

## ANNOTATION

**Vasyl Brych, Mikhail Fedirko, Ivan Yanik**

*Organizational and economic background for business process reengineering on the market of municipal heating in Ukraine*

The article explores organizational, economic and institutional prerequisites for starting reengineering business processes on the enterprises of the Ukrainian central heating market in the context of Ukrainian social-economic conditions. The paper shows that Ukraine sticks to European power market model functioning and that stimulates to form market relations in natural monopoly sphere.

There are discussed theoretical foundations of development and implementation of business process reengineering and are defined the aim, reason and purpose of its introduction in the market of municipal power system of Ukraine. Main categories of reengineering of market municipal power system of Ukraine, namely business procedure, business process and business system are adapted.

It is established that at the current stage the features of municipal heating enterprises are distributed between licensed activities in production, transportation, heat energy supply and other economic activities that are organizationally and technically qualified as business processes, i.e. enterprise as business system. On the other hand, the directives of the European Union, which govern common rules for the internal energy market, highlight the basic requirements for building thermal energy market, in particular the formation of competitive environment on it. There is determined that a competitive environment is created during generation and during supply of thermal energy, while its transportation is made by market players engaged in supplying through pipeline networks that remain in communal ownership of local communities, with the payment of economically justified tariffs.

It is proven that such positive changes in the system of economic and institutional relations require the development of such valid management technique as reengineering of the business processes.

There is shown that such business processes aiming to develop the better enterprise functioning are to be reengineered in the present market model that allows to make some changes to the wholesale energy markets as the part of the business processes that are possible to be changed.

Keywords: reengineering, business process, business system, the natural monopoly, municipal power system, central heating, production, transportation and supply of heat energy, competition in the market of thermal energy, innovation, and investment.

**Volodymyr Dudar**

*Food security of Ukraine and its components in the context of ensuring economic security*

The research explores the essence of the concept of “food security” and its role in ensuring economic security, which is treated as a state’s ability to guarantee and ensure the needs of people in high-quality and safe food products at the scientifically grounded consumption norms to maintain an active and healthy life for all strata of society.

There is done the estimation of the state of food security at the country level through the use of “Methods of basic indicators of food security”, which was approved by the Cabinet of Ministers of Ukraine dated 05.12.2007 year. The main indicator of food security of Ukraine in 2014 showed that the daily energy value of the diet of the average Ukrainian was 2939 kcal., which is 17.5% higher than the set limit criterion (physiological minimum) – 2500 kcal. The

structure of the diet for vegetable production accounts for 71.1%, and the animal – only 28.9%, which is 38.3% below the average physiological minimum set for man.

Adequacy indicators calculated for consumption of individual foods are fairly low, such as: fish and fish products – 0.555; fruits, berries and grapes – 0.581; milk and milk products – 0.586; meat and meat products – 0.676. These figures are the evidence of the imbalance of nutrition and people are trying to secure their own energy needs at the expense of more affordable products.

It was established that the availability of food is limited by low purchasing power of the population, i.e. if in 1990 the average cost of food packages made up 19.5% of the average wage, in 2014 the cost of food (including eating out) amounted to 51.8%.

It is proved that the internal market of agri-food products in 2014 is relatively weakly dependent on import purchases: sugar – 0.4%; potatoes – 0.7%; eggs – 0.9%; vegetables and melons food – 3.2%; milk and dairy products – 3.7%. Strong dependence of agri-food market in Ukraine in the last 10 years was observed on certain types of food that are not produced in our country (tropical fruits, olive oil, etc.). In 2014 import dependence indicator increased in fruits, berries and grapes and reached – 38.1%, vegetable oil of all kinds – 39.7%. Relatively lower import dependence of the country is on meat, bread and cereal products, and milk and dairy products, respectively – 8.6%, 5.6%, 3.7%.

To ensure food security in the context of economic security and to achieve the recommended scientifically based physiological nutritional standards it is necessary to intensify the level of demand due to a significant increase in the solvency of the population. The main components of this increase must be improvement of the economic situation in the country, sustainable development of agriculture (especially livestock industry) and a significant increase in employment.

Keywords: food security, food, food security indicators, availability of goods, domestic consumption and quality food.

### **Oksana Shumeyko**

#### *Organic agricultural production in Ukraine: trends and challenges of institutional support*

The basic trends of organic agricultural production in Ukraine, which is considered an alternative model of agriculture in the context of improving the quality of the natural soil fertility, expansion of the production of organic products for a complete and secure a healthy diet of people, preservation of the environment, are discussed in the article.

The dynamics of growth of certified land in organic agricultural production and their share of the total land area of agricultural land in Ukraine is studied. It was established that during the period of 2002-2013 organic land area increased by 8.8 times, while the share of certified land in total land area of agricultural land is 0.83%.

Comparative analysis of the rate of changes in the number of domestic certified organic enterprises in the study period showed that their number had increased 6.8 times and reached in 2013 - 210 units, and the average size of organic farms had rapidly decreased from 5304.8 to 1445.7 hectares or by 72.8%.

The modern model of certified organic agriculture is being formed in two main directions. The first is the business represented with large and medium commercial structures created on the basis of land and property shares of former members of collective farms, which are oriented to maximize profits and ensure domestic agri-food organic products market. Enterprises of the first direction work concentrate on the expansion in exports of organic products in the country carrying out the certification of production (EU, Switzerland, Japan, etc.). The second is developed mainly by farmers, they form a group of small agribusiness.

It has been established that the domestic paradox in intentions of organic farms to grow organic production, above all, is in limited institutional development of public authorities

both at national and regional levels, lack of coordination between them, lack of clear and transparent rules and procedures for the operation of the organic sector in Ukraine.

In today's operating environment Ukraine free trade zone with the EU major obstacle is that Ukrainian legislation is not harmonized in organic products with EU legal framework on organic agricultural production.

The model institutions and mechanisms and regulation of national agricultural production is offered in the article. The introduction of a national system of control and certification of organic agricultural production model will promote effective institutional support organic sector, which professes innovative way of development of agrarian sector of Ukraine.

Keywords: organic agricultural production, organic products, standardization, lands, conversion, certification agencies, accreditation center, institutes and institutions.

**Olga Ivanova, Anastasia Udovenko, Tatiana Chechetova-Terashvili**

*Analysis' methodological support of regulatory impact of draft legal acts: advantages and disadvantages*

This article is devoted to current issues of assessing the quality of analysis of draft legal acts' regulatory impact. The methodical approach to assessing the quality of implementation by state agencies analysis of draft legal acts' regulatory impact is developed. The criteria of evaluation are defined and integral index of assessing the quality of analysis of projects' regulatory impact is proved. The list and contents of partial performance evaluation: descriptive replacement ratio of figures completeness ratio quality evaluation factor quantitative assessment of completeness is defined. A matrix approach to determine the completeness score for the qualitative and quantitative performance evaluation of analysis of draft legal acts' regulatory impact is developed. An assessment of the quality of analysis regulatory impact of normative legal acts of the public authorities, which carry out regulatory activities, is conducted.

Keywords: methodical support, regulatory policy, regulatory impact analysis, quality assurance, regulatory authorities, criteria

**Oleksandr Dzyublyuk**

*Social-economic principles of the public trust to the bank sector*

The features of modern economic development of Ukraine and totality of those negative phenomena, which affect organization of money-and-credit relations, are considered. Institutional principles of forming of trust to the bank sector have been investigated from the point of view of reliability of functioning of commercial banks and providing the national currency stability. Basic directions of providing society trust to the banks as institutes of financial market are formulated taking into account that they must be based on effective activity of central bank as a main regulator. It is indicated on the lacks of modern policy of the National bank, related to the leading out from the market a lot of bank institutions and loss of their assets. Priorities of activity of the National bank of Ukraine in relation to organization of effective bank supervision, hard control after a percent and credit policy, creation of sanative bank as directions which serve as the guarantee of stable work of bank institutions are defined.

It is grounded the untimely measures of the National bank in relation to passing to the mode of inflationary targeting and abandonment from the rate of exchange regulation as factors of row of national currency stability decline of trust to the bank sector from the society. The article analyzed the low efficiency of choosing the aims of the National Bank monetary policy in terms of loss of control over inflation and exchange rate dynamics, the outflow of deposits from banks, increasing the share of bad loans and losses of commer-

cial banks. It has determined causality negative impact of three-time devaluation on the banking sector, which was a factor in undermining the credibility of the public and a factor of no confidence in the national currency savings as an object that turned the main reason for the massive outflow of deposits from the banking system.

The measures of stabilizing of situation in the money market in order to enhance public confidence in the national currency, and consequently to banking institutions in the country are offered.

Keywords: trust, bank sector, inflation, National bank of Ukraine, bank supervision, national currency, devaluation.

**Tatiana Zhelyuk, Anastasia Kastelan**

*Macroeconomic determinants of budget policy tools modernization*

An assessment of the macroeconomic impact of the use of tools of fiscal policy has been done and six stages of institutional formation using the methods of systematic, historical, structural, comparative analysis have been singled out. There have been discovered institutional traps for implementation of tools of fiscal policy and proposed directions to solve it.

The emphasis is on the fact that in today's endogenous and exogenous challenges and factor constraints the budget policy should enter the package of adaptive regulatory anti-crisis measures to ensure macroeconomic stabilization and competitive development of the national economy through relevant model.

The attention has been paid to allocation and evaluation of effectiveness of the use of budgetary innovation to establish budgetary rules, the introduction of the budget of the moratorium, refinancing debt, active operations with free funds on the Single Treasury Account, crediting projects of investment character, provision of public (local) guarantees for investment projects development agreements concluded with foreign states, banks and international financial organizations. The expediency of introducing new approaches to budget making has increased multiplier effect in the use of budgetary levers to stimulate socio-economic development of Ukraine.

The necessity of providing balance and stability of the budget system through the use of budget planning in the macroeconomic indicators of sustainable development and the methodology for determining imbalances Macro-economic Imbalance Procedure (MIP), which is used in the budget process in the EU, has been grounded.

To make fiscal policy of a stimulating nature there is offered its modernization in the following areas: the adoption of fiscal doctrine that resist to model the competitive development of the national economy, the medium-term forecasting of budget options, macroeconomic indicators of sustainable development of the national economy, model risk management of public debt, a program to reduce debt burden, the method for determining and managing financial risks, new approaches to broaden the tax base, measures effective expenditure management, grant a form of intergovernmental transfers, a system of joint financing and guarantee public funding of innovation and investment projects.

Keywords: fiscal policy, budgetary doctrine, budgetary control, model of state intervention in the economy, Macro-economic Imbalance Procedure (MIP), budget innovation.

**Vitaliy Pysmennyi**

*Local budgets personal income tax planning*

The role of personal tax income as the main source of tax revenues of local budgets and its potential in macroeconomic stabilization and microeconomic regulation are substantiated. It has been established that the amounts of budget revenues, financial support of local governments and also tax burden on taxpayers depend on the efficiency of this tax planning.

The impact of general and specific factors of planning revenues to the local budgets of personal income tax is studied. To the first part of these factors we assigned the lack of unified methodology of budget planning, fiscal detachment of tax service from the process of drafting of local budgets, distribution of tax revenues between different budgets. The second part of these factors is the number of taxpayers, benefits from personal income tax, the amount of taxable income and tax rates.

It has been proved that the methodology of forecasting of revenues of personal income tax, which is used by local financial organs in the budget planning, does not give an opportunity to ensure the justification income tax and consistency making at the stage of draft local budgets. Without making structural changes in the calculation of this tax it will be difficult or impossible at all to ensure correspondence between planned and actual values.

The complex of organizational, technical and information events to improve the planning of revenues to the local budgets of personal income tax is proposed. In particular, it is proposed to create institutional bases of planning process, information and analytic system for calculating of this tax. This would make it possible to automate the process of budget planning and ensure the accuracy of estimated values of personal income tax with no material impact of human factor and corruption risks.

Key words: budget planning, local budgets, tax revenues, personal income tax.

**Tetyana Pysmenna**

*Management of balance of the insurance portfolio: discourse in the theory and view on modern practice*

Different approaches to determine the insurance portfolio are considered and the essence of this definition is clarified. It is established that the insurance portfolio is often understood as the number of insured objects or existing insurance contracts. Rarely the insurance portfolio is understood as the amount of risks taken by insurance and cost obligations of the insurer.

The insurance risks are selected as the main element in the part of the insurance portfolio. The essence of insurance risks through specific objects on which made insurance score is clarified and the degree of probability of loss is measured. Also regarding insurance risks there are accepted management solutions designed to overcome the uncertainty, which are belong to public and entrepreneurs.

The conditions of providing of balance of the insurance portfolio are determined. It is overviewed that a balanced insurance portfolio should optimally combine types of insurance with varying degrees of risk and uneven incomes.

The general insurance portfolio is analyzed using the indexes of net insurance premiums and net insurance payments. It was reviewed as unbalanced through a significant prevalence of car insurance over property insurance and other segments of the insurance market.

Basic methods of risk management of imbalance insurance portfolio in the composition of selection of risks by insurance, reinsurance and formation and placement of insurance reserves are characterized. In the selection process of those risks interesting for insurance company the insurance rate is established, franchise value is determined, conditions of the insurance contract is clarified. When using reinsurance insurer retains only part of the insured risk and transmits another part to the second insurer. During the formation and placement of insurance reserves is performed reserving enough money for the timely and full implementation of insurance liabilities and also placement of insurance reserves taking into account the structure of the insurance portfolio.

It is concluded, that most development in theoretical and practical dimensions requires issue related with application of different methods of risk management of imbalance insurance portfolio.

Key words: insurance portfolio, insurance risks, balance of insurance portfolio, net insurance premiums, net insurance payments, risk of imbalances of insurance portfolio, methods of risk management of imbalance of insurance portfolio.

**Sergiy Nadal, Natalia Spas**

*Local budgets incomes in the context of decentralization in Ukraine*

The role of fiscal decentralization in the context of local budget revenues Ukraine is explored. It is established the first year of the fiscal decentralization has positively reflected on the volume of income of local budgets creating the foundations for the full financial autonomy of the latter.

The influence of factors which slow down the achievements of fiscal decentralization in Ukraine is explored. The lowest GDP, high inflation, falling incomes, reduced foreign direct investment, increasing external debt, corruption component, as well as economic and military aggression by the Russian Federation has been assigned to dominating.

It was established that due to innovations in the Tax Code of the changes in the list of local taxes and charges and their approaches to fiscal decentralization in the administration of the first year of significantly increased the financial capacity of local budgets.

It is determined that fiscal decentralization enabled the empowerment of local authorities, affecting the revenue base of local budgets, has provided not only the independence of the financial plane, but has also created the conditions for further development of administrative units in the light of the introduction of incentives to increase socio-economic indicators and providing welfare of communities.

Keywords: local budgets, revenues, expenditures of local budgets, tax revenues, non-tax revenues, revenues from capital transactions, intergovernmental transfers.

**Victoria Adamyk**

*Foreign direct investments as an instrument of solving the poverty problem in developing countries*

The theoretical and practical possibilities of using foreign direct investment (FDI) as an instrument of international poverty alleviation policy in developing countries were investigated. The consequences of foreign direct investments (FDI) to the national economy, including the impact on the balance of payments of a host country, economic growth, modernization of production processes, innovative development, etc. were considered. There was specified the possibility of actualization of the phenomenon of "Dutch disease" in connection with the main concentration of foreign investment in a mostly raw materials sector. Interrelations of such indicators as foreign investments, savings and GDP growth were analyzed. The author has emphasized the danger of excessive financial openness of developing country in conditions of global instability and FDI inflows in unreasonable quantities that pose a threat to economic sovereignty. The main approaches to determining optimal volume of FDI for the host country in the context of promoting economic growth and sustainable development were characterized. The specific behavior of multinational companies in less developed countries was described. In particular, the negative effects of foreign investments coming through the channels of TNCs on the economic development of a host country were indicated. The use of a such definition as the "FDI complement" to research their implications for national economy was proposed. On the basis of Porter's diamond adaptation the factors hindering a developing country to become competitive on the international investment market and ensure the rationality of their use as a tool for poverty reduction were shown. The basic orientations of economic policy in attracting FDI were outline.

Keywords: Foreign Direct Investments (FDI), developing countries, international poverty

reduction policy, economic growth, sustainable development, savings, economic security, economic sovereignty, “Dutch disease”, The “flying geese” paradigm, overtaking development, human capital, FDI complements.

**Dmitro Shtefanych, Olga Dyachun**

*Sales management, its functions and object orientation*

The essence of sales management and various options for treatment are observed. The author determined the nature of sales management. There are emphasized the differences between the concepts of “sale” and “sales”. The attention is paid to the disclosure of the problems with which sales management is facing. The article deals with sales management’s functions, which include sales, its forecasting and planning, promotion of sales representatives, operational accounting and operative regulation of the sale and control their content and disclosed in the context of sales features. The author has offered characteristics of different types of object orientation for the sale, including the buyer, product, competitor humiliation, refutation of denial, fear business customers, marked their advantages and disadvantages. A special emphasis is done on the orientation which is based on consumer requests and there are specified principles of successful application. It is emphasized that costs are increasing in a centralized purchasing of goods, which is associated with the activities of trade employees. It is noted that the way out of this situation is the concentration of producers on a limited number of customers. It is proved that this approach requires the construction of an appropriate system of project management — managing relationships with key clients. There are identified advantages of management relationships with key customers for the seller and the buyer. The focus is made on the fact that a seller has a possibility of dividing with the buyer expenditures on research and development, reducing the cost of sales, stable and high sales and others. There are noted benefits of management of relationships with key customers and for customers: there is guaranteed purchase of goods of required quality; there is no need for constant search for potential suppliers; the issue of changing the contract, which is determined by the objective reasons, is quickly and efficiently resolved.

Keywords: sale goods management, tasks, sales, management functions, object orientation, relationships with clients, key clients.

**Tetyana Panyuk**

*Personnel management in processing enterprises of rivne region in the context of social responsibility of business*

The article deals with the actual questions of management problems of processing enterprises of Rivne region in the context of social business responsibilities. It is determined that modern innovative approaches to social enterprise development and stimulate innovative shape its strategic direction, aimed at finding new mechanisms of personnel management. There are explored the methods used in management and proposed new, focused on the social aspect.

Education, qualification and level of development of employees’ professional abilities are the main factors and they directly impact the activities effectiveness. It is mentioned that these features do not always response to the necessities and needs of processing enterprises in the context of business social responsibilities that is why the managers must be interested in constant improvement employees’ abilities and staff policy and create positive atmosphere within the working team and the enterprise itself. To strengthen the competitiveness both at the processing enterprises and beyond them it is recommended to use both material and immaterial possibilities of stimulation and create various conditions to a productive kind of work. It is also mentioned that the level of social supply

for the employees, creation and implementation of programs to support orphanages, hospitals and schools, introduction of quality control mechanisms at the enterprise, introduction of ecologically safe and energy saving technologies that provide competitiveness and allow achieving high level of work productivity and income at Rivne region processing enterprises.

It is the social responsibility of business that shows that role and interaction. The emphasize is made upon that due to dynamic changes the search for new mechanisms of personnel management is really needed to correspond new requirements. Modern innovative approaches to enterprise social development stimulate and form absolutely new strategic directions. One of such approaches is related to effective personnel management based on the system of values that the enterprise forms itself, In modern circumstances when it is needed to understand the mechanism of running an enterprise in a whole it is worthwhile to start with the system of values, and later to find forms and method of personnel management that are up to that system, build a personnel policy (choosing, teaching, personnel development), taking into consideration the influence of external and internal factors.

Keywords: personnel management, personnel management mechanism, strategic HR management, corporate social responsibility, the social aspect.

### **Mykola Rudenko**

#### *Monitoring customer satisfaction enterprise*

The article explores the problems of increasing satisfaction of businesses customers. There is mentioned that the analytical indexes of performance of building a new model of management of relationships with consumers is "satisfaction" and "loyalty". There is proved the necessity of identifying the existing level of customer loyalty for products by monitoring satisfaction of consumers of business, which should include the following stages: planning, implementation and improvement.

There is analyzed every stage of the monitoring process, including planning, that involves determining the method of obtaining information on customer satisfaction, the necessary resources and responsible person. The process includes conducting four related components: setting expectations; collecting information on customer satisfaction; analysis of collected data; evaluation of customer satisfaction. There are researched all components of monitoring, namely establishing expectations of products, that consists of customer preferences, requirements of legal and regulatory documents, requests of consumers; collecting information on customer satisfaction involves determining characteristics of the products, conditions of supply to the market and the characteristics of the company; analysis of collected data covering the degree of customer satisfaction, loyalty trends over the period that make products that significantly influence the choice of customers, customer satisfaction compared to competitors, identifying the main ways of increasing customer loyalty. Evaluation of customer satisfaction will enable the company to ensure that the information collected and use it effectively to eliminate shortcomings and verify objective consumer choice for test and analyze quantitative and qualitative component of the sample respondents. There is determined, that in step of improvement process of monitoring is a critical analysis of consumer choices to conduct research, test indirect indicators of satisfaction, efficiency turns presenting information on customer satisfaction in the structural divisions of the company.

There is proved that using the proposed algorithm in practice of monitoring customer satisfaction will enable the company to increase the efficiency and effectiveness of collection, processing and evaluation of information on customer loyalty. There is noted that obtained information by the monitoring provides insight on the causes of discrepancies between the expectations of consumers and their degree of satisfaction with the products of the company.



Keywords: company, monitoring, customer satisfaction, efficiency, customer expectations, loyalty.

**Petro Mykytiuk, Vitaly Mykytiuk**

*Evaluation market of pvc profile Ukraine*

Improvement of the efficiency of industrial enterprises and their adaptation to new economic conditions are provided by the development of methodological opportunities of economic analysis based on the comprehensive implementation of its functions in economic processes. The prerequisites for improving the methodological components of economic analysis is the expansion of its functional orientation, especially in the analysis of marketing activities as the basis for the formation of anti-crisis policy of enterprises, development of their competitive advantages and strengthening their market position.

As the marketing environment of the industrial products market is objectively predetermined by transformation processes of the national economy it is reasonable to explore the trends and peculiarities of its formation in the light of the relation rate of supply and demand and taking into account the specific the type of the market that is permanently stable for a certain period of time. The results of the analysis of marketing activities of enterprises is updated when selecting the ways for optimization of marketing, development and implementation of measures to increase the market share, sales volume and production.

The research of the investment attractiveness at the domestic market for producers of PVC profiles using the proposed system of indexes of the strategic analysis of marketing activities of industrial enterprises at the macroeconomic, microeconomic and regional levels, provide efficiency of grounding the strategy of production and sales at the market. The formulated determinants take into account the applied aspects of sales and marketing of products, price formation, supply and demand, resource supply of industrial enterprises and specify the priority directions of their investment development.

The approaches to determining the specific features of manifestation of the diagnostic function of economic analysis for the main types of activities of the economic entity to overcome the ambiguity in its interpretation are considered. The practical grounding for implementation of diagnostic function of economic analysis is improved concerning the analysis of marketing activity of enterprises manufacturers of window profiles to improve its performance in unfavourable adverse market conditions. Domestic PVC profile (PVC) is oriented towards the value of imported products, since the import occupies a big part of the market of Ukraine. Thus, the dynamics of prices of domestic producers meets the dynamics of import prices. It should be noted that the cost of PVC profile of domestic production did not change significantly in 2017, despite the rise of price of import profile in the second quarter 2015. This is due to the fact that domestic producers sold storage resources.

Keywords: analysis of marketing activities, the construction market of Ukraine, marketing evaluation of PVC profiles in Ukraine, price forecast of PVC profiles, export-import of PVC profiles.

**Myroslava Kulynych**

*Transfer pricing as systematical way of managerial accounting of liability centres*

The article is devoted to transfer pricing as one of the most effective tools of flexible management. In order to maintain the necessary level of competitiveness of enterprises it is required substantial renovation and modernization of all aspects, including reducing costs, improving customer service. New realities demand the improving of production system, identification of new priorities, flexible response to constant changes in the environment.

The aims of research is to determine the transfer price as an instrument of management in the system of management accounting. This article deals with the transfer pricing

methods, their advantages and disadvantages and suggestions for pricing on the basis of the index of profitability of investments ROI are highlighted.

In the process of research the scientific and special methods and techniques of knowledge are used. Accounting treatment of transfer price on the basis of ROI for the enterprise that manufactures and sells products and has a separate structural subdivision of raw materials supplying has been examined by means of modeling method.

According to the results of investigation it is found that using pricing based on ROI in the calculation of transfer prices one must analyze the autonomy of each business unit to provide incentives for the workforce. The choice of option prices depends on the type of center, the specific conditions of the enterprise and performance of responsibility centers.

The application of this approach will make it possible to assess the effectiveness of the responsibility centers and managers' interest.

Thus, the profit that company receives is advisable to allocate responsibility between the centers in proportion to the total income payment.

Keywords: transfer price, management accounting, responsibility centers, profit centers, centers of investment, operating income, investments, business units, structural subdivisions, decentralization of management.

### **Yuliya Sudyn**

#### *Goodwill in the accounting system: components and classification*

Goodwill as the specific intangible asset of the company is considered. The necessity of indication of goodwill in the accounting system is grounded. The role of individual elements of goodwill in the structure of assets is showed. Thoughts of scientists about the structural components of goodwill and their role in accounting are overviewed. The structure of the goodwill is investigated and the competitive advantages that exist for continuing of the enterprise are identified. The conditions for accounting of assets during the all activities of the company based on the generalization of the elements of goodwill are created. The basic elements of goodwill are identified: intellectual capital, business relationships and brand. The practical importance of the identifying of structural elements of goodwill is argued, that, on the one hand, provides the ability to uncover the methodological aspects of reflected it in the accounting system, and, the other hand, to develop the mechanisms of strategic management of the intangible asset.

The necessity of systematization of the kinds of goodwill in order to form analytical information to user needs is identified. The comparative analysis of negative goodwill in the international accounting is considered. Types of goodwill according to the source of origin based on the analysis of the legal framework of accounting are defined. We have described our position that the current stage of intangible assets in accounting system is characterized by the development of economies relations which directly affect on the status and prospects of national accounting. The classification of goodwill in accordance with accounting requirements is offered. The priority classification features are singled: by the source of origin, by the origin, by the qualitative assessment, by subject, by interdisciplinary basis. The indication of goodwill components in accounting is necessary organizational and economic conditions for the formation of competitive advantages of enterprise, improve its profitability and investment attractiveness.

Keywords: goodwill, classification of goodwill, components of goodwill, intellectual capital, internal goodwill.