



TECHNOLOGY TRANSFER IN THE ECONOMICS

DETERMINATION OF RATIONAL MANAGEMENT MODEL OF TRAIN TRAVEL COMPANY «NARROW-GAUGE RAILWAY»

page 4–10

For the first time in Ukraine it is developed the conceptual basis of model for railway companies to organize tourist traffic on the narrow gauge, based on the principles of self-fulfillment of certain levels of functions depending on the new structure of the Department of passenger transport in the distant traffic, existing investments for reconstruction and building of narrow-gauge railway and the buying of rolling stock.

The methodical approach is developed to determining financial flows of rail travel company, which is different from the existing by accounting of possible financial investments of JSC «Ukrainian Railways», entrepreneurs, organizations, credit, costs for travel services contractors, taxes and other mandatory contributions, payments and charges, which will take into account all the factors affecting the performance of the company, to predict the value of revenues, costs and economic performance of its work.

The development of railway tourism in Ukraine will increase the competitiveness of rail transport, create a positive image in the international arena, attract additional volumes of tourists, and as a result, receive regular budget replenishment of different levels from tourist services.

Keywords: narrow-gauge railway, travel company, tourism, railway tourism, financial flow, organizational structure.

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DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

IDENTIFICATION OF CONSTITUENTS AND EVALUATION OF INNOVATIVE POTENTIAL OF REGION

page 11–14

Approaches to the evaluation of the condition and use of innovative potential in regions of Ukraine are considered in the article. Statistical data is proved. Data information base of the study were formed on the basis of this data. The system of indicators for comparative evaluation of regions with each other was formed. This system allows more thoroughly identify the extent of unused resources in innovative development. The model and algorithm of forming group parameters and their combination in the general index of evaluation potential for regions are proposed. The calculations of rank level for regions are done. The placement of regions in rank order based on the impact of each of the four groups of indicators is done. Based on the proposed approach in this article, it is possible to estimate the extent of non-innovative potential of regions for each component that allows increasing the effectiveness of innovative development of the region and making more informed decisions in the field of regulatory innovative policy.

Keywords: innovative potential, evaluation of innovative potential, evaluation model, scientific and technical potential, intellectual capital, region.

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ECONOMIC CYBERNETICS

INVESTIGATION OF CONCEPTUAL PRINCIPLES FOR QUALITY MANAGEMENT OF ACCOUNTING AND ANALYTICAL INFORMATION

page 15–20

Theoretical and methodological framework for quality management of accounting and analytical information of the company was investigated in the article. The concept of «quality of accounting and analytical information» was clarified and its author's interpretation was suggested, which is defined as a set of data properties, taking into account the degree of practical suitability, feasibility and efficiency of specific information formed according to the accounting and reporting on the results of the economic analysis to achieve the objectives of business entity development.

Basic stages and structure of quality management system of accounting and analytical information with regard to the process approach to the accounting of business entity were determined.

The principles of quality management of accounting and analytical information for using in the practice of business entity were defined. The essence of interaction of quality control system of accounting and analytical information of business entity and monitoring its quality was revealed.

Keywords: quality of accounting and analytical information, quality management system, quality management.

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IDENTIFICATION OF INFORMATION PROVIDING OF CONTROL FOR E-COMMERCE ENTERPRISES

page 20–26

The article stipulates that specific operation environment of e-commerce enterprises requires expansion of information providing

of control and management in general. Implementation of this requirement is subject if information providing of internal control of e-commerce will be clarified, because the traditional structure of information provision is complemented by specific elements. As part of information provision singled control information (legal, factual, analytical, organizational, managerial, special) and information technology services to the control system. Because the main tool of economic activities of enterprises e-commerce is a web-site, control subjects receive additional opportunities to generate specific analytical data using special analytical products: Google Analytics, Yandex-Metric, the resource by Alexa.com., Piwik, OpenStat, HotLog etc. As a result of the specification of the structure information providing of control and management can be achieved by improving the efficiency, effectiveness management decisions.

Keywords: information, information provision, control, e-commerce, information control.

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DEVELOPING A MODEL OF ENTERPRISE STRATEGIC POTENTIAL ESTIMATION BY MEANS OF MATHEMATICAL PROGRAMMING

page 26–30

The aim of this study is developing a mathematical model of enterprise strategic potential estimation by means of mathematical programming.

Estimation of enterprise strategic potential is considered estimation of maximum profit that can get the enterprise in the long planning period based on strategic adaptation, i. e. choosing investment strategies and program development.

Proposed model allows estimate enterprise strategic potential and defining behavior principles of the enterprise (business strategy and investment program) that will realize this potential to the full.

Set of alternative investment program of the enterprise is received in the input of the proposed model. Each of which corresponds to a sequence of investment projects. Optimal production program is calculated using the model for each alternative investment program. It ensures maximum profit in the long planning period. Optimal output vector is determined for this purpose in each time interval within the plan period by solving the problem of conditional optimization, which imposed restrictions on output current characteristics of enterprise resources. The dynamics of these characteristics of given enterprise resource is determined by investment projects. Set of investment projects that will be implemented in random time interval depends on the optimal output vector at this time interval.

Keywords: enterprise strategic potential, enterprise potential estimation, mathematical programming, strategic management.

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PROBLEMS OF MACROECONOMICS AND SOCIO-ECONOMIC DEVELOPMENT

IMPACT OF DESTRUCTIVE INSTITUTIONAL IMPERATIVES ON QUALITY OF LIFE

page 31–36

In spite of countless of studies and discussions on the importance of corruption and shadowing of socio-economic relations in the development of Ukrainian society, today in Ukraine is not implemented effective mechanisms that are able to prevent the formation of destructive institutional imperatives and improve quality of life. Essence of destructive institutional imperatives and their dialectical character are researched using institutional approach. As a result, formula for motivation of representatives of state institutional structures is proposed that will make it possible to form the conditions under which carrying on corruption and illegal activities in Ukraine will be less profitable. The results of research can be a basis in the formation of economic security strategies in the process of institutional transformation to overcome the corruption and reduce its impact on quality of life.

Keywords: institutional imperatives, corruption, shadowing, discreditation of institutions, quality of life.

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DEVELOPMENT OF METHODOLOGICAL APPROACH TO THE EVALUATION OF MESOECONOMIC INTELLECTUAL CAPITAL FUNCTIONING

page 36–40

Intellectual capital at the present stage has become the leading factor in the economy. Therefore, the value of managing this kind of capital is increased, which is possible only on the basis of evaluation system that theoretically based and suitable for practical use. However, despite the huge number of publications, the presence of institutional and theoretical premises still has not developed a unified methodological approach to the evaluation of both the intellectual capital and its functioning. The concept of its diagnosis just formed. Methodical maintenance requires its improvement in relation to the mesoeconomic level.

In this study, under the intellectual capital is understood a system of interrelated competency, structural and customer capital.

The concept of intellectual capital functioning is defined as a form of existence in the course of the circulation when performing both their functions – distribution, cost, capital formation, providing, investment, etc., and performing system-wide (external) economic functions of the system in which it is reproduced.

The study was developed a methodical approach to the evaluation of mesoeconomic intellectual capital functioning. The system of indicators and tools is justified for evaluation of intellectual capital functioning of its circulation in stages: formation and use. The system of indicators is a multi-level and includes a summary measure of the intellectual capital of the region, integrated performance of its components – competency, consumer and structural capital and private indicators for each component. In addition, when evaluation of intellectual capital functioning, the dichotomy of «intellectual capital – regional economic system» is taken into account by determining the influence of both external factors on the formation of intellectual capital and the impact of the efficiency of the use of intellectual capital on the results of mesoeconomic system. Applied scientific scenario for evaluation of intellectual capital functioning was also developed.

Keywords: intellectual capital, competence, capital, structural capital, customer capital, intellectual capital functioning.

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RESEARCH OF THE STRATEGIC PROSPECTS FOR DEVELOPMENT OF UKRAINE INTEGRATION INTO THE GLOBAL SYSTEM OF INTERNATIONAL TRADE

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Strategic forecasting method has disadvantages because it can become ineffective with fluctuations in market conditions, socio-economic instability of member states of international economic organizations, the deepening global financial crisis and the resulting decline in international trade between countries. Disadvantages may be addressing through the deepening of strategic forecasting in subsequent studies based on trade and economic disparities. The contents and a list of basic trade-economic features of countries that form the basis for comparative and further detailed economic analyzes of Ukraine's foreign integration policy in the global system of international trade are considered. The performance is improved, which reflects the level of trade and economic development. It is not only reflects the state of trade and economic relations, but also to characterize the foreign

policy that is aimed at integration into the international integration space. The equation for the forecast of growth curves for defined indicators is obtained that makes it possible to find comparative assessment of countries in the process of global integration in dynamics and develop predictive scenarios of the member countries of integration processes in the long-term period. These indicators also allow determining a single integrated indicator that shows the condition of integration process and evaluate the potential for their development. Methodical maintenance of definition of the strategic positioning of major trading partners of Ukraine is performed on the basis of definition of integral index, based on forecast trends in the development of integration processes in the field of foreign trade and identifying the most promising ones. Based on the forecast scenarios of development for Ukraine and countries that are major trading partners of Ukraine, priority scenarios of their integration into the global system of international trade are specified. Theoretical logic and quantitative analysis of the strategic positioning for three promising forecast periods gives recommendations on areas of foreign policy priorities of Ukraine and the development of integration in the field of trade and economic relations with member states of international integration associations.

Keywords: strategic positioning, integral index, coefficient of determination, Fischer coefficient, Durbin-Watson coefficient.

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SOCIAL SECURITY RESEARCH IN A CONTEXT OF WELFARE STATE PRIORITIES: FOREIGN APPROACHES

page 48–53

The issues of social security at the level of individual nation-states and the world community in general were highlighted especially in the beginning of XXI century under the influence of political, economic and military challenges and threats. The article deals with the problem of social security as a welfare state priority in a global world. Author of the article discussed different approaches of social security phenomenon in theoretical aspects. Author of the article try to understand differences between Copenhagen and Paris school approaches on social security problem with connection of indicators of social expenditures and Social Progress Index (SPI). The result of research is the found positive relationship between social expenditures and social progress in different countries. Social security system is more developed in countries with high level of social expenditures and stimulates social progress. The results of research can be useful in discourse of social security progress in a context of social policy and social progress on national and global levels.

Keywords: social security, social policy, social protection, Copenhagen school, Paris School.

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