



ECONOMICS AND MANAGEMENT OF ENTERPRISE (BY THE TYPE OF ECONOMIC ACTIVITY)

NATURE AND SENSE OF SOCIAL CAPITAL IN THE REVIVAL OF THE COOPERATIVE MOVEMENT

page 4–7

The role of social capital in activity of networks of civil activity is analyzed. The main approaches to understanding the concept of cooperation and the role of the cooperative sector in social and political, economic life of the citizen are outlined.

It is investigated that cooperation has great potential for social support of the general population, especially of vulnerable social; focused on human values and is a source of social capital.

It is determined that the neglect of social capital in creation of cooperatives is a major problem of reducing the cooperative movement in Ukraine. The main reasons for decline of the cooperative movement are the lack of understanding of its content and substance, prevalence of vertical connection and identification with the cooperation of the socialist period.

Directions of the state activity to promote the revival of the cooperative movement are proposed. There are providing the legal support by creating a legal framework which would be assigned the status of cooperatives and cooperative systems, principles of construction and operation, guarantees to protect cooperatives, etc.; providing conditions for financial stability of cooperatives.

Keywords: social capital, cooperation, cooperative movement, trust, credit unions.

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METHOD OF SWOT-ANALYSIS WHEN PLANNING INVESTMENT AND INNOVATION PROCESSES IN THE ENTERPRISE

page 8–14

The present article deals with the application of the SWOT-analysis technique in practice of effectiveness evaluation of investment and innovative projects in the industry. The aim of the article was to justify the need for such analysis to determine the environmental factors of development projects and identify those that require further attention from the developers of the project initiators.

The study was carried out a retrospective analysis of the literature to define the scope of SWOT-analysis techniques. It was found

that most of the methodology used to select the strategic direction of the company and provide an objective assessment of the current status of the enterprise management as a whole. Also this technique is applied in practice in the development of anti-crisis measures. The experience hasn't been submitted as regards the application of such assessment in the planning of investment and innovation processes in the enterprise application. That is why the author proposes to use this technique as part of the pre-planning research investment and innovation projects, which are proposed for consideration by the management companies or potential investors.

Results that obtained from the practical application confirm the necessity and reasonableness of the use of this technique during the preplanning research investment and innovation projects.

Keywords: investment and innovation process, investment and innovation project, preplan studies, modified SWOT-analysis, SWOT-matrix.

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RISKS OF INVESTMENT PORTFOLIO OF BANK INSTITUTIONS OF UKRAINE

page 14–17

In the article an assessment of concentration of securities in the assets of depository corporations is provided, compliance with regulations investing in securities in the banking system of Ukraine to

determine the existing reserves is investigated. The conclusion of low investment activity of banks on the one hand, and the great potential of securities transactions on the other are done. The study found that a group of banks of Ukraine by size are significantly different in scope and quality of portfolio securities, the overwhelming majority of securities is concentrated in banks in group I, the greatest risk of securities available for sale are banks of group II and group IV, held to maturity – banks of group IV. The obtained results are important given the fact that the NBU increased provisioning requirements for securities that are not listed and traded on the stock exchanges that encourage commercial banks to invest in financial instruments market. The result of the study was the development of anti-crisis measures in the stock market to stimulate the investment activity of depository corporations and will reduce its risks: further implementation of international financial reporting standards on accounting and disclosure of securities, transfer illiquid securities in balances of hospital banks for their further implementation by fair value in the post-crisis period.

Keywords: securities, investment portfolio, risk, depository corporations, hospital bank, investments in securities.

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THEORETICAL AND METHODOLOGICAL APPROACHES TO EVALUATING THE EFFECTIVENESS MARKETING OF ENTERPRISES

page 18–21

The market economy environment in our country gave rise to business planning and marketing planning at enterprises. The evaluation of financial and performance indicators is quite common in Ukrainian enterprises, but the evaluation of the effectiveness of such areas as marketing, human resources and intangible assets is significantly less developed.

The article is devoted to defining the essence of marketing costs and the approaches to evaluating their effectiveness. The marketing costs from the standpoint of marketing investments are determined. Since the purpose of any business is profit making, we consider mar-

keting budget (cost) the investments, means that the evaluation of the ROI of marketing investment is a key indicator of marketing. The concept of the effectiveness of marketing activities is developed, as well as the methodological approaches to evaluating such activity. The analysis of the marketing plan allows manager to evaluate the effectiveness of the work done in general; to identify those activities that bring tangible results; to identify programs for which funds have been spent, but because of certain factors, they were not effective; to realize the big picture of the company and outline future strategy. This demonstrates the need for continuous and comprehensive evaluation of the effectiveness of marketing activities.

Keywords: marketing effectiveness, assessment of the effectiveness of marketing activities, marketing return on investment.

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FORMATION THE COMPLEX OF ORGANIZATIONAL COMPONENTS OF PRODUCTION SYSTEM IN AGRICULTURAL ENTERPRISES

page 22–26

Conducted researches aimed to identify and describe the main components of the production system of agricultural enterprises in meat and dairy cattle, which effective operation can significantly improve the economic stability of enterprises in the modern business environment.

The process of forming and achieving economic impact of the production system agricultural enterprises, the quality of which is determined by optimal combination of all elements and stages of the production process (people, vehicles and objects of labor, and the main, auxiliary and natural processes) in space and time.

It was established, that the stability of the system is influenced by various factors. Thus, for example, one of the selected unit factors affect market infrastructure, the intensity and volume of raw material purchasing, contracts with contractors, the reaction of consumers for products and more.

Therefore, have an influence of these factors, you can achieve system stability.

Keywords: production system, organizational structure, efficiency, agricultural enterprises.

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STUDY OF VOLUMES AND CONTENT OF MATERIAL INCENTIVES OF TRADE ENTERPRISE STAFF WORK

page 26–30

Ongoing in our country political and economic reforms can't be realized without the active creation of incentives to work and entrepreneurship in combination with highly organization and discipline. Recently, it is occurred the trend to increasing an interest and attention to the problems of staff incentives, and analysis of the prospects of employment activity because the assessment of the situation in the workplace is a necessary condition for the proper choice of direction and methods of implementation of measures for economic recovery. However, there is a crisis of labor activity in large part due to the loss of salary of its main functions: motivation and reproduction. These and other factors determine the relevance and importance of the problems of material incentives for work efficiency. The study of this issue in the trade becomes more important because the trade finishes the reproduction process or eliminates or increases difficulties that occurring in manufacturing.

The features of the current state of staff stimulation in commercial enterprises are mixed hourly-wage premium form with elements of the commission; bonuses and allowances to employees; using different compensated programs, charging premiums for performing and overfulfillment of planned indicators of realization. It is conducted multivariate cluster analysis and the influence of the main factors on incentives for staff in commercial enterprises revealed that a third cluster of enterprises (enterprises with foreign investment) and a high level of increase of the basic salary (50 %). The increase in additional salary relatively basic (26 %) is typical for the second cluster (average trading companies). Increase of other incentive and compensation payments is typical for the first cluster (to 18–20).

Keywords: financial incentives, trade enterprise, staff, labor, labor costs.

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THE FORMATION OF ENVIRONMENTALLY SAFETY LAND USE IN AGRICULTURAL ENTERPRISES

page 30–33

In modern conditions before each landowner and land user raises questions of environmental and economic effects of business activities, finding the most reasonable in terms of environmental protection, forms and methods of economic and environmentally sustainable use of agricultural land. One solution to these issues is the introduction of ecologically land. Environmentally safety agricultural land use land use process that involves the conservation and improvement of soil fertility through the use of measures for the land protection, which include: improving the structure of agricultural land and acreage, soil-tilling land, evidence-based standards of fertilizer applying, mainly use of biological methods of plant protection and modern agricultural machinery.

Theoretical foundations of the formation and development of environmentally safety use of agricultural land are investigated. The ways of rational use and protection of land resources and reproduction of land resource potential of agricultural enterprises are grounded. It is established that environmentally safety agricultural land use requires consideration of territorial, economic, environmental and social factors that significantly affect the condition of land, their performance, and at the same time the efficiency of agricultural enterprises.

Keywords: environmentally safety land use, efficiency, rational use, land resources, land ownership.

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«COST-BENEFIT» ANALYSIS: DEFINING THE EXPEDIENCY OF IT APPLICATION IN CSR

page 33–37

This paper provides an introduction to the problem of usage and effectiveness of «cost-benefit» analysis in social responsible activity through worldwide case studies. The main purpose of the paper is to persuade that comparing costs and benefits of social activity change the essences of CSR (corporate social responsibility). We analyzed of case-studies of CSR performance to do it. The cases indicate that in the context of social responsibility the usage of financial valuations in relation to social objects as incentives as well as a «cost-benefit» analysis abolish the very concept of social responsibility.

CSR have to be done taking in accounts specific inputs and output of social activity without using traditional economic utilitarian approach. In the case when the event is economically advantageous to be socially responsible it should have moral value. We states that this method of financial analysis in practice of CSR should abandon We propose during the analysis of any case in CSR proceed from the fact that it was adopted on the basis of «cost-benefit» analysis in a situation of «what if...?». This does not affect the calculation of effectiveness of CSR activity; however it will valuates the moral aspect of the issue.

Keywords: corporate social responsibility, evaluation, cost-benefit analysis.

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JUSTIFICATION THE CHOICE OF IMPORT SUBSTITUTION STRATEGY DIRECTION ON MACHING BUILDING ENTERPRISES

page 37–42

Mechanical engineering is a very important sector for Ukraine budget formation. But in recent years the national producers lose the volume of internal market. It is connected with the low competitiveness of enterprises. The negative influence of outside factors, outdated manufacturing equipment and inefficient management system determine the position of producers in the industry.

Therefore, the issue of import substitution becomes urgent with each year. In this article, the authors propose a scientific organization and economic scheme of a process control strategy of import substitution at the enterprise. Based on the efficiency analysis of company product policy the stages of analyzing of the suitability of implementing the strategy of import substitution are proposed. Economic analysis allows to determine the most advantageous direction of implementing the strategy of import substitution. In order to increase competitiveness in internal and foreign markets product policy and enterprise as a whole has to be effectively managed. The result of this article is a defined direction and product group for implementation of the import substitution strategy.

Keywords: product group, mechanism of strategy management, BCG matrix, method Saaty, Sharpe coefficient, Beta coefficient.

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PREREQUISITES OF DEMAND SHAPING FOR TRANSPORT SERVICES

page 42–46

In the article it is analyzed the transport service to the parameters of quality and price, determined the main factors influencing demand for transport services. It is conducted an analysis of the factors that determine the quality of transport services concept in the context of its consumer evaluation. It is investigated how displayed the price fluctuations of transport services on the demand for it, depending on the characteristics of the basic service. It is conducted an analysis of scientific approaches to a set of factors that actualize the need for transportation.

Research is carried out to study the prerequisites of demand for transport services.

On the basis of these researches it was found that the attributes that define the concept of quality transportation services are material attributes, trust and the possibility of the provider in the eyes of the customer, competence, communicativeness and customer orientation of performer, safety and availability of the services. It is proved that the impact of income and prices on the demand value for transport market is the greater, than more optional a nature of the needs in traffic and vice versa. It is determined that each individual manner outlined transport service, determined from the total mass of transportation needs, is the result of primary needs, hence the need for transport, spatial and temporal distance between the points of departure and destination specific cargo / passenger or group of cargo / passengers.

The research results are important for the development of fundamental knowledge about the market of transport services. They will be useful in the further development of the theory and practice of management of transport enterprise on market principles.

Keywords: transport service, demand, necessity, price, quality.

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THEORETIC AND LEGAL ASPECTS OF CAPITAL FUND REPRODUCTION OF DISTRICT HEATING PLANTS

page 47–51

Significant political and economic changes that have been taking place in Ukraine recently necessitate close tracing of legal alterations in order to adjust various managerial decisions accordingly. The article analyses a number of recent legal alterations regarding district heating plant (DHP) functioning. Author focuses on legal aspects that have to do with capital fund (CF) upgrading. The article examines power-efficient, quickly compensated procedures that the National Commission for State Energy and Public Utilities Regulation of Ukraine suggests DHPs should implement for the purpose of capital fund upgrading. These procedures are defined according to physical deterioration and obsolescence types of CF and types of CF reproduction. The study shows that most of them can be rated as intensive extended reproduction and are ranked from new technology re-equipment to various types of modernization. Review of the latest versions of the Internal revenue code of Ukraine and of The law of Ukraine about natural monopolies allows for the conclusion that a number of stimulating state initiatives in the DH area are suspended. Monitoring of legal alterations is important for understanding of new conditions of DHP functioning as it affects CF upgrading investment decisions.

Keywords: district heating, capital fund reproduction, modernization, power-efficient procedures.

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ACCOUNTING, ANALYSIS AND AUDIT (BY THE TYPE OF ECONOMIC ACTIVITY)

THE QUALITY ASSESSMENT OF STATE AUDIT OF FINANCIAL AND ECONOMIC ACTIVITY BUDGETARY INSTITUTION

page 52–56

In the paper it is marked the stakeholders in assessing the quality of auditing the financial and economic activities of budget institutions, which include budget entity to be audited, state auditors involved in the review and State Financial Inspection.

It is determined the criteria of the quality of financial audits, which include: compliance with applicable law; qualifications matching the staffing; implementation of recommendations issued after the state audit of financial and economic activity of budgetary institutions; adequacy of legal, methodological, financial and technical support.

It is developed the methodical approach to assessing the quality of the state audit of financial and economic activity of budgetary institutions. The difference of the proposed methodological approach is a gradual process of criteria selection of state audit of financial and economic activities and their sequential combination. The proposed approach will ultimately possible to determine deficiencies in state auditors and enhance their professionalism and promote the convergence of national audit services market with the international community

Keywords: state financial audit, quality, state audit of financial and economic activity, quality assessment.

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THE ROLE OF INDEPENDENT AUDIT IN POST CUSTOMS CONTROL

page 57–60

Developing of post customs control is in the highlight of customs authorities, national and foreign scientists. In that time there is no unified understanding of «post customs control» and «post customs audit» terms, like as theirs normative definition.

Necessity of creation new Custom Service in Ukraine, modeled after the European Union, caused by economic integration process. In that time it's a reason of conversion to international standards of custom control, especially Kyoto Convention. In this context strengthening of controlling and auditing function as modern form of customs control becomes still more actual.

Place and role of independent audit in post customs control system is determined by analysis of modern determination of terms «post customs control» and «post customs audit», legal requirements for customs procedures and foreign economic activity audit. In spite of vast resources of auditing firms their capacity is hardly used for post customs control. First of all it is determined be imperfection of national legislative base and absence of customs authorities special efforts and Auditor's Chamber of Ukraine.

For acceleration of post customs control implementation in Ukraine it is necessary to amend legislative and normative acts for clear determination of post audit functions. It is also recommended to work out essential methodic basis.

Keywords: subjects of foreign economic activity, post customs control, an independent audit, auditor procedures.

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INFLUENCE OF INVESTMENT ACTIVITY'S FEATURES FOR ITS CONTROL

page 61–66

Stable rising tendency of total foreign investments to Ukrainian economy and permanent increase of capital investments to national enterprises needs stable development and perfection of legislative, theoretical and methodical bases of investment control. That is why a real necessity of theoretical and practical analysis of investment control category appears. There is no clear definition of the this term in national scientists' researches. This is a reason of investment control imperfection on all levels of economic system functioning and stable economic rising inhibition.

The article reveals analysis of the main features of investment process control. The author worked out practical recommendations for investigated features classification on the specific characteristics for further determination of their influence for types, forms and subject of investment control as a part of company's management system.

Research of economic entity investment control for its tasks and comprehension substantiation has been made. As a result the author has worked out her own definition of this economic category, determined its main types and forms for their correlation analysis.

The necessity of investment activity features usage in economic control system developing according to goals and tasks of revision, relevant to company's activity, internal economic conditions and environment's characteristics is substantiated.

Keywords: investments, investment process, investment activity, investment control.

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OPERATIONAL ACCOUNTING AND CONTROL: INFORMATION BASE FOR TIMELY MANAGEMENT DECISIONS

page 66–69

In the article it is investigated the practice of industrial enterprises accounting and operational controls, whereby it is determined that these two systems are very simplistic and imperfect, that does not allow for timely detection of adverse deviations and eliminate them, and as a result, reduces the company's efficiency. In the modern business environment becomes relevant the formation of approach to further development of operational accounting and control, taking into account the objectives of operational management, ensuring the effective functioning of industrial enterprise. Problems of developing an accounting and control in the system of operational management now becoming more relevant to Ukrainian enterprises because the accounting and control system aren't promptly receive the necessary information. As a result, recommendations are developed for the organization of operational management on interpenetration accounting and control functions, on their integration through shift of control centers with operational decision centers.

Keywords: operational accounting, operational control, enterprise management, controlling, integration.

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