

ABSTRACTS

UDC 338.583

THE PRIORITIES IN FORMING OF THE INFRASTRUCTURE INSTITUTES OF THE REGIONAL PUBLISHING AND PRINTING CLUSTER DEVELOPMENT

E. M. Palyha, V. B. Bazyliuk
Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
bvb.uad@ukr.net

Research methodology. *The theoretical and methodological basis of the work are fundamental assumptions of modern economics, regional development, methods of induction, deduction, comparison and systematization (the study of the nature of concepts «cluster approach», «cluster policy», «regional publishing and printing cluster»); system approach, simulation, synthesis (in developing the conceptual framework and methodological approaches, models, to identify priority areas and stages of formation of regional infrastructure institutions publishing, printing cluster).*

Results. *The effective use of competitive advantages territories which, in particular, are in the activation potential of publishing and printing complex supersedes methodological approaches to the development of infrastructure institutions. For this purpose, the key priorities in forming of the infrastructure for regional publishing and printing cluster have been grounded. There has been also presented the organizational and economic model of innovation oriented cluster and the infrastructure institutions that are necessary for its development have been identified. There has been proposed the model of vertically integrated cluster, which involves stages of development and necessary infrastructure institutions. The model of conglomerate type cluster of justification of priority infrastructure institutions has been elaborated.*

Novelty. *The scientific methodological, organizational and economic principles forming the infrastructure for regional publishing and printing cluster have been grounded allowing you to identify the unique competitive advantages for stimulation of the complex in the region.*

The practical significance. *The results of the study of scientific and theoretical principles and practical recommendations for institutional development of infrastructure institutions in shaping regional publishing and printing cluster can be used in the practical work of the governmental and regional development agencies, publishing and printing companies and others.*

UDC 338.246.87 (477)

THE PROCESS OF IMPLEMENTATION OF ACCOUNTING AND ANALYTICAL MAINTENANCE OF THE COMPANY ECONOMIC SECURITY

A. M. Shtangret
Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
shtangret.am@mail.ru

Research methodology. *To construct the scheme of the system of accounting and analytical maintenance of the company economic security there have been used the methods of induction and deduction, comparison and systematization — the study of the essential term «accounting and analytical support», «accounting and analysis system»; modeling theory — for the development scheme of the system of accounting*

and analytical support; morphological analysis — to clarify the conceptual and categorical apparatus of economic security; graphic — for visual presentation of theoretical and methodological materials; abstract and logical — for theoretical generalizations and conclusions of the study.

Results. *By studying the concept of «accounting and analytical support» and «analytical accounting system» there have been formed the theoretical basis for the formation of the system of accounting and analytical support as part of management of economic security, the main purpose of which is the collection, synthesis, accumulation and analysis of information on changes in the external and internal environment to prepare an information basis for decision-making situations appropriate to subject safety.*

Novelty. *Further development of theoretical and methodological framework improving the management of economic security has been achieved based on the determination of the place of destination and the key tasks of accounting and analytical support, allowing complement etymologically semantic component management of economic security at the micro level.*

The practical significance. *The theoretical findings, scientific advice and other research results are tested in terms of PJSC «Lviv Locomotive Works».*

UDC 339.9

THE ROLE OF MIDDLE EAST COUNTRIES IN WORLD OIL PRICES FORMATION

U. M. Nikonenko

*Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
Uliana-Nikonenko@ukr.net*

Research methodology. *The following methods have been used in the process of the research: monographic — for identification of the approaches to the thorough study of the research subject; historical — for discovering the dynamics of oil prices fluctuation from the moment of its exploration and production by Middle East countries until present time; analogy and comparison — while researching the peculiarities of oil production by Middle East countries and the USA; analysis, synthesis and generalization — for researching the role of Middle East countries in the process of establishing oil prices with the help of various factors which are favourable to volatility in oil prices; abstract and logical method — for theoretical generalization and conclusions formation.*

Results. *The research highlights the key factors which are the foundation of world oil price formation and the attention has been drawn to the very ability of Middle East countries, as the main oil exporter, to influence the level of world prices, as well as the reaction of Middle East countries has been revealed to the possibility of increase in shale oil production in the USA.*

Scientific novelty *of the received results lies in the study of possibilities of Middle East countries to considerably influence the formation of world oil prices with the help of different factors as well as the reaction of Middle East countries to shale oil production in the USA.*

The practical significance *of the article consists in the fact that conducted research reveals the role of Middle East countries in formation of oil prices and also proves the possibility of their keeping the key positions at the global raw materials market.*

UDC 331.2+349.2

**INCREASING RESPONSIBILITY FOR VIOLATION OF LABOR LAW
AS A GUARANTEE OF THE LEGALIZATION WAGES IN UKRAINE**

I. R. Bezpalko

Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
irynews83@i.ua

Research methodology. *Methods of comparative analysis, systematization and generalization of the analysis of changes in labor laws and dialectical method — the study of socio-economic phenomena in the country have been used.*

Results. *In the article there have been determined that the proposed changes would have a positive effect if they were combined with the incentives of state tax policy, and also if there was an intensified public control over the observance of labor legislation. This would legalize labor relations.*

Novelty. *The necessity of introducing a system of state financial control over the compliance of declared income and the expenses of taxpayers through the adoption of relevant legislation have been proved.*

The practical significance. *A combination of methods of administrative and financial control of the motivating factors in the implementation of tax policy will encourage entrepreneurs to more effectively carry out their activities, which ultimately will overcome the problem of shadow incomes and provide sufficient revenues to budgets of different levels. Facts and conclusions of the article can be used in the educational process in the preparation of specialists in economy, by managers and financial services company in their business and by fiscal authorities in justification of proposals to improve the legal framework in the field of taxation.*

UDC 665.59

**TRENDS IN DEVELOPMENT OF PUBLISHING AND PRINTING
IN UKRAINE**M. S. Fesh¹, L. P. Zaporozhan²

¹Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine,
²Ternopil National Economic University,
11, Lvivska St., Ternopil, 46000, Ukraine
mirafesh@yandex.ua

Research methodology. *General scientific methods (analysis, synthesis) have been used knowledge, to clarify the nature and content of the concepts to determine the theoretical analysis of trends and methods of system analysis.*

Results. *The balance mechanism of action MIC entities in the state have been examined.*

Novelty. *The necessity to carry out the monitoring have been defined as well the means to improve the regulation processes of resource maintainance in the field of printing and publishing have been presented.*

The practical significance. *The developed function supports regulation of normal process of the economic activities flow according to the established script and regulations, eliminates possible deviations by attracting new resources or planned adjustment parameters and timing of their achievements.*

UDC 338.246.87 (477)

**DIAGNOSTICS OF THE ENGINEERING COMPANY
ECONOMIC SECURITY**

M. M. Karaim

Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
shtangret.am@mail.ru

Research methodology. To form the methodological principles of assessment of the level of the engineering company economic security there have been applied methods of induction and deduction, comparison and systematization — the study of key parameters known methods of assessing the level of economic security; modeling theory — to develop algorithm of the monitoring system of economic security; statistical analysis — to diagnose the level of economic security of the existing set of machine-building enterprises; graphic — for visual presentation of theoretical and methodological materials; abstract and logical — for theoretical generalizations and conclusions of the study.

Results. The application of the algorithm evaluation of economic security engineering enterprise can not only describe the level of security in general, but also recognize the danger point increasing concerning a particular functional component of economic security, and therefore to apply certain protective technology.

Novelty. There has been created the algorithm to monitor the level of economic security, providing for the economic activity of the enterprises to calculate the integral index as a tool in developing and implementing tactical and strategic decisions in the management of economic security.

The practical significance. The theoretical findings, scientific advices and other research results are tested in terms of ten machine-building enterprises of Ukraine.

UDC 338.246.87 (477)

**METHODOLOGICAL PRINCIPLES TO ASSESS ORGANIZATIONAL
SUPPORT MANAGEMENT OF ENGINEERING COMPANY'S
ECONOMIC SECURITY**

O. V. Halina

Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
ds-23ryt@yandex.ua

Research methodology. To justify the fact, definitions and methodological principles of organizational support management assessment of engineering company's economic security methods of induction and deduction, comparison and systematization have been applied to study the nature of the term «organizational support management of economic security company»; modeling theory — to develop methods of evaluating organizational support; statistical analysis — to characterize the dynamics of the values of indicators of organizational support; graphic — for visual presentation of theoretical and methodological materials; abstract and logical — for theoretical generalizations and conclusions of the study.

Results. Methodical approach to evaluate organizational support management of economic security of engineering enterprise have been applied enabling early detection of areas of improving an economic security management through adaptation of the organizational structure of security entities to the changes in external and internal environment, methodological support review, changes in the scope of the necessary financial, personnel, information and material resources.

Novelty. *Methodical approach to the evaluation of organizational support management of engineering company's economic security, which, unlike the existing practice is based on qualitative and quantitative assessment of indicators enables to obtain an objective factor loading of three main functional groups of indicators reflecting the guarantee of economic security of engineering enterprise.*

The practical significance. *The theoretical findings, scientific advice and other research results have been tested in terms of JSC «Drohobych Machine Building Plant» and JSC «Verhnedneprovsky Machine Building Plant».*

UDC 658.84:004.738

TASKS AND PROBLEMS OF E-COMMERCE DEVELOPMENT AS THE SPHERE OF BOOK PRODUCTS SALES IN UKRAINE

O.O. Khamula

*Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
olhakh@gmail.com*

Research methodology. *The research was based on the use of a systematic approach to the study of economic events in particular, the fundamental provisions of the economic theory of economic analysis, decision-making. In the process of research we used a set of general scientific and special methods of knowledge, logic synthesis, analysis, comparison and synthesis; graphic methods for a visual representation of a number of theoretical and analytical provisions and recommendations.*

Results. *The bases of creating of e-commerce systems that would eliminate the basic problems, that bookselling businesses and their customers face, are offered.*

Novelty. *The principles of e-commerce segment of the book market, that influence the consumers' decisions to buy goods in e-shop and make the purchase of goods online more attractive than the traditional one are examined.*

The practical significance. *The possibility of their use in the practice of e-commerce enterprises, particularly in justifying decisions during the formation of organizational and economic mechanism of books sales system.*

UDC 338.246.87 (477)

FORMATION OF INFORMATION BASE TO ASSESS THE LEVEL OF THE COMPANY FINANCIAL SECURITY

Kh. O. Mandzinovska

*Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
manzel@meta.ua*

Research methodology. *To form the information base of financial security management as a key component of economic security we have used the following methods: induction and deduction, comparison and systematization — to determine positive and negative parameters of the known methods for assessing the level of the company financial security; morphological analysis — to clarify the conceptual and categorical apparatus of the company financial security; graphic — for visual presentation of theoretical and methodological materials; abstract and logical — for theoretical generalizations and conclusions of the study.*

Results. *Through careful study of the known methods of assessing the level of the company financial security we have identified and characterized their positive and negative aspects to improve further the process of obtaining information as a basis*

for making adequate in the situation tactical and strategic decisions in the system of economic security.

Novelty. We have formed the information base for managing the financial security as a key component of economic security by identifying and characterizing the positive and negative features of the known methods to improve the process of obtaining reliable information on changing external and internal environment.

The practical significance. The theoretical conclusions, scientific recommendations and other research results are being tested in terms of the company «Europlast».

UDC 659.126

FEATURES OF THE PUBLISHING BRAND FORMATION AND PROMOTION

N. Ya. Korolyuk

Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
korolyuk12@gmail.com

Research methodology. The methodology of the article includes a systematic approach to the basic theoretical and methodological problems of the publishing brand formation and the instruments used by modern Ukrainian publishing houses for advancement of their own brands. All the problems have been investigated by using such logic methods as induction and deduction, systematization. The author, having used the analysis and synthesis methods of the status and problems of the publishing market of Ukraine, has also summarized basic premises and the necessity of the branding technologies usage in such specific industry in Ukraine as publishing.

Results. The publishing branding is a special type of branding, that it is related to the nature of finished production, the innovation of publishing products, the features of technological processes of publishing products making and their realization. The functions of the publishing brand have been divided into general (economic, legal, motivational, informative and psychological-communicative) and specific (advertisement, possibility of risk declining). Despite the presence of a large number of branding instruments the publishing companies use only a small part of them and not in a full size.

Novelty. The number of features that will influence the formation and effective management of publishing brand has been distinguished. The author has carried out an attempt to improve some of publishing brand functions.

The practical significance. Branding is one of the main methods to ensure a high level of competition. Therefore, the development of branding technology is necessary for publishing enterprises. The use of branding will help modern Ukrainian publishing houses strengthen their positions at the market, create stable interconnections with consumers of products to buy and advertize a Ukrainian book in turn. The publishing house that has managed to form its own strong brand is more protected from the attacks of competitors in the conditions of a market crisis, it has already possessed more predictable perspectives.

UDC 658.0

THE EVALUATION OF THE EFFECTIVENESS OF SMALL INDUSTRIAL ENTERPRISES IN UKRAINE

M. B. Krystynyak

Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
kristynyak89@mail.ru

Research methodology. *The scientific works of national and foreign scholars on economics, management and economic security are the theoretical and methodological basis of the research.*

Results. *The scientific work is devoted to the theoretical and practical problems and methods of evaluation of the financial results of small industrial enterprises.*

Novelty. *The scientific novelty of the research is in implementation of the formulation and solution of actual problems of small industrial enterprises in Ukraine in the market conditions. The research has developed some stabilization mechanisms at the level of small industrial enterprises. For the first time the requirements for every company that represents a specific economic system have been defined in the form of proposed factors: the requirements at the enterprise level and requirements at the state level. In contrast to the already existing approaches, the proposed ones make it possible to form the strategy of the company in the market conditions, to improve a systematic list of threats. At the same time, the reverse sideways provide for competitive advantages in the number of systemic threats that cause instability. The creation of an appropriate strategy for the stabilization of small industrial enterprises by means of saving costs, slowing of a long-term decline, developing of long-term development programs has been done. The additional factor that requires specialized regulation of small businesses is the identification of potential threats to national security.*

The practical significance. *Suggestions and recommendations proposed in the study are aimed at improving the process of development of small industrial enterprises in Ukraine and, in particular, improving its effectiveness. The results can be embedded in the educational process of the Ukrainian Academy of Printing as a higher educational institution.*

UDC 65.012.8

PROBLEMS OF METHODOLOGICAL MANAGEMENT PRINCIPLES FORMING OF THE ECONOMIC SECURITY OF THE ENTERPRISING STRUCTURES

D. V. Obertan

Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
obertan@inbox.ru

Research methodology. *In his scientific work the author uses mostly general scientific methods, including systematic analysis (economic security of business structures), comparison and simulation (comparison of the methodology of economic security of enterprises and business structures with the modeled methodology management of economic security in a unified system), induction (on the basis of specific effective methods of constructing of a systematic economic security with general recommendations drafting).*

Results. *The result of analyses has shown the need for wider economic security of management business structures compared to economic security. The control system of*

economic security business structures should be broader in comparison with security, since it does not only correlate with the strategic, tactical and operational control loops, but moreover with the environment and the threats contained in their closer interaction. The author has improved techniques and methods of analysis and evaluation of economic security, financial and economic activities of enterprising structures.

Novelty. *For the first time the definition of economic security enterprising structures has been presented in the article. The innovative aspect lies in the fact that the main problem of the methodological foundations of economic security management has been discussed in the context of not only companies, but also in their more modern form — the form of enterprising structures.*

The practical significance. *The practical significance of the work lies in obtaining certificate and methodological recommendations on the design and implementation of economic security in enterprising structures.*