

ANNOTATION

Section 1. REGIONAL SOCIO-ECONOMIC STUDIES

Miklovda V., Gryga V.

SPECIFIC FEATURES OF REGIONAL INNOVATION POLICY IN CHINA (CASE OF JIANGXI PROVINCE)

Introduction. Currently, the innovation policy of Ukraine is under reforming, while decentralization and the strengthening of the role of the regions is taking place as well. In the nearest future, the issues on development of a new regional policy of Ukraine will gain its importance, and the regions will face the problems of shaping their innovative policies. In this regard, the study of experience in the formation and implementation of regional innovation policies of successful countries, like China, is an actual task for Ukrainian economists and policymakers.

Purpose of the article is to identify features of regional innovation policy of Jiangxi Province (China) and to develop recommendations for its use to improve innovation policy in Ukraine.

Methods of research. The study was done using general scientific methods: analysis, systems approach, induction, deduction, analogy, comparison and observation, and expert evaluation.

Results. The article describes the current state of the S&T and innovative development of Chinese Jiangxi Province, which is comparable with Ukraine in terms of population, but surpasses it in many economic indicators, including GDP per capita. In addition, the statistics of the main indicators of innovative development and innovation infrastructure are provided and analyzed. It is shown that over the past decade, Jiangxi Province has significantly strengthened its position in China's regional innovation index. It was possible due to an active regional innovation policy pursued by the regional government. In turn, the main regulatory legal acts issued by the provincial government are analyzed in detail, including the innovative development programs "1368" and "5511", legislative acts regulating the use of financial incentives for innovative activity, including cooperation between science, education and business. The current challenges of current innovative development of Jiangxi province are studied as well.

Conclusion. The features of the regional innovation policy of the Chinese province of Jiangxi are identified: namely: the system of distribution of powers between the central and regional levels, the high activity of regional authorities in the implementation of innovation policy, the wide use of programs and measures to develop the human resources for innovative activity and to stimulate cooperation between science and business, the formation of a comprehensive set of direct and indirect mechanisms of budget support for innovation and setting up clear quantitative criteria to obtain it. At the same time, further research of Chinese experience should be focused on mechanisms for ensuring the effectiveness of certain policy tools, as well as studying tools to stimulate innovations in certain sectors of the economy and industry.

Keywords: innovation policy, innovation activity, China

Molnar O., Vazhynsky F. Mykuljanec V.

STIMULATING THE DEVELOPMENT OF NON-AGRICULTURAL EMPLOYMENT IN THE COUNTRYSIDE OF UKRAINE

Introduction. For the economic crisis in the country, the unprofitability of agricultural enterprises, the impoverishment of the rural population and the scarcity of budget financing are collapsing and the social infrastructure of the village is declining. Schools, hospitals, paramedic and obstetric centers are being closed. All this makes it difficult for more and more peasants to access vital services.

Overcoming the problems of low efficiency of agrarian policy, the shortage of funds in the country's budget for social expenditures, the slow development of rural self-government, the remoteness of peasants from agricultural markets, limited access to material, technical, financial and information resources require increased attention to solving these problems in rural areas.

Purpose. The purpose of the article of the article is to determine the main directions of development of rural areas

Methods. The study is based on consideration of the main measures to stimulate non-agricultural employment.

Results. To support agricultural production and at the same time to finance the social sphere, our state is not able, therefore budgetary funds must be invested firstly in science-intensive technologies, services, education, development of other non-agricultural activities in rural areas. One of the new, and at the same time, topical types of non-agricultural employment, which can not only significantly reduce unemployment, but also change the infrastructure of the village and perhaps even eventually become one of the main sources of income for the peasants - there is rural tourism. An effective resource for the development of rural areas in modern conditions can be a social partnership - the constructive interaction of representatives of all three sectors of any society (state, commercial and non-profit) when solving socially important problems, is carried out within the current legislation and is aimed at implementing a rational social policy.

The real effectiveness of social policy is possible only with the active role of village councils. Only they are able to assess the needs of the territory in certain services and the need to use appropriate technologies and mechanisms for their support and development of social infrastructure. Only through the village councils, in the competence of which the socio-economic development of the territory, it is possible to introduce real technologies that ensure mutual stability of different sectors of the village.

Conclusion. The real effectiveness of social policy is possible only with the active role of village councils. Only they are able to assess the needs of the territory in certain services and the need to use appropriate technologies and mechanisms for their support and development of social infrastructure. Only through the village councils, in the competence of which the socio-economic development of the territory, it is possible to introduce real technologies that ensure mutual stability of different sectors of the village. This will shift the decision-making center to the level of local self-government, form a social policy that is based on real resources and opportunities, economically sound, stimulating rather than restricting economic growth.

Keywords: : rural territories, agriculture, unemployment, social infrastructure, employment, rural tourism, social partnership, cooperation, enterprises, diversification.

Shultz S., Lutskiv A.

TRENDS IN DISPROPORTIONALITY AND MODERN CHALLENGES

Introduction. The current state of development of the Ukrainian regions is a consequence of the influence of national economic trends and structural changes in the economy of regions, the conjuncture of foreign markets of industrial raw materials and agricultural products, the reforms of administrative and financial decentralization and aggravation of chronic problems of regional and local development. A significant increase in state support for the development of territories through diversification of its tools and growth of financial provision for the development of territorial communities and local infrastructure was an important step in regulating regional and local development.

Purpose. The purpose of the article is to analyze trends and disproportions in the economic development of Ukraine's regions.

Methods. The study is based on economic and statistical analysis, evaluation of the structure and dynamics of differentiation.

Results. In the article was analyzed the structure of financial support for local and regional development. It was carried out an analysis of interregional differentiation in terms of nominal GRP, foreign economic and scientific innovation activity. It was analyzed a change in the rating positions of the regions during 2015-2016 based on the growth rate of GRP. There were evaluated trends in a change in industrial activity, volumes of industrial and agricultural products in the regions of Ukraine.

There were given interregional comparisons of intermediate consumption volumes, intermediate consumption growth rates and GRP growth rates. There were analyzed dynamics and scales of structural shifts in Ukraine's economy according to the GVA index.

It was carried out an analysis of modern features of foreign economic activity, particularly, there were analyzed the tendencies of regions' export activity and changes in the group of regions-exporters leaders during 2013-2017. It is analyzed the investment attractiveness of Ukraine's regions in terms of the growth rates of capital and direct foreign investments. It was estimated the resource efficiency of the regional economy in terms of labor productivity and employment. There were analyzed territorial features of the placement of new productions in the regions of Ukraine.

Conclusion. It was noted that the solution of many problems of regional development lies primarily in the area of state regional policy, which should focus not only on situational changes in interregional ratings and the use of additional resources and opportunities of modern financial instruments, but also on the development of clear strategic decisions within the framework of the regional strategy development objectives, regional strategies and strategies of territorial communities.

Keywords: economic development, GRP, financial resources, financial support, disproportions, interregional differences, investment activity, structural shifts..

Section 2. ECONOMICS AND NATIONAL ECONOMY MANAGEMENT

Varshava O., Didyk N.

THE ROLE OF CREATIVE INDUSTRIES IN THE PROCESS OF INNOVATIVE DEVELOPMENT OF THE ECONOMY OF UKRAINE

Introduction. The process of formation and development of the creative industries in the conditions of innovative development of entrepreneurship in Ukraine is largely unexplored.

Purpose. The article is devoted to the analysis of the role of the development of creative industries in the process of innovative development of the Ukrainian economy, because this area is now considered to be advanced and is an integral part of the process of innovative entrepreneurship in developed countries. During the research, there were analyzed the process of formation of creative industries in developed countries and their participation in economic growth.

Methods. In this article we used such research methods as literature review on the problem under consideration, analysis and collation of the material obtained as a result of observations, method of scientific abstractions, analysis and synthesis, logical and historical method, graphic method.

Result. The authors of the article drew attention to the legislative problems in the development of creative industries in Ukraine. Without including modern European and world practice

in the sphere of innovative production and creative industries into the legislation of Ukraine, the development of these areas in the economy will be slow.

On the example of Western countries and the world's largest companies, it was shown that creative industries and the introduction of the most advanced technologies are the main factor for the stable development of the economy.

The agrarian sector, industry and trade are the three sectors that dominate in the creation of Ukraine's GDP. While IT and creative industries occupy only 4% of GDP.

Despite the development of the IT sector in Ukraine, it should be noted that in this development dominates outsourcing. The domestic market practically does not consume the services of these companies. The same situation is in the production of modern processors, chips, etc. in Ukraine.

Conclusion. The article lists the main problems of the development of the creative economy in Ukraine (outdated legislative frameworks, problems of personal formation, insufficient funding, etc.) and the prerequisites for their solutions.

Despite a number of factors through which Ukraine at this stage of development lags far behind the developed countries in the introduction of new technologies and the production of competitive goods, the creative industries, together with modern communication opportunities with external markets, can become a point of the state exit from the economic crisis and launch a process of confident economic growth. In order to do this, it is necessary to improve the legislative base, form a high-quality innovation development strategy and attract investment.

Keywords: innovations, innovative development, creativity, creative industry, economic development

Hotra V.

ESSENCE AND FEATURES OF INTEGRATION PROCESSES AS FACTOR OF DEVELOPMENT OF NATIONAL ECONOMY

Introduction. For the last fifty years a concept «integration» became inalienable part of economic category in a worldwide policy and international relations. Such substantial problems of contemporaneity appear in a spotlight, as providing of the solved by mutual agreement coexistence of the states development of effective collaboration, function, and fate of the modern state co-operation of policy and economy. The processes of integration are examined as positive, taking into account their ability to decide all these problem questions.

The purpose of the paper is to carry out an analysis of theoretical issues and the practical application of different approaches to the essence and peculiarities of the world integration processes as a factor in the development of the national economy.

Approaches are systematized in the article and investigational, in relation to essence of integration economic process. The proper attention is spared his socio-economic constituent. The essence understanding of „integration economic process” is offered, as an association of the states, as a result of narrow-mindedness of natural, labour and financial resources in it or to other country for creation of commodities and services which are competitive on these markets and overcoming of the crisis phenomena in countries, namely impoverishment of people, unemployment, falling of course of national currencies, which conduces to the social problems of these countries.

Methods. The article used methods of essential analysis, comparative analysis, synthesis and system analysis.

Results. The process of European integration for a long time will remain the most prime example of depth of integration processes in the modern world. Not diminishing a value in a civilized manner assimilatory tendencies or incessant globalization of world economy, it is impossible not to acknowledge that exactly European politic integration

achievement is the most successful integration trend of fracture of millenniums.

Consequently, for creation of economic integration groupment two or a few countries the necessary are certain political, legal, economic, socio-cultural and infrastructural terms. From the political and legal point of view an of principle value is had compatibility of political line-ups and basic legislation of countries which are integrated.

Conclusion. Key in relation to the economic terms of integration are such criteria: level of development of countries, them resource and technological potentials; degree of maturity of market relations, in particular national markets of commodities, services, capital and labour; scales and prospects of development of economic intercommunications of countries; important is also infrastructural and socio-cultural compatibility. The process of integration carries thus, foremost, economic character. However, in some cases, except for economic reasons, regional integration can have political incentives. Strengthening of economic relations between countries, the association of national economies is diminished by possibility of origin of political conflicts and allows to carry out a single policy in relation to other countries.

Keywords: integration economic process, integration, types of international economic integration, economic integration, integration groupments, effective economic organism, vertical and horizontal integration.

Ihnatko M.

PECULIARITIES OF INNOVATIVE ACTIVITY IN AGRICULTURAL PRODUCTION OF UKRAINE

Introduction. Agrarian business is a key industry, the development of which can raise the welfare of our country and may become the most priority, because it depends little on imported energy and has a high export potential. Strengthening the processes of globalization and exacerbating the problems of providing food products to the world's population will require further development of the domestic agro-industrial complex and its integration into the global food system. And the present demands not only the consolidation of the results, but also the provision of a qualitative leap in the development of the agro-industrial complex.

Purpose. Studying features of innovation activity in agro-industrial production of Ukraine, definition of approaches for ensuring its effective functioning in modern economic conditions.

Methods. In the article are used methods of comparison, system method, methods of induction and deduction.

Results. The main instrument, a condition for increasing the efficiency of domestic agricultural producers is innovation. Creation and practical implementation of various types of innovations is an inexhaustible source of accumulation of various changes. The most effective ways of activating innovation development in the agrarian sector of the economy, based on the analysis of existing and potential problems, is the formation and implementation of a state policy of innovation development of agro-industrial production, according to which state authorities will have the opportunity to apply new market instruments for supporting and developing innovative activities of agrarian enterprises.

Conclusion. Innovative approaches to the development of the agrarian sector are a powerful stimulus for the growth of the national economy as a whole and a means of addressing a wide range of socio-economic and global challenges, both in developed and developing countries. A special need for them arises in a period when the country's economy is at the stage of overcoming the economic recession. Under such conditions, the system of state priorities should be directed towards the formation of innovative potential in all spheres of social development, including in the agrarian sector, while focusing on the restoration of human capital, the growth of capitalization of

the market value of companies that carry out innovative developments.

Keywords: innovation, innovation processes, innovation activity, agro-innovation, eco-innovation, stimulation of agro-industrial production, innovative development.

Kampo G. Byrkovych L.

CONTROL OF CUSTOMS BODIES IN THE PROCESS OF PROVIDING THE ECONOMIC SAFETY OF THE STATE

Introduction. In the current conditions of globalization, the problem

of ensuring Ukraine's economic security is becoming more acute. External aggression on the part of the Russian Federation, the permanent growth of the challenges and threats to security at the global level, and a significant increase in foreign economic relations require increased control by the customs authorities. Customs control is the main instrument in the process of providing economic security through the activities of customs authorities. Customs authorities, according to their purpose, are called to protect the country from external threats and ensure the country's economic security through its functions - fiscal and regulatory.

Purpose. The purpose of this article is to assess the role of control activities of customs authorities in the process of ensuring economic security for a significant increase in foreign economic relations and its impact on the economy as a whole.

Methods. We conducted a rapid analysis of the state of exports in modern conditions and the impact of net exports on the dynamics of GDP in the country. The approaches to improve the efficiency of customs control and ensure national security of the state are generalized. With the help of the statistical method, the volume of exports and imports of goods and services in recent years, as well as the number of violations of customs regulations compared with the previous year.

Results. The head method of mitigation is guilty of guilty butting out to the misfortune of economical interests of the territory, and such misfortune is important to the needs, interests and values of the people, the population, the state that regulates internal affairs, the housing crisis, and the deregulation of certain economic and social problems. Through the post-election in the sub-tate, that legislation, the instability of the financial situation in the state, the economic economy of mitna bezpeka, the warehousing of eco-friendly bezpeki, and the embezzlement of the zagrozoi. Yaksho Mitna bezpeka power will not be secured by the insolent rank, then it is possible to negatively affect the camp of a socially economical development of the territory.

Conclusion. The improvement of customs control is an important component of strengthening the state's economic security. In order to increase the effectiveness of customs control, it is necessary to strengthen the fight against smuggling, prevent the violation of customs rules and tax legislation, and improve the control over the fullness of customs duties. In addition, it is necessary to ensure transparency of customs procedures and wider use of modern technologies that will allow customs control more quickly and better, minimizing the human factor.

Key words: economic security, foreign economic activity, customs control, customs taxation, net exports, imports, smuggled goods, violation of customs rules.

Kolodiychuk A.

UPPER ATMOSPHERIC RISKS OF ICT IMPLEMENTATION: ENVIRONMENTAL AND ECONOMIC CONTENT AND CLASSIFICATION

Introduction. In everyday life, we very often observe the propagation of a wide and comprehensive introduction of new technological advances in the field of information and communication technologies into the national economic

production complex. However, almost no mention is made of the harmful effect of such technologies on natural ecosystems, a serious violation of the ecological balance of the territories, the course of natural processes, chemical pollution of air and the environment. Computer corporations and manufacturers of digital equipment are not profitable to increase the cost of their products by increasing their level of security; they are limited to compliance with the environmental standards set by the laws of the countries in which they operate.

Purpose. The purpose of the article is to construct a classification of upper-atmospheric environmental risks of the introduction of ICTs and to identify their negative environmental and economic impacts for national economies and the state of the environment.

Methods. The study is based on research of ecological ICT risks in the economic plan at the scientific level.

Results. The clustering of the near-Earth orbit with space debris is one of the most serious problems of the present. The problems associated with the collision of spacecraft with each other and with the elements of space debris are extremely relevant. Many of them, faced, turn into space debris, resulting in relatively large economic and environmental damage.

Significant threats are also products of chemical decomposition from space objects spent in orbit, that is, first and foremost, components of solid and liquid rocket fuel. There are risks of leakage of these hazardous substances, the penetration of their remains from the upper layers of the atmosphere when proceeding from the orbit of space debris, pollution of atmospheric air.

The introduction of digital space technologies in the upper layers of the earth's atmosphere and the interplanetary space brings with it significant environmental risks and associated economic losses. On the one hand, it is a whole range of threats of possible environmental pollution: mechanical, chemical, thermal,

biological; on the other hand - threats to astronauts dealing with high-precision equipment, as well as to the population of the territories - the zones of possible damage directly on the earth's surface. Eliminating serious environmental impacts and minimizing the negative impacts of the above-mentioned threats require the introduction of environmental management systems to work with the upper layers of the atmosphere.

Conclusion. Accordingly, the introduction of digital space technologies in the upper layers of the Earth's atmosphere and interplanetary space poses significant environmental risks and associated economic losses. On the one hand, this is a whole range of threats to possible environmental pollution: mechanical, chemical, thermal, biological; on the other hand, threats to both astronauts who deal with high-precision equipment, and the population of the territories - zones of possible damage directly on the earth's surface. Preventing serious environmental consequences and minimizing the negative impact of the above threats requires the introduction of environmental management systems to work with the upper layers of the atmosphere.

Keywords: atmosphere, geophysical missiles, information and communication technologies (ICTs), risks, radiation, environmental problems, space debris, economic losses.

Milovanov Ye.

REGIONAL SUPPORT OF THE ORGANIC FARMING IN THE WORLD

Introduction. The success of the leading organic production countries is explained by well-considered and timely financial, organizational and political support from the authorities. Most leading countries in the world combine state and regional support of the organic sector, understanding the importance of a systematic approach at each governmental level in the country.

Purpose of the research is to study the best international practices of regional support of the organic production in order to use them in domestic conditions of formation and development of country's organic sector.

Methods. The research methodology was based on a systematic approach and a comprehensive analysis of the leading international experience of regional support of the organic farming, as well as graphical, analytical and comparative methods.

Results. There were considered the main approaches to regional support of organic agriculture in some countries of the world in order to formulate in Ukraine the domestic policy of stimulating the organic sphere development at the regional level. It was substantiated that regional support of organic agriculture is one of the key factors of active growth of production, market and consumption of organic products in the countries of Europe and of the world. It was noted that the transition to organic farming methods in most cases requires additional financial costs, so the governments of developed countries gradually formed their effective mechanisms of state and regional support. It was determined that the issues of state and regional support in Ukraine are at the inception stage; however, significant progress has already been made at the regional level. It was analyzed that along with the state support of organic agriculture, a significant number of representatives of regional executive bodies in Ukraine have been consciously working to support the representatives of organic farming in their areas. It was noted that the complexity of an approach to the important issue of political, organizational and financial support of the organic sector of our state depends not only on the pace of its development, but also on the development of the entire agricultural sector.

Conclusion. There were formed the main directions of domestic regional support of organic production in order to create an effective mechanism for stimulating and supporting the organic sector of our state. It was proved the importance of an integrated approach to attracting both state and regional authorities to formation of an effective system of organic agriculture support in Ukraine. It was noted that our country has excellent chances to take advantage of world experience and practice of organic support at the regional and district levels, as national experience shows that at the regional level there is a clearer picture of socioeconomic and environmental needs and challenges.

Keywords: regional support, organic production, agricultural products, organic sector, international experience.

Nikonenko U.

STRUCTURAL PROCESSES OF THE ECONOMY OF UKRAINE AS AN EXPORTER OF RAW MATERIAL RESOURCES

Introduction. The vector of Ukraine's development, oriented towards European integration, involves further structural reforms. A significant obstacle on this way is the consolidation of Ukraine's role as a supplier of raw materials to the world market. During the last decade the ratio between non-raw and raw materials sectors has worsened twice. From the middle of 2017 there were signs of increasing the share of non-raw exports, but it is too early to confirm the self-sufficiency of such changes. Thus, an urgent problem and at the same time a challenge for Ukraine today is the correct choice of sectoral priorities that ensure its economic growth.

Purpose. The purpose of the article is to highlight the structural processes taking place in the domestic economy and the empirical assessment of the mutual connection between GDP and the index of structural changes, reflecting the connection between the raw and non-raw materials sectors.

Methods. The methods of research included the application of general scientific and empirical methods of economic science,

in particular, monographic method, system analysis, synthesis and generalization, methods of economical and mathematical modeling, graphic methods.

Results. In order to explain the structural processes in the Ukrainian economy in the article was used a sectoral model with two sectors – raw materials and non-raw materials. There were established the main functional dependencies, by which: it was described the production function in raw and non-raw materials sectors; it was given an expression for the income (GDP) in the prices of goods of the non-raw materials sector (the value of the raw materials sector goods is determined by world market prices and exchange rate); it was defined a condition of sectoral balance, when price and non-price factors do not create advantages in favor of one of the sectors; there were defined a budget constraint and a payments' balance equilibrium. It was graphically illustrated the sectoral equilibrium in an economy with a raw materials orientation, as well as the consequences of structural shifts in favor of the non-raw materials sector in the economy. It was empirically estimated a connection between the index of structural changes and the dynamics of GDP using the model with error correction (ECMs).

Conclusion. The obtained empirical results testify to the constructiveness of structural changes in favor of the non-raw materials sector of the domestic economy. The growth of the Ukrainian economy will largely depend on the export of final products with a high content of added value, but not on a raw materials direction. So, it is necessary to study the «best practices» of the EU countries in order to update domestic technological processes, which will attract foreign investment, create new jobs, intensify innovation activities, and thus will increase Ukraine's competitiveness in the international arena.

Keywords: raw materials sector, non-raw materials (technological) sector, structural processes, GDP, index of structural changes, terms of trade, exchange rate, foreign investments

Pizhuk O.

DIGITALIZATION AS A PARADIGM SHIFT IN THE DEVELOPMENT OF ECONOMIC SYSTEMS

Introduction. The world is changing at an accelerated pace. It is difficult to imagine how the future world economic system will develop. First of all, the changes have touched the processes of generation, transmission, storage, management and analysis of information. Information becomes the most important productive resource. Furthermore the paradigm of the development of society changes, reducing the dependence of economic growth on the available natural resources in the country, the number of able-bodied population, fixed capital and other, extensive factors, which are characterized by entropy, that is, chaotic scattering.

Purpose. The key task of this scientific research is to determine the main prerequisites of the paradigm shift in the development of modern economic systems, to define the contours of the new paradigm, as well as to determine the scientific terminology associated with the new economic phenomenon – digitalization.

Results. The essence of digitalization as a new economic phenomenon is revealed in the article. The new economic phenomenon is formed by the knowledge economy, which is fundamentally different from the economy of material production. It is argued that the digital age is changing the paradigm of the development of modern economic systems. This, in turn, leads to institutional shifts in the economy, which is manifested in the achievement of peak indicators of innovation development. It was defined the essence of "digitalization" as a culture and a new model of interaction (this is a paradigm shift in how we think, how we act, how we communicate with the environment and with each other). It was formed the external environment of the "Industry 4.0" concept and there were defined its key characteristics. The content of the new notions and terms

which are associated with the concept "Industry 4.0", such as cyber-physical production systems (CPPS), Smart Factory, Internet of Things (IoT), Smart Simulation, Big Data and Analysis, Smart Infrastructure, etc were also revealed in the article. There were determined place and role of digitalization in the concept "Industry 4". The principles of digitalization in the context of the development of economic systems were established.

Conclusion. In summary, "digitization" is a certain platform (or mechanism) of economic growth, which allows to use digital technologies to increase productivity and to improve the efficiency of any economic activity. However, it is worth noting that such an increase is possible only when ideas, actions, initiatives and programs relating to digitalization are fully integrated into national and regional development strategies and programs.

Keywords: digitalization, modern economic systems, paradigm shift, industry 4.0, cyber-physics systems, information and communication technologies, industrial Internet of things, intelligent production, technological methods.

Usyk V.

EDUCATION FOR SUSTAINABLE ECONOMIC GROWTH

The article analyzes the **problem** of assessing the role of education in economic growth. The **purpose** of the article is to analyze modern development trends, which indicate that education and investment in human resources is a priority of national strategies and national policies, economic and technological progress. The main **method** is analysis theoretical analysis of the tool, which is available in the arsenal of modern macroeconomics, on selected issues. The main **result** from a theoretical point of view is the existence of connection between the indicators of the sphere of education and the indicators of economic growth. There are many studies that indicate a strong link between the cost of education and the level of national income of the country in world practice. Some of them are indicated that education leads to growth. However, this may simply point that the rich countries can afford to spend more on education, that is, perhaps the level of education spending depends on GDP, and not GDP depends on the level of education expenditure. The applied **result** of the study is to establish certain regularities regarding the impact of the level of education in the country on its economic development. The **conclusion** show that recognized the priority of university education were able to move on to the development of an innovative economy, which provides them with high competitive positions in world markets. Educational expenditures have a clearly socio-economic essence definition and investment nature, as they contribute not only to the development of scientific, investment and innovation activities, but also to the flow of human and social capital into financial in the form of return on investment and synergistic positive externalities in socio-economic development. The **author's proposal** concerns a more in-depth analysis - a research justification of the approach to determining the link between exogenous indicators of the sphere of education, which are related to its age structure, financing and level of innovation, and endogenous indicator - economic growth.

Keywords: education, economic growth, financing of education, human capital, knowledge economy

Section 3. ENTERPRISES AND INDUSTRIES ECONOMY

Miklova V., Lastivka V., Tsiple D., Kadar T. STRATEGIC FACTORS OF SYSTEM DEVELOPMENT OF ENTREPRENEURIAL ACTIVITY

Purpose. The article is devoted to the definition of the interaction of strategic management and marketing in the

formation of competitive advantages in the process of entrepreneurial activity.

Methods. Methods of research are the following: a hypothetical approach in which marketing is considered as an external factor and management is internal, which allows to reveal their role in each sphere and show the mutual influence on competitiveness; abstraction, in which it is proposed to consider management and marketing as special, but interrelated types activities that are acquired in the process of entrepreneurial activity of factor filling; deduction, which is aimed at the allocation of elements, factors of entrepreneurial activity development and others.

Results. Strategic development of entrepreneurial activity is aimed at achieving concrete competitive advantages, which in practice reflect the main goals of the future state of the economic system and business in general.

In the article it is proved that the development of entrepreneurial activity is based on the actions and interaction of two groups of factors, which, depending on the place of their application, are divided into internal and external ones. Strategic management is seen as an internal factor, the emergence of which the organization of operation is carried out within the business with the focus both on the internal potential and on the external environment. The second system factor of business development is marketing, the sphere of implementation of which is the surrounding environment. Marketing as a factor of competitiveness in this context is a systematic approach to the interaction of internal business opportunities with its external potential, the harmony and effectiveness of which is denied by strategic management. It is emphasized that marketing is primarily a philosophy of behavior in the market, which is one of the cornerstones of building the whole system of strategic management. Marketing involves not only market positioning or some sort of competitive positioning, segmentation and emitting, or product promotion channels.

Marketing and strategic management is a dialogue between the internal and external environment of an entrepreneurial structure on the formation of long-term competitive advantages.

Conclusion. In order to activate marketing activities and implement the practice of strategic management, it is recommended to improve the strategy of formation of highly professional human resources in Ukraine, creation of adequate conditions for the institutional bases of entrepreneurship, marketing and management; development of the methodological base of strategic and marketing analysis.

Keywords: strategic management, entrepreneurship activity, marketing, competitiveness, system, development

Varava L., Varava A.

OPTIMIZATION OF THE STRATEGIC INNOVATION- INVESTMENT PROJECT ON INDUSTRIAL ENTERPRISE

Introduction. The article considers conditions for optimization of implementation of a complex innovation and investment project that is designed for a long-term period and includes a number of subprojects.

Purpose - to ensure the effective strategic development of ore mining and processing enterprise by forming a rational sequence for implementation of innovative subprojects that are part of the integrated project.

Methods. To achieve this target, a number of innovative directions for the development of iron ore mining and processing enterprises of Ukraine have been identified. An algorithm of actions focused on formation of a strategic integrated innovation and investment project, evaluation of the effectiveness of options for the sequence of implementation of the obtained set of subprojects and the definition of the optimal option was developed.

Determination of the optimal sequence of implementation of a complex project was carried out using economic and mathematical methods.

The criteria for evaluating the effectiveness of the project variants are presented: net present value (NPV), return on investment (RI), payback period (PP), internal return rate (IRR). The choice of the optimal variant for implementation of a complex project based on the best options for the series, which were considered, was carried out taking into account the project risk. The assessment was carried out taking into account the risk for which the method of analytical modelling was applied. As initial data, the parameters of specific risks for certain types of subprojects are established, which have a certain probability to appear in the relevant periods of strategic development.

Results. As a result, it is noted that the definition of a rational sequence of implementation of the strategic project set allows you to increase the return on investment by 1.2 times compared with the original option, and the return on investment period is reduced by 1.35 times.

Conclusion. The authors believe that for the further research it is important to improve innovation and investment strategies in the direction of forming a system of indicators that affect the competitiveness of enterprises in a strategic perspective.

Keywords: strategic innovation-investment project, subprojects, performance evaluation criteria, project risk assessment

Hudz T.

THE MECHANISM OF FINANCIAL EQUILIBRIUM MANAGEMENT OF AN ENTERPRISE

Introduction. The topicality of the problem of managing the financial equilibrium of an enterprise is conditioned by necessity of prevention a financial crisis and ensuring a stable development. The object of the study is the financial equilibrium of an enterprise. The subject of the study is the mechanism of financial equilibrium management of an enterprise.

Purpose. The purpose of the article is to substantiate the structure of the mechanism of financial equilibrium management of an enterprise.

Methods. The achievement of the goal was accomplished using the following general and specific research methods: dialectic approach, induction and deduction, coefficient analysis, trend analysis.

Results. It was developed the mechanism of financial equilibrium management of an enterprise. Its structure includes: purpose, objectives, principles, subject, object, methods, tools, levers, supply systems and evaluation criteria. It was considered a practical aspect of the financial equilibrium management application in an enterprise on the example of PJSC «Dominik», which refers to the food industry. It was analyzed the state of financial equilibrium of PJSC «Dominik». It was identified a positive phase of the financial equilibrium development of the enterprise, which was stable to a negative impact of external factors in 2012-2017, but was unstable in dynamics. The qualitative content of the financial equilibrium of PJSC «Dominik» was characterized as partially reliable.

There were identified the following weak spots of PJSC «Dominik», based on the implementation of the financial equilibrium management mechanism: an unstable liquidity balance, a negative effect of financial leverage, a disproportionality of profit reinvestment between fixed and working capital, a wide variation in operating profit, a distortion of the balance between social justice and economic efficiency, growth of the rates of the main components of the balance sheet structure towards more intensive development of non-financial assets, expectations of a negative trend in revenues from sales of products under constant conditions.

It was determined that the strengths of PJSC «Dominik» are

the following: a relative stability of the static financial equilibrium to the negative influence of external fluctuations, an availability of a sufficient financial strength reserve in order to protect against profitability crisis, a formed countercyclical buffer of protection against bankruptcy, a balance of payment requirements and obligations, a stable increase of business value.

Conclusion. It was proposed the strategy of supporting the financial equilibrium of the PJSC «Dominik», implementation policy of which requires the following necessities: to increase the loading of expanded production capacities with adequate expansion of the market niche, to monitor the state of the liquidity equilibrium under an influence of changes in macroeconomic situation, to predict a financial equilibrium, to carry out an internal audit of budgets' execution at all levels of enterprise's financial structure, to introduce a cost limitation and a savings regime, to optimize reserves, to minimize a tax burden, to prevent the liquidity gaps, to strengthen internal control of the payment discipline, to track future changes in the state of enterprise's financial equilibrium.

The theoretical and methodological foundations of financial equilibrium management of an enterprise received further development. The practical significance of the research consists in improving the quality of financial management of an enterprise based on the introduction of a mechanism of financial equilibrium management.

Keywords: financial equilibrium, stability, management mechanism, enterprise.

Diuk O.

THEORETICAL AND METHODOLOGICAL BASIS FOR ASSESSING THE STATE OF CORPORATE CULTURE

Introduction. Today corporate culture is not a new concept and for a significant number of leading enterprises it occupies one of the key places on the list of tools that help to ensure its sustainable development. Therefore, for domestic enterprises that are striving to reach the European level, the problems of corporate culture become even more urgent.

Purpose. The purpose of the article is to study the basic methods of assessing the state of the corporate culture.

Methods. General scientific and special research methods were used, in particular: logic, analysis and synthesis - to study methods for assessing the state of corporate culture in the enterprise; system approach - to improve the method of assessing the state of corporate culture in the enterprise.

Results. The analysis of the basic methods of an estimation of a

condition of corporate culture at the enterprise is carried out. Each of the presented methods of assessing the state of the corporate culture in the enterprise has both its advantages and disadvantages because of which, whatever method the management of the enterprise chooses, there will not be an opportunity to fully assess the current state of the corporate culture. To date, there is no integrated approach to assessing corporate culture in an enterprise that would include those indicators that allow for the different areas of the company's internal environment that shape its culture. To this end, based on the evaluation of the existing methods of assessing the state of the corporate culture and analyzing the scientific literature, we have developed an integrated approach that includes a system of indicators for assessing the state of corporate culture in the domestic enterprise, taking into account the current conditions of development. Own approach includes a system of indicators, which are divided into several components: socio-economic sphere, intellectual-innovative sphere; internal political sphere; sphere of personality. Such a distribution will make it possible to establish the real state of corporate culture in the enterprise as clearly as possible.

Conclusion. As a result, a comprehensive approach was developed to assess the state of the corporate culture, taking into account the three main areas of the company's internal

environment, which reveal the current state of the corporate culture to the greatest degree. In the future, it is necessary to apply the proposed approach in practice and to determine the place of corporate culture in the process of selecting effective management technologies at domestic enterprises.

Keywords: corporate culture, enterprise, assessment of the state of corporate culture.

Kubiniy N., Nechyporuk A., Babjak M.,
Kosovilka A.

SUBJECT-OBJECT APPROACH IN THE SYSTEM OF LABOR POTENTIAL MANAGEMENT

Purpose. The purpose of this study is to substantiate the feasibility of using a subject-object approach in the management of labor potential and its functional load.

Methods. In the course of the research, methods of monographic research were used in the outline of modern positions of the subject-object approach; abstraction was used in the formation of functions of the subject and object of management; causal induction allowed to determine the influence of the subject and object on the work of the control system.

Results. The further development of the knowledge economy and the expansion of the digital environment place high demands on the human component of economic activity, necessitating the mastering of such qualities as creativity, ability to acquire new knowledge, and constant self-development. The acquisition of new competencies by personnel, and, consequently, the transformation of the content of labor potential in the modern world necessitate changes in management, organizational approaches, motivation and evaluation of its quality and level of use.

In addition, social and economic relations, in which social partnership and dialogue are becoming increasingly important, cause changes in organizational combinations in business and economy as a whole, complicating management ties and functional content of management. And finally, the use of such forms of interaction as freelancing, outsourcing, crowdsourcing, etc., in principle deforms the system of interaction between the controlling and the controlled systems, which complicates subject-object interactions.

In this regard, it is expedient to consider the personnel management system and labor potential in general from the position of a subject-objective perspective.

Subject-object relations are the relations between owners, management and other personnel regarding their place and functions in the production process.

The subject-object approach is part of the system method, in which subjects and objects are subsystems located within a higher order system and actively interacting with each other. It is the interaction of subjects and objects in personnel management that determines the quality of management, and, accordingly, the effectiveness of the activity as a whole.

To the traditional understanding of the labor potential in its resource form is added its consideration as a conglomerate of abilities to perform tasks of a certain level of complexity. And the human resources management system is a living mechanism of subject-object relations, the content of which is determined by the type of business, development strategy and objectives, management style, culture of interaction.

Conclusion. In the context of the development of the knowledge economy and the increasing role of labor resources in the performance of strategic tasks, personnel acquire the functions of a subject, the need to take account of which changes the configuration of the labor potential management system.

Keywords: labor potential, management, subject of management, object of management, relations, system, efficiency of management of labor potential.

Ohorodnyk V., Fialkovskiy A., Zhorzh L., Bila N.
STRATEGIC CONTROLLING OF EFFICIENCY

Problem. Controlling is a fundamentally new phenomenon in the history of management, which has appeared in the second half of the last century and has today a high degree of application both on micro and macro levels. The strategic management modern practice serves as confirmation of the controlling wide possibilities, especially in the efficiency monitoring of economic and financial activity of the operating systems.

The purpose of this work is to determine the essence and content of controlling of efficiency of the enterprise as a category and methodical management tool of economic activity.

Methods of research. A complex of complementary research methods (observation, classification, methods of systematic and comparative analysis) was used to write the article.

Results. Controlling is a system of strategic management, aimed at creating of strategic analytical tools and forming adequate information base that together provide management with sound solutions and ways to implement them. Controlling contributes to the implementation of a wide range of strategic management functions, among which are the following:

- a) ensures the implementation of strategic goals for the development of the economic system, providing information on the state and deviations from planned dismantlers;
- b) increases the pace of implementation of the assigned strategic tasks;
- c) reduces expenses (including transactions) that are necessary for the performance of contractual obligations in the course of economic activity.

Efficiency has a wide range of uses, representing both an economic category and an instrument through which the analysis of financial performance is carried out and the planning of the current state or future prospects is carried out.

Conclusion. Controlling of efficiency as a goal and a development factor simultaneously ensures: to achieve an optimal balance between the development outcomes and the resources for obtaining it; timely financial and economic coordination of decisions taken in accordance with the internal state of the system and the surrounding world; coordination of interests of economic development of different actors and moral responsibility for results; an information base for making decisions about the vector and impulse for future development. Subsequently, the study plans to develop tools for assessing the effectiveness of economic systems in the process of strategic management of their development.

Keywords: efficiency, economic system, development, controlling, strategic management, competitive advantages

Partola A.
DEVELOPMENT OF SPECIALIZED CLUSTER ORGANIZATIONS AS A MEANS OF ENSURING EFFECTIVE CLUSTER COOPERATION OF ENTERPRISES

Introduction. Ensuring the competitiveness of modern enterprises in the conditions of constant innovation changes requires development and implementation of new organizational forms of management that are both flexible and stable. The cluster organizational structure that is widely used in various economic developed countries is quite attractive by the named criteria.

Purpose. The article is devoted to the development of the main functional directions for formation and development of a specialized cluster organization that is created to manage cluster development and coordinate the activities of cluster participants within the framework of joint projects and programs.

Methods. Based on the analysis of the European cluster experience, using the methods of comparisons, analogies and generalization, were identified four possible types of joint cluster projects: innovative, educational, infrastructural and communicative.

Results. It was presented a brief description of each of the possible types of joint cluster projects, their goals, expected results and incentives, that encourage enterprises to participate in joint projects. It was noted that the specificity of a specialized cluster organization is determined by the scope of activity, the number of cluster participants, the level of social and economic interaction of participants, etc. The author formulated the principles of specialized cluster organization's activity and described the essence of the main functions: methodological, organizational, expert, analytical and information support of cluster development. Attention was focused on approaches of developing cluster development programs and organizing joint cluster projects. It was noted that the cluster development program in its structure should contain: analysis of the current level of cluster development; formulation of the main goal and objectives of a cluster; description of the prospects for cluster development; description of the planned joint projects of cluster members; sources of resource provision of the cluster development program; as well as key performance indicators for the implementation of the cluster development program. It was presented the sequence of cooperation organization between companies for the implementation of a cluster project, as well as the structure of a joint project of cluster participants with a description of the main activities which are performed considering each of its components. It was described the essence of process and technological measures that are performed by a specialized cluster organization in the course of implementing joint projects.

Conclusion. It was established that the effectiveness of the specialized cluster organization is ultimately determined by a number of such subjective factors as: a level of leadership qualifications, its ability to establish communications and find common ground for interaction between participants with different economic interests, as well as a level of business confidence generated in the cluster environment.

Keywords: cluster, specialized cluster organization, joint cluster project, cluster program, cluster cooperation.

Striy L., Stankevich I., Agamedova L.
THE MODERN MARKETING ENVIRONMENT OF THE AZERBAIJANI TELECOMMUNICATION ENTERPRISE

The purpose of the article is the study of the current state of the marketing environment of the telecommunications enterprise of Azerbaijan and the research of certain factors of the microenvironment, whose influence in recent years has changed significantly: consumers, competitors and a competitive environment; state regulation of the telecommunication services market and management of telecommunications enterprises. The article also proposes a scheme of a competitive network model of the telecommunications services market in Azerbaijan. **Methodology.** To ensure the validity of research results, the following methods were used: survey methods in studying the current state of the marketing environment of the enterprise; economic-statistical method in the study of microenvironment factors of the telecommunication enterprise; method of modeling when drawing up the scheme of a competitive network model of the telecommunication services market in Azerbaijan. **Results.** It is established that modern market relations have been formed in the sphere of telecommunications of Azerbaijan. Telecommunications successfully contribute to the formation of a knowledge-based economy by developing infocommunication technologies and fully satisfying the needs of the society in information products and services. Significant steps have been taken in Azerbaijan to develop telecommunications and information technologies, and some progress has been made in this direction. The article also compiled a diagram of the competitive network model of the telecommunications services market in Azerbaijan. The study of the model was carried out by

calculating the Herfindahl-Hirschman index, which showed that the market of telecommunication services in Azerbaijan can be considered a potentially competitive market, the competitive environment is developing in the direction of free competition. **Practical importance.** The study of the scheme of the competitive network model of the telecommunications services market made it possible to formulate recommendations to marketers and enterprise management to give priority to studies of competitors' activities, apply effective competitive strategies and continuously adapt them to the changing conditions of a competitive market. **Value/originality.** The originality of the results lies in a detailed study of the real directions of changing the microenvironment factors in modern conditions, as well as in developing a scheme for a competitive network model of the telecommunications services market in Azerbaijan.

Cherleniak I., Proscura V., Shelemba M.
INDUSTRY 4.0 TECHNOLOGICAL CHALLENGES AND INDUSTRIAL POLICY TOOLS: ANALYZING SOUTH KOREA'S EXPERIENCE

Definition of the Problem. At present the introduction of innovations in Ukraine is only declared, while in practice deindustrialization of the economy occurs, which poses threats to the economic security of the state. The introduction of technological innovations and fundamental achievements, caused by the Fourth Industrial Revolution, in the practice of domestic firms and industries is blocked by a number of factors and circumstances. **The Purpose of Research** is to analyze the conditions and factors of increasing the competitiveness of businesses and the industrial sectors of the Republic of South Korea, to develop recommendations for implementing this experience in the process of reforming the Ukrainian economy.

Research methods comprise methods of logical and historical approaches, methods of abstraction, induction, abduction and deduction, systemic and comprehensive analysis, structural and logical method of statistical analysis and monitoring, comparative dynamic and structural economic analysis, graphical and tabular methods.

The Main Results of the Study. It was found that South Korea's swift development was caused by a successful economic policy, which is a variation of the dirigisme policy in fostering innovation in South Korea's firms and in introducing a technology transfer system to develop South Korean businesses. By means of economic and factual analysis the authors have shown that the current effective innovation system of South Korea's industry was formed gradually during the four stages of development. The success of such a "milestone policy" is based on the fact that when in the early stages the latest innovative technologies were attracted from the outside, later the profits received from their introduction under the strict government control were directed at developing science, education and innovative industries. This made it possible for South Korea to manufacture its own technological innovations and industrial and economic innovations. As a result, currently South Korea is among the leaders among countries exporting licenses and patents.

There are revealed the causes of impeding innovations in the industry of Ukraine. In particular, having studied the modern domestic normative-legal base concerning scientific and technical and innovation activity, it was discovered that the number of normative documents exceeds 200, while the institutional structure of Ukraine's innovation development proves to be ineffective and decreases dramatically.

Conclusions and Specific Proposals. There arises an urgent necessity to change institutional environment of producing innovations for the Ukrainian industry based on comprehensive changes in social relations regarding distribution the labor results among "power - capital - science - intellectual labor". Organizational and managerial changes are offered: during the transition period in Ukraine it is expedient to create such a "focus"

of industrial development policy as a "specialized" Ministry of Innovation Development and Industrial Policy.

Section 4. FINANCE AND BANKING

Bacho R, Pataki G.

EVOLUTION OF THE INFLUENCE OF PUBLIC INSTITUTIONS ON NON-BANKING FINANCIAL SERVICES MARKETS' DEVELOPMENT IN THE CONDITIONS OF EUROPEAN INTEGRATION

Introduction. The article deals with the development of non-banking financial services markets of Ukraine in retrospect with making the main emphasis on the integration aspect of such development.

Purpose. The article aims to analyze the impact of state regulation on the development of non-banking financial services markets in retrospect.

Methods. The method of structural and logical analysis is used to form a holistic approach in the conducted research and the method of gnoseological analysis to determine the problems of functioning of the non-banking financial services markets at each stage of their development.

Results. The article notes that the system of state regulation of non-banking financial services market in the 90's of the twentieth century was not complex because of the lack of a central regulatory authority for these markets. The regulatory system of non-banking financial services markets in the first years of Ukraine's independence was fragmentary and was at the stage of formation. While regulation and supervision of banking institutions activity and stock market's infrastructure achieved relatively positive experience in 1995-2002, the regulation of the non-banking financial institutions' operations was unsatisfactory, and in some cases none at all. The establishment of the State Financial Services Commission in 2003 contributed to solving the urgent problems in regulating of non-banking financial services markets: re-registration and licensing of financial institutions, the creation of methods for assessing their solvency, the creation of a corresponding legislative basis for the functioning of these institutions. Significant problems catalyzed by the financial crisis pointed to weaknesses in the system of state regulation, which led to a change in the structure of the State Financial Services Commission and its transition from supervision of observance of statutory norms to supervision based on risk assessment and level of solvency. Four stages of development of the researched markets are distinguished taking into account the state's activity on the regulation of markets processes: unregulated, the initial stage of permanent regulation, turbulent influence in the conditions of globalization and the latest stage in the conditions of European integration. The initial stage of the development of non-banking financial services markets was characterized by the absence of a central government body, by formation of the first legislative norms in certain non-banking financial services markets (insurance), the inability to assess even the approximate magnitude of the volume of non-banking financial services markets, their number and participants. At the second stage the formation of the first state regulation body of the studied markets took place – on the insurance market, the functioning of which was associated with a constant change of functions and subordination. The third stage in the development of non-banking financial services markets was characterized by the functioning of a single state regulatory body for non-banking financial services markets, the formation of a unified state policy in these markets, the growing influence of global factors on their development as a result of Ukraine's accession to the WTO, increased competition between service providers and a decrease in the concentration of non-banking financial services markets. The latest stage in the development of non-banking financial services markets is characterized by a qualitatively new approach of the state regulation body to the work with professional market

participants, their associations and non-banking financial services consumer rights protection, which promotes the reformation of state regulation of supervised markets.

Conclusion. The article concludes about the formation of a radical transformation of the management structure and the level of influence of the National Commission for the State Regulation of Financial Services Markets and the strengthening of public-private partnerships in the markets.

Keywords: non-banking financial institutions, non-banking financial services markets, National Commission for the State Regulation of Financial Services Markets, state regulation, European integration.

Zaslavska O.

INNOVATIVE PROVISION OF THE DEPOSIT POLICY EFFICIENCY OF A BANK

Introduction. In the article were reviewed the issues of banking innovations implementation as a factor of ensuring the efficiency of the bank's deposit policy. There were explored the directions of formation and realization of innovation strategy, attention was paid to external and internal impact factors. It was disclosed the content of the innovation strategy, which represents the general line of banking activity in creating and implementing innovations in all areas.

Purpose. The purpose of the study is to substantiate the theoretical and practical aspects of the formation and effective implementation of the innovation strategy and marketing policy of domestic banks in the deposit services market.

Methods. There were systematized theoretical and practical aspects of development and efficiency of marketing innovations in the domestic deposit services market. There were determined the problems of marketing provision of deposit resources formation as a system of measures including research, analysis and segmentation of deposit market clients and use of marketing tools for the development of flexible deposit services, their promotion and efficient customer service.

Results. It was carried out the analysis of the deposit portfolio of PJSC «State Savings Bank of Ukraine»; attention was focused on the issues of innovations implementation in the the bank's activities. It was assessed the innovative strategy of PJSC "State Savings Bank of Ukraine" in the deposit services market. It was shown that the main activity of the bank in this area is remote servicing of clients in the form of Internet banking and mobile banking. The results of the study showed that the bank has introduced a bank network modernization program that includes innovative product policy, the creation of new banking products and services, and the expansion of business projects supporting small and medium businesses. In the context of increasing the efficiency of deposit activity of PJSC «State Savings Bank of Ukraine», it was substantiated the necessity of improving organizational and informational support of the deposit policy implementation in order to ensure stability of bank's resource potential.

Conclusion. In the process of research it was found that the main prerequisite for successful long-term development of banks is availability and effective implementation of the strategic management system, an important component of which is a deposit strategy that ensures the effective implementation of deposit policy regarding target markets and customers, volumes and structure of a deposit base, forms and priorities of deposit activity. Optimizing the structure of the deposit portfolio and improving the deposit policy of banks for the modernization of product line and deposit services, the correct organization of work with depositors are they keys to gaining strong competitive positions in the financial market, preserving reputation and achieving a stable profitability of the banking system as a whole.

Keywords: deposit policy, innovative strategy, marketing of deposit services, information technologies, banking innovations, online banking, Internet banking, mobile banking.

Kalach G.

DIGITAL TRANSFORMATION OF THE STOCK MARKET

Introduction. The article deals with a problem of stock market transformation and formation of elements of a new model, which is formed under the influence of digitalization.

Purpose. The purpose of the article is to study the changes that occur in the subject structure, the structure of financial instruments, investment financing technologies and risk management that occur as a result of digitalization, as well as an assessment of the state and possible consequences of digitalization of the stock market in Ukraine.

Methods. Using the method of inductive analysis there were identified the following channels through which digitization changes the stock market qualitatively: communication technologies, information collection and processing technologies, artificial intelligence, biometrics, cryptography, distributed registry technology, financial technologies.

Results. There were determined the main directions of the stock market transformation. It was proved that digitalization will firstly change the subject structure of the market. A "digital" model comes to replace the "classical" model, in which brokers and dealers of the stock market are the main intermediaries. The main subjects in this model are financial and technological companies. The next directions of a transformation are digitalization of financial instruments, distribution of complex options, multi-level securitization, bitcoin-derivatives, digital tokens.

Under the influence of digital technologies, the organizational infrastructure of the stock market qualitatively changes, as well as such business processes as securities accounting and mutual settlements on transactions. Ecosystem of financial and technological companies unites all market participants and is technically ready to perform most of the functions of those organizations that provide the organization of sales contracts conclusion and their implementation. Yet the interests of financial and technological companies are concentrated in the provision of money transfer and lending services, however today they provide asset management services, brokerage services, insurance, investment etc. Delay in the adoption of norms and standards of financial and technological companies, prevents more active expansion of their activities in the stock market.

The article emphasizes that the consequences of digitalization have not only positive consequences, which include a multiple increase in financial transactions intensity, financial forecasts effectiveness and availability of services. The negative consequences of digital transformation are the following: greater complexity of networks, growing volume of information, unwillingness of global regulators to trace cause-effect relationships and predict possible risks in the operation of digital systems.

Conclusion. The article concludes that digitalization is an objective and irreversible process, in this connection it is emphasized that for Ukraine the current problems are the following: adaptation of the law to the norms of the European payment directive PSD2, legal regulation of digitalization, development of measures to strengthen the security of the market, protection of the rights of investors and market participants.

Keywords: stock market, transformation, digitalization, distributed registry technologies, financial technologies, artificial intelligence, biometrics, cryptography

Momot O.

ON THE ISSUE OF SCIENTIFIC AND SPECIFIC REPRESENTATION OF THE BANK CAPITAL

Introduction. Capital plays a major role in ensuring the effective functioning of any banking institution. The bank capital is extremely necessary both in the creation of the bank and in the process of its operation. The variety of forms and types of

existence of the capital, which are in constant interdependence and interconnection, allows us to speak of the capital as a materialized factor with various manifestations and forms.

Analyzing the scientific wealth of representatives of domestic economic science, it should be noted that it is still necessary to provide a kind of additional justification for individual components of the specific representation of the banking capital. Therefore, thorough research on the development of the modern ideas about the classification of the banking capital is the theoretical basis for developing a scientifically based vision of its essence.

Purpose. The purpose of the article is to study in depth the current views of the specific structure of the banking capital, which is the basis for elucidating the specifics of the classification of the bank capital, including the transnational one, and forms the basis for further identification of its features.

Methods. The methods of research are the following: abstraction, generalization, induction, deduction, analysis and synthesis.

Results. In the process of research, the most common structural components of the bank capital are singled out according to the following criteria: the form of investment, the form of ownership, residency, the key base of the capital formation, the nature of use, the location of mobilization, the possibility of forecasting, the period of residence and the nature of use in banking. It is substantiated that the detailing of the specific diversity of the banking capital is very important for in-depth study of both the functional purpose of its individual components and the construction of scientific and methodological approaches to their evaluation. It is proved that the classification of the bank's own, the attracted and borrowed capital, presented in the author's interpretation, acquires some practical significance in the modern banking practice. Particular attention is devoted to the consideration of the real bank capital, the composition of its elements, the relationship with the concepts of the regulatory capital, the first-tier capital, the capital, which is determined by the methods of rating agencies and the "excess capital". Concerning the last, it is proved that the presence of the surplus capital should be assessed positively, since in the bank there is a stock of the capital to cover the unforeseen losses (even beyond the size of the regulatory requirements) in this case. Such a state can be relevant in conditions of a general economic recession, systemic crises. It is important to ensure the effective allocation of the excess capital, otherwise the presence of immobilized surplus funds will be assessed negatively.

Conclusion. The classification proposed by the author allows us to systematize many types of transnational bank capital and take into account the specifics of a particular type of capital when developing strategic and tactical measures of international expansion. Prospects for further research will be to study the historical development of the expansion of transnational bank capital in Ukraine and to develop methodological bases for the application of cluster analysis methods while singling out the stages of expansion of transnational bank capital in Ukraine.

Keywords: bank capital, forms of capital, equity capital, attracted capital, borrowed capital, fixed capital, additional capital, regulatory capital, economic banking capital.

Pokhylko S., Zaitsev O., Myrhorodska V.

THE PROVISION OF ADEQUATE RETIREMENT BENEFITS UNDER A THREE-TIERED PENSION SYSTEM

Introduction. The current distributive pension scheme in Ukraine is ineffective to reduce state budget expenses and to ensure adequate retirement benefits. Each of the three tiers of Ukrainian national pension system should be reformed to maintain its stability.

Purpose. The purposes of article are the following: to substantiate the necessity to establish mandatory funded pension

system in Ukraine; to uncover the essence of adequacy of retirement benefits; to generalize classification of adequacy metrics; to assess adequacy of pension benefits in EU countries for implementation of a similar pension system in Ukraine.

Methods. Statistical analysis, comparative and graphic methods were used in the process of conducting the study.

Results. The metrics of adequate retirement benefits and stability of pension systems were classified. It was determined that the sustainability

of retirement benefits relates to the fiscal and financial balance between revenues and liabilities; the adequacy of pension benefits was characterized by their ability to prevent poverty. EU suggests using the metrics for pension adequacy according to the living standards, social justice and employment, including replacement rate. It was researched a question of three-tier pension system effectiveness and adequacy of pension benefits in EU. Whereas EU citizens receive adequate pension benefits from each of the three tiers of the pension systems, Ukrainian pension benefits do not ensure a sufficient pensioners' living standard due to the solidarity level of the pension system that functions in Ukraine. The mandatory funded pension system doesn't work; the private pension provision is developing without state support.

Conclusion. ILO recommends calculating pension benefits based on the replacement rate in Ukraine which does not take into account the growth of the average salary. Therefore the adequate retirement benefits are not ensured. Taking into consideration that the government is unable to index pension benefits, the mandatory funded pension system needs to be developed. The research shows that the pension systems with optimal balance between government, professional and private components could ensure stability of pension systems and adequate retirement benefits.

Keywords: pension system, adequacy, stability, replacement rate, retirement benefits.

Poyda-Nosyk N., Svadeba V.

THE ESSENCE AND SPECIFIC FEATURES OF THE APPLICATION MARKETING IN INSURANCE BUSINESS

Introduction. In the face of increasing competition, Ukrainian insurance companies are losing in the fight for customers to foreign investors. Although today, insurance companies come to understand the need to reorganize the standard methodology for insurance business, but the full use of all the benefits and opportunities of insurance marketing has still not been achieved by most of them. The urgency of the problem and its insignificant coverage in the scientific literature, as well as its theoretical and practical significance, predetermined the choice of the subject of this study.

Purpose. The purpose of the article is to characterize the theoretical and practical principles of the insurance company's marketing activities. To achieve this goal, the following tasks are addressed:

- to analyze the main approaches of scientists to the consideration of the essence of insurance marketing and its role in ensuring the stable functioning of the insurance company;
- to highlight the typical reasons for refusals of insurers to implement insurance marketing;
- identify specific features and areas of marketing use in insurance.

Object of research - insurance relations, arising in the process of buying insurance products in the insurer of the insured.

Subject of research - the essence and specific features of marketing application in insurance business.

Methods. In order to achieve the goal and set scientific goals, the following research methods were used:

- analysis and synthesis - during the selection of actual material for research, studying the works of scientists;
- formal-logical and predictive - for the development of

proposals for using the achievements of insurance marketing in developing the strategy of the insurance company;

- abstract-logical - for theoretical generalization and formulation of conclusions.

Results. The article examines the essence of insurance marketing and its importance in ensuring the stable operation of the insurance company. The typical reasons for the refusal of the introduction of the marketing department by investors are indicated. The basic signs distinguishing insurance marketing from the traditional one are determined. The main areas of marketing use in insurance activity are highlighted. The role of the achievement of insurance marketing in the development of a strategic plan for the development of an insurance company in the future is described. Separated insurance marketing as a direct reason for the growth of profitability and market value of the insurance company.

Conclusion. Integration of insurance marketing into the management structure of the company will contribute to its maintenance in the area of maximum effective functioning. Achievements in insurance marketing will contribute to the development of an insurance company's development strategy. Insurance marketing can affect all major areas of the insurance company's operation, which will necessarily affect the growth of the insurance company's profits.

Key words: insurance marketing, insurance product, insurance relations, insurer, assurer, insurance company.

Solovarov A.

APPROACHES TO ASSESSMENT OF DEBT SUSTAINABILITY OF UKRAINE'S BANKING SECTOR

Introduction. In order to ensure the debt security of domestic economy's banking sector it is necessary to perform a reasonable assessment of its debt sustainability as an indispensable and very important component of financial stability. This will ensure not only the identification of the status quo in this area, but also the timely development and implementation of effective measures to adjust the debt policy of individual banks and banking sector as a whole.

Purpose. The purpose of the article is to determine the approaches to the study of debt sustainability, to formulate the essence of the concept of «debt sustainability of the banking sector» and identify the parameters of its evaluation.

Methods. There were used general scientific methods of research (dialectical method of cognition, scientific induction and deduction, analysis and synthesis).

Results. It was emphasized the importance of a reasonable assessment of the banking sector debt sustainability in ensuring its debt security. It was highlighted the level of research of the debt sustainability problem in economic literature. There were characterized the main approaches to the study of the concept of «debt sustainability». The views of researchers on this definition were presented. It was emphasized the importance of assessing the banking sector debt sustainability both from its position as a lender (the ability of economic agents to fulfill their debt obligations to the banking sector) and a borrower (the ability of the banking sector to fulfill its debt obligations to economic agents). It was given author's definition of the essence of the concept of «debt sustainability of the banking sector». There were determined the directions of assessing the banking sector debt sustainability. It was substantiated the necessity of an integrated approach to assessing the level of the banking sector debt sustainability. There were presented the quantitative and qualitative indicators which are necessary for such an assessment. There were considered the issues of assessing the debt dependence of the banking sector, its accessibility to financial resources, its debt burden and basic obligations. There were determined the specifics of assessment of the banking sector debt burden dynamics balance. There were identified the components of the assessment of possibility/inability of the banking sector to

timely and fully meet its debt obligations. It was stated a need to assess the threats of the banking sector debt sustainability, taking into account the entire range of possible risks associated with its debt relations. It was justified the expediency of a stress test, which preempts the formation of a potentially possible «financial bubble» in case of an abrupt increase in loans provided by banking institutions. There were presented the conditions for introducing effective risk management and the basis for monitoring risks in the sphere of debt relations in the domestic banking sector.

Conclusion. The importance of maintaining the banking sector debt sustainability to ensure its debt security causes the need for its comprehensive study. Considering this, in future studies it is advisable to focus on the determinants and threats to the banking sector debt sustainability, determination of the threshold values of relevant indicators, improvement of the risk management in the sphere of debt relations of the banking sector and other economic agents.

Keywords: debt sustainability, debt security, debt burden, risks, banking sector.

Shevchuk N., Koverda A.

METHODOLOGICAL ASPECTS OF THE ANALYSIS OF CREDITWORTHINESS OF BUILDING SECTOR BORROWERS

Introduction. The assessment of the economic capacity of potential borrowers in the construction sector from creditworthiness point of view allows credit institutions to make effective management decisions on loans provision and getting revenues from successful lending operations. For construction companies in Ukraine, an important factor in economic development is the level of company's connections with society, which affects the reputation of potential borrowers. At the present stage, the credit activity of banks is complicated by the lack of an in-depth and well-developed methodology for assessing the creditworthiness of borrowers in the construction sector which actualizes the interest of banking and scientific workers in the search for approaches to managerial and financial analysis of construction enterprises' economic activities.

Purpose. The purpose of the article is to study the theoretical and methodological aspects of the analysis of construction enterprises as a basis for assessing the creditworthiness of borrowers in the construction sector.

Methods. In the research were used methods of scientific analysis and synthesis, grouping, generalization. In the article was noted that the current methods for determining the creditworthiness class are based on the calculation of the integral indicator of the financial state of the debtor, what means that the coefficients of financial accentuation are predominantly used.

Results. Financial monitoring of the state of enterprises in the construction sector creates a system for early detection of the crisis, which potentially threatens each enterprise and reduces its creditworthiness. The authors note that in order to predict the probability of non-repayment of a loan that a business entity already uses, the monitoring indicators should be highly informative and take into account the industry characteristics of a loan user, what means that, first of all, it is necessary to focus on the dynamics of the average maturity of accounts receivable, the turnover of accounts payable, the rate of rapid liquidity.

Conclusion. It was proposed to supplement the aspects of financial monitoring in assessing short-term credit risk with aspects of strategic prospects of the construction enterprises development, i.e., to assess long-term credit risk to monitor compliance of the criteria of social responsibility for assessing the long-term credit risk of construction enterprises as a characteristic of the level of construction enterprises' business reputation.

Keywords: creditworthiness, construction sector of the economy, financial ratios, business activity, social responsibility of business.

Section 5. ACCOUNTING AND AUDITING

Vygivska I., Barchak T.

PROFESSIONAL RISKS OF AN ACCOUNTANT AND THEIR EVALUATION

Introduction. Professional activity of an accountant is carried out within the limits of professional ethical norms; however it is always being under the influence of threats regarding accountant's ethical norms. This causes the existence of subjective and objective professional risks of an accountant. The specified risks and their consequences are factors of influence on qualitative indicators of accountant's activity, in particular on reliability of accounting information and reporting as a whole.

Purpose. The purpose of the article is to study the risks of accountant's professional activities, to identify their consequences and factors of occurrence, and to assess the factors influencing a degree of accountant's professional risk and to determine their impact on the quality performance of an accountant, in particular on the reliability of accounting information and financial statements in general.

Methods of research. In the course of the research, there were used the following general scientific methods of cognition: theoretical generalization, causation, system approach, induction, deduction, analogy, concretization, comparison, grouping, synthesis and analysis.

Results. The article outlines the current problems of accountant's professional activity determines the directions for their solution, in particular the identification of occupational risks and their possible consequences as well as the types of responsibility for them (administrative and criminal). It was conducted the risk assessment (as the most significant stage in risk management), namely: the calculation of accountant's professional risk (based on the developed questionnaires for accounting personnel selection and the matrix of variability of the factors influencing the above-mentioned risk).

Conclusion. There were determined the factors influencing the degree of accountant's professional risk. They include the following: education of an applicant for the position of accountant, his specialty (training direction), qualification, date of obtaining a qualification, existence of advanced training and form of its conducting, general work experience, work experience in accounting, place of previous employment (in particular, structural division and position), duration of work at the last place of employment, reasons for dismissal, presence of disciplinary, administrative or criminal liability (frequency of their occurrence, presence of restrictions in activity), implementation of self-insurance of professional responsibility (insurance claims / stated requirements, size of insurance compensation), etc. Also in the article were defined quantitative limits of conditional criteria for assessing the degree of accountant's professional risk for a particular factor of influence. In order to minimize the negative consequences for an enterprise of accountant's professional risk, it was developed a contract on professional responsibility of an accounting officer (unit). Signing a proposed contract would minimize subjective risks of an accountant.

Keywords: professional risk, accountant, accounting, consequences of risk, reliability of financial reporting.

Golik V.

ECOLOGICAL ACCOUNTING AS A COMPONENT OF AN ENTERPRISE MANAGEMENT

Problem. Ecological aspects, including growing ecological costs, have a significant impact on the economic activity of an enterprise and, as a result, they need to be institutionalized within the accounting system as a whole, and management accounting, in particular, which means the emergence and implementation of ecological accounting. The necessity to consider ecological issues of a managerial system as an integral part of accounting processes

of business entities is due to the lack of consistency, presence of accounting terminology explanations, comprehensive methodology for ecological accounting, and requirements for disclosing ecological information in reports.

Purpose. The purpose of the study is to determine the essence of ecological accounting in the management system and the impact of the selected ecological policy of a company on the accounting process as a whole.

Methods of research. In the course of the study, the following general scientific methods of cognition were used: theoretical generalization, causality, system approach, induction, deduction, analogy, concretization, comparison, grouping, synthesis and analysis.

Results. In the article were identified current problems of ecological accounting. It was defined the essence of ecological accounting as the systematization of financial and non-financial information in order to optimize company's ecological and economic activities and to ensure business sustainability. It was conducted a research of assessment of ecological management types. There were identified the following four types of management: management focused on the implementation of state standards, preventive management (effective management), strategic ecological management (ecological management concept), sustainable development management (active management). It was proposed a procedure for the construction of ecological accounting.

Conclusion. The study made it possible to review the definitions of ecological accounting and offer own interpretation: ecological accounting is the systematization of financial and non-financial information in order to optimize company's ecological and economic activities and to ensure business sustainability. The construction of ecological accounting in an enterprise's management system will directly depend on the strategic ecological policy adopted by an enterprise. There were considered the following four scenarios for managing enterprise's ecological activities: management focused on the implementation of state standards, preventive management (effective management), strategic ecological management (ecological management concept), sustainable development management (active management). There were indicated the conditions for constructing environmental accounting at enterprises in the area of the selected management scenario.

Keywords: ecology, accounting, managerial accounting, ecological accounting, management, integration, preventive management, strategic ecological management, sustainable development management.

Dankiv J., Ostapjuk M.

IVAN FRANKO – AN ANALYST OF THE ECONOMIC ACTIVITIES OF KINGDOM OF GALICIA AND VOLODYMYRIA OF AUSTRO-HUNGARIAN EMPIRE AT THE END OF NINETEENTH AND EARLY TWENTIETH CENTURIES

Subject. The relevance of the problem lies in a deeper disclosure of the personality of I. Ya. Franko, as a scientist and economist.

Purpose. The main goal and objective of the proposed article is a deeper disclosure of creative achievements and developments in the field of economics of Ivan Yakovlevich Franko as an analyst of economic activities of Galicia and Volodymyria Kingdom of Austro-Hungarian Empire at the end of XIX and beginning of the XX century.

Methods. In the article are used general scientific methods on the empirical and theoretical levels of research, particular, induction and deduction to analyze the economic views of Ivan Franko.

Main results of the research. As a scientist, he conducted an applied analysis of the economic condition of Galicia, studied the social status of peasantry and workers. Denying the dictatorship

of the proletariat and revolution in general, he substantiated the evolutionary path of changes in society. Despite the significant influence of Marxism on the socio-economic views of the Ukrainian writer, he was looking for his own way to improve and change society. Based on works of European economists, including Austria-Hungary, he found a way out, not in revolution, but in evolutionary economic changes through communities.

His assumptions and conclusions were confirmed and have found their effective application in the socio-economic life of today's Ukraine. We needed more than hundred years to realize that not only the family, but also a society from many families is the basis of our society. In his writings, our esteemed scientist used numbers of methodological techniques that relate to the economy and the organization of production, statistics, and economic analysis. He went through variety of statistical and accounting materials.

Conclusion and specific proposals of the author. The scientific and economic potential of Stonemason allows using his works, both in scientific and applied terms, in practical and economic life of our state. The land must belong to members of community, enterprises – to employees, who work on them. Economic views of Ivan Franko are the whole epoch in the history of country's economy. It requires further study and awareness through reflection.

Keywords: Ivan Franko, economic scientist, criticism, concept of capital, dialectical method of research and analysis, society, political economy, wage labor, evolutionary process

Golochalova I.

CONCEPT OF DISCLOSURE INFORMATION OF EQUITY IN THE FINANCIAL STATEMENTS: CRITERIONS AND EFFECTIVE APPLICATION BY NAS OF THE REPUBLIC OF MOLDOVA

Introduction. It is generally known that Balance sheet provide information about equity amounts as less between assets and liabilities (as net assets) in context by its most important elements, but Income statement – about performance for period as income to capital (return on invested capital). However although useful, information areas of their reports are still insufficient for management decisions-making of such as: increasing the effectiveness of using of the capital gains on the basis calculation its growth; attracting new investment and others. Because, a set of financial statement were include an additional reports, among them Changes in equity statement.

Extension of format of presentation information about equity for management decisions-making in the conditions models of innovation of economic development is: objective requirement for the entity's of Big business sector; a necessary condition for entity's of Small business sector.

Factors that determined the format of Changes in equity statement included the model of accounting, existing traditions of bookkeeping and preparing financial statement, and a State's level of economic development. They are taken into account by the different jurisdictions, including and Republic of Moldova (RM), in the drafting normative framework.

Purpose. Sometimes this approach leads into controversy between requirements of modern methodology of accounting – methodology of IFRS and contents of this report. Existing controversy between requirements of modern methodology of accounting and contents of Changes in equity statement prepared on the basis of National Accounting Standards (NAS) of RM confirm of relevance of this research.

Methods. In process of research are using following methods of science: monitoring, analysis and synthesis, induction and deduction, abstracting and modeling.

Results. In the article, author research are conducting into schema: characterized of criteria's of formation of the concept of disclosure information; proofed its effectiveness in context of requirements of the methodology IFRS; analyzed effective

application into system financial statements prepared on the basis NAS.

Conclusion. In context of system NAS of RM the author advise to develop and to adapt into practice of 'Changes in equity statement that to take into account the requirements' of modern methodology of accounting.

Key words: equity, concept, capital structure, changes of capital, methodology of accounting, Changes in equity statement

Zubilevych S., Poznyakovska N.

ANALYSIS OF THE CONCEPTUAL FRAMEWORK FOR FINANCIAL REPORTING IN THE PUBLIC SECTOR OF UKRAINE IN ACCORDANCE WITH NATIONAL LEGISLATION AND INTERNATIONAL STANDARDS

Introduction. The reform of accounting and financial reporting in Ukraine in the business and public sectors has been and is being implemented through the development of national standards based on IAS and IPSAS without the creation of an appropriate conceptual framework. Particularly there is a lack of a conceptual framework as a practical tool for developing standards, as well as making decisions in conditions where there is no regulation by standards. Current legislation and regulation in the sphere of national accounting and financial reporting consist of the Law of Ukraine "On Accounting and Financial Reporting"; certain national standards are not intended for such purposes.

Purpose. To justify the necessity and relevance of developing a single conceptual framework of national financial reporting standards as a separate document.

Methods. A systematic approach to the study of the legal framework for accounting and financial reporting in Ukraine, the conceptual frameworks for financial reporting under international standards for business and public sector entities, the graphical method (comparison of the structure of the conceptual framework and legislation, IFRS and IPSAS), abstract-logical (generalization and formulation of conclusions) **Results.** For the business sector, the relevance of creating a conceptual framework has been recognized by many domestic researchers. At the same time, the need to create a conceptual framework for reforming accounting and financial reporting of public sector entities is not actually considered. This is one of the reasons for the increased duration of the reform of accounting and reporting in the public sector, which began in 2007 and is planned until 2025.

In 2014, the International Public Sector Accounting Standards Board (IPSASB) published the Conceptual Framework for General Purpose Public Sector Financial Statements. The main factors that distinguish the activities of the subjects of this sector were noted and taken into account when creating this document. Comparison of the conceptual framework for the financial reporting of the public sector with the current conceptual framework for financial reporting of business entities, as well as its completed version, published in 2018, made it possible to establish the commonality of their structure.

Conclusion. The need to create a single conceptual framework for financial reporting in accordance with national standards is justified by the connection between the conceptual framework of IFRS and IAPSAS, directly between IFRS and IPSAS. Such decision is conditioned by the tendencies of establishing accountability to civil society of the results of activity of both companies and central and local authorities. In addition, recently active cooperation has been taking place between the two sectors, which leads to the emergence of new accounting objects (for example, assets and liabilities of a public-private partnership). The impact of globalization, digitalization and socialization of modern society should take into account when setting the goal of financial reporting, key assumptions, qualitative characteristics and constraints.

Keywords: the conceptual framework for financial reporting, public sector entities International Financial Reporting Standards for the Entrepreneurial Sector, International Public Sector

Accounting Standards, National Accounting Statements (Standards)

АННОТАЦІЯ

Раздел 1. РЕГИОНАЛЬНЫЕ СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЕ ИССЛЕДОВАНИЯ

Микловда В.П., Грига В.Ю. ОСОБЕННОСТИ РЕГИОНАЛЬНОЙ ИННОВАЦИОННОЙ ПОЛИТИКИ В КИТАЕ (НА ПРИМЕРЕ ПРОВИНЦИИ ЦЗЯНСИ)

Проблема. В данный период происходит реформирование инновационной политики Украины, при этом активно идет процесс децентрализации и усиление роли регионов. В ближайшем будущем возникнут вопросы с разработкой новой региональной политики Украины, а регионы столкнутся с проблемами формирования своих инновационных политик. Поэтому изучение опыта стран, успешно реализующих разработанную ими региональную инновационную политику, является актуальным заданием как для отечественных учёных-экономистов, так и для лиц, ответственных за формирование региональной политики в стране.

Цель статьи состоит в том, чтобы на примере Китая, который особое внимание уделяет развитию регионов, выявить особенности региональной инновационной политики провинции Цзянси и на основе изученного опыта *представить* рекомендации по его использованию для совершенствования инновационной политики Украины.

Методы исследования. В ходе исследования использованы общенаучные методы познания: анализа, системного подхода, индукции, дедукции, аналогии, сравнения и наблюдения, экспертной оценки.

Основные результаты исследования. В статье охарактеризовано текущее состояние научно-технологического и инновационного развития провинции Цзянси, которая соизмерима с Украиной по количеству населения, однако превосходит ее по многим экономическим показателям, в т.ч. ВВП на душу населения. Кроме этого, приведена статистика основных индикаторов инновационного развития и объектов инновационной инфраструктуры. Показано, что провинция Цзянси за последнее десятилетие существенно усилила свои позиции в региональном инновационном индексе Китая, в т.ч. за счет проведения активной региональной инновационной политики. В свою очередь, детально проанализированы основные нормативно-правовые акты, которые изданы правительством провинции, среди которых программы инновационного развития «1368» и «5511», законодательные акты, регулирующие использование инструментов финансового стимулирования инновационной деятельности и в т.ч. взаимодействия между наукой, образованием и бизнесом. Также уделено внимание текущим проблемам инновационного развития провинции Цзянси.

Выводы и конкретные предложения. Выявлены особенности региональной инновационной политики китайской провинции Цзянси, а именно: систему распределения полномочий между центральным и региональным уровнями, высокая активность региональных органов власти в части реализации инновационной политики, широкое использование программ и мер по развитию кадровой составляющей инновационной деятельности и стимулирования сотрудничества между наукой и бизнесом, формирование комплексного набора прямых и непрямых механизмов бюджетной поддержки инновационной деятельности и установление четких количественных критериев для ее получения. При этом

дальнейшие научные исследования опыта Китая следует продолжать в части механизмов обеспечения эффективности тех или иных инструментов, а также изучения инструментов стимулирования инновационного развития в отдельных секторах экономики и промышленности.

Ключевые слова: инновационная политика, инновационная деятельность, Китай

Молнар А.С., Важинский Ф.А., Микунец В.И. СТИМУЛИРОВАНИЕ РАЗВИТИЯ НЕСЕЛЬСКОХОЗЯЙСТВЕННОЙ ЗАНЯТОСТИ В СЕЛЬСКОЙ МЕСТНОСТИ УКРАИНЫ

Проблема. За экономического кризиса в стране, убыточность сельскохозяйственных предприятий, обеднение сельского населения и скудности бюджетного финансирования разрушается и приходит в упадок социальная инфраструктура села. Закрываются школы, больницы, фельдшерско-акушерские пункты. Все это затрудняет доступ все большего количества крестьян к жизненнонеобходимым услугам.

Преодоление проблем низкой эффективности аграрной политики, дефицита средств в бюджете страны на социальные расходы, медленного становления сельского самоуправления, удаленности крестьян от рынков сбыта сельскохозяйственной продукции, ограниченности доступа к материально-техническим, финансовым и информационным ресурсам требует усиленного внимания к решению этих проблем на сельских территориях.

Цель. Целью статьи является определить основные направления развития сельских территорий.

Методы исследования. Исследование базируется на рассмотрении основных мероприятий по стимулированию несельскохозяйственной занятости.

Основные результаты исследования. Поддерживать сельскохозяйственное производство и одновременно финансировать социальную сферу наше государство не в состоянии, поэтому бюджетные средства необходимо вкладывать в первую очередь в наукоемкие технологии, сферу услуг, образование, развитие других видов несельскохозяйственной деятельности на сельских территориях. Одним из новых, и в то же время, актуальных видов несельскохозяйственной занятости, который может не только существенно уменьшить безработицу, но и изменить инфраструктуру села и возможно даже со временем стать одним из основных источников доходов для крестьян – есть сельский туризм. Эффективным ресурсом развития сельских территорий в современных условиях может стать социальное партнерство – конструктивное взаимодействие представителей всех трех секторов любого общества (государственного, коммерческого и некоммерческого) при решении социально важных проблем, осуществляется в рамках действующего законодательства и направлена на проведение рациональной социальной политики.

Реальная эффективность социальной политики возможна только при активной роли сельских советов. Только они в состоянии оценить потребности территории в тех или иных услугах и необходимости использования соответствующих технологий и механизмов для их поддержки и развития социальной инфраструктуры. Только через сельские советы, в компетенции которых социально-экономическое развитие территории, можно внедрить реальные технологии, обеспечивающие взаимную стабильность различных секторов села.