

ABSTRACTS

УДК 303.684

K. Astahova

OVERCOMING OF THE POST-TRAUMATIC SYNDROME IN UKRAINE: ROLE OF INTELLECTUAL ELITE

University intellectuals of Ukraine as well as the educational system as a whole have demonstrated sufficient stability at the turn of XX-XXI centuries. The cataclysms of socio-economic and political nature have strongly influenced the higher education system and its teaching corps. However their ability and potential to find answers to the challenges that arise is still very high.

Among the critical challenges of recent years there is a post-traumatic syndrome in which the Ukrainian society has turned out to be after all the turmoil. Experts believe that this kind of «pain, delayed for later» can have a devastating impact on the society, university community and the state of the intellectual elite.

Only the intellectual elite of the country, and university intellectuals, in the first place, are able to help the public to understand the problems of this syndrome and overcome it. This will happen under the course of certain conditions.

This is due to the fact that the Institute of Education, university professors by virtue of their social functions, research capacity, mechanisms of interaction with other public institutions and different categories of the population have a very high potential impact on the public consciousness.

Certainly, the processes of liquidation of the post-traumatic syndrome devastating effects are durable and delayed in time. But exactly the use of «educational channel» enables the public to receive and transmit signals towards the rejection of destructive actions and dissent. Intellectual elite of the society can act as this kind of interpreter and translator of such signals. In the Ukrainian context it is, first of all, «the people of the university world».

Exit the effects of post-traumatic syndrome and entering the formation of a real civil society set a very complex task. It primarily involves restoring social trust which has been completely destroyed. Institute of Education, the intellectual elite of the country will have to look for adequate answers to the most difficult challenge, which is how to restore social trust in a situation when everyone does not trust anyone, when the population does not trust authorities, political institution, media, and so on.

But the complexity of the problem does not mean that it is not necessary to solve it at all. To clear up the «challenge-response» construct is real.

УДК 94(4/9+477)

V. Bakirov, S. Kudelko

NOBEL LAUREATES IN THE HISTORY OF KHARKIV UNIVERSITY

In the history of Kharkiv University there have been three scientists (Ilya I. Mechnikov, Leo D. Landau, Simon S. Kuznets) whose contribution to science was awarded Nobel prize as one of the most prestigious awards. The appearance of these prominent personalities is connected by activity of scientific schools in the University. Relations of Ilya I. Mechnikov, Leo D. Landau and Simon S. Kuznets with scientific fellowship in the University and beyond (including representatives of foreign academic centers) were observed. It is shown that in history of the oldest University in Eastern Ukraine there have been many personalities who were nominated for this prestigious award. Some Nobel laureates were friendly and family relations with professors and students of V. N. Karazin Kharkiv National University. Award winners in the various events have visited Kharkiv and Kharkiv University as the regional leader of science. Many of lecturers and alumnus of Kharkiv University have been members and correspondents of Nobel committee.

Idea of the inextricable links between science and teaching was explicated in the present paper. Creation of Nobel laureates their own scientific schools were shown. Significance of continuity between generations of scientists that is the key to the emergence of new scientific discoveries was explored.

Ways of perpetuating the memory of the coryphaei of science in Kharkiv and Kharkiv University (monuments, memorial plaques etc.) were described.

УДК 336.71(477)

Т. Bolgar

THE MAIN CAUSES OF PROBLEMATIC CREDIT DEBTS IN BANKS OF UKRAINE ON THE MODERN STAGE OF ECONOMIC DEVELOPMENT

Today the quality of loan portfolios of domestic banks remains at a critical level. The domestic credit market was characterized by a high level of credit risk, as evidenced by the increase in the share of problem credit debt from 7,7 % in 2013 to 13,5% in 2014, and at the end of 2015, the share of problem loans in total amounted to 22,1 %.

According to the survey, the main causes of bad loans in banks of Ukraine were singled out into three groups: macroeconomic causes; causes that depend on the activities of banking institutions; causes, which depend on the borrower. These indicated causes have an impact immensely on the level of problematic credit debts. However, we can accept and adjust to the influence of the objective group of macroeconomic courses. A different situation concerns the activities of the banking institutions and borrowers, which reasons have a subjective character. The reasons of a subjective character are to be influenced in order to improve the efficiency of the banking business, minimizing credit risks and problem loans.

Due to the results of analysis, problematic credits are one of the most destabilizing factors in the context of a single bank and the banking system of Ukraine as a whole. Therefore, the primary task of the banks in order to counteract the problematic debt is to use their own internal measures designed and aimed at reducing the volume of distressed loan portfolios, maintenance of corporate principles, following strategic goals and putting the financial interests of the banking institution above all.

УДК 330.1:347.211

N. Bocharova

RIGHTNESS AND MISCONCEPTIONS OF INTELLECTUAL PROPERTY BY JOSEPH STIGLITZ

The article analyzes the views of prominent American economist, Joseph Stiglitz, winner of the Nobel Prize, for intellectual property issues in the context of globalization and the modern knowledge economy. Disclosed are the main aspects of Stiglitz's criticism of the existing international intellectual property protection system and its conceptual approaches to the reform and revision of this system.

The author stresses that Stiglitz gives a general analytical review of the advantages and disadvantages of the modern system of intellectual property protection. Without intellectual property protection would be weakened incentives for certain kinds of creative activity. The current system provides a high level of legal protection, guarantees the maintenance and development of creative thought. It is necessary to provide authors financially and to raise funds for further investment in innovation.

Among the shortcomings scientist says the following: 1) difficult access to knowledge and information, 2) increases the value of knowledge, 3) generating monopoly and undermines competition, 4) anti-human as make difficult access to medicine and food, 5) unfair to developing countries 6) causes the discrepancy private interests of rights holders and the public interest in the speedy development of intellectual activity and information.

Thus, according to Stiglitz, modern intellectual property rights do not fulfil their social function – they not only stimulate innovative development, but often hamper and hinder innovation.

Stiglitz has high hopes for the state to reform intellectual property system. The real alternative to the patent system may be a system of paying bonuses or rewards innovators.

Modern knowledge economy, based on the intellectual property system, requires new approaches to protect the rights of innovators and the interests of the author and society in general. Search a reasonable balance of interests of the author and society is the essence of today's debate on the future of intellectual property and innovation. These discussions include weighty and authoritative word 'outstanding scientist and economist, Nobel Prize D. Stiglitz that shows an example of professionalism and ethics in science.

УДК 336.01:368

V. Varenik, Z. Pestovska, A. Opaliychuk

MODERN APPROACHES TO THE DEVELOPMENT OF MOTOR INSURANCE AS A MEANS OF PROTECTION AGAINST FINANCIAL LOSSES

Insurance is an important element of economic security and it impacts on state investment and innovation potential. Car insurance is one of the most traditional types of insurance. This paper describes the main distinctive features and advantages of compulsory civil insurance and Casco.

In a competitive environment, insurers have to be more creative, so there appeared more services for customers: free delivery of fuel, free tow truck, free hotline around the clock, payment of compensation within 15 days, communication client's language. But in order to survive, insurers have to improve existing products to attract customers and improve their services.

The authors proposed to introduce new products:

«Gold-package» for customers, service partners (filling stations, banks, service stations), discounts and VIP-service;

Fee for emotion: a product that allows customers to get the little pleasures of life. For example, at a fuel the stations you as a customer an insurer, are offered with free coffee or during discussing insurance contract you are offered tea with candy to relax.

Cross-selling: the use of existing customer relationships to sell him additional goods or services that will increase the number of clients by partners (filling stations, banks, service stations).

Discount in lending: if the car was purchased through a loan from a bank partner, then the owner of the car will receive a discount on insurance policy as well and the bank, offering its borrower to insure car purchased on credit at certain insurer-partner may reduce lending rates.

Implementation of the proposed products will help to improve quality of services, to increase customer base, to increase the effectiveness of communication with customers.

Further studies need to pay attention to the macroeconomic stability in which inflation will drop, solvency of the population will grow, credit market and market for car sales will increase, which will lead to expansion of the auto insurance.

УДК 330.101

V. Galasyuk

ABOUT THE INFLUENCE OF PROPORTIONALITY AND QUASIPROPORTIONALITY ON THE BENEFITS DISTRIBUTION AND ON THE RESULTS OF ECONOMIC CALCULATIONS

Aristotle's fundamental idea about the fairness of the proportional distribution of wealth is for now the conceptual basis for the formation of the majority of the humanity about economic equality during distribution of the benefits.

The author's discovery and study the effect of G-hyperbolism revealed that there are some proportions which are reflecting the proportionality and there are proportions which are reflecting the quasiproportionality.

The quasiproportionality reflects the proportions, which are formed from quasi-two-dimensional relative showings: increment rates, growth rates, growth indexes, percentages, financial coefficients, exchange rates, etc.

Substitution of the proportionality by the quasiproportionality does not allow implementing the fairness and gives rise to a mass unfairness in relation to the disproportionate distribution of wealth between the subjects of the economic relationships.

Using the quasiproportionality instead of proportionality in economics leads to a disproportionate distribution of wealth, more and more inequality growing between rich and the poor, appearing of the economic disproportions, as well as increasing debt, which corresponds with geometrical progression and causes periodical local and global financial crises.

Quasi-two-dimensional relative showings and measurers reproduce in the economics economical inequalities and disproportions, similar to the DNA codes in the nature.

In turn, the conscious using of the quasiproportionality instead of proportionality allows managing purposefully by the results of the calculations and receiving larger or smaller results in absolute values.

УДК 331.101.262

L. Garmider, L. Honchar

SCIENTIFICALLY-METHODICAL APPROACH TO THE DEVELOPMENT OF HUMAN RESOURCES

The problems associated with the processes of human resource development of commercial enterprises in terms of adapting to the difficult economic situation in Ukraine have been considered.

The main factors determining the development strategy of human resource of the company, namely the level of human resources, stage of development of human capacity and enterprise life cycle phase, in accordance with which the explication of the choice of basic strategy by dint of diagnostic matrix has been formulated, have been distinguished.

The basic idea of the development of diagnostic matrix consists in the profile of strategic designation, according to the ratio «phase of the life cycle – development stage – the level of development» and the position of commercial enterprises due to the development level of human resources.

Depending on the ratio, twenty-four positions of commercial enterprises on a matrix that can be located in ten areas have been selected: high, sufficient, poor and critical level of human resources, where high and sufficient level of human capacity are the most perspective for commercial establishments, in addition, it is easy to use and the specifics of trade enterprise on any stage of its economic development can also be taken into account.

The resulting matrix of diagnostic analysis suggests that the three groups of surveyed companies are in a typical situation that facilitates the use of proper basic strategy for the development of human resources, thus for small businesses – a strategy of belonging, to the middle ones – an innovative strategy, for the large ones – consolidation strategy.

Metrological basis for the development of human resources is the choice of basic strategy due to the phase of life cycle of commercial enterprises and the stage of development of its human resources.

УДК 330.1

N. Hruschynska

ECONOMIC DIPLOMACY AS A POWERFUL TOOL OF CONFLICT OF POVERTY

Economic diplomacy is particularly important given the geopolitical, geo-economic processes of our time and place of Ukraine in them. Given the function of economic diplomacy to protect the economic interests of the country; promotion of trade and economic relations, attraction of foreign investments in priority sectors of the economy and the implementation of international treaties the country, so the main priority of the current economic diplomacy is to ensure security. Accordingly, economic diplomacy can be a powerful tool for overcoming of conflict countries.

Creative diplomacy is a creative approach to the conduct and interaction in international relations, international problems specific decision that is not subject to traditional rules. Ukrainian economic diplomacy is the basis for implementing its foreign policy. Traditional forms of exercising diplomacy with the use of creative, non-traditional forms are the key to success and development. Bail processes carried out by the state through the use of tools of organizational, economic and legal impact, aimed at the protection of the national market from the crisis.

Economic diplomacy is aimed at the objectives and tasks of trade policy to protect the domestic market from the crisis impacts the global economy, too stiff foreign competition, a sharp increase in imports and other adverse conditions for the development of the national economy and protect the rights and economic interests of domestic enterprises and other entities abroad.

Under the new conditions the manifestation of creative forms of diplomacy are prerequisites for other approaches to meet the challenges that are put before economic diplomacy. Solving these problems requires information, innovation, cultural and other grounds for the application of anti-crisis actions.

УДК 327.57

O. Guliak, B. Demyanchuk, V. Kosarev

EVALUATING THE EFFECTIVENESS OF INTERNATIONAL PEACEKEEPING OPERATIONS UNDER CONDITIONS OF UNCERTAINTY

The authors suggested methodical basis for determining the effectiveness evaluation, namely, opportunities to achieve goals in the form of probability assessment system in international peacekeeping operations of the system being in a state of «peacekeeping»; «Peace building»; «Peace»; «Coercion to peace», defined by the UN Statute and proposed article state «preventing the escalation of the conflict.» The technique is based on the use of the model of discrete Markov processes sequential transition of the system in its state; the technique is intended to compare the alternatives to the movement of «peace building», as well as options for equipping and training of peacekeepers.

The proposed method provides fairly accurate information and helps to improve the management of peace operations in the field.

The complexity of the calculation of performance indicators of international peacekeeping operations, according to the proposed method significantly increases with the scale and alternative equipment options, training and alternative actions of diplomats and a contingent of peacekeepers, but the development and use

of necessary database and related software for these developments contribute to a marked reduction in these calculation method for use even in real time in the case of frequent change of the current data.

УДК 334.012.82

A. Gutorov

ORGANIZATIONAL AND ECONOMIC BASES OF HOUSEHOLDS' INVOLVEMENT INTO THE INTEGRATION RELATIONS

During agrarian reform in Ukraine, the priority was given to development of small and medium-sized economic agents based on a private property and a primacy of a personal interest over public. Destruction of the integration relations in the agrarian sector of the economy negatively affected first on rural households, which appeared on survival border. The international experience convincingly demonstrates that the sustainable development of all spheres of agrarian and industrial complex and the rural areas is possible only on the basis of strong intereconomic relations, in which system one all agricultural producers are involved.

The purpose of the article is development of organizational and economic bases of households' involvement into the integration relations in the agrarian sector of the economy.

Among five main models of households' involvement into the integration relations in the agrarian sector of the economy (the cooperative, the cooperative integrated, the mini-cluster based, the intraeconomic lease or labor contract and the production contracting) one of the most effective and perspective is the production contracting, which harmoniously fits into processes of liberalization, globalization and agrarian transformations, allowing to consider interests of one and all producers. Based on the analysis of an economic and social interests' dichotomy of agribusiness subjects, the positive and negative sides of production contracting were defined, the main conceptual models of its realization depending on the form of ownership of participants are constructed. It is shown that implementation of production contracting in the agrarian sector of the economy procedure differs depending on structure of participants of these quasi-integration relations, and also on the form of ownership and managing.

УДК 330.322

O. Zadoia

INCOME CYCLE AND VARIANTS OF SAVING TRANSFORMATION TO INVESTMENT

Article is devoted to the analysis of variations of income use, its distribution to consumption and saving and especially transformation of savings to investment.

The concept of an income cycle in which four phases are allocated is entered: obtaining income, redistribution of the income, division of the income and use of the income. According to these phases to happen formation of primary income, their redistribution and formations of the located income which at the following stage are divided into fund of consumption and saving. On the last phase actually there is also a transformation of savings to investment.

The analysis of statistical these macroeconomic indicators across Ukraine and some post-socialist countries are carried out. As a result some regularity which allows correcting the standard concept of distribution of the income has been defined. These conclusions formed the basis of definition of factors which can be used for state regulation of distribution of the income to consumption and saving, and according to stimulation of transformation of savings to investment. The table of classification of factors of distribution of the income was also developed.

The analysis of the saving use forms allowed developing the schematic diagram of saving transformation to investment.

Division of saving use forms into financial investments, non-financial investments and reserves has been proved.

The result of work shows need of deeper studying of equality problem between savings and investments as it is obvious that the part of savings is never transformed to investments. Respectively, economic equilibrium is reached due to more difficult processes. The analysis of this problem can be a subject of further researches.

УДК 323.2

R. Kliuchnyk

AXIOLOGICAL PARADIGM AS A METHODOLOGICAL BASIS OF POLITICAL PROTEST RESEARCH

The necessity of analysis of political protest using axiological approach is proved by numerous political scientists. Political values are a complicated phenomenon that needs a complex research. There are fundamental values shared by the whole humanity such as freedom, justice, peace etc. People who share different values unite into powerful political groups. This may lead to political conflicts. The protests of 1968 comprised a worldwide escalation of social conflicts, predominantly characterized by popular rebellions against military and bureaucratic elites, who responded with an escalation of political repression.

Protest activity is shown to be especially dramatic under authoritarian and totalitarian regimes. The 2011 Belarusian protests were a series of peaceful protests by demonstrators in Belarus demanding the resignation of current Belarusian president because of a severe economic crisis. A Nobel laureate S. Alexievich is believed to be one of the intellectual leaders of Belarusian opposition.

Nobel laureates often lead and coordinate political protests. Aung San Suu Kyi is a Burmese social democratic stateswoman, politician, diplomat and author who serves as Leader of the National League for Democracy. She rose to prominence in the 1988 Uprisings against the military junta in Burma. A Chinese human rights activist Liu Xiaobo was awarded the Nobel Peace Prize for his struggle for fundamental human rights in China.

Protests in Ukraine are also often determined by axiological conflicts between pro-Russian and pro-European groups. Different political values prevent Ukrainian society from reaching a consensus.

УДК 336.01:657.1

S. Kuznetsova, A. Kuznetsov

FINANCIAL SYSTEM, MANAGEMENT ACCOUNTING AND CONTROL OF FUTURE: THE CHAOS THEORY AND INFORMATION ASYMMETRY

The chaos is not analogous disorder; by contrast, chaos is a complex procedure, which operates in conditions of instability. Awareness of the chaos of human existence in all spheres of life should be the basis for the formation of future science. The increasing complexity of systems (social, political, financial, information) that is inherent in the modern world is launching chaotic structuring mechanisms. For the Ukrainian economy is caused by instability of additional unstable political and social sphere of Ukraine, legal framework and general transformation processes.

Development of finance, accounting and control as tools for stabilizing, reducing information asymmetries and forecasting in terms of structuring the chaotic economic and social environment of the future should be determined by the realities of the evolution of economic systems; features of the international community; financial needs of economic agents.

The basis of the integrated development of the financial system, management accounting and control advisable to put a synergistic approach that allows us to find effective ways to control unstable systems. This approach is focused on knowledge of the laws of self-organization of complex objects in terms of structuring chaotic due consideration of the specific non-linearity, sensitivity to initial conditions, the system equilibrium and dynamic equilibrium level.

Building a management accounting and control should be to ground the positive accounting theory, as at its formation considered the impact of instability in the economy. Using the positive accounting theory involves the construction management accounting system and control, proceeding from requirements of business owners and managers of companies and based on methodological individualism and neoclassical maximization hypothesis.

УДК 330.101.54(438)

M. Lechwar

MACROECONOMIC CONDITIONS FOR THE INTRODUCTION OF RENEWABLE ENERGY SOURCES IN POLAND

Development of renewable energy is essential for achieving the main objectives of the climate and energy policy. Increasing the use of renewable energy opens up new possibilities for reducing CO₂ emissions and to improve energy efficiency. Polish renewable energy sector is one of the fastest growing areas of the economy over the past few years. Creation of national regulatory bodies to implement the appropriate proce-

dures has been proposed, which, on the one hand, will stimulate operators to invest in the renewable energy sector (a positive impact on economic development), and on the other hand, provide a means to monitor the progress of work on the development of equipment.

Stability and sustainable economic development enhances the credibility of the economic policy of the state. It also leads to an increase in the interest of investors both domestic and external. Polish economic situation in comparison with other EU countries remains favorable. Poland is one of the fastest growing countries in Europe. The macroeconomic situation of the Polish economy, including the state of the domestic and economic relations, gives a good chance to achieve its obligations related to the implementation of renewable energy sources.

УДК 658.5

V. Pavlova, V. Orlova

HUMAN RESOURCES IN THE SYSTEM OF ENTERPRISE STRATEGIC MANAGEMENT

The problems associated with the investigation of the role of human resources in the strategic management of the system have been studied.

The concept of strategic management and the elements included in the given system has been defined. The algorithm of strategic management has been developed.

The state of human resource maintenance of the enterprises of Ukraine and their need for the 2010-2014 has been investigated.

The groups of workers at the level of their career opportunities and ability to learn have been formed, namely 1) the group of employees ready to learn and upgrade constantly; 2) employees eager for the career development; 3) staff stability group and 4) staff turnover group. The first group is the management reserve (innovators); the second – the managers; the third – the professionals ensuring the manufacturing process; the fourth – not willing to study (risk group).

The approaches to the integration of motivational incentives to the staff's own development and participation in the implementation of the strategy have been developed.

The criteria for assessing the competitiveness of the staff for the manager and the client have been obtained.

It is proved that strategic management is a modern philosophy and means of ensuring the effectiveness of the company and the corresponding methods of the study of human resources as an element of strategic management it possible to determine the effectiveness of the enterprise.

УДК 336.143

Yu. Pasichnyk

PROBLEMS OF EFFECTIVE MANAGEMENT OF STATE BUDGET IN THE CONDITIONS OF GLOBALIZATION

The country's budget is not only the financial resource of the State, but also serves as a tool to implement its commitments and obligations, programs and so on. Considering the fact that a partial merger of financial flows of the States occurs under the conditions of globalization, they also have an impact on the State Budget. The budgetary security, due to the nature and function of the state budget, is one of the main components of security. Thus, considering the globalization process, which also takes place in Ukraine, the problems of effective management of State budget in the conditions of globalization acquire special attention.

The connection of budgets of different countries in the modern conditions of globalization and peculiarities in the budget process which arise in the in the context of globalization of financial flows were explained in the article. It is proved that the budget is an important instrument of social and economic policy and it is important to improve financial management in order to fulfill and carry out tasks set on the budget. It was proved that it is necessary to audit the efficiency of the system of state control for the proper level of control over the state budget, especially in the modern, globalized environment. The global problems in today's budget development and effective use of budget funds were revealed and ways to improve the current budgetary mechanism to help avoid or reduce the negative impact of these problems were explained.

Thus, management of the budget process in the context of globalization is a complex and multi-stage process. It is possible to achieve the formation of effective budget-oriented development and compliance

with European standards only in the conditions of a complex and multi-stage reform of the budget process using monitoring and correction in a permanent way.

УДК 378.1

V. Pikalov, G. Glukha

KNOWLEDGE MANAGEMENT: THE ASPECT OF EDUCATION AND TRAINING

Currently, the development of economic entities largely depends on the degree of development of the workers' knowledge and system of their use in daily activities. On the basis of organizational knowledge, which is based on the processes of personal reflection of the employees, it creates a certain organizational culture can increase an individual mind of employees and to achieve a synergistic effect. However, the existing concept of professional education of future specialists, taking place in most developed countries, are outdated, because they target the departing industrial stage of society development. While a significant increase in the role of the human factor in post-industrial society requires persistent improvement of the system of personnel training for improving the intellectual component of creativity in any sphere of human activity. The transition to an information stage of development and the need to create a fundamentally new product – high-tech ideas and technologies that have fundamentally changed the requirements for quality professionals: first place went to the human factor, that is, communication as the ability to work in a team, creativity and learning ability, the ability to creative thinking and generation of new ideas, the ability to quickly learn and practically apply new knowledge. So in society there is an urgent need to develop new approaches to the development of methodology, methods and techniques of training of future specialists on all educational levels.

Thus, according to the authors, the content of specialist education currently and in the near future lies in learning the knowledge, abilities and skills, able to enrich it with the necessary qualities relevant to the challenges of modernity. The main goal of education is the formation of intellectual and spiritual culture of the person learning the art to use the knowledge and develop the thinking style that allows them to analyze problems in any area of life and find them the most optimal solution. The content of education should be the development of methods of organizing the thinking and development of creative qualities of the person. This requires, first of all, changing the methods of knowledge transfer: is now common reproductive transmission of information, the learning process should be organized as a group research activity for the extraction of new for the future experts of knowledge. Such organization of the process is orienting the person not only getting the correct answer, but on understanding how this response is received. As a result, the materials of any academic discipline acquire generalized ways of thinking which an individual can use to find solutions to the problems of a different nature. In addition, the work group will provide the psychologising of this process that will form a communication, and the need to conduct research and solve problems will contribute to formation of creative qualities and abilities to study.

That is a problem solving teaching method and technology of ASPS (based algorithm for solving of problem situations) that can be used consistently at all levels of education will contribute to the development of independent, critical and creative thinking of the individual, will prepare competent specialists in the subject area of activities and in the sphere of public relations. In addition, the use of technology ASPS will also contribute to the development of a culture of thinking by educators themselves directly in the learning process.

УДК 327.364

D. Proshyn

«THE NOBEL PEACE PRIZE FOR TERRORISTS»: AN ATTEMPT AT POLITICAL ANALYSIS

The article deals with one of the most controversial scenarios of awarding the Nobel Peace Prize – awarding those political leaders who were earlier accused of being involved in terrorist activities. The Peace Prize is well known for numerous debates and even scandals from time to time accompanying the Norwegian Nobel Committee's decisions (honoring Theodor Roosevelt in 1906, Carl von Ossietzky in 1935, Albert Lutuli in 1960, Le Duc Tho and Henry Kissinger in 1973, etc.). Yet «awarding the Prize to terrorists», because of terrorist violence's glaring odiousness, is often considered to be almost the worst example of political «myopia» and irresponsibility.

In this article, such traditional «sensationalist» criticism is counterposed with the complex political analysis of the cases of «awarding terrorists» (Israel's Menachem Begin in 1978, South Africa's Nelson Mandela in 1993, Palestine's Yasser Arafat in 1994). Controversial episodes are succeeding analyzed in three aspects: from the point of view of the politico-historical concretics of awarding each laureate (which

provides necessary factual scope and depth for considering the cases in question); from the point of view of the procedure of awarding the Nobel Peace Prize (which helps to better understand the process of selecting future winners and show that it reflects not only political sympathies of the narrow circle of the Norwegian Nobel Committee's members but also more diverse combination of factors); from the point of view of the internally controversial nature of the Peace Prize itself reflecting controversies of the political activity (which enables one to move beyond comfortable yet analytically superficial position of «moral indignation» towards accepting «awarding terrorists» for what it is – a political act of balancing idealistic attitudes against practical gains). As a result, the fallacy of simplified «morally indignant» criticism of «awarding terrorists» is demonstrated and more measured approach to the cases under consideration is proposed.

УДК 339.74

K. Reziapov

ROLE OF MACROECONOMIC FACTORS OF EXCHANGE RATE UNDER WORLD FINANCIAL INSTABILITY

It's a well known fact that in the last two decades different sectors of the world economy had been affected by financial crisis or financial instability.

Such macroeconomic factors as exchange rates and interest rates play an important role in developed and developing countries during the financial instability. There are examples when governments could not control these macroeconomic factors anymore, and as a result, the level of standard of living decreased dramatically. That's why the question about how to find a new way for government to control exchange and interest rates is one of the most popular topic in global economic development.

Governments of some countries in Europe are suffering because of the debt, which they created during the economy boom or through deficit. Consequently, these situations generate financial problem for the Euro zone. For instance insurance cost of Irish, Greek and Spanish debt against default increased to a record level.

Economics have offered various grounds for fixing or floating exchange rates in developing countries. However, according to many economists, this is not the measure that should be applied internationally. Economics with a fixed and a floated exchange rate regime is the reason of the current crisis

The article identified five main principles to ensure the functioning and effectiveness of the financial system, such as: equal conditions; preventing currency speculation; stand symmetrical response; multilateral code of conduct; World organization system/ Each point was analyzed in detail in the article.

The article also gives lots of factors that explain that the world financial system should be changed dramatically. Despite the fact that Ukraine does not take part in the meetings of leaders of world power, which is called G20, we already can see some outlines of the future financial system with a new world currency and intergovernmental regulation of interest and exchange rates. Consequently, the government and the national bank of Ukraine can now start preparing for such system. Ukraine even can play a more important role in the new system of IMF, national banks and other international monetary institutions that exist now.

УДК 378.1:331.1

M. Ryzhkov

MOTIVATIONAL ADVANTAGES OF GRADUATING STUDENTS OF HIGHER EDUCATIONAL ESTABLISHMENTS ARE IN CONTEXT OF LABOUR ACTIVITY

Motivation to labour activity is one of ponderable factors of development of national economy. For today the special value is acquired by the necessity of estimation of relation youth to employment, that in further allows providing explained of young specialists to high-performance labour and improvement of end-point of activity. Exactly young people are the special task force that is able substantially to influence on a market of labour condition, as on her political, economic and social processes depend in society.

The specific object of study is the existence of contradictions between socio-professional orientation of young people and the needs of companies in the workforce. Imbalance volumes and profiles of training and labor market needs, in some cases exacerbate the problem of employment of graduates of educational institutions (especially in the commercial sector of vocational education).

Considering the current situation, there is a need to study the existing problems through poll students of educational institutions of Ukraine on their opinion on future employment.

For scientific practices identified and analyzed three main stages, which influenced the motivation of youth employment problems arise in Ukraine. Based on analysis of the survey results were made two

scientific hypothesis depends on the motivation of career choices on the economic situation in the country and depending on successful employment mobility national education system.

It is shown that there is a contradiction between the demands of the labor market, motivating young people to education and opportunities of the modern education system in Ukraine. This contradiction is one of the factors that determine the state of youth employment.

УДК 37.013.2

S. Sapozhnikov

PEACEBUILDING AND EDUCATIONAL MISSION OF A MODERN TEACHER

The paper pursues defining, reasoning and concretizing such notions as “mission of a human”, “mission of a 21-st century teacher”, “mission of modern higher education pedagogy”. In today’s globalized world that is filled with various cataclysms, the notions “mission of a human”, “mission of a 21-st century teacher”, “mission of modern higher education pedagogy” have become key integral parts of various conceptions. Mission of higher education pedagogy has become a reflection of defined balance as a set of perceptions about its main spheres of competence and basic social functions.

The given article emphasizes that modern teaching is not only transmitting knowledge for students, but is also a high priority mission aimed at personality development and establishment of the human-in-human interaction. The paper discusses mission of a human as an understanding of the purpose of existence as a sense of concern for others’ well-being and their life that is put into certain action taken and that will remain for their descendants. It is proved in this article that mission of a 21-st century teacher should be educating a dignified person which could live and carry out effective activities in a globalized world, and which could fully use creativity by respecting ideas, culture and traditions of own nation. Without any doubts, mission of a teacher in modern reality should have peacebuilding and educational focus.

УДК 658.8:339.9

I. Taranenko, S. Yaremenko

INNOVATIVE TRANSFORMATION OF A MARKETING COMMUNICATION MIX IN THE CONTEXT OF GLOBALIZATION

In the article revealed the content and features of the innovative transformation of marketing communication mix, strategic directions of transformation of marketing communication mix based on the introduction of innovative tools and solutions for domestic enterprises in the modern context of globalization.

According to the Eurostat database, in recent years there is a gradual decline in the share of innovative companies in the EU, including the companies implementing marketing innovation. This unfavorable trend, according to the authors, can be explained by the exhaustion of techno-economic paradigm that exists, and permanent crisis caused by decreasing stage of K-wave cycle. However, most of innovative companies prefer modern communication methods and promotion technologies.

In order to identify the share of domestic enterprises that implement various marketing innovations in its activity, the authors surveyed the leaders of 27 Dnipro companies from different areas (trade, manufacturing and service industries). According to a study the authors elaborated a conclusion about the insufficient use of modern marketing methods and tools of domestic enterprises. The survey result found that Ukrainian enterprises in need of conceptual change of approaches to communication policy and strategy for promotion of products according to the global information society imperatives.

In the current context of globalization and the intensification of integration processes for domestic enterprises, the importance of integrated marketing communication mix as a powerful tool for promoting domestic products in foreign markets increases. To ensure the effective promotion of products in new foreign markets there is an urgent need for strategic transformation of marketing communication mix on innovative principles using the most advanced digital, mobile and Internet technologies. The authors proved the need for a broader inclusion of Digital Marketing tools to the companies’ integrated marketing communication mix.

УДК 327:510.63

E. Kholod, V. Myachin

POLITICAL RISK ASSESSMENT WITH FUZZY-LOGIC APPROACH FOR DEVELOPING STRATEGIES OF INDUSTRIAL ENTERPRISES INNOVATIVE DEVELOPMENT

The innovative activity of the enterprise, like any other economic activity, is associated with a certain risk level. This notion usually refers to the probability or likelihood of additional costs profit shortfall that

occurs when innovative projects are implemented. The risk underestimation or overestimation is inhibiting factor for the formation of innovative enterprise development strategy.

Political factors are macro factors that significantly affect enterprise innovative activity. Existing methods of enterprise political risks assessment are mainly qualitative (subjective) methods. They don't use modern mathematical tools.

This paper presents a new methodological approach to the quantitative assessment of political risks. Fuzzy expert system that allows using the algorithm-fuzzy inference in order to quantify the aggregated political risk index was built. Fuzzy output was implemented with Mamdani algorithm in the MATLAB Fuzzy Logic Toolbox software (version R2014b).

The proposed approach takes into account a lot of environmental political factors and, thus, enhances the intellectual support of management activities in the development of innovative business strategy.

УДК 616-08:330.1

Yu. Filippov, N. Korpan, V. Tyutyunnik

ECONOMIC PRINCIPLES IN DIAGNOSTICS, TREATMENT AND PREVENTION OF STOMACH CANCER

The article concerns the characteristics of stomach cancer, its propagation, and late appeal of people for medical treatment. The clinical view of the disease is presented, materials and methods of the disease identification, reasons of its evolution, early stages of its development, electrophysiological diagnostics. We give some methods of identification of price formation in clinical medicine in whole and in case of stomach cancer in particular. Here are some figures of comparative cost of treatment in various countries and in Ukraine. We introduce the results of our diagnostics, prevention and treatment of stomach cancer. We describe some drugs for the disease treatment.

УДК 330.1(438)

B. Ślusarczyk, B. Sowa

THE IMPACT OF FOREIGN DIRECT INVESTMENT ON THE TRENDS AND DYNAMICS OF THE DEVELOPMENT OF THE POLISH ECONOMY – AN OUTLINE OF THE PROBLEM

Nowadays, trade and capital flows in the form of foreign direct investment (FDI) are some of the most important forms of the international economic cooperation. In the theory of economy one may come across a number of concepts making an attempt to explain the mutual interdependence between these types of flows.

Undoubtedly, foreign capital has an impact on the development of innovation and the creation of technological solutions, new techniques, methods of management and marketing. The final result, provided that the countries absorbing this kind of capital lead a consistent economic policy, should be the increase of the competitive ability of these countries and their development dynamics.

УДК 330.322(477)

I. Shkura

THE ROLE OF SOCIALLY RESPONSIBLE INVESTMENT IN SUSTAINABLE DEVELOPMENT OF UKRAINE

Sustainable development is a priority of humanity's development for the future. Socially responsible investment is a tool for the achievement and support of sustainable development. The processes of SRI, which take into account ESG aspects, have become particularly widespread in the developed countries and essentially supported by the international organizations, specialized financial consultancies, and institutional investors. Since social responsibility is an element of sustainable development and socially responsible investment is a form of practical implementation of social responsibility, the issue of research into the current state and prospects of these processes in Ukraine is of the highest priority at the modern stage of development.

The scientific community does not have unambiguous interpretation of the concept of «social investment». Based on the investigation of theoretical issues of socially responsible investing we offer to understand as SRI (socially responsible, sustainable and responsible investment) an investment in tangible and intangible forms focused on creating long-term value taking into account the effect on the environment, social domain, quality control, and ethical obligations.

The current problems of SRI development in Ukraine towards the sustainable development are the following: wrong perception of the concept of «corporate social responsibility» by Ukrainian businessmen, loopholes in legislation regarding CSR, lack of financial resources, the complexity of determining the economic benefit of socially responsible activities, lack of incentives for the development of social responsibility and a balanced policy in general and the mechanism of state regulation of these processes.

The dynamic processes of socially responsible investment is essential for the competitiveness of the Ukrainian economy under conditions of further European integration and focus on the sustainable development.