



PROBLEMS OF MACROECONOMICS AND SOCIO-ECONOMIC DEVELOPMENT

DOI: 10.15587/2312-8372.2018.124597

INVESTIGATION OF THE PRICE SCALE IMPORTANCE IN THE CONDITIONS OF THE POST-SOVIET MARKET SOCIETY

page 4–7

Kerimov Atik, Doctor of Economic Sciences, Professor, Russian School of Economics, Azerbaijan State University of Economics, Baku, Azerbaijan, e-mail: atik.kerimov@yandex.ru, ORCID: <https://orcid.org/0000-0003-2493-6180>

Babayev Azer, PhD, Associate Professor, Russian School of Economics, Azerbaijan State University of Economics, Baku, Azerbaijan, e-mail: azik.347@yandex.ru, ORCID: <https://orcid.org/0000-0002-9067-7562>

The object of research is modern ideas about the price scale and their inconsistency with the tasks of reforming the economic foundations of the post-Soviet society. One of the most problematic places of this object is the ideas that are ingrained at the level of the educational and scientific literature, either not having real grounds, or scholastic in nature. At the level of macroeconomic characteristics of the post-Soviet economy, this is shown in the fact that the classical idea of equal wages for equal work is not being realized.

During the research, scientific methods of theoretical analysis, comparison and generalization, induction and deduction were used. Through these methods, the problem of the price scale from the highly specialized and strictly theoretical state is transferred into the plane of one of the fundamental categories of the economic structure of society.

This issue has such tangible impact on the parameters of the social and economic life of modern society that each country shapes its understanding of the fundamentals of the national price scale. The post-war experience of the developed countries of Western Europe clearly shows that the post-Soviet republics have a clear positive example in this matter.

Based on international experience and the provisions of international conventions, the post-Soviet republics need to derive the problem of the real price scale at the level of state policy in the field of income and wages. This can be another direction for the healthy integration of post-Soviet societies into the world space.

The achieved qualitative result is determined by the following: the strengthening of the purchasing power of national money in the industrial countries actually went through the transformation of the price of labor into the economic basis of the price scale. Cooperation of the state and trade unions allows to bring under this process and the corresponding regulatory and legal basis. Thus, the functioning of the price scale ceases to be a spontaneous process.

Keywords: price of labor as the price scale, economic development of post-Soviet countries, gold demonetization.

References

1. Krasavina, L. N. (Ed.). (1983). *Denezhnoe obrashhenie i kredit kapitalisticheskikh stran*. Moscow: Finansy i statistika, 335.
2. Ivanov, V. V., Sokolov, B. I. (Eds.). (2015). *Den'gi, kredit, banki*. Moscow: Yurayt, 371.
3. Galchinskiy, A. S. (1985). *Karl Marks ob istorizme denezhnykh otnosheniy*. Moscow: Mysl, 190.
4. Bregel, E. Ya. (1955). *Denezhnoe obrashhenie i kredit kapitalisticheskikh stran*. Moscow: Gosfinizdat, 423.
5. Korolev, I. S. (1986). *Valyutnye otnosheniya kapitalizma: ekonomika i politika*. Moscow: Nauka, 228.
6. Zhukov, E. F. (Ed.). (1998). *Obshchaya teoriya deneg i kredita*. Moscow: YUNITI, 359.
7. Usov, V. V. (1999). *Den'gi. Denezhnoe obrashhenie. Inflyatsiya*. Moscow: YUNITI, 544.
8. Esipov, V. E. (Ed.). (2000). *Tseny i tsenoobrazovanie*. Saint Petersburg: Piter, 464.
9. Polyak, G. B. (Ed.). (2008). *Finansy. Denezhnoe obrashhenie. Kredit*. Moscow: YUNITI-DANA, 639.
10. Zhukov, E. F., Zelenkova, N. M., Eriashvili, N. D. (2011). *Den'gi. Kredit. Banki*. Moscow: YUNITI-DANA, 783.
11. Alpatov, G. E., Bazulin, Yu. V. et al. (2003). *Den'gi. Kredit. Banki*. Moscow: TK Velbi, 624.
12. Kosoy, A. M. (2005). *Platzhnyy oborot: issledovanie i rekomendatsii*. Moscow: Finansy i statistika, 264.
13. Kosoy, A. M. (2002). *Sovremennye den'gi. Den'gi i kredit*, 6, 26–32.
14. Borisov, S. M. (1991). *Azbuka obratimosti, ili chto nado znat' o konvertiruemosti valyut*. Moscow: Finansy i statistika, 80.
15. Borisov, S. M. (1963). *Mezhdunarodnye raschety i valyutno-finansovye protivorechiya stran Zapadnoy Evropy*. Moscow: Gosfinizdat, 232.
16. Khuffshmid, Y. *Krizis upravlyaemogo finansovym rynkom kapitalizma*. Available at: <http://me-forum.ru/upload/iblock/433/433efb2e0b8803e346476967d800f5a4.pdf>
17. *Strategicheskie dorozhnye karty po natsional'noy ekonomike i osnovnym sektoram ekonomiki Azerbaydzhanskoj Respubliki*. (2016). Available at: <http://static.president.az/pdf/38542.pdf>

DOI: 10.15587/2312-8372.2018.124668

DEVELOPMENT OF THEORETICAL BASES FOR FORMATION OF THE NATIONAL LOGISTICS SYSTEM

page 8–14

Grygorak Mariya, PhD, Associate Professor, Head of the Department of Logistics, National Aviation University, Kyiv, Ukraine, e-mail: m_grigorak@ukr.net, ORCID: <https://orcid.org/0000-0002-5023-8602>

The object of research is the system-forming logistical flow processes in the national economy. One of the most problematic areas is the definition of the structure of the national logistics system, the ways of its development and the factors of influence that depend on the organization of logistical flow processes at various levels of management. The new industrial revolution creates unique technological solutions, modifies logistic activities and requires new research.

In the course of research, the theoretical basis and conceptual provisions for the construction of a national logistics system, based on theories of multi-level taxonomy and systemic stability, are justified. This allows to build a pyramidal graphic model based on the national level of stream management, and horizontal sections represent regional logistics systems, logistical entities in the form of chains and networks, and the logistical systems of individual enterprises. The borders of the tetrad form a space for the logistic activities of various business entities and determine the vertical and horizontal links between the subjects of logistic activity. Management of these links, as well as logistical flow processes at the micro, meso and macro levels will allow to obtain synergy effects and ensure the system stability of the national logistics system. The integrated logistics environment determines the essence and basic mechanisms of state regulation and self-regulation of the market of logistics services in the country. Due to this, a system of key indicators of the effectiveness of logistics activities at the micro, meso and macro levels of the economic system is defined. Also, the factors and levers of state management of the development of the national logistics system have been identified, which will contribute to the improvement of the quality of logistics services and the implementation of innovations.

Keywords: logistical flows, logistics management, national logistics system, state regulation of logistics activities.

References

1. Van Buren, N., Demmers, M., van der Heijden, R., Witlox, F. (2016). *Towards a Circular Economy: The Role of Dutch Logistics Industries and Governments*. *Sustainability*, 8 (12), 647. doi:10.3390/su8070647

2. Hovi, I. B., Hansen, W. (2010). *Logistics costs in Norway. Key figures and international comparisons*. Oslo: Institute of transport economics, 112.
3. Chung, Yu. (2015). The Analysis of the China National logistics costs structure. *Management & Engineering*, 21, 1838–5745.
4. Havenga, J. H., Simpson, Z. P., King, D., de Bod, A., Braun, M. (2016). *Logistics Barometer South Africa 2016*. Stellenbosch University. Available at: <https://www.sun.ac.za/english/faculty/economy/logistics/Documents/Logistics%20Barometer/Logistics%20Barometer%202016%20Report.pdf>
5. Banomyong, R., Thai, V. V., Yuen, K. F. (2015). Assessing the National Logistics System of Vietnam. *The Asian Journal of Shipping and Logistics*, 31 (1), 21–58. doi:10.1016/j.ajsl.2015.03.002
6. Hayaloglu, P. (2015). The impact of developments in the logistics sector on economic growth: the case of OECD countries. *International journal of economics and financial issues*, 5 (2), 523–530.
7. Sezer, S., Abasiz, T. (2017). The Impact of Logistics Industry on Economic Growth: An Application in OECD Countries. *Eurasian Journal of Social Sciences*, 5 (1), 11–23. doi:10.15604/ejss.2017.05.01.002
8. Cebeci, C., Yankova, M. (2013). Analysis of the Logistics Systems in Bulgaria under the Requirements of the European Union. *Research Journal of Applied Sciences, Engineering and Technology*, 6 (14), 2526–2534. doi:10.19026/rjaset.6.3733
9. Farahani, R. Z., Asgari, N., Davarzani, H. (2009). *Supply chain and logistics in national, international and governmental environment*. Berlin: Physiga-Verlag, 103. doi:10.1007/978-3-7908-2156-7
10. *Fact-finding studies in support of the development of an EU strategy for freight transport logistics. Lot 1: Analysis of the EU logistics sector Ecorys*. (2015). Available at: <https://ec.europa.eu/transport/sites/transport/files/themes/strategies/studies/doc/2015-01-freight-logistics-lot1-logistics-sector.pdf>
11. Afanasenko, I. D., Borisova, V. V. (2013). *Ekonomicheskaya logistika*. Saint Petersburg: Piter, 432.
12. Nikitenko, P., Bulavko, V. (2017). *Formirovanie transportno-logisticheskoy sistemy Respubliki Belarus*. Minsk: Litres, 349.
13. Ermakov, I., Petukhov, D. (2014). Postanovka problemy razvitiya natsional'noy logisticheskoy sistemy. *Logistika*, 11, 56–59.
14. Ivut, R. B., Zinevich, A. S., Skorikov, V. A. (2016). Theoretic and methodologic basics of development of the national logistics system in the Republic of Belarus. *Science & Technique*, 15 (6), 504–510. doi:10.21122/2227-1031-2016-15-6-504-510
15. Alkema, V. H. (2011). *Systema ekonomichnoi bezpeky lohistychnykh utvoren*. Kyiv: Unyversytet ekonomiky ta prava «Krok», 378.
16. Korniietskyi, O. V. (2015). Teoretychni zasady rozvytku rehionalnykh ta mizhrehionalnykh transportno-lohistychnykh system. *Biznes-navihator*, 2 (37), 91–97.
17. Kleyner, G. B. (2013). Sistemnaya ekonomika kak platforma razvitiya sovremennoy ekonomicheskoy teorii. *Voprosy ekonomiki*, 6, 4–28.
18. Kleyner G. B. (2015). Gosudarstvo – region – otrasl' – predpriyatie: karkas sistemnoy ustoychivosti ekonomiki Rossii. Chast' 1. *Ekonomika regiona*, 2, 50–58.
19. Kravchenko, M. O. (2015). Formalizatsiia kontseptsii ekonomichnoi stiikosti pidpriyemstva z pozytsii systemno-strukturnoi ekonomichnoi teorii // *Ekonomika ta derzhava*, 12, 31–34.

DOI: 10.15587/2312-8372.2018.124670

STUDY OF COOPERATION IN AGRIBUSINESS AS A SOCIO-ECONOMIC PHENOMENON

page 14–21

Horbonos Fedir, Doctor of Economic Sciences, Professor, Rector, Lviv University of Business and Law, Ukraine, e-mail: fhorbonos@ukr.net, ORCID: <http://orcid.org/0000-0002-6563-9847>

Pavlenchuk Nataliya, Doctor of Economic Sciences, Associate Professor, Head of Department of Economics, Management, Hotel and Restaurant Business, Lviv State University of Physical Culture, Ukraine, e-mail: pavlinova75@gmail.com, ORCID: <http://orcid.org/0000-0001-6164-5644>

Pavlenchuk Anatolii, PhD, Associate Professor, Department of Economics, Management, Hotel and Restaurant Business, Lviv State University of Physical Culture, Ukraine, e-mail: pavlenchuk@bigmir.net, ORCID: <http://orcid.org/0000-0002-2205-1883>

Skrynkovskyy Ruslan, PhD, Associate Professor, Department of Business Economy and Information Technology, Lviv University of Business and Law, Ukraine, e-mail: uan_lviv@ukr.net, ORCID: <http://orcid.org/0000-0002-2180-8055>

The object of research is the processes of development of cooperative relationships in agribusiness, which form the basis of an economic phenomenon, the essence of which is cooperation, as well as the formation and improvement of its organizational and legal forms. For today, the existence of cooperative formations is justified by centuries of practice, and its objectivity is beyond doubt. However, it is important to streamline the methodological foundations of research, which will ensure the formation and implementation of cooperative policies in the agro-industrial complex in order to improve the efficiency of its functioning. This calls for a deep theoretical rethinking of the essence and significance of cooperation.

In the course of research, economic phenomena are viewed not in isolation and from specific historical circumstances, but comprehensively, taking into account specific economic conditions and the real state of the economic, political and social situation in the country.

As a result of research, it is justified that «agribusiness» is such sphere of entrepreneurial activity, the effective development of which is capable of ensuring the welfare of the population, creating conditions for the successful development of other industries. This will contribute to raising the level of economic, and therefore political, security of Ukraine.

For the development of cooperation, favorable conditions are necessary, the influence of which on the development level of cooperative relations is expressed in the actions of specific factors. These factors can be systematized, as production, organizational-base, stimulating-legal and stabilizing.

In the course of research, it is determined that cooperation in its content is an economic phenomenon, the essence of which is economic relations between partners, on their cooperation for achieving a common goal. This methodological approach to understanding cooperation is important from a practical point of view, since it assumes the creation of an infrastructure, as an indispensable condition for the further successful development of this phenomenon. It is established that the cooperative is a form of cooperation and its organizational structure of an entrepreneurial type, it is created and functions on the basis of cooperative principles that are carriers and regulators of its internal and external relations.

Keywords: cooperation in agribusiness, production relations, cooperative principles, internal and external relations.

References

1. *Land O'Lakes: members*. Available at: <https://www.landolakesinc.com/Members/Member-News/January-2018/farm-bowl-members-spread-the-word>. Last accessed: 28.01.2018.
2. Antsiferov, A. N. (1909). *Ocherk o kooperatsii*. Moscow, 79.
3. Kropotkin, P. A. (1988). *Zapiski revolyutsionera*. Moscow: Moskovskiy rabochiy, 544.
4. Zassen, I. A. (1920). *Razvitie teorii kooperatsii*. Kharkiv: Soyuz, 21.
5. *Kooperatsiya. Stranitsy istorii*. (1991). Moscow: Politizdat, 123.
6. Barton, D. G. (1989). What is cooperative. *Cooperatives in Agriculture*. Englewood Cliff: Prentice Hall, 1–20.
7. Barton, D. G. (1989). Principles. *Cooperatives in Agriculture*. Englewood Cliff: Prentice Hall, 21–34.
8. Munkner, Hans-H. (1981). *Co-operative Principles and Co-operative Law*. Marburg, 153.
9. Koberskyi, K. (1929). *Etychni ta ekonomichni idei v kooperatsii*. Lviv: Kooperatyvna respublika, 205.
10. Martos, B. (1923). *Teoriia kooperatsii*. Podiebrady, 76.
11. Tugan-Baranovskiy, M. I. (1916). *Sotsial'nye osnovy kooperatsii*. Moscow: Tip. t-va I. N. Kushnereva i K., 521.
12. Horbonos, F. V., Yankovska, L. A., Pavlenchuk, N. F., Pavlenchuk, A. O. et al. (2011). *Kooperatsiia v ahrobiznesi*. Lviv, 360.
13. Pavlenchuk, N. F. (2015). *Rynok silskohospodarskoi produktsii: teoriia ta praktyka*. Lviv: Liha-Pres, 312.
14. Chayanov, A. V. (1927). *Osnovnye idei i formy organizatsii sel'skokhozyaystvennoy kooperatsii*. Moscow: Knigosoyuz, 338.
15. Buzdalov, I., Shmelev, G. (1995). Problemy razvitiya sel'skokhozyaystvennoy kooperatsii v perekhodnykh usloviyakh. *Voprosy ekonomiki*, 1, 76–85.

16. Krashennikov, A. I. (1980). *Mezhdunarodnyy Kooperativnyy Afyans*. Moscow: Ekonomika, 230.
17. Pro kooperatsiiu: Zakon Ukrainy. (2003). *Ekonomika APK*, 9, 142–152.
18. Horbonos, F. V. (2003). *Kooperatsiia: Metodolohichni i metodychni osnovy*. Lviv: LDAU, 264.
19. *International Co-operative Alliance*. Available at: <https://ica.coop/en/what-co-operative>. Last accessed: 28.11.2017.
20. Honcharenko, V. V. (1998). *Kredytna kooperatsiia. Forma ekonomichnoi samodopomohy silskoho i miskoho naseleння u sviti ta v Ukraini (teoriia, metodolohiia, praktyka)*. Kyiv: Hlobus, 330.
21. Koltunova, Yu. I. (1998). Sotsial'nye aspekty sel'skokhozyaystvennoy kooperatsii. *Kooperatsiia i integratsiia v APK na rubezhe XX–XXI vekav. Tyumen'*, 117–120.
22. Zinovchuk, V. V. (2001). *Orhanizatsiini osnovy silskohospodarskoho kooperatyvu*. Kyiv: Lohos, 380.
3. Poliakova, O. M., Shramenko, O. V. (2017). Modern trends of development of transport and logistic infrastructure in Ukraine and the world. *Journal of Transport and Industry*, 58, 126–134. doi:10.18664/338.47:338.45.v0i58.110015
4. Christophersen, H., Bodewig, K., Secchi, C. (2015, June). *Action Plan: Making the best use of new financial schemes*. European Commission, 38. Available at: https://ec.europa.eu/transport/sites/transport/files/themes/infrastructure/ten-t-guidelines/doc/2015_06_03_cbs_action_plan_final.pdf
5. Bayane, B. M., Yanjun, Q. (2017). Transport infrastructure development in China. *Journal of Sustainable Development of Transport and Logistics*, 2 (1), 29–39. doi:10.14254/jsdtl.2017.2-1.3
6. Zuraimi, A. A., Yaacob, M. R., Ibrahim, M. D. (2013). Logistics Development in Malaysia East Coast Region: Infrastructure, Constraints and Challenges. *International Journal of Trade, Economics and Finance*, 4 (5), 325–330. doi:10.7763/ijtef.2013.v4.310
7. Paraskevadis, D., Bury, A., Wang, J., Ren, J., Bonsall, S., Jenkinson, I. (2016). The impact of transport infrastructure projects on sustainable development within a major logistics gateway in North West England. *Logistics & Sustainable Transport*, 7 (1), 28–40. doi:10.1515/jlst-2016-0003
8. European Investment Bank invests 71 mln. EUR for realization of the «NIBULON» company. (2016, December 20). *NIBULON.com*. Available at: <http://www.nibulon.com/news/novini-kompanii/evropeiskii-investiciinii-bank-vidilyae-71-mln-evro-na-realizaciyu-investiciinoy-programy-kompanii-nibulon.html>
9. Agribusiness «NIBULON» expects to receive a loan of USD 4–50 million from the EBRD for a loan. (2017, November 9). *Kfund-media.com*. Available at: <https://kfund-media.com/ru/agrokorporatsyya-nybulon-rasschytyaet-na-40-50-mln-kredyta-ot-ebrr/>
10. The EBRD approved a decision to grant a loan in the amount of USD 50 million to NIBULON Company. (2018, January 19). *NIBULON.com*. Available at: <http://nibulon.com/news/novini-kompanii/ebrr-uxvaliv-rishennya-pro-nadannya-kompanii-nibulon-kreditu-na-sumu-50-mln-dolariv-ssha.html>
11. The fourth branch of the metro in Kiev will be built by a Chinese consortium. (2017, November 22). *Kfund-media.com*. Available at: <https://kfund-media.com/ru/chetvertuyu-vetku-metro-v-kyeve-budet-stroyt-kytajskey-konsortsyum/>
12. Ukraine has signed an agreement to inflate an additional 320 million euros for the completion of the metro in Kharkiv. (2017, December 11). *Kfund-media.com*. Available at: <https://kfund-media.com/ru/ukrayna-zaklyuchyla-soglashenyya-o-privlechenyy-e320-mln-na-dostrojku-metro-v-harkove/>
13. UZ Railways agreed with the EBRD on obtaining a loan for modernization of the railway. (2017, December 14). *Biz.nv.ua*. Available at: <https://biz.nv.ua/markets/ukrzaliznytsya-dogovorilas-o-kredite-na-modernizatsiyu-zheleznoj-dorogi-2369411.html>
14. Development Bank of Philippines. *Devbnkphl.com*. Available at: <https://www.devbnkphl.com/>
15. Angelucci, M. (2011). Conditional Cash Transfer Programs, Credit Constraints, and Migration. *LABOUR*, 26 (1), 124–136. doi:10.1111/j.1467-9914.2011.00534.x
16. Kruse, C. J. (2015, May). Survey of State Funding Practices for Coastal Port Infrastructure. *Static.tti.tamu.edu*. Available at: <https://static.tti.tamu.edu/tti.tamu.edu/documents/PRC-15-51-F.pdf>
17. Gupta, R., Mehta, H., Netzer, T. (2010, September). Transforming the nations logistics infrastructure. *Mckisey.com*. Available at: <http://www.mckinsey.com/industries/travel-transport-and-logistics/our-insights/transforming-indias-logistics-infrastructure>
18. Ramachandran, N., Rajandran, K. V. R. (2011). Logistics Management and Challenges of Infrastructure Development – An Operational Approach of A University. *Indian Journal of Applied Research*, 4 (4), 1–4. doi:10.15373/2249555x/apr2014/250
19. Operational Programme «Transport and Transport Infrastructures» (2014–2020). (2015, October 8). *Eufunds.bg*. Available at: <https://www.eufunds.bg/index.php/en/programming-period-2014-2020/operational-programmes-2014-2020/operational-programme-transport-and-transport-infrastructure-2014-2020/item/13782-operational-programme-transport-and-transport-infrastructure-2014-2020>
20. *Official site of the State Statistics Committee of Ukraine*. Available at: <http://ukrstat.gov.ua/>
21. Philippines entering 'golden age for logistics infrastructure'. (2017, March 3). *Lloydsloadinglist.com*. Available at: <http://www.lloydsloadinglist.com>

DOI: 10.15587/2312-8372.2018.124671

IMPLEMENTATION OF WORLD EXPERIENCE IN CREDIT PROGRAMS OF DEVELOPMENT OF LOGISTICS INFRASTRUCTURE, LOGISTICS SYSTEMS AND TECHNOLOGIES

page 21–29

Kolodizieva Tetiana, PhD, Associate Professor, Department Economics, Enterprise Management and Logistics, Simon Kuznets Kharkiv National University of Economics, Ukraine, e-mail: Kolodizieva@ukr.net, ORCID: <http://orcid.org/0000-0001-6247-7179>

Kotsiuba Olena, Department of Banking, Simon Kuznets Kharkiv National University of Economics, Ukraine, e-mail: kotsiubaolena@gmail.com, ORCID: <http://orcid.org/0000-0003-1365-1788>

Transport and logistics infrastructure is an indicator of the state's readiness to cooperate with international partners, to expand contacts etc. The quality of the logistics system within the company plays a significant role in profit making. The object of the study is the process of lending for the development of logistics infrastructure. One of the biggest weaknesses is that the quality of Ukrainian transport infrastructure is not satisfactory, according to a study by the World Bank. And there is no practice of lending programs for the development of logistics infrastructure by Ukrainian or foreign banks in Ukraine. Therefore, an analysis of the foreign experience of lending to the development of logistic infrastructure was conducted. The experience of the Philippines, USA, India and Bulgaria is considered. According to the results of the analysis of international lending programs, a structurally-functional model of the process of lending for the development of logistic infrastructure development using the CASE-method in the ERwin Process Modeler software product according to the IDEF0 standard was constructed. This model has made it possible to identify the main stages of funding for the development of logistic infrastructure and to demonstrate the interrelations between participants and the methodological support of this process.

The Ukrainian government should pay attention to such positive moments of world experience in transport infrastructure as:

- attraction of foreign investors specializing in innovations;
- improvement of the railway infrastructure;
- construction of highways;
- improving the quality of roads, etc.

This will strengthen international contacts with Ukraine, increase energy efficiency of production and significantly reduce the burden on the basis of Ukraine's transport and transport components.

Keywords: transport infrastructure, logistics system, credit programs, financing of credit programs, smart-cities.

References

1. Malovychko, A. S. (2016). Integration of Ukraine into the Transport and Logistics System of the European Union. *Black Sea Economic Studies*, 7, 141–148.
2. Gutsal, I. S., Strutynska, I. V. (2011). Crediting of Investment projects of Logistics Centers Creating. *Effective economy*, 11. Available at: <http://www.economy.nayka.com.ua/?op=1&z=767>

loadinglist.com/freight-directory/news/Philippines-entering-%E2%80%98golden-age-for-logistics-infrastructure%E2%80%99/68737.htm#WYHiDulLHV

22. World Bank Web-site. *Worldbank.org*. Available at: <http://worldbank.org/>

DOI: 10.15587/2312-8372.2018.124673

STAGFLATION SUBSTANTIATION AS AN INDICATION OF SYSTEMIC CRISIS IN THE FINANCIAL SECTOR OF THE ECONOMY

page 30–36

Zherdetska Liliia, PhD, Associate Professor, Department of Banking, Odessa National Economic University, Ukraine, ORCID: <http://orcid.org/0000-0001-5398-868X>, e-mail: lzherdetska@gmail.com

It is established that the quantitative indicators for the systemic transformation crisis in the economic literature are not determined, given their complexity and uniqueness for national economies. It is possible to identify the presence of an episode of a systemic transformation crisis using the stagflation indicator. According to the object of the presented research are the processes of identification of stagflation phenomenon.

The method of threshold values (for identifying episodes and determining the depth of stagflation) is used to generalize and compare (to assess the similarities and differences in the dynamics of stagflation processes among groups of countries).

Estimating the depth of stagflation has several advantages over the identification of episodes:

- 1) allows a quantitative comparison of the negative impact of stagflation;
- 2) neutralizes the main problem of identifying episodes of stagflation – the need to use different criteria depending on economic development (that is, it is possible to compare the results of evaluation to different groups of countries).

The indicators of the depth of stagflation by groups of countries are calculated: developed countries (1980–2017), developing countries (1980–2017), incl. post-Soviet countries (1993–2017). It is established that in modern conditions the phenomenon of stagflation is more typical for developing countries.

A significant contribution to the depth of stagflation processes is caused by inflation, which high rates are primarily characterized by transitive economies and developing ones. The depreciation of the national monetary unit causes the deployment of inflationary processes, and if inflation exceeds a certain level, economic growth is almost impossible, which causes the phenomenon of stagflation in transitive economies. The solution of the problem of absorption of negative consequences of systemic crises in Ukraine is in the sphere of ensuring sustainable economic growth. Maintaining export-oriented industries, eliminating structural imbalances in the economy, reducing the level of external debt and ensuring innovative development will contribute to such growth.

Keywords: systemic crisis, financial crisis, high inflation rates, identification of stagflation episodes, Output gap.

References

1. Berthold, N., Gründler, K. (2012). Stagflation in the world economy: A revival?. *Wirtschaftswissenschaftliche Beiträge des Lehrstuhls für Volkswirtschaftslehre, Wirtschaftsordnung und Sozialpolitik*. Universität Würzburg, 117. Available at: <https://econpapers.repec.org/paper/zbwuwewwb/117.htm>
2. Knotek, E., Khan, S. (2012, November). Drifting Inflation Targets and Stagflation. *The Federal Reserve Bank of Kansas City Research Working Papers*. doi:10.26509/frbc-wp-201426
3. Bielova, I. V. (2015). *Methodology of systemic financial risk management in Ukraine*. Sumy, 531.
4. Reinhart, C., Rogoff, K. (2009). *This Time is Different: Eight Centuries of Financial Folly*. Princeton: Princeton University Press, 463.
5. Tsvetkov, V. A. (2013). *Cycles and Crises: Theoretical and Methodological Aspect*. Moscow; Saint Petersburg: Nestor-History, 504.
6. Gordon, R. J. (1975). Alternative Responses of Policy to External Supply Shocks. *Brookings Papers on Economic Activity*, 1975 (1), 183–206. doi:10.2307/2534065
7. Bruno, M., Sachs, J. (1985). *Economics of Worldwide Stagflation*. Harvard: Harvard University Press, 315. doi: 10.4159/harvard.9780674493049
8. Modigliani, F., Schioppa, P. (1978). The Management of an Open Economy with «100 % Plus» Wage Indexation. *Essays in International Finance*. Princeton: Princeton University, 130, 43. Available at: https://www.princeton.edu/~ies/IES_Essays/E130.pdf
9. Barsky, R. B., Kilian, L. (2001). Do We Really Know That Oil Caused the Great Stagflation? A Monetary Alternative. *NBER Macroeconomics Annual*, 16, 137–183. doi:10.1086/654439
10. Brazil Economic Outlook. Third Quarter 2014. (2014). *BBVA Research*, 15. Available at: https://www.bbva.com/wp-content/uploads/2014/08/Brazil_Economic-Outlook_Cap3.pdf
11. Selaive, J., Soto, F. (2014, June). Stagflation in Chile: More a myth than a reality. *BBVA Research*. Available at: <https://www.bbva.com/en/publicaciones/economic-watch-stagflation-in-chile-more-of-a-myth-than-a-reality/>
12. *International Financial Statistics*. Available at: <http://data.imf.org/?sk=4C514D48-B6BA-49ED-8AB9-52B0C1A0179B&sId=1409151240976>
13. Bernanke, B., Mishkin, F. (1997). Inflation Targeting: A new Framework for Monetary Policy? *NBER Working Paper*, 5893. doi:10.3386/w5893
14. Solow, R. M. (1957). Technical Change and the Aggregate Production Function. *The Review of Economics and Statistics*, 39 (3), 312–320. doi:10.2307/1926047
15. Dubravko, M., Saxena, S. (2010). Wages, productivity and “structural” inflation in emerging market economies. *BIS Papers*, 49, 53–75. Available at: <https://www.bis.org/publ/bppdf/bispap49d.pdf>
16. Collignon, S. (2006). Natural Unemployment, the Role of Monetary Policy and Wage Bargaining: A Theoretical Perspective. Center for European Studies. *Working Paper*, 133, 22. Available at: <http://aei.pitt.edu/9028/1/Collignon133.pdf>
17. Fiscal Policy and Employment in Advanced and Emerging Economies. (2012, June 15). *International Monetary Fund Working Papers*, 69. Available at: <https://www.imf.org/external/np/pp/eng/2012/061512.pdf>

DOI: 10.15587/2312-8372.2018.124674

EXPLORATION OF THE ROLE OF BUSINESS SCHOOLS IN THE DEVELOPMENT OF WORLD-CLASS RESEARCH UNIVERSITIES

page 36–45

Sitnicki Maksym, PhD, Associate Professor, Department of Management of Innovative and Investment Activity, Taras Shevchenko National University of Kyiv, Ukraine, e-mail: maksym.sitnicki@ukr.net, ORCID: <http://orcid.org/0000-0002-0452-0404>

The object of research is the activity of 25 leading business schools in the world, functioning in the structure of research universities and contributing to their comprehensive development. One of the most problematic places is the question of further studying and in-depth analysis of the role of business schools in shaping the competitive advantages of research universities in the global environment.

In the course of the research, the rating indicators of QS Global MBA Rankings were used, which includes 232 world-class business schools. To analyze the best 25 business schools in the world, scientific methods were used: generalization, analysis, synthesis, graphical method, and a comparison method.

It is determined that the spheres of influence of business schools on the development of research universities are focused on: obtaining a significant financial resource; updating of intellectual potential and maintenance of a high level of entrepreneurial activity of students. This is due to the fact that the ratio of higher education expenditures to research and development work in the EU and the world has tendencies of substantial underfunding.

The differences in the TOP 25 business schools of research universities in the world are systematized, characterized by significantly

different training costs and the timing of the full cycle of MBA programs.

The main regularities, which consist in the revealed systemic character of the recruitment process in the business schools of research universities and the preparation of people with creative entrepreneurial thinking are identified. This has a number of features, in particular in:

- differentiation of payment and offers of alternative sources;
- application of the principle – training in the process of work;
- focusing on the development of comprehensive competencies in leadership;
- preparation for work in complex, unfavorable situations caused by instability, limited resources and time;
- opportunities for additional training or practice in partner business schools in other countries or on other continents.

Thanks to this, it is ensured that MBA students receive a key competence – an entrepreneurial type of thinking. Compared with similar known traditional models of development of research universities, this ensures the renewal of the scientific potential of research universities and provides opportunities for increasing competitiveness at the global level.

Keywords: spheres of influence of business schools on the development of research universities, rating of business schools, patterns of functioning of business schools.

References

1. OECD Science, Technology and Industry Scoreboard 2017. (2017). Paris, 260. doi:10.1787/20725345
2. Karelina, I. G. (2005). Reyting vuzov, obrazovatel'nykh programm kak odin iz metodov otsenki kachestva vysshego obrazovaniya v razlichnykh stranakh: analiticheskiy obzor. *Vestnik Samarskogo gosudarstvennogo universiteta. Seriya «Problemy vysshego obrazovaniya»*, 1, 101–108. Available at: <http://www.vestnik.vsu.ru/pdf/educ/2005/01/karelina.pdf>
3. Zhuravlev, V. G., Kharitonova, V. A. (2006). Upravlenie obrazovatel'nym protsessom v sovremennykh usloviyakh: innovatsii i problemy modelirovaniya. *Sinergeticheskaya paradigma. Sinergetika v obrazovanii*. Moscow, 450–469.
4. Kurbatov, S. (2008). Universytetski reitynhy yak indyikator stanu osvity. *Filosofia osvity*, 1–2 (7), 309–317.
5. Kurbatov, S. (2011). Universytet svitovoho klasu yak materializatsiia idei elitnoho navchalnoho zakladu. *Upravlinnia sotsialnymy systemamy: filozofia, psykhohiia, pedahohika, sotsiolohiia*, 3, 11–18.
6. Kurbatov, S. (2015). University Rankings and their Influence on Contemporary Academic Policy. *Annales Scientia Politica*, 4 (2), 75–79.
7. Boyatzis, R. E., Renio Case, A. (1989). Research Article: The Impact of an MBA Programme on Managerial Abilities. *Journal of Management Development*, 8 (5), 66–77. doi:10.1108/eum000000001363
8. Zhao, S. (1997). MBA Graduate Educati *Organization*, 3 (1), 59–66. doi:10.1017/s1833367200006003
9. Dunwoodie, K., Ainsworth, M. (1999). Acknowledging Student Diversity: Modifying the MBA Experience for International Students. *Journal of the Australian and New Zealand Academy of Management*, 5 (1), 35–45. doi:10.1017/s1833367200005629
10. Bubna-Litic, D., Benn, S. (2003). The MBA at the Crossroads: Design Issues for the Future. *Journal of the Australian and New Zealand Academy of Management*, 9 (3), 25–36. doi:10.1017/s1833367200004685
11. O'Shannassy, T., Kemp, S., Booth, C. (2010). Case studies in MBA strategic management curriculum development from Australian universities. *Journal of Management & Organization*, 16 (3), 467–480. doi:10.1017/s1833367200002091
12. Wright, N. S., Bennett, H. (2011). Business ethics, CSR, sustainability and the MBA. *Journal of Management & Organization*, 17 (5), 641–655. doi:10.1017/s1833367200001309
13. Luca, M., Smith, J. (2013). Saliency in Quality Disclosure: Evidence from the U.S. News College Rankings. *Journal of Economics & Management Strategy*, 22 (1), 58–77. doi:10.1111/jems.12003
14. Ceccagnoli, M., Higgins, M. J., Palermo, V. (2014). Behind the Scenes: Sources of Complementarity in R&D. *Journal of Economics & Management Strategy*, 23 (1), 125–148. doi:10.1111/jems.12048
15. Erkal, N., Minehart, D. (2014). Optimal Technology Sharing Strategies in Dynamic Games of R&D. *Journal of Economics & Management Strategy*, 23 (1), 149–177. doi:10.1111/jems.12042
16. Astebro, T., Serrano, C. J. (2015). Business Partners: Complementary Assets, Financing, and Invention Commercialization. *Journal of Economics & Management Strategy*, 24 (2), 228–252. doi:10.1111/jems.12095
17. Bognanno, M., Melero, E. (2015). Promotion Signals, Experience, and Education. *Journal of Economics & Management Strategy*, 25 (1), 111–132. doi:10.1111/jems.12132
18. Morgan, J., Orzen, H., Sefton, M., Sisak, D. (2015). Strategic and Natural Risk in Entrepreneurship: An Experimental Study. *Journal of Economics & Management Strategy*, 25 (2), 420–454. doi:10.1111/jems.12140
19. Fairlie, R. W., Miranda, J. (2016). Taking the Leap: The Determinants of Entrepreneurs Hiring Their First Employee. *Journal of Economics & Management Strategy*, 26 (1), 3–34. doi:10.1111/jems.12176
20. Belderbos, R., Leten, B., Suzuki, S. (2017). Scientific research, firm heterogeneity, and foreign R&D locations of multinational firms. *Journal of Economics & Management Strategy*, 26 (3), 691–711. doi:10.1111/jems.12205
21. Blit, J. (2017). Learning remotely: R&D satellites, intra-firm linkages, and knowledge sourcing. *Journal of Economics & Management Strategy*, 26 (4), 757–781. doi:10.1111/jems.12213
22. Supyan, V. B. (Ed.). (2009). *Issledovatel'skiy universiteti SSHA: mekhanizm integratsii nauki i obrazovaniya*. Moscow: Magistr, 399.
23. Zhylynska, O. I. (2010). Doslidnytski universytety u komertsializatsii rezul'tativ DiR: proceedings. *Suchasna nauka ta tekhnolohii: vid fundamentalnykh doslidzhen do komertsializatsii rezul'tativ NDDKR*. Kyiv: Feniks, 171–173.
24. Zhylynska, O., Sitnitskiy, M.; Marginean, S., Ogorean, C., Orastean, R. (Eds.). (2018). Strategic Analysis and Evaluation of a Research University's Performance. *Emerging Issues in the Global Economy. Springer Proceedings in Business and Economics*. Cham: Springer, 407–417. doi:10.1007/978-3-319-71876-7_36
25. Romanovskyi, O. O. (2012). *Fenomen pidpriemnytstva v universytetakh svitu*. Vinnitsa: Nova Knyha, 504.
26. Pavlenko, A. F., Antoniuk, L. L., Vasylykova, N. V. et al.; Pavlenko, A. F., Antoniuk, L. L. (Eds.) (2014). *Doslidnytski universytety: svitovyi dosvid ta perspektyvy rozvytku v Ukraini*. Kyiv: KNEU, 350.
27. Sytnytskiy, M. V. (2017). Pidpriemnytskiy prohresyvizm v doslidnytskomu universyteti. *Osvita i nauka v umovakh hlobalnykh transformatsii*. Dnipro: SPD «Okhotnik», 328–330.
28. Sytnytskiy, M. V. (2017). Orhanizatsiia rekrutatsii v biznes-shkolakh universytetiv Italii. *Biznes Inform*, 7, 43–49.
29. Sytnytskiy, M. V. (2018). Suchasna kontseptsiiia pidpriemnytskykh universytetiv doslidnytskoho typu v Ukraini. *Stan ta rozvytok pidpriemnytstva v umovakh rynkovoi ekonomiky: problemy ta perspektyvy*. Dnipro: NO «Perspektyva», 39–42.
30. QS Global MBA Rankings 2018. Available at: <https://www.topuniversities.com/university-rankings/mba-rankings/global/2018>
31. Harvard Business School. Available at: <https://www.hbs.edu/Pages/default.aspx>
32. INSEAD The Business School for the World. Available at: <https://www.insead.edu/>
33. HEC Paris MBA. Available at: <http://www.hec.fr/>
34. Stanford Graduate School of Business. Available at: <https://www.gsb.stanford.edu/>
35. London Business School. Available at: <https://www.london.edu/>
36. The Wharton School. Available at: <https://www.wharton.upenn.edu/>
37. MIT Sloan School of Management. Available at: <http://mitsloan.mit.edu/>
38. Columbia Business School. Available at: <https://www8.gsb.columbia.edu/>
39. Saïd Business School. Available at: <https://www.sbs.ox.ac.uk/>
40. IE Business School. Available at: <https://www.ie.edu/business-school/>
41. Haas School of Business. Available at: <http://www.haas.berkeley.edu/>
42. The University of Chicago Booth School of Business. Available at: <https://www.chicagobooth.edu/>
43. UCLA Anderson School of Management. Available at: <http://www.anderson.ucla.edu/>
44. The Kellogg School of Management. Available at: <http://www.kellogg.northwestern.edu/>
45. Ross School of Business. Available at: <https://michiganross.umich.edu/>
46. Imperial College London. Available at: <https://www.imperial.ac.uk/business-school/>

47. *ESADE Ramon Llull University*. Available at: <http://www.esade.edu/web/eng/>
48. *Yale School of Management*. Available at: <https://som.yale.edu/>
49. *Judge Business School*. Available at: <https://www.jbs.cam.ac.uk/home/>
50. *New York University (NYU)*. Available at: <http://www.nyu.edu/>
51. *IMD*. Available at: <https://www.imd.org/>
52. *SDA Bocconi School of Management*. Available at: <http://www.sdbocconi.it/>
53. *The Fuqua School of Business, Duke University*. Available at: <https://www.fuqua.duke.edu/>
54. *IESE Business School – University of Navarra*. Available at: <https://www.iese.edu/es/index-default.html>
55. *Rotterdam School of Management*. Available at: <https://www.rsm.nl/>

DOI: 10.15587/2312-8372.2018.124676

CONCEPTUALIZATION OF THE EFFECT OF TAXATION ON THE DEVELOPMENT OF SMALL ENTERPRISES

page 45–50

Kucherova Hanna, Doctor of Economic Sciences, Professor, Department of Economics, Classic Private University, Zaporizhia, Ukraine, e-mail: kucherovahanna@gmail.com, ORCID: <http://orcid.org/0000-0002-8635-6758>

Kravets Olena, Postgraduate Student, Department of Economics, Classic Private University, Zaporizhia, Ukraine, e-mail: Eva_84@i.ua, ORCID: <http://orcid.org/0000-0002-2980-5238>

Small enterprises as an object of research are a lot of business entities which performance results simultaneously form the middle class in society, the flexibility and adaptability of the state's economic system. Vulnerability and hypersensitivity to changes in environmental conditions determine the need for state support of entities, in particular, in the field of taxation. The research problem is poorly structured, which makes it expedient to use appropriate common scientific and special methods. In order to eliminate the shortcomings of existing approaches, the concept of modeling the impact of taxation on the development of small enterprises in Ukraine on the basis of identifying positive foreign experience, the results of a critical analysis of existing approaches and the formalization of a complex of economic and mathematical models is proposed.

In the case of developing and implementing a fuzzy cognitive model of the taxation impact on development of small enterprises, it will be possible to take into account the unclear factors, justify the tax scenarios to increase net profit. The simulation model of the impact of the tax liability on the net profit of small businesses after construction will allow for taking into account the intergroup differences between taxpayers, as well as determine ways to reduce the level of tax burden while maintaining the volume of tax revenues. The implementation of the concept block of recursive modeling of the volumes of reinvested net profit of small enterprises will make it possible to transform the nonlinear problem into a linear one and will ensure the reliability of forecasting. In conditions of development of dynamic cluster models of small business development, it will be possible to economically justify step-by-step measures of correction of tax instruments in order to improve their efficiency level. When constructing an integral indicator of the state of small business and its changes based on the grouping of statistical indicators by categories of financial, labor and material resources, it will be possible to accurately and reliably determine the trajectory of the further development of small enterprises in Ukraine.

Thus, the practical implementation of the concept will make it possible to make managerial decisions to improve tax instruments in the framework of ensuring the interests of both taxpayers and the state, in the long term, ensure the stability of their development.

Keywords: development of small business in Ukraine, modeling of the effect of tax regulation, net profit.

References

1. Optner, S. L. (1969). *Sistemnyy analiz dlya resheniya delovykh i promyshlennykh problem*. Moscow: Sovetskoe radio, 69. Available at: <http://weblinkwww.pqm-online.com/assets/files/lib/books/optner.pdf>
2. Adapting legislation to minimize regulatory burdens for SMEs: best practice examples (2013). *SME Working Group*, 17. Available at: http://ec.europa.eu/smart-regulation/impact/best_practices_examples/docs/eu/lighter_regimes_for_smes_oct_2013.pdf
3. *Entrepreneurship and Small and medium-sized enterprises*. Available at: <http://ec.europa.eu/growth/smes/>
4. Ayala, J.-C., Manzano, G. (2014). The resilience of the entrepreneur. Influence on the success of the business. A longitudinal analysis. *Journal of Economic Psychology*, 42, 126–135. doi:10.1016/j.joep.2014.02.004
5. Demmer, W. A., Vickery, S. K., Calantone, R. (2011). Engendering resilience in small- and medium-sized enterprises (SMEs): a case study of Demmer Corporation. *International Journal of Production Research*, 49 (18), 5395–5413. doi:10.1080/00207543.2011.563903
6. Aramand, M., Valliere, D. (2012). Dynamic capabilities in entrepreneurial firms: A case study approach. *Journal of International Entrepreneurship*, 10 (2), 142–157. doi:10.1007/s10843-012-0088-3
7. Snider, J. (2015). *Success Factors of Small Business Owners of Independent Financial Planning Firms*. Minneapolis: Walden University, 125. Available at: <http://scholarworks.waldenu.edu/cgi/viewcontent.cgi?article=1765&context=dissertations>
8. Brinckmann, J., Grichnik, D., Kapsa, D. (2010). Should entrepreneurs plan or just storm the castle? A meta-analysis on contextual factors impacting the business planning–performance relationship in small firms. *Journal of Business Venturing*, 25 (1), 24–40. doi:10.1016/j.jbusvent.2008.10.007
9. Armstrong, C. E. (2013). Competence or flexibility? Survival and growth implications of competitive strategy preferences among small US businesses. *Journal of Strategy and Management*, 6 (4), 377–398. doi:10.1108/jsma-06-2012-0034
10. Davidsson, P., Gordon, S. R. (2011). Panel studies of new venture creation: a methods-focused review and suggestions for future research. *Small Business Economics*, 39 (4), 853–876. doi:10.1007/s11187-011-9325-8
11. Roberts, F. S. (1986). *Diskretnye matematicheskie modeli s prilozheniyami k sotsial'nyim, biologicheskim i ekologicheskim zadacham*. Moscow: Nauka, 563.
12. Bakurova, A. V., Serhieieva, L. N. (2009). Rol kohnityvnoho modeliuвання v pidvyshchenni efektyvnosti vyrishennia ekonomichnykh zadach. *Ekonomichna kibernetyka*, 5–6 (59–60), 55–63.
13. Kucherova, H. Yu. (2016). *Stratehiia formuvannya svidomoho opodatkovannya yak faktor staloho rozvytku natsionalnoi ekonomiky*. Zaporizhzhia: KPU, 416.
14. Didenko, A. V. (2014). *Modeliuвання sotsialno-ekonomichnoi efektyvnosti systemy opodatkovannya v turystychnomu biznesi*. Cherkasy, 20.
15. Myronova, L. H., Kucherova, H. Yu. (2016). Rekursyvne modeliuвання formuvannya namiriv subiektiv hospodariuvannya torhovelnoi haluzi shchodo vykonannya podatkovoho oboviazku. *Naukovyi visnyk Khersonskoho derzhavnoho universytetu. Seriya: Ekonomichni nauky*, 21 (2), 194–196. Available at: http://www.ej.kherson.ua/journal/economic_21/2/50.pdf
16. Niemczyk, A. (2014). The application of path modelling in the analysis of consumer behaviour in the cultural tourism market. *Economics & Sociology*, 7 (1), 204–216. doi:10.14254/2071-789x.2014/7-1/18
17. Kardash, O. L.; Soloviov, V. (Ed.). (2014). Scientific and methodological foundations of improving food security assessment Ukraine». *Modeliuвання ta informatsiini tekhnologii v ekonomitsi*. Cherkasy, 263–280.
18. Harrington, E. C. Jr. (1965). The Desirability Function. *Industrial Quality Control*, 21 (10), 494–498.
19. Osyppova, O. I. (2016). *Systema modelei otsiniuvannya rivnia prodovolchoi bezpeky rehioniv Ukrainy*. Kyiv, 20. Available at: https://kneu.edu.ua/userfiles/d-26.006.04/2016/Aref_Osyppova.pdf
20. *Sistema podderzhki prinyatiya resheniy «Igla»*. Available at: <http://iipo.tu-bryansk.ru/quill/index.html>

DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

DOI: 10.15587/2312-8372.2018.124688

PARADOXES IN THE LABOR MARKET OF THE 21ST CENTURY: ANALYSIS OF THE MICROBUSINESS IN LATVIA

page 51–55

Pavuk Olga, Doctor of Economic Sciences, Associate Professor, Baltic International Academy, Riga, Latvia, e-mail: olga.pavuk@outlook.com, ORCID: <http://orcid.org/0000-0003-3930-7010>

The object of research is microenterprises in Latvia. One of the most problematic places is the constant tightening of fiscal measures in relation to existing and newly created microenterprises. Including the increase since 2017, the rate of turnover tax from 9 to 15 % for enterprises with annual turnover of up to 40 thousand EUR. This creates conditions for the closure of a part of microenterprises or the departure of their owners to the informal sector, which is already happening. Taking into account that in Latvia every fifth inhabitant is subject to the risk of poverty (in 2015 – 21.8 % of the population), a reduction in the incomes of families that have lost microbusiness can lead to the growth of the poor.

The research uses methods of comparative analysis of indicators of state statistics, the Register of Enterprises and other sources, which revealed both positive and negative aspects of microbusiness in Latvia. Particular attention is paid to the activities of microenterprises, which make a significant contribution to the economy of the country. In 2016, microenterprises employed about 248.57 thousand people or more than a third (35.2 %) of employees of all Latvian enterprises.

The research results show that at least 20 % of the able-bodied population is engaged in business in Latvia. Such large share is associated with the arrival of former employees in the microbusiness. However, not all of them are ready to develop their business, which follows from the small amount of tax revenues to the state budget from microenterprises. For many of them, the goal of profit is not a priority, which goes against the established paradigm. However, they provide the livelihoods of their families, which legislators should take into account.

Keywords: virtualization of the economy, labor market, small business, microenterprises in Latvia.

References

- Pavuk, O. (2011). Virtual'naya ekonomika: innovativnaya i spekulativnaya. *Problemy transformatsii sovremennoy rossiysskoy ekonomiki: teoriya i praktika organizatsii i obespecheniya upravleniya*. Moscow: INION RAN, 76–81.
- Coase, R. H. (1937). The Nature of the Firm. *Economica*, 4 (16), 386–405. doi:10.1111/j.1468-0335.1937.tb00002.x
- Solow, R. M. (1956). A Contribution to the Theory of Economic Growth. *The Quarterly Journal of Economics*, 70 (1), 65–94. doi:10.2307/1884513
- Chandler, A. (1990). *Scale and scope: The dynamics of industrial capitalism*. Cambridge: Harvard University Press, 780.
- Schumpeter, J. A.; Clemence, R. V. (Ed.). (2010). *Essays of J. A. Schumpeter (1951)*. Kessinger Publishing LLC, 338.
- Schumpeter, J. A. (1928). The Instability of Capitalism. *The Economic Journal*, 38 (151), 361–386. doi:10.2307/2224315
- Audretsch, D. B. (1995). *Innovation and Industry Evolution*. Cambridge: MIT Press, 280.
- Ericson, R., Pakes, A. (1995). Markov-Perfect Industry Dynamics: A Framework for Empirical Work. *The Review of Economic Studies*, 62 (1), 53–82. doi:10.2307/2297841
- Hopenhayn, H. A. (1992). Entry, Exit, and firm Dynamics in Long Run Equilibrium. *Econometrica*, 60 (5), 1127–1150. doi:10.2307/2951541
- Jovanovic, B. (2001). New Technology and the Small Firm. *Small Business Economics*, 16 (1), 53–56. doi:10.1023/a:1011132809150
- Steven, K. (1996). Entry, Exit, Growth, and Innovation over the Product Life Cycle. *American Economic Review*, 86 (3), 562–583.

- Schumpeter, J. A. (1934). *The Theory of Economic Development*. Cambridge: Harvard University Press, 255.
- Toffler, A. (1980). *The third wave*. New York: Collins, 544.
- Kovalev, D. A. (2004). Postindustrial'noe obshchestvo i virtualizatsiya ekonomiki v razvitykh stranakh i Rossii. *Problemy sovremennoy ekonomiki*, 4 (12), 59–61
- Mantatova, L. V. (2004). Strategiya razvitiya: Tsennosti novoy tsivilizatsii. Ulan-Ude: Izdatel'stvo VSGTU, 242.
- Ivanov, D. V. (1998). Postindustrializm i virtualizatsiya ekonomiki. *Zhurnal sotsiologii i sotsial'noy antropologii*, 1 (1), 81–90. Available at: http://www.jourssa.ru/sites/all/files/volumes/1998_1/Ivanov_1998_1.pdf
- Pavuk, O., Moldenhauer, N. (2013). Employment as an indicator of economy virtualisation (by the example of the United States). *Economic Annals-XXI*, 11–12 (1), 23–26.
- Pavuk, O. (2014). Research of microenterprises in Latvia in the context of resolving unemployment. *Technology Audit and Production Reserves*, 4 (2 (18)), 32–36. doi:10.15587/2312-8372.2014.26314
- Pavuk, O. (2016, December 15). Pirrova pobjeda latviyskikh mikroprivyatiy. *Baltic-course.com*. Riga. Available at: http://www.baltic-course.com/rus/kolonka_redaktora/?doc=17443
- Mazais bizness nodarbina 66 % no visiem Latvijas uzņēmumos strādājošajiem cilvēkiem. (2017, November 15). *Lursoft*. Riga. Available at: <http://blog.lursoft.lv/2017/11/15/mazais-bizness-nodarbina-66-no-visiem-latvijas-uznemumos-stradajosajiem-cilvekiem/>
- Uzņēmumu reģistra un komercreģistra subjektu reģistrācijas dinamika sadalījumā pēc to uzņēmējdarbības formas. *Lursoft statistika*. Available at: https://www.lursoft.lv/lursoft_statistika/?&id=15
- Latvija. Galvenie statistikas rādītāji. (2017). *Latvijas statistika*. Available at: http://www.csb.gov.lv/sites/default/files/nr_03_latvija_galvenie_statistikas_raditaji_2017_17_00_lv.pdf

DOI: 10.15587/2312-8372.2018.124678

COMMUNITY ANALYSIS AS SOCIO-ECONOMIC SYSTEM: SPACE-TERRITORIAL NATURE, FUNCTIONS AND FEATURES

page 55–62

Savchuk Dmytro, Postgraduate Student, Department of Management and Public Administration, Ternopil National Economic University, Ukraine, e-mail: bisnes25@ukr.net, ORCID: <http://orcid.org/0000-0002-7672-3251>

The object of research is society as a socio-economic system, its spatial-territorial nature, functions and characteristics. One of the most problematic places is that often there is inconsistency and lagging of the line ministries from the existing rates of decentralization and their response to specific uncertainties. In addition, the problem is personnel shortage in the newly unified territorial communities, there are not enough skilled workers to successfully advance the communities in development.

In the course of the study, methods were used: logical generalization, analogies, comparative comparison, analysis and synthesis. In particular, these methods have made it possible to identify through which some deficiencies can be eliminated through the legislative regulation of the formation of new communities.

A comprehensive analysis of the spatial-territorial nature and functions of the joint territorial communities is obtained. Recommendations are proposed for improving the legislative regulation of the association of territorial communities. In particular, let's believe that it would be appropriate and justified to border communities of different regions with similar socio-economic factors to unite in one community. Let's suggest that in the new Law «On the administrative and territorial structure of Ukraine» there be an article on the possibility of joining territorial units to existing communities, which inhabitants historically, territorially and culturally benefit from the benefits of the corresponding center of the community, but de jure is part of another area.

In comparison with similar well-known studies in the field of administrative-territorial reform and local self-government, this study provides an opportunity to comprehensively analyze society as a socio-economic system. In particular, due to the improvement of legislative regulation, it is possible to achieve a positive social and economic effect in the process of creating new unified territorial communities.

Keywords: territorial community, social development, resource support, organizational support, administrative-territorial reform.

References

- Moroz, O. Yu. (2008). Terytorialna hromada: sutnist, stanovlennia ta suchasni ukraïnski realii. *Naukovyi visnyk «Demokratychni vriaduvannia»*, 2. Available at: http://lvivacademy.com/vidavnistvo_1/visnik2/fail/Moroz.pdf
- Rozenfeld, Yu. N. (2004). *Problemy udoskonalennia pravovoho rehulivannia mistsevoho samovriaduvannia v Ukraini*. Kharkiv: In-t derzhavnogo budivnytstva ta mistsevoho samovriaduvannia APn Ukrainy, 121–122.
- Mykhailyshyn, L. M. (2005). Mistseve samovriaduvannia v Ukraini: vynykennia, rozvytok ta suchasni problem. *Zbirnyk naukovykh prats LRIDU NADU. Efektyvnist derzhavnogo upravlinnia*, 9, 391.
- Paneiko, Yu. I. (2002). *Teoretychni osnovy samovriaduvannia*. Lviv: Litopys, 196.
- Batanov, O. V., Voloshyn, Yu. O., Malikov, S. V. (2004). *Statut terytorialnoi hromady: problemy teorii i praktyky*. Kyiv: Instytut derzhavy i prava im. V. M. Koretskoho NANU; Mariupolskyi humanit. instytut, 17–18.
- Kovalenko, A. A. (2002). *Teoriia i praktyka mistsevoho samovriaduvannia v Ukraini*. Kyiv: Instytut derzhavy i prava im. V. M. Koretskoho NANU, 512.
- Evdokimov, V., Startsev, Ya. (2001). *Mestnye organy vlasti zarubezhnykh stran: pravovye aspekty*. Moscow: Spark, 251.
- Yarichevska, L. V. (2011). *Mistseve samovriaduvannia v umovakh demokratii (porivniialnyi aspekt)*. Kharkiv: Pravo, 8.
- Barabashev, G. V. (1992). Mestnoe samoupravlenie – trudnoe ditya Rossii. *Segodnya*, 1, 7.
- Nehoda, V. A. (2015, December 3). *Detsentralizatsiia vlady. Tsoho roku Ukraina vidkryla realni mozhlyvosti dlia rozbudovy mistsevoho samovriaduvannia*. Available at: <http://decentralization.gov.ua/news/item/id/1006>. Last accessed: 20.01.2018.
- Midgley, J., Livermore, M. (1998). Social Capital and Local Economic Development: Implications for Community Social Work Practice. *Journal of Community Practice*, 5 (1–2), 29–40. doi:10.1300/j125v05n01_03
- Jaramillo Molina, M. E. (2015). The Effects of Economic Crises on Social Inequality. *The International Journal of Interdisciplinary Social and Community Studies*, 9 (2), 13–31. doi:10.18848/2324-7576/cgp/v09i02/53533
- Bennett, N. J., Lemelin, R. H. (2013). Situating the eco-social economy: conservation initiatives and environmental organizations as catalysts for social and economic development. *Community Development Journal*, 49 (1), 69–84. doi:10.1093/cdj/bst017
- De Mello, L. (2012). Fiscal decentralization and public investment. *Decentralization and Reform in Latin America*, 112–139. doi:10.4337/9781781006269.00011
- Lublin, D. (2014). Ethnic Decentralization. *Minority Rules*, 271–291. doi:10.1093/acprof:oso/9780199948826.003.0009
- Eunjeong, K. (2015). A community approach for establishing the effective social care system. *Korean Journal of Social Welfare Studies*, 46 (2), 153–176. doi:10.16999/kasws.2015.46.2.153
- Lee, A., Kyonne, J. (2015). The Impact of Social Welfare System on Life Satisfaction. *The International Journal of Interdisciplinary Social and Community Studies*, 9 (2), 13–20. doi:10.18848/2324-7576/cgp/v10i02/53476
- Faguet, J.-P., Poschl, C. (2015). *Is Decentralization Good For Development?* 1–28. doi:10.1093/acprof:oso/9780198737506.003.0001
- Sushynskiy, O. I. (2003). *Mistseve samovriaduvannia v Ukraini: kontseptualni zasady statusu ta diialnosti vykonavchykh orhaniv*. Lviv: PTVF «AFISHA», 176.
- Kovalenko, A. I. (2002). *Rozvytok vykonavchoi vlady v Ukraini na suchasnomu etapi: teoriia i praktyka*. Kyiv: Instytut derzhavy i prava im. V. M. Koretskoho, 512.
- Hanushchak, Yu. I.; Kuibidy, V. S. (Ed.) (2013). *Terytorialna orhanizatsiia vlady: napriamky zmin*. Lviv: Astrolibiia, 166.
- Pohorilko, V. F., Frytskyi, O. F. (2006). *Munitsypalne pravo Ukrainy*. Kyiv, 592.
- Pohorilko, V. F. (2010). *Funktsii i povnovazhennia terytorialnykh hromad*. Available at: pidruchniki.com/15660212/pravo/funktsiyi_povnovazhennia_teritorialnih_gromad
- Konstytutsiia Ukrainy. (1996, June 28). Zakon No. 254к/96-BP. Verkhovna rada Ukrainy. *Baza danykh «Zakonodavstvo Ukrainy»*. Available at: <http://zakon2.rada.gov.ua/laws/show/254к/96-bp>. Last accessed: 20.01.2018.
- Konstytutsiini terytorialni hromady. (2016). Available at: <http://terhromady.info/home/povnovazhennia-terytorialnoyi-hromady>. Last accessed: 20.01.2018.
- Funktsii ta povnovazhennia. *Tsentr perepidhotovky ta pidvyshchennia kvalifikatsii*. (2015). Available at: www.cppk.cv.ua/i/2044348.doc. Last accessed: 20.01.2018.
- Batanov, O. V. (2008). Terytorialna hromada – pervynnyi subiekt munitsypalnoi vlady v Ukraini: poniattia ta oznaky. *Visnyk Tsentralnoi vyborchoi komisii*, 2 (12), 51–57.
- Pukhtynskiy, M. O., Tolkovanov, V. V. (2003). *Yevropeiska khartiia mistsevoho samovriaduvannia ta rozvytok mistsevoi i rehionalnoi demokratii v Ukraini*. Kyiv, 400.
- Pro zatverdzhennia Metodyky formuvannia spromozhnykh terytorialnykh hromad. (2015, April 8). Postanova Kabinety Ministriv Ukrainy No. 214. *Baza danykh «Zakonodavstvo Ukrainy»*. Available at: <http://zakon3.rada.gov.ua/laws/show/214-2015-п>

DOI: 10.15587/2312-8372.2018.124681

DEVELOPMENT OF THE METHODOLOGICAL APPROACH TO THE FORMATION OF A COMPETITIVE STRATEGY OF BILGOROD-DNESTROVSKIY SEA TRADING PORT

page 62–68

Shyriaieva Liudmyla, Doctor of Economic Sciences, Professor, Department of Economics and Finance, Odessa National Marine University, Ukraine, e-mail: L.shyriaieva@gmail.com, ORCID: <http://orcid.org/0000-0002-4706-2167>

Girina Olga, PhD, Associate Professor, Department of Management of Logistics Systems and Projects, Odessa National Marine University, Ukraine, e-mail: Olga.girina63@gmail.com, ORCID: <http://orcid.org/0000-0001-5917-6551>

Bakriev Maxim, Department of Economics and Finance, Odessa National Marine University, Ukraine, e-mail: bakriev.max@gmail.com, ORCID: <http://orcid.org/0000-0002-0100-9926>

The object of research is the process of forming directions of increasing the competitiveness of ports, which is the result of the interaction of all elements of their production system and the external environment of providing port services. The article proposes to start the formation of a competitive strategy for the calculation of market shares of ports and the establishment of priority competitors on the basis of separation from the whole complex of those that are in close proximity to the port or have a significant impact on its activities.

In the process of development of a competitive strategy of the port, it is expedient to allocate the goods which have the greatest weight in the structure of cargo turnover of the port. Such goods for port of Bilhorod-Dnistrovskiy in 2016–2017 years are timber (89.61–59.15%) and grain (1.28–10.61%). The share of port of Bilhorod-Dnistrovskiy for timber in the structure of the Ukraine's ports is rather significant and overwhelming (67.76%).

Thus, the main factor in the competition of the port is not only the quality of port services, but its accessibility to internal transport systems, the development of cross-border rates of practice. The paper proposes a systematic approach to substantiate the competitive strategy of a seaport using an economic-mathematical model of cargo distribution between ports in the process of forming cargoes delivery schemes from senders to consumers.

Mathematical model of the problem in the general form and the results of calculations of a control example for substantiation of the competitive strategy of the sea trading port of Bilhorod-Dnistrovskiy are presented in the article.

The effect in the transport system is achieved by saving expenses from transportation and handling of cargoes in the amount of

1010 thousand UAH. It can be concluded that the use of the system approach allows obtaining the synergy effect in achieving the optimal strategy of competitiveness of the port infrastructure of the region. It is proposed to determine the optimal cargo turnover of ports in condition of optimal organization of their work. The method of modeling the entire transport system for the delivery of cargoes through the sea ports of transshipment can be the basis of state management in Ukraine of regional seaports competitiveness.

Keywords: competitive strategy, sea trading port, transport system, port specialization.

References

- Zhikhareva, V. V., Dubovik, N. V., Navrozova, Yu. O. (2016). *Pidvyshchennya efektyvnosti diyal'nosti ta konkurentospromozhnosti pidpryemstv morehospodars'koho kompleksu Ukrainy*. Odessa: KUPRIANO SV, 239.
- Porter, M. (2005). *Konkurentsiya*. Moscow, 608.
- Kotler, F. (1995). *Osnovy marketynha*. Moscow: Business-book, IMA-Cross.Plyus, 702.
- Azoyev, G. L. (2000). *Konkurentnye preymushchestva fyrm*. Moscow: Typohrafyya Novosti, 256.
- Yudanov, A. Yu. (2001). *Konkurentsiya: Teoriya i praktyka*. Moscow: GNOMID, 304.
- Gerchikova, I. N. (2010). *Menedzhment*. Moscow, 512.
- Gradov, A. P. (2005). *Natsyonalnaya ekonomika*. Saint Petersburg: Peter, 240.
- Demin, S. A. (2011). The concept of competitive products in the current conditions. *Vestnik Omskogo universiteta*, 3, 325–329.
- Merck, O. V. (2002). *Metodychni zasady stratehiji rozvytku morsk'kykh torhovel'nykh portiv u konkurentnomu seredovyschi*. Kyiv, 16.
- Chekalovets, V. I., Kolodin, A. P., Stolyarov, G. P., Merkt, E. V., Grebennik, N. G., Olefir I. M. et al. (2002). *Sovershenstvovanyie upravleniyya morskymy torhovymy portamy*. Odessa: ONMU, 142.
- Verbylo, O. M. (2012). Tendentsyi v lohystyke, vlyayayushchye na konkurentosposobnost' portov. *Lohystyka y upravleniye tsepyamy postavok*, 4 (51). Available at: <http://www.lscm.ru/index.php/ru/po-godam/item/1146>
- Slack, B., Fremont, A. (2005). Transformation of port terminal operations: from the local to the global. *Transport Reviews*, 25 (1), 117–130. doi:10.1080/0144164042000206051
- Van Der Horst, M. R., De Langen, P. W. (2008). Coordination in Hinterland Transport Chains: A Major Challenge for the Seaport Community. *Maritime Economics & Logistics*, 10 (1-2), 108–129. doi:10.1057/palgrave.mel.9100194
- Tongzon, J., Heng, W. (2005). Port privatization, efficiency and competitiveness: Some empirical evidence from container ports (terminals). *Transportation Research Part A: Policy and Practice*, 39 (5), 405–424. doi:10.1016/j.tra.2005.02.001
- Davydenko, A. A. (2008). *Gosudarstvennoye upravleniye konkurentosposobnosti regional'nykh morskikh portovykh kompleksov*. Saint Petersburg, 37.
- Arenkov, I. A., Selikhova, Ya. Yu., Gavrilova, M. A. (2011). Konkurentnyi potentsial predpriyatiya: model' i strategiya razvitiya. *Problemy sovremennoy ekonomiki*, 4, 120–125. Available at: <https://cyberleninka.ru/article/n/konkurentnyy-potentsial-predpriyatiya-model-i-strategii-razvitiya>
- Bodrovtsseva, N. Yu. (2017). *Analiz sredey funktsionirovaniya: proceedings // Problemy i perspektivy ekonomiki i upravleniya*. Saint Petersburg: Svoye izdatel'stvo, 208–213. Available at: <https://moluch.ru/conf/econ/archive/263/13421/>. Last accessed: 31.12.2017
- Kurlyand, A. M., Postan, M. Ya., Savel'eva, Y. V. (2013). Analiz sovremennykh tendentsiy razvityiya portov v sisteme smeshannykh perevozok. *Rozvytok metodiv upravlinnya ta hospodaryuvannya na transporti*, 4 (45), 7–23.
- Girina, O. B. (2016). Mathematical modeling of system ports productive capacity. *Scientific papers SWorld*, 44 (3), 4–7. doi:10.21893/2410-6720-2016-44-1-111
- Shyriaieva, L. V. (2008). *Metody y modely upravleniyya vosproyvodstvom parkov oborudovaniya. Veroyatnostnyy pokhod*. Odessa: Astroprint, 256.

- Marchenko, M. M., Shyriaieva, L. V., Chyzh, L. P. et al.; Shyriaieva, L. V. (Ed.) (2017). *Analiz finansovoyi zvitnosti pidpryemstva (praktykum)*. Odessa: Interprint, 142.

DOI: 10.15587/2312-8372.2018.124687

ASSESSMENT OF THE STATE OF MACHINE-BUILDING INDUSTRY IN UKRAINE

page 69–74

Kyrylenko Liana, Postgraduate Student, Department of Accounting and Audit, Zaporizhzhia National University, Ukraine, e-mail: Sabrinalike1711@gmail.com, ORCID: <http://orcid.org/0000-0003-0110-498X>

Shmyhol' Nadiya, Doctor of Economic Sciences, Professor, Head of the Department of Accounting and Audit, Zaporizhzhia National University, Ukraine, e-mail: nadezdash@ua.fm, ORCID: <http://orcid.org/0000-0001-5932-6580>

The object of research is the machine-building industry of Ukraine, which is one of the most important industries of Ukraine. One of the most problematic areas is the reduction in the volume of production and sales of products, the decrease in sales markets due to the crisis state of the country. It is proposed to use diagnostics and monitoring tools to assess the activities of machine-building industry enterprises, which will allow to identify «bottlenecks» in a timely manner. Thanks to the use of diagnostic and monitoring tools, enterprises can continuously analyze the methods used to improve the condition, and conduct observations of the results.

The evaluation of the performance of machine-building in the Zaporizhzhia region was carried out. According to the calculated data, it can be said that the engineering industry of the Zaporizhzhia region is gradually gaining momentum in the production and sale of manufactured products. But since 2013, there has been a slight decline in the exports of machine-building products and of Ukraine in general and machine-building enterprises in the Zaporizhzhia region in particular. The prices of the Zaporizhzhia region as one of the ways to improve the state of the machine-building industry is creation of joint ventures with foreign partners and increase investment attractiveness, because there are all conditions for efficient and profitable operation of industrial enterprises.

Due to the evaluation of the performance indicators of machine-building in the Zaporizhzhia region, factors that inhibit the development of Ukrainian machine-building enterprises are identified, including the lack of high-tech industries, outdated management methods, low level of innovation and investment attractiveness. To overcome these negative factors and for the successful development of the industry, it is necessary to maintain the competitiveness of products on the global and domestic markets by improving the quality and reliability of the products.

Keywords: machine-building enterprises, industrial index, production volumes, social and economic development of Ukraine.

References

- Shmyhol, N. M., Pavliuk, T. S. (2014). Eksportnyi potentsial pidpryemstv mashynobudivnoi haluzi zaporizkoho rehionu: suchasnyi stan, problemy, perspektyvy. *Visnyk Zaporizkoho natsionalnoho universytetu*, 3, 47–55.
- Dovhun, O. S. (2009). Dohovirni vidnosyny v konteksti rozvytku mashynobudivnykh pidpryemstv. *Perspektyvy rozvytku ekonomika Ukrainy: teoriia, metodolohiia, praktyka*. Lutsk: RVV «Vezha» VNU im. Lesi Ukrainky, 92–93.
- Farynovych, I. V. (2009). Tendentsii rozvytku mashynobudivnoi haluzi v ekonomichnomu rozvytku krainy. *Naukovyi visnyk NLTU Ukrainy*, 19.11, 83–88.
- Bernstein, L. A., Wild, J. J. (2006). *Financial Statement Analysis: Theory, Application and Interpretation*. McGraw Hill, 738.
- Brigham, E. F., Ehrhardt, M. C. (2008). *Financial management: theory and practice*. Thomson South-Western, 1074.
- Fabozzi, F. J. (2008). *Financial Management and Analysis*. John Wiley & Sons, Inc., 1022.

7. Graham, B. O., Meredith, S. B. (2008). *The Interpretation of Financial Statements*. HarperBusiness Essentials, 135.
8. Whitehurst, D. et al. (2003). *Finance Fundamentals of Corporate Finance*. Vol. 1. 966.
9. Sabbath, R. E., Kubr, M. (1977). Management Consulting, a Guide to the Profession. *Journal of Marketing Research*, 14 (3), 422. doi:10.2307/3150794
10. Yuksvyarav, R. K., Khabakuk, M. Ya., Leymann, Ya. A. (1988). *Upravlencheskoe konsul'tirovanie: teoriya i praktika*. Moscow: Ekonomika, 240.
11. *Ofitsiniyi sait Derzhavnoi sluzhby statystyky Ukrainy*. Available at: <http://ukrstat.gov.ua/>
12. Bakuta, A. V. (2012). Suchasnyi stan mashynobudivnoho kompleksu Ukrainy: problemy ta perspektyvy. *Problemy ekonomichnoho rozvytku v suchasnykh umovakh*. Zaporizhzhia: Zaporizka derzhavna inzhenerna akademiia, 22–32. Available at: http://www.zgia.zp.ua/gazeta/evzdia_2_022.pdf
13. Pro skhvalennia Kontseptsii Zahalnoderzhavnoi tsilovoi ekonomichnoi prohramy rozvytku promyslovosti na period do 2020 roku (2013, July 17). Rozporiadzhennia Kabinetu Ministriv Ukrainy, No. 603-r. *Baza danykh «Zakonodavstvo Ukrainy»*. Available at: <http://zakon0.rada.gov.ua/laws/show/603-2013-%D1%80>
14. *Ofitsiniyi sait Holovne upravlinnia statystyky Ukrainy u Zaporizkii oblasti*. Available at: <http://zp.ukrstat.gov.ua/>
15. Korotkyi, Yu. V. (2015). Mashynobudivna promyslovist Ukrainy: zdobutky ta perspektyvy. *Naukovyi visnyk Mizhnarodnoho humanitarnoho universytetu. Seriya: Ekonomika i menedzhment*, 11, 117–120.
4. Burkinskiy, B. V., Stepanov, V. N., Kruglyakova, L. L. et al.; Burkinskiy, B. V., Stepanov, V. N. (Eds.). (2004). *Prognozovanie resursno-ekologicheskikh i ekonomicheskikh transformatsiy (na primere primorskiikh regionov)*. Odessa: IPREEI NAN Ukrainy, 425.
5. Danylyshyn, B. M., Dorohuntsov, S. I., Mishchenko, V. S., Koval, V. Ya., Novotorov, O. S., Palamarchuk, M. M. (1999). *Pryrodno-resursnyi potentsial staloho rozvytku Ukrainy*. Kyiv: RVPS Ukrainy, 716.
6. Serbov, N. G. (2015). *Vliyanie ekonomiko-ekologicheskoy situatsii na proizvodstvennyuyu i khozyaystvennyuyu deyatel'nost' v vodnykh basseynakh Ukrainy*. Odessa: Izdatel' Bukaev V. V., 302.
7. Kovalev, V. G., Serbov, N. G., Rekish, A. A.; Kovalev, V. G. (Ed.). (2011). *Proizvodstvenno-khozyaystvennaya i prirodookhrannaya deyatel'nost' v vodnykh basseynakh Ukrainy*. Odessa: POLIGRAF, 105.
8. Serbov, M. (2017). Methodological approaches in the valuation of freshwater resource costs when carrying out economic activities by nature use objects. *Perspectives of research and development*. Dublin: SAUL Publishing, 20–25.
9. Burkinskiy, B. V., Kovaleva, N. G., Kovalev, V. G. et al. (2002). *Investirovanie prirodookhrannoy deyatel'nosti*. Odessa: IPREEI NAN Ukrainy, 224.
10. Loyter, M. N. (1974). *Prirodnye resursy i effektivnost' kapital'nykh vlozheniy*. Moscow: Nauka, 280.
11. Mints, A. A. (1972). *Ekonomicheskaya otsenka estestvennykh resursov (nauchno-metodicheskie problemy ucheta geograficheskikh razlichiy i effektivnosti ispol'zovaniya)*. Moscow: Mysl', 303.
12. Palamarchuk, M. M., Palamarchuk, O. M. (1998). *Ekonomichna i sotsialna heohrafiia Ukrainy z osnovamy teorii*. Kyiv: Znannia, 416.
13. Popovkin, V. A. (1986). *Povyshenie roli kompleksnykh territorial'nykh planov v ekonomicheskoy i sotsial'nom razvitiu*. Kyiv: Znannya, 123.
14. Dong, C., Schoups, G., van de Giesen, N. (2013). Scenario development for water resource planning and management: A review. *Technological Forecasting and Social Change*, 80 (4), 749–761. doi:10.1016/j.techfore.2012.09.015
15. Dorohuntsov, S. I., Mukhovykov, A. M., Khvesyk, M. A. (2004). *Optimizatsiia pryrodokorystuvannia. Vol. 1. Pryrodni resursy: ekolohekonomichna otsinka*. Kyiv: Kondor, 291.
16. Dzhyhyrei, V. S. (2007). *Ekolohiia ta okhrona navkolyshnoho pryrodnoho seredovyshcha*. Kyiv: Znannia, 422.
17. Granberg, A. G. (2004). *Osnovy regional'noy ekonomiki*. Moscow: Izdatel'skiy dom GU VSHE, 495 p.
18. Chung, G., Lansley, K., Bayraksan, G. (2009). Reliable water supply system design under uncertainty. *Environmental Modelling & Software*, 24 (4), 449–462. doi:10.1016/j.envsoft.2008.08.007
19. Brown, L. E., Mitchell, G., Holden, J., Folkard, A., Wright, N., Beharry-Borg, N. et al. (2010). Priority water research questions as determined by UK practitioners and policy makers. *Science of The Total Environment*, 409 (2), 256–266. doi:10.1016/j.scitotenv.2010.09.040
20. Bun, E. K., Khens, L.; Mel'nik, L. G., Sabadash, V. V. (Eds.). (2005). *Ot deklaratsii tsysyacheletiya – k Yokhannesburgskoy deklaratsii: uroki i perspektivy ustoychivogo razvitiya. Metody resheniya ekologicheskikh problem*. Sumy: Kozatskiy val, 211–224.
21. Rekish, A. A. (2010). *Ekonomicheskije, ekologicheskije, sotsial'nye osnovy razrabotki otsenok napravleniya razvitiya ekonomiko-ekologicheskikh sistem*. Odessa: ODEKU, 125.
22. Serbov, N. G. (2011). *Ekonomicheskije osnovy ekologizatsii proizvodstvenno-khozyaystvennoy deyatel'nosti v vodnykh basseynakh Ukrainy // Vestnik Dnepropetrovskogo universytetu. Seriya: Ekonomika*, 19 (10/1), 63–68.
23. Benson, D., Fritsch, O., Cook, H., Schmid, M. (2014). Evaluating participation in WFD river basin management in England and Wales: Processes, communities, outputs and outcomes. *Land Use Policy*, 38, 213–222. doi:10.1016/j.landusepol.2013.11.004
24. Stashuk, V. A., Mokin, V. B., Hrebin, V. V., Chunarov, O. V.; ed. by Stashuk, V. A. (Ed.). (2014). *Naukovi zasady ratsionalnoho vykorystannia vodnykh resursiv Ukrainy za baseinovym pryntsyptom*. Kherston: Vydavnytstvo Hryn, 320.
25. Beh, E. H. Y., Dandy, G. C., Maier, H. R., Paton, F. L. (2014). Optimal sequencing of water supply options at the regional scale incorporating alternative water supply sources and multiple objectives. *Environmental Modelling & Software*, 53, 137–153. doi:10.1016/j.envsoft.2013.11.004

DOI: 10.15587/2312-8372.2018.124684

METHODOLOGICAL APPROACHES IN DEVELOPMENT OF VALUE ESTIMATION OF COSTS OF FRESHWATER RESOURCES OF THE WATER BASIN BY THE OBJECTS OF NATURE USE

page 74–79

Serbov Mykola, PhD, Associate Professor, Vice-Rector for Academic Affairs, Odessa State Environmental University, Ukraine, e-mail: serbov@odeku.edu.ua, ORCID: <http://orcid.org/0000-0002-0220-6745>

In the present work, the object of research is the cost evaluation of freshwater resources in the implementation of various economic activities within the boundaries of Ukraine's water basins.

It is found methodological mechanisms in estimating the costs of a natural resource at various stages of its preparation and use.

When solving the problems posed in the work on the basis of the application of analysis and synthesis methods, comparative comparison and logical generalization, an analysis of the costs of the preparation and use of the freshwater resource is carried out. The estimation of expenses for non-productive losses of a natural resource at primary and special preparation is executed. The scheme of cost estimation of expenses at use of water resources by objects of wildlife management is developed.

Thanks to the results of the conducted studies, it is possible to more objective and balanced assessment of cost costs for various types of economic use of water resources. The methodological approach presented in the work is a fairly flexible tool with a free choice of elements of analysis depending on the goals and objects of management.

Keywords: freshwater resources, loss estimation, costs for preparing a natural resource.

References

1. Pro skhvalennia Kontseptsii natsionalnoi ekolohichnoi polityky Ukrainy na period do 2020 roku (2007, October 17). Rozporiadzhennia Kabinetu Ministriv Ukrainy, No. 880-r. *Baza danykh «Zakonodavstvo Ukrainy»*. Available at: <http://zakon0.rada.gov.ua/laws/show/880-2007-%D1%80>. Last accessed: 15.04.2017.
2. Zastavnyi, F. D. (2011). *Ukraina. Pryroda, naselennia, ekonomika*. Lviv: Apriori, 504.
3. Yatsyk, A. V. (1997). *Ekolohichni osnovy ratsionalnoho vodokorystuvannia*. Kyiv: Geneza, 640.

DOI: 10.15587/2312-8372.2018.124713

ANALYSIS OF GASTRONOMIC EVENTS: A CASE STUDY OF PORTUGAL

page 79–85

Kharenko Dmytro, PhD, Senior Lecturer, Department of Hotel and Restaurant Business, Odessa National Academy of Food Technologies, Ukraine, ORCID: <https://orcid.org/0000-0001-7978-3287>, e-mail: kharenko1980@gmail.com

Dyshkantiuk Oksana, PhD, Associate Professor, Department of Hotel and Restaurant Business, Odessa National Academy of Food Technologies, Ukraine, ORCID: <https://orcid.org/0000-0001-9812-1916>, e-mail: dyshkantiuk.oksana@gmail.com

Ivychuk Liliia, Assistant, Department of Hotel and Restaurant Business, Odessa National Academy of Food Technologies, Ukraine, ORCID: <https://orcid.org/0000-0002-1330-0702>, e-mail: ivychuklilia@gmail.com

The object of research was examination of the extent to which experience design contributes to the overall visitor experience at the traditional gastronomic festivals in Minho (Portugal). The Portugal traditional gastronomic festivals as well as culture are rich and diverse. But the results imply that the ability of these events to attract tourists from other regions and countries is not significant, since the majority of visitors are locals. There is a need to attract new tourist segments, but it is difficult to do using ineffective event design. The festivals need to create a more holistic experience that can attract more visitors each year. The survey based in a quantitative approach was developed and applied in the festival. This instrument provided important insights on the effectiveness of the strategy applied in the organization. A total of 232 valid questionnaires were applied, aimed to understand who the visitors are, their needs, behavior, feelings towards to the festival. Because it is very important to have this information to adapt the event in order to be competitive in the market. The results of this research suggest that the traditional gastronomic festivals have great development potential, if it makes the necessary adjustments needed to exceed customers' expectations by developing unique experiences that engage visitors. Along with this information, recommendations for improvement of the festivals, which derived from the analysis undertaken, were presented. In preparing future editions of the events, the organizers should redesign their approach, taking into consideration the current and emerging tourism trends.

Keywords: gastronomic festivals, event design, event management, event tourism, visitors' experience, experience economy.

References

- Mak, A. H. N., Lumbers, M., Eves, A. (2012). Globalisation and food consumption in tourism. *Annals of Tourism Research*, 39 (1), 171–196. doi:10.1016/j.annals.2011.05.010
- Morgan, M. (2006). Making space for experiences. *Journal of Retail & Leisure Property*, 5 (4), 305–313. doi:10.1057/palgrave.rlp.5100034
- Mak, A. H. N., Lumbers, M., Eves, A., Chang, R. C. Y. (2012). Factors influencing tourist food consumption. *International Journal of Hospitality Management*, 31 (3), 928–936. doi:10.1016/j.ijhm.2011.10.012
- International Institute of Gastronomy, Culture, Arts and Tourism. Available at: <http://europeanregionofgastronomy.org/>
- Getz, D. (2007). *Event studies: theory, research and policy for planned events*. Routledge, 476.
- Pine, B. J., Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard business review*, 76 (4), 97–105.
- Robinson, R. N. S., Clifford, C. (2012). Authenticity and festival foodservice experiences. *Annals of Tourism Research*, 39 (2), 571–600. doi:10.1016/j.annals.2011.06.007
- Dyshkantiuk, O. V. (2016). Economy of impressions – current stage of Development of social production. *Ekonomika kharchovoi promyslovosti*, 8 (4), 3–9.
- Ryan, C. (2000). Tourist experiences, phenomenographic analysis, post-postivism and neural network software. *International Journal of Tourism Research*, 2 (2), 119–131. doi:10.1002/(sici)1522-1970(200003/04)2:2<119::aid-jtr193>3.0.co;2-g
- Xu, J. B. (2010). Perceptions of tourism products. *Tourism Management*, 31 (5), 607–610. doi:10.1016/j.tourman.2009.06.011
- Mason, M. C., Paggiaro, A. (2012). Investigating the role of festivalscape in culinary tourism: The case of food and wine events. *Tourism Management*, 33 (6), 1329–1336. doi:10.1016/j.tourman.2011.12.016
- Tellstrom, R., Gustafsson, I.-B., Mossberg, L. (2006). Consuming heritage: The use of local food culture in branding. *Place Branding*, 2 (2), 130–143. doi:10.1057/palgrave.pb.5990051
- Kivela, J., Crofts, J. C. (2005). Gastronomy Tourism. *Journal of Culinary Science & Technology*, 4 (2–3), 39–55. doi:10.1300/j385v04n02_03
- Chang, R. C. Y., Kivela, J., Mak, A. H. N. (2011). Attributes that influence the evaluation of travel dining experience: When East meets West. *Tourism Management*, 32 (2), 307–316. doi:10.1016/j.tourman.2010.02.009
- Whelan, S., Wohlfeil, M. (2006). Communicating brands through engagement with «lived» experiences. *Journal of Brand Management*, 13 (4–5), 313–329. doi:10.1057/palgrave.bm.2540274
- Salamatina, S. (2014). Stan ta perspektyvy rozvytku hastronomichnoho turizmu na pivdni odeshchyny. *Scientific Works ONAFT*, 46 (2), 325–329.
- Altinay, L., Paraskevas, A. (2008). *Planning research in hospitality and tourism*. Routledge, 262.
- Morgan, M. (2007). Festival spaces and the visitor experience. *Social and cultural change: Making space(s) for leisure and tourism*, 113–130.
- Lashley, C., Morrison, A., Randall, S. (2005). More than a service encounter? Insights into the emotions of hospitality through special meal occasions. *Journal of Hospitality and Tourism Management*, 12 (1), 80–92.
- Gustafsson, I.-B., Ostrom, A., Johansson, J., Mossberg, L. (2006). The Five Aspects Meal Model: a tool for developing meal services in restaurants. *Journal of Foodservice*, 17 (2), 84–93. doi:10.1111/j.1745-4506.2006.00023.x