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Beskupska O. V.

Vinnytsia National Agrarian University

ECOLOGIZATION OF OIL AND FAT INDUSTRY OF UKRAINE IN TIMES OF CRISIS

The article refers to the need of activity ecologization of Ukrainian enterprises. Main problems and flaws of agricultural sector are described. Recommendations on the development of oil and fat industry of Ukraine in times of crisis are given.

Keywords: ecologization, oil and fat industry, investment attractiveness, crisis, export potential.

Formulation of a scientific challenge and its significance. The issue of rational resource management is becoming more acute for the whole world. Ukraine is not an exception. Being the worlds' leader in oil and fat production and export, Ukraine cannot boast of a clean environment: the ecology in Ukraine is the worst in Europe. Dynamic development of oil and fat industry is impossible without thorough analysis of the ecologization programs used by developed countries, improvement of production efficiency, determination of problems and developing ways to deal with them. Therefore, companies have to innovate, as the production facilities have become obsolete. In order to provide food security and improve the quality of oil produced, companies have to introduce new environmental standards for the implementation of economic, organizational and administrative mechanisms to ensure environmental security.

The aim of the research is to prove the feasibility of implementing international quality and ecological standards and certificates in order to reduce the negative impact of oil and fat industry enterprises on the environment, as well as ways to improve their competitiveness in global markets. The significance of the research is especially important in times of crisis, when the economy has a chance to recover faster and more investments can be attracted.

View of the topic and its analysis. The study of the problem of the formation and functioning of oil and fat industry, providing its dynamic development and finding ways to further efficiency improvement continues to attract the attention of many researchers such as Lozovsky, Pysarenko, Barabash, Manoylenko, Kondratyuk, Salkova, Dovhan and many others. However, the issue of ecologization of all the stages of production, implementation of world standards of oil production still has to be researched in order to save the leading status of Ukraine in oil and fat industry.

Purpose and objectives of the article. The main purpose of the research is to define the main problems oil and fat industry faces nowadays and to suggest how ecologization of the industry can help to maintain the leadership position of Ukrainian oil and fat production on the world market. The main objectives of the research are:

- to analyze the development of oil and fat industry of Ukraine: define its weaknesses and strength;
- to identify key factors that influence the development of the industry and its export potential;
- to outline the existing problems and suggest how ecologization of the production process can help dealing with them.

Written reproduction of the shell and merits of findings available from research. Oil and fat industry refers to the budget-forming branches of the agricultural sector of Ukraine with strong export potential, which is developing dynamically. Natural resource potential of Ukraine fully meets the needs of oil and fat industry. There are favorable climatic conditions for the industry development, the river system is rather rich and there are more than 650 types

of soils in Ukraine, which means that lands are fertile and suitable for cultivation of many crops.

The oil and fat industry is investment attractive. Huge investments are made in its development not only by national but also by foreign investors in reconstruction of existing and construction of new plants. Oilseed processing capacity increased from 2.5 million tons in 1998 to 14,5 million tons in 2014, and capacity utilization has grown from 30% to 80% for the same period [2]. For the last 15 years 23 new plants were built and almost all enterprises have been upgraded. Moreover, though the production becomes more automated, 10 thousand new jobs were created.

Today, oil and fat industry of Ukraine is the only sector of agriculture, where a balance was set between economic interests of the state, agricultural and manufacturing sectors of production, and domestic consumption. The domestic demand for oil and fat products is totally fulfilled by 450-500 thousand tons per year, which makes about 10% of the total oil production. The rest of the oil is being exported to more than 90 countries.

The fact that the oil and fat industry of Ukraine is export oriented means that the companies have to pay more attention to the quality of the oil and conditions of its production. The ecologization of all stages of production has to be an important requirement for every company as each year the issue of climate change, global warming, which cause natural disasters, poor air quality and health problems is attracting more attention.

Among the most significant ecologization directions are ecologization of legal framework, tax system, investments and production. Each of these directions will influence the competitiveness of Ukrainian oil and fat products on the world market, as without changes in political and legislative systems the production process will remain the same. The change in tax system has to make it beneficial and profitable for the producers to use more environmentally friendly production. At the same time, tax payments for the companies whose production is ecologically clean have to be reduced. If they manufacture environmental protection equipment, develop waste treatment technologies, the government has to work out special programs and conditions for such companies.

Enterprises of small and medium-sized business of Ukraine responsible for 30% of the total amount of oil produced in the country face many problems and lack state support to develop oil and fat industry. First of all, it is almost impossible to get a credit to buy equipment. Secondly, getting money to buy raw is also a challenge. Thirdly, transportation of sunflower oil is complicated by the fact that it requires special transportation tankers. Each unloaded tanker is obliged to be washed thoroughly, which entails additional outgoings. It is important to help small and medium business develop in order to overcome the existing crisis.

Having signed the Association Agreement with the European Union on the 27th of June 2014,

Ukraine got a chance to regain the share of export potential of the market of sunflower oil. After the scandal in 2008, when imported sunflower oil contained high levels of mineral oils, Ukraine had almost lost not only a major market for oil and fat products export, but also declined its' prestige as a reliable supplier of oil to the world market.

According to the reached agreements, import and export tariffs are either reduced or cancelled for the products according to new schedules. Moreover, the transitional period for Ukraine will last for 10 years, which will give a chance to improve the production quality and find reliable partners on the new market. It is now important to pay attention to environmental and energy saving aspects of oil and fat production plants. The standards of production in the EU, like in every developed country are high and demand the companies to change the policy of work dramatically. The notion of culture of production has to appear in all the companies of Ukraine which are eager to become more competitive on the world market. There has to be a single purpose of work, apart from cutting production costs, more attention has to be paid to waste products treatment and the working conditions of the employees.

The economy slowdown in Ukraine has to be a kind of a stimulus to change things in a better way, presenting new fresh ideas, implementing new programs and attract investors. The changes in oil sector have to occur together with the whole Ukrainian economy update. After the crisis, during recovery, countries where the economic indicators had been reduced the most, showed more dynamic growth: average annual growth after the crisis in the countries with greater economic decline is 4.7%, while the less "injured" show growth of 3.7% [4].

According to EPI, ecological state of Ukraine is one of the worst on the planet. Ukraine ranks 95 out of 178 countries, having huge problems with water state, climate and energy [3]. Therefore all Ukrainian companies have to make serious effort to get international certificates of quality, which will not only improve ecologic state, but will undoubtedly add credibility and authority to its image. This will improve the work of enterprises engaged in the production of oil, and will be another step to meet European and international quality standards. The main purpose of such quality certificates is confidence that the products supplied to world markets are environmentally friendly and minimal damage to the environment was caused for its production.

Confirmation of ISO 9001 compliance means that the company can be a reliable partner. Moreover, for most American, Japanese and European companies, implementation of this standard is a norm, demanded by the market on startup stage. Among other certificates and standards which have to be obligatory are HACCP, ISO 14000, OHSAS 18000, GMP+, ISCC and other. It is the basic list of documents which every company has to obtain.

Certificates like ISCC (International Sustainability and Carbon Certification) will help to prove that the whole process of oil production is under strict control [5]. Self-declarations used to check the farms where the raw is grown include a list of only 18 questions, but they can help study the work of the plantation fully. Most of the problems Ukrainian farms have are the lack of sufficient records of using plants protection products, absence of water management plan and records concerning disposal of tank washings. There is also a problem of health and safety procedures, including issues of risk assessments. As a matter of fact, Ukrainian enterprises and farms have to pay more attention to their work-

ing process if they want to improve their authority and expand markets.

Such certificates and standards have to be the first step of every company towards ecologization. The entire production process should be investigated: fields where the seeds are grown, conditions in which people work, technical process of oil production, transportation of seeds to the elevators and plants and sea ports, dealing with waste products etc.

Oil and fat industry can be considered a unique one as there is almost no waste left after seeds processing [1]. If we talk about ecologization of oil and fat industry, there are at least two ways Ukraine can benefit from oil production, being a country with energy deficit. The first one is to use granulated sunflower husk as a type of alternative fuel. The new plant built in Vinnytsia in 2014 is using burnt husk, which is received during oil production on the second older plant, to work totally independently. This energy saving technology helps the company not only to save money, but also make less harm to the ecology.

Another benefiting aspect is producing biofuel. More than 90% of Ukrainian rapeseed oil is exported abroad. It is often used for biofuel production especially in European countries. The question is why sold abroad instead of producing biofuel in Ukraine? There are several reasons, which may be removed easily. First of all, the lands for raw material cultivation are used not effectively. Secondly, the equipment on most enterprises had not been updated since it was installed in 60-70s of the 20th century and it causes huge power consumption. Thirdly, regulatory framework for such business operation is weak. And fourthly, the innovation rate is low and implementation of energy saving mechanisms is not obligatory.

Several foreign companies wanted to invest in building plants for biofuel production. However, one of the conditions is the ability to process at least 300 thousand tons of rape seeds a year. As for 1 June 2014, in 2013 160 thousand tons of rape seeds were processed and almost 100% were exported. Thus it is important to understand that increasing the growing capacity the policy and mechanisms of agricultural sector have to be changed. Moreover, investments in new plants building will entail much more conditions than just the expansion of cultivated lands.

Despite the great potential of the industry, analysts note the slight decrease in the yield of this crop. Compared to the end of the twentieth century, the last decade showed decreases of sunflower yield by 5-7% annually. It happens because of nonobservance of agricultural technologies that entail land exhaustion. It should be understood that Ukrainian lands are resource intensive, but everything has a limit. Realizing the importance of agro industrial complex for the Ukrainian economy, we have to use the resources more rational.

Sunflower exhausts the land and cannot be planted every year in the same place. It is also significant to introduce new technologies, because the yield is rather low for our land, and the implementation of development programs may increase the crop capacity by 1.5-2 times. The future of Ukrainian oil and fat industry is about modern technologies along with attracting investment.

Conclusions and further research perspectives. The oil and fat market is one of the most promising sectors of agriculture of Ukraine. The period of crisis has to become the impulse to improve the economic situation of the country, which cannot occur without programs of ecologization, because every country wants to deal only with environmentally friendly production. Since our country is 90% dependent on

imported energy, it is necessary to attract foreign investments to replace energy-intensive production.

Further research perspectives will be connected with the development of Ukrainian oil and fat industry, advisability of resource and technical base reconstruction, investments in energy saving technologies and the ability of production facilities balance. Moreover, the notion of production culture will be

researched more thoroughly. While implementing ecologization programs, it is significant to create systems of advanced trainings, to educate specialists in various fields how to save all kinds of resources, reduce harmful emissions in the environment, solve problem of system optimization of different production processes and as a result manufacture cleaner production.

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Бескупська О.В.

Вінницький національний аграрний університет

ЕКОЛОГІЗАЦІЯ ОЛІЙНО-ЖИРОВОЇ ПРОМИСЛОВОСТІ УКРАЇНИ ПІД ЧАС КРИЗИ

Резюме

У статті розглянуто необхідність екологізації діяльності українських підприємств. Описано основні проблеми та недоліки сучасного агропромислового комплексу. Надано рекомендації щодо розвитку олійно-жирової промисловості України під час кризи.

Ключові слова: екологізація, олійно-жирова промисловість, інвестиційна привабливість, криза, експортний потенціал.

Бескупская Е.В.

Винницкий национальный аграрный университет

ЕКОЛОГІЗАЦІЯ МАСЛОЖИРОВОЇ ПРОМИШЛЕННОСТІ УКРАЇНИ ВО ВРЕМЯ КРИЗИСА

Резюме

В статье рассмотрена необходимость экологизации деятельности украинских предприятий. Описаны основные проблемы и недостатки агропромышленного комплекса. Даны рекомендации по развитию масложировой промышленности Украины во время кризиса.

Ключевые слова: экологизация, масложировая промышленность, инвестиционная привлекательность, кризис, экспортный потенциал.

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Білявська Ю. В.

Київський національний торговельно-економічний університет

ПІДХОДИ ДО ПОБУДОВИ МЕХАНІЗМУ ФОРМУВАННЯ ОРГАНІЗАЦІЙНОЇ КУЛЬТУРИ ПІДПРИЄМСТВ ТОРГІВЛІ

Розглянуто питання механізму впливу організаційної культури на діяльність підприємств торгівлі шляхом дослідження принципів та критеріїв, що впливають на економічну, організаційну та соціально-психологічну діяльність підприємства. Механізм управління є складовою системи управління, що забезпечує дієвий вплив на фактори, які обумовлюють результат діяльності об'єкта управління.

Ключові слова: організаційна культура, механізм, принцип, підприємство, діяльність.

Постановка проблеми. Широкомасштабні зміни у суспільстві, а також перехід України до ринкової економіки зумовив структуру трансформації всіх форм життєдіяльності: економіки, культури, свідомості, що вимагає системного переосмислення багатьох теорій, усталених понять і парадигм.

Управління сучасним підприємством являє собою складні, різноманітні й багатовимірні процеси, що реалізуються у межах системи управління, яка може бути представлена багатьма взаємопов'язаними елементами, такими як об'єкт, суб'єкт, принципи, інструменти та методи. Ефек-