

ABSTRACTS

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METHODICAL APPROACHES TO THE EVALUATION OF EFFICIENCY OF LOGISTICS MANAGEMENT APPROACH TO INDUSTRIAL ENTERPRISES

Current economic conditions to ensure the effectiveness of the company require the use of a logistic approach focused set of optimal control of internal and external relations about the streaming process that ensures stable technical and economic performance and contribute to efficient adaptation to changing environmental and internal environment.

In terms of logistics enterprise approach is defined as a complete system of integrated flow processes with the goals of their own (company manufacturing), service systems (enterprise suppliers) and systems serviced (business and consumer).

The authors summarized the existing approaches to estimate the efficiency of logistics management approach and indicated that the published methodological approaches characterize only local optimization flow. In most cases authors represented only material optimization or just financial flows and so on. Presented in the literature of the system parameters that characterize a particular stream is static, i.e. provide information on the flows on a specific date that is no longer justified.

This assessment does not include flow relationship and unity of flow processes. Under these conditions, the authors suggest a model base logistics chain that takes into account the purpose of service, its own logistics system and system serviced, and allows evaluating the efficiency of logistics management approach now.

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V. Bilotserkivets

DILEMMA OF ECONOMIC DEVELOPMENT: BETWEEN ALTRUISM AND EGOISM

Resource calls always set limitation of potential withstand program, initiated quality changes in the modus vivendi, and required updating of the program of development or her replacement. Modern resource calls have global character, present a danger for all humanity, but not separate civilizations.

Further economic development can be based on application of one of two alternative programs of development: a) altruistic, actualized principles of self-restraint, requires the following the altruism line of behaviour of economic subjects; б) egoistic, program of prevailing of society of consumption, maximal utility of necessities of economic subjects.

Realization of the program of self-restraint does not require strengthening of pressure on an environment and opens prospects to future permanent existence of human civilization. But existence is in society, where the rationally-altruism line of behaviour, economic subjects prevails with the rationally-selfish line of behaviour will have a consequence a crash of the naderistical program of development. Egoists maximized total utility through the increase of consumption, and altruists will adhere to strategy of minimization of resource charges by diminishing of consumption. Individual or group anti-consumption behaviour is marginal.

In the conditions of growing resource crisis in a modern economy is prevailing of egoistic line of behaviour. Altruism strategy of self-restraint carries out a second-rate function provides realization of depreciation effect, neutralizing in prospect misbalances between growing necessities and limited factors of their realization.

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MACROECONOMIC CURRENCY RISKS AS A RESULT OF MICROECONOMIC CURRENCY RISKS

Subjects of foreign activity are constantly faced with the situation of currency risk, which arises in the exchange of one currency for another. Situation currency risk may arise in the process of economic entities in the national market, and in the course of their activities on the world market. But the biggest impact of currency risks with the conditions of foreign trade, as the global market significantly increases the number of factors which may be a prerequisite of currency risks.

The article is to study the transformation microeconomic currency risks in the macroeconomic, which highlighted the role of the banking system and the ability to manage risk, allowing neutralizing the negative impact of macroeconomic currency risks at the stage of their formation.

The main role in the transformation of microeconomic currency risks in the macroeconomic played by the banking system. The ability of the banking sector to manage risk, on the one hand, and its vulnerability is related to assume the risk on the other – are key factors that largely determine the level and quality of the monetary and banking system of its macroeconomic functions. The banking sector is a major unifying factor in all economic sectors, so any changes in the banking sector immediately reflected in macroeconomic development.

USING SUPERPOSITION PRINCIPLE FOR EVALUATION OF STAFF POTENTIAL DEVELOPMENT QUALITY OF ENTERPRISE

The article dependence of staff potential development process with the life cycle of enterprise is reasonable. In the conditions of the developed economy as on macro so on a microlevel alternation of periods of height and slump of enterprise development on the whole and staff potential is clearly enough traced. This phenomenon by the recurrence of economic development is grounded. We deem it advisable to include in the model of enterprise development life cycle the staff potential development life cycle for the reflection of human role in the process of development.

The signs of staff potential development of trading enterprise on the basis of the use of superposition principle are certain. Principle of method of phases and stages superposition consists in passing of three stages: information that describes the stages of staff potential development prepares on the first stage; information that describes the phases of enterprise life cycle prepares on the second stage; the third stage is actually superposition of the stages on phases. Stability of staff potential development is determined by the set of the characteristic signs got as a result of simultaneous «superposition» on each other two and the more states of the system of staff potential development from this set taking into account the stages of staff potential development and phases of trading enterprise life cycle. In transition of the system from one state to other the presence of characteristic signs remains, but their internal maintenance and priority will be replaced, that must be taken into account at a management by staff potential development of within the framework of the certain stages of his development and phases of trading enterprise life cycle.

Theoretical bases of staff potential development according to composition of superposition of the staff potential development stages and of life cycle phases of trading enterprise are offers. It helps to carry out the estimation of quality of staff potential development and on this basis to form complex of properties for the purpose of achievement of certain enterprise goals.

MACROECONOMIC PROPORTIONS IN THE VISEGRAD COUNTRIES AND UKRAINE: COMPARATIVE ANALYSIS

The article is devoted to the research of macro-economic proportions in the Visegrad countries and Ukraine. There are two macroeconomic models: production oriented and consumption oriented. The advantages and disadvantages of each this model were identified. Typical representatives of these models were respectively the Czech and Polish economy. Macroeconomic models of Hungary and Slovakia may be classified as mixed. Ukrainian macroeconomic model can be defined as an eclectic, which has absorbed the mainly negative aspects of two models. Based on this analysis the strategic orientation of macro-economic reforms in Ukraine was defined.

Examination of the macroeconomic conditions in the Visegrad countries allows offering the following macroeconomic problems as landmarks:

- take a consumption oriented model as a base. The production oriented model will immediately cause zero tolerance by the society and can provoke the social conflicts. But it is necessary to decrease the share of the consumer spending in GDP. It is necessary to cultivate a social opinion that we have to live using only those facilities, which our country has;
- limit uncritical import in the country, substituting it by domestic production. This will allow, on the one hand, perfect trade and payment balance, forming gold and foreign currency reserves, and on other hand, it will create the additional jobs in the country and eliminate the problem of unemployment;
- orientation of both domestic and foreign investment on finding solutions to the reindustrialization problems. It is a very difficult question, but solving the macroeconomic problems, problems of saturation of the domestic market, reduction of unemployment and increase in the export only at the expense of the service industry is impossible. Our country needs real investments in agriculture and industry for passing a pre-industrial stage of the development and preparing the premises for the following transition to the post-industrial society.

STATE REGULATION OF UKRAINIAN ECONOMY: INTEGRATION OF SOCIAL AND ECONOMIC INDICATORS

One of the ways of Ukrainian society development and exit Ukrainian economy from the crisis is studying the impact of global change and interaction of consumer basket, living wage, national consciousness and GDP. The analysis demonstrated the significant reduction in GDP as a whole, and per capita in Ukraine. Current size of the consumer basket does not ensure the normal functioning of the person and maintain his health. The tends to growth of the shadow economy and the overall low level of Ukraine in the respective world rankings (Economic Freedom

Index, Corruption Perception Index, Doing Business, World Competitiveness Report, Shadow Economy Index) confirms the potential for exit from the crisis in case of global change impact and dependence consumer basket, living wage and GDP.

Proposed model of consumer basket, a living wage, national consciousness and GDP integration in the Ukrainian economy may be component of output Ukrainian economy from the crisis. This model involves the consumer basket as a comprehensive indicator, which determines social indicators (living wage) as well as economic indicators (CPI, inflation ratio). The driving force behind the operation of this mechanism is Ukrainian's national consciousness. Applying the principle of equity for all segments of the population and transparent calculation of social indicators are important in this way.

The level of inflation rate will be constrained by growing demand in quantitative measurer. Certainly proposed model should be regarded as part of common government strategy withdrawal of the Ukrainian economy from the crisis.

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O. Kuzmenko

INVESTMENT CLIMATE AND INVESTMENT ATTRACTIVENESS OF THE REGIONS OF UKRAINE

For the effective development of the region by market relations the movement of investment flow is necessary. For the investment decision it is advisable to take into account the investment climate in the country, region and level of investment attractiveness of the area. The investment projects can be successfully implemented only in those regions that are attractive to investors.

One problem is the definition of investment attractiveness diversity of approaches to the same category and evaluation of its level.

Summarizing approaches to determine the investment attractiveness of the region as a basis for the study taken by economic characteristics, reflecting the ability to attract, develop and use advanced investment through investment potential and favourable regional investment policy.

The objective is the evaluation and prediction of investment attractiveness of regions KIIS, which reveals the top 10 regions of Ukraine for Investment Attractiveness Index. Dnipropetrovs'k region ranks the 5th position in Ukraine.

Analysis of the impact of «hard» and «soft» factors can provide favourable and limiting factors to attract investment for Dnipropetrovs'k region. In particular, the general effect of «hard factors» is favourable, as the region ranks the second place in Ukraine. For the analysis of the impact of «soft» factors Dnipropetrovs'k region took the 14th place in Ukraine, indicating the presence of barriers to investment processes.

To study the investment attractiveness of the Dnepropetrovsk region the method IO Blanca has been used at which the integral rank indicator of investment attractiveness of Dnipropetrovs'k region is 0.3244.

To select regions by the degree of investment attractiveness scale Harrington and its modification by «three sigma rule» have been applied.

According to the results of the research, the investment attractiveness of Dnipropetrovs'k region in 2014 was in the average range. This is confirmed by statistical data on capital investments development, which decreased compared to 2013 by 8,9%.

The conducted analysis of investment attractiveness of Dnepropetrovsk region can serve as information about the investment attractiveness ratings and basis for clarifying the concept of regional investment policy.

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S. Kuzminov

STRATEGY OF ANTICORRUPTION REFORMS IN UKRAINE: INTERNATIONAL EXPERIENCE OR INNOVATION?

The article is devoted to the problem of corruption. It is defined that anticorruption policy cannot rely on only special institutions. It is noticed that the most important part of the problem is the threat of including of newly created anticorruption bureau in the existing corruption schemes. The main principles of effective anticorruption reform are suggested.

Specific forms of implementation the above recommendations for anti-corruption reform society could be:

First, it should be abolished secret of bank account.

Second, should review the penal code and implement the differentiation of penalties for offenses (at least in the economic sphere).

The third step in increasing the transparency of economic relations in society in combating corruption and crime could be a gradual withdrawal of cash from circulation and replacement it of non-cash means of payment.

Effective change in combating corruption in Ukrainian society should provide for maximum involvement of members of society to financial control, and not indirectly, but directly.

УДК 339.92

E. Lymomova

TRANSLEVEL REGULATION ACTIVITY OF TNCs

The article is devoted to regulation activity of transnational corporations in the economy of Ukraine based on trans-level approach.

It was determined that the regulation of TNCs is based on the hierarchy of the subjects of the state, interstate, supranational levels. It is proved that a multi-level process of regulating the activities of TNCs requires enhanced range of actors by introducing a social level represented by voluntary associations of individuals whose primary purpose is to improve their well-being, which will expand the possibilities of using instruments of state regulation of the activities of transnational corporations.

Study limitations of direct exposure to the subjects of a state-level control on the activities of TNCs related to cross-border mobility of transnational corporations, helped highlight the links between patterns trans-leveling supranational, international, national and community level regulation.

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A. Magdich

**THE INFLUENCE OF SOCIAL FACTORS ON ECONOMIC GROWTH:
THE NATIONAL ASPECT**

The author has substantiated the role of demographic and cultural factors as important determinants of economic growth.

Modern basis for theoretical and methodological research of economic growth is insufficient to respond to the challenges posed by globalization processes and socio-economic changes taking place now in Ukraine. The global economic crisis, growing international competition and the whole complex of social problems objectively require that approaches to defining sources and factors of economic growth of the national economy be radically changed and special attention to social factors of economic growth be paid.

Population, its gender and age structure, length and quality of life, the quality of the labour force, migration of the population and its socio and economic aftermath – all these factors largely determine the trends of the global economy. Demographic factors affect economic growth through human capital, saving patterns and labor supply.

Culture affects economic growth in various aspects. First, expectations and preferences are shaped by culture. Second, beliefs and preferences affect economic outcomes (e.g., religion and ethnicity define resource allocation and income distribution in any society). Difficulties arise in determining the direction of causation between the level of economic development and cultural values. Most researchers tend to believe that the causal relationships are reciprocal.

The analysis of the socio-economic context of economic growth in Ukraine helped to outline aspects that hinder sustainable and long-term economic growth. If the country focuses on social development, increasing life expectancy, improving education, reducing poverty and establishing control over the level of unemployment, the country can achieve sustainable economic growth.

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V. Orlova

INNOVATIVE ENTERPRISE DEVELOPMENT STRATEGY

Enhancing innovation of the enterprises in all areas of operation allows obtaining the new processes, products or forms of organization and production management, ensuring the achievement and strengthening the competitive position in the market and the impact on the market situation through the implementation of innovations. The development of the strategy focused on strengthening the innovation activity will promote these conditions.

Analysis of innovation in Ukrainian economy by various estimates can distinguish the problems in this field. The Global Innovation Index shows that in 2013 Ukraine occupied the central position among the countries surveyed: 63 place among 143 countries. In terms of innovation in 2013 it occupied 93 positions in the world survey, which was lower by 22 positions compared to 2012 and by 41 positions versus 2008 these factors confirm the lack of competitive advantage in the field of innovation.

The loss of Ukrainian positions in innovative component of the Global Competitiveness Index is the need to develop a special program of innovative development of businesses and strategy of innovative development.

The strategy of innovative development is seen as a set of actions to move the company to a new state on new characteristics by innovations in different directions depending on the type of behaviour in the market.

Depending on the active or passive behaviour the technology or marketing strategy can be selected.

A gradual formation strategy of innovative development based on a methodology that takes into account the interdependence of basic, competitive and functional strategies and specific areas of economic activity of the enterprise and its policy has been offered.

ABOUT BUSINESS DEVELOPMENT CONDITIONS IN DNIPROPETROVS'K REGION IN THE CONTEXT OF COMPETITIVENESS RANKINGS

The urgent problem of definition and specification of the conditions for business development in the regions of Ukraine has different economic characteristics.

The conditions for doing business in the Dnipropetrovs'k region on the basis of the analysis of the constituent elements of the Global Competitiveness Index have been studied.

The parameters to assess the level of business development have been evaluated.

The top 10 regions of Ukraine in 2013 have been named.

Dnipropetrovs'k region takes the third place in Ukraine in terms of business development. At the same time, the region is on the 2nd place in terms of local suppliers and the level of development of clusters and on the 3rd place in terms of marketing. Despite the competitive advantages of the analysed regions, the downgrade was due to the deterioration of the business community and the estimated level of development of production processes (22 place in Ukraine), control of international distribution (16th place), the nature of competitive advantage (14th place), willingness to delegate authority (13th place), professional management (12th place), the quality of local suppliers (8th place). Five most problematic factors hindering business development in Dnipropetrovs'k region have been indicated. The most significant barrier to doing business has become the factor of instability of public policy, which was indicated by 17,3% of respondents. The second most problematic factor for respondents has been identified as the impact of tax policy (13,9%).

Together with the low efficiency of state institutions we have low responsibility of the business itself.

This study allows selecting the favorable business environment, analysing the most problematic factors hindering the given process and identifying the ways to improve the rating to stimulate enterprise development in the region.

THE ANALYSIS OF MODERN METHODS AND TOOLS OF ENTERPRISES STRATEGIC MANAGEMENT

In order to improve profitability, innovation, providing high quality products and service management needs modern strategic management tools that will conduct high-quality strategic analysis in order to predict and plan changes in the environment, respond promptly and actively influence them.

In general, the choice of a particular method can be determined by strategic priorities of companies and their regional diversity, cultural features, business and in general by the ways of management skills. Thus, in 2008-2010 there was a clear tendency to reduce costs. This explains the choice of strategies, methods and tools, such as outsourcing, optimization, benchmarking. Since 2011, priorities are changing gradually for the long-term growth, the expansion which led to an increase in the popularity of consumer innovation, strategic planning, involving managers from the lower management levels in decision making process.

According to the practice of international companies five most common tools were determined. They include: strategic planning (classic management tool), benchmarking (involvement of Excellence), customer relationship management (getting of desirable market position), the encourage of staff (using high-quality personnel in strategic decision-making process) and the balanced scorecard (the importance of using both financial and non-financial indicators). Their complex application allows the company to pay particular attention to both internal and external factors, combining classical approaches to the management with modern, development- and knowledge-oriented concepts.

INTERACTION OF AN ENTERPRISE – MARKET ATTRACTION PRODUCER AND ITS RECIPIENTS: ESSENCE AND TYPES

Internal capabilities and the desire of the enterprise to satisfy a set of own and outside interests generate its attractiveness as a participant in the interaction with other actors. Subject field of the «attractiveness» category is formed by the basic concepts of such theories as marketing partnership, economic security, transaction costs, interest groups etc. In spite of summarizing status of the «attractiveness» category, the study of the nature and types of the attractiveness producer and its recipient's interaction hasn't conducted.

So, choice making problems of social, psychological and economic interaction of market actors according to their interests are poorly investigated.

In the article types of market interaction were combined into two dichotomous groups: cooperation and competition, each of which highlighted relevant subtypes.

Essence research, classification of species and subspecies of market interaction, gave a possibility to suggest that the company while trying to implement a variety of its own interests and maximize the sharing resources

effectiveness, enters into the numerous market interaction subspecies. An accordance matrix of subspecies market interaction to the interests of the attractiveness producer and its recipients was developed.

Clear limits of subspecies set of market interaction do not exist because the final configuration of the companies market interaction is formed specifically to the relationship with each enterprise. It was found out that it was possible to make a stable list of companies characteristics used in the analysis and decisions management at the beginning of market interaction.

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WORLD STEEL MARKET INFLUENCE ON UKRAINE GDP DYNAMICS

The article investigates the influence of world steel prices on Ukraine's GDP dynamics in the context of the theory of «export-led growth». To test the hypothesis of «export-led growth» on the economy of Ukraine the influence of the exports growth rate to GDP growth rate in the period from 2000 to 2014 was done. Author revealed linear dependence of GDP growth in Ukraine by export growth. The share of exports of steel products decreased from 42, 8% in 2006 to 28,3% in 2014, but this commodity group continues to dominate in Ukraine export structure.

The world steel production growth rate far exceeds the economic growth. That has caused excess of steel supply over demand and continued price decline. As of January 2015 compared with January 2010 the steel price reduction was 20%, and compared with January 2011 was 30%. The leading manufacturer of steel products is China, which is ramping up production rates are twice the world. High probability of the depressed state of the world economy till 2020 suggests conservation the negative situation on the world steel market.

Author revealed linear dependence of Ukraine GDP from changes in world steel prices for the period 2002-2014. However, due to the economic crisis and military conflict in the Donbas, Ukraine reduced steel production by 25% and left the top ten steel producing countries. It can be argued that steel export is losing the role of economic growth driver in Ukraine. Therefore there is an urgent need to diversify commodity exports. Justification commodity structure of Ukraine's exports, which would increase the share of products with high added value in the exports basket should be the subject of further research.

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V. Tatarinov, V. Tatarinov

PROBLEMS OF DEVELOPMENT OF SMALL BUSINESS IN CONDITIONS OF GLOBALIZATION

The article describes the state of the Ukrainian small business and specifies the reasons that prevent its development in conditions of globalization. It is shown that the main reasons hindering the development of small business include:

- ineffective government policy on infrastructure, information, organization support for small manufacturing business;
- ignoring the priority of the development of productive small business engages in innovation and export activities;
- practical exclusion of small business from the process of reforming the legal system;
- weak use of the experience of developed countries, ensuring sustainable development of small business in the conditions of globalization;
- lack of stimulation of incentive of potential entrepreneurs for the creation and development of production small enterprises and the establishment of conditions for the development of a civilized competitive environment in the Ukrainian economy.

Specific measures, to promote the development of small business, can be:

- effective stimulation of small industrial and business venture by introducing tax incentives, access to resources and infrastructure support;
- involvement in the bureaucracy of the best representatives of the manufacturing small business to use their experience in reforming the legislation on small business;
- organization on constant basis systematic meetings of senior officials with representatives of small business in order to develop specific proposals to the Parliament and government on reform;
- creation of conditions in order to increase the interest of small business in increasing purchases abroad licenses for new technologies, machines, equipment;
- improving the organization of financial support export activities of small manufacturing business;
- the organization through the media promote the successful experience of clustering of small and medium enterprises;
- providing methodological, educational, informational and consulting support for the development of clusters of small and medium enterprises;
- organization of training and retraining through the realization of education programs in sphere of innovation.