

## ANNOTATION

### **Tetiana Zheliuk, Kostiantyn Revun**

#### *The effectiveness of economic policy in an uncertain environment*

Pragmatics of economic policy of Ukraine is substantiated in the article. Achievements of leading scientific economic schools in the sphere of implementation of economic policy instruments have been analysed and suggestions as to their possible use to create an optimal model of economic policy have been made. Theoretical and methodological foundations for the evaluation of economic, social, political sections of the effectiveness of economic policy have been grounded. Directions of performance improvement of the economic policy levers in an uncertain environment viewed from the positions of target, functional and resource components are proposed here.

### **Alla Melnyk**

#### *Identification of structural and technological deformation of regional economies as a base for selection of mechanisms of regional structural policy*

The issue of structural and technological deformation of regional economies is raised in this article. Methodological approaches to identify the technological component of the regional economy as well as its structural and technological strain are substantiated in the article. Indicators of technological environment forming the technological structure of regional economies have been defined. There have been conducted an empirical assessment of the technological environment in the regions of Ukraine based on the proposed system of indicators. Using the system of indicators proposed in the article there have been made an attempt to assess the technological intensity of the regional economy. The problems of statistical analysis and monitoring of the technological component of regional development have been defined. The factors that determine the opportunities and threats structural reform towards technological modernization of Ukraine's regions have been found.

### **Eduard Karapetian, Oleksandr Kvasovskyi**

#### *Genesis and evolution of the industrial clusters*

The article is dedicated to the genesis and evolution of the theory of local integration of specialized industries and shows its basic regulations.

Authors have determined the strengths and weaknesses of the competitive model of M. Porter's "Diamond" in the context of its use for analysis and explanation of the processes of industrial clustering. There is proven in the article that the concept of industrial clusters by M. Porter synthesizes key ideas of new growth theory, the theory of network forms of economic governance, theory of relations within dyads "consumer-producer" and the concept of chain increase in value.

Elucidating key dominants of the theory of entrepreneurial ecosystems and of theory of "co-competition" (cooperation plus competition) it has been proven that the phenomenon of industrial clustering should be considered holistically in geographic, institutional and social aspects.

**Mykola Parkhomets, Liudmyla Uniyat**

*Incomes of stock-raising industries and directions of their increase in agrarian enterprises of region*

The dynamics of incomes and profits after stock-raising industries of the Ternopil area is lighted up in the article. It is found out that meat and milk cattle breeding and pig breeding in most agricultural enterprises is unprofitable. The basic directions of economic efficiency increase of stock-raising goods production are offered, in particular: diminishing of unit cost is on the basis of animal productivity increase and rational use of present resources, introduction of innovative resources, saving technologies of goods production, an improvement of economic mutual relations between the enterprises of agriculture and processing industry.

**Oksana Dudar**

*Marketing cooperatives of producers in the distribution system of organic agricultural products*

The organization of sales of organic agricultural products and estimated opportunities for its improvement for agricultural producers has been researched. Conceptual approaches of marketing cooperatives in the integrative system of organic agricultural production have been substantiated. The ways of development of marketing cooperatives and agribusiness marketing groups to increase the total turnover in the purchase and sale of organic products, overhead reduction, avoidance of the risk of price fluctuations in the market by individual producers, guaranteeing the subjects of marketing structures the average prices for their products and entering new markets have been suggested in the article.

**Oliha Vladymyr**

*Honest business in Ukraine: the necessary objectivity and prerequisites for introduction*

The necessity of honest and transparent business is substantiated. The existent conditions that determine the current level of honesty in Ukrainian business are considered. The main components that affect the formation of cultural business environment and the possibility of building an honest business are determined. The influence of such components as family, education, law sphere, tax system, public policy, institutional environment, values and relationships, religion on the honest business development in Ukraine is explored. The modern conditions faced by small and medium-sized enterprises are reviewed. The share of small and medium-sized entrepreneurship to GDP of Ukraine is analyzed. The comparison of their share to other country's share is done. The features of business dishonesty in the relationship between the enterprise and state, the enterprise and institutional infrastructure, the enterprise and business partners, consumers and other economic entities are described. The main ways of solving existing problems associated with shadowing and corruption of business and economy are offered.

**Volodimir Dudar**

*Major trends in agricultural markets Ukraine in foreign economic activity*

The main trends in the development of the agricultural food market of Ukraine in foreign economic activity in different segments of the world market for certain product groups to the extent and dynamics have been explored in this article. Systematic analysis of the commodity structure of positive dynamics of Ukrainian exports of agro products to the EU has been done. Ways of improving foreign trade in agricultural and food products in the context of the Association Agreement between the EU and Ukraine and the future establishment of a free trade area have been offered.

**Oksana Shymanska**

*The specificity of regulation of the European labour markets: an experience for Ukraine*

Factors of influence on the global labor market and employment have been defined. The strategy of the European Union in the field of employment has been considered. Conceptual basis of labor market regulation in European countries (Germany, Sweden, Finland, Norway and Great Britain) has been clarified. The article deals with the problem of estimation the European experience in sphere of labor markets regulation in terms of its application possibilities in developing adequate strategies employment in Ukraine. The main strategic measures to minimize negative consequences on the labor market of Ukraine have been described. The necessity of forming the infrastructure providing of local labor market through the establishment of economic and institutional tools which provide a rational scope and interaction of labor demand and supply, protection for domestic producers, development of human capital is discussed. The key approaches in the implementation of state employment policy in Ukraine are proposed, which will form an effective system of labor market regulation.

**Olena Sokhatska, Taras Demkura**

*Operation principles and features of marketing communication policy in network marketing companies*

The analysis of the major theoretical directions that are the basis of the network marketing companies functioning is done and the theoretical and methodological basis of their creation have been founded. The placement of network marketing companies in the system of network structures is determined and their essence is clarified. The classification of network marketing companies is done on the basis of chosen criteria and that gives opportunity to organize analysis of their marketing communication activity in the future. The main distinctive features of communication policy of defined companies in accordance to their tasks, communication process model and instruments of influence are clarified.

**Dmytro Shtefanych, Olha Diachun**

*Evaluation of the effectiveness of the company communication policy*

Scientific approaches for assessing the efficiency of the communication policy of the company as a whole and in the context of its means such as advertising, sales promotion, public relations, personal selling and others have been analysed in this article. We have found a number of problems in this issue. We have developed principles, which will allow to identify areas of improvement measures for evaluating the effectiveness of communication policy. There are offered two systems of indicators: performance effectiveness evaluation and performance indicators. Attention is paid to the sources of information that will be used in the calculation of performance indicators. The directions for further research on the issues under consideration are also offered.

**Olena Holodniuk**

*Efficiency of franchise in managing competitive advantages of enterprises producing mineral water*

The essence of franchising has been disclosed and the expediency of its use as a partial modificational innovation in managing competitive advantages of enterprises has been substantiated. There has been given the analysis results of the effectiveness of introducing the franchising in enterprises-producers of mineral water. It is established that the technology of franchising allows getting significant benefits for each party of the stakeholders.

**Irina Demkiv**

*Analysis of the possibilities and limits of flexibility of alcohol industry enterprises in market volatility*

The essence flexibility of enterprise is considered as an open economic system. The author has determined the basic elements of the flexibility of the company and established their relationships in the control system, the requirements to the management flexibility of the enterprise. The features of the market environment of enterprises of alcohol industry have been explored and the opportunities and limits the flexibility of these companies in terms of market instability have been found. The possibilities and prospects of development of the industry as a multifunctional by expanding its capacity to simultaneously address food and energy security have been outlined.

**Ruslana Ruska**

*Model of reserve formation in the credit union by means of development triangle*

One of the problems of stability of functioning of credit unions in Ukraine is the formation of a backup, because it helps to deal with problem loans. Thanks reserve credit union has an opportunity to resolve problem loans in such a way that this does not affect the payout on shares, deposits, etc. There are provided the characteristics of PEARLS financial ratios during the formation of the reserve. Mathematical model of provision for the future by means of the development triangle has been constructed. Reserve for the future is calculated on the basis of conventional data on defaulted loans.

**Anton Bersutsky, Oksana Kamenskaja**

*Strategic budgeting as an effective tool for managing human capital of the industrial enterprise*

The article substantiates the need for strategic budgeting as a key factor of effective human capital management of the industrial enterprise. The integration of strategic objectives and indicators of human capital on the basis of individually tailored performance scorecard has been implemented.

**Nataliia Vasiutkina**

*The approach to building the hierarchical structure of the development of potential of enterprises*

The hierarchic stages of enterprise potential development are determined in the article. The hierarchic structure is grounded and the indices those are characterized its functional components of each stage are defined. The system of equations and dependences are worked out which characterizes hierarchic of enterprise structure of potential development and cooperation between components of potential of different hierarchic stages.

**Oleksandra Sendetska**

*Effectiveness of production and use of organic fertilizer "biohumus" produced by vermiculture*

There is analyzed the economic efficiency of production of organic fertilizers "Biohumus" made with organic residues from agriculture by vermiculture (with red Californian earthworms), highlighted economic evaluation of the use of "vermicompost" technologies in crop production in the article.

**Oleg Kolibaba**

*Control critical points of production costs in milk industry*

The article is devoted to the possibility of applying of critical control points of production costs on the example of dairy products. There is made functional classification of manufacturing costs, identified factors of special attention and set appropriate critical limits to them.

**Oleksandr Dluhopolskyi, Yurii Ivashuk**

*Experimental and behavioral economics: from Vernon Smith to Daniel Kahneman*

Methodological foundations of experimental and behavioral economics have been studied. Most outstanding founders and famous representatives of experimental and behavioral economics have been emphasized. Experimental economic has been dated back. Key papers by representatives of experimental and behavioral economics have been analyzed. In as much as many researches are not clear in dispatching experimental and behavioral economics, but unifying their basic features, this paper efforts to describe differential characteristics and common vector of experimental and behavioral economics development. Prospects to employ experiments in social and economic researches are presented.

**Olga Zaklekta, Oksana Shymanska**

*Theory of economic policy in the works of Nobel Prize Winners in the light of current challenges*

There is clarified Jan Tinbergen's "basic theory of economic policy", which shows the interaction of target indices with the tools to achieve the goals, R. Lucas's "the theory of rational expectations" of economic agents, which establishes a close relationship between micro- and macroeconomics, "Mundell–Fleming model", which reveals the mechanism of influence of fiscal and monetary policy tools on aggregate income for an open economy, Edward Kydland's and Finn Prescott's "the theory of inconsistent policies over time", which laid the foundation for the analysis of dynamic processes of implementation of the economic policy under rational behavior of economic agents, James Buchanan's "public choice theory", which gives the policy analysis as a process of exchange. It is proved the urgency of the discussed theories in the current situation of the functioning of public authorities in Ukraine in the context of the negative aspects of their formation and activities: over-population, uncoordinated actions of authorities and violation of Articles of the Constitution of Ukraine.

**Stanislav Artemenko**

*Evaluation of the marketing appeal of the region to conduct trading activities*

There have been raised the problem of assessing the marketing appeal of the region to conduct trading activities in the article. There have been determined the dynamics of the retail turnover of Kharkiv region; confirmed the importance of the trading activities of the Kharkiv region to develop the national economy of Ukraine; improved methodology for assessing the marketing appeal of the region. The example of the Kharkiv region conducted an empirical verification of the proposed methodological approach.

**Hryhorij Zhuravel, Mykola Shynkaryk**

*The priorities of Ukrainian higher education development within economy globalization.*

The influence of global processes on the scientific informative society formation is researched. The analysis of the current system of higher qualification personnel training is carried out and its advantages and disadvantages are indicated. The priorities of the higher education development within Bologna Process are outlined.