

ЕКОНОМІКА

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THE ECONOMIC MEASUREMENT OF CONVERGENCE OF INSTITUTIONAL IMPACT ON THE SUSTAINABILITY OF DEVELOPMENT OF DOMESTIC ENTERPRISES

We considered basic provisions of institutional theories in the context of transaction costs about the economic stability of business entity's activity efficiency. We highlighted the premises of establishment of the institutional environment, which exercise a determinative influence on the efficiency level of a business entity and its economic stability. We enumerated the provisions of the base and vector of transaction cost influences on the activity efficiency and possibilities for ensuring the economic stability of a business entity. We described a potential use of a public partnership for establishment of the economic stability of business efficiency.

Keywords: efficiency, economic stability, institutional environment, institutional influence, transaction costs.

Гришова І. Ю., Шестаковська Т. Л., Глушко О. В. Економічний вимір конвергенції інституційних впливів щодо стійкості розвитку вітчизняних підприємств.

Враховано базові положення інституційних теорій у контексті транзакційних витрат щодо забезпечення економічно стійкої ефективності функціонування підприємницьких структур. Виділено передумови побудови інституційного середовища, які здійснюють визначальний вплив на рівень ефективності суб'єкта підприємницької діяльності та його економічну стійкість. Наведені положення щодо сутності та вектору впливу транзакційних витрат на ефективність діяльності та можливості забезпечення економічної стійкості суб'єкта господарювання. Описаний потенціал використання публічного партнерства для встановлення економічно стійкої ефективності підприємства.

Ключові слова: ефективність, економічна стійкість, інституційне середовище, інституційні впливи, транзакційні витрати.

Гришова И. Ю., Шестаковская Т. Л., Глушко О. В. Экономическое измерение конвергенции институциональных воздействий относительно устойчивости развития отечественных предприятий.

Учтены базовые положения институциональных теорий в контексте транзакционных расходов относительно обеспечения экономически устойчивой эффективности функционирования предпринимательских структур. Выделены предпосылки построения институциональной среды, которые осуществляют определяющее влияние на уровень эффективности субъекта предпринимательской деятельности и его экономическую устойчивость. Приведены положения относительно сущности и вектора влияния транзакционных расходов на эффективность деятельности и возможности обеспечения экономической устойчивости субъекта хозяйствования. Описан потенциал использования публичного партнерства для установления экономически устойчивой эффективности предприятия.

Ключевые слова: эффективность, экономическая устойчивость, институциональная среда, институциональные влияния, транзакционные расходы.

Putting forward the problem. External factors are known to have a substantial influence on the economic stability level of the enterprises main efficiency indicators, which fact actualizes studies of architectonics and insights into influences of the national institutional environment. The lack of current interdisciplinary assimilatory researches on the certain economic issue is one of the key challenges of studying economic processes through institutional paradigms, in particular,

low economic stability level in providing the effective functioning of enterprises and institutional theoretical and practical directives on a formation of the actual institutional environment. Institutional influences are permanent and they require ongoing monitoring. Therewith the information received requires its fundamental processing to evaluate the potential for providing of economic stability of efficiency of an entity functioning. Failure of a precise definition of institutional influences, which cause a significant change in the efficiency level of enterprises turns to be an important challenge for the modern economy.

The analysis of recent research. Concerns over the problem of efficiency in the social and economic light with the focus on the enterprise economic stability were raised by many scientists, in particular by O. A. Bondar, I. Yu. Gryshova, N. Yu. Podol'chak, and others. Therewith, institutionalism and institutional influences including the ones over economic systems, which are in a permanent search of economic stability of efficiency of their functioning, were researched by T. I. Yefimenko, V. M. Zapukhlyak, T. V. Kondrat'eva, K. S. Soloninka, and other researchers. Foreign experience in this subject is characterized by thorough works of such scientists as Kh. N. Payteliz, S. Shalteger, R. N. Stavins. Special aspects of institutional environment influence on the efficiency of enterprises activity and of keeping the stability of economic level of such functioning are still open for research. The possibilities for the economic stability of efficiency of business entities subject to their integration into a public-private partnership require being defined.

Setting objectives. The paper aims to form the decomposition of the institutional environment, which takes into consideration theoretical and practical aspects of economic stability of enterprise efficiency.

Presenting the main material. Consideration of economic field as a totality of restrictive rules stipulates the research of insights into institutions influences on the efficiency level of economic a stability of business entities development. Taking into account axiomatic statements defined by institutionalism, it is possible to extend the range of their influence on the processes, which ensure the economic a stability of enterprise efficiency.

Transaction costs are not only considered as one of the main categories of institutionalism but also have an essential influence on the economic a stability of the business entity efficiency. In the context of economic stability of the entity efficiency the exchange process is a fundamental process, and the costs related to this process often define the efficiency level of the enterprise functioning.

A title-for-title exchange is also studied in the context of transaction costs except for the costs related to goods or services exchange. «The level of transaction costs...related to property rights protection, contracts conclusion and fulfillment, information search is a criterion for an efficiency of standards and rules set forth for a private sector» [1]. Therewith it is reasonable to update the institution influences on the transaction costs to the extent of economic stability business entity efficiency (Table 1).

Table 1

Decomposition of transaction costs through institutional influences

Transaction costs	Institutional influences	
	Market	Government
Current information search and acquisition costs	Pricing according to competitive principle, consulting services	Formalization of financial statements, regulation of information access level
Negotiations costs, professional relationship costs, decisions taking and contracts making costs	Current procedures and standards actualizing negotiations costs, formalized processes of contracts management	Requirements for contracts conclusion

Contracts fulfillment motivation costs; contracts fulfillment control, monitoring and dealing with disputes costs	General code of conduct for market contractors	Legal liability for improper fulfillment of the agreements
Property rights protection	Private property institution (market-based evaluation of property rights objects)	Legal basis for property rights definition, possibility, possession, use and disposal (alienation) of entities, legal evaluation of property and intangible assets

In the modern economic environment with prevailing market mechanisms, transaction costs are in a prominent position among the factors of institutional influence. As a result, the more detailed analysis of the transaction costs is required. Approaches to an analytical representation of the transaction costs differ in their elements. In particular, O. O. Kantsurov considers that transaction costs are to be determined through administrative costs, marketing costs, financial costs, income tax costs and social welfare deductions. While Zh. M. Yushchak [2] considers that the elements of transaction costs are to be added with capital subscription costs, other operating and miscellaneous costs, and also with income deductions. Taking into account analytical potential of national financial accounting and the matter of transaction costs, we consider that transaction costs may be analyzed to the full extent on the basis of administrative costs, marketing costs, financial costs, capital and subscription costs, and other costs. Our view is that neither profit gained from the company's ordinary activity, nor any other operating costs are to be referred to transaction costs as these types of costs are different and closely correlated with the operating activity of the enterprise. The list of the specified components of transaction costs is analyzed on the basis of industrial enterprises (*Table 2*). The years of 2012–2016 are under review so that to abstract from considerable institutional influences, which took place at the end of 2016 and continue to influence the country economy.

Table 2

Analytical representation of transaction costs of main industrial enterprises

Indicator (a line in the financial statement), UAH	Year				
	2012	2013	2014	2015	2016
Ekvator, PJSC					
Administrative Costs (70)	1104	672	772	866	1105
Marketing Costs (80)	32	25	42	53	98
Financial Costs (140)	0	88	122	72	253
Capital Subscription Costs (150)	0	0	0	0	0
Miscellaneous Costs (160)	39	23	0	0	41
Total Transaction Costs	1175	808	936	991	1497
Enterprise's Total Costs	12662	10064	9102	10676	13979
Share of Transaction Costs in the Enterprise's Costs Structure, %	9,28	8,03	10,28	9,28	10,71
Net Profit / Loss (220; 225)	34	15	7	-440	-1486
Zakhidenergoavtomatika, PJSC					
Administrative Costs (70)	120	477	1166	1542	1712
Marketing Costs (80)	18	21	39	47	35
Financial Costs (140)	0	0	0	0	0

Capital Subscription Costs (150)	0	0	0	0	0
Miscellaneous Costs (160)	2	4	11	5	69
Total Transaction Costs	140	502	1216	1594	1816
Enterprise's Total Costs	44050	38091	20379	12986	12037
Share of Transaction Costs in the Enterprise's Costs Structure, %	0,32	1,32	5,97	12,27	15,09
Net Profit / Loss (220; 225)	993	4551	1771	-1732	-82
«Signal» Sambir Radio Plant, PJSC					
Administrative Costs (70)	478	421	506	502	0
Marketing Costs (80)	273	64	49	149	0
Financial Costs (140)	0	0	0	0	0
Capital Subscription Costs (150)	0	0	0	0	0
Miscellaneous Costs (160)	17	193	345	1771	0
Total Transaction Costs	768	678	900	2422	0
Enterprise's Total Costs	4080	20166	9519	6307	4884,5
Share of Transaction Costs in the Enterprise's Costs Structure, %	18,82	3,36	9,45	38,40	0,00
Net Profit / Loss (220; 225)	3	1484	216	-2	0
Lviv Instrumental Plant, PJSC					
Administrative Costs (70)	1638	1398	1568	1929	2013
Marketing Costs (80)	630	360	486	602	412
Financial Costs (140)	15	20	0	0	0
Capital Subscription Costs (150)	0	0	0	0	0
Miscellaneous Costs (160)	93	3	5	0	0
Total Transaction Costs	2376	1781	2059	2531	2425
Enterprise's Total Costs	30974	11128	18457	22521	13238
Share of Transaction Costs in the Enterprise's Costs Structure, %	7,67	16,00	11,16	11,24	18,32
Net Profit / Loss (220; 225)	3	1484	216	-2	0

The findings of the study show that increase in transaction costs results in a decrease in net profit of the enterprise and in its unprofitability. During the majority of the periods under review, when the share of transaction costs increased with regards to total costs, the financial result was negative. Such positioning of an influence of transaction costs on the financial result cannot be accepted as axiomatic, but the analysis confirms the importance of their influence on the establishment of economic a stability of enterprise efficiency.

Among other transaction costs, a number of other institutional influences can be determined. Besides, the current status of the determined institutional influences cannot be considered to the full extent capable of ensuring the long-term economic stability of efficiency of activity of a business entity. It specifies constant transformation of both institutional and economic environment for the enterprise operation. In the context of the specified area of the economic study, it is reasonable to point out that the nature of effect of institutional influences grouped in *Table 1* directly depends on upon a number of further non-formal institutions:

- a mentality of economic agents;
- an economic traditions of the business running;

- the vector of business morality in religious teaching;
- national and cultural peculiarities of moral measuring of economic activity;
- confidence in the context of cooperation and business partnership [3–5].

«Failure to fulfill a contract or agreement results in tangible costs, which are in advance included into business plans by the heads. Therewith the most serious institutional influence appears – the erosion of confidence in contractors. ... business relations result in the establishment of business networks, which become a stable and relatively closed set of relations between permanent partners» [6–8]. Establishment of permanent partnership relations is an efficient tool aiming to ensure the economic stability of efficiency of a proper enterprise. Partnership being updated has altered into the category of a public – private partnership. Partnership relations differ from a public – private partnership in an activity of a regulatory body within their relationship [9–10].

Formation of such associations was caused by the desire of a private sector of the economy to adjust institutional influences on their economic efficiency. Cooperation within a public – private partnership is advantageous for both business entities and government authorities: entrepreneurs receive as a partner a government authority, represented by a proper department with government powers (levers of institutional influence) and powerful administrative resource while government authorities receive the additional possibility of government influence on business structures. Within such partnership certain problems occur and have negative influence on the level of economic stability of efficiency of a business entity, namely:

- lack of legally specified interpretation of a term public – private partnership (a state – private partnership);
- inefficient use of government fund and assets due to lack of proper legal regulation of this procedure;
- complication of regulation of the intellectual property right within partnership relations;
- the disproportion of competency of individuals who cooperate as partners [11–12].

Regulation of these matters will ensure more precise interaction of the partnership members. Productive activity of such partnership will provide grounds for a formation of the progressive institutional environment, which regulates economic policy of the country to ensure the economic stability of efficiency of business agents.

Conclusions. Institutional environment for the economic stability of efficiency of an enterprise is characterized by the implementation of standards and rules in the administrative and legal area and an increase in transaction costs of the process of interrelations between contractors. The Economic stability of efficiency of functioning of the organization is possible to subject to compliance with socially oriented institutions and formation of business relations based on confidence, morality and ensuring mutual benefit. Considering formalized and non-formalized aspects of the institutional environment makes it possible to promote economic stability of enterprise efficiency. Re-formatting of relations between contractors in a way of creation of a public – private partnership (importance whereof was determined by head officers of national government institutions) is a practical tool aiming to efficiently ensure economic stability level of an enterprise.

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СУТНІСТЬ ТА СИСТЕМА ІНФРАСТРУКТУРИ КРЕДИТНОГО РИНКУ УКРАЇНИ

У статті досліджено особливості функціонування інфраструктури кредитного ринку України. Зокрема, розглянуто сутність категорії «інфраструктура кредитного ринку» через пізнання природи інфраструктури та її впливу на функціонування кредитних відносин. Також було застосовано системний підхід до пізнання окресленого об'єкта дослідження та у межах інфраструктури кредитного ринку ідентифіковані такі складові: нормативно-правове забезпечення, інституційне забезпечення, інформаційне забезпечення, технічне забезпечення, розрахункове забезпечення, кадрове забезпечення, розглянуто їх зміст та основні компоненти.

Ключові слова: кредитний ринок, інфраструктура, інфраструктура кредитного ринку, кредитні відносини, кредитні установи, позичальник, кредитор.