhym dostupu: <http://www.oschadbank.ua/ua/>

SECTION 8. MATHEMATICAL METHODS, MODELS  
AND INFORMATION TECHNOLOGIES IN ECONOMY**Gorbachuk V.M.**

Doctor of Physics and Mathematics

Senior Research Associate,

V.M. Glushkov Institute of Cybernetics, National Academy of Sciences of Ukraine

**Morozov O.O.**

Manager, Deloitte

**Nebotov P.H.**

Director, State Research Institute of Informatization

and Economic Modelling, Ministry of Economic Development and Trade

## TO MODELING OF THE EUROPE'S MARKET FOR NATURAL GAS

Support of decision making by a seller requires the economic analysis of markets from the viewpoint of competition and price formation. A particular behaviour of seller (for instance, the behaviour on markets of perfect and imperfect competition) on spatial market results in a particular price (price discrimination). If suppliers have market power, different locations and costs for supply to individual market segments, then price patterns will depend on the behaviour of suppliers. The price pattern on imperfect market results from the behaviour of a firm-seller. The case of Europe's market on natural gas gives the understanding how to support a decision of firm sales combining the parameters of behaviour and market segments. While that market is viewed as a non-competitive one, the behaviour of firm as a price taker on this market should be investigated as well. The studies of real international commodity markets use numerical rather than analytical models: numerical models allow for various asymmetries and details of industries. Despite its wide presence in analytical models, the paradigm of spatial competitive equilibrium has significant drawbacks, including the drawbacks of explaining trade patterns. The computer experiments are giving equilibrium prices under various assumptions about behaviour of suppliers and showing another deficiency of that paradigm – the deficiency of explaining price patterns. At the aggregate level, the Europe's market for natural gas is determined by demand and supply. Performance of this market is also determined by its features – the nature of products, the number of sellers and buyers, the transaction costs, the degree of scale economies in production and distribution, the temporal and spatial parameters, the uncertainties in long term development, and so on.

## REFERENCES:

1. Horbachuk V.M. Metody nehladkoy y stokhasticheskoj optymyzatsyy v zadachakh poyska ravnovesyy po Nəshu: dyss. na soyskanye uchenoy stepeny kand. fiz.-mat. nauk: 01.01.09 / Kyev, 1985. – 139 s.
2. Horbachuk V.M. Metody industrial'noyi orhanizatsiyi. Keysy ta vpravy. Ekonomika ta orhanizatsiya vyrobnytstva. Ekonomichna kibernetika. Ekonomika pidpryyemstva. – K.: A.S.K., 2010. – 224 s.
3. Horbachuk V. M., Pepelyaev V. A. Makromodel' enerhetyky y ekonomycheskoho rosta / Stokhasticheskoe prohrammyrovanye y eho prylozhenyya v enerhetyke. – Yrkut'sk: YSƏ SO RAN, 2012. – S. 278–306.
4. Ermol'ev Yu.M., Uryas'ev S.P. O poyske ravnovesyya po Nəshu v yhrakh mnohykh lyts // Kybernetika. – 1982. – No 3. – S. 85–88.
5. Anderson S.P., de Palma A., Thisse J.-F. Spatial price policies reconsidered // Journal of industrial economics. – 1989. – 38 (1). – P. 1–18.
6. Anderson S.A., Neven D.J. Cournot competition yields spatial agglomeration // International economic review. – 1991. – 32 (4). – P. 793–808.
7. Asche F., Osmundsen P., Tveteras R. European market integration for gas? Volume exibility and political risk // Energy journal. – 2002. – 24 (3). – P. 249–265.
8. Asche F. Natural gas demand in the European household sector // Energy journal. – 2008. – 29 (3). – P. 27–46.
9. Balistreri E.J., Hillberry R.H., Rutherford T.F. Trade and welfare: does industrial organization matter? // Economic letters. – 2010. – 109 (2). – P. 85–87.
10. Beltramo M.A., Manne A.S., Weyant J.P. North American gas trade model (GTM) // Energy journal. – 1986. – 7 (5). – P. 15–32.
11. Boothe D., Seeliger A. Forecasting European gas supply. Selected results from EUGAS model and historical verification. – Cologne, Germany: Institute of Energy Economics; University of Cologne, 2005. – 18 p. – EW working paper 05.01.
12. Boots M.G., Rijkers F.A.M., Hobbs B.F. Trading in the downstream European gas market: a successive oligopoly approach // Energy journal. – 2004. – 25 (3). – P. 73–102.

13. Boucher J., Smeers Y. Simulation of the European gas market up to the year 2000. – Louvain-la-Neuve, Belgium: CORE, 1984. – Discussion paper 8448.
14. Brander J.A. Intra-industry trade in identical commodities // *Journal of international economics*. – 1981. – 11 (1). – P. 1–14.
15. Brander J.A., Krugman P.A. «reciprocal dumping» model of international trade // *Journal of industrial economics*. – 1983. – 15 (3–4). – P. 313–321.
16. Brekke K.A., Gjelsvik E., Vatne B.H. A dynamic supply side game applied to the European gas market. – Oslo, Norway: Central Bureau of Statistics, 1987. – 28 p. – Discussion paper 22.
17. Egging R., Gabriel S.A., Holz F., Zhuang J. A complementarity model for the European natural gas market // *Energy policy*. – 2007. – 36 (7). – P. 2385–2414.
18. Ermoliev Yu., Papin A. An approach to the simulation of international oil trade. – Laxenburg, Austria: International Institute for Applied Systems Analysis, 1982. – 51 p. – WP-82-045.
19. Fuglseth A.M., Gronhaug K. Can computerised market models improve strategic decision-making? An exploratory study // *Journal of socio-economics*. – 2003. – 32 (5). – P. 503–520.
20. Gabriel S.A., Rosendahl K.E., Egging R., Avetisyan H.G., Siddiqui S. Cartelization in gas markets: studying the potential for a «Gas OPEC» // *Energy economics*. – 2012. – 31 (4). – P. 137–152.
21. Golombek R., Gjelsvik E., Rosendahl K.E. Effects of liberalizing the natural gas markets in Western Europe // *Energy journal*. – 1995. – 16 (1). – P. 85–111.
22. Golombek R., Gjelsvik E., Rosendahl K.E. Increased competition on the supply side of the Western European natural gas market // *Energy journal*. – 1998. – 19 (3). – P. 1–18.
23. Gorbachuk V. M. The cartel optimum and the reasonable Cournot–Nash equilibrium for fractional objective functions // *Journal of automation and information sciences*. – 2008. – 40 (12). – P. 61–69.
24. Greenhut J.G., Greenhut M.L. Spatial price discrimination, competition and locational effects // *Economica*. – 1975. – 42 (168). – P. 401–419.
25. Greenhut J.G., Lee C.S., Mansur Y. Spatial discrimination, Bertrand vs. Cournot: comment // *Regional science and urban economics*. – 1991. – 21 (1). – P. 127–134.
26. Haaland J.I., Norman V.D., Wergeland T., Rutherford T. VEMOD: a Ricardo-Heckscher-Ohlin-Jones model of world trade // *Scandinavian journal of economics*. – 1987. – 89 (3). – P. 251–270.
27. Hamilton J.H., Thisse J.-F., Weskamp A. Spatial discrimination. Bertrand vs. Cournot in a model of locational choice // *Regional science and urban economics*. – 1989. – 19 (1). – P. 87–102.
28. Hoel M., Holtsmark B., Vislie J. The market for natural gas in Europe: the core of a game. – Oslo, Norway: Department of Economics; University of Oslo, 1987. – Memo 13.
29. Hotelling H. Stability in competition // *Economic journal*. – 1929. – 39 (153). – P. 41–57.
30. Hubert F., Ikonnikova S. Investment options and bargaining power: the Eurasian supply chain for natural gas // *Journal of industrial economics*. – 2011. – 59 (1). – P. 85–116.
31. Kolstad C.D., Burriss A.E. Imperfectly competitive equilibria in international commodity markets // *American journal of agricultural economics*. – 1986. – 86 (1). – P. 27–36.
32. Mathiesen L. Price patterns resulting from different producer behavior in spatial equilibrium. – Bergen, Norway: Norwegian School of Economics, 2012. – 19 p. – Discussion paper.
33. Mathiesen L., Roland K., Thonstad K. The European natural gas market: degrees of market power on the selling side / *Natural gas markets and contracts*. R.Golombek, M.Hoel, J.Vislie (eds.) – Amsterdam: North Holland Publishing Company, 1987.
34. Norman V.D. Assessing trade and welfare effects of trade liberalization. A comparison of alternative approaches to CGE modeling with imperfect competition // *European economic review*. – 1990. – 34 (4). – P. 725–751.
35. Oygard S.H., Tryggestad J.C. Volatile gas // *McKinsey quarterly*. – 2001, Summer. – 3.
36. Smeers Y. Computable equilibrium models and the restructuring of the European electricity and gas markets // *Energy journal*. – 1997. – 18 (4). – P. 1–31.

**Korz M.V.**

Doctor of Economic Sciences, Professor,  
Professor of the Department of International Economy  
National Aviation University

**Hassan Ali al-Ababneh**

Candidate of Technical Sciences,  
Postgraduate Student at Department of International Economics,  
National Aviation University

**THE PROSPECT OF USING ECONOMIC –  
MATHEMATICAL MODELLING TO EVALUATE PLANNING  
ELEMENTS ADVERTISING CAMPAIGNS AIRPORTS**

A growing number of customers of the scope airline market and peculiarities of implementation of services specified areas (namely feature an enclosed space, the duration of the impact of advertising, focus advertising clock effect of advertising, etc.) necessitates a separate study planning advertising market for air transport, with the use of specific techniques mathematical modelling.

The methodology of forecasting and planning social and economic processes develop foreign and domestic scholars A.G. Aganbegyan, I.V. Bestuzhev-Lada, B. Goldberg, L. Klein. Based on data analysis, endogenous (internal) and exogenous (external) communications facility forecasting and measurement of certain judgments finding the reliability of future development called the methods of forecasting and planning.

Planning of advertising is the stage of the management process, in which the formulation of goals and objectives and identify ways to implement them on the basis of real circumstances, internal and external factors that are determined in the planning of the advertiser and the consumer. Aims planning promotional activities pursuing significant streamlining and simplification of the management of promotional activities.

Areas of planning advertising campaigns that are present in particular cases advertising such as advertising campaigns airline market:

- Research of potential customers;
- The study of the competitive environment;
- Analysis of cost-effectiveness;
- Work with the creative part of the planning process.

Airline characterized by high cost factors, the presence of entities premium and highly competitive. Therefore, when planning an advertising campaign in the field of air transport especially focuses on the study of the competitive environment, budget planning.

Economic modelling is the process of expressing mathematical models of economic phenomena. The economic model – a schematic representation of the economic phenomenon or process with the use of abstraction, displaying their characteristics. Math-

ematical models – the main means of solving optimization problems of any activity. In essence, these models – a planned settlement.

The weak point in favour unreliable modelling assumptions. Some prerequisites underlying the model cannot be assessed accurately and objectively tested, for example, the assumption of growth in sales next year a certain amount is not verifiable.

Modern air transportation market is characterized by a strong tendency towards consolidation of air carriers, which creates certain advantages for the participants alliances. There is also a clear specialization carriers by type of business lines, creating additional opportunities and customer segmentation capabilities for the implementation of the airline market marketing activities that have a specific direction.

As a result of the use of mathematical methods achieved better study the effect of individual factors on generalized economic performance advertising, reducing the timing of the analysis, increased accuracy on economic calculations solved multidimensional analytical tasks that cannot be met by traditional methods.

**REFERENCES:**

1. Artamonov B.V. Stratehiya upravleniya avyapredpriyatiem / B.V. Artamonov. N.Novhorod: Talam, 2002. С. 112-113
2. Batra R., Mayers D., Dzh., Aaker D.A. Reklamnyy menedzhment: Per. s anhl. – M.: Vyl'yams, 2005. – s. 52.
3. Bohomolov O.T. Myrovaya ekonomika v vek hlobalizatsiy / O.T. Bohomolov. M.: Ekonomika, 2007. – С. 359-360.
4. Buralev Yu.V. Menedzhment na transporte/ Yu.V. Buralev, H.H. Hromov, V.A. Persyanov y dr. M.: Academia, 2008. 528 s.
5. Vasylyev H. A. Osnovy reklamnoy deyatel'nosti / H. A. Vasylyev, V. A. Polyakov. – M.: YuNYTYDANA, 2004. S. 400 – 414
6. Veselov S. V. Kak postroyt' prohnaz razvytyya reklamnoho rynku // Reklamnye tekhnolohyy. – 2004. – No 3. – S. 8–10.
7. Korotkov V.A. Sovershenstvovanye upravleniya marketynhom // Marketynh. – 2006. – No 1(86). – S. 19.
8. Kostromyna E. V. Avyatransportnyy marketynh / E. V. Kostromyna. – M.: Avyabyznes, 2002. – 384 s.
9. Kostromyna E. V. Ekonomika avyakompany v uslovyakh rynku / E. V. Kostromyna. – M.: Avyabyznes, 2002. – 304 s.

### **Chernousova Z.T.**

Candidate of Physics and Mathematics

Senior Lecturer at Department of Mathematical Modelling for Economic Systems,  
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

### **Ostrochreva M.A.**

Graduate Student at Department of Mathematical Modelling for Economic Systems,  
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

## **MODELLING OF ECONOMIC DEVELOPMENT OF UKRAINE IN THE CONDITIONS OF UNCERTAINTY**

The concept of economic development is one of the most important in macroeconomic science and shows the moving of the whole economy. It is considered within the concept of economic growth, due to the changes of GDP per capita. These two concepts are interrelated, as economic growth leads to the qualitative changes in the whole economy.

Looking at the current state of Ukraine's economy, it should be noted that there is a sharp drop in the volumes of export and import for last years and there is the reduction of foreign investment. Despite the high rates of involvement of Ukraine in international trade our country does not meet modern trends of global development. The openness of the economy of Ukraine is one-sided with a high destiny of exports and imports in the GDP but with the other low indicators. That is why to simplify a constructing of economic and mathematical model there will not be taken into account foreign investment, export and import.

Looking at features of the aggregate solvent demand we can see that the largest share of it is the final consumer spending of households. Its volume corresponds to the structure of the gross domestic product in costs. The fund of consumption is considered as disposable income of the population of Ukraine. Looking at the statistics, we can conclude that the aggregate solvent demand is greater than the fund of consumption. This suggests unsaturation of market, so there is the sense to develop the domestic market of Ukraine.

To build an economic and mathematical model we use the indicators of price index, consumer demand and consumption fund changes. We introduce two criteria, one of which reflects the desire of the country to reduce the difference between supply and demand at the market, and the other – the desire of

producer to maximize profit. Control parameters are the deposit rate, the share of household income in national income and the rate of consumption. There is a need to bring these criteria to one global criterion and choose optimal values by the method of Pareto.

### **REFERENCES:**

1. Plan priorityetnykh diy Uryadu na 2016 rik. Zatverdzheno rozporjadzhennyam Kabinetu Ministriv Ukrayiny vid 27 travnya 2016 r. No 418-r
2. V.N. Belentsov Formyrovanye sovokupnoho sprosa v Ukrayne v uslovyyakh transformatsyy sobstvennosti. Hosudarstvennyy unyversytet upravlenyya, Donetsk. ISSN 1562-109X
3. Ekonomichna teoriya: Politekonomiya: Pidruchnyk / za red. V.D. Bazylevycha; Kyiv. nats. un-t im. T. Shevchenka. – 9-te vyd., dopovn. – K.: Znan nya, 2014. – 710 s.
4. Natsional'na ekonomika: Navch. posib. / A.F. Mel'nyk, A.Yu. Vasina, T.L. Zhelyuk, T.M. Popovych; za red. A.F. Mel'nyk. – K.: Znannya, 2011. – 463 s.
5. M. V. Mykhalevych Raboty akademyka V. S. Mykhalevycha po yssledovanyyu perekhodnoy ekonomyky. Kybernetyka y systemnyy analiz. 2005. No 2
6. Herezhenko I.M., Tomchuk O.F. Vinnyts'kyy natsional'nyy ahrarnyy unyversytet, Ukrayina [Elektronnyy resurs]: Fnalitychna otsinka efektyvnosti vykorystannya osnovnykh zasobiv – Rezhym dostupu: [http://www.rusnauka.com/14\\_NPRT\\_2011/Economics/6\\_86089.doc.htm](http://www.rusnauka.com/14_NPRT_2011/Economics/6_86089.doc.htm)
7. Hroshi ta kredyt [Elektronnyy resurs]: 2. Osnovni makroekonomichni pokaznyky. – Rezhym dostupu: <http://www.megos.org.ua/grochi%20ta%20kredyt.7.2.html>
8. M. I. Nebava Teoriya makroekonomiky [Elektronnyy resurs]: 12.1 Ekonomichne zrostannya ta ekonomichnyy rozvytok. Dzherela ta faktory ekonomichnoho zrostannya – Rezhym dostupu: [http://posibnyky.vntu.edu.ua/makro\\_ek/12.htm](http://posibnyky.vntu.edu.ua/makro_ek/12.htm)
9. Onlayn biblioteka ekonomista [Elektronnyy resurs]: 6.1.4. Model' «tovar – rynek» – Rezhym dostupu: <http://library.if.ua/book/44/3025.html>

## SECTION 9. INSURANCE AND INVESTMENT

**Vygovskaya V.V.**Doctor of Economic Sciences, Associate Professor  
Chernihiv National Technological University**A MODERN APPROACH TO ROLE OF INSURANCE MARKET  
IN THE COUNTRY FINANCIAL SYSTEM**

This article surveys the theoretical study of the composition and the structure of insurance market as well as determines its place and role in the economic system of the country provided by its social and economic functions. The article highlights the hierarchical arrangement of the insurance market in accordance with the levels of social reproduction. The author discloses the lines of the insurance market allied with the financial system; argues the insurance market structure in the context of two systems unity – the internal system and external environment.

Insurance is one of the effective tools for guaranteeing qualitative changes in the Ukrainian economy, its active integration and interaction with the world economic space, increasing the competitiveness and image of the country, taking into account the challenges of the new economy and the principles of the formation of a socially responsible state. Thus, the formation and implementation of the state economic policy regarding the insurance market on the basis of ensuring its sustainable development requires further theoretical substantiation of the structure of the insurance market, its place and role in the financial system of the country.

The insurance market is a multidimensional phenomenon with a rather complex system of internal and external interconnections. The level of this influence is determined by the set and content of the constituent elements, the degree of their participation in the development of all phases of the reproduction process, the formation of major proportions. Thus, the insurance market, being an integral part of the social capital cycle, ensures the functioning of market institutions through the mobilization of financial resources in insurance funds on the basis of payment of insurance premiums and the implementation of the flow of cash flows in the economy. Violation of these processes can seriously limit the development of the domestic economy.

**REFERENCES:**

1. Bazylevych, V. D. Strakhova sprava [Tekst] : navchal'nyy posibnyk / V. D. Bazylevych, K. Bazylevych. – Vyd. 3-tye, perer. i dop. – K.: Znannya, 2003. – 250c.
2. Vnukova N. M. Strakhuvannya: teoriya ta praktyka : navch.-metod. posib. / N. M. Vnukova, V. I. Uspalenko, L. V. Vremenko. – Kh. : Burun Knyha, 2004. – 376 s.55
3. Hamankova O. O. Rynok strakhovykh posluh Ukrayiny: teoriya, metodolohiya, praktyka: monohrafiya / Hamankova O. O. – K. : KNEU, 2009. – 283 s.
4. Hvozdenko A.A. Strakhovanye : ucheb. / Hvozdenko A.A. – M.: TK Velby, Yzd-vo Prospekt, 2006. – 464 s.
5. Zhuravka O.S. Naukovo-metodychni zasady stratehichnoho rozvytku strakhovoho rynku Ukrayiny. Dysertatsiya na zdobuttya naukovoho stupenya kandydata ekonomichnykh nauk.Ukrayins'ka akademiya bankivs'koyi spravy Natsional'noho banku Ukrayiny, 2010.-s.18.
6. Koz'menko O. V. Novi vektory rozvytku strakhovoho rynku Ukrayiny : monohrafiya / O. V. Koz'menko, S. M. Koz'menko, T. A. Vasylyeva ; kerivnyk avt. proektu d. e. n., prof. O. V. Koz'menko – Sumy : Universytet's'ka knyha, 2012. – 316 s.
7. Navrots'kyy D.A. Formuvannya strakhovoho rynku Ukrayiny. Avtoreferat dysertatsiyi na zdobuttya naukovoho stupenya kandydata ekonomichnykh nauk. – K.: Instytut ekonomichnoho prohnozuvannya NANU, 2005. – 16 s. - S. 43.
8. Plysa V. Y. Strakhuvannya : Navch. posib. dlya stud. vyshch. navch. zakl. / V. Y. Plysa. – K. : Karavela, 2005. – 391 c.
9. Tkachenko N.V. Investytsiyna diyal'nist' strakhovykh kompaniy : Avtoref. dys. kand. ekon. nauk: 08.04.01 / N.V. Tkachenko; NAN Ukrayiny. In-t ekon. prohnozuvannya. – K., 2004. – 20 s. – ukr.
10. Feoktystova N. A. Formirovaniye systemy metodov dyahnostyky rehional'nykh strakhovykh ryнков: dyss. kand. ekon. nauk/ N. A. Feoktystova. – Khabarovskaya hosudarstvennaya akademyya ekonomyky y prava. – 2005. – 190 s. - S. 48.
11. Furman V.M. Strakhovyy rynek v Ukrayini: problemy stanovlennya ta stratehiya rozvytku: Avtoref. dys. d-ra ekon. nauk: 08.04.01 / V.M. Furman ; Derzh. ustanova "In-t ekonomiky ta prohnozuvannya NAN Ukrayiny". – K., 2006. – 36 s.
12. Frumyna S.V. Strakhovoy rink kak yelemnt ustoychivoho razvytyya sotsial'no-yekonomycheskoy systemy hosudarstva [http://www.auditfin.com/fin/2012/3/2012\\_III\\_10\\_17.pdf](http://www.auditfin.com/fin/2012/3/2012_III_10_17.pdf)
13. Yavors'ka T. V. Strakhovi posluhy : [ navch.posib.] / T. V. Yavors'ka – K. : Znannya, 2008. – 350 s.

Scientific publication

# MARKET INFRASTRUCTURE

*Electronic scientific journal*

**Issue 3**

Proofreading • *N. Ihnatova*

Imposing • *N. Kovalchuk*

Founder of journal:

PE «Black Sea Research Institute of Economy and Innovation»

Address of editorial board: Sehedska St., 18, office 432,  
Odesa, Ukraine, 65009

Telephone: +38 (048) 709-38-69

Website of journal: [www.market-infr.od.ua](http://www.market-infr.od.ua)

E-mail of editorial board: [journal@market-infr.od.ua](mailto:journal@market-infr.od.ua)