

nal lawyer is stipulated by numerous factors, which encompass a type, scale, and the structure of a business, length and a stage of a firm life cycle, firm's financial opportunities, challenges for leadership, the level of staff qualification, provision of a firm with intellectual resources, the degree of its innovative activity, the level of development of legal services market;

e) management of involvement of services provided by outsourcing lawyers. The main directions of CM are the following: selection of an outsourcing lawyer through a chain of consistent actions (search for information – analyzing information on an outsourcing lawyer – selection of a lawyer – the balance of expectations of a firm and a lawyer – forming mutual trust); selection of a model for legal consulting depending on determination of functions of a lawyer and a firm in a consulting process; establishment of a legal service price and a payment procedure; conclusion of an agreement on providing legal services; organizing work of an outsourcing lawyer in accordance with a selected model (adoption of necessary internal normative acts, building a staff team, which will collaborate with an outsourcing lawyer, indication of access to the knowledge database of a firm, etc.; support, control of execution and correction of a contract as needed; analyzing execution of a contract and acceptance of services; implementation of lawyer's advices into practice; management of post-contract relations with an outsourcing lawyer.

Thus, CM as management with the use of consultations and management of consulting activity is an important component of management. Firstly, an amount and the structure of demand and supply in a legal services market directly depend on development of CM at companies being real and potential customers of legal consulting. Secondly, effective CM of a legal services firm provides high quality and competitiveness of its services owing to managing movement of professional knowledge and information in the form of consulting and education.

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INSURANCE PROTECTION OF BUSINESS

The theoretical and methodological principles of forming and insurance protection of business development are grounded in the conditions of globalization. Although there is a wide range of scientific papers on insurance market issues, they

have not considerably contributed to understanding the fundamental basics of insurance market formation in the post-soviet space, which enable to indicate reasons of deformations. Comprehension of investment nature of the market transformation is of significant importance for detection of the peculiarities of the insurance market formation.

The particular features of forming of insurance market of inverse type are exposed which, compared to the classical type, and is characterized by violation of development logic and change of sequence of economic transformations: from domination of public domain to a variety of ownership forms in the field of insurance; from the monopoly of the state to development of competitive relations at the insurance market; from directive-planning to free pricing for insurance services.

The author has determined the peculiarities of the insurance market formation in the context of legal economy creation under the influence of the following factors:

- primitive accumulation of capital with the participation of insurance organizations in the process of implementation of modern methods of primitive accumulation such as privatization and inflation;

- increase of a share of raw material industries, aging of productive fixed assets of enterprises under significant reduction of investing, growth of risks under absence of prerequisites for development of demand for insurance protection;

- loss of socialization forms being inherent to the directive and planned economy under the lack of development of socialization forms being inherent to expansion of capital, which has affected programs of personal insurance.

Content categories of needs to explore the benefits of consumers and their requirements for the range and quality of insurance services are defined. Content of insurance as a risk management mechanism, which includes a set of forms and methods of forming the trust funds and use them to recover damages under various unforeseen adverse risks as well as to provide assistance to citizens upon the occurrence of certain events in their lives are adjusted.

Balance in the insurance market is not constant, it is constantly changing, which can be accompanied by both excess demand for insurance services (excess demand or a shortage is a result of tariff reductions to less than equilibrium, indicating the need to pay customers a higher price, in order not to be left without insurance service, which stimulates the redistribution of resources in favor of insurers production of just such services), and the excess of supply (oversupply occurs when the tariff rate exceeds the equilibrium level that encourages competing insurers to reduce gross rate).

Formation of the effective insurance market in the context of legal economy creation requires settling methodological matters concerned with determination the significance and the role of insurance in a financial system of a country as well as development of a conception of its functioning and enhancement.

Combination of globalization processes and inverse forming of insurance market stipulated the contents and forms of its deformations which were displayed in pseudo insurance protection of business:

primitive accumulation of capital due to insurance payments without corresponding payments of insurance compensation;

tax optimization and legalization of money received from beyond the legal field through realization of insurance operations;

creation of channels of capital outflow abroad through reinsurance.

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INFLUENCE OF THE STRUCTURE OF COMPETITIVE ADVANTAGES ON REVENUES OF LEGAL SERVICES FIRMS IN UKRAINE

In developed countries, revenues of legal services firms are based on two pillars – a customer base and reputation of a firm and employers. Therefore, activity regarding formation, usage, and maintenance of competitive advantages is eventually aimed at development of a customer base and enhancement of reputation. In Ukraine, the third pillar – social capital – may play the significant role. It is defined as informal relationships of lawyers with law enforcement and other officials, which provide competitive advantage compared to other legal services firms. If one lawyer can pass on bribes to a judge or a prosecutor and other cannot, a firm, where the first lawyer works, gains competitive advantage and may receive a cash award for its services.

In order to figure out the relationship between three pillars, which may influence revenues of legal services firms in Ukraine, there is a need to consider concepts of the relevant and fundamental structure of competitive advantages.

The fundamental structure of competitive advantages encompasses all potential sources of competitiveness. Its content does not change. The fundamental structure is referred to as a list of all the factors, which may provide advantages for a firm in competitive fight under particular conditions. Nevertheless, at a certain point, a significant part of these factors does not influence competitiveness of a particular firm.

The relevant structure of competitive advantages consists of elements of fundamental one. It is characterized by certain correlation between elements of the