

ABSTRACTS

Avdeeva K.S. *Influence of a global macrofactor on the formation of strategic priorities on country level. – P. 30.*

The article considers strategic basis for the economic management in various countries of the world economy. Strategic priorities of Russia at the present stage are analysed and critically evaluated.

Keywords: strategy, macrolevel, growth, competitiveness, World Bank.

Borysenko T.M. *The problems of ensuring the worthy standard of living of the population in the regions of Ukraine. – P. 245.*

At the present stage the term “worthy standard of living” is becoming increasingly common, it came from the international regulations. The European Social Charter sets out the right of workers to have a remuneration that ensures a decent standard of living to them and their families. The worthy standard of living right is consolidated in the constitutions of many countries, including Russia, Belarus. According to the Constitution of Ukraine, the creation of conditions which provide a worthy standard of living is defined as a state policy.

Undoubtedly, the determination of the standard of living of Ukraine’s population and its differentiation by regions is important. This gives an opportunity to highlight the real picture of the socio-economic state of the Ukrainian society in the regional context, which is the basis for further improvement of the social policy. To analyse the conditions for achieving a decent standard of living in the regions of Ukraine, the author used statistics of incomes, consumption and property security. Ratio of average per capita money income and the minimum subsistence wage characterizes the real economic possibilities of achieving a certain standard of living of the population in each region, because the cost of the subsistence wage is constantly being reviewed according to the dynamics of the cost of living.

The analysis shows that Ukraine has not created the necessary conditions for ensuring decent living standards. The low level of incomes does not provide even a sufficient nutrition. The author came to the conclusion that the regional social policies should be aimed at ensuring effective employment; increasing labor costs; incomes growth;

improving the availability of high-quality consumer goods, especially food. It is important to provide the intensification and increase the regional economic and business activity as an economic basis for achieving a worthy standard of living.

Keywords: worthy standards of living, incomes, consumption, region.

Gaydatov O.V. *Information bases for synthesis of control system by goal-setting at industrial enterprises.* – P. 59.

This article tries to solve the problem of formalizing the processes of formation of goals in the organizational structure of the enterprise. The approaches are offered to describe the formation of goals and associated with them information flows which can be the basis for the management system of goal setting at the industrial enterprise.

Keywords: goal-setting, management, information flows, industrial enterprises.

Goryashchenko Yu.G. *Strategy of overcoming the regional differentiation in the welfare of the population in Ukraine.* – P. 261.

The situation formed in Ukraine is such that the region where a person lives becomes a determining factor, not only in the economic situation, but also in qualitative characteristics of living, in particular the availability of basic social services and ecologically safe environment, opportunities to provide a comprehensive development of children, support their health.

Excessive differentiation of incomes of the population in the regions of Ukraine is the result of a considerable gap in the living standards of the communities. In most regions the opportunities of human development are at low level that prevents the accumulation of human capital, which is the main factor of the economic growth. The low level of welfare and its considerable unevenness generate the interregional social contradictions.

In conditions, when there is a problem of regional differentiation in Ukraine, the state efforts concerning levelling the welfare could become an instrument of consolidation of the society. The author of the article analyses problems of inter-regional differentiation of the popula-

tion's incomes and standards of living. The conclusion is made that the excessive level of differentiation does not contribute to the consolidation of Ukrainian society. It is necessary to form the state strategy of regional development. The priority task of leveling the incomes of the population is defined and the ways to achieve it are made.

Keywords: strategy, regional differentiation, welfare of the population.

Kasperovych O.Yu. *Activation of social factors of regional sustainable development: spiritual and cultural aspects.* – P. 324.

The article contains the analysis of the role of spiritual and cultural potential of the society in the activation of social factors to ensure a sustainable development of the region.

A structural model connecting basic elements of the spiritual and cultural potential with three dimensions of sustainable development (economic, social and environmental) is proposed. The article also grounds the main directions for further research of the the issues concerning the activation of social factors of sustainable development by the formation and attraction of the spiritual and cultural potential.

Keywords: sustainable development, region, social factors.

Kolesnikova G.V. *Institutional support for the development of financial and investment infrastructure in the industrial region.* – P. 149.

This paper investigates approaches to the definitions of “institutional support”, “institution”, “institute”. Specific features of interactions between the industrial-organizational structure and financial-investment infrastructure of the industrial region in the implementation of the project are highlighted. Specifics of financing of the investment project stages are considered, and the elements of the financial and investment infrastructure engaged in it are identified. The impact of the institutional support on the value of transaction costs in the implementation of the investment project stages is justified.

Keywords: institute, institution, institutional support, financial and investment infrastructure, transaction costs, investment project, industrial region, production, small business.

Kotov E.V., Lyashenko V.I. *Estimation of strategic prospects for socio-economic modernisation of city Mariupol.* – P. 3.

The article analyses the state of the processes of socio-economic modernisation of city Mariupol and offers the instruments to accelerate them. The estimation of the state and dynamics of the processes of city Mariupol modernisation is conducted in comparison with other cities of Donetsk region. The need to develop high-quality strategies and targeted programs of the city development is well-grounded, and the mechanisms of cooperation between powers, business and expert community in the process of their development and practical realization is offered. The accent is made on the importance of developing small and medium-sized business for the acceleration of the processes of modernisation of the city's socio-economic system.

Keywords: estimation, strategy, modernisation, economy, program.

Kotova N.I. *Influence of corporate culture on the motivation of employees' efficient activity at the enterprise.* – P. 270.

The article deals with the theoretical and practical issues of scientific assessment of the corporate culture impact on the motivation of employees' efficient activity. The possibility of such an assessment in terms of the company's corporate culture (with legal regulation), as well as in the presence and development of its individual components is stressed.

The method of elementwise assessment of the corporate culture is considered. The above method is illustrated as applied for the company in terms of corporate values and for the employees as the motives of their efficient activity.

The mechanism for determining the level of influence of the corporate culture components on the motivation of the employees efficient activity, which is based on the ranking the weights of the identified corporate culture subelements, reflecting the motives of workers is considered.

The close relationship and dependence of the employees' performance indicators, (productivity and profitability of products) on specific elements of corporate culture are shown.

The directions of determining the effectiveness of the corporate culture implementation and improvement are proposed. Particular attention is paid to indicators of measuring the impact of corporate culture on the motivation of the employees' efficient activity.

Keywords: corporate culture, employees, motivation, element-wise assessment, corporate values, weightiness, ranking, efficiency.

Kuzmenko R.V. *Forming structural transformations in the processes of industrial growth of economy of Ukraine.* – P. 59.

Possible directions of forming a complex approach to the identification of priorities in structure-dynamic changes in the processes of industrial growth of economy of Ukraine are considered taking into account the industrial structure in the context of generating the signs of sustainable socio-economic development of the state.

Keywords: structural transformations, industrial growth, modernization, structural and information policy.

Ilyich L.M. *Theoretical aspects of research into structural transformations of the labor market.* – P. 281.

The paper deals with theoretical aspects of the labor market dynamics. Structural reorganization of the labor market covers the process of gradual, progressive, coherent institutional and structural changes that lead to the formation of a qualitatively new mechanism of the labor market, which aims at ensuring the progressive development of the economic system. Structural crisis of the labor market is caused by controversy between the outdated elements of its structure and new elements that appear in response to the growing needs of the economy. Structural crisis of the labor market can be manifested in increased imbalance between supply and demand on the labor market, unemployment and forced underemployment, increasing the volume of informal employment, stagnation of introducing new jobs, etc.

The structural transformation of the labor market is a process which encompasses all socio-economic conditions of the labor market functioning and is characterized by constant transition from a stable to unstable state (and vice versa) with subsequent transformation of its structural elements and relationships. Evolutionary structural transformation of the labor market involves the process of quantitative and qua-

litative changes in the elements of its structure. Revolutionary structural transformation of the labor market is subject to gradual accumulation of previous evolutionary shifts, which cause the fundamental change in all components of the labor market and its transition to a new qualitative level which corresponds to new conditions of social and economic development.

The structural transformations of the labor market at different levels are interrelated and tend to accumulate themselves. Permanent single structural transformations of the labor market at the micro level are determined by completeness or incompleteness of the labor reproduction processes and may lead to transformations of reproduction processes of the labor market at higher levels (meso-, macro-, and mega-levels). Regulation of the structural transformation of the labor market should be implemented at every level, starting from change of motivation to the work of an individual subject until complete restructure of reproduction labor processes and improvement of the system of labor relations are achieved.

Keywords: labor market, supply and demand on the labor market, social and labor relations, structural transformation, structural crisis, structural restructuring.

Lepa V.V., Grjazeva M.S. *Problems of upgrading the system of quality management at the industrial enterprises.* – P. 86.

The article analyzes the current approaches to quality management at enterprises. The evolution of the development of theoretical approaches to quality management is analyzed. The prospects of modernization of quality management systems at domestic enterprises are examined. Key problems of the introduction of modern-quality management systems at industrial enterprises are identified.

Keywords: quality, quality management, quality management system, industrial enterprises.

Levshova Ju.O. *Forming industrial structures in the fuel and energy sector.* – P. 171.

Specific ways and tools for improving the efficiency of integrated companies in a market economy are still the insufficiently investigated problem whose solution is of considerable interest not only from

the point of view of control theory, but primarily in terms of practical value to domestic companies. In this context, the aim of this study is to determine the nature and peculiarities of the production potential of integrated industrial companies.

Integrated production company represents a group of economically independent business entities related to production and technological and economic terms, leads to a joint economic activities on a contractual basis through the consolidation of assets, use of common resources, raw materials, fuel, energy, water, land, labor, facilities management and infrastructure support for a common strategic goal.

Formation of an integrated production structure should be based not only on the achieved level of resources and the potential for the use of resources but on the synergy achieved at each stage of the chain of values.

Production capacity of an integrated company means a set of tangible and intangible resources integrated into the existing system of technological, operational and organizational structures and device management, employees who have a specific organizational culture, skills and knowledge to meet the demands of consumers and the interests of the state and business partners.

Proposed is the formation of an integrated production structure divided into the following stages: establishing the optimal number of manufacturers that are part of an integrated company, determining their capacity and comparison with a given output, determining the spatial location in the master plan of the formation of transport, communication and information and other relations within the company, building the infrastructure supporting the production structure to find product markets and form external traffic flows.

Keywords: vertically integrated company, production capacity, production structure, fuel and energy complex.

Lymar V.V. *Innovation strategies of old industrial regions in Europe: the strategy of reasonable specialization.* – P. 334.

The article deals with the problem of innovation strategies of old industrial regions in Europe, in particular the strategy of reasonable specialization. The main steps of this strategy are described, as well as

the concepts which should underly the innovation strategies are defined.

Keywords: old industrial regions, innovation strategies, reasonable specialization, innovation process, innovation market.

Mayer I.N. *Problems of development of foreign economic activity of Ukraine's engineering industry.* – P. 179.

The problems of development of foreign economic activity of Ukraine's engineering industry are considered. It is determined that the most developed industries of domestic engineering are heavy and transport engineering. The existent structure of engineering is characterized by the predominance of metal-intensive industries and insufficient development of science-intensive instrument-making, radio electronics and machine-tool construction, which negatively affects the processes of innovative development of engineering industry.

The main factor of worsening the state of machine-building enterprises in Ukraine are the internal problems of development: low competitiveness of products, insufficient amount of circulating assets, low labour productivity, absence of the technical retooling, high level of capital assets wear, ineffective use of present resources, reduction of investments and innovative activity.

The revival of domestic engineering and strengthening of positions on the world markets depends on the effective investment policy of the state aimed at the development and modernization of production and scientific and technical potential of engineering industry. There is a necessity to orient to the internal and oversea markets and renewal of machine-building production volumes with predominance of high-tech exports.

Keywords: foreign economic activity, engineering industry, export, import, balance of foreign trade, investment, innovation.

Moiseev G.V., Moiseev V.G., Fialka L.V. *State-private partnership (SPP) as an independent institute of modern economy.* – P. 65.

The questions of theory and practice of realization of potential of state-private partnership (SPP) are investigated, its economic essence is exposed. The questions of forming and realization of SPP are

investigated as an independent institute of co-operation of the state and business. Recommendations assisting the development and effective use of the institutional infrastructure are grounded.

Keywords: state-private partnership (SPP), institutional providing of SPP, institutional environment of SPP, legal forms and models of SPP.

Novikova O.F. *Formation and use of the social potential for sustainable development: conceptual approaches.* – P. 209.

The importance and actuality of problems concerning the formation and use of the social potential for achieving sustainable development is substantiated. The results of scientific research and analysis of the publications made on the social potential in general and on the social potential of sustainable development are presented. The essence and content of the social potential of sustainable development at the stage of formation and use are substantiated. Based on theoretical and methodological generalizations, the directions of transformation of the social potential of sustainable development in social resource are systemized.

Keywords: social potential, sustainable development, conceptual approach, social resource.

Pavlov K.V. *Effective solution of socio-economic and environmental problems of water consumption in the large city.* – P. 38.

The article considers socio-economic and environmental problems of water consumption on the example of a large city Izhevsk, and offers methods and ways of their effective solution.

Keywords: socio-economic and environmental problems of water consumption, effective solution of problems, large city, water consumption in the city of Izhevsk.

Pidoricheva I.Yu. *The current system of innovative development management in Ukraine: problems and directions of improvement.* – P. 92.

The current Ukrainian system of innovative development management at national and regional levels are analyzed. The characteristic features and problems of this system are distinguished. The proposals

are given to increase the effectiveness of the state innovation management in the conditions of modernization of the national economy.

Keywords: innovative development, governance, modernization, region.

Rodchenko V.B. *The regional social of increasing living standard and quality of life of the population in Ukraine. – P. 235.*

This article presents the analysis of the individual parameters of living standards and quality of life of the population in regions of Ukraine on the basis of statistical information, exposes their excessive differentiation. The interregional differentiation in the level of incomes and population health characteristics, environmental conditions tends to growth in the last years, which leads to the deepening of the differences in quality of life. Conclusions regarding the necessity of improving regional social policies and identification of directions of the corresponding improvements are made. They relate to the implementation of regional social monitoring, mobilization of regional resources and taking into account of regional special features in the formation of the regional social policy.

Keywords: region, differentiation of regions, social policy, level of life, quality of life, leveling parameters of life.

Semykina M.V. *Phenomenon of corporate culture in the system of social factors of high-quality development of labor potential. – P. 343.*

Experience of the market economy countries convincingly indicates that developed corporate culture is a powerful key factor of qualitative development of labor potential and growth of innovative activity of employees of the enterprises and organizations.

Corporate culture in Ukraine remains an unused resource, doesn't favour an economic growth and innovative development of the enterprises, increase of the personnel's competitiveness.

The aim of the paper is to research the essence of corporate culture, determine the features of its development and transformation problems in the conditions of market managing, and define its role in qualitative labor potential development of the enterprises and organizations.

Corporate culture is suggested to be interpreted as a subsystem of enterprise organizational culture which reflects a set of certain values, norms and behavior models which are declared, divided and realized in practice by heads of the enterprises and their subordinates (personnel), proving the efficiency in the course of adaptation to the requirements of internal development of the organization and environment requirements.

The corporate culture forms behavioral sense of values of the management and subordinates at the enterprises, joins them in the general aspirations to all-round prosperity of organization, formation of image of the team capable to develop and implement the most progressive, original ideas and innovations.

Throughout time the content, targets, principles, techniques of corporate culture were qualitatively changing depending on changes of a political system, patterns of ownership, state of development of the general societal culture, dominating ideological values and behavioral standards. Unlike change of productive relations change of corporate culture always demands more time.

A corporate culture, as well as an organizational culture of any enterprise as a whole, is a dynamic system which means the existence of: 1) a certain hierarchy of values which dominates among the organization's heads and personnel, 2) sets of ways of their realization which prevail at a certain stage of development of the enterprise. Both dominating values, and ways of their realization, independently of specifics of activity of the modern enterprise, can't exist separately, they are under the influence of environment - market demand, competition, various factors and tendencies (at the levels of the region, area, country, world markets) which with a different orientation and force influence the organizational culture of the enterprises.

It is proved that for the majority of the Ukrainian enterprises the existing corporate culture is in a contradiction with problems of adaptation to the competitive environment requirements. On a basis of the sociological researches and expert estimates some types of culture so characteristic to activity of the modern Ukrainian enterprises are defined: 1) "Bureaucratic pyramid", 2) "Dictatorship of the owner", 3) "Business partnership" 4) "Democratism and coordination". The third and fourth types of corporate culture are recognized as the most pro-

gressive, however in Ukraine the first and second types of corporate culture are the most widespread, as a relationship between heads and subordinates is traditionally built on the principles of a paternalism.

Further transformation of the corporate culture focused on partnership, is necessary to consider as a powerful reserve of economic growth and innovative development of the domestic enterprises. Formation of progressive types of corporate culture will favour a high-quality development of labor potential, however this demands qualitative transformation of heads and subordinates labor mentality towards the assistance to productive social dialogue.

Keywords: corporate culture, values, transformation, quality of labor potential, innovative activity, social partnership, mentality.

Sled O.M. *Features of formation and functioning of the informal labor market in Ukraine. – P. 293.*

The basic conditions for forming the informal labor market sector in Ukraine in the post-Soviet period are considered. The main reasons for unregistered activity and motives that drive people to informal employment are highlighted. Among these reasons are accidental (non-special), forced and deliberate ones.

The basic types and forms of activity in the informal labor market sector in Ukraine are defined. Main characteristics of the modern informal labor market sector are identified. They include: the significant stratification and polarization, combining of the formal and informal activities of workers, the gradual disappearance of the boundaries between formal and informal employment. The differences of informal employment representatives of various social and professional categories are adjusted. Influence of the traits of national mentality on permanent expansion of the informal labor market sectors are justified.

It is found that the functioning of the informal labor market has a large number of social and economic consequences, both positive and negative. The informal sector of the labor market has a positive effect on some social indicators, provides employment opportunities for special categories of the population (socially vulnerable groups), provides people with additional income, helps to mitigate the negative effects of unemployment. The main negative consequence of the informal sectors on the labor market is a shortfall in tax revenues to the state budget.

Besides, the negative aspect is that unregistered activity is not well regulated and does not conform to the standards of working conditions, does not provide the social protection for employees.

The article justifies the inevitability of existence of the informal labor market sector and the complexity of its assessment and management. Using a differentiated approach to regulating the informal sector of the labor market and its social and economic impact is proposed.

Keywords: incomes of the population, economic activity, taxes, informal employment, secondary employment, unemployment, working conditions, work organization, social protection, standard of living.

Soldak M.O. *The approaches to evaluation of the institutional potential of Ukraine's regions. – P. 115.*

Solution of the problem of determining the potential of the region is complemented by the development of new approaches to the determination of the essence, structure and methods of evaluation of the institutional potential. It offers the group of indices for evaluation of the institutional potential. The conclusions concern the effectiveness of the use of the institutional potential in the regions of Ukraine are made.

Keywords: region, institutional potential, evaluation, efficiency of using.

Tolmachova H.F., Kvilinskyi O.S. *Small business of Ukraine in the conditions of crisis: analysis of development and problems. – P. 131.*

The paper analyzes tendencies and conditions for the development of small business entities in Ukraine and abroad . Based on the results of questionnaire inspection, basic problems of mutual relations between powers and business are identified, and the administrative barriers to business activity in old industrial regions are analyzed.

Keywords: foreign and domestic experience, tendencies of small business development, sectoral structure of small enterprises, local regulator environment, administrative barriers.

Tulku Ya.I. *Exchange mechanisms of innovations commercialization in the context of ineffective system of intellectual property rights. – P. 189.*

The article analyzes the possibilities of using exchange mechanisms to increase the effectiveness of innovation activity in Ukraine. The experience in the use of such mechanisms in Ukraine and in foreign countries was studied. The author suggests a project of creation of the exchange of intellectual products as a perspective element of infrastructure of the regional innovation systems in Ukraine.

Keywords: innovation system, exchange, public-private partnership, global competitiveness of countries.

Vyshnevskiy O.S. *Structural characteristics of socialization of the economy of Ukraine: definition and dynamics.* – P. 305.

The purpose of this article is to determine the structural characteristics of the socialization of the economy of Ukraine and assess the dynamics of their changes. The current state and trends in the structural characteristics of the socialization of the economy indicates the presence of countervailing trends with the dominant negative. From 17 structural indicators, only 6 have a positive trend, 10 - negative trend, 1 figure - mixed trend.

Significant structural problems occur in the social orientation of production, where among the structural parameters of 5 from 6 have negative trend and only 1 has positive trend. The most notable deterioration occurs with innovative products. Their share in the industrial output in Ukraine has decreased twofold from 2007 to 2012.

The low share of innovative products to some extent is due to the low proportion of machine building in the manufacturing industry, which equal only 11.1% as of 2012 that is less by 2-3 times than in the economically developed countries of the EU.

Positive changes occurred only in respect of education of people employed in the industry, where the share of persons with an incomplete education, with college and higher education has increased during 2008-2012 years on 4 pp. Thus, the socialization of production primarily calls for structural maneuvers aimed at enhancing innovative products by expanding high-tech industries and attracting highly qualified personnel.

Positive trends in the provision of socially oriented distribution and redistribution relate to the increases in social spending and increase in the share of labor costs in GDP. At the same time, the tax policy in-

dicates the desocialization of distribution goods and services. Value added tax is replacing profit tax. This indicates changing sources of financing public expenditure from people who have economic success, toward the totality of the population.

The increase in final consumption expenditure in GDP and decrease in household expenditures on food are positive features areas of social orientated consumption of goods and services. This decrease in the share of services in GDP realized by the population indicates a desocialization of consumption. So, general trends in socialization of consumption of goods and services are positive.

Environment for social orientation of the economy is poor and requires structural changes towards increasing the share of human capital in the structure of national wealth and increasing the share of the population that sees positive economic developments in the country and identify themselves as the driving force of these processes.

Keywords: social orientation of economy, spheres of socialization of economy, structural characteristics, structural manoeuvres.