

## ANNOTATION

### **Alla Melnyk, Inna Tynska**

#### *Public enterprise under conditions of transformation of the national economy*

The identification of state role in economy and government entrepreneurship as its regulation function can help to solve many urgent problems nowadays. Government entrepreneurship is displayed in three perspectives: as a phenomenon, as a process, as an element of management. Also, the characteristic of government enterprise forms, spheres of their operation and the efficiency of functions fulfilment have been described using the empirical data. Important discovery is that authors have found out disadvantages of Ukrainian government entrepreneurship and its potential using in conditions of national economy transformation. According to these, there were made some proposals about how to improve situation in the closest future. As the conclusion, perspective topic for further investigation was represented.

### **Petro Mykytiuk, Tetiana Fetsovych**

#### *BCG-analysis as a Tool to Strengthen the Competitive Advantages of Poultry Enterprises*

The article explores the theoretical and methodological essence of Boston Consulting Group model (BCG model) and especially its use in relation to the position of the product in product range of poultry enterprises. There was made an analysis of product line of the enterprises surveyed and was offered a calculation of new system of indicators for BCG-analysis algorithm. There is formulated product strategy to increase the efficiency of the poultry business in competition.

### **Olha Sobko**

#### *Monitoring of intellectual capital of organizations: social-economic feasibility and the launching effectiveness*

The article defines the essence, tasks and launching mechanisms of intellectual capital monitoring in the process of economic diagnosing at an enterprise. Social and economic feasibility of intellectual capital monitoring is substantiated in order to increase the investment attractiveness of enterprises and to restrict information asymmetry. The system of criteria and indicators for monitoring quality to ensure the development of the intellectual capital of the enterprise in terms of current challenges is proposed. The scale to establish the intellectual level of the enterprise is developed. The expediency of calculation the propensity level of an entity is proved to promulgate intellectual capital information for providing equalised development of enterprises in conditions of contemporary challenges.

### **Vitalina Kuryliak**

#### *Ukraine in the System of European Values*

The author studies the problems of identifying the approaches to defining the image and mission of Ukraine in the emerging new world economic order. Methodologically, the author identifies Ukraine as a local civilization of a shadow type, which existed for a long time within other civilizations, and nevertheless managed to preserve its national identity. The author shows that in the Ukrainian mentality dominates individualism, which is typical only of Western civilization as opposed to Eurasians, Confucians and Muslims that belong to collectivist cultures. The logical construct of the propositions consists in the need to form

such a business climate in Ukraine that will ensure the acceleration of integration processes in the Euroatlantic direction and a catch-up strategy with consideration for the achievements of different civilizations.

**Natalia Komar**

*State Support of Innovation Cluster Structures in Europe and the Concept Development*

The essence and the factors that affect the process of the innovation cluster structures formation are considered. The six stages expediency of establishment and operation of cluster unions are identified. The role of the public and private organizations in promotion of the establishment and development of clusters as centers of innovation is justified. The features of the innovation clusters functioning in some European countries are analyzed. The government support on the implementation of the cluster development initiatives in some European countries and their regions is estimated.

**Iryna Anhelko**

*Socio-economic consequences of influence of international migration of labour force on welfare of population of Ukraine*

Principal reasons of international migration of labour force are reflected in the conditions of processes of globalization in the article on the basis of complex analysis. There are given its features; the main spheres of employment of migrant workers are described; the socio-economic consequences of external labour migration are marked and their classification is given. The article specifies that international migrations in Ukraine have exceptionally economic character and consequences of their influence are ambiguous. Except positive influence labour migration carries out also negative influences, which are not to be neglected. It is therefore suggested to work out such public migratory policy that could overcome negativism and rationally use a positive for economic development of country. For this purpose, first of all, it is necessary to minimize economic reasons of international migration of labour force by creation of sufficient amount of high-paying workplaces, which on the whole will influence positively on the economy of Ukraine and socio-economic welfare of its population in the future.

**Roman Dupai**

*Instruments of regulation and promotion of fdi inflows: world experience and ukrainian practice*

The scientific article analyzes the main instruments of regulating and stimulating the flows of foreign investments in Ukraine and other developed, postindustrial countries. There are analyzed the elements of the investment policy of the leading countries of Central and Eastern Europe and China, which have greatly influenced on the attraction of foreign investment resources in the national economies of these countries on their path of restructuring. This article investigates the role and place of national agencies to promote foreign investment in advanced European countries. The author provided a comparative analysis of mechanisms of attraction of foreign capital in Ukraine and other European countries. The article revealed shortcomings and controversial aspects of the national legislation of Ukraine in settlement of foreign investment. The author emphasizes the importance of use of successful international experience in the development and implementation of mechanisms to attract foreign investment in Ukraine on the path of structural modernization of the national economy.

**Yevhenii Kuryliak***Evolutional component of international clusterization processes*

It is shown that the clustering process has changed from the concentration of enterprises on certain territory to get closer to the resource base and related industries to save on transportation costs to associations of production firms and institutions engaged in research and development. Retrospective analysis indicates that the network of strong factors has direct impact. Clusters are mainly regional orientated, and even in such high-tech country like US not all of the States are able to achieve technological leadership in at least one area. The conclusion is made that the evolution of local production systems of cluster type in the European Union occurred in the direction of increasing "critical mass" of clusters, which could influence the competitiveness of individual countries and of EU as a whole. In EU innovations trying to gradually enter dominating status in clusters of all kinds, which leads, ultimately, to changes in the logic and focuses of cluster initiatives. If in the beginning of the thematic block of the cluster was limited to visible objectives, for example, construction or medicine, now we can see that the final goal is to have a prosperous life in the house and healthy ageing. In transatlantic space potential of the cluster systems has found large reserves for the creation of new innovative businesses. They start to be used as platforms for "switching" to other sources of knowledge, the acquisition of new partners and international cooperation.

**Viktoria Bulavynets***Improvement of the methods of planning and forecasting expenditures of the local budgets for social purpose*

The procedure of planning local spending for social purpose in the context of fundamental and methodological was investigated. There were indicated the shortcomings of the current order of expenditure planning. The recommendations for improving the current methods of planning and forecasting local spending for social purposes were worked out. The procedure for calculating the subsistence minimum by combined regulatory and structural methods to determine its size was proposed. The introduction of the correction of coefficient to the planning procedure of local expenditures of the social purpose taking into account the level of morbidity in the calculation of health spending and stimulating factors in planning costs for the provision of public services were grounded.

**Olena Shamanska***Financial behavior of households: essence, motives, types and factors*

The author shows key approaches to the interpretation of such concept as "financial behavior of households" in the scientific investigation of foreign and domestic researchers. Models, modes, strategies and types of household's financial behavior in modern economic literature are analyzed. The peculiarities of behavior forming and realization considering modern tendencies are determined in the research. The author evaluates objective factors and incentive motives that influence the formation of main models and strategies within individual's financial behavior in the conditions of market transformations.

**Yurii Petrushenko***Methodological bases of financing community-based local development*

At the beginning of XXI century economic development projects based on the needs of society and with its active participation have become an important form of financial support for local communities. Community-based approaches to local development are largely focused on improving local governance through institutionalization of the processes at the local level. Such approaches can strengthen national system of resource allocation and allow focusing on the priorities of local development.

In spite of considerable practical achievements of community-based development projects around the world, institutionalization of this approach is quite slow due to the lack of scientific research and generalization of existing results.

The aim of the paper is to work out methodological principles for financing local development based on experience of international organizations and on community-based approach to local development in Ukraine.

Analysis of two major concepts of community-based approach to local development (*community-based development* and *community-driven development*) is made in the paper. Preconditions of effective application of this approach are justified.

**Olha Kovalchuk, Mariia Bubniak**

*The usage of informational technologies for economic-mathematical problems solving*

The article deals with the place and role of information in modern society. There is substantiated actuality of the major problems associated with innovative changes in society – the application of information technologies in all sectors of the economy during the economic crisis and “information warfare”. The analysis of econometric models in terms of using of information technologies for its implementation is performed. The basic issues and problems that arise at each stage of the researching of these models in an information environment are emphasized. The ways for solving or elimination these problems are formulated. The best known statistic applications are proposed for software implementation.

**Hanna Karmeliuk, Svitlana Plaskon, Khrystyna Karmeliuk**

*Foreign debt of Ukraine and the gross domestic product: trend dynamics model*

A models' scale of the dynamics of trend variables Ukraine's foreign debt to the GDP were developed and given their forecasts for 2014-2016 years. There were studied two time branches of increase in debt due to the global economic crisis and the rise of the dollar against the UAN. We found a recurring character growth ratio of gross debt to GDP parabolic type and the ratio of public and publicly guaranteed external debt to GDP ratio of the linear form. The economical and mathematical models of the gross external debt depended on the gross domestic product were constructed. The models of the delay-distributed lag in two years were grounded. The model with the instrumental variables was made and justified. All of those models can be used for the prognoses. Calculated distributed lag model with a delay of two years. Constructed and justified model with instrumental variables. These models are used for prediction.

**Iryna Guryeva**

*Separate questions of the accounting of land use by state scientific institutions of Ukraine*

The purpose of the article is to find the ways to improve accounting of lands which are attached to Ukrainian state scientific establishments with the purpose to control their use. To ensure the achievement of this goal, the following methods of economic research have been used: theoretical generalization, induction and deduction, analysis and synthesis and systematic approach. In the article there is examined the possibility of transferring the state land into any other form of property, which were used for supporting activity of the National Academy of Sciences of Ukraine, state academies of branches of science. The author has determined that after ceasing of common investment activity constructions on the state lands, the need in alienation of the land into communal or even private property (investors) appears. The necessity of compulsory implementation of competition for investors' selection in case of housing building for scientists and non-residential premises is shown. There is established the feasibility of opening the analytical account 1001 “Land, which are under construction” in order to ensure the land control that are under the construction in accordance to the agreement concluded with subject of entity.

**Alevtyna Kudinova**

*Global political economy: the socio-economic aspect*

The article is dedicated to the problem of classic political economy transformation within globalization: how the change in the nature and structure of the social product, new entrants in the global economy (e.g., transnational corporations) modifies the methodology, categorical apparatus and instruments of political economy. The place of non-economic factors of economic development in the context of globalization is defined using categories Westernization, cultural imperialism, and others. Particular attention is paid to the socio-economic content of the global political economy. Key differences of global political economy from classic political economy are defined.

**Larisa Rodionova**

*Trends of economic theory development in the early twenty-first century.*

The main opinions about the state of modern economic theory are considered. Essential characteristics of the principal trends of the economic theory development (mainstream, non-orthodox, investigation of economic processes by social sciences), elaborated by the modern scientific community, are generalized. The cardinal attention is focused on explaining the ways of solution of modern economic theoretical science inherent problems. The essence and various types of synthesis in modern economic theory are revealed, ideas of their application aimed at development of effective normative recommendations, are ascertained.