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V. Tretko

**THE TRANSFORMATION OF THE SYSTEM OF INTERNATIONAL
RELATIONS UKRAINE – EU**

In the article modern typology and structure of regions are found out. A conceptual framework of different types of regions and their impact on international economic cooperation are offered. The paradigm of regional development in the system of international relations is determined and conceptual provisions of international regional cooperation where cross-border region is the basis for European region and international relations are found out.

In the paper the principles of international relations and regional cooperation, including the global economy, which are determined as a strategic resource of cross-border region, are analyzed. Characteristic features of integration processes in international relations at international and interregional levels are determined. The system of socio-economic spatial connections in international relations is grounded. The analysis of the components of interstate cluster groups that are influenced by cluster-forming factors (concentration, communication and competition) and cluster-supporting ones (specialization, cooperation and synergies) is made. Structural model of the mechanism for transformation of the system of international economic relations between Ukraine and the EU countries is built.

Keywords: international relations, region, cross-border region, Euroregion, transformation, synergy, specialization, cooperation, cluster associations, socio-economic spatial connections, globalization, integration links, fluctuation, subsidiarity.

S. Lobov, V. Nusinov

**ASSESSMENT OF THE EFFICIENCY OF ENTERPRISES TRADING ACTIVITIES
FOR VARIOUS SUBJECTS OF ASSESSMENT**

In modern economic literature when assessing the effectiveness of enterprise activities an insufficient attention is paid to the problems of taking into account the interests of different stakeholder groups, not just management.

The aim of the article is improving of the methodology for assessing the economic efficiency of the enterprise by taking into account the interests of stakeholders and activities of the enterprise.

The classification of indicators of economic efficiency of enterprises activities for objects (activity type) and subjects (stakeholder groups) of evaluation is worked out. The economic indicator of operating activities results is improved. It is proved that when evaluating operating results should be taken into account depreciation, which refers only to paid shares fixed assets. The estimation of economic efficiency of operating activities of HZK Kryvbass with respect to the proposed approaches is done. An integrated indicator of the operating performance of the enterprise that allows you to form a General conclusion on the cost-effectiveness from the point of view of all stakeholders as the average normalized relative to the maximum performance of the enterprise is disclosed.

It is found that the best value of proposed integral indicator of the efficiency has OJSC «PivdHZK» that indicates that the operating activity of this company is the most balanced from the point of view of interests of all interested parties.

Keywords: economic results, efficiency, depreciation, operating activities, stakeholders.

M. Terovanesov

A STUDY OF INDICATORS WHICH CHARACTERIZE INERTIA OF HIGHER EDUCATION DEVELOPMENT

The development of the higher education system is constrained by inertial processes, which manifest themselves in the form of a gap between the needs of the economy and society. A study of indicators characterizing the inertia of the development of the educational sphere is necessary to improve the efficiency of its operations, process optimization, planning of training of graduates and forecasting of key performance parameters. The aim of this work is the determination of statistical indicators that characterize the inertia of high school to account for its management education and theoretical and methodological substantiation of the processes in the educational sphere. The political, economic, and demographic factors that affect the development of higher education are identified. Their influence on the inertia of high school is proven. Each factor is analyzed by appropriate statistical indicators in dynamics over the last few years. The analysis of international statistics and selected indicators of globalization in education is made. The comparison for the higher education system of Ukraine and developed countries in terms of academic mobility, informatization and commercialization is provided. The ways of improving the quality of education and reduce the negative influence of the inertial processes are suggested. Given indicators of inertia of higher education system development are inseparably connected with its operation and allow solving a wide range of problems of improving the management of the educational sector. Reducing of the negative influence of the inertial processes requires decentralization of the management system, the involvement of potential employers to assess the quality of training, monitoring of employment of graduates. In this aspect, the indicators characterizing the inertia of higher education development form the information base for management decisions.

Keywords: higher education, impact factor, inertia of development, statistic indicator, dynamic, globalization.

O. Fedorenko, N. Nosan'

METHODOLOGICAL FOUNDATIONS OF THE STRATEGY OF MACHINE-BUILDING CLUSTER DEVELOPMENT

Priorities of modern development of domestic machine-building industry are to overcome the crisis by improving the competitiveness of the products and increasing the efficiency of production. Existing processes of globalization and increased international competition change the system of production using the advantages of specialization and cooperation. Thus, the basis of national industrial policy should be the concept of machine-building clusters development.

The article is devoted to the methodological aspects of the development strategy realization of machine-building cluster in the modern business environment that will allow effectively create machine-building cluster and promote its further functioning.

The article deals with the need for effective teaching approaches such as action plan creation and operation of machine-building cluster and the "road map" of machine-building cluster, allowing to predict and avoid possible difficulties in the implementation strategy of the cluster, promote the effective development of machine-building cluster as a whole.

Compliance with the «road map» of machine-building cluster allows meet the basic tendencies and trends of the global machine-building, launch necessary projects and programs of modernization, and clearly define the steps of increasing of machine-building enterprises capacity.

Keywords: cluster, development strategy, machine-building cluster, action plan of machine-building cluster creation, «road map» of machine-building cluster development.

N. Prokopenko, L. Koval

INVESTMENT SECURITY AS A COMPONENT OF FINANCIAL SECURITY OF FOREIGN SUBDIVISIONS OF ECONOMIC

In the article the theoretical and methodological aspects of the identification of investment security as part of the financial security of foreign divisions of economic entities are reviewed. The authors' systematic approach to understanding the investment component of financial security is justified. Aspects of manifestation of investment security of foreign divisions of business entities are defined.

Mechanism of formation of the investment security of foreign divisions of business entities under the influence of factors on the macro-, meso- and microlevels is described. Three-level differentiation of influence of factors on the formation of investment security as part of the financial security of foreign divisions of economic entities is carried out.

An algorithm for assessing the level of investment security as a component of financial security is proposed. On the basis of summarizing the formulated provisions there is constructed a model of interaction of the elements of investment security as part of the financial security of foreign divisions of economic entities.

The developed model should be considered as a fragment of interaction model of components of the financial security of foreign divisions of economic entities. It comprehensively describes the category of investment security of foreign divisions of business entities as part of financial security, which makes it possible to generate scientifically sound methodical tools of assessing the investment security of TNCs and creates the appropriate preconditions for the formation of a comprehensive methodology for assessing the financial security of TNCs.

Investment security of TNCs is a comprehensive category, which should be understood, on the one hand, as a component of economic security, on the other hand – as a component of financial security. This interpretation of the investment security of foreign divisions of a business entity allows taking into account the investment aspects of financial security. Using the proposed in the article model of interaction of elements of investment security as part of the financial security of TNCs as a theoretical bases in the process of assessment methodology of financial security of TNCs allows to create the most complete list of indicators of investment security of foreign divisions of business entities.

Keywords: investment security, financial security, factors of formation of investment security.

I. Bakum

THE STATE'S ROLE IN THE DEVELOPMENT OF CORPORATE SOCIAL RESPONSIBILITY

Introduction. The development of economic relations is accompanied by activation of social responsibility because it is a part of highly competitive corporation and corporate governance. Social responsibility of corporations increases when the state alone can not overcome the problem of shortage of social funding.

Objective. The purpose of this article is to study the role of the state in ensuring the improvement of social responsibility of domestic corporations.

Problem. For Ukraine the problem of raising the level of corporate social responsibility at the present stage of economic development is actual, because the mechanism of implementation of socially responsible business greatly enhances the attraction of investments, contributes to the growth of productivity and competitiveness of corporations.

The main material research. In modern conditions of economic development social responsibility is an integral part of corporation strategy.

Corporate social responsibility in Ukraine is oriented on the state, owners, staff and organizations that represent it. A wide range of stakeholders – local communities, regions, suppliers, consumers – are practically excluded from the process.

According to Ukrainian scientists today there is no state policy on the development of corporate social responsibility. The government understands business social responsibility unilaterally, in the form of "social partnership", "social dialogue" or "charity." This causes a problem of insufficient support of social programs

and projects of enterprises by public authorities, a lack of open dialogue to develop incentives for business which aims to realize the principles of social responsibility in its activities.

The growth of social and economic development of problem regions, welfare increase are impossible without an effective social policy.

Today in Ukraine social protection of people, which covers almost all important aspects of their life is the main structural element of social policy. Corporation objectives can not consist only in profits maximization, since they are a synthesis of the main goals of its owners, customers, employees, intermediaries. Therefore social objectives of an enterprise as the foundation of its socio-economic development should relate to every interested party, be linked to the definition of the choice of social processes references. Social policy of both the state and the company are inextricably linked and interdependent.

Conclusions. A wider implementation of the principles of social responsibility by Ukrainian corporations with government support can help to create new markets in Ukraine and abroad, to solve social and environmental problems, to improve the access of Ukrainian companies to international capital markets, to increase the capitalization of Ukrainian companies and to ensure sustainable development of national economy.

Keywords: state, corporations, social responsibility.

G. Pohrischuk

RATIONAL MANAGEMENT OF NATURE AS A PREREQUISITE FOR TRANSFORMATION OF SOCIAL REPRODUCTION PROCESSES

In recent decades the real estate, mining minerals, various fuels and structured financial assets with embedded derivatives invested heavily, but relatively little money has been spent on the development of «renewable» energy, energy efficiency, public transport, development of sustainable agriculture, protection of ecosystems and biodiversity, and conservation of soil and water. In fact, most strategies for economic development and growth encouraged rapid accumulation of physical, financial and human capital, but due to the excessive use of depleted world reserves of natural resources (and often irreversible process of exhaustion). This model of development and strong growth needs of humanity adversely affect the welfare of current generations, as a result transformed into limited for future generations to experience all the beauty of a full life. Thus, the problem of rational nature is the basis of the transformation processes of social reproduction and requires thorough investigation.

In the paper the process of social reproduction across the community is grounded; the underlying its components are highlighted. The crucial role of nature in the processes of social reproduction is outlined; the fundamental components of sustainable use principles noosphere socio-economic theory are considered.

It is proved that the paradigm of resource use is resource conservation and existing regulations and market incentives exacerbate the problem of inefficient allocation of capital because companies are allowed to operate, which has important environmental and social impacts, often without any external accounting and control.

In the paper the variety of environmental projects and marketing activities, which include: industrial and technological, organizational, managerial, research, education and upbringing are highlighted.

It is indicated that environmental management, like any complex form of activity is impossible without accurate information. It is necessary to state and local governments, legal persons and citizens. Information on natural resources and the environment should be accurate. Only in this case, we can predict adverse changes in environmental management. This requires the implementation of measures such as the development of a unified state system of environmental monitoring throughout the country; improving the regulatory framework governing cooperation between the executive authorities responsible for state environmental monitoring; improve the system performance, creating methodologies for environmental monitoring; inventory of hazardous industries; formation of public inventories of natural resources; information provision account the results of the state ecological expertise of projects, programs and facilities subject to mandatory environmental assessment.

At the present stage of social and economic development of any country in the implementation of structural changes in the national economic development and transformation of the reproductive system is

the search for effective methods and means of achieving the tasks to the fullest satisfaction of social needs. Transformation of social reproduction should take place towards the rationalization of nature, and the reorientation of the economic system on the path of deliberate and consistent use of natural resources. Since environmental management as a system of activities designed to ensure the most efficient mode of reproduction and economical exploitation of natural resources through advanced ways and forms greening of business. Thus, the objective is the need to improve public policy, including measures in the field of pricing and regulation, in order to change the wrong market incentives that lead to misallocation of capital and ignore the social and environmental impacts.

Keywords: rational management of nature, social reproduction, economic system, noosphere socio-economic theory, environmental and economic factors.

E. Plakhotnik

CONTRADICTIONS AND DUALISM OF MODERN STAGE OF THE DEVELOPMENT OF ECONOMY OF UKRAINE IN THE CONDITIONS OF GLOBALIZATION

In the modern terms of intensifying of economic, power-ecological, demographic, technological, socio-cultural problems on the world scale there are threatening changes, which convincingly testify about the crisis of modern paradigm of society. In this connection, the complex comprehensive research of the process of influence of globalization on the national economy acquires meaningful actuality that stipulated the choice of theme of the article, the purpose of which is methodical research of contradictions and dualism of the modern stage of development of economy of Ukraine in the conditions of globalization.

It is well proved in the article that passing to the new economy requires the change of criteria of development. Under influence of integration and globalization processes the general strategic tendencies of the world transformation which will determine the national competitive edges intellectual production, development of science, forming of the production-technological systems of new technological working principals, social orientation of economy, high standard of living, careful attitude to environment are formed to day, that it analytically proved in the article. It enabled to define contradictions and dualism of development of economy in the conditions of globalization.

Research of prospects of globalization processes, regularities of technical-economical and innovative development, influence of socio-institute transformation on the development of the national economic system, the selection of the factors of modernization of economy and stages of its transformation allowed to determine that forming of model of development of social production is related to strengthening of influence of globalization to the national markets that changes the value of technologies in economical and social development in society on principal.

It is necessary to mark such types of influence of globalization on the national economy as influence of world business and general productive-economical culture on ideology and business practice up this country, globalization is not one-dimensional – union of regional collaboration with the process of globalization is able to strengthen international position of given country, globalization enlarges economic sphere of right, of intellectual property in conditions of observing the international rules in the world economy.

Keywords: globalization, resource potential, state policy, competitiveness, national economy, strategy of development, market value, real sector of economy, gross internal product.

V. Metelytsya

ESTABLISHING OF THE INSTITUTE OF PROFESSIONAL ACCOUNTANTS OF AGRICULTURAL SECTOR

Introduction. Dialectical trends of professional accountant's movement of agricultural sector demonstrate the beginning of the formation of self-regulatory institute of professional accountants. A key role in this process belongs to public professional association – Federation of Auditors, Accountants and Financiers of AIC of Ukraine (FAAF of AICU) and institutions that support its activities.

Problem. Development of institute of professional accountants of agricultural sector is hampered by a number of its organizational and institutional shortcomings that would be study and elimination.

The purpose of the article is in grounding of measures of Strategy of accounting profession in agricultural sector in direction «The establishment of institute of professional accountants of agricultural sector», formulating ways of its realization and expected results.

The main material of article. Development of institute of professional accountants of agricultural sector provides the formation of its own self-regulatory (basic), coordinating and supervisory components. The tasks of building of above components identified as measures of Strategy of accounting profession in agricultural sector.

In order to develop a self-regulatory (basic) component of institute of professional accountants of agricultural sector are proposed to amend the Statute of FAAF of AICU, approval of a new edition of the Regulation on Committees and enactment the Regulation of the quality control system of professional services of Federation's members. To achieve this develop the strategic priorities of FAAF of AICU are formulated.

Form up of coordination component of institute of professional accountants of agricultural sector offered by establishment the Coordination Council of Non-governmental Organization of Professional Accountants under Ministry of Finance of Ukraine, which aims to consolidate the actions of professional organizations and enhance their efficiency.

The formation of supervisory component of institute of professional accountants of agricultural sector will support by the creation of the National Commission for Supervision of Accounting Profession under Cabinet of Ministers of Ukraine, which will balance the state regulatory power and self-regulation of accounting profession.

Results and discussion. Completeness of branch institute of professional accountants in 2134 (by increasing the number of members of FAAF of AICU to the level of 18.9 thousand. pers.) is predicted in the article.

Conclusions and recommendations. Implementation of the proposed measures for the definitions direction of Strategy of accounting profession in agricultural sector helped also to predict the formation of branch institute of accounting profession in 2221 (by increasing the number of members of FAAF of AICU to the level of 31.5 thousand. pers.).

Keywords: institute of professional accountants of agricultural sector, institutionalization of accounting profession, self-organization, coordination, supervision.

N. Shevchenko

SYSTEM METHOD OF INFORMATION SUPPORT OF THE RESEARCH OF FOOD SPHERE MARKETS

In the article the problem of absence of the unique system of the informative providing of the food sphere markets research, effective marketing services, is considered in administrative structures which are the retentive factor of development of industries of the food providing of region. The presence of the debugged informative system is effective in effective acceptance of administrative decisions in the process of development of different sort of objects, including such difficult, as a system of the food providing. Organization of such of bank of data and going near their interpretation means necessity of collection of by volume informative array. Operative treatment of necessary information comes forward the condition of acceptance of optimum decisions by the being in charge subjects of industries of production, processing, and distributing of food products and organs of power, regulative the processes of the food providing of region. The presence of such system local commodity producers, salespeople and users of food, in good time to react on changing of the state of affairs regional and oversea food markets, to determine the most advantageous ways of realization of the products.

The row of measures, expedient from the point of creation of the integral system of informing and orientation of being in charge subjects, and also the system of informative-methodical providing of process of adjusting of food market is selected. The general chart of the informative providing of research of the

system of food market of region is offered with the selection of the followings blocks: analysis and estimation of the state of affairs of a particular branch market of food stuffs; analysis and estimation of structure of a particular branch market of food stuffs; analysis and estimation of effectiveness of a particular branch markets of food. Characteristic features of every selected block, as a separate informative system are defined. In quality the input data for the selected systems come forward statistical information, information of the internal and external accounting of enterprises, information of questioning, supervisions, but other in quality initial information analytical information is examined about potential of a particular branch market, his attractiveness, market barriers, volumes of demand, competitiveness of commodities. The process of translation of information of included in information of output of the system is carried out at the use of certain algorithms of processing of data, including by economic-mathematical, statistical and expert methods.

The basic stages of realization of conjuncture food market analysis are selected with the grouping of indexes of estimation of separate blocks of study of the state of affairs of regional market of food stuffs. The specific features of functioning of market of food stuffs which stipulate difficulties of creation informatively methodical bases for realization of analytical work of the stage of analysis and estimation of effectiveness of a particular branch market are considered.

Keywords: informative system, food market, informative providing, structure of commodity food market, market conjuncture, conjuncture analysis.

O. Prysvitla

CURRENT DOMINANTS OF UNIVERSITY EDUCATION DEVELOPMENT: INTERNATIONAL ASPECT

Today the social integration processes, globalization, democratization, the creation of one informational space influenced on the formation on the global market of the educational services. These changes led to the reforms in the education at all its levels because the current systems were not in congruence with modern requirements of the society.

The purpose of the article is to determine the characteristic signs of the change of innovation paradigm in the education and in the context of creation of aspects of high-tech economy by analyzing of scientific and theoretical works and reports of the international organizations as for the state and trends in the process of educational services.

The subjects of the education are making changes in the structure services and increasing their innovation features when they are focusing on the modern priorities of the international labor market.

The theory of postindustrial society was formed in the developed counties. The information, knowledge, science get significant part and became driving forces of the development and groundwork for the creation of intellectual capital of the enterprises and companies. Because of the intellectualization of the labour market the numbers of employees were increased. They work at innovation entrepreneurship and providing high-tech services.

The innovative growth factors are objective reality in the competitive universities and other educational institutions for the leadership position at the global market in the context of the development high – tech economy by management of the country in the education and science area.

The economy of knowledge needs approximation of the education to the requirements of the postindustrial economy by converting it into the most important branch.

The high-tech economy which is based on the knowledge is creating the demand for workers who have higher education. We must change our education for the most important branch of the economy in order to the Ukrainian education satisfy the modern society it's important to use new approaches for the preparation of the new educational skilled workers and for funding this branch. We must make effective interaction and market equilibrium of the educational services and labour market.

Keywords: global market, educational services, innovative paradigm, knowledge transfer, high-tech economy.

E. Falko

INTERNATIONAL TRAVEL BUSINESS INFORMATIZATION: GLOBAL TRENDS AND MACROECONOMIC ASPECT

The informatization of international travel business is analyzed. It is revealed that the increase in the number of Internet users and mobile communication leads to a growth in international travel business. It is investigated that Internet resources have the effect on the income's dynamics of a subject of travel business. It is revealed that the development of travel business effects positively on labor market and the reduction of unemployment rate in the countries and regions that are on the way of tourist's ascension (transit area) and in the countries of destination (destination country). It is substantiated that the Asian region has the highest rate of the development of travel business and the growth of Internet users. The direct dependence between the amount of revenue from international tourism and the increasing number of Internet users is revealed. It is proved that at the global market in all mega-regions of the world revenues from tourism are constantly growing and the development of travel business informatization has a positive effect on macro-economic indicators of countries in the global economy: profits, exports, GDP and employment.

Most of travel businesses are directly or indirectly involved in the international division of labor, foreign relations on the sale of travel products. Some of these goods and services occur in countries that generate travel flows, the second part – in the countries and regions that are in the way of their advancement (transit area), the third – in destination countries (countries of destination).

Structural changes in the global travel market have several characteristic features: the rate of growth of income from travel growth rates corresponds to arrive tourists; increasing revenues of the travel business depends on the growth of Internet users; informatization travel business has a positive impact on macroeconomic indicators of the world economy: GDP growth, the increase in value added in services, reduction of unemployment.

Keywords: global market, development, Internet positive trends, profits, countries, prospects.

S. Pepchuk

METHODS OF DIAGNOSIS OF THE LEVEL OF SOCIO-ECONOMIC REPUTATION OF THE REGION

At the present stage of economic transformations the necessity of considering of the regions as members of social economic relations that developed under the influence of competitive forces is actualized. This requires a review of regional management principles, adaptation of marketing theory advances to finding the most effective technologies to promote the interests of regions and strengthening their position in the social division of labor. In the process of search for effective mechanisms of region positioning a great importance is given to the definition of its reputation, which can thus serve as a comprehensive indicator of socio-economic development of the region, based on which investors can evaluate their investment opportunities of investments towards conquer regions. Reputation speaks guarantee of efficient use of the competitive advantages of the region for living, business, investment, leisure, training. Typically, the region's reputation vector set regional economic and political elite, which influences the recognition of regional cooperation at various levels, expressed in terms of socio-economic development, the level of trust the authorities, the level of innovation and modernization of the region, information transparency, level of funds media development and Internet technologies.

The aim of this work is to build a model of application of the methods of diagnosis of socio-economic reputation of the region.

In the article, it is proved that because of the proposed comprehensive analysis of the socio-economic reputation of the regions is possible to identify the existing problems and weaknesses, to develop a series of concrete measures and projects aimed at the formation of strongly expressed positive reputation of the region.

Development of the competitive positioning of the region in modern conditions promote the regional economy to the world market as a whole pursues the goal of creating a positive image of the region of interest in terms of investment, in terms of a strong position in the export market, attractive in terms of tourists, highly skilled staff and workers. However, the positioning mechanism will be effective and efficient without qualitative evaluation of the existing, already perceived and fixed in the minds of the target audience position - the region's reputation. Having a positive reputation, the region attracts new investors in the future will increase the image of the region. Reputation of the region is the same resource, which can provide it a sustainable competitive advantage.

Keywords: socio-economic reputation of the region, social reputation of the region, internal reputation, business reputation, reputation of the resources of the region, reputation of power, visual representation of the region's reputation, reputation of the regional market for goods and services.

V. Andrusyak, N. Andrusyak

MAIN PROBLEMS OF EFFECTIVE OPERATION OF VEGETABLE GROWING SECTOR IN THE ASPECT OF ECONOMIC SECURITY

Vegetables are valuable food and dietary products and play an important role in the diet of the population and ensure food security of the country. Therefore, finding solutions of the major problems of effective functioning of vegetable industry in terms of food security is essential to ensure the country with food. Objectives of the study are the need for in-depth analysis of the major problems of effective functioning of vegetable industry as a component of economic security and finding directions to solve them.

Meet the physiological needs of man with safe food is the material basis of biological, political, social and spiritual existence of individual, family, social groups, the state, society and humanity in general. Ukraine's integration into the world and European community dwells upon the food security because only if the guarantee providing the population with food in all conditions, the state can pursue an independent policy.

To improve the efficiency of vegetable growing in terms of food security it is necessary to solve complex of organizational, economic and technical measures. We agree with the opinion of scientists about the need for state regulation of production and processing of vegetable production methods to market, as their production in Ukraine is one of the largest in Europe. Therefore, support of domestic producers in the future could lead to economic growth and solve many financial and social problems of food security.

Summarizing the above, it should be noted that the effective development of vegetable industry in terms of food security involves increasing of economic efficiency of the production and processing of vegetables; creating zones of concentrated vegetable production open ground for raw materials processing; production of vegetables to the extent that is necessary to meet the needs of the population in vegetables. Vegetable market Ukraine as a part of food security should be formed and developed closely to the establishment and strengthening of national food market and its infrastructure.

Keywords: vegetables, vegetable growing sector, effective functioning, processing, economic security, economic efficiency.

L. Ukrainets

OPPORTUNITIES OF DIVERSIFICATION OF CHINESE ENERGY MARKET AT THE COST OF SHALE GAS

China considers the development of shale gas as a priority, as far as it helps to reduce air pollution and strengthens the country's energy security by reducing dependence on energy imports. Large reserves of shale gas in China can greatly change the conditions in the energy market of the country and the world.

The purpose of this article is to evaluate the resources of China and identify the cost of shale gas production and its impact on production, consumption and the international trade in shale gas

In the paper the cost of shale gas in China is estimated and the effect of shale gas production, consumption and international trade in natural gas with a means of EPPA model is studied. The data give

evidence that shale gas in China will be more expensive than in the US but the resource is important not only for economic reasons but also for reducing air pollution. In addition, without shale gas import volumes of natural gas in China will remain significant. The availability of shale gas in China will change the direction of the international energy trade. Most of all it will affect trade with Russia, Australia and North America.

But even under favorable economic conditions, the development of production takes a considerable amount of time. China can achieve this level of production the United States, but according to our calculations not earlier than in 25–30 years.

Keywords: shale gas, global energy market, EPPA model, China, trade in energy.

T. Kozhukhova

WAYS OF REDUCING OF THE VALUE OF INTERNATIONAL MIGRANT REMITTANCES

Introduction. The role of remittances by migrants and their impact on the economy of countries of the world is considerable. As the volume of global remittances by migrants depends on their cost, it is necessary to identify ways to reduce the cost of such operations.

The paper's objective is to analyze changes in global average cost of remittances by migrants and to identify main directions of reducing such cost.

Statement of the problem. Global remittances by migrants are the most important and stable source of external financing of sustainable development of developing countries and countries with low levels of income. One of the major hindrances to the increase in the volume of remittances of migrants is their high cost. Reducing the global average cost of remittances and increasing the volume of remittances by migrants would help developing countries in achieving sustainable and balanced development.

Summary of the main contents of the article. Despite the commitment of the G20 countries to reduce the global average cost of remittances down to 5%, the average cost of international remittances remains at the level of 8%. The key reason for the high cost of international remittance by migrants is the lack of proper competition and accessibility to financial services, as well as the insufficient use of innovative technologies.

Summary and conclusion. To achieve reduction in the cost of international remittances, it is necessary to strengthen competition in the remittance services market; develop more effective technologies; build strategic partnerships among providers of remittance services; improve the overall legal and regulatory framework for international remittances by migrants; and better inform remitters on other available channels and the cost thereof.

Keywords: international migrant remittances, value of remittances, costs, banking institutions, international payment systems.

S. Lysevich

ECONOMIC LAWS SYSTEM DEVELOPMENT AT THE LEVEL OF AN ENTERPRISE

Introduction. With the help of economic mechanism at the level of economic entities the various management decisions are taken. Therefore, improvement of the economic mechanism at the enterprise level is an important method to improve its effectiveness.

The purpose of the work is to develop system of the most important economic laws at the enterprise level for their practical application in the development and making management decisions.

Problem statement. Management decisions at the enterprise level do not always take into account the existing economic laws, which affect the efficiency of their operations.

Basic material. Analysis of scientists' works has shown that the economic mechanism of enterprises is usually described separately from the existing economic laws. In practice, this leads to inefficient management decisions. Therefore it is necessary to make management decisions at the enterprise level taking into account the existing economic laws.

Results and discussion. The system of basic economic laws operating at the enterprise level is developed in the article; we also proposed methods of their practical use.

Conclusions and recommendations. This will allow taking into account the operation of economic laws in management decisions at the enterprise level and increase their effectiveness.

Keywords: economic laws, economic mechanism, economic relations, business decisions, civilization approach.

A. Malovichko

TO THE PROBLEM OF THE STATE AND PERSPECTIVES OF THE DEVELOPMENT OF UKRAINIAN TRANSPORT SYSTEM

In recent decades, the development of transport systems of many countries has undergone significant upheaval, caused by both external factors and the influence of the crisis phenomena in the economy, and internal – transport systems of most countries in need of major changes in accordance with the requirements of the current stage of development of the world economy. Transport – one of the most important sectors of the economy of Ukraine. The effective functioning of the transport system and its integration into the European and global transport networks will contribute to solving the major problems of our time and will increase the volume of international traffic.

The aim of the article is to examine the characteristics of the transport system of Ukraine in the course of integration into the European Union.

The level of development of the transport system of the state is one of the most important indicators of its economic and social integration into the world economy. The efficiency of the transport system of the state is the basic requirement for its competitiveness in the global arena. Long-term development strategy of Ukraine determines the focus of the state to enter into the world economy and above all – on the economic integration with the European Union.

In the article a brief analytical review of all components of the transport system of Ukraine – road transport, rail, air, sea and pipeline is presented. Contemporary comparing of changes and compared with those of some European countries are conducted. The development of the Ukrainian transport system is outlined.

This analysis of the major problems in the functioning of various modes of transport, give evidence about their magnitude, complexity, and crucial for the overall development of the Ukrainian economy. Their implementation will require large investments and complex of organizational decisions.

Keywords: transport system, goods turnover, passenger turnover.

T. Grynko, I. Timar

THE IMAGE OF COMPANIES IN SERVICE INDUSTRIES: THE NATURE OF THE CONCEPT AND PECULIARITIES OF FORMATION

Theoretical and practical aspects of image forming enterprises in today's changing environment are important and need further research, hence the relevance of the research topic.

The purpose of the article is to determine the nature of the concept image of company in the service industries based on theoretical approaches to the study of the nature and the main characteristics of the company image including the specific to the services sector.

Interpretation of the term «image» is still controversial and the approaches to its definition are quite diverse and multifaceted.

Analysis and synthesis of existing views allowed to organize different interpretations and to identify the main approaches to determine the nature of the company image by different authors.

Due to the peculiarities of functioning of service industries may be noted that under the image service industries should be understood relatively stable, emotive, image representation company formed based on

personal experience and received information about its real, declared and expected quality, features and performance that have economic, social and other subjects of importance to interaction.

A comprehensive analysis of the conceptual apparatus of image of companies in the service industries as an economic category can be used as a basis for selecting tools and mechanisms for the formation of effective management.

Keywords: image, image of the company, service industries, characteristic of image, subjects of interaction.

N. Kondratenko, V. Kovtun

SOCIO-ECONOMIC AND LEGAL ASPECTS OF INTERREGIONAL COOPERATION

Modern economic development requires the study and analysis of interregional relations, especially aspects of their management and regulation. This is because the economy of any state is usually considered mainly in the form of a unified national market, an organic complex of social, economic and legal aspects.

The article deals with socio-economic and legal aspects of interregional cooperation in the conditions of intensification of integration process as one of the most important factors in the development of large-scale space of the country. Studying foreign experience of interregional cooperation should pay attention to the fact that the cooperation between regions in Europe makes an important contribution to the strengthening of democratic and political stability in the member States of the EU, their economic, environmental, cultural and social development. Points of growth, influencing the development of the region, make economic policy of the region, which includes investment, innovation, industrial and cluster policies and practical tools for their implementation. And functional significance of interregional cooperation can provide the following main functions: the functions aimed at establishing an effective institutional environment of interregional cooperation; capital reproductive functions; social reproductive functions; administrative protective functions; functions of subordination in relation to the vertical of the state power. In Ukraine among the main factors hindering the development of interregional cooperation can be distinguished the following ones: weak institutional capacity of regional development, which hinders interregional cooperation; insufficient level of financial support for interregional projects both by the government and by local authorities; the lack of skills for participatory planning of the development of regions of Ukraine.

For successful implementation of interregional cooperation the partnership and changes in the expansion of cooperation at regional level, which is the source of this cooperation, are necessary. The implementation of interregional projects in the fields of production, services, infrastructure provision contributes to improving of socio-economic situation in regions, in particular the strengthening of economic interaction regions with the regions-leaders; creating possibilities for learning resources - both new and not previously used or not used in full.

Keywords: interregional cooperation, aspects, region, security, factor.

V. Kovtun, Yu. Rogozyan

FORMS OF INTERREGIONAL COOPERATION IN TERMS OF STRENGTHENING EUROPEAN INTEGRATION PROCESSES

The features of interregional cooperation are investigated in the article, its basic forms are described, characteristics of cross-border regionalism at the present stage are determined, the necessity of implementation of alternative forms of cooperation is substantiated.

The article aims to study the problems of interregional cooperation in terms of strengthening integration processes and to determine its effective form.

Interregional cooperation is an important component of strategic partnership between Ukraine and European countries, an effective means of Ukraine's European integration, as well as a practical mechanism to introduce European standards at regional and local levels. It should be noted that in international practice there is no unity in the implementation of regional cooperation and the interpretation of its forms. Thus,

European experience is focused mainly on securing the foundations of political cooperation through the intensification of cross-border regionalism in the framework of a united Europe (the "Europe of Regions" and polycentric model). A low level of integration interaction in the post necessitates the implementation and specific forms of regional cooperation with neighboring countries of Ukraine, which is the subject of further research.

Keywords: interregional cooperation, cross-border cooperation, border cooperation, forms of regional cooperation.

S. Grechana

TERRITORIAL PRODUCTION SYSTEMS: REGIONAL ASPECT

Background. Applying of the principles of decentralization allows achieving positive dynamics in resolving of social and economic problems in the region, which should provide a stable and efficient operation of its manufacturing facility. Therefore, the updated value of local production systems through the use of new forms of integration can perform the task, increasing the competitiveness of the region.

Analysis of recent research sources and publications. Theoretical and methodological principles of solving the problems of the establishment, operation and development of local production systems are reflected in the works of renowned local scientists, including E. Boyko, V. Vasilenko, M. Dolishniy, V. Zakharchenko, M. Kizim, A. Martyakova, V. Ponomarenko G. Savin and others. Underdeveloped scientific approaches of essence and foundations of territorial of the operation of production systems, and questions about their spatial development or major valuation parameters are quite controversial.

The aim of the article is grounding of approaches to clarifying of the essence of local production systems in terms of their spatial organization and relationships with other business entities by region

Statement of the main material of the research. It was determined that the negative trends of modern development can be stopped by applying of comprehensive integration tools. The effectiveness of these mechanisms is confirmed by international experience and successful practice of some Ukrainian territorial production systems. Justification of the essence of such a system requires systematization of scientific papers and analysis of spatial mechanism of simple and complex production systems. Based on the research the possible forms of organization of local production systems are defined. It was proved that the development of local production systems positively influences on regional development and standard of living. In turn, social and political processes in the country and the region directly or indirectly affect the functioning and performance of the systems belonging to the respective regions. For the full realization of capabilities of integration development in the face of existence of identified depending it was proposed to use the clusters. The possibility to solve a number of regional problems through the use of this offer was grounded.

Conclusions. Solving of the regional development problems is possible by enhancing the integration process, which manifests itself in the territorial production systems. Activities of this form of spatial organization of the productive forces of the region are closely mutually agreed with social and economic growth of the territory. Creating clusters promote the comprehensive development of the region and the rational use of territorial space and resources.

Keywords: territorial production system, regional development, integration, enterprises association, cluster.

G. Mikhalchenko

PRIORITY OF SUSTAINABLE REGIONAL DEVELOPMENT AS A BASIS FOR ENSURING THE QUALITY OF LIFE

The article is devoted to actual problems of prioritizing of sustainable regional development for ensuring of the life quality of people.

In the paper the regional characteristics of the population in modern terms are analyzed, it was determined that each region of the country was characterized by its own set of components of natural, geographic, demographic, economic potential. Consequently maximize the potential of each region by a common strategy impossible and inappropriate. In its development each region should be based on its own priority kinds of economic activities and try to minimize its regional risks in the development of population. In accordance with the sustainable development of the regions in the context of decent life quality of people requires a comprehensive and systematic study of the efficiency of economic and social mechanisms.

Conducted analysis of indices of the regional human development proved the existence of differences in socio-economic development of the regions and lack of coordination of local, regional and national interests in the strategies of the state regional policy.

The author outlined the direction of overcoming the differentiation of regions and reasonably priority areas of sustainable regional development in the context of decent quality of life, in particular: Administrative authority and ensure financial self-sufficiency of local governments to overcome the problems of education and health care for the population development, sustainable and environmentally sound development by the transition to «green» technologies.

Keywords: sustainable development, human development, index of the regional human development, quality of life, gross regional product, demographic development, regional policy, socio-economic development of regions.

I. Ditrich

WORLD MARKET OF CULTURED SHRIMP AND BIVALVES: ANALYSIS AND TRENDS

Introduction. In the international market the total value of shrimp and bivalves is 16% of world export of seafood.

Objective of the study is to analyze the trends in production and consumption in the global market of crustaceans and bivalves; presentation of the data of import and export processes; definition of global seafood industry leaders.

Problem. Trends and prospects of the world market of aquatic organisms are studied and evaluated in the overall context. Since the international production of crustaceans and mollusks is a significant share in the range of aquatic organisms, should pay attention to the state of the world market of certain types of products.

The main material. Global production capacity of water bodies reached 158 million tons in 2012.

Prices on shrimp in international trade began to fall at the end of March 2013, and the annual import growth was negative. Deliveries of the first quarter of 2013 were seasonally low.

In the first half of 2014, sales of shrimp in the international market increased by 5.6% due to increased imports into the US and Asian markets.

In January-June 2014 the top ten importing countries gained almost 850 thousand tons of shrimp.

Results and discussion. It is predicted that Asian shrimp farm production will decline; Ecuador will increase during the next season harvest, however, the supply of products to the market will not be until March/April 2015; Japan will become less attractive for exporters of vannamei shrimp, and the demand for black tiger shrimp will be supported; cold waters shrimp of Japan will compete with imported demand for Argentine one.

Segment of bivalves by 2019 will increase by 2.6%. Trade barriers will affect international trade in these species.

Conclusions and recommendations. It was established that sales of shrimp in the world market increased due to higher imports in the US and Asian markets. The factors that led to a shortage of supply of cultivated shrimp in Thailand, China and Mexico –EMS disease of shrimp, loss of larvae due to the typhoon, arid weather and so on.

It was found that import declined in Japan, Hong Kong and Canada, but remained positive in other countries.

Keywords: aquatic, seafood, shrimp, bivalves, shrimp and bivalves imports, shrimp and bivalves exports.

M. Chubar

THE BASIC ELEMENTS OF THE SYSTEM FOR EVALUATION OF INNER FACTORS THAT FORM EXPORT POTENTIAL OF AN ENTERPRISE

Introduction. Light industry companies gradually lose the competitive edge of exporting their production. To solve this problem, one needs, in particular, the creation of the export potential increase mechanism for the common outerwear-producing enterprises. This is aimed at the increase of the profitability indexes of the given companies.

Formulation of the problem. To increase the economic activity indexes of domestic enterprises it is necessary to design the export potential increase mechanism, taking into account Ukraine's membership in WTO. The creation of enterprises' inner and outer export potential evaluation system is one of the steps in designing the mentioned mechanism.

Purpose of the article. To disclose the basic characteristics of enterprise's inner export potential formation factors evaluation system for the further implementation of the mentioned system into complex domestic enterprises export potential evaluation system.

Statement of the main material of the research. The necessity of creation of enterprise's export potential inner formation factors evaluation system is disclosed. The key criteria to enterprise's export potential inner formation factors evaluation system design – which are complexity and balance – are described. The division of enterprise's export potential formation factors into inner and outer factors' groups is presented. The structure of inner export potential formation of factors (and at the same time the indexes of their evaluation) is formulated. The algorithm of further use of enterprise's inner export potential evaluation results data is presented. The further integration of inner export potential evaluation system into the enterprise's export potential evaluation system (which is considered a component of enterprise's export potential increase mechanism in the conditions of Ukraine's membership in WTO) is characterized

Results. The authorial enterprises' inner export potential evaluation system includes the indexes for evaluation of the production, labour and other components of the mentioned potential. The indexes designed by the author are also used within the evaluation system. During the evaluation the enterprise's activity indexes are transformed into the set of integral indexes which represent the state of the components of inner export potential of enterprise.

Conclusions. The authorial enterprises' inner export potential evaluation system is capable of precise and fast potential evaluation due to the use of indexes for the basic components of exporter company's business activity. The use of several integral indexes for the evaluation of the state of the components of the potential provides, on the one hand, the complexity of the evaluation process, helps to take the mutual influence of the inner export potential formation factors into account, and, on the other hand, provides the preservation of the economic sense of the evaluation results.

Keywords: export potential of enterprise, factors of forming of inner export potential, system for export potential evaluation.

O. Yakushev

GLOBAL EXPERIENCE OF CLUSTERS DEVELOPMENT: OPPORTUNITIES OF ADAPTATION IN UKRAINE

The current trend of active dissemination of cluster economies indicates the necessity for the development and implementation of tools and mechanisms of adaptation of the relevant international experience in Ukraine. This is a relevant issue of management stimulation of incentive regional economic development, the formation of an efficient market environment, ensuring of the rapid entry of the business environment in the European project. The world scientific community recognizes the effectiveness of European and American models of «clustering». Accumulated experience is successfully implementing in various areas of economic activity in developed countries of the world.

The purpose of the article: the study of international experience of cluster development considering the interests of Ukraine in the further introduction of positive developments.

In the article the theoretical and practical provisions for the establishment and functioning of the cluster approach, the concept of «cluster» is described, the classic model of clusters, types and their main form of implementation are showed, the best international experience and its adaptation in Ukraine are analyzed.

Keywords: cluster, global experience, business, competitiveness, innovations.

O. Vartanova

FORMING OF MODELS OF ENTERPRISE COMPETENCE

Introduction. Models of enterprise competence have allowed determining the causal relationships between the elements of competence, corporate knowledge and competitive advantage of enterprise the result of that is identification of enterprise competence.

The purpose of the article is to determine the theoretical foundations of the formation of models of enterprise competence in the strategic management of knowledge.

Statement of the main material of the research. The essence of enterprise competence in strategic knowledge management as a unique aggregate of knowledge, skills, experience and institutional relations, which, combined with the resources and technology ensuring the uniqueness of enterprise in a competitive environment is determined in the article. The enterprise competence implementations in innovative products, processes and services with new consumer properties and can be formed and developed by knowledge management in innovation processes. The model of enterprise competence in strategic knowledge management is formed. The general patterns of knowledge management in innovation activity of enterprise are synthesized. The element and functional structure of «Discovery-Implementation-Development» model are determined.

Conclusion. The connection between the theoretical cycle phases of knowledge and organizational knowledge management activities are determined.

Keywords: model, innovative processes, implementation, competence of enterprise, knowledge management.