

ANNOTATION

Section 1. MACROECONOMIC RESEARCH

Miklova V. Kubinyi V., Susidenko V., Yuhas E.
**THE MATRIX OF COMPETENCIES AS A STRATEGIC
 MANAGEMENT INSTRUMENT**

The article shows the modern views on competencies, among which the most well-known are synergistic, behavioral, functional and resultant methods apply. A review of approaches made it possible to consider competencies in the context of strategic management as a mechanism that contributes to the achievement of the strategic goal of the economic system, which is used at a certain level, performs specified functions and is formed in various spheres. Competences and competence are the most important components of intellectual potential, which serves as the basis for the development of economic systems in the knowledge economy. It is for this purpose that it is recommended to use a matrix that allows us to identify the competencies necessary for a given economic system and its strategies. A competency matrix has been constructed, which consists of three levels: personal, corporate and regional. Each of these levels assumes a certain content of competencies, which corresponds to three levels of strategy: self-development strategy, corporate strategy and regional strategy. Competences in the conditions of intellectual potential are realized in the course of implementation of purposeful actions, which are divided into four groups: creative, cognitive, technological and social. Cognitive function involves the ability to constantly learn, acquire new knowledge that is necessary for working in the knowledge economy. The technological function presupposes the ability of its carrier to use modern technologies as mastering new knowledge, and in the process of creativity. The social function presupposes skill and knowledge, the availability of personal characteristics to the overall effective work, apply the team approach, work in a particular culture.

Creative functions stipulate key competences as subsystems of intellectual potential, providing creation of new knowledge. Groups of competences for simplicity of presentation of the model are represented by three spheres: knowledge, skills and personal qualities. The matrix has a concrete practical meaning, allowing to identify the role of each competence in strategic management of a particular economic system.

Keywords: competence, strategic management, labor potential, matrix, mechanism, functions.

Ambrozy M.

SELECTED ISSUES OF CAUSALITY IN ECONOMICS

In the article, the author tries to clarify selected aspects of causality in the economy. Although sometimes causality in the economy is not obvious, we think it is necessary. We strive to address the phenomenon of causality in terms of science methodology. We also deal with causality and mathematical modeling in the economy. We also perceive certain common features of causality in the natural sciences, especially in physics and economics. The principle of causality on a similar basis is also applicable in the economy. We believe that the denial of causality in the economy is scientifically incorrect. We are attempting to argue indirectly in a dispute where we state what would happen if it did not pay the principle of causality in the economy. Hume's arguments against causality in the economy are not convincing. The statistical nature of the economy in no way deflects the causal principle, as it is not in statistical physics. Explains without the principle of causality would in many cases be impossible in economic terms.

Keywords: causality, theoretical economics, cause, methodology of science.

Zhulkanych V.

**ECOLOGICAL-ECONOMIC AND ORGANIZATIONAL
 LEVERS OF ENVIRONMENTAL MANAGEMENT**

The article summarizes the main ecological-economic and organizational levers of the environmental management strategies of the transboundary region, which contribute to the adoption and implementation of the provisions of environmental and economic laws in the field of nature management. The totality and the operation of these instruments in the system of rational nature management, environmental protection and public health have been substantiated. The problems of their adaptation in the market environment have been emphasized, the influence of levers on ecosystems and the use of natural resources have been outlined. Considerable attention has been paid to the introduction of innovative directions of management, the usage of the results of integrated monitoring and accounting of natural resources of the region, improvement of the regulatory framework of the Concept and programmes of rational nature management. As a result of the study,

the prospective directions of the development of the sphere of nature management of the region have been outlined: application of ecologically protected and energy-saving technologies, creation of bioengineering complexes and landscaping, introduction of soil protection contour-reclamation organization of the territory and organic farming and production of organic agricultural products.

Key words: ecological-economic and organizational levers, management of natural resources, complex monitoring, capitalization of natural resources, environmental protection, payments for resources.

Zahlynska L., Zahlynskyi A.

**DEVELOPMENT FOUNDATIONS FOR EMPLOYMENT
 SYSTEM OF UKRAINE'S POPULATION**

The problem. Despite a significant amount of research on this issue, there are many unexplained moments of both theoretical and practical nature related to solving the problems of the employment relations peculiarities in Ukraine, regional, structural secondary employment and various forms of unemployment. The aim of the article is to study the features of a complex system of employment relations in Ukraine and to analyze its qualitative and quantitative characteristics; the use of modern approaches to a study of a subject base of the employment relations system; the research of unemployment dynamics and its impact on citizens' incomes, their economic and social activity, prospects for social partnership. Research methods: method of scientific analysis of theoretical materials, statistical analysis and comparison, deductive-indicative method, method of theoretical generalization. Main results of the study. The article explores the essence, subjects and basic concepts of the employment relations system by means of analysis of workable population reproduction, and employment as a scientific category and as an economic problem. It was emphasized an importance of the motivational mechanisms influence of employment activation in Ukraine. The current trends in the development of employment relations and their impact on citizens' incomes, their economic and social activity were analyzed. It was considered a present structure of unemployment and was given data, which testifies qualitative and quantitative employment dynamics. There were offered some approaches to solving the problems of overcoming unemployment and increasing living standards of Ukrainian citizens. Scientific novelty lies in analyzing the features of employment relations in Ukraine and their impact on unemployment, formation of citizens' incomes, their economic and social activity. Conclusions. In order to improve efficiency of employment relationships in a mixed economic system and in Ukraine in particular, the following fundamental questions need to be addressed: 1. How much workable population society must have? What should be the division of labor between productive and non-productive spheres? 2. Which experts and which skills are needed to be prepared? What set of professions does satisfy the needs of society most fully? 3. What forms and methods should be used in preparing various specialists? 4. What is a need of the enterprises in specialists and what are the features of their distribution? 5. Can the current system of employment relations adapt to changes and reflect and solve problems regarding demand and supply on the labor market? Solving the above issues is relevant to all employment systems, because they reflect the dilemma «conditionally limitless needs - limited resources» and provide different approaches to their solution.

Keywords: employees, employers, employment, unemployment, salary, income, abroad, social partnership, labor market, types of employment.

Kal'nyts'ka M., Stetsyshyn V.

**DEMOGRAPHIC CRISIS AS THE COMPONENT OF
 ECONOMICALLY DEVELOPED COUNTRIES**

Society always develops under the influence of certain trends. Scientists consider modernisation, globalisation and informatisation to be the most important. They accompany human from ancient times during the evolution. However, today the globalisation has the biggest influence. This was caused, because the international division of labour has connected the economics of different countries and made them addicted from each other, but, as the result, the global problems appeared. The world demographic crisis is one of them. Today the birth rate slowly falls down, despite the fact that the mortality rate also falls but the level of life expectancy rises. This is characteristic for all economically developed countries, but here while the proportion of young people is decreasing, in the countries of third world the number of young people is rising fast. In the future, this may cause serious economic problems. That is why, in order to avoid serious economic troubles, the demographic crisis should be solved in the nearest future.

Particularly all developed countries use economic to stimulate the birth rate, but this method requires huge financial expenses from the government. This methods includes: social protection of the families, children and teenagers, help in solving the housing issue and further. Migration is another way of increasing the population of certain country. On the one hand, migration and migration policy are not only demographic issues, because they are mainly caused by economic situation in the country. But anyway, migration has a big impact on demographic situation in the world. But this way of improving demographic situation may worsen the relationships between people of different nationalities. That is why improving demographic situation is very complicated issue. We consider, that the government of the countries should encourage good family relationships and also help the countries of third world.

Keywords: globalisation, global problems, demography, demographic crisis, demographic policy.

Kravchenko V.

CROSS-CULTURAL MANAGEMENT IN IMPLEMENTATION OF INTERNATIONAL COMPANIES' DEVELOPMENT STRATEGY

The article is devoted to the issues of cross-cultural management in implementation of international companies' development strategy. In the process of research are defined author's approaches to an essence of the concepts: "a strategy", "a development strategy" and a role of cross-cultural management. The views on a cross-cultural management importance in creating competitive advantages of international companies are analyzed. An influence of cross-cultural management on activity efficiency increase and strengthening of an enterprise competitive advantages is determined. It is proved in the article an influence of diversity on cross-cultural management effectiveness. It is substantiated that cultural diversity should be used as a resource of international company advantages. It is important to train personnel to recognize cultural differences and use them to create advantages of their company. In the course of writing this article the author came to the following conclusions: modern challenges to global business prompt managers to determine a role of cross-cultural management in the process of strategy production for international companies' development. The problem of cross-cultural management in the process of implementing a development strategy requires in-depth systematic study from a perspective of these concepts correlation and their place in the system of strategic management. The main tasks of managers should be mastering the mechanism of managing the labor activity of a person in strict accordance with the principles of effective use of his personal potential and a formation of a person with collective psychology, high qualification, developed sense of organization's co-owner and high responsibility. The main method (tool) for implementing such system is cross-cultural management. Since the results of cross-cultural management introduction are significantly influenced by contradictions between company's historically established corporate values and processes of new cultures assimilation under the influence of global economic integration and international migration of specialists, cultural diversity should be used as a resource of international company's advantages. Knowledge of a value system, behavior patterns and stereotypes, understanding of national and international characteristics of people's behavior in different countries significantly improve strategic management effectiveness, provide an opportunity to reach mutual understanding during business meetings and negotiations, resolve conflict situations and prevent an emergence of new conflicts. Also, based on the survey, the author came to the conclusion that practically all managers understand an importance and necessity of using cross-cultural management in the process of implementing international companies' development strategy.

Keywords: cross-cultural management, international companies' development strategy, diversity, competitive advantage, competitiveness, positive image.

Serzhanov V., Kubiniy N., Minkovych V.

TRUST AS A MANAGEMENT MECHANISM FOR THE TRAINING OF COMPETITIVE PROFESSIONALS

The article is devoted to the results of the survey of the state of university students' trust to teachers and among themselves as a lever of educational process management. The level of vertical (for teachers) and horizontal (between students) trust is determined. It was constructed a coordinate system, in which the integral assessment of trust in the university is represented. Placement of integrated points of trust for first-year students with coordinates of (3,05; 3,16) and 4th year students with coordinates of (3,05; 3,11) shows that both the vertical and horizontal trust of all students are in a sector that is characterized by the positive value of both types of trust. This, in turn, allows us to conclude that trust acts as a synergistic system, which provides an additional effect from the

positive unidirectionality of both types of trust, which shows the high social potential of the economic faculty development. The results of the study confirm that in the conditions of increasing polynationality of students and teachers, trust can be used as a factor of cultural development, the formation of an atmosphere of tolerance and respect for different nationalities, the use of multiculturalism as the basis for the emergence of new managerial, scientific and educational ideas. The results of the survey on the impact of nationality on the level of trust also allow us to conclude that modern students are ready to study and work in a polynational and multicultural environment, which allows them to obtain additional opportunities for future professional competitiveness. The following ways of improving the management of education based on the application of the mechanism of trust in the university are proposed: development of the cultural strategy of the faculty development with the ethical code of relations between teachers and students and ethical rules in the student environment; to ensure the openness and objectivity of assessing students' knowledge of attracting student assets to the certification process; joint holding of social and cultural events, scientific conferences, sports events that promote the establishment of a sense of mutual support, respect and trust.

Keywords: trust, management, mechanism, university, quality of knowledge.

Section 2. ECONOMICS AND NATIONAL ECONOMY MANAGEMENT

Bilanych L., Holubka A.

METHODS OF GOVERNMENT REGULATORY AND SUPPORT OF SOCIAL ENTERPRISES IN UKRAINE

The article determines the essence of the phenomenon of modern social entrepreneurship and socially responsible business, marks the differences between them, analyzes the legal, economic and financial methods, and the administrative methods of governance, state regulation and support of social entrepreneurship and socially responsible business spheres, organizational, and regulatory and supervisory practices in particular, and state and prospects of practical application of these methods in the Ukrainian realities, examines the issues of innovative approaches implementation, creating partnerships between government and business for the successful solution of social problems, information and other support of social entrepreneurship in Ukraine. It is noted that the need for the development of social entrepreneurship in Ukraine is due to its social impact and innovation. Establishment in Ukraine of social entrepreneurship institution is linked to the efforts of international donor organizations. In region of state regulation of social entrepreneurship and socially responsible business, the state applies legal, administrative and economic (including financial) methods. Effective organizational regulation of social entrepreneurship and socially responsible business is impossible without the creation of appropriate GOVERNMENT units at the governmental and local levels or the provision of new powers to existing units. It is noted that distribution of powers to regulate social entrepreneurship and socially responsible business between government bodies is an important regulatory method. Economic methods of state regulation provide a combination of economic and financial levers to ensure business interests of business entities. These include the development of targeted integrated programs, various forms of financial support, fiscal means, financial control. The relevance of the implementation of all methods of state regulation of social entrepreneurship and socially responsible business at the level of local state administrations and local self-government bodies is shown.

Keywords: social entrepreneurship, social enterprise, social responsibility, business, state regulation, state support.

Horobets N.

SUBSTANTIATION OF THE MANAGEMENT DECISION OF GROWING POTATOES IN AGRO-ENTERPRISES ON THE BASIS OF SWOT-ANALYSIS

The article analyzes the current state and peculiarities of the development of the potato industry, identifies a number of problematic issues, the solution of which will lead to an increase in the efficiency of Ukrainian agrarian enterprises. The expediency of applying SWOT-analysis as an instrument of strategic management of the production and marketing activities of agro-enterprises with respect to growing potatoes is substantiated. Based on the SWOT-analysis, a strategy has been developed for managing business processes for the cultivation and marketing of potatoes for agricultural enterprises. The urgency of searching for effective levers to promote the development of the potato industry in agribusinesses through state subsidies and the introduction of

innovative technologies for growing potatoes is noted. Special attention is paid to the necessity of transferring potato to an innovative development path using an integrated model of combining the market environment and state support through basic research. It is established that the elimination of the identified weaknesses in the production and marketing activities of enterprises will help counteract threats to the external environment, introduce modern innovative technologies, monitor compliance with high quality standards and will attract highly qualified professionals. Due to the introduction of a management decision on the cultivation and sale of potatoes, the production program of agro-enterprises is expected to reduce the negative effects of macro-environment factors. It was established that the strategy for the production of competitive potato products should be based on scientific and technical innovations and state support. It is proposed to include the use of strategic management tools, in particular the SWOT-analysis, to improve the process of developing supply-side strategies for agricultural enterprises, which will lead to the strengthening of the competitive position of agro-enterprises in the market and, accordingly, will provide additional profit. In the conditions of carrying out, it is expected to increase the efficiency of agricultural production, increase the popularity of agro-enterprises in the market and strengthen their business reputation. In modern conditions, each agro-enterprise needs to identify the significant opportunities and dangers of the external environment that will influence its activities in the long term.

Keywords: strategic management, business processes, potato growing, SWOT-analysis, strategy.

Zaitseva O., Zhosan G.

IMPLEMENTATION OF SOCIO-ETHICAL MARKETING IN THE SYSTEM OF ADAPTIVE ADMINISTRATION OF ENTERPRISES IN CONDITIONS OF AWARENESS CONSUMPTION

The article substantiates the feasibility of introducing the concept of social and ethical marketing into the system of adaptive management of enterprises in the conditions of conscious consumption. It is emphasized that the concept of social and ethical marketing is aimed at adaptive management of modern enterprises in accordance with the expectations of society. The periodization of the formation of socio-ethical marketing at Ukrainian enterprises was researched and the peculiarities of each period from the standpoint of business ethics were determined. It is proved that the marketing content filled with ethical content becomes the norm of modern business. The internal and external functional areas of introduction of social and ethical marketing in adaptive enterprise management system are proposed. The internal personnel and technology of production / sales of goods, works and services are assigned. External influences affects consumers, partners and contact groups, the environment and society. The criteria of the effectiveness of the implementation of the concept of social and ethical marketing are determined: increase of business value, increase of investment attractiveness of the enterprise, formation of a positive image, increase of loyalty of consumers and partners and community trust in the company, decrease of reputation and commercial risks. The presented results of the research can become the basis for the formation of the scientific base, further development and development of specific management tools for implementing the concept of social and ethical marketing in the system of adaptive management of enterprises in a conscious consumption. Prospects for further research in this direction will be the definition of the synergistic effect from the harmonious combination of internal and external functional areas of the introduction of social and ethical marketing.

Keywords: social and ethical marketing, concept, system of adaptive management, conscious consumption.

Kolisnyk G., Stuler G.

TYPES AND CONDITIONS OF DEVELOPMENT OF THE SYSTEM OF STATE REGULATION OF EXPENSES OF ENTREPRENEURSHIP

It is determined that the main target function of state regulation is determined by the peculiarities of the object of regulation, problems of its development and methods of their solution. It is noted that the implementation of state regulation of the development of entrepreneurship is carried out with the help of types, methods and conditions. It is emphasized that the correct application of the types, forms, methods and conditions of regulation provides an opportunity to achieve the corresponding results. Under them, we understand the ways of influencing the state on the behavior of business entities in order to create and secure conditions for their activities in accordance with certain directions of development. They find their application through a set of relevant tools, which are tools to achieve their goals. The

classification of expenses, which is required for modeling the influence of state regulation in the business sector, is considered. Characteristic of the classification of state regulation of expenditures of the entrepreneurial sector is that the state provides the enterprise with public goods and services that are in line with its needs and are characterized by the highest performance indicators, therefore, the use of state regulation of business expenses gives a chance to critically evaluate the directions of spending of enterprises' funds. The types of effective state regulation of expenditures of the entrepreneurial sector are considered, and specific objects of targeted influence from the state are defined and how it is implemented, which will enable to determine the structure of the business sector of the economy on the criterion of the factor of concentration of costs. The influence of state regulation of expenses of the business sector and their classification, which is manifested in various kinds, forms, methods and tools, is proposed, namely: tariff regulation; economic regulation, organizational and information regulation; legal regulation. The conditions of development of the system of state regulation of expenses of entrepreneurship are investigated. The study of the conditions of the development of the state regulation system by the cost of entrepreneurship shows their importance and the active role of state institutions and institutional environment in the country's economic development. The selection and systematization of institutional conditions for the development of regulation of business expenses at the macroeconomic level provides an opportunity to highlight the problem areas of institutional transformation, since all researchers involved in this problem claim their presence. The main directions of indirect state regulation of expenses of entrepreneurship in Ukraine should be considered: forecasted purchases of goods and services; tax policy - the establishment of tax rates and tax bases; Tariff policy - setting tariffs for the use of electricity, water, heat and some communication services. Types characterizing the state regulation of business expenses should be directed at the efficiency of functioning and support of the country's entrepreneurship:

Keywords: types of state regulation of business expenses, conditions of development of state regulation of expenses, factors and tools of cost regulation, state institutions of cost regulation, measures of state policy of regulation of expenses.

Kostenko A., Pashko P.

DEVELOPMENT OF RISK MANAGEMENT SYSTEMS IN PART OF SELECTION OF ECONOMIC OPERATORS FOR CONDUCTING CUSTOMS AUDIT IN UKRAINE

Today, in accordance with the international commitments, undertaken by Ukraine, one of the tasks of Ukrainian customs is the introduction of a modern, effective system of post-release audit, which focuses on risky economic operators, and the simplification of international trade procedures for persons, who work without violating customs rules. International standards, experience of the advanced states on risk management and using of the risk management system during post-clearance control were explored. The study substantiates proposals in developing the system of risk criteria for selection economic operators for conducting a post-clearance audit in Ukraine. The article proposes risk criteria system for selection economic operators for conducting a post-clearance audit in Ukraine and describes components and tools of the system. It is also proposed to introduce certain amendments to the Customs Code of Ukraine. The introduction of a risk management system for post-release control will allow the creation of an information space that includes information on previous audits and checks, violations, identified risks, causes and conditions, that conducive to non-compliance with legislation by economic operators, assessment of the effectiveness of detection activities, risk analysis and identifying risks. This will ensure timely detection and prevention of violations of customs legislation of Ukraine.

Keywords: risk, risk criteria, risk management system, system of selection of economic operators, post-clearance audit, post-release control, international standards, economic security.

Pervezzeva A.

ASSESSMENT OF LIVING STANDARDS IN THE JOINT TERRITORIAL COMMUNITIES: NATIONAL AND INTERNATIONAL STANDARDS

The article explores the concept of a standard of living and identifies it with prosperity, normal standard of living and poverty. Prosperity means a standard of living that allows you to enjoy all the benefits that ensure the full development of a human; a normal standard of living involves ensuring rational consumption in accordance with scientifically based norms, enables a person to restore his physical and intellectual potential; poverty is a standard of living in which consumption is at the level of maintaining efficiency as the lower limit

of the reproduction of vital forces. Two concepts of "a standard of living" are highlighted. The first conception considers a standard of living as a financial situation of the population (as having necessary material goods in a form of income to support basic life needs, provision of certain movable and immovable property), the focus is on determining the norms of rational consumption and the correspondence of real consumption to these norms, as well as on the level of purchasing power and income, a justification for their differentiation in society, an establishment of social standards. The second concept is based on the recognition of a necessity to satisfy human needs not only in material goods, but also in conditions for development and vital activity. It means a partial transition from a macroeconomic to a microeconomic understanding. A comparative analysis of a level of wages was carried out in the united territorial communities and the criteria values of the minimum level of income, offered by international institutions, such as the UN and the World Bank. It is determined that one of the most important sources of income in the united territorial communities is salary, which determines an ability of people to meet their needs and realize their own potential. It is proved that a standard of living in the communities does not meet international standards, because 72 % of the population in communities has an income level that does not meet the minimum criteria values, used by the UN and the World Bank. It is proved that the level of wages in some joint territorial communities does not correspond to the national criterion of living standards.

Keywords: standard of living, joint territorial communities, international standards, poverty threshold, minimum wage, criteria.

Pysmak V.

OUTSOURCING OF LOGISTICS SERVICES AS A TOOL FOR IMPROVING INTERNATIONAL SUPPLY CHAINS

Nowadays an enterprise cannot be self-sufficient if it relies only on internal resources, so the transfer of certain functions to third parties in the most cases is economically effective measure. Since the beginning of the 1990s, outsourcing has become a subject of constant scientific research. Since that time number of scientific works still constantly grows, both in Ukraine and abroad. A concept of outsourcing was formed as the transfer of certain functions to another specialized enterprise with the purpose of activity optimizing of an enterprise-customer, which is legally formalized. Nowadays there are many approaches to the concept of "outsourcing". However, it should be noted that outsourcing considers not only the issue of concluding contracts for performance of certain work types, but also allows to revise the approaches to building a business system completely and managing this system in order to improve its efficiency and achieve competitive advantages. Therefore, we can form the concept of outsourcing, as the transfer of certain functions of its activities to another specialized enterprise in order to optimize activities of a customer enterprise, which is legally formalized. Nowadays there are quite a lot of positive aspects of using outsourcing in building an international supply chain. The main ones are the following: the reduction of investments as a result of the absence of need to create specialized departments which functions are outsourced; the use of experience of outsourcers in improving the core business of an enterprise; the reduction of cost of creating and supporting workplaces, as well as motivating and maintaining staff; the reduction of costs due to the effect of scale of in-depth resources specialization and division of labor, etc. Along with positive sides there are also negative ones: there is a possibility of an increase in expenses if an enterprise transfers too many processes for outsourcing; it is possible to lose control over transferred processes performance, which, in turn, reduces managerial flexibility; there is no clear legal basis for outsourcing. Decision-making about the use of outsourcing is a complex task, determined by the strategic interests of an enterprise development; therefore it lies in the competence of senior management. In fact, this decision means a choice between production of goods and services by an enterprise itself and purchase from outside. Thus, expediency of introducing logistics outsourcing business functions in formation of international supply chain is conditioned by improvement of logistics services, increased flexibility, expansion of sales markets, and improvement of company's strategic positions in the market.

Keywords: outsourcing, logistics, business function, supply chain, international logistics.

Stakhova N., Shterma T.

THE EFFECT OF VAT ON THE WORKING CAPITAL OF ENTERPRISES IN THE REAL SECTOR OF THE ECONOMY

The main point in the article is the degree of influence of fiscal policy on working capital in the economy of Ukraine and economically developed countries. The approaches to its improvement to improve the

business environment, increase of own working capital to business entities are indicated. On the basis of statistical data, the significance of the taxation system impact on the working capital structure of Ukraine has been confirmed. The link between the value added tax and the main macroeconomic indicators is analyzed, and the existence of deficiencies in the system of fiscal services of Ukraine is shown. Proven scientific and practical measures for reducing tax pressure and stimulating steps for corporate sector entities that direct profits to working capital growth and its effective structuring. The implementation of these proposals should facilitate the capitalization of financial resources for further growth of working capital of Ukraine, high efficiency of corporate finance, and the growth of positive results of economic activity in general.

Keywords: floating capital, value-added tax, fiscal politics, taxes.

Tsyplitska O.

SOCIAL DIMENSIONS OF UKRAINIAN ECONOMY MODERNIZATION: USE OF EUROPEAN EXPERIENCE

Modernization of national economy should be accompanied by changes in other spheres of social life, in particular – social. Vector of European path of development also anticipates the attainment of certain standards of social development and provision in Ukraine. The development of these standards took place in European countries evolutionary through the model of social policy of O. von Bismarck. The reforms realized within and beyond this model may become the base for further reforming of social provision sphere in Ukraine that by its main parameters – ratio between minimum and average wages, and between minimum and living wages haven't still attain the standards of European Social Charter. Social reforms in European states were implemented under certain economic problems – unemployment and inflation (Germany, France, Netherlands, Belgium, Italy), amplification of property differentiation and unsatisfactory level of social provision (Sweden, Switzerland), decentralization and accession to the EU (Spain), reformation crisis (Czech Republic, Slovakia, Hungary and Poland). Reforms in European countries have often been contradictory and unsuccessful as confirmed by statistics. However, in many countries there were the increasing of social protection payments and reduction of unemployment level. The burden of social contributions in total revenues almost didn't change besides Sweden where it was reduced by three times, and Czech Republic, Hungary and Slovakia where it slightly decreased. In transition countries social transformations were directed on overcoming the poverty and creation of market institutes. In spite of the countries based their policy on a strategy of Bismarck's social policy their institutional peculiarities, political and socioeconomic processes influences on design of modern social policy models. In Ukraine the implemented reforms intersect the reforms in other transformation economies but they were started much later thus their results has appeared not so effective. Among successful strategies in the European countries which can be used in Ukraine we can mention decentralization and local authorities' involvement into the process of reformation, also public-private partnership in social programs implementation. As a negative experience we can name the irregularity of social benefits and guarantees distribution, reduction of social payments without effective alternative.

Keywords: social policy, modernization of national economy, model of social policy, European Union, social state.

Cherlenjak I., Kurei O.

DUALITY OF THE SEMANTIC PLATFORM OF BUSINESS ADMINISTRATION TECHNOLOGY

Due to the growing number of manufacturing and trading firms, the increasing diversity of "basic", substitute and complementary goods, the consumers' preferences can change quite sharply, which leads to the turbulence in the business environment. In this regard, it is relevant to study the latest concepts, techniques and technologies for managing firms in today's market turbulence. The article is aimed to explore the basics of the content filling the category of "business administration" in the focus of the challenges of the company's development in turbulent market conditions on the basis of certain clearly articulated technological approaches of the management and economic theory in their interconnection and interdependence. Optimal business administration cannot be interpreted within the framework of separately taken approaches of the classical management and concepts of the economic theory. Business administration should be carried out on a complex semantic basis, which allows taking into account the dynamics of factors influencing the choice of the firm's and its managers' behavior. A company's management should be able to ensure the implementation of the firm's mission, even in the rapidly changing conditions of the competitive environment. To this purpose, business

administration technology involves the design of the business process on the basis of the organization's quality standards, performance of operations based on specific approaches to communicating flexibility and purposefulness. Technology of business administration should take into account the duality of business dynamics in a complex manner. The business process is continuous, but its structure is contradictory. Therefore, one management concept cannot be limited to one management approach when implementing technological methods of business administration: it is necessary to develop a special technology for business administration. To successfully administer the firm's business process, different concepts of optimal management must be applied. In the broadest sense, it is the concept of optimal management and self-management that covers the main facets of the management existence as an amount of theories, practices and approaches. This amount creates the technology of business administration as a process (a function) of searching for alternatives to the company's optimal organization and its activities and strategy of forming competitive advantages.

Keywords: business administration, economic theory, strategic management, theory of the firm, business process.

**Chychkalo-Kondratska I., Vlasuk A., Kondratska D.
PRIORITIES FOR THE IMPLEMENTATION OF UKRAINE'S
NATIONAL ECONOMIC INTERESTS IN THE FRAMEWORK
OF THE FTA+ WITH THE EU**

The priority direction of the functioning of each state is to ensure its national interests. The problem of the realization of national economic interests acquires particular relevance in the conditions of the country's international economic integration. At the present stage, the Free Trade Agreement between Ukraine and the European Union entered into force, which affects the economic situation in the country. The article reveals the essence of Ukraine's national economic interests and their content in the context of deepening relations with the EU. The analysis of the current state of Ukraine's trade cooperation with the countries of the European Union, in particular the structure and dynamics of exports and imports, the full use of duty-free import quotas was carried out. The features and problems of trading activity after the entry into force of the FTA +, which prevent effective cooperation with the EU and have a negative impact on the implementation of Ukraine's national economic interests are identified. Positive effects from the implementation of the provisions of the Association Agreement with the EU and possible threats to Ukraine's national economic interests were found. The main priority directions for increasing the level of implementation of Ukraine's national economic interests in the context of FTA are formed.

Keywords: national economic interests, priorities, trade, FTA+, export, European Union.

Section 3. REGIONAL SOCIO-ECONOMIC STUDIES

**Batkovets N., Batkovets G.
PURCHASING BEHAVIOR OF CONSUMERS AND ITS
IMPACT ON THE REGIONAL DEVELOPMENT**

The regional goods and services market is characterized by the level of consumer buying behavior which affects the sustainable development of the industry as well as the region in general. Consumption of different goods groups is investigated not only for statistics formation, but for prioritization in strategic import and export activities, pricing policies, and policies to develop various sectors of the economy. Forming the model of a certain regional buying behavior, it is necessary to take respect trends in demand, the supply of goods and services in the market according to separate goods groups and the consumer's physiological and psychological needs. In analyzing the buying behavior, the following indicators should be included on the basis: demographic component of the region; material component of potential consumers; goods and services consumption pattern; dynamics of production - (supply and demand, export and import). Ensuring the sustainable development of the region is based on all the factors analyzed above. Unfortunately, it is necessary to ascertain the fact of changing the purchasing motives among the ordinary consumers, and the pattern of buying behavior is primarily determined by the solvency of the population. Characteristics of goods and services consumption by population in Lviv region in 2017 indicates a change in priorities when purchasing. The psychological characteristics of the customer determine the activity of the consumer's buying behavior. In our opinion, the customers' personality types are as follows: Innovators; Classics; Pioneers. The current model of buying behavior is not restricted by the notion of "deficit" and can evolve under the influence of various factors.

Certainly, demographic, economic and social factors are the basic ones, they determine the readiness of the consumers in specific areas to purchase a certain amount of goods and services. The volume of goods and services consumption is directly proportional to the sustainable development of the region since elaboration and implementation is the reference source of income.

Keywords: purchasing behavior, motive, consumer, need, market of goods and services, region, sustainable development.

**Havrylko P., Kolodiychuk A., Vazhynsky F.
RURAL GREEN TOURISM AS A FACTOR IN THE ECONOMIC
ACTIVITY OF THE RURAL POPULATION ACTIVATION**

The features of rural green tourism as one of the subsystems of tourism activity and at the same time subsystem of agriculture are outlined. It is determined that rural green tourism is an important direction of entrepreneurial activity in rural areas. It is shown that rural green tourism is one of the components of the socio-economic revival of the village. The purpose of the article is to determine the role of rural green tourism as a factor in the economic activity of the rural population. Rural green tourism is one of the subsystems of a more general tourism industry, characterized by a combination of its peculiarities that inherent in it, namely: rural (green) tourism in Ukraine begins only to declare itself as a type of tourist activity; with the aim of faster formation and more effective use of the potential contained in it, it has the opportunity to use the rich experience of tourism activity in general, this will contribute to its organizational and socio-economic strengthening; over time, rural green tourism may become one of the factors contributing to the regional tourism potential while increasing its social and economic returns. An important feature of rural green tourism is that it is based on social and natural factors. They give it the features of a specific social and spiritual content. Rural green tourism is one of the components of the socio-economic revival of the village. It represents an extremely important social phenomenon that originated from the bottom, at the initiative of the inhabitants for the purpose of self-defense against the negative processes that caused mass unemployment and poverty of a large part of the peasants and other rural inhabitants. At the same time, rural green tourism has become a factor in reducing the outflow of local people from forced migration in the far abroad in search of jobs and earnings. Alongside with this, it became one of the factors of preservation of the ethnic identity of the region with high spiritual traits, high working capacity and other extremely important features of local residents. Rural green tourism stimulates the development of infrastructure elements – hotels, restaurants, trade enterprises, etc. It leads to an increase in the revenue part of the budget at the expense of taxes that may be direct (visa fee, customs duty) or indirect (an increase in wages of employees leads to an increase in the amount of income tax that paid by them in the budget). In addition, rural green tourism has ample opportunities for attracting of foreign currency and various types of investments, providing income growth and raising the welfare of the rural population. A special place is given to tourism in creating jobs and solving the employment problem. Practice shows that the number of jobs is increasing, without requiring large expenditures, and the number of people employed in the tourism sector is constantly increasing.

Keywords: rural green tourism, rural territories, employment, consumers, tourist services, unemployment, economic activity, competition, infrastructure, financial resources.

**Dolha H.
ANTI-CRISIS MANAGEMENT OF TEMPORARILY LOCATED
ENTERPRISES OF BUKOVYNA UNDER THE CONDITIONS OF
SOCIO-ECONOMIC INSTABILITY**

The article outlines the theoretical principles of crisis management in the enterprise, namely, the essence and features of the crisis management of Bukovyna temporary located enterprises under the conditions of socio-economic instability are investigated. The crisis in economic activities is often treated as an unpredictable turning point in the functioning of the organization, which arises as a result of deterioration of one or several parameters of the enterprise and adversely affects its activities and can lead to bankruptcy. Among the factors that can lead to crisis phenomena at the enterprise, external and internal factors are distinguished. The concept and types of strategies of crisis management are characterized. Often, companies use one of four crisis exit strategies: positioning change; review of the portfolio of business, concentration on the main activity; investing in innovation; reorganization. The state of activity of enterprises of temporary location in Bukovyna is analyzed. It can be concluded that there is a decrease in profits, volumes of sold products, the number of tourist services implemented, and the number of temporary accommodation companies.

The state of the hotel economy is still in an unsatisfactory one. The possible proposals of the use of anti-crisis management were introduced in order to improve the status of enterprises of temporary location in Bukovyna. In order to further increase the economic performance of hospitality enterprises, it is necessary to apply anti-crisis measures, targeting them for the development and solution of a number of economic and social problems: improving the quality of services, promoting the restoration of tourist flows, and improving the image of the country on the international scene.

Keywords: crisis management, temporarily located companies, socio-economic instability, strategy, crisis, risk, tourism

Lendel M., Morokhovych V.

THE INFLUENCE OF THE MACROECONOMIC SITUATION ON THE DEVELOPMENT OF TOURISM IN THE TRANSCARPATHIAN REGION

The tourist industry plays an important role in the socio-economic life of the country. The development of domestic, outbound and inbound tourism is an additional item of the revenue part of the state budget and a source of replenishment of the state's currency resources, promotes the creation of additional jobs and the development of such sectors of the economy as transport, trade, construction, services. The traffic flow in Transcarpathian region had been analyzed. The main macroeconomic indicators that influence the development of the tourism sector are determined. Using correlation-regression analysis, an estimation of the impact of current incomes, gross regional product per person, average monthly salary and unemployment rate on the volume of tourist services provision in the region was made. Several econometric models that describe the data dependence are suggested. Linear equations of the regression are calculated with the help of the MS Excel statistical part. The results of the study indicate that the decline of the gross regional product, the reduction of incomes and average monthly wages, the growth of unemployment, and, consequently, the reduction of population spending on travel, are key factors in reducing the volume of domestic and outbound tourism. The practical significance of constructing econometric models is the possibility of their use in order to predict the development of the tourism industry in Transcarpathia.

Keywords: tourism, tourist flows, macroeconomic indicators, correlation and regression analysis, the coefficient of determination.

Lendyel M., Gazuda S., Gazuda L.

TOURIST RECREATIONAL COMPLEX IN THE SYSTEM OF SOCIO-ECONOMIC DEVELOPMENT OF RURAL AREAS OF THE TRANSBOUNDARY REGION

The article outlines the regional features and the main components of the functioning and development of the tourist recreational complex of the transboundary region; its role and place in the system of socio-economic development of rural areas are determined. The urgent measures for the formation of the system of health-improving recreational complexes with the use of the natural-resource potential of the region are substantiated. The importance of the development of the rural agro-tourism in the transboundary region is emphasized. Of the significant importance is the efficient use of the natural-resource potential of the region that is capable to ensure the successful functioning and development of tourism and recreation sector entities. It is necessary to use the geopolitical and geographic advantages of Transcarpathian transboundary region, human potential as well as powerful natural and recreational potential in order to provide the sanatorium and spa treatment of the population and to improve the service of tourists recreation. A significant role in the ensuring of the successful functioning of the tourist recreational complexes is played by the improvement of the system of professional training of specialists in the sector of tourism and resorts. For Transcarpathian region as the transboundary region, it is relevant to promote the international technical assistance projects and to implement the joint programs and measures for establishing the international cooperation in the sector of tourism and resorts, as well as to create new interstate tourism products and to improve tourist recreational infrastructure with the attraction of funds from foreign organizations. For the image enhancement of Transcarpathia as an attractive tourist recreational area it is important to guarantee the safety for tourists, to protect their legitimate rights and interests, in particular to improve the arrangement of places of rest, safety of tourist routes as well as measures of accident and injuries prevention. In this context, there is the need to increase the role of the authorities, administrative structures and territorial communities in the implementation of the developed concepts, programs and measures for the establishment of an effective recreational health resort and tourism system in the rural areas of the transboundary region.

Keywords: tourist recreational complex, transboundary region, rural areas, socio-economic development.

Mazur A., Lyvdar M., Didukh O.

MECHANISM OF PROVIDING STATE AND LOCAL GUARANTEES TO FINANCE SUSTAINABLE DEVELOPMENT PROJECTS

The purpose of the article is to determine the mechanism for financing sustainable development projects under the program of state or local guarantees and to study the peculiarities of the international practice of using the instrument of state guarantees. The use of state and local guarantees should primarily be aimed at stimulating the activity of enterprises in a particular area of management, within the framework of implementation of sustainable development projects approved by the Ukraine-2020 Sustainable Development Strategy for ensuring the economic development of the state and the region as a whole. The analyzed international experience of providing state guarantees to enterprises has shown that in foreign countries one of the main purposes of providing guarantees to economic entities is enterprises support in a crisis situation. Also strategically important areas of the economy that have an impact on the country's economic sector in general development, are financed, such as energy, transport, construction. Equally important goal of providing state guarantees for loans is also interaction within the framework of public-private partnership. Since in today's conditions there is an important reorientation of the country from the raw material-oriented to the innovative economy and the abandonment of the passive position, the mechanism of financing sustainable development projects under the state (local) guarantee program with the use of private-public partnership is proposed. Such a mechanism should unite all parties involved in the implementation of such projects in order to accelerate the transition of the state to the model of sustainable development. It has been determined that one of the parties should be directly the enterprise which develop the project, the second party is the state and commercial banks in terms of providing loans for sustainable development projects, and the third party - the state and local authorities in terms of providing state and local guarantees under providing loans. Thus, the proposed tripartite public-private partnership for the development and implementation of sustainable development projects will ensure maximum responsibility of the parties regarding the project's compliance with the selection criteria for participation in the program and transparency regarding the decision to provide state support for the implementation of sustainable development projects. On the other hand, the formation of the State Register of Sustainable Development Projects and project proposals should also be an important issue when establishing such a mechanism. Based on the proposed mechanism there are determined promising directions for the implementation of sustainable development projects within the framework of the implementation of the approved projects of the Ukraine-2020 Sustainable Development Strategy.

Keywords: sustainable economic development, state guarantees, local guarantees, public-private partnerships.

Palyga Ye.

IMPROVEMENT OF ASSESSMENT OF THE INFLUENCE OF BASIC INSTITUTES ON THE DEVELOPMENT OF PRINTING AND PUBLISHING ACTIVITY

In the article the investment attractiveness of the publishing and printing industry (PPI) of Ukraine and its regions is investigated, the current state and strategies for the development of corporate governance in the publishing and printing industry are considered, and the research of the transformation of publishing and printing business, as a result of which the publishing and printing complex has turned into PPI, and production entrepreneurship in printing has become a service structure of publishing houses, like in world publishing practice, is made. The possibilities of the leading enterprises of region are disclosed and it is defined, that among all models of development of publishing and printing companies the most perspective concerning investment is a model where publishers have their own printing base. The dynamic transformation of business forms in the Ukrainian economy has extended and is rapidly being introduced in publishing and printing, which in our opinion is influenced by the basic institutions that have the potential to contribute to the development of publishing and printing activity in Ukraine, which has an impact on the development of our information space, as well as a component of the moral, cultural and economic spheres of society. Consequently, the main factor of the state policy of stimulating economic development should be the determination of the priorities of the transformation of the institutional environment at the industry level, taking into account regional peculiarities. Considering the possibility of the influence of institutional

factors on the development and perspectives of the functioning of publishing and printing activity, the article examines and analyzes existing methodological approaches to assess their impact both at the national and at the regional level. Taking into account the subject of our research, we determined the impact of institutional factors on the development of the publishing and printing activity through the prism of the theory of production, and formed the system of institutional factors of economic growth of production systems based on the market and its infrastructure, the institutional environment, technology of printing production, material, human and technical resources, external economic activity. We also propose the influence of these factors of the basic institutions on the evaluation of the efficiency of publishing and printing activity, and state, that the results of the research indicate that the institutional changes in the publishing and printing activity of the regions of Ukraine are incomplete, which requires further research.

Keywords: basic institutions, institutional theory, factors of economic growth, corporate governance, competitiveness, publishing and printing activity.

Tsanko O.

ANALYSIS OF THE INVESTMENT ENVIRONMENT IN LVIV REGION

In modern conditions of the European integration vector of the Ukrainian economy it is of greatest importance to make a full reload and transformation, which, in its turn, is possible only in case of high investment activity in its regions. Investment is one of the efficient factors of ensuring structural transformations in the economy of any country. As the result of irrational use of domestic resources, application of inefficient mechanisms of the national economy management, negative impact of the Russian aggression, the Ukrainian economy is in deep crisis. The crisis is also related to poor investment activity of its regions and their disproportionate development. In order to overcome the above negative factors it is necessary to improve the regional investment policy with due account of special features of the development and capacity of each region. It is known that Lviv region has one of the highest investment capacities among all the Ukrainian regions. The main factors providing Lviv region with investment advantage as compared to other regions is active anti-corruption campaign, availability of land and natural resources, high level of infrastructural development, highly qualified staff, active promotion of investment projects by local authorities and along with that maximum non-interference of the authorities into the activity of companies and, finally, advantageous geographic location caused by the neighbourhood with the EU as well as by the fact that transportation roads of international importance go across its territory. In spite of the negative phenomena in the Ukrainian economy, Lviv region has shown a positive example of investment into the Ukrainian economy being safe and efficient. Over the last years Lviv region has developed its strategy of investment attraction. Among the main investors Poland, Cyprus and the Austrian Republic take the leading positions. On the basis of the results of 2017 80 new production capacities were launched in the region, over 8 thousand jobs were created. Priority branches in the region's economic development are agriculture, development of alternative energy, engineering, wood processing. Lviv region takes the leading positions in Ukraine by the number of registered industrial parks. The region offers a great number of experienced specialists, locations for the IT industry development.

For the sake of supporting the current positive dynamics in the region it is necessary to activate promotion of its own economic capacity, promote interregional contacts, it would also be expedient for its representatives to take part in trade activities, economic forums, exhibitions, of importance is also preparation of promo tours for prospective investors, organization of B2B meetings, etc.

Key words: investment, investment climate, investment policy, economy.

Section 4. ENTERPRISES AND INDUSTRIES ECONOMY

Veprentsova K.

FEATURES OF DETERMINATION OF FINANCIAL STABILITY ON THE EXAMPLE OF THE PHARMACEUTICAL INDUSTRY

Financial stability is one of the key indicators that characterize the financial condition of the enterprise. Despite the fact that the issues of assessing financial stability of the enterprise are studied in recent years quite intensively, there is a problem of generalization of the results of previous studies and the development of a comprehensive methodology for determining financial stability taking into account the characteristics

of enterprises. The author proposes to make the pharmaceutical industry one of the directions of the development of the national industrial sector as it is the most dynamically growing industry in the world, which is the leader among other high-tech industries in terms of gross value added per employed person. It is revealed that the problem of ensuring financial stability for enterprises of the pharmaceutical industry is the most topical as competitive tension is observed on the Ukrainian pharmaceutical market. The author proposes a definition of the concept of "financial stability" and a relationship factor matrix of the external and internal environment and financial stability is created, a classification of evaluation techniques of financial stability of enterprises including pharmaceutical ones is developed. It is established that in practice it is accepted to define financial stability by means of a coefficient method in which scientists use different combinations of relative indicators. As the minimum condition of stability of the enterprise is availability of its own working capital, the dynamics of change of its volume with the forecast for two periods on the example of PJSC "Farmstandart-Biolik" is analyzed. According to the author the development of an effective response system, that is monitoring, which will cover the main aspects of the assessment of financial stability, will become the prospect of the research. It will allow the company to adapt quickly to changes in the dynamic environment and maximize the use of internal potential. In order for the monitoring system to be effective, it is proposed to introduce factors that will take into account the specifics of the enterprise. The author believes that the results of monitoring can be used not only for retrospective analysis, but also for forecasting, which will make it possible to develop a set of measures to improve the level of financial stability in the enterprise.

Keywords: financial stability, methods, the pharmaceutical industry, factor correlation, the insolvency of enterprises, monitoring.

Vodovozov Y., Palant O.

ANALYSIS OF THE POSSIBILITIES OF INTRODUCING E-TICKET IN GROUND PUBLIC TRANSPORT

The article gives scientifically substantiated recommendations from the economic point of view on the introduction of an electronic ticket at electric transport enterprises of Ukraine, taking into account the world's advanced achievements. Recommendations developed on a scientific basis will help Ukrainian cities (all the units involved in this process – city councils, transport enterprises and passengers) effectively and in the shortest possible time introduce and master the "electronic ticket" system and significantly accelerate its adaptation to Ukrainian realities. The conducted researches, reflected in the article, aimed to analyze, determine the features and possibilities of introducing electronic fare collection system for public transportation in our country using contactless cards and other means of payment – on paper tickets, tokens, mobile devices, etc. Comprehensive review of the problem includes: filling the budget of enterprises by streamlining the collection of fare; creation of a separate business entity for servicing the automated fare collection system; choice of the urban transport management model in the new conditions; analysis of the readiness of Ukrainian cities to introduce an electronic ticket; the need to provide passengers with the multiple choice of fare collection and the replenishment of transport cards systems; convenience of using urban transport by nonresident citizens; protection of cards against forgery and their resistance to breakage; features of providing rolling stock with transport terminals (validators); conditions for financing the acquisition and installation of transport terminals with a focus on safety, as well as a quantitative indicator that is necessary and sufficient for the successful operation of the entire system. Ensuring the implementation of the measures indicated in the article will give an opportunity to really influence on the improvement of the situation in such an important branch of the urban economy as urban electric transport. After all, it is not only a social mode of transport, but also the most environmentally friendly, forward-looking mode of transport, where very soon electric vehicles will become the dominant means of transportation. Outside the article there were questions of dispatching public transport and issues of informatization. These are the topics of the following publications of the authors. The authors note that the implementation of an integrated and scientifically substantiated e-ticket system in urban public transport is an extremely necessary and urgent problem. Its implementation is a beneficial option for all three interested parties of urban passenger traffic – passengers, transport companies and local authorities.

Keywords: electronic ticket, automated fare collection system, public transport.

Gazuda M., Stetsiv M.

SPECIFIC ASPECTS OF MANAGERIAL COMMUNICATION FUNCTIONS ON THE BASIS OF OPTIMIZATION

In the article specific aspects of managerial communication functions on the basis of optimization were considered. The priority of ensuring profitability and longterm development of an enterprise is the basis for formation of a management process, where communicative management is important within an enterprises and organizations. Modern trends in communication management show that it has a declarative role in Ukraine, domestic companies don't use communication capabilities as effective resource of productivity and competitiveness of an enterprise. It is noted that in order to optimize managerial communication functions, it is necessary to develop an optimal model of communicative connections that will enable implementation of the above-mentioned goals, while providing the employees with the necessary information, and at the same time it will remove the information overload from the manager. It was developed the optimal model of communication and it was outlined its place in enterprise communication management, which aims to substantiating the managerial process starting from a choice of general communication management and completing with a direct implementation of communications, use of their elements, with obligatory feedback formation and highlighting of problem issues that may worsen the quality of the process. The most common types of communication barriers, including personal, physical, organizational, time barriers and communication overload, as well as methods of their avoidance were proposed in order to create an optimal communicative management function were considered. The problematic issues of communication management implementation were outlined, solution of which will help to increase the level of professional manager's training, which will give him an opportunity to adequately and qualitatively perform its duties. For any enterprise or organization it is expedient to search for their own communicative abilities, their development, first of all, through various trainings and seminars, formation of individual approaches to each person, studying different communication methods, establishment of close relations with personnel.

Key words: communication functions, formation of management process, optimal model of communicative connections, types of communication barriers, communicative possibilities.

Haidaenko O.

IMPROVEMENT OF THE METHODOLOGY FOR ANALYZING THE EFFECTIVENESS OF TRADING COMPANIES

Methods of economic analysis evidence the need for a comprehensive study of factors affecting the change in volume of retail commodity turnover and financial performance results. However, the connection between factors and performance indicators (for example, the volume of commodity turnover, its profitability or unprofitability) doesn't have a functional nature, but a stochastic one. Therefore, we consider it expedient to resort to the methods of statistical analysis which allow us to measure the probabilistic connection between a performance indicator and factors that cause its change. The aims of the study were theoretical and methodological substantiation of principles and development of practical recommendations for improving the methodology for analyzing the effectiveness of the trade enterprises' activities, taking into account current market requirements for information support of the sales management. Considering that the relative rate of return is sales profitability, which more objectively characterizes the efficiency of trading activity, it was chosen as an effective indicator. Acceleration of commodity reserves turnover leads to an increase in profit generation, and consequently, to an increase in sales profitability. Therefore, a commodity reserves turnover was chosen as the first argument factor. The level of sales profitability for individual commodity groups and goods is not the same. In this regard, a change in the structure of commodity turnover leads to an increase or a decrease in the level of enterprise's sales profitability. The influence of a change in the commodity turnover structure on the level of sales profitability appears through the level of marginal revenue and the level of trade costs. Therefore, the relation between these indicators was chosen as the second argument factor. The influence of labor factors, material and technical base, and commodity reserves on the trade volume can be generalized in the integral indicator – the cost intensity of trading activity – the third argument factor. Ranking the contribution of selected factors with the aim of loss reduction makes it possible to conclude that it is necessary to improve the structure of retail commodity turnover of an enterprise and to achieve an optimal correlation between growth rates of retail commodity turnover and general trade costs. The results of

modeling allow us to recommend a system of measures to improve the retail commodity turnover at a basic enterprise.

Keywords: retail trade, commodity turnover, economic analysis, profitability, factors.

Hvizdova E.

ORGANIC FARMING AS A KEY PILLAR OF SUSTAINABLE TOURISM DEVELOPMENT - RURAL TOURISM, AGRO-TOURISM AND ECO-TOURISM

Organic production plays an important societal role, secures a market that responds to the demand for organic products and services and provides the public with products that contribute to the protection of the environment as well as to rural development. The issue of ecological tourism as a tool for socio-economic development in the region - raising the living standards of residents, has been dealt with in a study of ecosystem contexts as a chance for entrepreneurship in sustainable tourism. The aim of the contribution is to point out the urgency of solving the situation and clarifying the basic problems in the given issue, with the view of several domestic and foreign authors based on analysis, synthesis and deduction. The Rio + 20 Conference on Sustainable Development launched an inclusive intergovernmental process for the preparation of sustainable objectives in 2012 where one out of 17 targets also concerns the development of green tourism.

Keywords: organic agriculture, sustainable tourism, rural tourism, agro-tourism, eco-tourism.

Granovska V.

CONCEPTUAL BASES FOR FORMATION OF INSTITUTIONAL ENVIRONMENT OF AGRICULTURAL ENTERPRISES

Activation of the innovation process, innovation demand stimulation, increase the competitiveness of agricultural producers are possible only under conditions of formation of an effective system of production institutional regulation. With the search for ways to increase the competitiveness of agrarian enterprises, the problem of ensuring their innovative development is being actualized. Nowadays the institutional environment is unfavorable for innovation development, resources are limited, and investment volume is small. Institutional regulation is aimed at creating favorable conditions for doing business, providing protection of property rights, maintaining the state share in agrarian sector, since its reduction has reduced the possibility of making significant financial impact on price regulation in both the main and auxiliary branches of agriculture. Analysis of international experience has shown that development of institutional mechanisms should be aimed at providing financial support on preferential returns to business entities that are interested in implementing innovative and investment projects in priority sectors of export-oriented agriculture. In addition, state should support the consolidation of disparate production enterprises and the formation of sectoral or inter-sectoral vertically integrated companies. The strategic aim of institutional environment development in economy's agrarian sector is a creation of favorable conditions for the sustainable development of the industry through te public interests satisfaction. The strategic directions of institutional environment development in the agricultural sector are the following: institutional provision of reproductive potential, development of integration processes between participants of institutional environment in the agricultural sector, forming an effective model of interaction "state - institutional environment" in the agricultural sector, technological upgrading of institutional environment, stimulating institutional environment development of rural territories.

Keywords: institutions, transformation, state regulation, agrarian enterprises, public-private partnership, agrarian sector.

Graschenko I., Krasnyuk M., Kustarovskiy O.

IMPROVEMENT OF ECONOMIC AND MATHEMATICAL MODELING OF RESULTS OF IMPLEMENTATION OF CERTAIN ELEMENTS OF THE ADAPTIVE ANTICRISIS POLICY OF THE COMPANIES IN THE TRANSPORT INDUSTRY OF UKRAINE

In the article the dynamics of capacity of the transport industry in Ukraine is being analyzed, it is proved that the onset of crisis phenomena in the domestic transport industry correlates with macroeconomic crises (with a certain time lag). That is, the sectoral crisis phenomena in the transport and forwarding business is caused not so much by the influence of domestic factors that systematically restrain the work of domestic enterprises, but the impact of either global crises (2008-2009) or national military-political confrontations (2013-2015). The last type of crisis are force majeure circumstances with which classical methods and methods of crisis management are ineffective. That is, the whole range of issues of developing a comprehensive

concept of crisis management logistics, corresponding economic-mathematical and informational support in the conditions of Ukrainian crisis systemic phenomena remains the current and unsolved problem. Taking into account national specifics, industry specifics of the transport industry and taking into account the current political and macroeconomic crisis. The article presents the results of research on two important and interrelated issues in the context of modeling the results of implementation of the adaptive anti-crisis strategy of domestic TECs (Transport-Expeditionary Companies), namely: improvement of the estimation model of the change in the results of the cumulative objective influence of external crisis factors and components of subjective anti-crisis policy on the integrated result of logistics activity of an enterprise. As a result of crisis management, it is not just a change in revenue, profit, profitability, but a change in the predicted index of integrated financial stability; improvement of the estimated model of change in the overall current reserves of TEC in the framework of the implementation of anti-crisis measures of risk management (which will improve its financial stability through the possibility of releasing the formed reserves). The proposed multiplier ratio of the formed reserves of the existing economic risk is highly dependent on the audit results, the specifics of the particular transport company and the objectives of the adopted anti-crisis strategy. The results of the research of the improvement of the economic-mathematical modeling in crisis management in the transport sector, namely, the simulation and / or analysis of the results of the implementation of the adaptive anti-crisis strategy of domestic TECs, will allow to provide an adequate and systematic multimodal response to crisis phenomena. The results of the study which are presented in the article can be used both by domestic transport expeditionary companies and foreign companies in foreign markets of developing countries that are under the influence of similar phenomena of a political and a macroeconomic crisis.

Keywords: transport industry, crisis, economic-mathematical modeling, reserves, anti-crisis policy, crisis factors, transport-expeditionary company.

Gusarina N.

INFORMATION SUPPORT OF MANAGEMENT OF INNOVATIVE DEVELOPMENT OF PRODUCTION UNDER UNCERTAINTY

One of the main problems and tasks of innovative development of enterprises in conditions of uncertainty is the development of methods of analysis and information processing, which allow to significantly improve the reliability and adequacy of decision-making. General recommendations for choosing the most preferred solutions among available alternatives to management in a variety of informational situations and management actions to achieve the goals of achieving economic growth does not exist, so any steps in solving this problem is extremely helpful. The purpose of this article is to develop methodological approaches and principles of management of innovative development of enterprises in conditions of uncertainty. The objectives of the article are: structuring of information needs and support management decisions; determining the amount of incoming information; establishing basic operations to support decision-making on the formation of optimal management strategies. Reasonable methodological approach to quantitative assessment of input information in the management of innovative development of production in conditions of uncertainty, as the difference between a priori and a posteriori entropy. This is the basis of the proposed information-entropy model of quantitative evaluation of the input information when making management decisions for the innovative development of the enterprises in conditions of uncertainty. The algorithm of finding the number of necessary information in the management of economic development enterprises in the face of uncertainty. Created by structuring the information needs and means of providing management information as a strategic resource dynamics of the flow of production processes. The main parameters of production that are needed for the representativeness of the basis of current information: the number of elements of the system, the number of States in which can be each of the elements of the system, the probability of the items in this state, the entropy of the system. Installed base operations support of decision-making, which form the optimal control strategy and includes the assessment of the right amount of information, diagnostics information situation, the choice of criteria of an optimality of formation of the selection rules reflect the functional characteristics of the production activity and contribute to the formation and increase its innovative potential.

Keywords: innovation development, uncertainty management, information support, entropy, quantification.

Hushtan T., Lazur S., Lalukulych M.

TOOLS FOR MANAGING BY THE PRODUCT RANGE OF RETAIL CHAINS

In the paper the basic economic-mathematical models and methods that used in the management of the assortment of retail chains are analyzed. The most common tools of estimations on attractiveness for consumers before the output of a new product on the market are outlined. The methods of forecasting financial results of activity are presented. It is determined that the choice of assortment management methods, in the first place, depends from the level at which the control process is carried out, i.e. on a strategic or tactical level. The purpose of the paper is to define the tools for managing by the product range of retail chains. Any management in the economy is associated with the development and adoption of managerial decisions that are embodied in managerial influences. In the process of search and analysis of possible managerial decisions, the choice of the best of them management subjects should select the best option such as the decision will actually "work" and what will be its consequences. Before making the final decision to check its effectiveness and consequences on the basis of constructing an economic-mathematical model is expedient. In order to determine for an enterprise the appropriate method of research, to form a step-by-step integrated model of assortment management, which requires definition of the scope of application, objects of modeling is necessary, use of economic and mathematical methods, and should be easy to apply and allow to obtain the most plausible results. Before launching a new product on the market, to make estimates for attractiveness for consumers is advisable. The most common tools for such evaluations are the model of Rosenberg, the model of the ideal point, the model of the "commodity system," and the models of consumer choice. The choice of assortment management methods depends from the level at which the management process is carried out on a strategic or tactical level. At the strategic level, decisions are made regarding the choice of strategy for assortment management in accordance with market conditions. At the tactical level, the choice of specific assortment positions is made, based on the level of demand and economic indicators for each position. The main objective of the realization of strategy of management of the commodity range is to increase the share of satisfied demand of the target segment of consumers at the expense of optimizing the range structure.

Keywords: economic and mathematical models and methods, assortment, marketing, commodity strategy, programming, demand, consumers, competitiveness, quality, planning.

Danylevych N., Poplavska O., Olishavska A.

PERSONNEL EVALUATION: THE PRACTICAL USAGE OF MODERN METHODS AND THE POSSIBILITY TO APPLY THEM IN UKRAINE

The article explores in details the personnel appraisal practices in foreign and Ukrainian companies. It emphasizes that a personnel evaluation should be regarded as an important business process which allows you to identify the strengths and weaknesses of the company's staff as a whole, to determine the ways to improve the individual professional skills and abilities of every employee and to examine the effectiveness of the personnel motivation system. During the analysis of the personnel appraisal practices in Ukrainian companies, it was noted that the bigger and more stable the company is, the more thoroughly the HR departments prepare the appraisal procedures. As the result of the author's research, shortcomings of the personnel evaluation practices in Ukraine are revealed. The participants of the tests pointed out that the interviews to determine the professional competencies while selecting candidates for vacancies should be more thorough and it is necessary to pay attention to the psychological and emotional development of the candidates. The expertise of the world's leading companies in the employee evaluation procedures is categorised. The analysis of the information on the use of the different evaluation methods by various companies let authors to conclude that the choice of methods should be directly dependent on the stage of the organization's life cycle. In current conditions, the expertise of foreign companies in assessing work results is extremely relevant for Ukraine. It is demonstrated that the procedures for evaluating the personnel are most often used in the recruitment and to evaluate work results. Prospects and the possible risks to implement the practices in assessing the personnel of the world's leading companies at local enterprises have been determined.

Keywords: personnel evaluation, personnel selection, effectiveness of personnel evaluation, evaluation of personnel results.

Magdenko S.

MODELING OF COMPLEX EVALUATION OF DEVELOPMENT OF MEAT PROCESSING INDUSTRY ENTERPRISES

Despite the complicated modern conditions of management caused by a number of factors, questions of development of any enterprise, and also degree and level of its development always attract interest. The meat processing enterprises of Ukraine aren't an exception. Development is a historically conditioned process which is continuous, but the forms of its manifestation are different at each stage. The main factors influencing the development of meat processing enterprises can be called such as: a rather vague state economic policy; conservative system of consumption of meat products; limited consumption system due to low purchasing power of the population; the lack of financial resources for the majority of meat processing enterprises for innovative activities, and others. The article discusses the issues of modeling a complex assessment of enterprise development as a vertically integrated system, which includes three blocks: a supply block, a direct production unit and a block for selling finished products. For each block, a system of indicators is defined, which most fully reflects the state of the corresponding block, and partial indicators are calculated. Evaluation of the development of the enterprise is considered only in dynamics. In our model comparison is carried out with the previous year, that is, the rates of growth of private indicators are calculated in a chain way. Each block is characterized by an integral indicator, defined as the mean geometric magnitude and growth rates of the individual indicators. The model of integrated assessment of enterprise development is an integral indicator calculated as a mean geometric from the product of the mean geometric values of each block. Based on the obtained result, one can characterize the direction and level of development of the enterprise, and also analyze the changes in the values of the indicators that affected the final result and make appropriate management decisions for the further development strategy of the enterprise. Therefore, further development of enterprises requires a comprehensive solution of the problem, integrated into the system of livestock development, meat processing and sale of products to consumers and, on this basis, to develop a model for a comprehensive assessment of the development results of this system. Implementation of such an approach, the solution of the problem requires state support, available credits and stimulating taxation.

Keywords: enterprise, enterprise development, integrated assessment, growth rates, modeling.

Mazur V.

TIER STRATEGY – AN EFFECTIVE MARKETING INSTRUMENT IN HOTEL INDUSTRY

The article deals with the development of principles concerning new market segments, the importance of this process within modern market relations and the usage of tier strategy. Under these conditions, the forming of an adequate perception of competitive threats and advantages caused by a strong competitive struggle, unstable demand, and change of demands to the quality, quantity and types of services is an important issue. Market segmentation of hotel services has been investigated as the base of determination of the goals which will be the objects of further marketing investigations. The assessment of segmentation criterion has been made in the next way: segment capacity, segment essentiality, segment availability, segment profitability in the light of overall performance and protection of a segment from competition. The role of geographical criteria of market segmentation of hotel services and the meaning of a structure of commercial activity of a region has been examined. The dynamics of the regional development regards to "undeveloped" hotel market in a stable region or in that one which is reduced. Demographic segmentation is a market allocation into groups; it is often called variables which describe the situation with market segmentation. This criterion is widely used in tourism because of its unambiguity and easy performance of statistic processing. Recently, essential social and demographic changes have been made and these changes influence the style of entertainment and forms of rest. They create new segments of hotel market causing changes according to requirements in existing segments. Family status and family size, which are the base of segmentation: model of life cycle of a family, which helps to forecast purchase behavior of a client have been investigated in the article. The segmentation into psychographic types of a consumer according to his life style, type of behavior and a favor to trade mark has been made. After market segmentation, a target market of an enterprise as the most profitable group of market segments is chosen. The meaning of market niche under modern economic conditions which has a great impact on forming an effective strategy of a hotel enterprise has been examined. Disturbing factors, which can have a

place during implementation of orientation strategy at some market segment, have been evaluated. We suggest that the meaning of market niche in comparison with the strategy of segmentation is two interconnected components of marketing of hotel business, which entirely give a high result and an effective activity. The author has investigated psychological segmentation criteria which are the base for goal setting which will change into objects of marketing investigations in future. The choice of a market niche on the modern stage of market relations is one of important aspects in marketing of hotel industry.

Keywords: segmentation, criteria, market relations, segmentation methods, competitive advantages, characteristics, ways, region, changes, stages, analysis.

Pavlykivska O., Kilyar O.

INFORMATION SUPPORT FOR THE MANAGEMENT OF SOCIALLY RESPONSIBLE ACTIVITY OF THE ENTERPRISES

The aim of this article is to identify the problems and prospects for the formation of reporting on social responsibility of an enterprise as an element of enterprise's information system in the process of making managerial decisions. At the stage of SRA reporting occurrence, the disclosure of information on social and environmental activities was made mainly through formation and display of these data in corporate (financial) reports. However, in recent years, the disclosure of this information has been presented in a form of separate reports, which are becoming more complex due to the expansion of issues that reveal information needs of all stakeholders. Among modern researchers there is no unity about the essence of social reporting. Thus, in the specialized literature such categories as "non-financial reporting", "socially responsible reporting", "social reporting", "social and environmental reporting", "corporate social reporting" are considered for this type of reporting. In foreign countries, the AA1000 standard is a basis for the legal and regulatory support for accounting of socially responsible activities. This standard is used by international companies to record and form social reporting. The modern domestic system of legal and regulatory support for accounting and reporting includes three levels: 1. The Law of Ukraine "On Accounting and Financial Reporting in Ukraine" (as amended on 01.01.2018); 2. Regulations (standards) of accounting; 3. Other regulatory documents (orders, instructions, explanations). The above levels of accounting system regulation have little impact on social aspects; too distantly regulate the issues of socially responsible activity of an enterprise. Having studied the specialized literature, it can be argued that information on SRA differs from financial information at least by three characteristics: 1) SRA meets the needs of a large number of users, besides shareholders. However, a significant amount of accounting work on SRA is targeted at shareholders. 2) Information on the disclosure of SRA may affect the financial performance of an enterprise in future reporting periods. The following question arises: do the users of information understand the long-term nature of social responsibility, especially if it has long-term information content, which relates to financial indicators. 3) The quality and non-financial nature of SRA make it difficult to assess the reliability of disclosure in comparison with assessment of financial information reliability. This is important since the data that is used to measure SRA performance must be of high quality, provide reliability and relevance for decision-making. In financial statements essentiality is the basis of a concept that determines the importance of each element for users of accounting information. Essentiality in SRA has similar characteristics with the essence of financial accounting, but shifts the focus towards stakeholders, emphasizing the social and environmental impacts of corporate non-financial indicators and the importance of involving stakeholders. The emphasis on reliability of reporting also coordinates with the desire to minimize the risk of litigation. These differences in practice and understanding reflect multidirectional organizational priorities and emphasize the extent of essentiality as a socio-behavioral phenomenon.

Keywords: users of information, socially responsible activity, social reporting.

Peredalo Kh., Zozar G.

SOCIAL NETWORKS AS A TOOL FOR BUSINESS REPUTATION CREATION

The transition of the world economy to digital communication systems requires the active research and use of Internet resources in the business sector. Today, many business units are actively engaged in the Internet and social networks, which allow them to operate information, communicate with business partners, consumers, solve problem issues, etc. At the same time, only those companies, which have a high level of business reputation and can effectively manage it in an online mode, are able to survive and develop. The positive meaning of the reputation,

which includes positive judgments about it in the face of increased competition, provides an appropriate level of cooperation with key target groups of influence. The purpose of the article is to research needs and recommendations for creating a business reputation for national enterprises in social networks. The results of the research show, that social networks are being actively used today both in the sphere of communication and solving business problems. Many users are turning to social network, to find reviews about the company, its product and service, in order to make a decision about cooperating with it. Recently, the most popular social networks in Ukraine are Facebook and Instagram. To create a business reputation in social networks, companies are recommended to apply 7 consecutive steps: to evaluate the image (business reputation) of enterprises - competitors in the social network; to choose the list of social networks, based on reviews about the company in search engines; to assess and analysis of targets company audience in social networks; to create an interesting content for audience of a enterprise; to work up the negative reviews in the social network; to promote companies business with advertising tools; to encourage business reputation. When forming a business reputation in social networks, it is recommended adhering to the following rules of anti-crisis management: to provide a complete, truthful and relevant information in social networks; to respond immediately to any events that affect the company, as well as feedback on the company or its products; to plan accurately the company's work in social networks with an emphasis on maintaining and improving the level of business reputation; to organize the work of expert staff, who would track information in social networks and operate with its active users and "friends"; to carry out an assessment of business reputation and influence of social network, in order to control and regulate measures that are necessary.

Keywords: reputation, business reputation, enterprises, social networks, Internet, Facebook, Instagram.

Postol A.

IMPROVEMENT OF THE COMPONENTS AND MECHANISMS OF INSTITUTIONAL SUPPORT FOR THE COMPETITIVE DEVELOPMENT OF AGRARIAN ENTERPRISES

The development of agrarian enterprises in the market conditions as a system of institutions that affect the internal structure of the organization of enterprises in the process of sharing resources and the results of their processing is impossible without proper institutional provision. In order to build a coherent concept for the development of agrarian enterprises, taking into account the experience of previous transformations, it is necessary to study the institutional conditions of the functioning of enterprises today, that is, the level of sufficiency of the institutional provision of the development of the agrarian sphere. Formation of the system of institutional support for the development of agrarian enterprises involves an ordered set of formal and informal institutions that define and regulate its territorial, social, industrial-economic, environmental, regulatory and organizational and management parameters. The aim of improving institutional support for agrarian enterprises development should be to create conditions for the establishment in Ukraine of a model of sustainable, multifunctional agriculture, which, along with the production of high quality and safe food, raw materials and energy, satisfies other needs of the population and provides public services aimed at creating a quality living environment and creating employment conditions in rural areas, strengthening local communities, preserving the environment, traditional rural landscapes and biodiversity. Improvement of institutional support for the development of agrarian enterprises through strengthening of its components will allow to achieve a positive economic effect, which is expressed in: creation of organizational and economic conditions for effective social development of agrarian enterprises, provision of competitive development, effective use of natural resources, formation of human capital, stimulation of development of small and medium-sized agricultural producers, rural development, education of agricultural producers ensuring the availability of investment resources, improving the forms and methods of state support, its transparency, predictability and systemicity.

Keywords: agrarian enterprises, competitive development, components, mechanisms, institutional provision, improvement.

Sas L.

INNOVATION MANAGEMENT IN THE PROCESS OF TECHNOLOGICAL UPGRADING OF PRODUCTION IN AGRICULTURAL ENTERPRISES

The article deals with the importance and necessity of managing the process of innovative development of agricultural enterprises, in particular technological upgrading of production. The essence of

innovative management is revealed. The tasks of innovative management concerning the technological updating of production in agricultural enterprises are highlighted. The functions of innovative management in the process of technological renewal of production are defined and considered. Some of these functions are as follows: planning, motivation, organization, management, control, development. Innovative development, one of the areas of which is a technological renewal of production, is able to support effective work of entities only if this process is properly supervised at the enterprise, as well as strategy and tactics for its implementation are defined. Innovation management for the technological renewal of production in agricultural enterprises is an integral part of the enterprise management system. It includes tasks, principles, conditions, functions, strategic and tactical actions aimed at bringing the production process up to a high-grade standard, development of the enterprise as a whole and ensuring its competitive advantages on the market. The main tasks of innovation management in relation to the technological updating of production in agricultural enterprises have been defined as follows: analysis of supply and demand on the market in accordance with the modern conditions of management; selection of target market segment; study of the latest achievements of science, technology; forecasting changes in the market situation in the future; formulation of the main directions of the strategy of innovation activity; definition of goals, objectives and tasks of technological upgrading of production in the enterprise; the choice of the optimal strategy based on the calculations and analysis; realization of the chosen strategy on the technological renewal of production by organizing and mobilizing the necessary resources; development of tactical directions for the technological renewal of production; assessment of the effectiveness of the strategic and tactical decisions; management and control over the entire technological process; analysis of external and internal factors of influence on the technological renewal of production.

Keywords: innovation management, technological renewal of production, agricultural enterprise, tasks, functions.

Sokolova L., Kolesnik O., Sokolov O.

THE SCIENTIFIC- METHODOICAL APPROACH TO EVALUATION OF WORK MOTIVATION OF IT ENTERPRISES SPECIALISTS ON THE BASIS OF COMPETENCIES

In modern conditions of a country's economic development the basis of IT business is professional staff, therefore on the labor market there is a constant growth of the demand for qualified specialists in the field of information technologies. In this regard, the HR managers of IT enterprises constantly face the task of selecting professionals, and top-managers – an active search for new mechanisms, tools of personnel management to ensure its effective work, professional development, keeping and maintaining the talented specialists. As a result of the conducted research it was established that at the present stage of development of the national economy in conditions of the IT industry intensive development, the questions of IT specialists work motivation require further study. The conducted analysis of scientific publications on the personnel management issues from the work motivation point of view shows that one of the modern directions of research of this problem is a study of the competence approach, which is formed by the key concept «competence of a specialist». Definition of this concept was put in the basis of the developed theoretical platform. There was developed the scientific-methodical approach to IT specialists work motivation on the basis of their personal competencies assessment. In the article there were described the stages of development and implementation of this approach, the most important of which is a synthesis of the appropriate mathematical model. The conducted experimental approbation of the author's real wages calculation model of IT specialists showed expediency, availability and simplicity of its application. Practical application of the obtained research results in the field of personnel management facilitate the increase of activity effectiveness, comprehensive and professional development of IT specialists' qualities in general.

Key words: IT enterprise, scientific-methodical approach, specialist, competence, work motivation, evaluation, mathematical model.

Shvets I., Sled A., Al-Ghozou A.

ASSESSING THE EFFECTIVENESS OF INTERNATIONAL MARKETING STRATEGY OF INDUSTRIAL ENTERPRISES IN THE JORDAN MARKET

The article deals with the assessing the impact of the international marketing activities of Ukrainian automobile enterprises in the Jordan market. The process of forming and adapting the strategy for Ukrainian industrial enterprises to enter the Middle East markets is considered. The possible alternatives of the international marketing strategy

implementation in the Jordan market in the context of various options for joint venture creation are substantiated. An approach to determining the probability of the three scenarios of the international marketing strategy implementation, which is based on the method of accounting for the probability of a defining event and events dependent on it accounting for the probability of defining event and dependent events. Taking into account the impact of a number of favorable factors in the Jordanian market, it is proved that the strategy of establishing a joint assembly enterprise by the Ukrainian automotive corporation under a lease of land and industrial property complex is possible. The estimation of effectiveness of the Ukrainian automobile corporation in the Jordanian market under different scenarios of international marketing strategy realization is carried out. The indicators of implementing two international marketing strategy alternatives are defined: 1) the creation of a joint assembly enterprise through the lease of land and a production property complex; 2) the creation of an enterprise on the terms of acquiring production capacities. To evaluate the effectiveness of the international marketing strategy on the foreign market, it is proposed to use the production capacity profitability index, which takes into account the employment of technological equipment for manufacturing products on the basis of cost meters. The performance indicators of implementing the strategy of a joint assembly enterprise creation by the Ukrainian automotive corporation testify to its realization feasibility through the lease of a land and industrial property complex. This provides the Corporation with an export profitability of 20%.

Keywords: international marketing strategy, external market, export, joint venture, Jordan market, production capacity.

Shevtsiv L. Kuriy I.

RESEARCH OF CURRENT ASPECTS OF ACCOUNTING AND ANALYSIS OF LABOR EXPENSES CALCULATIONS IN CONDITIONS OF SUSTAINABLE DEVELOPMENT

There were analyzed the results of scientists' recent researches and were determined current problems of labor payment at domestic enterprises of municipal property. It was determined that population living standards depend on wages, therefore the accounting and analysis of labor remuneration affects the sustainable development of an enterprise. The formulated goals of ensuring sustainable development envisage approximation of the minimum wage not lower than the current subsistence level. It was established that the well-being of employees depends on the effectiveness of state policy in the sphere of labor remuneration. A review of different scientists' views, legislative and regulatory information on the concepts of "wages" and "minimum wage" was conducted. Attention was paid to the fact that accounting and analysis of labor and wages are the elements of costs and ones of the most labor-intensive areas of accounting and activity of enterprises of all ownership forms, which is due to the processing of a large number of primary accounting and analytical information. It was conducted an analysis of a minimum wage in different countries of the world in accordance with its level in Ukraine. There were identified an influence of factors and were determined tasks of organizing the wages accounting. The methodical approaches to accounting and analysis of labor and wages were determined. There were determined elements of accounting organization and the sequence of its reporting based on the system approach. There were analyzed a payroll to employees per month, an accrual of average wages, average monthly deductions from wages and accrual of average monthly payments to an employee of the municipal enterprise "Lvivelektrotrans" during three months. There were analyzed the results of the enterprise's activity and their impact on the work quality of accounting specialists in achieving the goal – an effective result of their activities with minimal resources, including labor costs. It was determined that the enterprise carries out the accounting of labor remuneration in different systems and forms, with various methods of bonuses, incentives for work, compensations and additional payments. Based on the activity of the municipal enterprise there were analyzed the dynamics of changes in the minimum wage and subsistence level in Ukraine and was shown a level of wages in our country. It was generalized a foreign experience of tariff grids formation and stimulation of labor remuneration. The ways of further reforming the labor remuneration were determined.

Keywords: accounting, analysis, average and minimum wages, sustainable development, living wage, payroll.

Shevchuk N.

METHODICAL ASPECTS OF MODERN CONSTRUCTION ENTERPRISES MANAGERIAL ANALYSIS

The effectiveness of whole state economy system depends on a state of the construction industry, since capital construction creates a large number of workplaces and consumes products from many economy

sectors. Negative trends in the fall of construction products indices gradually come to an end. Positive dynamics of the construction products volume indices, both in general and in individual types have been noted. For the current state of the Ukrainian economy, positive trends in the construction industry will help to raise the level of technological renewal of production potential and increase the demand for products of small businesses. In the article there were considered the directions of methodical approaches concretization in enterprises' business processes management of the construction industry. It was noted that organization of effective relationships with partners (customers, investors, suppliers, subcontractors, etc.) makes it necessary to take into account managers' need for information considering the specifics of business processes in construction and to include relevant indicators in the process assessment system. It was proposed that the effectiveness of the managerial analysis scientific apparatus in preparation and adoption of management decisions should be strengthened by the application of absolute (static) efficiency methods that characterize the processes of the current state of an enterprise, and the dynamic efficiency that is a characteristic of strategic management. These aspects are important for formation of business processes indicator system of managerial analysis effectiveness, taking into account the specifics of construction enterprise activities, as well as features of construction products as a commodity. Examples were given on the formation of an indicator system, in particular, on the estimation of income-generating (the level of efficiency in the use of construction equipment, the degree of production seasonality influence, etc.), the estimation of providing (the level of technical resources mobility, the level of production diversification, etc.) and the estimation of development (share of a domestic market, sufficiency of sources for the formation of reserves and costs, etc.) of business processes for enterprises in the construction industry.

Keywords: management analysis, system of indicators, business processes, construction enterprises.

Shynkar S.

FORECASTING CHANGES IN THE ECONOMIC SECURITY OF ENTERPRISES IN THE OIL AND GAS INDUSTRY

Political, economic and social instability, military actions on the territory of our country and other factors significantly affect the conditions of economic activity by the majority of domestic industrial enterprises, including oil and gas industry enterprises. Today, not only effective activities, but also the preservation of business depend on the ability of each business entity to form its own system of economic security. The number of challenges, threats and risks in all areas of activity from the external and internal environment is critically high, so the need to form a methodological basis for ensuring the economic security of oil and gas industry enterprises, as a guide for the implementation of protective actions, is particularly acute. The level of economic security of an enterprise varies continuously as a result of interaction with the external environment and under the influence of internal processes. This continuity and demands maximum attention not only to assessing the level of economic security in each individual period of time, but also the formation of change projections influenced by key threats as the basis for implementing strategic defensive decisions by security subjects. Based on the analysis of financial and economic activities of oil and gas industry enterprises, the main threats to its economic security were identified in such a combination: state fiscal policy; state policy on regulation of energy prices; state of oil and gas deposits; consumer demand in the domestic market; competitiveness of products in foreign markets; availability of resources for drilling new wells and carrying out major repairs of existing ones; qualification of engineering and workforce. To analyze the situation, experts were involved, which should determine the industry's prospects and assess the impact of selected threats on its development. The result of the assessment was the ranking of threats according to their level of influence on the development of the analyzed situation. Using the method of paired comparisons, experts compared the impact of isolated threats on the development of the situation. The results of the comparison became the basis for the implementation of consecutive mathematical calculations, the results of which allowed to form realistic, pessimistic and optimistic forecasts of the impact of threats on the economic security of the oil and gas industry. The obtained results are the information basis for improving the management of economic security of oil and gas industry enterprises.

Keywords: enterprise, oil and gas industry, economic security, threat, forecast, expert.

Yurchenko M., Akimenko A.

MODEL OF DETERMINATION OF PRODUCTS DELIVERY OPTIMUM TIME IN UNCERTAIN CONDITIONS

Enterprises spend significant sums on the maintenance of stocks, therefore the effective management of them is of strategic importance. Formation of strategies aimed at maximum satisfaction of consumer demand not only for goods but also for services connected with these processes, as well as at the reduction of all types of trade expenditures, determines the need to improve various systems of the enterprise, including the inventory management system based on rationalization and optimization of commodity flows, with the use of mathematical methods and models that are adequate in the case of those problems. One method is to determine the optimal time for the supply of goods. A number of authors considered the task of optimizing the supply time of a new shipment in deterministic conditions, but in reality, a set of random factors has a significant influence, so it must be taken into account - for example, the stochastic nature of demand should be considered. In this paper, the problem of stochastic modeling of the enterprise commodity stocks management taking into account probabilistic character of time of the order is considered. When constructing a mathematical model, the tools of mathematical analysis, optimization theory, probability theory are used in the paper. The mathematical model, presented in the article, makes it possible to determine the optimal delivery time for a new shipment of a certain quantity of products with known demand and known numerical characteristics of the random value of the delivery time, taking into account the minimization of the cost function. Unlike traditional models, we managed to consider the stochastic nature of the delivery time of products in conditions of probabilistic nature of the order execution time. All stochastic variables were considered under the conditions of the law of large numbers. The mathematical tools of search of an optimum strategy of stocks management with the probabilistic parameters distributed under the normal law is improved. The implementation of this model under specific conditions is considered; the results are illustrated in the form of tables and graphs. Using this model allows to effectively organize the plan of orders and provides an opportunity to reduce trading costs in the enterprise.

Keywords: optimization model, stochastic parameters, cost management, mathematical model, time of product supply.

Section 5. FINANCE AND BANKING

Barabash L., Rolinsky A., Kobylansky M.

FORMATION OF SOURCES OF FINANCING CURRENT ASSETS AT AGRICULTURAL ENTERPRISES

Under modern conditions of formation and development of market forms of management in the agrarian sphere of Ukraine, there are many new trends that affect implementation of production activities in agricultural enterprises. Due to natural features of agricultural activities (seasonality of production and the high level of dependence on various kinds of objective and subjective factors), the issue of timely financing of the agricultural enterprise as a whole and its current assets in particular acquires particular urgency. The survey of scientific literature related to the study of functioning and sources of financing current assets at agricultural enterprises confirmed the authors' axiom of the extreme importance of the latter for the implementation of activities of agricultural enterprises that are adequate to high competitive requirements of the free agricultural market. Seasonality of agricultural production has a dramatically negative impact on the volume and stability of financing activities of agricultural enterprises and the greatest damage is to functioning current assets by slowing the speed of their turnover and inefficient use. As a result of the above, there is an uneven distribution of funds and there are financial gaps in the production process. The analysis of sources of financing current assets of agricultural enterprises in Cherkasy region testified to the situation when enterprises resorted to excess accumulation of current assets, due to the lack of working capital. However, it aggravated their condition, reducing the level of solvency. Also, as a result of the research, it is found that main sources of financing current assets in these enterprises were own funds and accounts payable. Bank loans were used extremely rarely which led to a gross violation of proportions between own and borrowed sources of financing. Thus, to optimize activities of agricultural enterprises, it is extremely necessary to revise approaches to the formation of sources of financing current assets, adhering to the terms of one of four currently known models of this sphere: ideal, aggressive, compromise or conservative. However, according to the authors, the normative model proposed by them, based on the item-by-item rationing of current assets, can be the most acceptable under the

prevailing conditions of management and the normative cost is the source of coverage for their constant and variable cost. The excess value of current assets is provided by bank credit resources. It is the choice of an appropriate model for managing the formation of sources of financing current assets that will help strengthen the financial stability of the enterprise and improve its positions in the commodity and financial markets.

Keywords: current assets, sources of financing of the enterprise, self-financing, profit, rationing.

Vartsaba V.

PROBLEMS OF ENSURING FINANCIAL STABILITY OF UKRAINE'S BANKING SYSTEM

The article deals with the actual issues of financial stability of the banking system in the context of ensuring the stable development of Ukrainian economy's financial sector. The level of banks' financial stability is determined by the following key characteristics: level of capitalization; asset quality; quality of obligations; solvency and liquidity level; profitability level; quality management of capital, assets and liabilities; level of sensitivity of a bank to the risks and quality of their management. The research of financial stability of Ukraine's banking system was conducted by analyzing the main indicators of its activity, assessing the financial stability of the banking sector on the basis of the coefficient analysis and financial indicators, as well as determining the key areas for ensuring financial stability and improving the system of banking crisis management. Over the past few years, the problem of the macroeconomic approach and the role of the central bank in monitoring the financial stability of banks has been updated. The National Bank of Ukraine has introduced in banking practice the use of indicators of financial stability developed by the International Monetary Fund. According to some indicators the values of coefficients of domestic banks' financial stability showed an unsatisfactory level of the banking system functioning. It was revealed that, compared to the amount of active and passive operations, banks are characterized by an insufficient level of equity, which is of paramount importance in ensuring stable development and financial stability of a bank. It is determined that banking management should be directed towards the development of alternative effective management strategies depending on the type of crisis and the expected consequences, which will determine the goals and methods of crisis management, that are adequate to changes in the external and domestic financial markets.

Keywords: banking system, financial stability of the banking system, analysis of financial stability, coefficient analysis, indicators of financial stability, crisis management of banks.

Hrubliak O., Karvatskiy M.

EVALUATION OF THE EFFECTIVENESS OF REFORMING THE SYSTEM OF INTERBUDGETARY RELATIONS IN UKRAINE

Improvement of the system of interbudgetary relations is one of the directions of the reform of the budgetary system in Ukraine. The reform of the budget relations in Ukraine has been launched since 2015. It has changed the essence of equalizing of local budgets. The equalizing of local budgets has been carried out exclusively on income since 2015. The incomes of local budget, excluding interbudgetary transfers, grow at a slower pace (34.5% in 2016), than the total amount of the incomes of local budget (37.2% in 2016). This fact shows an increase of the revenue base of local budgets due to the transfers, but not due to its own resources. The new types of transfers from the state budget to local budgets have been provided since 2015. It has led to the reduction of rights of a local government regarding the use of transfers. Dotations form only 2.8% of all incomes of local budget, or 4.2% of official transfers. Local government can not make decisions regarding the use of subventions for other spendings and can not influence the amount of money allocated by the state since subventions are used for a specific purpose. Subventions on social protection of the population occupy a significant part in the structure of transfers. They amounted to 48.2% of all interbudgetary transfers in 2017. Changes of the budget and tax legislation regarding the reform of interbudgetary relations were introduced to the process of financial decentralization initiated by the Cabinet of Ministers of Ukraine since 2015. The analysis showed that transfers from the state budget occupy a high proportion in incomes of local budget. It is a negative fact and evidence of a significant financial dependence of local government from the actions and decisions of the central government and the lack of an economically balanced tax distribution system between budgets.

Keywords: intergovernmental fiscal relations, budgetary decentralization, intergovernmental transfers, basic subsidy, subventions.

Drebit G.

ANALYTICAL COMPONENT IN THE PLANNING AND CONTROL OF CASH FLOWS OF UKRAINIAN ENERGY SUPPLY COMPANIES

The problems of analysis and evaluation of the main groups of financial coefficients of cash flows based on an analysis of their structure, sufficiency and efficiency have been examined with the aim of improving the quality of planning and controlling the cash flows of energy supply companies in Ukraine. It has been proposed to combine the main financial coefficients based on cash flows into several groups, selecting the functional purpose of these coefficients as a criterion. Three main groups of cash flow coefficients have been distinguished: structural coefficients, cash flow sufficiency coefficients, and cash flow efficiency coefficients. The first group of indicators reflects the contribution of a separate type of cash flow to the aggregate cash flow of energy supply companies (incoming or outgoing, operating, investing and financial) and determines its composition and structure. The second group represents the ratio of incoming and outgoing cash flows and shows how sufficient the cash inflows from this type of activity of energy supply companies are for the implementation of payments. Coefficients of cash flow efficiency (the third group) is the ratio of net cash flow to the value of operating, investing, financial and aggregate cash flows, that is, they show which part of the cash flow remains at the disposal of the energy supply company after all payments are made. Based on the assessment of financial ratios, the relevant conclusions on effective management of the cash flows of energy supply companies in the context of forecasting and planning, control for future periods under review have been drawn. Energy supply companies should pay more attention to the cash flow planning and monitoring processes in order to identify opportunities to maximize the amount of net cash flow and improve the efficiency of cash management in general. As target indicators, it has been proposed to use the target values of participation, sufficiency and efficiency coefficients of the cash flows, which will allow, on the one hand, to define clear targets for the cash flow planning process, and on the other, to act as cash flow monitoring tools.

Keywords: financial coefficients, the cash flows, aggregate cash flow, operating cash flow, investing cash flow, energy supply companies.

Zhytar M.

THEORETICAL BASES OF FINANCIAL ARCHITECTURE OF UKRAINE

The article reveals the theoretical principles of the financial architecture of Ukraine's economy, proposes its author's interpretation, as the interaction of issuers, subjects of financial infrastructure, individual, institutional and qualified investors with state regulatory bodies and self-regulatory organizations of participants of the financial market. Factors of construction of the financial architecture of the economy and revealed their dependence on exogenous and endogenous risks. Exogenous risks include the cyclicity of economic development, the instability of financial markets, the inflationary process in the economy are presented. Endogenous risks are the low share of the national producer in the domestic market, the strong dependence on import, low capitalization in financial markets, high rates of inflation, unfavorable investment climate, and others. Theoretical and practical aspects of financial architecture have been studied by foreign scientists, among which are: M. Barkley, R. Braeley, S. Brigham, R. Vishnu, G. Demsets, T. Dolgopyatov, I. Ivashkovskaya, R. Kapelyushnikov, M. Kokorev, B. Kolas, R. La Porta, F. Lopez de Silanes, S. Meyers, K. Smith, A. Stepanov, D. Finerti, J. Van Horn, A. Schleifer and others. Among the domestic scientists who studied the problems can be mentioned the works of N. Bychkova, M. Bilyk, I. Blank, I. Zyatkovsky, M. Kuzheliev, A. Laktionova, V. Melnik, G. Nemsadze, S. Onishko, A. Podderegin, A. Tereschenko, V. Fedosov, L. Fedulova, S. Yuri and others.

Keywords: architecture, exogenous risks, endogenous risks, financial architecture, construction factors.

Kostogryz V., Khutorna M.

STATE BANKS IN THE SYSTEM OF ENSURING FINANCIAL STABILITY OF THE BANKING SECTOR OF UKRAINE

This paper is dedicated to the research of the international experience how the state and in what forms can participate in financial stabilization of the banking sector during the crisis. As the international experience demonstrates that state banks are the basic of the banking system stability, especially during the active phase of the financial problems in private banks. The authors pay attention to the definition of the terms "bank with the state share of capital" and "state bank". The authors analyzed the peculiarities of the state banks' activity during the

structural transformation. As a result of nationalization of the system bank PJSC "PrivatBank" the share of the state banks has raised substantially in the total volume of assets and liabilities of the banking sector of Ukraine. The end of it has become the leading roles of the state banks in all national ratings. But at the same time it caused the leading role of the state banks in losses due to the financial result of PJSC "PrivatBank" that has got the biggest losses in all history of the Ukrainian banking system. It is determined that in current conditions of the Ukrainian banking system reforming, political and economic instability, banks with the state share capital have a number of problems that can be overcome by the introduction of administrative, legal and economic measures on the macroeconomic and microeconomic level. We consider that important ways for macroeconomic stabilization are: the providing of the stable economic development; stabilization of the national currency; political stabilization; goals changing – transition from the short terms aims to the long term social and business goals; strengthening the public trust on government and its policy and programs; improvement of the living standards. There is still a necessity of the legal statement of the mechanism for the deposits repayment guarantees if the state bank is on the edge of bankruptcy or its privatization. As most of the state banks of Ukraine are the system ones it is of the great importance to implement the special regulation and control on their activity. In our opinion it is necessary to fulfil such measures: to favor the increasing of the state banks profitability; to hold up the liquidity level; to realize programs of recapitalization; to improve the evaluation of the financial risks and methods of risk-management; to implement innovative approaches to functioning. Therefore, in a context of overcoming the problems and increasing financial stability, banks with a state capital have sufficient resources, strategic and administrative capacity to ensure the financial stabilization of the banking sector and the economy as a whole.

Keywords: state bank, state-owned bank, financial stability, banking sector, state participation.

Myskiv G., Fursina O.

THEORETICAL AND PRACTICAL ASPECTS OF INVESTMENT DEVELOPMENT OF UKRAINE'S AGRARIAN ENTERPRISES

The features of investment activity of Ukraine's agrarian enterprises in theoretical and practical aspects are considered in the article. That features, which are not inherent in other types of economic activity, are: investments in agrarian enterprises contain biologic signs; the special risk of investing in agrarian enterprises is the natural and climatic conditions that are unpredictable and bring significant losses; the investment potential of agrarian enterprise is determined by its natural and geographical location. The main conditions that stimulate receipts investment in agriculture are: stable growth of demand for agro-industrial products in Ukraine and over the world; reduction of military-political risks, compared with the previous period; the possibility to diversification of markets for products; expansion of sown areas; the desire to upgrade existing equipment; high level of investment attractiveness of agro-industrial enterprises and food industry enterprises. The authors investigated and analyzed the dynamics of investments inflow in Ukraine's agriculture. The volume of capital investments in Ukraine's agriculture amounted to 57 billion UAH in 2017 and exceeded the volume for 2016 by 7.3 billion UAH, or 114.7%. This indicates an intensification of investment in the development of agro-industrial enterprises, what will provide increased efficiency of production. The volume of direct foreign investment in Ukraine's agriculture in 2017 amounted to \$ 500.1 million and decreased by \$2.1 million, or 0.42% as compared to 2015. The main demotivating factor as risk for foreign investors is the impossibility of place the land in private ownership. The authors came to the conclusion that the intensification of the investment process in the agro-industrial enterprises development is one of the most important ways of the country's exit from the economic crisis, the implementation of the necessary structural changes in the national economy, accelerating the pace of technological progress, and improving the quality indicators of economic activity. The development of agroindustrial complex gives impetus to the further development of the whole country.

Keywords: investment activity, investment, investment process, investment attractiveness, agrarian enterprise

Mokrišová V.

THE STATUS OF ENVIRONMENTAL TAXES IN THE TAX SYSTEM OF THE SLOVAK REPUBLIC IN THE CONTEXT OF THE EUROPEAN UNION'S ENVIRONMENTAL POLICY

In this paper I focus on the status of environmental taxes in the tax system of the Slovak Republic. I point to the contexts and relationships

that environmental taxes affect, and also to the nature of environmental taxes, which is not sufficiently used in the Slovak Republic to change the behaviour of economic subjects and households. I point to the necessity of introducing an environmental tax reform within the legal framework of the Slovak Republic in order to fulfill all conventions and programmes which the Slovak Republic has committed to and which have also been implemented in governmental strategic decisions.

Keywords: environmental taxes, environmental policy, tax reform.

Ohorodnyk V., Zaslavska O., Sira E.

ASSESSMENT OF A VALUE OF A RESTAURANT AS AN INTEGRATED PROPERTY COMPLEX

The article reviews an assessment of a value of a restaurant as an integrated property complex. Estimating a value of restaurant business can pursue different goals: from obtaining a loan to selling a restaurant. Attention is paid to methods of assessing a value of the enterprises in general and a restaurant, in particular. Thus, the following basic methodical approaches are used in Ukraine for valuation: cost (proprietary), profitable and comparative. It is revealed that the profitable method is the most effective and sufficient for determining cost characteristics of public catering enterprises. Value influencing factors of the restaurant industry are investigated. Significant impact on the profitability of a restaurant makes its location, the area occupied by the restaurant, existence of valid permits and licenses, qualified personnel, permanent client base. It is proved that an image component plays an important role in formation of a restaurant value. An analysis of cost estimation elements of a restaurant as an integral property complex is carried out. Attention is focused on the fact that all elements are not equally weighty in value, but important in their content. In the article are the main difficulties in an assessment of a restaurant as an integrated property complex identified. One of the main problems is a difficulty of finding necessary information and performing calculations, as well as a difficulty of forecasting and planning its activities in a changing environment. It was revealed that a difficulty in calculating the cost of a restaurant is a barrier, which leads to a high cost of work for persons professionally engaged in assessing a value of the integral property complexes. Considering these problems, further scientific research should be aimed at developing a methodology for an assessment of a value of a restaurant as an integrated property complex that would take into account and level the complexity of such an assessment.

Keywords: enterprise, business, restaurant, integrated property complex, assessment, value.

Pavliuk O.

DEVELOPMENT OF BANKING SUPERVISION SYSTEMS IN THE EASTERN EUROPE COUNTRIES

The global financial crisis has revealed the vulnerability of the banking sector, and demonstrated that the ability of banks to absorb shocks need to be strengthened. The problem of payment ability and stability of the international banking system remains important. It is necessary to implement fundamental principles of regulation and methodology of banking risks. The tasks of banking supervision are to promote reliable risk management practice which takes into consideration the national peculiarities of development. The object of banking supervision is the stability of the banking system. An analysis of the current specifics of the activities of banks in Eastern Europe shows that the vulnerability of the financial system is related to the functions of banks, deposit-credit operations, risk distribution and liquidity provision. The task of supervision is the spreading of sound risk management practices in the banking system of Central European countries, taking into account national development peculiarities. This approach will enable more effective implementation of the objectives of prudential banking supervision. Today the bank departments of risk management try to evaluate the impact of banking risks on the overall strategy of the bank, on the role of the management, and on the optimum allocation of the bank's capital. With the help of risk measurement, risk assessment and risk monitoring banks try to develop methods to estimate market, credit liquidity and operational risks adequately. The reforms will fundamentally impact profitability and require transformation of the business models of many banks of Ukrainian.

Keywords: banking supervision, banking regulation, financial system, banking system, banking system regulator, banking system risks.

Pantieleieva N.

THE INNOVATIVE BLOCKCHAIN TECHNOLOGY IN THE SYSTEM OF PUBLIC FINANCE MANAGEMENT

The article aims to study the possibilities and modern implementation experience of the innovative blockchain technology for solving problems of public finance management and realization of

priority directions of their reformation. The author taking into account the multiplicity of approaches has revealed the essence of blockchain technology. The public finance management system is one of the most problematical. The advantages and problems of blockchain technology implementation for the procedure of state tender procurement are studied. The usage of blockchain technology for solving problems of state investment management in Ukraine is proved. The possibilities of managing an investment project on the basis of intellectual contracts placed in the blockchain ecosystem are considered. The economic effect of intellectual contracts can be viewed as a result of autonomy and cost reduction for intermediary services, minimization of personal involvement in business processes, a high level of trust and security, accuracy and decrease of the risk of "human factor" in transactions. Another area of blockchain technology application is the state registers and state assets management. The peculiarities of transition of Ukrainian state land cadaster to blockchain technology and the launch of a specialized platform for conducting electronic online land auctions are characterized. It is proved that the introduction of a state register of property rights for real estate and electronic commerce systems for arrested property will allow real-time monitoring of the bidding process and of conclusion of all contracts, recording all actions in blockchain in order to prevent unauthorized interference, speculation and fraud, to minimize the human influence factor and the risk of corruption, to ensure the reliable protection of owner's rights. Active promotion, expansion of application spheres and legal regulation will greatly contribute to further successful implementation of blockchain technology. From a technical point of view, it is necessary to provide sufficient computing power, create modern data processing centers by studying the experience of other countries. Blockchain technology is a driver and a hope of a technological breakthrough, if not in Ukrainian economic growth as a whole then in the sphere of public finance management undoubtedly.

Keywords: state finance, state investments, state purchases, innovations, digital economy, digitalization of economy, blockchain, blockchain technology, cryptocurrency.

Papp V., Boshota N.

FISCAL ROLE OF TAX RECEIPTS OF TOURIST ENTERPRISES OF THE COUNTRY

The article is devoted to the study of fiscal role of tax revenues of tourist enterprises of the country, as the instability of the revenue part of the budgets of all levels is due to the lack of an effective mechanism for redistribution of income, uneven development of regions. Tourism is an important source of tax revenues for the local budget. Revenue growth for tourist enterprises is increasing the level of budgeting. The article distinguishes two main counteracting functions of taxation: fiscal and regulatory. The fiscal function of taxes recovers funds from the state and central financial resources to ensure the fulfillment of state functions. The effectiveness of taxation depends on the construction of a mechanism for collecting each tax in particular. The article analyzes the influence of functions on filling the budgets of different levels. Possible trends for increasing fiscal efficiency and improving the financial security of taxes for tourist enterprises are outlined. The importance of fiscal role of tax revenues in the tourism business is proved. The receipts of the tourist tax to local budgets are analyzed. We analyzed the collection of tax payments from the activities of tourist entities. The volume of activity of tour operators and agents grows each year, which indicates an increase in the role of tourism enterprises in the tourism market, and as a result, tax revenues increase to different levels of the country's budgets. The features of the tourism industry derive from the specific characteristics of the services provided by tourism enterprises and organizations. It is important to correctly plan and forecast tax revenues when they are redistributed, which will help create a comfortable tax environment for the operation of the tourist enterprise, accelerate reproduction processes and strengthen the tax potential of local authorities. Maximizing the level of the shadow economy of the tax system with the elimination of its consequences will help fill in the state and local budgets in a timely manner, as well as eliminate the imbalance between tax revenues and expenditures. It is also necessary to attract certain incentives that will help attract foreign investment in the tourism industry, which is so necessary to stabilize tax revenues.

Key words: tourism, taxes, budget filling, tax policy, tax system, income, local budget.

Sylkin O.

FORMATION OF CLASSIFICATION APPROACHES TO THE DEFINITION OF THE ESSENCE OF FINANCIAL SECURITY OF AN ENTERPRISE IN THE CURRENT ECONOMIC CONDITIONS

The notion of «financial security» today can be put almost in line with the notion of «economic security» in the volume of research. Even when scientists undertake to investigate only the system of ensuring the economic security of an enterprise, the notion of «financial security» is concerned in one way or another. In today's economic conditions, the study of the notion of «financial security of the enterprise» becomes even more relevant through the political and economic instability in Ukraine that has led to new threats, and requires a new look at this concept. After analyzing the interpretation of the concept of «financial security of the enterprise», we investigated the definitions submitted by the authors and divided them into several key details, sorted to establish differences between them and determine the format for considering this category. Contextual analysis involves the allocation of the following structural elements of the notion of «financial security of the enterprise»: the core of the definition, the position with which they approach the interpretation; orientation, concept of impact. According to its results, classification approaches to the definition of the concept of «financial security of the enterprise» and its own interpretation of this concept were formed. The application of the classification method of interpretation the concept «financial security of the enterprise» stimulates the scientific development of this concept and the entire economic science as a whole, since it brings the accumulated knowledge of this or that concept to the level of theoretical judgments and regularities. So, in our opinion, the financial security of an enterprise should be understood as such a financial condition of the enterprise, which allows to ensure the proper level of financial stability necessary to maintain high security of financial interests, for the purpose of comfortable functioning in conditions of negative influence of internal and external threats. In the future, attention should be paid to improving the mechanism for ensuring the financial security of the enterprise.

Keywords: financial security, enterprise, financial security of the enterprise.

Tanklevska N., Yarmolenko V.

TRENDS IN DEVELOPMENT OF AGRICULTURAL CROP INSURANCE IN UKRAINE

The article is devoted to the definition of the current trends in the development of the insurance market for agricultural crops in Ukraine. It is revealed that the agro-insurance market is actively developing today. The analysis of functioning of the market of insurance of agricultural crops in the period with 2005 for 2017 is carried out and it is defined, that revival of the market after the long crisis has begun in 2016. An evaluation of such development was carried out for such indicators: the number of contracts concluded, the insured area, the insurance amount, insurance premiums, insurance rates and the level of payments. The number of concluded agricultural insurance contracts increased by 21%, and insurance premiums increased by 30% in million UAH. The insured area and insurance rates continue to increase. After the crisis of 2014, the average premium rate began to increase by an average of 42% per year and in 2017 it is 3.5%. One of the most productive years in terms of insurance payments was 2016 - the percentage of payments was 44.2%. Experts have given forecasts for the growth of the agricultural insurance market for 2018. This is due to increased risks associated with weather conditions. Previously, winter was mainly insured against frost damage, and today there is a threat from spring frosts. Meteorologists predicted more stringent farming conditions for farmers, so the need for protection in insurance is growing. However, there are some problems that hinder agricultural insurance. One of the main reasons is the mutual distrust of agricultural commodity producers and financial companies that are engaged in insurance of agricultural risks. The insurance of agricultural crops in the market shows the activity of international companies to introduce insurance programs for farmers. The insurance products that are currently represented in the agricultural insurance market and on what terms are defined. Also, new insurance programs beneficial for agrarians, taking into account an increasingly wide range of risks, have been identified.

Keywords: agriculture, insurance, agribusiness market, insurance contract, insurance premiums, insurance sum, insurance programs, index insurance.

Khomyn I., Sinkevich N.

RULES OF TAXATION AND FISCAL EXEMPTIONS: THE CONFORMITY PROBLEM

The problem of ensuring the compliance of the practice of fiscal exemptions with the principles and rules of taxation developed in financial theory is investigated. On the basis of a critical analysis of normative acts in combination with an analytical interpretation of factual material, it is proved that in Ukraine there is a contradiction between scientifically based principles and taxation rules and the practice of levying taxes. First of all, regarding the stimulation of scientific and technological progress, the technological renewal of production, entrepreneurial production activity and investment activity, the optimality of taxation, its burdens on payers, and the lowest costs of recovery. It is argued that the latest amendments to the Tax Code of Ukraine do not give grounds for considering the current tax burden to be optimal, especially taking into account A. Wagner's taxation rule, which follows from the principle of fairness, that is, increasing the taxation of the rich. It is emphasized that in practice not only this is not observed, but also the ecological tax, together with rental payments, which actually pay such economic entities, are so miserly that it is not yet possible to talk about their influence on compliance with the principles of ecology. At the same time, no tax established in the Tax Code of Ukraine has a sufficiently pronounced stimulating function. Rather, on the contrary, they all together counteract the development of enterprises, and a significant part of business entities (more than 10 percent) even have to pay taxes at the expense of capital, since their activities are chronically unprofitable for a fairly long period. In this connection, in their balance sheet the company's own capital often even appears as a virtual negative value. The authors propose the author's rationale for possible ways to improve the taxation of business entities in order to strengthen the compliance of fiscal withdrawals with the taxation rules and increase its role in stimulating the development of the Ukrainian economy that will contribute to solving the indicated problem.

Keywords: taxation, principles, rules, functions, fiscal exemptions, optimality, onerousness.

Shot A.

ANALYSIS OF THE IMPACT OF TOURISM BUSINESS ON LOCAL BUDGET REVENUES

The modern global challenges and difficulties of reforming the national economy, as well as the economic crisis, necessitate the search for new ways of country's development. For Ukraine, as for most countries of the world, the time of hope for external financial resources is becoming a thing of the past, and the efficiency of using its own social and economic potential becomes crucial. Nowadays tourism business should be considered as one of the main potential sources of financial resources. Having a huge potential Ukraine occupies only 20th place among the countries of the world in terms of obtaining the aggregate annual income from tourism activity. The share of the tourism industry in the structure of Ukraine's GDP is only 1% (the world average level is about 9%). The presence of real tourist potential is also confirmed by the fact that in terms of foreign exchange earnings growth, tourism outruns country's currency earnings. With the beginning of hostilities in the East of Ukraine, the number of foreign tourists decreased almost twice, but in recent years there has been a trend towards growth. Most of people who visited Ukraine in 2016 were Moldovan citizens – 32.9%, Belarusian – 13.4%, Russian – 11.3%, Hungarian – 9.3%, Polish – 8.8%, Romanian – 5.7%, Slovakian – 3%. In our opinion the most significant thing is that the share of tourism in motivational trips for the studied period was only 1%, however, tourism had the largest increase (+ 25%). Tourism today can be considered as a potential source of regions' financial resources. The amount of revenues to local budgets from the payment of tourist fees during 2014-2016 increased more than twice. The five regions of Ukraine with the highest growth rates and the volume of revenues from payment of tourist tax in 2016 were: Kyiv region – (34.7%), Lviv region – (15.6%), Odessa region – (13.6%), Ivano-Frankivsk region – (4.2%) and Transcarpathian region (4.1%). Tax revenues from the tourism business are growing, and in 2016, compared with 2015, they grew by more than 29%. In the structure of payers more than 50% are payments from tourist operators – legal entities. There is a tendency to increase the share of payments from travel agents – SEA. In our opinion, in order to increase contribution of the tourism industry to domestic economy development and the approach to European indicators, it is necessary that one of the strategic goals, both of the state and regions, is the tourist attraction, which aim is to increase the efficiency of using the country's tourism potential and form a full-fledged tourism industry.

Keywords: tourist tax, tax payments, local budgets, tourist business, tourist industry, travel agents, tour operators, tourist flows, analysis.

Section 6. ACCOUNTING AND AUDITING

Vygivska I., Makarovych V.

PERSONAL COMPETENCE OF AN ACCOUNTANT AND ITS IMPACT ON ACCOUNTING ORGANIZATION

A level of an accountant's competence plays an important role in modern dynamic business conditions. Corporate management standards, document management systems, opportunities for inter-level rotation of personnel, large volume of processed information lead to high qualification requirements for accountants. The article identifies the forms of accountant's intellectual behavior (verbal — covers the sphere of words: conversation, writing, reading and listening, visual — the sphere of vision and visual images, logical — covers the sphere of considerations, deliberately controlled thinking and some aspects of problem solving, creative — covers the sphere of originality, innovations, insights and generation of new ideas, physical — covers the sphere of body, coordination, dexterity and physical skills acquisition, emotional — covers both the sphere of one's own feelings and other people's feelings, including all internal and external relationships). There are proposed criteria for evaluating a personal competence of a potential chief accountant: intellectual abilities — ability to analyze historical information and development of a situation in the long term, taking into account existing factors; formulation and evaluation of alternative development, rapid assimilation of large information arrays, logic, creativity and original thinking, ability to synthesize, generalize, produce new ideas; emotional maturity — honesty, objective assessment of own abilities, mental ballast, independence of views, ability to resist pressure, self-esteem; personal qualities — responsibility, self-confidence, acceptance of responsibility for results and performance of work with responsibility; observance of company policies and procedures, initiative, business ethics, observance of fundamental principles, striving for the best results, ability to clearly organize and plan the execution of assigned tasks, ability to rationally use working time, focus on the main; sociability — ability to enter into trust, ability to listen, convince, train and encourage, ability to adapt to work in other social and psychological conditions; physical qualities — ability to withstand certain intellectual and physical loads; stress resistance — ability to continuously prolonged monotonous work with large amounts of information, ability to control emotions in conflict situations; ability to control the situation and quickly make right decisions in non-standard situations. It is emphasized that organization of the accounting system at an enterprise must be considered taking into account psychological characteristics of an accountant, his analytical activities and a level of his professionalism.

Keywords: personality, intelligence, accountant, accounting, competencies, professional qualities, information technology.

Golochalova I., Tsurcanu V.

ACCOUNTING OF SHARE-BASED REMUNERATION IN THE INNOVATIVE ECONOMY: THEORY AND PRACTICE

In conditions of any economy model the determinants of its development and wealth growth are capital and labor. Capital as a multifaceted economic category was studied by schools of economic theory of various directions for a long time. Labor, as another factor of economic development, was understood quite uniquely as a conscious generally recognized activity of a person with the goal of creating public material goods. However, within the innovative economy model, labor, that was known as β -activity (intellectual and entrepreneurial abilities of an individual), was viewed as a separate production factor in capital, called human capital. The complexity of understanding this category is due to the fact that in the innovation economy labor as a factor in production has become ambivalent: on the one hand, it is an activity that requires payment, on the other hand, it is the right to intellectual property granted to a business unit that requires acceptance in equity. In the context of the requirement of financial reporting reliability, a number of problems arose in the accounting system, since there is no conceptual basis for recognizing remuneration for the use of human capital, its unified valuation system, unified accounting mechanism for transactions related to compensation for human capital. This leads to information distortion about results of human capital participation in business structures' innovation processes and its impact on business valuation in general. Taking into account the relevance of this study, the authors proposed a legal justification based on the legal relationship between an employee of β -activity and a business unit of recognition of share-based remuneration as capital. By studying the concepts of capital

management, it was established an economic interpretation of share-based employees' remuneration as reinvested earnings in equity. It was proposed a model for share-based remuneration accounting, which is correct from the point of view of modern accounting methodology. At the same time, the IFRS system was taken into account as a regulatory framework, which not only adequately meets the requirement of financial statements reliability, but also aims at developing a new reporting model — an integrated reporting. However, the authors have noted the fact that there are a number of problems associated with share-based remuneration, among which is methodology development for their taxation and recording in accounting.

Keywords: share-based remuneration, human capital, recognition, reinvested earnings, concept of fair value measurement, accounting methodology.

Karpenko I.

METHOD OF ACCOUNTING OF TRANSFER PRICING AT TRADE ENTERPRISES

The rapid increase in the number of transactions between related entities and changing the conditions of tax legislation on transfer pricing reporting necessitates the improvement of accounting of transfer prices. A key place in the organization of transfer pricing accounting is the choice of accounting methods for transactions with transfer prices. The article presents the results of the study of the main stages of the transfer pricing accounting process at the trade enterprise, including the identification and resolution of problem issues in accounting for controlled transactions. A algorithm for the detection of controlled transactions in the enterprise in accordance with national legislation is established. The author developed the procedure for the formation of accounting information on transfer prices at trade enterprises. The question of using the appropriate transfer pricing methods in the formation of the transfer price in controlled operations according to the principle of "arm's length" is disclosed. The article considers the essence of the agreement with the supervisory authorities of previous pricing, which is characteristic only for transfer pricing. The article contains information on forms of primary documents that display transaction with the transfer price and a proposed registry for identifying such transactions. According to the results of the study, the generalization of accounts was carried out for the account to be taken of transactions with transfer pricing. In order to systematize information on transactions with related parties, as well as to generate information about such operations for analyzing them for the possibility of attributing to the system controlled by the author proposed analytical accounts. A similar approach should be used to construct analytical accounts of income accounting within a group of related enterprises. The final stage of accounting transfer pricing, which consists in the formation of information on transfer pricing in management, financial and tax reporting, is investigated. The author examined reflection receivable on settlements with related parties in the form №1 «Balance» and tax reporting on transfer pricing, which is submitted to the regulatory authorities.

Keywords: transfer price, controlled transaction, pre-pricing agreement, settlements between related parties, report on controlled transaction.

Koval S.

IMPROVING THE ACCOUNTING OF COMMODITY OPERATIONS OF AGRARIAN ENTERPRISES THROUGH THE USE OF AUTOMATED INFORMATION PROCESSING SYSTEMS

For a long time, the use of electronic computers in accounting and economic work was only a visible increase in the efficiency of processing of accounting information, and the solution of problems accounting methodology in this regard was delayed. The automated accounting system arose and develops on the basis of "manual" forms of accounting. At the same time, it has its own specifics and features, therefore, it is recognized as a separate form of accounting. The modern approach to determining the form of accounting, especially automated, goes beyond the traditional imagination that has developed historically. Features processing of accounting and analytical information in the use of software are reflected in the development of the methodology of automated forms of accounting. Today, the information technology and services market offers a sufficiently large number of software products that can handle complex accounting, management, database creation and protection issues, and so on. The market of accounting programs is quite saturated and presented by complex (universal), functional, as well as corporate information systems. The speed of computers, as well as the specific construction of databases provides a wide range of opportunities for analytical and economic calculations at fairly short intervals. It is

advisable to implement automated accounting systems, especially for settlement operations, since companies always carry out transactions of sale, purchase, provide intermediary services and cooperate with many other enterprises, firms, institutions, individuals. Accounting programs create databases of counterparties, the data about the desired enterprise is readily available and displayed in a user-friendly form. The application of automated systems, the differentiation of types of accounting and the consideration of different elements of the management system in it will lead in the future to the formation of new types of accounting, for example, predictive (expected), as it happened in due time with the advent of financial, internal (managerial), tax.

Keywords: accounting, commodity operations, agrarian enterprises, improvement, automated systems, software products.

Oliynyk E.

AUDIT IN UKRAINE: FORMATION, PROBLEMS AND DEVELOPMENT PROSPECTS

During the period of independence, Ukraine has established a national audit system, which structure, provision and operation are constantly being improved. Today, Ukraine's integration into the EU depends on the need to harmonize audit mechanisms and national accounting on a European scale. In our country, at the beginning of its establishment audit had only a practical direction, because the practical auditors lacked theoretical and scientific knowledge with the methodology and organization of the audit. The author has identified four periods of the domestic audit formation: "The origin of audit" (1987-1989) – first audit firms were created in Ukraine; "The formation of Ukrainian audit" (1989-1992) – creation of the Union of Auditors of Ukraine; "The legal development" (1993-2001) is characterized by intensity of creation and implementation of regulatory and legal acts with audit activities regulation; "The modern audit" (2007 – present time) – auditors conduct a legal assessment, maintain accounting records, advise customers, conduct professional trainings. Taking into account the European integration development of Ukraine's economy, the author outlined such key priority problems that hold back the development of domestic audit, as: imperfection of the legislative basis; lack of complete trust in quality and reliability of auditing services from foreign users; absence of fixed prices for audit services; insufficient professionalism of auditors; service quality violation by auditors; lack of penalties for unreliable information in auditor's reports; absence of domestic audit firms in international audit organizations. In order to solve problems the author proposes the following: to improve national legislation, taking into account the requirements of the EU; to conduct successful reform of the domestic audit taking into account European requirements, successful implementation of the Directives; to create a clear mechanism for the formation of audit services prices; to improve auditors' qualification; to raise qualification requirements for auditors; to improve the system of national control of the auditors' conclusions, using punishments; to strengthen the cooperation of Ukraine's professional audit organizations with European ones. Although there are some problems, the improvement of the national audit has prospects for its development, namely: improving the quality of auditing and increasing public confidence in the profession of an auditor through successful implementation of the EU Directives; access of domestic audit firms to European markets; increasing the international prestige of Ukraine by implementing the Directives; increasing the progress of economic and legal relations and democratization of the public sphere. The subsequent development will bring a positive change in organizations, firms and therefore it is important to take into account the experience of other countries for successful improvement of audit in Ukraine.

Keywords: audit, audit activity, financial control.

Savchuk T., Negrych I., Pobihun S.

RESERVED CAPITAL: ECONOMIC AND LEGAL SUPPORT, FORMATION AND USE

Reserve capital acts as an additional guarantee for creditors. Many enterprises, even those that form it, do not understand its destination. Therefore, the purpose of the research is to improve the definition of economic essence and destination of reserve capital of business associations based on the analysis of regulatory support and existing approaches, justification for advantages of its creation for enterprises, specification of possible areas of use. This purpose was achieved. On the basis of the analysis of the legislation, there was determined a range of enterprises which are obliged to create a reserve capital, and requirements concerning its minimum value. Other enterprises are able to form it on their own will and in a self-selected size. Formation features, value and directions of use are necessarily fully described in the founding documents of an enterprise. Each operation related to it is

possible only after a corresponding resolution adopted by general meeting of participants. The sizes of reserve and authorized capital are clearly interrelated. Unlike the authorized capital, which in the principal amount is usually formed at the moment of enterprise establishment, the reserve capital is formed in the course of further activities. The amount of reserve capital as a rule is defined as a percentage of the authorized capital. Many scientists consider this binding as not very appropriate. We support this position and have justified why. Replenishment is carried out from retained earnings in the amount not less than 5 % of earned net income. Periodic replenishments are carried out until the necessary amount is accumulated there. In the future, the value of reserve capital remains unchanged until there is a need for its use, or the founding documents are not amended to require proportional change of the value of this type of capital. Reserve capital can be used only for certain purposes, namely: cover for losses, dividend payment on privileged shares, or any other directions of use that may be provided for by law. We have justified the fallaciousness of the statement that reserve capital is created to cover for unforeseen expenses or force majeure. We also did not support the need to deposit funds on a separate bank account in parallel with the formation of reserve capital, believing that destination of reserve capital is not in this. Based on the research, we concluded that formation of reserve capital is an important factor to ensure operating reliability, financial stability, increase in solvency and reduce of the possibility of enterprise bankruptcy.

Keywords: equity, reserve capital, deductions for replenishment, use, minimum size

Semanyuk V.

ACCOUNTING PHILOSOPHY IN THE SYSTEM OF THEORETICAL KNOWLEDGE

The article deals with philosophical aspects of theoretical knowledge of accounting, which are the first-order conditions of the theory of accounting development. The change of outlook in postindustrial society causes the necessity to examine and interpret the place and role of accounting in economic science and society. The author has investigated the ontology of accounting and analyzed scientific works to define the essence and role of accounting in postindustrial society where information is the base and factor, which creates the accounting system. This particular information is the subject of accounting and product of the accounting system, in what its dualism appears. Philosophical understanding of accounting gives the possibility to extend the frontiers of its theory, scholars' and experts' opinions about accounting as an essential system in economic life, and find possibilities to develop knowledge about accounting and its practical use taking into consideration the realities of postindustrial society. The article deals with the main problems of the development of the theory of accounting and its contradictions with practice and social and economic realities of postindustrial society. The necessity of implementation of the results of scientific investigations in the sphere of accounting into the theory of accounting science has been emphasized. The author stressed on the facts that the sphere of investigation of the theory of accounting should be widened; the only paradigm of double record should be completed on the base of which the information methods and interpreting accounting as a specific way of thinking to reproduce economic reality. The Platonism methods such as laws of dialectic, logics, historical, sociologic and system approach to accounting science analysis and its paradigm, accounting development projection as a complicated dynamic system, factors of accounting comity prudence were used in the study. The development of accounting science is impossible without refocusing from stereotyped way of data processing for financial reports to a system of getting the information of intellectual level for management.

Keywords: accounting, philosophy of accounting, theory of accounting, information, information system, ontology of accounting, science, dialectic, paradigm, accounting system, accountant point of view, accounting subsystems, information science.

Sokil O.

STANDARDIZATION CONCEPT OF ACCOUNTING AND ANALYTICAL SUPPORT OF AGRICULTURAL ENTERPRISES' SUSTAINABLE DEVELOPMENT

Many different methods of assessing and forecasting sustainable development, developed in recent decades by universities, public organizations, corporations and national and international institutions, range from environmental and social standards to corporate social responsibility and codes of best practice applied by enterprises, industries and entire countries. The diversity of sustainable development tools and methods does not provide as wide a choice as possible to users, but contributes to their confusion, which ultimately leads to apathy and

passivity of the leadership on the way to sustainable development. One of the main tasks remains the introduction of an integrated approach to the analysis of all aspects of sustainable development as a whole, and integration into business space or development strategies — standardization. The purpose of this study is to develop a concept of accounting and analytical support standardization of agricultural enterprises' sustainable development. The concept definition is logically preceded by the development of standards for accounting for sustainable development, the fundamental principles, that is, the totality of the main theoretical principles of sustainable development accounting and the reporting. Such a conceptual framework exists in almost all countries. The absence of a domestic standard for the sustainable development accounting and reporting, as well as any special standard for recording the component of sustainable development, including the accounting for the costs of environmental management, nature protection, the satisfaction of the social well-being of the external and internal environment can be explained, on the one hand, by the nature of international standards, and, on the other hand, the inadequacy of theoretical developments in a certain area of accounting. An assessment of the agricultural enterprises' sustainable development should be based on a system of special principles, the basis of which is the principles and tools compilation for accounting and reporting sustainable development. The author proposed a general system of special tools and items of accounting and analytical support for the agricultural enterprises' sustainable development reporting. A thorough study of the principles of standardization of sustainable development and the performance of enterprises makes it possible to form a generalized set of methodical and methodological principles for standardizing the accounting and analytical support for the agricultural enterprises' sustainable development. In order to strengthen the relevance and applicability of the principles of sustainable development in agriculture, it is necessary to standardize the domestic accounting system for the formation of sustainable development reporting, which provides for the indicators identification for assessing the components of sustainable development, which are further subdivided into accounting and analytical data. Standardization of sustainable development reporting is a tool to achieve an optimal level in order to achieve coherence, functionality, remove technical barriers and promote scientific and technical cooperation between the enterprise and stakeholders.

Keywords: standardization, accounting and analytical support, reporting, sustainable development, agricultural enterprise.

Sokolska R., Zelikman V., Fandeeva I.

METHODICAL APPROACH FOR ESTIMATION OF THE LABORIOUSNESS OF ACCOUNTING WORK

One of the most important technological parameters of labor organization of accounting workers is the laboriousness of accounting work which determines all other parameters including the number of employees. An accurate determination of the accounting work laboriousness becomes particularly relevant in case of enterprise accounting system reforming. The purpose of this work is to develop a methodical approach to determining the laboriousness of accounting work taking into account the specific features of the accounting process in the context of enterprise accounting system reforming. An analysis of the existing algorithmic and non-algorithmic methods of the laboriousness estimating showed that none of them allows to take into account that the laboriousness depends on the dynamics of changes in factors which affect (as a rule negatively) the activity of the employees of the accounting apparatus – legislative reform, transformation of the enterprise organizational structure, etc. To take into account these factors it is proposed for the calculation of the laboriousness of accounting work to divide necessary amount of labor into fixed and dynamic components. The fixed part can be determined on the basis of time norms for accounting work taken at this enterprise or calculated using any modern method of laboriousness estimating without taking into account the considered specificity of accounting work. The dynamic part provides for correction of the estimation of the laboriousness of accounting operations calculated as a fixed part. For the adjustment it is proposed using the system of correction coefficients: coefficient of influence of the legislation variability, the coefficient of influence of new tasks, the coefficient of influence of organizational changes and the coefficient of influence of possible errors. For each of the proposed coefficients the method for its calculating has been developed and a generalizing integral indicator of the influence of the dynamic component on laboriousness of accounting work has been proposed. The using of the developed approach to determining the laboriousness estimation of accounting work on the basis of the division of the necessary amount of labor into fixed and dynamic components with the

application of the proposed system of corrective coefficients will make it possible to more correctly estimating the level of the necessary amount of labor of the employees of the accounting apparatus in the conditions of accounting system reforming and the availability of unintended work, and in turn, it will provide an improvement in the quality of accounting work organization at the enterprise.

Key words: laboriousness, accounting work, work organization, laboriousness estimation, time-rationing.

Tolmachova A.

FUNDAMENTALS OF ACCOUNTING POLICY FORMATION OF NON-PROFIT ORGANIZATIONS

Non-profit organizations refer to the third sector of the economy along with state bodies and commercial enterprises. From the point of view of accounting, the difference of non-profit organizations from commercial enterprises is the absence of separate business transactions and corresponding accounts for accounting, the wide use of relevant specific accounts and sub-accounts, as well as possibility and need for an adapted simplified accounting system. The aim of the study is to determine the specifics of accounting organization in non-profitable non-budgetary organizations, in particular the formation of accounting policy of these organizations, highlighting its main aspects and principles, in accordance with current legislation requirements. The object of the study is the process of accounting organization for non-profitable non-budgetary organizations. The subject of the study are the features of accounting policy formation of non-profitable non-budgetary organizations. During the research, there were used dialectical principles of cognition of economic phenomena and processes in their continuous development and interrelation. Defining methods for solution of these problems were such general scientific methods: the method of theoretical generalization, the method of analysis and synthesis, the method of comparative analysis, the method of cause-effect and abstract-logical connection. In the process of the conducted research it was revealed that accounting organization in non-profitable non-budgetary organizations is based on the use of generally accepted elements of the accounting method: documentation and inventory, valuation and calculation, accounts and double count, balance and reporting. However, use of these elements can be very limited or modified: a limited number of business operations causes a limited number of primary documents, there is no need for calculating the main activity due to the lack of a production process, estimate of income and expenditure is formed instead, accountability is limited, etc. In such conditions, accounting policy for a non-profit organization should be a set of principles, methodology, accounting methods that can vary, reflecting the specific nature of the specific non-profit organization activities. All these should be correctly disclosed taking into account the principle of professional competence in the non-profit organization accounting policy. Disclosure of accounting organizational bases in non-profitable organizations in terms of accounting policy formation, composition and nature of accounting objects, specifics of elements application of the accounting method allowed to determine features and problems of accounting in these organizations. Further development of the research in this direction will consist of determining the accounting methodology for each of the specific objects of accounting for non-profitable non-budgetary organizations.

Keywords: accounting organization in non-profit organizations, non-profitable non-budget organizations, accounting objects, accounting policy of non-profit organizations.

Shepel' I.

ACTUAL ASPECTS OF ACCOUNTING AND ANALYSIS ORGANIZATION OF THE AGRARIAN ENTERPRISES' MACHINE AND TRACTOR PARK UTILIZATION

The article contains a synthesis of theoretical and practical aspects of existing accounting and analysis systems of costs for maintenance and operation of machine and tractor park, recommendations for their improvement. The existing experience of interpretation by the domestic science of the "machine-tractor park" concept's content was investigated in the article. Based on the evaluation criteria and the role in production process, the conclusion was substantiated that a machine and tractor park is an independent structural subdivision of the main production. The work of a machine and tractor park is caused by a number of features that affect accounting construction and analytical work organization. When choosing the organizational form of technology use, it is necessary to take into account real conditions prevailing in the economy, level of development of productive forces, science and technology. The volume of performed work is suggested to be considered not in conventional reference hectares, but in conventional norm-hours, which most objectively reflect the essence of this indicator,

especially in transportation and animal husbandry work. In order to improve the initial cost accounting for the maintenance of a machine and tractor park, it has to be developed a tractor driver's sheet that combines elements of a tractor driver's account form, an account sheet of the interchange downtime of a machine and tractor park and provides daily quality control of performed work. The costs for maintenance and operation of a machine and tractor park are proposed to reflect in the context of the following nomenclature of cost items: labor costs; deductions for social activities (for enterprises that do not pay a fixed agricultural tax); fuel and lubricants; works and services; amortization of fixed assets; expenses for repair of fixed assets; other direct costs. It was given a critical assessment of existing and current points of view. In order to simplify the accounting at small agricultural enterprises it was proposed to take into account all the costs of a machine and tractor park only by elements, without distinguishing a machine and tractor park as a separate object of cost accounting. Necessity of using a cost analysis technique for machine and tractor park maintenance, taking into account their division into variables (conditionally variable) and constant (conditionally constant), was substantiated in the article. An improved methodology for analyzing an impact of these factors on agricultural machinery prime cost takes into account theoretical aspects of analysis, foreign and domestic experience, as well as specifics of costs formation for machine and tractor park maintenance.

Keywords: fixed assets, machine and tractor park, production costs, prime cost, cost accounting methodology, cost analysis methodology, efficiency.

Iasinska A., Mykytiuk N.

CLASSIFICATION OF TRANSACTION COSTS WITH RESPECT TO FINANCIAL ACCOUNTING

Cost-effectiveness of economic activity by domestic enterprises depends on the quality of information support with the purpose of

making managerial decisions in the system of financial accounting. Dynamic changes and transformation of the market environment led to separation of a stand-alone accounting category – transaction costs. Transaction costs have a significant impact on competitiveness of products and cost-effectiveness of the enterprise as a whole, their share in overall expenditures is constantly increasing, and any change in them will affect the financial result. Academic works of domestic authors contain suggestions on presentation of transaction costs in the system of business accounts, organizational and methodical approaches to accounting, development of a methodology for their control and analysis, as well as disclosure of the nature, types and attributes of the classification of transaction costs with respect to accounting and management purposes. However, it is also important to study transaction costs in the financial accounting system, in particular, disclosure of their nature, completeness of information provision and the development of classification features which would most fully disclose message of transaction costs and on the basis of which management decisions will be made. Also, such classification will present the background for improvement methodology of their accounting, analysis, control, evaluation, etc. Taking into account the approaches to classifying transaction costs proposed by scientists, the main directions, features and types of costs are presented, which will most fully disclose information on transaction costs in the management accounting system: to assess transaction costs and determine the effect on the financial results; to control transaction costs; to make managerial decisions. In order to disclose information on transaction costs in an enterprise's accounting policy, it is necessary to specify its main components and elements that should provide information on this very type of spending.

Keywords: transaction costs, types of transaction costs, classification, directions of classification, financial accounting, accounting policy.

АННОТАЦИЯ

Раздел 1. МАКРОЭКОНОМИЧЕСКИЕ ИССЛЕДОВАНИЯ

Миклодова В.П., Кубиний В.В., Сусиденко В.Т., Югас Э.Ф. МАТРИЦА КОМПЕТЕНЦИЙ КАК ИНСТРУМЕНТ СТРАТЕГИЧЕСКОГО УПРАВЛЕНИЯ

Статья посвящена анализу методических подходов к рассмотрению сущности компетенций, среди которых выделены наиболее известные и к которым относится синергетический, поведенческий, функциональный и результативный методы. Критический обзор указанных подходов позволил предложить рассматривать компетенции в контексте стратегического управления как механизм, способствующий достижению стратегической цели экономической системы, который используется на определенном уровне, выполняет заданные функции и формируется в различных сферах. Компетенции и компетентность являются важнейшими составляющими интеллектуального потенциала, который служит основой для развития экономических систем в экономике знаний. Именно для этого рекомендуется в процессе подготовки трудовых ресурсов, способных функционировать в информационно-знаниевом окружении, использовать матрицу, которая позволяет идентифицировать необходимые для данной экономической системы и ее стратегии компетенции. Построена матрица компетенций, которая состоит из трех уровней: личного, корпоративного и регионального. Каждый из этих уровней предполагает определенное содержание компетенций, которое соответствует трем уровням стратегии: стратегии саморазвития, корпоративной стратегии и региональной стратегии. Компетенции в условиях интеллектуального потенциала реализуются в процессе осуществления целенаправленных действий, которые разделены на четыре группы: креативные, когнитивные, технологические и социальные. Когнитивная функция предполагает умение постоянно учиться, овладевать новыми знаниями, которые необходимы для работы в условиях экономики знаний. Технологическая функция предполагает умение ее носителя использовать современные технологии как овладение новыми знаниями, так и в процессе творчества. Социальная функция предполагает умение и знания, наличие личностных характеристик к общей эффективной работы, применение командного подхода, работе в определенной культуре. Творческие функции обуславливают ключевые компетенции как подсистемы интеллектуального потенциала, обеспечивая создание

новых знаний. Группы компетенций для простоты изложения модели представлены тремя сферами: знания, умения и навыки, личностные качества. Матрица имеет конкретное практическое значение, позволяя выявить и оценить сущность, значение и роль каждой компетенции с позиции ее адекватности задачам стратегического управления конкретной экономической системы.

Ключевые слова: компетенция, стратегическое управление, трудовой потенциал, матрица, механизм, функции.

Амбрози М.

ОТДЕЛЬНЫЕ ВОПРОСЫ ПРИЧИННОСТИ В ЭКОНОМИКЕ

В статье автор пытается уточнить отдельные аспекты причинности в экономике. Хотя иногда причинность в экономике не очевидна, мы считаем, что это необходимо. Мы стремимся рассмотреть феномен причинности с точки зрения методологии науки. Мы также рассматриваем причинность и математическое моделирование в экономике. Мы также воспринимаем некоторые общие черты причинности в естественных науках, особенно в физике и экономике. Принцип причинности на аналогичной основе также применим в экономике. Мы считаем, что отрицание причинности в экономике является научно неверным. Мы пытаемся аргументировать в споре, где мы заявляем, что произойдет, если не оплатится принцип причинности в экономике. Доводы Юма против причинности в экономике не убедительны. Статистический характер экономики никоим образом не отклоняет причинно-следственный принцип, поскольку он не находится в статистической физике. Объяснения без принципа причинности во многих случаях были бы невозможны с экономической точки зрения.

Ключевые слова: причинность, теоретическая экономика, причина, методология науки

Жулканич В.В.

ЭКОЛОГО-ЭКОНОМИЧЕСКИЕ И ОРГАНИЗАЦИОННЫЕ РЫЧАГИ УПРАВЛЕНИЯ ПРИРОДОПОЛЬЗОВАНИЕМ

В статье обобщены основные эколого-экономические и организационные рычаги стратегии управления природопользованием трансграничного региона, которые способствуют утверждению и реализации положений экологических и экономических законов в сфере природопользования. Обоснованно совокупность и действие указанных рычагов в системе рационального природопользования, охраны окружающей среды и обеспечения здоровья населения. Отмечено проблемы их адаптации в рыночной среде, определено влияние рычагов на экосистемы и использование природных