

which aim to prevent minimization of taxes and must be considered by foreign companies when planning transactions with Ukrainian partners. The rules of game changed but it does not mean that foreigners cannot efficiently conduct business in Ukraine.

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UDC 005.963

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## **BUSINESS COACHING**

*Annotation. The article is concerned with some aspects of business coaching. Different approaches to business coaching were studied, the key requirements for its successful application were regarded. Certain factors that can cause problems in this process were stated.*

*Анотація. Розглянуто деякі аспекти бізнес-тренування. Розглянуто різні підходи та ключові вимоги щодо успішного та тривалого функціонування бізнес тренінгу. Встановлено низку факторів, що можуть заважати цьому процесу.*

*Аннотация. Рассмотрены некоторые аспекты бизнес тренинга. Изучены различные подходы к этому процессу и основные требования для его долгосрочного и успешного применения. Установлен ряд факторов, которые могут помешать этому процессу.*

*Keywords: coaching, business coaching, coachee, company, development, executive.*

Coaching is essential for the development and further growth of the organization, because this program helps to see all the defects of the organization and to correct them.

The aim of this article is to get acquainted with coaching and its development in the Ukrainian companies.

The objectives of this article are to understand the meaning of coaching in business development; to consider the value and the types of coaching; to explain the difference between coaching and mentoring; to learn more about business coaching; to analyze the situation with the business coaching development in Ukrainian companies.

The article is based on the scientific works of Bradley Sugar, Julie Kennedy, Gerard Donovan, S. Khamoganova, A. Savkin and M. Danilova and on the researches of many other economists.

The novelty and topicality of this paper are to study how coaching will help in the development of the company and understand why it is needed.

Coaching is the practice of supporting an individual, referred to as a coachee or client, through the process of achieving a specific personal or professional result. Coaching is an investment that will repay itself. It develops the best qualities of people and teams, making the most of everyone's qualities and significantly increasing productivity, making the most of everyone's talents and skills for the company [1; 2].

Coaching has an impact on a desired result and helps to see something that we may not be aware of by listening both to what we say and to what we leave out. A coach can support you to explore rich domain that is outside of your customary way of viewing the world and acting upon its challenges. He has empathy for the person being coached but is not emotionally attached to an outcome and serves to champion people to have their lives work optimally.

A lot of people work on coaching to make their life easier and their business successful. And that's why they have divided coaching into several parts. There are some types of coaching: life coaching; business coaching; executive coaching; financial coaching; personal coaching [1, p. 32].

Most people can confuse coaching with mentoring. Coaching is the way of teaching a new person in business or helping an executive to build the business correctly by a more qualified person through the process of achieving a specific personal or professional result. It is based on short-term relationships [4, p. 47].



Mentoring enables an individual to follow in the path of an older and wiser colleague who can pass on knowledge, experience and open doors to otherwise out-of-reach opportunities. It is based on long-term relationships [2, p. 69].

No matter what field you're in, the principles of coaching remain the same. In that respect, business coaching is very similar to sports coaching. A business coach pushes the employee to achieve the goal, support him and teaches to execute the business that their competitor does not anticipate in a way that is focused on creating a successful business. Companies that have business coaching tackle challenges with a plan and business strategy from the business owner's view and an outside view of the business coach. This way, the company achieves its desired outcome. A coach forwards you in the right direction and makes you focus on the game. It is a technique, which helps to build your business in the right way.

The role of a business coach is to provide business owners with guidance, support, accountability and encouragement. He helps business owners set and reach more appropriate goals [4, p. 25].

In conclusion the author would like to say that coaching is developing in Ukraine, and the dynamics of this development increases. There are new schools and coaching education programs, coaching clubs, opening offices worldwide, federation of coaching, but the phenomenon which is indicative of this trend increased popularity among the business community and the number of specialists trained in coaching in Ukraine. In 2007 a first school was opened by Maxim Tsvetkov. Also in 2009, Fortune 500 companies surveyed the effect of coaching on business processes. As the result it was found that coaching allows to pay back the cost of capital more than 5 times. Global corporations such as Siemens, Boeing, Motorola, Nokia, Coca-Cola and many others used services of business coaches. Coaching is appropriate at all stages of company development. Currently in Ukraine this phenomenon is called "universal coach." This trend is already taking place in the world.

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## THE ROLE OF INVESTMENT BANKING IN MODERN SOCIETY

*Annotation. The article is concerned with Investment Banking in modern society. The role of Investment banking was studied. The main spheres of Investment Banking influence were revealed. The basic requirements for further Investment banking successful development were stated.*

*Анотація. Розглянуто деякі питання інвестиційних банків у сучасному суспільстві. Нада- на увага ролі інвестиційних банків на сучасному етапі. Розглянуто головні сфери впливу та ви- моги до подальшого успішного розвитку інвестиційних банків.*

*Аннотация. Рассмотрены некоторые вопросы инвестиционных банков в современном обществе. Определена роль инвестиционных банков на данном этапе развития, изучены осно- вные сферы влияния, а также основные требования для дальнейшей успешной деятельности инвестиционных банков.*

*Keywords: investment banking activity, shares security, mitigation, stocks and bonds, investment risk, the bank securities portfolio.*

Banking occupies one of the most important positions in the modern economic world. It is necessary for trade and industry and it is one of the greatest branches of commerce. Although banking

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