

**THE EFFICIENCY OF THE INSTITUTIONAL ASSURANCE
OF THE AGRICULTURAL BUSINESS ECONOMIC CAPACITY DEVELOPMENT**

The article substantiates the efficiency of the institutional assurance of the agricultural business economic capacity development. The ways and the institutional effect of the reformations in the agricultural sector have been defined. The aims of the state regulative policy under influence of the agricultural business have been revealed. The dynamics of the main rates changes of Ukraine's agricultural business development efficiency has been analyzed.

Keywords: economic capacity, agricultural business, reformations, regulative policy.

Черан Є. М. Ефективність інституційного забезпечення розвитку економічного потенціалу агробізнесу.

У статті обґрунтовується ефективність інституційних гарантій розвитку економічного потенціалу аграрного бізнесу. Визначено шляхи та інституційний вплив реформ у сільськогосподарському секторі. Були окреслені цілі державної регуляторної політики з урахуванням впливу агробізнесу. Проаналізована динаміка зміни основних ставок ефективності розвитку агробізнесу України.

Ключові слова: економічний потенціал, агробізнес, реформи, регулятивна політика.

Черан Е. Н. Эффективность институционального обеспечения развития экономического потенциала агробизнеса.

В статье обосновывается эффективность институциональных гарантий развития экономического потенциала аграрного бизнеса. Определены пути и институциональное влияние реформ в сельскохозяйственном секторе. Были очерчены цели государственной регуляторной политики с учетом влияния агробизнеса. Проанализирована динамика изменения основных ставок эффективности развития агробизнеса Украины.

Ключевые слова: экономический потенциал, агробизнес, реформы, регуляторная политика.

Importance of the problem. The efficiency of the institutional regulation is realized in practice by the mechanisms and is marked by the effects of target object in the result. In our case it is the agricultural business. In general it means that since the regulation with the help of institutions and mechanisms is realized always, its results can be compared with the results of the economy's agricultural sector development.

Problem statement. In the general analytical approach of the empirical evaluation basis we are going to review the aspects of the agricultural business efficiency as the representation of facts of institution activity, profits and expenses of the implementation of institutions of state regulation. In such a case we should realize that sometimes even the absence of regulation leads to certain results and vice versa, since agricultural business functions all the time as it forms the environment of people's life and the production of agricultural goods. That's why we consider the effects of the agricultural business development at the micro-, meso- and macrolevel to be the basis for the conclusion about the efficiency of institutions of the state adjustment (regulatory acts and organizations which fulfill their implementation into the practice of agricultural exchange).

Recent study analysis. The scientists' investigations towards the problem mentioned are mostly aimed at the definition of the specific features of the agricultural business. These issues are deeply covered in works of such Ukrainian scientists as V. Andriichuk, I. Gryshova, A. Marynchenko, O. Mytiay, T. Ozhelevska, O. Tabenska, V. Zamlynsky and others [1–9].

The purpose of the article is to substantiate the efficiency of the institutional assurance of the agricultural business economic capacity, to differentiate the ways and the institutional effect of reformations in Ukraine's agricultural sector, to reveal the purposes of the regulatory policy under the influence of agricultural business institutionalization.

Main material statement. The effects, which were achieved by the agricultural sphere, are definitely the result of the activity of enterprises, state and market as well as the activity of the state adjustment institutions, the standards of which are institutionalized into the practice of the economic order formation. There are a lot of facts to prove this. Not only regulatory institutional policy determines the efficiency of agricultural business, but also the efficiency of business determines the ways of regulatory policy development. There is the balancing of profits and expenses in this process, which may be both situational and strategical. Creating different values, the participants of the agricultural manufacturing and goods exchange processes are under the action of the state institutions. The state tries to balance the interests, working out and implementing the institutions of forbidden, stimulation and combined character, the influence of which is marked on the development of the economic capacity of agricultural business as a whole as well as of the certain subjects, inheriting the state interest. The balancing of profits and expenses, which are evaluated by the market, innovation realization and the creation of the security complex take place in this context.

The development of Ukraine's agricultural business as the object of the state adjustment at the micro-, meso- and macrolevel is definitely moderated by certain institutions, the standards of which are institutionalized into the practice by the mechanism of market, enterprise order and authority's compulsion. That's why the institutions mis-balance which exists today gives reasons to state about the inefficiency of the state institutional regulatory policy, which inherits several profits for the humble agricultural entrepreneur.

At the same time, mutually conditioned effects of the adjustment institutions are not revealed clearly and are not desirable from the point of view of the business environment in the context of evaluation of implementation of agricultural policy in Ukraine. Although the efficiency is certainly present, this is confirmed by general and certain results of agricultural business, especially of institutional sense.

In the modern history of the development of agricultural business in Ukraine there were a lot of regulative activities, the efficiency of which may be evaluated in different ways. However, just a little changed in the institutional sense, though the coefficient of the useful action is relatively not high, but there is an important reason for that – the necessity of the fundamental reconstruction of the agricultural arrangement, which may be fulfilled not quickly. For the agricultural sector of economics the most successful was the appearance at the outer markets of the agricultural production and food products, which would be rather difficult to implement without qualitative organizational and economic transformations.

Scientists and experts of agricultural market point at the fact that, for instance, 2015 was rather favorable in the sense of agricultural reformations and what is more, they brought a desirable, sometimes even unexpected effect. According to its results the agricultural reform of 2015 entered the top 5 reforms. It was embodied in practice according to three directions (*Table 1*).

Table 1

The aims of the state regulative policy under the effect of the agricultural business institutionalization

Aim*	Effect (modern condition)	Problems and reasons of failure
The guarantee of the country's food security	Achieved completely	There are certain problems of the value character – price formation, but the food security is guaranteed.
The transformation of the agricultural sector into the highly effective, competitive at the inner and outer markets sector of the state economy	Achieved partly – the effect is not stable and not guaranteed by infrastructure	The agricultural sector is competitive, but the situation is not stable, there is no infrastructure for repossession guaranteeing of the conquered market outlets; only huge agricultural companies have an access to the outer, high income market outlets; the problem lies in the fact that the competitiveness is provided mostly through

		the volume and lower cost, but not through the quality of the agricultural production. The reasons are in the absence of the state support and adjustment of export and insufficiency of the experience of positioning at the outer market.
Preservation of peasantry as a bearer of Ukrainian identity, culture and nation's spirituality.	Is not achieved – systematic and complete failure	Depopulation, decline of peasantry, sharp de-institutionalization and huge disruption among the income of urban and rural inhabitants, in favor of urban inhabitants.
Complex development of the rural territories and the solution of the social problems in the village.	Is not achieved – the situation is too difficult	Long lasting period of the village as a «milch cow» for the economy according to all kinds of resources and financing by the residual principle.

* The aims are determined by the Law of Ukraine «On the main fundamentals of the state agricultural policy for the period of 2015»

Resource: developed by the author

According to the assessment made by us with the help of the method of logical generalization on the situation towards the achievement of the institutional standardized aims, there is a conclusion, that the results of business institutional mechanism transformation have not provided a fair market value redistribution, social prosperity, additional population of rural inhabitants.

At the same time market business mechanism institutionalization was aimed a priori at the development of the agricultural business as well as at the formation of the resource and institutional basis of their effective functioning. One of the defining steps in the mentioned context was the assurance of return of the main means of production – land – into the peasants' ownership. Sharing of agricultural lands in particular has given a push to: the creation of the conditions for the development of enterprises of different forms of ownership in the village; the formation of the corresponding competitive environment, created on the possibilities of resources fairness for the entrepreneurs; the raise of labor productivity; the changes in the relation of peasants towards labor and the evaluation of its viability. It is also worth noticing that it was made a lot in the institutional sense, especially what concerns the land reform, though, it has not reached its final stage yet – the formation of the fully featured land market, with all the necessary attributes.

The adjustment of the agricultural business is an institutionally caused process, which is subordinated to the dynamics of the society development, and what is more – it is subordinated to the motivation in the society needs satisfaction in the vital goods of agricultural origin. That's why, for example the production of goods and the level of its consumption is the result or indicator of efficiency of institutional adjustment which includes state adjustment.

On the whole the regulative effect of the institutional agricultural policy is mostly embodied into the results of the development of Ukraine's agricultural business economic capacity from the change of the economic management conditions (*Table 2*).

Table 2

The dynamics of the main rates change of Ukraine's agricultural business development efficiency to the level of 2001

Rates	To the level of 2001									
	%					+, -				
	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
The production of grain, mln tons	98,9	142,9	116,4	158,8	160,8	-0,4	17,0	6,5	23,3	24,2
Crop yield, center from 1 hectare	99,3	136,5	115,1	147,2	161,3	-0,2	9,9	4,1	12,8	16,6
The production of corn, mln tons	328,3	627,3	575,8	850,1	782,7	8,3	19,2	17,3	27,3	24,9

Crop yield, center from 1 hectare	139,2	198,8	147,8	197,8	190,1	12,7	32,0	15,5	31,7	29,2
The production of wheat, mln tons	78,9	104,6	73,8	104,4	113,0	-4,5	1,0	-5,6	0,9	2,8
Crop yield, center from 1 hectare	86,5	108,1	90,3	109,4	129,4	-4,2	2,5	-3,0	2,9	9,1
The production of barley, mln tons	83,3	89,3	68,1	74,2	88,8	-1,7	-1,1	-3,2	-2,6	-1,1
Crop yield, center from 1 hectare	75,8	95,0	81,2	90,0	115,8	-6,3	-1,3	-4,9	-2,6	4,1
The production of sunflower, mln tons	300,9	385,3	372,7	491,0	450,3	4,5	6,4	6,1	8,8	7,9
Crop yield, center from 1 hectare	159,6	195,7	175,5	230,9	206,4	5,6	9,0	7,1	12,3	10,0
The production of rape, mln tons	1091	1068	894	1747	1632	1,3	1,3	1,1	2,2	2,1
Crop yield, center from 1 hectare	139,5	139,5	177,4	190,3	204,8	4,9	4,9	9,6	11,2	13,0
The production of soy, mln tons	2275	3066	3263	3756	5256	1,6	2,2	2,3	2,7	3,8
Crop yield, center from 1 hectare	160,4	202,0	169,3	203,0	213,9	6,1	10,3	7,0	10,4	11,5
The production of sugar-beet, mln tons	88,3	120,3	118,4	69,3	101,0	-1,8	3,2	2,9	-4,8	0,2
Crop yield, center from 1 hectare	152,7	198,5	224,5	218,0	260,4	96,5	180,3	227,8	215,9	293,5
The production of milk, mln tons	83,7	82,5	84,6	85,5	82,8	-2,2	-2,4	-2,1	-2,0	-2,3
Annual milk yield from the cow, kg	150,7	154,1	161,0	164,1	166,4	1373	1465	1652	1737	1799
The production of meat, altogether, mln tons	135,7	141,3	145,6	157,5	155,5	0,5	0,6	0,7	0,9	0,8
The production of eggs, billion of units	176,4	193,3	197,7	202,9	202,6	7,4	9,0	9,4	9,9	9,9

Resource: developed by the author on the basis of [4]

The main rates of the efficiency of the Ukraine's agricultural business economic capacity development as the main productive power of the agricultural sector grow all the time, especially during the last three years. This points at the favorable institutional conditions, institutional regulative policy, which assures long lasting economic growth, even despite essential reduce of population's income and changes in the structure of food consumption.

On the whole the income, which is received by the agricultural business entities are such, which allow supposing the existing institutional model effective and which allows to assure ever-increasing profitability (Table 3).

Table 3

The main economic rates of the production realization by the Ukraine's agricultural entities

	2000	2005	2010	2011	2012	2013	2014	The difference 2014/2000
Earnings from the production realization, mln hrn	11629	19624	73133	93680	118892	117444	162514	150885
which includes								
plants products	7789,4	12242	54050	71026	93568	89566	130721	122932
livestock products	3840,0	7383	19083	22654	25325	27878	31793	27953

The whole self-cost of the agricultural products, mln hrn	11751	18371	60383	73754	98693	105639	129230	117479
which includes								
plants products	5954,9	11342	42674	53703	76538	80588	101193	95238
livestock products	5795,9	7029	17708	20051	22155	25051	28037	22241
Income, negative profit (-) from realization of the agricultural production, mln hrn	-121,4	1253,2	12750,5	19926	20199,4	11804,3	33283,7	33405
which includes								
plants products	1835	900	11376	17323	17030	8978	29528	27694
livestock products	-1956	354	1375	2603	3170	2827	3756	5712
The level of the agricultural production profitability, %	-1,0	6,8	21,1	27,0	20,5	11,2	25,8	26,8
plants products	30,8	7,9	26,7	32,3	22,3	11,1	29,2	-1,6
livestock products	-33,8	5,0	7,8	13,0	14,3	11,3	13,4	47,2

Resource: developed by the author

The analytical rates also prove the fact that we have important reasons to make a conclusion about the thing that in the global general economic dimension the effect of the institutional adjustment is positive and the dynamics of the agricultural business rates growth is systematical, especially during the last years.

Firstly we want to notice that the economics of production as the main part of the productive chain in the system of «production-allocation-exchange-consumption» assures the creation of the additional product at the expense of the productivity effects, which were modelled correspondingly by the state's institutional regulative policy.

As we may see from the analytical data, Ukraine's agricultural business shows the prospective efficiency, especially from the point of view of the proposed by us indicators, but the conclusion has two side positive image. In particular, the producer's income increases, but the social economic effect according to the qualitative indicators, which may be the measure of the state institutional adjustment efficiency, point at completely different thing – favorable outer market condition, to which we are going to give our own assessment underneath.

Together with this, natural measurements of the agricultural business development, which, in our belief, define the foundations of the agricultural policy, prove its extensive direction. That means that the state's and its institutions regulative influence on the business entities' behavior in the form of the unconditional assurance of economic capacity development is minimized and almost ineffective.

Reasonableness and impartiality of this conclusion is confirmed by the fact that cereal crops and technical crops of oil applicability (such as sunflower and rape) dominate in the production structure. The agricultural producers are engaged with these crops due to quite favorable outer market condition. However, the neglect of the crop rotation principle and the agricultural business maintenance fundamentals may lead to the resource capacity break down. Branch regulatory bodies, especially local, do nothing to improve the situation – to regulate the production structure, that's why the commitment to the excess profit is attractive. It is only separate, the most visible miscount in the agricultural policy, which brings misbalance into the profits and expenses in the mechanism of economic capacity development. Agricultural policy's cut outs, state's adjustment functional orientation, in spite of the visible production's economic effect, inherit the form of indifference and lack of prospects. That's why we may consider such policy to be the «policy of nowadays».

A distinctive tendency of Ukraine's agricultural business development during the last years is the fact that this branch has increased the specific weight in the general volume: the country's GDP (2011 – 16,5 %, 2012 – 17,2, 2013 – 18,5, 2014 – 21,7 %); gross value added (2011 – 7,9 %, 2012 – 8,7, 2013 – 9,3, 2014 – 10,9 %) [5]. However, we may evaluate this increase result in two different ways. On the one side the branch economy increases, on the other side – it receives the features of the main branch. Herewith, there are a lot of negative points in the general economical context. The agricultural business itself builds its effects on the basis of the development of low cost, not labor intensive crop production. The confirmation to this fact is the reduce of the number of employees from 18,9 % in 2000 to 7,2 % in 2014. It will be true to suppose that it will lead to the non-stable formation of the added value, since the branch economy has mostly primary character and depends on the outer market condition. The agricultural policy in institutional regulation inherits the commitment to the outer markets, which are available mainly due to the low cost of the proposed production, that's why it is a temporary, short term effect. All the data according to the GDP may misinform, as they are far from that evaluation which would point at the implicit stability of the agricultural business economic capacity with the view of the perspective.

We don't suppose agricultural business' primary character to be the perspective. It is aimed mostly at the more intensive market, as nearly 15 % of corn and over 10 % of cereals (the second place after the USA) are supplied to the outer market. So, the internal reserves of consumption – livestock- take a back seat. It is the result of the imperfect institutional policy of the agricultural business adjustment by the state.

Imperfection of the state's institutional regulative policy in Ukraine's agricultural business, in spite of the positive general economic rates of its development, is confirmed by the facts of insufficient attention to such problems as:

- 1) system shortage and unavailability of the financial resources for the producers, which are engaged only in agriculture and are not a part of the integrated structures;
- 2) contribution to the uncontrolled resources overconcentration in agro holdings without their connection with the village problems;
- 3) tactic, but not strategic inheriting of the outer market motivations;
- 4) misregulating of the inter-sectoral relations together with the price disparity;
- 5) contribution to the extensive production with domination of the low cost cultures;
- 6) not paying proper attention to the situation with the low level of the production quality, that's why the main advantage of the export cultures is their cheap cost;
- 7) an absence of the functional, available for the small and medium-sized enterprises agricultural market sales infrastructure, which leads to the great loss of income.

The contemporary model of the state institutional adjustment is characterized by the national peculiarities of the contribution to the implementation of organizational and economic transformations, which caused lasting transitivity. It is also the result of unconstructive, unadapted to the national institutional adjustment realities, since there is the third decade of the agricultural transformations without the visible cut outs of stability. There is such transitive conclusion: the development of the Ukraine's agricultural business economic capacity as an object of the institutional adjustment in the context of efficiency measurement develops an impression of unadjustment of institutions and difference of positive sides, which may become negative at the same time. That is the result of an inconsiderate agricultural policy, which damaged the productive basis and the economy management structure. The innovative form of the economy management order stays at the stage of optimization search. There is no effective business owner of the land, the enterprises hasn't become more profitable, the quality of production is low, the state constantly changes regulative priorities.

In this context the state doesn't have any agricultural social policy, although the labor productivity increases (see *Table 4*). The reason of such condition is the domination of interests of additional financial result acquisition over the interests of society, laborer; that's why we see that the production effects are higher than the effects of social order. The problem also lies in the state adjustment, which may be considered situational according to the motivation character.

General economic measures of policy efficiency and Ukraine's agricultural business institutional adjustment

Rates	Years							
	2000	2001	2005	2010	2011	2012	2013	2014
The number of employed in the agricultural production, thousands of people	4367,0	4148,1	4005,5	3115,6	3410,3	3308,5	3389	3091,4
In % to the general number of employed	21,6	20,8	19,4	15,4	16,8	17,2	17,5	17,1
GDP based on 1 employed, hrn	4626,0	7088,0	10086,0	26623,0	32244,0	34229,0	39054,0	51923,0
Average monthly salary of one employee, hrn	111	151	415	1430	1800	2094	2344	2556
In % to economics	48,3	48,6	51,5	63,9	68,4	68,9	71,4	73,4
Gross production in constant prices, bln hrn	151,0	166,4	179,6	194,9	233,7	223,3	252,9	251,4
Gross production (labor productivity) based on one employee, hrn	27067	34567	72622	132680	165229	159679	201217	227753
% growth to the level of the previous year	x	127,7	210,1	182,7	124,5	96,6	126,0	113,2
Gross production per 1 hectare of agricultural lands, hrn	3707	4266	4710	5237	6294	6015	6813	7083
% growth to the level of the previous year	x	115,1	110,4	111,2	120,2	95,6	113,3	104,0
The export of agricultural production, million dollars	1377	1807	4305	9936	12804	17881	17024	16669
100 USA dollars, hrn	550,00	537,21	512,45	793,59	799,98	799,30	799,30	1188,70
The export of agricultural production, billion dollars	7,6	9,7	22,1	78,9	102,4	142,9	136,1	198,1
Income from export per 1 hectare of agricultural lands, hrn	186	249	579	2119	2759	3851	3666	5582

The absence of guarantees of high income employment for the peasant as well as of considered state's policy towards this issue is again confirmed by even bigger connection of the branch to the export development model. Outer evaluation situation encourages this fact (Table 5).

Table 5

Market positioning of the agricultural business institutional policy adjustment efficiency through the results of price formation

Rates	Years							
	2000	2001	2005	2010	2011	2012	2013	2014
Average price of production realization at the inner market, hrn/tons								
Cereals, altogether	443,8	381,3	417,8	1122,2	1374,7	1545,8	1297,2	1801,4

Wheat	487,0	386,0	415,2	1087,5	1335,2	1550,7	1367,2	1870,8
Corn	386,4	454,4	343,1	1245,7	1366,3	1515,2	1210,6	1744,7
Barley	374,2	354,1	488,5	960,7	1356,8	1580,4	1447,3	1707,6
Sunflower seeds	522,6	783,2	978,2	3019,5	32 44,3	3572,5	2990,7	3842,7
Soy	-	-	-	2601,7	2931,4	3422,1	3466,9	4650,9
Rape	-	-	-	2939,7	4143,8	3925,0	3073,6	4163,0
Average price of production realization at the outer market, dol/tons								
Cereals, altogether	95,50	87,31	110,71	177,42	255,65	258,17	235,10	200,86
Wheat	94,80	81,70	108,50	186,50	261,20	271,70	243,70	217,40
Corn	104,90	105,50	96,20	193,90	254,00	249,50	229,10	191,20
Barley	95,40	91,70	126,90	154,70	250,70	268,70	246,10	202,70
Sunflower seeds	163,20	171,20	281,20	459,30	609,20	587,50	697,70	596,50
Soy	161,00	345,50	219,50	387,70	427,60	474,00	497,40	420,80
Rape	159,90	150,90	241,60	418,50	623,80	609,50	510,10	428,60
Average price of production realization at the outer market, hrn/tons								
Cereals, altogether	520	469	567	1408	2037	2063	1879	2388
Wheat	516	439	556	1480	2081	2171	1948	2584
Corn	571	567	493	1539	2024	1994	1831	2273
Barley	519	493	650	1228	1997	2147	1967	2409
Sunflower seeds	888	920	1441	3645	4854	4695	5577	7090
Soy	876	1856	1125	3077	3407	3788	3976	5002
Rape	870	811	1238	3321	4970	4871	4077	5095
For reference: 100 USA dollars, hrn	544,02	537,21	512,47	793,56	796,76	799,10	799,30	1188,67

Resource: developed by the author on the basis of [4].

Conclusions. We suppose that the situation will stay the same until the state support assures a balanced capacity of the inner market. For example in 2014 export contract on cereals was higher to the value of almost 50 USA dollars on the basis of one ton of production comparing with inner state level of prices. This and also the national currency rate represent with the help of market condition exactly such situation, within which export is more strategic comparing with inner agricultural production sale.

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НАПРЯМИ ТРАНСФОРМАЦІЇ ТЕХНІЧНОГО РЕГУЛЮВАННЯ ПРОДУКЦІЇ В КОНТЕКСТІ ІМПЛЕМЕНТАЦІЇ ПОЛОЖЕНЬ ЕКОНОМІЧНОЇ ЧАСТИНИ УГОДИ ПРО АСОЦІАЦІЮ МІЖ УКРАЇНОЮ ТА ЄВРОПЕЙСЬКИМ СОЮЗОМ

У статті порушується питання гармонізації національних стандартів України відповідно до вимог законодавства та потреб ринку. Проведено дослідження процесу становлення систем технічного регулювання країн Прибалтики як приклад послідовності здійснення перетворень. Приділено увагу етапізації переходу від «старих» до «нових» правил у законодавстві ЄС щодо стандартизації та сертифікації продукції.

Ключові слова: стандартизація, технічне регулювання, сертифікація, «блакитна настанова ЄС», «старий» та «новий» підходи, трансформація законодавства.

Шабельник Л. Ю. Направления трансформации технического регулирования продукции в контексте имплементации положений экономической части Соглашения об Ассоциации между Украиной и Европейским Союзом.

В статье поднимается вопрос гармонизации национальных стандартов Украины в соответствии с требованиями законодательства и потребностями рынка. Автором проведено исследование процесса становления систем технического регулирования стран Прибалтики в качестве примера последовательности осуществления преобразований. Уделено внимание этапизации перехода от «старых» к «новым» правилам в законодательстве ЕС по стандартизации и сертификации продукции.

Ключевые слова: стандартизация, техническое регулирование, сертификация, «голубая установка ЕС», «старый» и «новый» подходы, трансформация законодательства.