



DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

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RESEARCH OF THE LEVEL OF SOCIO-ECONOMIC DEVELOPMENT OF UKRAINIAN REGIONS

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For a long period of time from 1991 to 2016, the socio-economic development of Ukrainian regions was characterized by enhanced differentiation and persistent inequality. Permanent preservation of the gap between the maximum and minimum values of indicators of socio-economic development of regions, in particular, the GRP per capita (8.8 times in 2014); disposable income of populace (10.3 % in 2015); unemployment rate according to ILO methodology (in 2.8 times in January-September 2016), the volume of realized industrial products (38.9 times in January-September 2016) indicate of the persistence of centre-periphery relations between regions in the economic space of the country. This situation reduces the overall efficiency of the economy, which is reflected by the decline of Ukraine's position in the rankings of international organizations. According to the global competitiveness index in 2015 Ukraine has shifted from 76 to 79 place compared with 2014, according to the index of human development there was a slight increase from 83 to 81 place.

The article examines the processes of socio-economic development of Ukrainian regions and offers analytical scheme of identification stage of problematic of the regions' socio-economic development. The article justifies system of partial indicators and on its basis calculates the integral and generalizing indicators of economic and social development of Ukrainian regions. The article offers matrix of determination of Ukrainian problematic regions in the perspective of socio-economic development. The criteria of identification of the gross regional product's dynamics of the country regions are proposed and its impact on the socio-economic development of Ukrainian regions is determined.

Keywords: socio-economic development of the region, income per person, gross regional product, unemployment rate, migration index, problematic regions.

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COMPARISON OF PORT ACTIVITIES OF THE EAST COAST OF THE BALTIC SEA: 1996–2016

page 15–19

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The object of research is the performance of ports in the East Coast of the Baltic Sea for the period from 1996 to 2016. By comparing the performance of Russian ports and ports in the Baltic States, the trend of significant growth in cargo turnover in the ports of the region is revealed. The aggregate cargo turnover in the ports of Russia and the Baltic States has increased 4.5-fold over the last 20 years. An analysis of the comparative performance of all the ports of the East Coast of the Baltic Sea for 20 years has shown their growing relevance in development of economic and trade relations between the Asian and European regions. Despite a sharp increase in cargo transshipment in the newly constructed Russian ports (24 times in 20 years), the ports of Latvia, Lithuania and Estonia still show positive dynamics (twice in 20 years). Contrary to the current opinion on the decrease in the role of ports in the Baltic countries, the article shows the factors of their development, including the participation of Russian capital in the construction of new terminals in the ports of Latvia and Estonia (Riga, Sillamäe), and by attracting cargo from other regions (Lithuania, Klaipeda).

All ports of the East Coast of the Baltic Sea Region have development of potential in expanding ties with the rapidly developing Asian region (China, India). The volumes of transit between Europe and Eurasia are constantly growing, and only in the first quarter of this year the supplies from Europe to China grew by 12 %, and from China to Europe – by 7 %, amounting to 62 billion USD and 81 billion USD respectively.

An analysis of the Baltic ports is also important in connection with the development of the large and promising Belarusian project «Great Stone», of which the Chinese national logistics company is a partner and which should connect China via Belarus with the German port of Duisburg. Thus, the possibility of organizing multimodal transportation from Germany to China via the Riga port is being considered because of the limited capacity of the Polish and Slovak railways to transport Chinese goods through the Minsk logistics center «Great Stone» to Europe. In this context, the use of the Riga port with a large potential for development of the port territories can significantly strengthen its economic position, and thereby influence the growth of the Latvian economy.

The following factors influence the development of transport corridors in the Baltic Sea Region in order of importance: geography, economics, politics, transport infrastructure and new technologies of logistics business. If we talk about the ports of the Baltic countries, then there is a narrowing of geographical plans due to the reorientation of cargo to Russian ports. The economy is influenced by tariff policy. The influence of politics is still great. The most optimistic is the impact of transport infrastructure.

Keywords: Baltic Sea, Euro-Asian region, sea transport, cargo turnover, Baltic countries.

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INNOVATIVE DOCTRINE DEVELOPMENT OF AGRICULTURE GROWTH OF UKRAINE

page 19–26

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An innovative doctrine of agricultural development in Ukraine is proposed based on the process of synergy of the elements of the strategy, which defines the mechanisms for its implementation, which focus on the main directions of the scientific, technical and educational agrarian potential of the country on the basis of competition, the creation of national and regional innovation infrastructures, mechanism of innovative development of agriculture. Economic efficiency of production in agriculture means, in the most general form, the effectiveness of the production process. The relationship between the achieved results and the costs of living and materialized labor reflects, in turn, the degree of perfection of productive resources and the effectiveness of their use. The successful solution of the tasks facing agriculture is possible only on the basis of increasing the economic efficiency of its production.

Keywords: agricultural industry, innovative doctrine, human resources, process of synergy of the elements of the strategy.

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DEVELOPMENT OF METHODOLOGICAL CONCEPT OF RESOURCE-SAVING DEVELOPMENT OF AGRO-INDUSTRIAL COMPLEX

page 26–31

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In the article the author developed a methodological concept of resource-saving development of agro-industrial complex on the basis of developing a new model of formation of a resource-saving mechanism and a system of basic methodological principles for formation of a resource-saving mechanism. Because of scarcity of resources and the third fundamental presumption of microeconomics it is difficult and yet in the same time obligatory to efficiently use the existing resources. Much more problems do the agriculture have compared to the industry in this sphere. Because of the inability to control all the resources, in the agriculture we could not implement the long-term used in the industry system of resource saving. So, we need to create the methodology of resource saving in the agriculture. Based on that fact what we could not calculate all the resources volume, yet we have to minimize its usage. We are creating new methodological concept, based on the hypothesis what we are able to identify trends and factors in the process of economic regulation through the use of qualitative and quantitative indicators, which, in contrast to existing approaches, creates an informational basis for making sound management decisions on the choice of the system of resource use.

Keywords: methodological concept of resource-saving, usage of the resources of agro-industrial complex, resource-saving mechanism, enterprises of agro-industrial complex.

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ANALYSIS OF THE UKRAINIAN INSTRUMENT-MAKING INDUSTRY INTERNATIONAL COMPETITIVENESS USING PORTER'S DIAMOND

page 31–36

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The article analyzes the ten-year dynamics of the export and import of instrument-making to identify the main trends in the industry. The international competitiveness of Ukraine's instrument-making has been analyzed with the use of M. Porter diamond in measurements of factor conditions (human resources, natural resources, finance, technology and infrastructure), cluster of supporting

industries, domestic demand and competition in the domestic market. The method of national preferences in the industry has allowed to give full characteristics of the positive and negative factors that influence the competitiveness of the industry and identify problems and perspectives for the future development. In this study we founded that the industry is import-oriented and has problems in the areas of raw material supply, infrastructure of small towns, related industries and tough competition conditions. At the same time, there are advantages in the form of highly skilled personnel and scientific potential, as well as opportunities for attracting investment funds. The conducted research allowed to give comprehensive assess to the current state of the instrument-making industry, as well as provide a list of practical recommendations aimed to increase the competitiveness of the instrument-making in Ukraine.

Keywords: instrument-making of Ukraine, application of the Porter's diamond, international competitiveness of instrument-making.

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PROBLEMS OF MACROECONOMICS AND SOCIO-ECONOMIC DEVELOPMENT

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ANALYSIS OF THE COSTS AND REVENUES OF AGRICULTURAL PRODUCTS IN THE SELECTED COUNTRIES OF CENTRAL EUROPE

page 37–43

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The paper compares and evaluates the development of the total production costs incurred for the production of selected agricultural crops and generated revenues in four Central European countries. Consequently, it also assesses the profit or loss statement. The comparison is made between countries and over time. The paper also assesses the proportion of overhead costs to total costs incurred for own crop production. We also track the profitability of incurred costs for agricultural products in these countries in order to provide

information not only to scientists, but also representatives of agricultural industry. The partial objective of the paper is also to assess costs and revenues separately for livestock and crop production. In assessing agricultural companies are still used traditionally calculation methods. Currently, traditional cost calculation methods are not considered sufficiently accurate. The paper points out to the possibilities of modern cost management and their benefits to the traditional agricultural sector.

Keywords: total production costs, overhead costs, profitability of the costs, cost management, Central European countries, agricultural products.

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ESTIMATION OF STRUCTURAL ORGANIZATION OF CORPORATE RELATIONS AT FORMING OF CORPORATION DEVELOPMENT STRATEGY

page 44–49

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The object of research in the article is the processes of interaction organization between participants in corporate relations, the combination of which is the basis for the formation of the corporate development strategy. It is proved that the model of corporate relations organization that was formed in Ukraine during mass privatization and post-privatization period has become a source of numerous obstacles to the sustainable development of domestic corporations and the establishment of effective mutually beneficial cooperation between CR participants.

Based on the generalization of characteristics (general, specific, constitutive) sphere of identification of features of structural construction and activity of joint-stock companies using the methods of system analysis and formalization, the prerequisites and consequences of the manifestation of organizational construction features of corporate relations in the development strategy formation of the joint-stock company are determined. A system of indicators for assessing the structural organization of corporate relations in a joint-stock company is developed, the use of which makes it possible to ensure a comprehensive analysis of possible options for the distribution of corporate control in JSCs, taking into account the existing division of powers to make managerial decisions between the supreme governance bodies of the joint-stock company. A methodical approach is proposed to assess the structural organization of corporate relations and the distribution of corporate control in a joint-stock company. Motivational support of overcoming resistance to organizational changes in the process of implementing the development strategy of the joint-stock company is considered.

Keywords: corporate relations, joint-stock company, development strategy, corporate control, corporate governance.

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INVESTIGATION OF THE UNDERWRITING PROCESS IN FACULTATIVE REINSURANCE, ITS FEATURES AND INFLUENCE ON BALANCE OF INSURANCE PORTFOLIO

page 50–54

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The aim of the article is research of the underwriting procedure in facultative reinsurance, its features and impact on balancing the insurer's insurance portfolio that allows to disclose the system of economic relations in underwriting in facultative reinsurance and to explore the interests of the parties in organizing reinsurance protection.

This issue is little investigated and relevant to insurers, as it affects the financial stability and balance of the insurance portfolio.

The analysis allows to draw a conclusion about its necessity and influence on the balance of the insurance portfolio of the insurer, to determine the definition of certain business processes for incoming and outgoing reinsurance, to identify economic relationships in the process of underwriting in facultative reinsurance and to highlight the interests of its main participants (assignor and reinsurer).

The conclusion is made about the effect of underwriting in facultative reinsurance on the balance of the insurance portfolio.

Conclusions and suggestions on the research results are of theoretical and applied importance, both for the scientific sphere and for use in the insurance company's risk management system.

Keywords: underwriting, reinsurance, facultative reinsurance, obligatory reinsurance, incoming reinsurance, outgoing reinsurance.

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APPLICATION OF RECOMMENDATION BLOCKS FOR CONVERSION MANAGEMENT OF THE INTERNET STORE

page 55–58

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Wide use of internet technologies during the purchases increases the number of visitors of internet stores. A desire to promote a profit from sales in a network can be presented as maximization of number of visitors and increase of efficiency, which means the increase of sales level (conversions). The urgency of this work is in the demand of scientifically grounded methods for obtaining leading positions at the market with the constant growth of the number of online stores and increased competition.

Providing advice on related products and components on the card of ordered goods, online store increases the comfort of using the site, helps users make the next purchase, offers an alternative choice and simplifies the work [1, 2]. Almost all goods are related and have accessories, or alternatives and novelties. You can be informed about it by using recommendation blocks.

The paper considers the effectiveness of using the most common recommendation blocks: «Similar goods», «Popular goods», «Sales Hits», «Related goods», «New products», «Promotional goods».

As an assessment of the efficiency of conversion management system modernization, the ratio of the resulting additional profit to the cost of site improvement (placement of the recommendation blocks and the creation of internal relationship between the goods) is given.

Keywords: online store, related products, component goods, average order check, conversion management system.

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