

JEL H13

Bilousova Svetlana

*Doctor of Economic Sciences, Professor,
Professor of Management Department,
International University of Business and Law
(Kherson, Ukraine)*

<https://orcid.org/0000-0003-4034-5946>

E-mail: mubip@mubip.org.ua

Anishchenko Olga

*Postgraduate Student of Management Department,
International University of Business and Law
(Kherson, Ukraine)*

E-mail: mubip@mubip.org.ua

THE SYSTEM OF PUBLIC MANAGEMENT OF RIVER TRANSPORT OF UKRAINE

Objective. The article deals with the system of state management of river transport of Ukraine. The analysis of the current state and prospects of river transport development is carried out. This is a description of the main elements and indexes of the management system.

Methods. The methodical basis of this article is an analysis of the state of the river transport industry in Ukraine, the results of researches of domestic and foreign scientists, analysis of law and economy preconditions of development.

Results. An analysis of the current situation gives us an understanding of the main problems of the industry: 80 percent of the depreciation of objects, insufficiency or complete absence of modern automated systems, elevators, terminals. The industry is financed only from the budget, and only 25% is covered by the litigation fee. At the same time, the state is able to provide only 35% of the required amount, it is barely enough to support some technical facilities.

The potential of the river transport system requires careful study and reform of public administration in this area, in order to increase efficiency and profitability.

Scientific novelty. The main problems of the field of river transport are highlighted: the problem of ports, the problem of depreciation of fixed assets, the problem of logistics and others.

Practical significance. For the revival of inland waterways in Ukraine ways to increase the use of potentials of the river transport as an ecological need to develop and implement a set of activities, what is the focus of the article.

JEL A10

Blystiv Oksana

*Candidate of Pedagogical Sciences,
Associate Professor of Economics and Management Department,
Ivan Franko Drohobych State Pedagogical University
(Drohobych, Ukraine)*

<https://orcid.org/0000-0002-4977-8409>

E-mail: oxana77@ukr.net

PARTS OF INFORMATIVE AND COMMUNICATIVE CULTURE OF A MANAGER OF EDUCATIONAL ESTABLISHMENT IN THE CONTEXT OF INFORMATION ENVIRONMENT CREATION OF SCHOOL

Objective. Aim of the article to determine the parts of information and communicative culture of a manager of educational establishment in the context of information environment creation.

Methods. Analysis, methods of scientific literature investigation and methods of investigation of specification of basic categories, survey of manager of educational establishments, comparisons, generalizations.

Results. Informatization of management activities increases the requirements for the professional training of managers, especially the level of their information and communication culture. Its important elements are the creation and efficient operation in educational environment, especially the implementation of electronic class journals, the use of scribing, the use of portfolio, cloud technologies and digital signature. One of the main tasks of a manager of the educational establishment is to create integral information space in an educational institution, which will enable to improve the administrative, methodological, financial, educational and upbringing activities of the institution and will encourage the leader and the entire staff of the institution to enhance their information and communication culture. The high requirements for the information and communication culture of managers of educational institutions are placed on the agenda for the creation of a reserve of management personnel at the regional departments of education and science along with the organization of appropriate training with the right to issue certificates.

The scientific novelty of the research is that for the first time a list of components of the information and communication culture of a manager of the educational institution has been developed, a sample check of the state of use of IT technology by managers at schools in daily management activities has been carried out. We also suggest schemes of raising the level of information and communication culture of educational institutions managers.

The practical significance of the research is that the problem of creating a reserve of management personnel at the regional departments of education and science has been actualized, the program of IT technology studying by future education managers has been proposed, the first steps regarding the creation of the informational environment of a comprehensive educational institution have been described.

JEL L83

Viatkina Tetiana

*Doctor in Economics, Professor,
Head of International Tourism Department,
Kyiv International University (Kyiv, Ukraine)
<https://orcid.org/0000-0002-2060-0818>
E-mail: tgviatkina@gmail.com*

Filipovski Andrei

*Student, Institute of International Relations,
Kyiv International University (Kyiv, Ukraine)
<http://orcid.org/0000-0002-9500-1721>
E-mail: andrei.filipovski@gmail.com*

Kovalevskyi Bogdan

*Student, Institute of International Relations,
Kyiv International University (Kyiv, Ukraine)*

TERRORIST ACTS AND THEIR IMPACT ON MASS TOURISM ECONOMICS

Objective. Defining the economic threat in the tourism industry after the terrorist acts of a national scale.

Methods. Achieving the objective there have been used the next methods: comparison, analysis, deduction, measurement, statistics.

Results. The chances of being killed in a terrorist attack are about 1 in 20 million. You are 300 times more likely to die in your own bathtub than be killed by a terrorist. You are 5,000 times more likely to die of a medical error than from a terrorist attack. It saddens us to see the amount of people on social media over-reacting, suddenly fearful of travel — whether to Orlando, or Paris, or to any metropolis. Of course, danger always exists. But, if you let fear take away our freedom to travel, they will win. People will continue to want to travel, and they appear to be willing to consider a place secure again following a terrorist act if proper marketing/image and crisis management occurs or, depending on the nature of the act, simply if sufficient time passes without further incident.

The world's top tourism destinations show a sharp decline in tourist arrivals and also a loss of capital for at least one year after the accident. Some states are forced to prove their safety and to the present day.

Scientific novelty. The introduction of the concept TSP (Tourist Safety Program) as an instrument to combat modern terrorism which is adopted by the national assembly of countries, where tourism is a significant share of income.

TSP (Tourist Safety Program) – a number of measures to ensure a stable level of security for tourists which is adopted by the national assembly of countries, where tourism is a significant share of income as a condition for the development of international tourism.

Particular significance. TSP Key positions:

- constant patrolling of territories;
- the refusal of the states of incoming tourism from political and military interference;
- full insurance of the countries participating in mass tourism;
- continuous complex aviation security procedure;
- creating of a civilian committee to combat crime in resort areas.

JEL Q32; R58

Halynska Yuliia
*PhD in Economics, Associate Professor,
Associate Professor of Management Department,
Sumy State University (Sumy, Ukraine)
<https://orcid.org/0000-0002-8413-8968>
E-mail: galinskaja.julia@gmail.com*

SCENARIOS OF IMPLEMENTING THE MECHANISM OF COLLABORATIVE ALLIANCES ON THE TERRITORIES OF NATURAL RESOURCE EXTRACTION WITH RISK FACTORS

Objective. The practice of management of foreign countries shows that the basis of ensuring the stability and effectiveness of socio-economic relations is the mutual interest of all participants in the creation, distribution and redistribution of rental income and social security of the population in the regions of their extraction.

But the problem is that we have identified some risks in the process of this mechanism development, which could be faced by the alliance members (state — local communities — fuel — producing companies) during operation of the collaborative alliances. As the world experience shows, the organizational basis for such a mechanism is the formation of collaborative relations and structures.

Methods. The author, using a combination of expert, system and empirical methods, sorted out the options of the event occurrence using the indicator *S*. The event scenarios are considered in accordance with three expert groups. Three options of the event development were adopted as the base (optimistic, pessimistic, most probable).

Results. Based on the interdependence formalization between the collaborative risks of different groups, we suggested choosing the risk management tools depending on their manifestations, as well as on other factors, the specific combination of which should be established on the basis of *S* indicator.

Scientific novelty. Therefore, we developed the scientific-methodical approach on coordination of interests of different groups in forming the collaborative alliances of different levels of hierarchy using the scenario method. Taking into account that the organizational mechanism of rental income redistribution can provoke various consequences and the development of unforeseen events, both in the regions and in the country as a whole, it is necessary to consider the variability of events, taking into account different criteria.

Practical significance. The identified event scenarios can help to develop the anti-risk mechanisms and implementation strategies for creating and operating a collaborative alliance in the environmental management. The introduction of three options for the event development (optimistic, pessimistic, and most probable) makes it possible to select those options that will be most appropriate in the specific areas of natural resource extraction.

JEL M00

Honchar Mykhaylo

PhD in Economics, Associate Professor,

Associate Professor of Management and International Business Department,

Lviv Polytechnic National University (Lviv, Ukraine)

<http://orcid.org/0000-0002-6108-3079>

E-mail: mykhailo.f.honchar@gmail.com

GENERAL PRINCIPLES OF STRESS MANAGEMENT SYSTEMS FORMATION AND IMPLEMENTATION AT THE ENTERPRISES

Objective. The purpose of the article is to select and systematize general principles of stress management systems formation and implementation at the enterprises.

Methods. The goal attainment was achieved using the methods of grouping, systematization, as well as system and morphological analysis.

Results. The list of general principles of stress management systems formation and implementation at the enterprises is completed with the principles of responsibility, purposefulness, motivation, formalization, hierarchy, controllability, adaptability, polycriteriality, systemacy, integratedness, objectivity, commonality, adequacy of informational support, decomposition, optimality, concreteness, clarity, reliability, scientific nature, consistency, temporal compliance, effectiveness, competence, completeness, development, and validity of the criteria base. It is substantiated that such principles are generally subordinated to the aims of management of critical undesirable deflections, which are significant, extremal and have a weighty negative influence on the business entities functioning, as well as to the corresponding tasks. The selected general principles of stress management systems formation and implementation at the enterprises provide unity and stability of critical undesirable deflections management within the management activities. The mentioned above principles satisfy the requirements of completeness, that is, cover the widest range of specific actions, provide the maximum correspondence of the name of the principle and its content and those situations in the management activities, which are the subject of the stress management. The presented principles are also characterized by the qualitative definition, as they possess their specific meaning, which differs from the content of other principles within the framework of such a list.

Scientific novelty. Scientific novelty consists not only in the systematization of general principles of stress management systems formation and implementation at the enterprises, but also in citing their content characteristics.

Practical significance. The selection of general principles of stress management systems formation and implementation at the enterprises allows managers of different levels to develop preconditions for the provision of critical undesirable deflections management efficiency, as these deflections are significant, extremal and have a weighty negative influence on the business entities functioning.

JEL F13

Goncharov Yuriy

*Doctor in Economics, Professor,
Head of Economics, Entrepreneurship, Management Department,
Kyiv International University (Kyiv, Ukraine)*

<http://orcid.org/0000-0002-3800-8038>

E-mail: goncharov_yv@ukr.net

Salnyk Oksana

*PhD in Economics,
Ministry of Economic Development and Trade of Ukraine
(Kyiv, Ukraine)*

PERSPECTIVES OF COOPERATION OF UKRAINE WITH THE COUNTRIES FROM ASIA-PASIFIC REGION

Objective. The purpose of the article is to develop proposals for the formation of a new pragmatic foreign policy, successful realization of which in the Asia-Pacific region will allow to some extent to compensate the potential losses of traditional markets, to diversify foreign economic relations of Ukraine with the countries of the world, and will help to prevent economic collapse, standards and welfare of citizens.

Methods. The methodological basis of the study is a set of general scientific and special methods of scientific knowledge. The following methods were used: analysis and synthesis (to identify causal relationships of cooperation with the countries); a systematic approach (to develop a concept and identify priority areas for the implementation of Ukraine's foreign economic interests in relations with the countries of the Asia-Pacific region); statistical (for the study of export and import indicators of Ukraine with the countries of the Asia-Pacific region).

Results. In order to ensure the realization of Ukraine's foreign economic interests in the markets of the countries of the Asia-Pacific region, a number of measures aimed at overcoming the weak trade surplus were proposed.

Scientific novelty. A comprehensive approach to solving the problem in which involved the bodies of central executive and local authorities, business structures.

Practical significance. The implementation of the proposed measures will enable the expansion of markets for domestic products (services) and use the export potential of the state.

JEL O18; L97; L98

Gradoboieva Yelyzaveta

PhD in Economics, Senior Researcher,

Department of Economic and Legal Problems of City-study,

Institute of Economic and Legal Research of NAS of Ukraine (Kyiv, Ukraine)

<http://orcid.org/0000-0002-1086-8159>

E-mail: gradeliz81@gmail.com

ECONOMIC AND LEGAL SUPPORT OF IMPROVING THE QUALITY OF PROVISION OF HOUSING AND COMMUNAL SERVICES BY MUNICIPAL ENTERPRISES

Objective. The object of the study is to substantiate the proposals on updating the economic and legal provision for improving the quality of housing and communal services provided by municipal enterprises.

Methods. The methods employed include the induction and deduction, comparison, system approach, logical generalization.

Results. The article summarizes the features and modern problems of managing municipal enterprises in the sphere of providing housing and communal services, assesses the impact of the factors analyzed on the possibilities of ensuring the proper level of housing and communal services and preconditions for improving their quality. The current laws and regulations for regulating the activities of municipal enterprises in terms of governing the provision of housing and communal services and ensuring the compliance of their quality with the established standards, procedures and rules, terms of the relevant contracts and requirements of the current legislation are analyzed. It has been noted that one of the most important preconditions for improving the quality of housing services provided by municipal enterprises is their innovation-based development, which can not be provided without adequate financing. In this regard, municipal enterprises providing housing and communal services are encouraged to intensify their activities due to expanding sources of financing investments needed to implement measures on the improvement of the quality of services provided.

Scientific novelty. The proposals on updating the economic and legal provision for improving the quality of housing and communal services provided by municipal enterprises are well-grounded in targeted recommendations developed for public authorities and local self-government, municipal enterprises' management teams.

Practical significance. The results of the study can be used by public authorities when working out and amending the laws and regulatory acts related to governing the quality of housing and communal services and the regulation of the relevant relations in the field of their provision, as well as by local authorities when drawing up the relevant sections of programs on the development of housing and communal sector of Ukraine's cities and regions; they can be also used in the activities of the municipal enterprises working in the sphere of providing housing and communal services to ensure their reliability, availability, and improved quality.

JEL F020; O190

Dykha Mariya

*Doctor of Economic Sciences, Associate Professor,
Professor of Economics of Enterprise and Entrepreneurship Department,
Khmelnitsky National University (Khmelnitskyi, Ukraine)
<http://orcid.org/0000-0003-4405-9429>
E-mail: dyha-mv@ukr.net*

UKRAINE IN THE GLOBAL INSTITUTIONALIZATION SYSTEM

Objective. Research on the issues of transformation of Ukraine in the conditions of global interdependence and interaction with international institutions.

Methods. The article is based on general scientific and special methods of cognition. In the course of research, methods of analysis and synthesis, logical method, principles of formal logic, methods of inductive and deductive analysis are used, empirical methods are used in the study of statistical, regulatory and legal information.

Results. The article clarifies that the joining of states to groups and blocs provides an opportunity for coordinated counteraction to security threats, a way of cooperation in the financial and economic, social spheres, in the system of the environmental protection, etc. The importance of joining NATO and European integration of Ukraine has been substantiated. The proposed large-scale modernization of the socio-economic system of Ukraine should be carried out in several stages, and separate step-by-step tasks of the different blocks should be solved both sequentially and in parallel. The strategic directions of development of Ukraine have been determined, taking into account the key world economic tendencies and potential of the national economy.

Scientific novelty. The development of theoretical and methodological apparatus for the modernization of the socio-economic system, the definition of strategic guidelines for the development of Ukraine, taking into account key world economic trends and the potential of the national economy.

Practical significance. Conceptual provisions, theoretical and methodological generalizations, methodological recommendations can be practically used to ensure sustainable socio-economic development of Ukraine and integration into the world economic space.

JEL G21

Zhuikov Gennady

*Doctor of Economics, Professor,
Head of Finance, Accounting and Taxation Department,
International University of Business and Law (Kherson, Ukraine)
<https://orcid.org/0000-0002-2336-6430>
E-mail: mubip@mubip.org.ua*

Lagoda Yevgen
Master's Degree,
International University of Business and Law (Kherson, Ukraine)
E-mail: mubip@mubip.org.ua

PRACTICE OF STRATEGIC MANAGEMENT BY A BANK IN THE MINDS OF ECONOMIC NON-STABILITY

Objective. Analyze the results of the indicator of the commercial bank's activity in the process of implementation of its work programs aimed at strengthening its positions, meeting the needs of clients in services, taking into account the interests of the bank itself.

Methods. The methodical basis of monographic research was the practical attachment to the financial activities of the bank associated with the transformation of the activities of individual areas of the bank and the development of a strategy for its functioning during the period of economic instability.

Results. The Bank's financial strategy was clearly corrected with the change in the financial situation in Ukraine and was aimed at leaving UkrSibbank's leading position in the Ukrainian financial services market by "optimizing costs, by changing" the terms of the strategies. With the help of special programs "Call" and "Vision—2010".

Scientific novelty of the research is to adapt to the Ukrainian realities the program provisions of special banking programs aimed at the work of the institution during the period of economic instability.

Practical significance. The results obtained as a result of the research indicate that the introduction of specialized programs of strategic management into the activities of banking institutions, which allows to improve both the size and range of bank lending services, inflow of foreign investments, etc.

JEL C32

Zaiets Svitlana
PhD in Economics, Associate Professor,
Senior Research Fellow,
Institute of Education Content Modernization (Kyiv, Ukraine)
<http://orcid.org/0000-0002-6133-1087>
E-mail: zsv@bigmir.net

DYNAMIC MODELING AS A TOOL FOR FORMING THE COMPETENCE OF THE ECONOMIST AND MANAGER

Objective. The justification for the need to disseminate such a learning tool as modeling of system dynamics (dynamic modeling, dynamics system) from primary school to master's level of preparation and postgraduate studies at universities in order to form a harmoniously developed personality capable of inspiring work in various spheres of activity in conditions of continuous acceleration of scientific and technical progress.

Methods. As methods of research, general scientific methods (analysis, synthesis, deduction, induction, analogy), system approach, comparative analysis, classification, historical and logical analysis were used.

Results. Development of methodological provisions and practical recommendations for the organization and implementation of the study of the basics of dynamic modeling at different levels of education from primary to higher.

Scientific novelty. Systematized educational goals of mastering the foundations of system dynamics, formulated personal, meta-objective, objective, practical results in applying dynamic modeling in the educational process of students of institutions of general secondary education.

Practical significance. Conducting a series of organizational and methodological activities, creating a teaching methodology, teaching and methodological materials from disciplines that will enable you to master the skills of using dynamic modeling, software products using information technology in NetLogo, Dynamo, Vensim, iThink, STELLA, Powersim, Rusim, AnyLogic for the training of students of secondary schools, students, establishing a training exchange as a non-profit organization for the exchange of Creative Learning (CLE), national scientific fairs for students, contest of creative student projects on modeling of system dynamics, prepare the proper ground for the formation of competitive specialists in the specialties "Management" and "Economics", which according to the level of competencies will response to modern global challenges.

JEL G38; E65

Zaitsev Oleksandr

*PhD in Economics, Associate Professor,
Associate Professor of Finance and Credit Department,
Sumy State University (Sumy, Ukraine)
<http://orcid.org/0000-0001-8292-4079>
E-mail: zavdnevniki@ukr.net*

Mohylnyi Viktor

*Senior Lecturer of Finance and Credit Department,
Sumy State University (Sumy, Ukraine)
<http://orcid.org/0000-0002-9794-1231>*

MECHANISMS OF REGULATION OF MARKET PROFIT OF SUBJECTS OF ECONOMIC ACTIVITY

Objective. Search for mechanisms of economic stabilization and further sustainable development of the Ukrainian economy.

Methods. The article proposes and investigates the mechanism of internal redistribution of market profits for economic entities in the direction of their own expenses. This mechanism was investigated by the assumption or "other thing being (equal) conditions". Also, methods of economic perspective, causality and conditional forecast were used.

Results. The financial mechanism of internal redistribution of market profits within the limits of subjects of management in the direction of transfer of part of profit to the amount of wages is investigated. This will increase wages and salaries. This, in turn, will lead to an increase in individual demand. This, in turn, will lead to an increase in supply from producers. Further, this, in turn, will increase the development of the national economy.

Scientific novelty: 1) legislative limitation of profit by establishing the upper limit of profitability; 2) sending part of the profit to the wage salary of employees.

Practical significance. Mechanisms of legal limitation of profits of industrial and trading enterprises are a mechanism of redistribution of cash flows from their market profit to the wage fund. This will increase the demand for the consumer goods market, which in turn will lead to an increase in supply from producers. So, the economic growth will begin. This is a mechanism for rebooting the economy similar to what happened in the United States in the 80's of the twentieth century. There are other options for optimizing redistribution of market profits, which require their further systematic research. For example: exemption from tax on profits that does not exceed a fixed level, or, inclusion in the model of fixed profitability of the progressive scale of taxation on

profit, which exceeds the fixed profitability.

JEL Q17

Kirgan Oleksandr

*Postgraduate Student,
National University of Life and Environmental Sciences
of Ukraine (Kyiv, Ukraine)*

<http://orcid.org/0000-0001-6255-8665>

E-mail: kirganaleksandr@gmail.com

Shtanko Oleksii

*Student, Faculty of Economics,
Kyiv International University (Kyiv, Ukraine)*

<http://orcid.org/0000-0002-4516-6173>

E-mail: alex-1974@i.ua

INTERNET-TRADING: CONCEPT, TYPES, IT'S MAIN CHARACTERISTICS

Objective. Aim is a complex analysis of distribution of Internet-trading at the fund market.

Methods. In this investigation we use the Internet-trading, that is resulted in the revision of basic economic models and conceptions of functioning at world financial markets in the whole, the origin fundamentally of new competition environment, development of technological standards, appearance of new players, trade grounds and financial instruments.

Results. The modern systems of Internet-trading, except standard possibilities of receipt of quotation information, simple analytic geometry and performing the orders on a purchase and sale of actions, all more often are completed such possibilities, as a technical analysis, export of information, is built into the special programs of analysis of data, marginal crediting, automation of trade and book-keeping operations, calculation operations, online consultations with specialists.

Scientific novelty. At the fund market in Ukraine Internet-trading is developed poorly enough. Obstacles for creation of electronic ground quite a bit: fund market small, many actions is difficult to buy or sell through subzero liquidity, development and introduction of corresponding technologies for electronic trade cost expensive enough. The encouraging measures of trade organizers do not assist the concentration of agreements of purchase-sale of securities. All of it are related to the Ukrainian financial market is dissociated enough from other financial markets and today only it's integration begins in the system of international financial markets.

Practical significance. We draw conclusion, that gives an opportunity to make money independently Internet-trading, by the «own mind» at markets that submit to the clear economic laws. Trading is the use of exchange, all present resources and knowledge with the purpose to buy and it's advantageous to sell or vice versa. Thus absolutely not important, that and who will be bought and a man or computer will be this customer.

JEL O18; L97; L98

Kositskiy Costyantyn
Postgraduate Student,
Institute of Industrial Economics of NAS of Ukraine
(Kyiv, Ukraine)
<http://orcid.org/0000-0003-3021-9591>
E-mail: kvkositskiy@gmail.com

WAYS OF IMPLEMENTING THE CONCEPT OF TAX LIABILITIES MANAGEMENT FOR AN INDUSTRIAL HOLDING COMPANY

Objective. The purpose of the article is to define and analyze the ways of implementing the concept of tax liabilities management for an industrial holding company.

Methods. Research methods employed include a system approach, logical generalization, analysis and synthesis, comparison.

Results. The paper describes the main components of the concept of tax liabilities management for the industrial holding company. The concept includes a set of principles and conditions, methods and tools to justify the decisions aimed at increasing the efficiency of the industrial holding company due to current assets saving. The conditions and principles of tax liabilities management provide for the formation of a single accounting policy, introduction of a corporate tax budgeting system, identification of tax reserves and prevention of tax risks. It was determined that the concept of tax liabilities management can be implemented either by the profile department of the industrial holding company or by attracting specialized service companies. At the same time, it is necessary to take into account the distinctive features of management when dealing with the holding company's financial flows by creating a single financial center. The possibilities of using insourcing and outsourcing tools to fulfill the tax function when managing the industrial holding company are analyzed. As a variant, it is proposed to involve a specialized consulting company in the organization of the process of implementing the concept of tax liabilities management.

Scientific novelty. Based on a comparative evaluation of various options for the implementation of the concept of tax liabilities management for the industrial holding company, the involvement of a specialized consulting company is well-grounded.

Practical significance. The results of research can be used by the management of an industrial holding company to make decisions on the selection of participants in the implementation of the concept of tax liabilities management.

JEL I28

Kuzmin Oleh
Doctor of Economics, Professor,
Director of Institute of Economics and Management,
Lviv Polytechnic National University (Lviv, Ukraine)

Yastrubskyy Mykhailo
PhD of Economic Sciences, Associate professor,
Associate Professor of Accounting and Analysis Department,
Lviv Polytechnic National University (Lviv, Ukraine)
<http://orcid.org/0000-0002-8032-4501>
E-mail: mypolynet@gmail.com

Krevs Victor
PhD of Physico-Mathematical Sciences,

STATE OF ACTIVITIES OF HIGHER EDUCATION AND PROSPECTS OF INVESTMENT AND INNOVATION

Objectives. The primary concern of this study is to analyze the state of higher education in Ukraine, description of tendencies in its development, and construction of a model of perspective development of universities. Here it is necessary to highlight the issues requiring urgent addressing during reformation of the higher education based upon positive national and foreign practice.

Methods. In the course of the study, methods of observation, analysis, generalization, synthesis and deduction were used.

Results. In the result of the study carried out, we found that in the current stage there is a imbalance in the number of specialities taught in the universities and actual market needs. This imbalance is caused by such factors. On the one hand, high school graduates enter the university having no notion what for and where to work in the future. Professional orientation of them is inadequate, separated from realities of life, and needs to be organized not just among the high school graduates but in the university too. It is expedient to employ the practice of western universities when a student himself can decide how many and what courses to take per semester and in this way to plan his own academic curriculum allowing him to work in parallel with pursuing the university/college degree and to form the motivation and attitude to learning. On the other hand, the universities still by various reasons cannot enjoy all benefits of the university autonomy. It is necessary to expand the university autonomy and make it the real. The universities themselves have to decide on everything concerning academic process, research and their endowment. They must rely upon their own resources and not upon grants from the state budget.

Such conceptual approach does not mean that the state should release a higher education institutions for self-reliance, but any budget investments in it has to be justified, and to bring in the future the return.

Scientific novelty. The proposed model of perspective development includes basic principles, adoption of which as a basis, allows ensuring the proper return on investment in the system of higher education.

Practical significance. Practical importance of the research carried out is to summarize the situation characterizing state of the development of the universities of Ukraine during the period of reformation of the higher education system.

JEL M31

Lyakhov Yevgen
*Student, Faculty of Economics,
Kyiv International University (Kyiv, Ukraine)*
<http://orcid.org/0000-0001-8811-7972>
E-mail: lyakhoveugene@gmail.com

PROCESS OF LEAD GENERATION IN MODERN MARKETING

Objective. The main goal of the research was to determine the role of lead generation in modern marketing, its comparison with other types and tools of marketing, as well as the rationale for its usage in various fields.

Methods. Main methodology was a comparison between lead generation and other marketing tools, highlighting the difference and profit from each notable distinction.

Results. In Ukraine, in comparison with foreign countries, the direction of lead generation marketing appeared not so long ago, about 2010. Subsequently, lead generation began to seize the market and companies are increasingly using this approach, because this kind of customer search and targeting, in contrast to similar types of advertising, allows you to clearly track the cost of advertising and understand where exactly was spent advertising budget. After comparing lead generation with other tools it was obvious that in modern market situation, where customers search and behavior is shifting more into internet based communication lead generation beats any other kind on marketing. Internet advertising with perfect lead generation setup drastically increases conversion rates and customers flow.

Scientific novelty. Most authorship for lead generation is credited to digital advertising agencies, most notably Marketo, Unbounce and HubSpot, but from scientific aspect popularity of lead generation is dictated not only by popularity of the internet, but from new tools for advertisement and drastic changes in customer behavior.

Practical significance. Lead generation can be used in any industry, main demand for its success – well designed for lead generation website or landing page. Any company with lead generation targeted website can use this strategy, main examples for lead generation modules can be: action forms, online consultant, encouraging buttons and specials.

JEL O17; K230

Melnykova Maryna

*Doctor of Economic Science, Associate Professor,
Institute of Economic and Legal Research of NAS of Ukraine
(Kyiv, Ukraine)*

<http://orcid.org/0000-0002-5342-622X>

E-mail: marvit1511@gmail.com

Bogachov Oleksii

*Competitor of scientific degree,
Institute of Economic and Legal Research of NAS of Ukraine
(Kyiv, Ukraine)*

<http://orcid.org/0000-0001-6610-9111>

E-mail: agodalex@gmail.com

INSTITUTIONAL ASPECTS OF THE CITY'S INFORMATION AND COMMUNICATION SERVICES SPHERE DEVELOPMENT

Objective. The aim of the article is to identify and generalize the institutional features of the sphere of city's information and communication services that affect its functioning and development.

Methods. The methods employed include a system approach, analysis and synthesis, comparisons and logical generalization.

Results. The expediency of investigating the sphere of city's information and communication services from an institutional perspective is substantiated. The structure and density of the institutional environment of the city's ICS sphere is presented including the presence of institutions, the level of interrelations and contacts between them, their ability to respond and adapt to changing conditions. The main institutions participating in the functioning and development of the city's ICS sphere (the state, local governments, owners of underground communications, main providers, providers and subscribers) are characterized, as well as corresponding institutions (restrictions that ensure a reduction in transaction costs through organizing, coordinating and stimulating an actor's behavior). The influence of institutional factors (legislative support, state

of infrastructure facilities, opportunities to attract investments) on the functioning of the city's ICS sphere is estimated. The proposals have been worked out to create the institutional conditions for developing the city's information and communication services sphere (improvement of the regulatory framework, modernization of infrastructure facilities, increase of the investment attractiveness).

Scientific novelty. The proposals have been worked out to take into account the institutional features of the sphere of city's information and communication services in the process of its functioning and development.

Practical significance. The results of the study can be applied to making decisions on overcoming institutional problems in the process of functioning and development of the sphere of city's information and communication services.

JEL O32

Mohylevska Olga

*PhD in Economics, Associate Professor of Economics,
Entrepreneurship, Management Department,
Kyiv International University (Kyiv, Ukraine)*

<http://orcid.org/0000-0001-8482-7950>

E-mail: olgaym1993@gmail.com

Korolyov Dmytro

*Student, Faculty of Economics,
Kyiv International University (Kyiv, Ukraine)*

<http://orcid.org/0000-0002-7925-0330>

E-mail: dima210496@gmail.com

Ustimenko Nadia

*Student, Faculty of Economics,
Kyiv International University (Kyiv, Ukraine)*

<http://orcid.org/0000-0001-5435-1517>

E-mail: nadia26ustimenko@gmail.com

MODERN IT-TECHNOLOGIES FOR BUSINESS: WHY BOTS AND CLOUD STORAGE

Objective. However, their use in Ukraine. It is the "bot technology" that becomes the latest trend for companies, primarily retail business. They allow you to optimize costs and processes, and today, according to an expert assessment, they are capable of performing more than 80% of the tasks that exist in communication between the company and the retail client or within the corporation.

Bots work from such Ukrainian companies as Kyivstar, PrivatBank, Alfa-Bank, New Mail, etc. Chat-bots are used on the portal Donor.ua, in the service of registration of companies bot.lawyer, in the service of monitoring of registration data of Ukrainian companies and the judicial register to protect against raider hijackings and control of counterparties OpenDataBot. Ukrainians had developed a telegram-bot iGov.

Methods. What it's about: Facebook held its annual developer conference this week, and it was all about the bots. OK, it was about more than that. But catboats — and the Messenger Platform they'll run on — were the stars of the show. Facebook launched the Messenger Platform (in beta) along with new developers tools — including the Messenger Send Receive API — for building bots that can interact with and respond to people within Messenger.

Results. Over 170 million Facebook accounts and 48 million Twitter accounts are bots. Such data is reported by researchers from the University of Southern California and the University of Indiana, as well as The Huffington Post. Bots — which in the Czech translation means "robot" — become an important and noticeable part of everyday life.

Scientific novelty. "Our Alla is a girl-bot that helps clients with a pleasant voice. We also recently launched a telegram in Telegram, it helps to solve issues in Alfa Mobile mobile banking and Alfa Bank Internet Bank," — says Alfa Bank, the head of the electronic business.

What scripts can be solved with the participation of chat bots? Almost all tasks related to task automation. A technical evangelist, explains that "chat-bots" need to be considered as a tool that is effective with the mobile app and website. However, the chat bot is much cheaper than creating a web application or site.

For example, because the chat-bot does not need a user-interface. In addition, bots can be permanently proactive 24/7, which can not be on the site or the web-application.

Particular significance. 5 Ways Cloud Computing is Changing Business Technology:

1. Easy & Instant Updates.
2. Unparalleled Scalability.
3. Substantial Savings.
4. Unrivalled Flexibility.
5. Matchless Security.

JEL R14

Novakovska Iryna

*Doctor of Economic Sciences,
Head of Land Planning and Cadastre Department,
Educational and Scientific Institute of Ecological Safety,
National Aviation University (Kiev, Ukraine)
<http://orcid.org/0000-0002-1473-7543>*

E-mail: novmailll@ukr.net

Ishchenko Nataliya

*Postgraduate Student,
Institute of Agroecology and Natural Resources of NAAS
(Kiev, Ukraine)*

THE PROBLEM OF ALLOCATION AND USE OF LAND FOR THE NEEDS OF ROAD MANEGEMENT

Objective. Scientific work would be considered the peculiarities of the legal land status of the road complex and the strategic directions of road industry development in Ukraine.

Methods. Analysis, synthesis, generalization.

Results. Well the main result of research has been established that the land of the road and road transport have significant differences between them. The legal regime land use of the road economy is based on the components of roads, which have independent legal regulation (laws on roads, road traffic, concessions for the construction and operation of highways, etc.). Nowadays land tax is not paid for the road land transport of public roads, in accordance with the Tax Code of Ukraine.

It was recognized that the adoption on 25 October 2001 of the new Land Code and other laws of Ukraine was created the necessary legal basis for a scientifically grounded solution of land redistribution, granting, transfer, extraction (redemption), alienation of land plots. However, this

base is insufficient to solve a complex of land allocation issues, in particular for transport needs, without necessary normative and technical documents at both national and sector levels.

The norms concerning the alienation of lands, that were covered in Article 14 of the Law of Ukraine "On Roads", are not corresponded to the norms of the current law on the purchase of land for public needs or their alienation on the grounds of public necessity. Separately, methodological approaches and the procedure for the purchase of land for construction (reconstruction) of highways should be developed. It has been recognized that it would be expedient to establish that the dimensions and configuration of security zones are defined in the design documentation for the construction (reconstruction) of highways, and their limits are specified in urban planning documentation, land use documentation and cadastral plans. It was proposed to reserve lands for the construction of highways, to carry out a complex of works on the verification of rights to previously granted land plots and the allocation of new areas for the construction and reconstruction of highways.

Scientific novelty. Consists in solving the scientific and applied development problem of the road complex in Ukraine, which requires significant modification on a modern, innovative basis. Achievement of positive results is impossible without taking into account national peculiarities of the formation of the system of management of the branch as a whole. In connection with research, it is necessary to conduct in-depth analysis of key aspects that characterize the movement towards ensuring the system integrity of the industry.

Practical significance. The complexity of the legal regulation of land relations in the road transport industry determines the urgency of solving the problems of rational use of these lands, the legal principles of which require further study and implementation in economic activities.

The main conclusions and results of the research would be used to improve the regulation of land use issues in the road sector by introducing appropriate changes to the existing land legislation.

JEL A10

Opalenko Alla

PhD in Economics, Dean of the Faculty of Economics

Kyiv International University (Kyiv, Ukraine)

<http://orcid.org/0000-0001-8783-2149>

E-mail: seyalla@ukr.net

ANALYSIS OF THEORETICAL BASES OF INVESTMENT DESIGN

Objective. Conducting a study of theoretical foundations and applied problems of investment design, development of conceptual provisions regarding investment promotion, management based on the construction and application of adequate economic and mathematical models and methods.

Methods. The paper uses the following modern methods of research, in particular: analysis, synthesis, generalization, system approach.

Results. The econometric models analyzed in this paper are of great importance for the analysis of the consequences of economic policy. They allow us to predict the effects of the budget deficit in the short run and, accordingly, the growth of public debt in the long run, which is taking place now in Ukraine. As residents' savings will decrease, investors will compete for their smaller volumes in the financial markets, which will lead to an increase in real interest rates within the country. The country's economy is open, but not large enough to affect the size of world interest rates, then higher interest rates attract foreign capital. Demand for the national currency will

increase, which will lead to its revaluation and, as a result, will worsen the conditions for Ukrainian exporters.

Scientific novelty. The scientific novelty of the obtained results of the research is to improve the theoretical foundations of the investment design problem, the need to develop and apply adequate decision support techniques that would allow for probabilistic factors to be taken into account, predict the level of risk alternatives, develop rational strategies

Practical significance. The practical significance of the results obtained is based on the scientific validity and applied orientation of the theoretical positions, approaches and recommendations outlined in the paper.

JEL O30

Opanasiuk Vitalii

*PhD in Economics, Associate Professor of
Economics, Entrepreneurship, Management Department,
Kyiv International University (Kyiv, Ukraine)
<http://orcid.org/0000-0001-6569-9738>
E-mail: v.opanasiuk@griffin.ua*

INTERRELATION INDUSTRIAL AND SCIENTIFIC PRODUCTIONS IN INDUSTRY 4.0 AT THE IT-MARKET OF UKRAINE

Objective. The purpose of the Research is to determine the prospects, specialization and role of Ukraine in the government-to-government cooperation from the Industrial 4.0 point of view.

Methods. Methodological and informational basis of the Research contains scientific works, materials of periodicals, Internet resources, normative-legal acts.

The method of structured logical analysis, methods of comparison and globalization were used during the Research.

Results. Among the competitive advantages of Ukraine there is a wide range of technical capabilities, starting from software to industrial engineering.

The success of Ukrainian developers at international technological exhibitions also raises the country's value.

However, it should be stated, that Ukrainian IT industry may lose both the pace of development and weight in international cooperation. The reasons for such threat are:

1. Ukrainian IT industry is neither the customer of final product, nor the owner of final product, but a temporary partner.
2. The attractiveness of Ukrainian IT industry, similar to Indian IT industry, is based on low labor costs for specialists, but the above advantage is like a “drop in the bucket”.
3. The deficiency of IT specialists is a temporary phenomenon. Personnel fulfillment comes soon with big data development, 2020—2025 by some estimates.
4. Ukrainian IT specialist's time and experience make benefit for the product, which does not contribute the Ukrainian, IT market.

For the purpose of saving the accumulated advantages while the revival of Industry 4.0, it is necessary:

1. To determine what exactly is kept to produce, maintain under the Internet of things (IoT) and which customer—service will be useful worldwide for the nearest 5—10 years at the least.
2. To define how to save Know-How, to get a Fee (Nokia's example) and not be absorbed by “TNK”.

3. To identify the exclusive focus areas of the Ukrainian IT industry to be declared and supported:

- data accumulation and security for global consumption;
- integration and communicative work of a programmatic and physical nature;
- construction of heavy infrastructure;
- high-tech work on robotics and superconductors;
- researches with ambiguous ethical reviews, integrating researches on Human robotics, researches on Human-software, Human-engineering, Human-internet.

Scientific novelty. The scientific innovation of the research is to outline the threatening of rapid and uncontrolled growth of IT market in Ukraine along with proposed course of risks reducing.

Practical significance. The research identifies the main areas of entrepreneurial initiative and the role of the government in Ukrainian IT segment.

JEL Q17

Reznik Nadiya

*Doctor of Economics, Professor,
Head of Exchange Activities and Trade Department,
National University of Life and Environmental Sciences
of Ukraine (Kyiv, Ukraine)*

<http://orcid.org/0000-0001-9588-5929>

E-mail: nadya-reznik@ukr.net

ESTIMATION OF FUNDAMENTAL FACTORS INFLUENCE ON FORMING PRICES AT THE AGRICULTURAL MARKET

Objective. Aim of research is an estimation of factors of influence on forming of prices at the agrarian market.

Methods. In this investigation we use a balance method foremost for determination the influence of national markets of different countries for the world market of grain-growing and vice versa.

Results. Swift development of production of corn in Ukraine and increase of volumes of export strengthens interest from the side of international futures-trading markets to the events to our state. From the point of view of analysis of influence of world markets on forming prices at the market of Ukraine, a corn is the most expedient culture because on this culture not entered any export limitations from the side of the state for times of independence, after the exception of introduction of export quotas in 2011.

In the world a corn is grown 175 million hectares, and in 2016 it was mine-out more than 849 millions tone that does a corn a most agricultural culture in the world after production volumes. The increase of gross collection of corn is related foremost to the increase of the productivity of this culture in countries with intensive agriculture.

Scientific of novelty. Most influence on forming prices at world level has a level of the international trading in a resource, i.e. level of it's export. Accordingly a situation at the market will depend on the most countries of exporters, in fact exactly it will determine prices on all mine-out in the world products.

Practical of significance. Our conclusion, that for understanding the pricing at the market we are interested foremost the most exporters of corn, but not most producers of corn.

VIRTUAL REALITY AND IT'S ECONOMIC CAPABILITIES

Objective. Coverage of the problems of earning money in the virtual reality environment, explaining the nature of the obstacles to the virtual world's economic activity, the possibility of using virtual reality devices in medicine, the field of entertainment, simulation of scientific experiments and the sale of such devices for specific needs, forecasts of the future in relation to the economy in virtual reality, in complemented reality and virtual reality with full immersion.

Methods. To understand how the bulk of buyers are in the AR and VR, the Worldpay consulting company conducted a survey of 16,000 consumers from 8 countries and came to the conclusion that there are obvious barriers to widespread technology spread.

According to the poll, the added and virtual reality of consumers are a lively interest, and they are seen as platforms that can change the way people interact with each other and with producers. More than half (55%) of respondents from different countries of the world, expressed the opinion that AR and VR technology in the coming years will become as popular as smartphones. However, concerns about the confidentiality of distributed data in virtual environments suggest that it will not be easy to promote convincing custom cases, especially in emerging market countries.

Results. The interest of consumers in complemented or virtual reality is great as ever. According to forecasts Citi GPS market complemented and virtual reality by 2025 may grow to \$ 692 billion. According to another IDC consulting firm, the number of AR and VR helmets sold in 2021 will reach 99 million units.

Now a large number of stores does not exist physically, but thanks to virtual reality, the seller has the ability to communicate with the buyer and even display the product in 3D space - the buyer does not spend time and effort on physical movement, but can buy the necessary thing without leaving home and even not communicating with the seller. In the economy, this is a huge breakthrough: the seller does not spend money on the maintenance of the building and does not incur other expenses that are accompanied by the physical restraint of the goods, and the buyer can see the assortment and make purchases from any place of the planet where access to the network.

So, if we consider virtual reality as a means of economic activity, one can confidently state that virtual reality is the most favorable environment for earning money. With the exception of serious IT developments, creating a virtual product requires much less money than creating a physical one. If we consider virtual reality as a simulation of the real world, it imitates both influence and reaction to influence. To create a convincing set of real-life feelings, computer synthesis of properties and reactions of virtual reality is conducted in real time. The virtual reality with full immersion is presently only in films and fiction, but in the future it will be created and will make a big breakthrough both in science and in the economy. There will also be manufacturers of devices that will allow you to immerse themselves in such a virtual reality. Selling such devices will increase the economy of the country where the manufacturer is based, almost immediately after the start of sales, and such devices can be used even in medicine. As of 2017, there is only an added virtual reality that can be interact with such devices as VR helmets, VR-goggles, VR-mittens and others. Although the virtual reality market is not large, companies such as Sony, Oculus, Facebook, HTC and Valve are actively involved in software development and construction of advanced reality equipment.

Scientific novelty. The paper analyzed articles and forums with virtual reality, statements by leading manufacturers of special VR equipment, news of the virtual world, statements of leading software developers for virtual reality, supplemented reality equipment descriptions, forums on the possible development of virtual reality with full immersion.

Particular significance. As of 2017, technology is accelerating every day. Virtual reality has become a commonplace thing like a car or kitchen: billions of people are using the social network, modern corporations use electronic documents instead of paper, virtual money replaces print, and the entertainment field prevails over the production of material things. The classical production market is so over-crowded that people are not nearly interested in household things, as large companies produce them. But virtual reality is a relatively new phenomenon, which offers great opportunities both for consumers and for manufacturers.

JEL Q17

Slobodyanik Anna

*PhD in Economics, Senior Lecturer
of Exchange Activities and Trade Department,
National University of Life and Environmental Sciences
of Ukraine (Kyiv, Ukraine)*

<https://orcid.org/0000-0001-6437-0033>

E-mail: slobodyanikann@gmail.com

Mohylevskiy Yuriy

*Postgraduate Student,
European University (Kyiv, Ukraine)*
<https://orcid.org/0000-0002-0775-8733>

E-mail: y.mogilevskiy@starki.com.ua

FORWARD PRICING AT THE FUTURES-TRADING MARKETS

Objective. Aim of research is a necessity of study the influence of the world organized markets to the grain-growing market of Ukraine conditioned by strengthening of dependence of pricing at the internal market from export prices on an agricultural production.

Methods. In this investigation we use a balance method foremost for determination influence of national markets of different countries to the world market of grain-growing and vice versa.

Results. Role of the forward pricing at futures-trading markets closely constrained with the theory of storage. A relation between physical and futures-trading prices results in an accumulation or non accumulation of supplies. Adjustment of supplies together with a purchase and sale of contracts of the futures is associated with a price difference between a physical and futures-trading price.

Through functional intercommunication between a physical and futures-trading price for the raw material commodities of apt at long-term storage, both prices in an equal degree represent actual expectations in relation to a future spot price, in fact they contain and represent the same information. A futures-trading price is a bonus or discount to the corresponding spot price, through that that includes for itself the cost of storage. Spot and futures-trading prices are the rationally formed prices that relate to the concretely certain date of delivery, and expectations integrate sentinel totality of price quotations in them.

Scientific novelty. The Efficient market contains necessary inaccuracy that is a price change in reply to new information. It is a possible error. All other inaccuracies except it, named

speculative errors that can follow from the inadequate estimations of traders or from a noncompetitive market environment. Price changes from such errors can be envisaged. Unforeseeable price changes will specify on unefficiency of market.

Practical of significance. Our conclusion, that the empiric middle forms of tests of market efficiency usually compare exactness of the forward pricing in futures-trading prices that play role of the expected prices, to the econometric models of price prognostication, that use accessible public information. These models are a norm for the estimation of that, or represent futures-trading prices accessible public information, or whether can be with projected price changes. Such information must be accessible as for a model so for futures-trading prices simultaneously.

JEL M31

Telishevska Olha

PhD in Economics,

Assistant of Economics of Enterprise and Investments Department,

Lviv Polytechnic National University (Lviv, Ukraine)

<http://orcid.org/0000-0002-9099-7152>

E-mail: olha.b.telishevska@lpnu.ua

Ovcharuk Vadym

PhD in Economics, Associate Professor,

Associate Professor of Foreign Economic and Customs Department,

Lviv Polytechnic National University (Lviv, Ukraine)

<http://orcid.org/0000-0002-6176-304X>

E-mail: vadym.v.ovcharuk@gmail.com

Budynskyi Rostyslav

Postgraduate Student of Management and International Business Department,

Lviv Polytechnic National University (Lviv, Ukraine)

<http://orcid.org/0000-0002-0362-7488>

E-mail: rostyslav.z.budynskyi@gmail.com

DOMESTIC EXPERIENCE OF THE FORMATION AND ADMINISTRATION OF COSTS FOR THE LOGISTIC AND SUPPLYING ACTIVITIES OF ENTERPRISES

Objective. The purpose of the article is to study and generalize the domestic experience in the formation and administration of costs for the logistic and supplying activities on enterprises.

Methods. The goal attainment was achieved using the methods of analysis and synthesis, statistical analysis, as well as expert evaluations.

Results. It is proved that the place and role of costs for logistic and supplying activities in the expenditure pattern in tote is being actualized increasingly and is being separated in the individual direction of the research. The domestic experience of informational support of costs for logistic and supplying activities management on enterprises as well as administration of the relevant business processes is considered. The tendencies of business entities application of logistic outsourcing for the optimization of costs for logistic and supplying activities are characterized. It is emphasized the importance of the problem of the logistic activities low positions in the strategy of most Ukrainian enterprises, which makes impossible building-up and implementation of the efficient instruments for the formation and administration of costs for enterprises logistic and supplying activities. The main problems of formation and administration of costs for the logistic and supplying activities on enterprises (domestic business-structures owners and managers' orientation mainly on the internal logistics, the lack of modern warehouses, the law general state of logistic system in the state, incorrect understanding of the logistics by a large number of managers

and owners of enterprises, the low level of transport-logistic infrastructure development etc.) have been separated.

Scientific novelty. Scientific novelty consists in studying and generalizing of domestic experience in the formation and administration of costs for the logistic and supplying activities on enterprises that will favor the main problems identification in this area, as well as searching the ways to solve them.

Practical significance. The study and synthesis of domestic experience in the formation and administration of costs for logistic and supplying activities on enterprises will help to find the ways to optimize the relevant costs and to improve the economic efficiency of doing business.

JEL Q18;D69;E64;H56

Tkachuk Vasyl

D.Sc. in Economics,

Head of Economics and Business Department

Zhytomyr National Agroecological University (Zhytomyr, Ukraine)

<https://orcid.org/0000-0002-5268-9175>

Yaremova Maryna

PhD in Economics,

Associate Professor of Economics and Business Department

Zhytomyr National Agroecological University (Zhytomyr, Ukraine)

Tarasovych Liudmyla

PhD in Economics,

Associate Professor of Marketing Department

Zhytomyr National Agroecological University (Zhytomyr, Ukraine)

E-mail: luda2310@i.ua

PROVIDING THE FOOD SECURITY OF UKRAINE

Objective. The purpose of the article is to substantiate the theoretical and practical aspects of the formation of food security in Ukraine.

Methods. The main methods of research of the article are abstract and logical, system analysis, structural and functional.

Results. The article substantiates the theoretical and practical aspects concerning the formation of national food security under the conditions of integration into the European community. According to the rating of the global index of food security, Ukraine in 2016 occupies 63rd place among 113 countries of the world and concedes to such countries as Azerbaidzhan (57th place), Bulgaria (50th place), Russia (48th place), Belorussia (46th place), Poland (29th place). The low level of GDP per capita is the main reason of decline in the food security, as this is almost doubly lower indicator than the world average one. Costs for food from average household income amounted to 58.9 % in 2015. The level of physical and financial affordability of the population to safe and high quality food products is low because of high price for food products. The determinative measures for the provision of food security are outlined at various levels of the hierarchy.

Scientific novelty. The scientific novelty of the article is a theoretical and analytical generalization and assessment of the level of food security of Ukraine with further proof of the necessity of its improvement.

Practical significance. Practical significance is the possibility of using the results of research by entities of the agrarian sphere.

JEL J13

Сучасні питання економіки і права

1-2(5,6)'2017

Tokarskyi Taras
PhD in Economics, Habilitation Associate,
European Integration Problems Department,
Diplomatic Adviser of A-one,
National Institute for Strategic Studies (Kyiv, Ukraine)
<https://orcid.org/0000-0002-3924-1253>
E-mail: tt.adaptaion@gmail.com

SOCIAL-ECONOMIC SECURITY OF UKRAINE

Objective. The article aims at examining social and economic security of Ukraine from the perspective of threats to national security. In this regard it is important to provide for an unbiased assessment of situations when the threat level reaches its maximum degree and as a result may shatter social and economic stability in the society. Smart forecasting of maximum degree of social and economic security is critically important for preventing society's drift into instability and social conflicts which undermine the economic security of the state.

Methods. Methods of research: to achieve the research objective the author applied abstract-logical, deductive and inductive methods. The abstract-logical method allowed to substantiate the possibility of using modern notions of economic theory when studying the efficiency of the level of social and economic security in Ukraine, as well as to work out the structural model of the development process and the conceptual model of the threats' assessment. The deductive method was used to outline the framework of examining the development of the state's social sphere. The inductive logic was applied when analyzing the dynamics of social security development, working out the development strategy and underpinning its criteria.

Results. The social component of the economic security must provide for proper state of norms of law and their respective security institutions which allow ensuring protection of human rights and freedoms, as well as moral and material values of the society. This factor plays its role by means of impact of social priorities, ideas and social situation in the country at large. Analysis of its substance helps identifying its main advantage which is its complex nature. This means that within its framework we deal with examining the key factors which have an impact on the state of the functional component of the economic security, studying main processes which influence ensuring economic security, analyzing allocation and use of economic resources, considering economic indicators which reflect the level of economic security, developing the methods to provide for the highest level of functional components of the economic security.

Scientific novelty. The article's scientific novelty lies in the thorough analysis of social and economic security in Ukraine with due regard to the wide array of factors, driving forces and motives which influence the evolution of this notion with reference to the challenges posed to the state's economic security.

Practical significance. Assessment of social and economic security of Ukraine allows to have an effect on the competitiveness of the economy; the integrity of territory and economic space; sovereignty, independence and capabilities to counter external threats, social stability and conditions to prevent and settle social conflicts.

Trut Olga

*Ph.D in Economics, Associate Professor,**Head of Management Department,**Lviv University of Trade and Economics (Lviv, Ukraine)*<http://orcid.org/0000-0003-4131-843X>E-mail: olgatrut@ukr.net

KEY FACTORS OF FORMING THE PERFORMANCE OF MODERN ORGANIZATIONS

Objective. The purpose of the study is to substantiate and generalize the determining factors of the performance formation of modern organizations.

Methods. Conceptual provisions of the theory of value chain and performance management methodology; dialectics, systematic approach, generalization; analysis, synthesis, morphological analysis, graphic.

Results. The methodology of performance management helps managers understand the process of creating the organization value, structure of sources of its formation under new conditions and factors that determine it. The chain of value creation focuses the attention of executives on specific actions that generate costs and create the value for customers. Knowledge and information, as factors of production, promote the concept of joint creation of value by producers and consumers of products. Accordingly, the performance management of modern organizations is based on new conceptual decisions that determine the structural changes in the value chain. For modern organizations, *the decisive factors in achieving success* are management, investing in the intellectual potential of its employees and its use. It is *the study of the structure-forming elements of the organization value that enables their detection*.

The first step towards understanding the value structure is to determine what should be considered *the results of the organization performance*. However, performance management is not limited to measuring the results of the organization performance, but also the measurement of *factors* that determine its present and future value is necessary, that is, the factors that shape the performance of the company, which managers can influence.

Since there is a difference between the current and future value of a company, it is necessary to distinguish between the factors that determine the present value of the company – "factors-determinants" and factors that shape its future value – "factors-constructors". The orientation of managers to *factors-determinants* leads to a short-term increase in the performance of the company, and *factors-constructors* have a long-term impact on the future value of the company. They allow you to take advantage of risks and opportunities as they emerge.

In the course of the study, we have proved that managing the organization performance is the management of key factors of its success. In the information era there occurred a radical change in the chain of value creation – the replacement of tangible assets with intangible. Accordingly, the management of the organization performance is the management of intangible assets of the organization: knowledge, intelligence, information technology with the determining role of personnel of the organization.

Scientific novelty:

- it has been proved that the components of the organization value structure bring together *the factors of achieving the organization performance* – unique for each organization *leading indicators* that are the levers of management of the final result and determine the actions that the team must do in order to achieve the necessary results;
- it is proved that the performance management of modern organizations is the management of intangible assets of the organization: knowledge, intelligence, information technology with the determining role of the personnel of the organization.

Practical significance:

- systematic understanding of the theory of "value chain" by managers equips them with modern tools and means of transforming the goals of the organization into concrete results;
- identification by managers the structure-forming factors of the formation of the organization performance determines the content of the performance management process – it is the management of key factors in the success of the organization.

JEL L20

Fokina-Mezentseva Katerina

*Doctoral student, PhD in Political Science,
International University of Business and Law (Kherson, Ukraine)*

<http://orcid.org/0000-0002-5984-764X>

E-mail: mubip@mubip.org.ua

THE EVOLUTION OF CORPORATE-CULTURAL BASES OF MANAGEMENT BY THE ORGANIZATION

Objective. The article describes the stages and fundamentals of the evolution of corporate-cultural change processes in the management of organizations and enterprises.

Methods. The paper is widely used works of domestic and foreign researchers in Economics, management, corporate management and organizational behavior.

When writing the article the author used systemic, situational and complex analysis, methods of sociological and comparative analysis, correlation and regression analysis, methods of logic, comparison and generalization.

Results. The corporate culture is the system component of the social management of the modern organization, affects the efficiency of its functioning. Using the principles of the instrumental role of corporate culture in the management system aimed at the successful implementation of the development strategy of the company.

Scientific novelty. The notion of "corporate culture" as an integral element of the control system from the position of subject-object relations and strategy-theoretical importance in the context of the sociological approach to management; identified the distinctive features that separates this category from the organizational culture.

Practical significance. Practical value is to clarify the theoretical and methodological aspects of the corporate culture in the management of modern organization forms system-based methodological principles of assessing the development of corporate culture of modern organizations; the substantiation of the recommendations to ensure compliance with the socio-cultural environment strategic guidelines for the development of enterprises.

JEL B27

Chemorda Pavlo

*Student, Faculty of Economics,
Kyiv International University (Kyiv, Ukraine)*

<http://orcid.org/0000-0001-7901-6299>

E-mail: pashkinadzen@gmail.com

ISLAMIC BANKING AS AN ALTERNATIVE TO TRADITIONAL FINANCIAL INSTITUTIONS IN UKRAINE

Objective. This article describes the current state of Islamic banking and its main activities. Characterize main features and history of formation of this type of financial institutions. Reveal main advantages and disadvantages of this type of institutions. Describe main products of Islamic banking and give its analysis; research the history of function of Islamic banking institutions in traditionally non-muslim countries and regions and make conclusions about its effectiveness in such environment; analyze the modern status of Islamic banking in Ukraine and in the world, give the conclusions about the object and evaluate prospects of this type of financial institutes in Ukraine.

Methods. The research was based on observation, analysis, synthesis, historical and modeling methods.

Results. The result of the study is conclusions about current state of Islamic banking, its products, their development and prospects in the world; analysis of its effectiveness in traditionally non-muslim countries and prediction of possible integration of Islamic banking institutions in Ukraine.

Scientific novelty. The scientific novelty of the study is research of modern practice of Islamic banks in traditionally non-muslim countries; research the possibilities offered by Islamic banks in the context of its attracting to the Ukrainian market and evaluating of its prospects.

Practical significance. Given the characteristic of modern state of Islamic banking in the world. Generalized conclusions about possibilities of Islamic banking systems functioning in Ukraine, prospects of its development in muslim and non-muslim regions.

JEL B27

Shevchenko Mykola

*Student, Educational-Scientific Legal Institute,
Kyiv International University (Kyiv, Ukraine)*

<https://orcid.org/0000-0002-1139-1970>

E-mail: kolyashevchenko1994@gmail.com

FINANCIAL ACTIVITY OF ORGANS OF LOCAL SELF-GOVERNMENT IN UKRAINE

Objective. The main objective is to realize the financial needs of local self-government bodies, which is achieved only through covering all financial expenses. This implies: firstly, the collection of funds in their funds; secondly, their distribution according to needs based on the competition of local priorities; and, thirdly, the direct use of collected funds for the implementation of the tasks of local self-government bodies.

Methods. The methods of study are determined, based on the established purpose of the purpose, the restoration, and the determination of its object and object. In order to achieve objective objectivity, the results of the investigation are used as *zagalnaykov*, as well as the specially-applied methods of excitement.

The *Zalnayaykyi* dialectical method provided a comprehensive approach to the provision of funds that imply the implementation of the financial needs of local self-government bodies.

The *Ihoric* methodology is able to prove the genesis of the powers of local self-government bodies in the field of financial activity.

The most effective method is to apply the World experience of ensuring local budgets, namely, the powers of local self-government bodies in the field of financial activity.

Results. The given problem is given due attention from the domestic and foreign scientists, namely: M.M. Agarkov, I.A. Bezklubiy, L.K. Voronova, S.V. Glebko O.A. Dmitrieva, S.B. Egoricheva, O.O. Kachan, A.I. Polischuk, L. Nursad, O.M. Oleynik, O.P. Orlyuk, S.P. Savinsky, A.B. Sukhovorkhov, G.A. Tosunyan, A.L. Khudyakov, N.I Khimicheva, I.M. Pakhomov and others.

Scientific novelty. One of the ways to overcome some of the problems of local budgets may be to carry out administrative-territorial reform and financial decentralization in Ukraine, which will encourage new ways of strengthening own revenues of local government budgets. Conducting the reform will contribute to the construction of a state structure by Ukraine in accordance with the requirements of the European Charter of Local Self-Government, which the Verkhovna Rada of Ukraine ratified in 1997.

Practical significance. Within the framework of the formation of multi-level management, a special place occupies a local level as the most close to the citizens and their needs. In view of this, the legal basis for the financial activities of local self-government bodies in Ukraine is of great functional importance: it strengthens the foundations of democracy and civil society, creates conditions for the provision of vital needs and interests of the population, stabilizes the political system and is an important mechanism for ensuring the unity of the country. That is why the developed institute of local self-government in the financial survey is one of the most reliable guarantees of efficiency of the system of multi-level management. Based on the above, the study of financial activity of local governments becomes of great practical importance.