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PLACEMENT OF THE PRODUCTIVE FORCES AS THE BASIS FOR SUCCESSFUL BUSINESS MANAGEMENT

The article presents an analysis of theoretical approaches to the distribution of productive forces. Author examined ways of the concept of productive forces as a science. Has been staged the problem of productive forces.

Key words: *distribution of productive forces, regional economy, spatial economics.*

Problem and its relation to important scientific and practical tasks.

Placement of productive forces - a dynamic process, closely interconnected with the natural, economic and social conditions and economic areas of the country, as well as due to the peculiarities of the territorial division of labor that emerged historically. The basic structural tools of productive forces is the employment potential of Ukraine, the socio-economic problems of its population and its level of living. Principles of effective management of a territory or enterprise laid at the design stage of their spatial localization. Optimal placement companies on raw materials and labor, parts sales mean maximum reduction of production costs, which eventually leads to cost savings in social labor, low cost of production by the manufacturer. Thus, the rational distribution of productive forces is one of the most important factors of growth of economic power in Ukraine.

Analysis of research and publications on the issue. The development of theoretical approaches to the problem of productive forces now engaged in a lot of Ukrainian and foreign scientists. Are the following lines and the theory of productive forces and regional development [3-5]: geographic determinism; Environmentalism; shtandortni allocation theory, regional science, theory of markets, geopolitics.

Environmental determinism - a form of naturalistic learner, where the leading role in the development of society and the nation given its geographical location and natural resources (Montesquieu, E. Reclus).

Environmentalism - the scientific theory that explains international division of labor difference in the natural environment (Smith, E. Hentynhton). E. Hentynhton developed the theory of "climatic optimum," under which the most favorable conditions for the development of the country are located in the temperate zone.

Regional science - this is the direction of foreign theory of productive forces that emerged in the first half of the 50's and is a synthesis of many traditional sciences. The term "regional science" introduced American economist William Ayzard, who believed that this concept is broader than for the regional economy. Regional science has to study space regions (areas), locations (location) and their systems. Most prominent representatives of regional science are: P. Hagget

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(England), William Ayzard (USA), Leontiev (USA), which gave a low works with regional planning and economic forecasting. P. Hagget in the works "Spatial Analysis" (1965), "Models in Geography" (1971) developed a theory of spatial organization of society, the modeling processes based on minimizing the cost of time and effort when you move to the shortest distance. Leontiev developed methods for studying the linkages and inter-sectoral balance scheme "input - output" and is the author of "Investigation of the structure of the American economy" (1958). The main drawback of models such as "expenses - Issue" for an explanation of regional growth is the inability to fully consider the economic dynamics. W. Ayzard and Leontiev in the early 50's developed the first model of inter Consumer Relations.

Theory of markets associated with the works of such prominent scholars as: A. Lesch and V. Krystaller. A. Lesch considered the theoretical problem of placing the economy in general, across the country, so much attention to economic areas. Solving the problem of the location of production, he concentrated attention to the markets finished product. The main factors of development, he thought: the market for goods, the interests of the national economy, the maximum profit, transport, raw materials. V. Krystaller created and grounded theory "central cities", cities that provide the surrounding area with goods and services, defined the role of cities and agglomerations in the formation of hierarchical territorial structure of the country.

Geopolitics - a direction that explores the state policy towards the environment and addresses problems arising from the spatial relations. For the first time this term was entered R.Chellen (scientific work "Great Powers" (1910y.) and developed F.Rattsel (scientific work "Anthropogeography.", "Political Geography" (1987)).

In recent decades, developed the concept of territorial-production complex and "growth poles". The basis of the theory of clusters, developed in the works of N.N. Kolosovsky (1969), laid energy-productive technology cycles. N.N. Kolosovskii in 40-ies investigated the system of territorial complexes regional scale, created a foundation for the development of the theory of clusters. Scientists developed a method energy-productive cycles, which was essential for the economic and geographical characteristics of the area and allowed more clearly identify the structure of the economy and industrial relations within districts.

In the early 50-ies of the last century, the West was developed the idea of "growth poles", which was based on the theory of innovation Joseph Schumpeter. By the concept of "growth pole" French scientist F.Perru pointed out center of generation and transfer of innovative impulses from one sector to another. The concept later became the priority of regional planning. This approach is encouraged by Western economists for post-Soviet states in the form of free economic zones, business zones in depressed areas. However, in western countries, this concept is used in advanced economics and social and industrial infrastructure, if introduced, the preference is done without damage to other areas [5].

The main material of the research results from scientific justification. As the field of economics of productive forces based on the general economic laws. Its task is the formulation and development of theoretical foundations necessary for practical problem solving rationalize spatial dispersal of population and production.

The subject of science is the spatial organization of the productive forces, the study of which is carried out at different levels: locality grassroots administrative district, region or autonomous republic; economic region and the country as a whole.

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Most common law that determines the nature of productive forces, is the law of economy of social labor, whereby the highest productivity is ensured by reducing labor costs to overcome the spatial gap between the individual elements of production, through which you can dramatically increase the amount of transportation of finished products between producer and consumer .

Modern distribution of productive forces to a certain extent the result of territorial division of labor caused by economic, social, natural and national historical features of individual regions and their geographical location.

The theory of productive forces requires full consideration of the interests of society, which in general and its members, including the preservation of the environment and natural resources.

Economic science began to effectively explore the question of productive forces in the late nineteenth century. The theory of productive forces as such at the time was not. However, the development of economic science was not only due to the analysis and synthesis, but also by establishing the foundations of the theory of market allocation of production.

Modern evolutionary processes in the countries of the former socialist camp proved theoretical and methodological inconsistency crucial role mode of production and its economic laws are productive forces. Command bureaucratic methods of economic management, including distribution of productive forces led to regression in development theory placement (because science is only justified volitional decision in the location of production). Among the above believe that the main role in the development of the theory of productive forces should be given to A. Weber and W. Tyunen that for the first time proved that it was placing individual enterprise can provide, under the same conditions of individual owners profit. It should be noted that in the late nineteenth century, and early twentieth centuries, problem of limited accommodation "theory shtandortu", the essence of which is to select the best for the individual owner of the location a separate enterprise.

In terms of methodology the problem of the distribution of productive forces inherent in their rational territorial organization, the basics of which are economic regionalization, based on sectoral and territorial division, which is in production specialization of economic regions.

Any economic activity - production, supply and sales (mediation) or financial need to attract a large number of various resources - material, labor, technical and financial. For the organization of the necessary land, which will be located enterprise, materials, construction machinery, labor for the construction equipment to be assembled at the plant, and so on. In the presence of buildings, which will be economic activity (owned or leased) obviating the need for land, but may be necessary material and human resources for the upgrading of these facilities, financial resources for the payment of rent payments.

Later, when economic activity is organized, there is a constant need for appropriate resources in production, services or works: Raw materials, components and semi-finished products, fuel and energy for industrial and other purposes; workforce more.

In [1] rightly believe that the cost of resources for the organization of economic activity are called disposable and cost of resources for production - current expenses. Since resources for the organization of economic activity used for a long period of time (unlike the resources to produce products that are used during a process), then the calculation of cost of production of one-time costs should be allocated to the appropriate term. Therefore, the cost of production (B)

shall be determined by the formula:

$$B = E_n * K + A + C_p$$

B - cost of production; E_n - rate of return in the production of the type of product (or interest payments on bank loans), $E_n * K$ - annual value of lost benefits (value or annual fee for a bank loan), C - cost of production, A - annual depreciation; K - investment in production.

If the map alongside places possible deployment of enterprise for the production of a type similar products indicate the expected value of unit costs for its release, we get a rather unexpected result: the difference in the magnitude of these costs, depending on the type of products (even when using optimal for This is the technology of its production) range from 20-30% up to several hundred times, both for single (capital) and current (operating) costs. This difference in unit costs of production of similar products in different places called territorial differentiation of production costs (TDPC). TDPC exists for almost all products, but there is absolutely striking cases of territorial differences in real, not just the expected cost to manufacture similar products [2, p. 763-765].

The reason is TDPC territorial differentiation costs of resources (TDCR), necessary for the production of products in a particular place for a certain period of time and in appropriate amounts. In turn, a consequence TDCR: territorial differentiation of prices for resources, territorial differentiation resource requirements per unit of output; territorial differentiation as resources, which leads to the differentiation of costs in their application.

Regional differences in production conditions lead to differences in the cost of production of one and the same type of product. TDPC is a necessary condition of the problem of allocation - a necessary but not sufficient. Because the cost of production of similar products within different areas may differ, but at considerable "resistance distance" (the main characteristics of which are technically possible, cost, reliability and speed of transport) it cannot cause problems location - Enterprise will be in settlements where there will be demand for their products, or locality occur in areas with low production costs. In each of these cases place deployment of enterprise coincide with the place of consumption of its products.

Conclusions. Thus, we can reasonably argue that the theory of productive forces is a system of subjective and technical elements that express an active attitude towards nature. In the process of being developed natural resources, reproducible conditions of human existence, is social development.

Further studies will cover the development of new and improvement of existing factors of productive forces.

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