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**INTERNATIONAL DIAGNOSTIC SYSTEMS AS INSTRUMENTS OF BUSINESS ENTITIES
DIAGNOSTICS IN THE CONDITIONS OF EUROPEAN INTEGRATION**

**МЕЖДУНАРОДНЫЕ СИСТЕМЫ ДИАГНОСТИКИ КАК ИНСТРУМЕНТЫ ДИАГНОСТИРОВАНИЯ
ДЕЯТЕЛЬНОСТИ СУБЪЕКТОВ ХОЗЯЙСТВОВАНИЯ В УСЛОВИЯХ ЕВРОПЕЙСКОЙ ИНТЕГРАЦИИ**

The article provides a definition of the "socio-economic diagnostics" concept; its main purpose, features and peculiarities in the context of European integration are disclosed. The international diagnostic systems have been identified, systematized and characterized, as their use in domestic enterprises becomes particularly relevant in the context of European integration.

В статье предоставлено определение понятия «социально-экономическая диагностика», раскрыто ее основное назначение, характерные черты и особенности осуществления в условиях европейской интеграции. Выделены, систематизированы и охарактеризованы международные системы диагностики, использование которых на отечественных предприятиях приобретает особую актуальность в условиях европейской интеграции.

Keywords: socio-economic diagnostics, European integration, international diagnostic systems, indicators, business entity, ranking, Ukraine

Ключевые слова: социально-экономическая диагностика, европейская интеграция, международные системы диагностики, индикаторы, субъект хозяйствования, ренкинг, Украина

THE SUBJECT

European integration is considered as a process of economic, political and legal agglomeration of European countries. In current conditions European integration is realized by the expansion of the Council of Europe and the European Union [1]. The European integration process is a really complicated and multiple-valued way for European countries to establish the close socio-economic and political co-operation. Such a tight co-operation should concern directly the economic sphere and is arranged in order to provide a perspective for further economic growth of the partner countries at the expense of countries interdependency level increasing in the context of enhancing their collaboration and interaction.

The necessity of European integration for Ukraine is provided by its clear focus on the economic development, democracy and social orientation, and it is possible only on the assumption of qualitative dimensioned internal reforms, which are a prerequisite for the entry into the European community of highly developed countries.

European integration affords new business opportunities for domestic enterprises, and due to the creation of free trade area and technical barriers elimination this will open a clear, unchecked access for Ukrainian exporters to the home market of the European Union. Association Agreement between Ukraine and the European Union (EU) gives a real chance to pass from partnership and co-operation to political association and economic integration [1-3].

Domestic enterprises, while working in highly competitive market conditions with signs of across-the-board globalization and European integration development, should possess complete, comprehensive and reliable information about the current state, opportunities and prospects of the self-development, as well as about possible problems, in order to react on threats in time, to follow up dangerous trends. The key condition of an effective management is the timely decision-making, which is to be reasonable, rational and high-performance. The pre-condition of such decisions creation and adoption is managers' possession of necessary information.

It is the diagnostics of enterprise activity with the strongly pronounced target character that is developed to

create a necessary information system for the decision-making support, which is based on the results of analysis, comparison, generalization, grouping, economic and mathematical modelling, etc. Diagnostics is aimed at evaluation and identification of retrospective, current and perspective state for the infobase formation in order to develop preventive, sanative and reactive management decisions, directed to address the challenges and chances of the operation environment. Socio-economic diagnostics, as its key direction, operates a system of valid criteria that characterize the limits of the enterprise functioning optimality in various ranges of business activity and create the basis for multi-vector, integrated evaluation of the enterprise.

Today, various diagnostic systems of enterprise activity become more and more popular, and a system of socio-economic diagnostics is the one among them, which is particularly actual in the conditions of globalization and European integration. At the same time there is an ambiguity regarding the definition of the essence, species and functional purpose of the socio-economic diagnostics of the enterprise.

It is important to emphasize that though the diagnostics is implemented actively in the practice of business entities, it became the independent research guideline in economics solely in the last decades. The essence, composition, structure of the diagnostic system of enterprise effective activity are considered by: T. Bozhydarnik, V. Vasylenko, A. Voronkova, O. Hetman, P. Druker, V. Ivliev, R. Kaplan, M. Kyzym, A. Korobkov, L. Kostyrko, I. Kryvoviazuk, O. Kuzmin, D. Norton, T. Popova, L. Tymofeieva, S. Khaminich, V. Shapoval, H. Shvydanenko, etc. While characterizing a significant groundwork of native and foreign scientists in the diagnostics area, it is important to mention that there are sizeable differences and disagreements in the conceptual apparatus of diagnostics, its content filling, methodic and normative, criterial and identification provision. There is no universality and commonality in the process of diagnostic procedures conduction, which leads to the acquisition of multiple-valued results of diagnostics by an appraiser. Getting of such false diagnostic results becomes a reason of managerial decision-making miscalculations, and as a result – of inefficient industrial and economic activity.

The results of literary sources analysis [4-15] on the research problem denote the insufficiency of including the world globalization and integration processes influence in the practice of socio-economic diagnostics implementation.

In consideration of the literary sources studying and analysis on the researched problem [4-15], an objective necessity appears to clarify the socio-economic diagnostics concept definition and its essence, to reveal the key purpose of socio-economic diagnostics, its main features and peculiarities of implementation precisely in the conditions of European integration, which is particularly important nowadays. A special attention should be paid to the question of international diagnostic systems investigation and systematization, their characteristics and relevance in the practice of domestic enterprises in the context of European integration.

GOALS/OBJECTIVES

The presented problem, insufficient level of its treatment and solutions in the literary sources determined the following research objectives: to define the socio-economic diagnostics concept, to reveal its main purpose, outstanding features and peculiarities of implementation in the conditions of European integration; to distinguish, systemize and present a characteristics of international diagnostic systems, the implementation of which in the network of domestic enterprises become of a particular importance in the conditions of European integration.

METHODOLOGY

Theoretical and methodological basis of the work are scientific works of domestic and foreign scientists, periodicals, economic reviews, information on financial, accounting and management reports of domestic enterprises, as well as Internet resources. To achieve this goal and to solve the set tasks, various methods of scientific research were used: comparison, generalization and systematization, grouping, system approach and morphological analysis.

RESULTS

As a result of the conducted research we have substantiated a conclusion that socio-economic diagnostics of the enterprise provides for the special-purpose evaluation of its current state, trends and development prospects on the basis of indicator system with the view of informational provision of reasonable managerial decision-making, directed at the organization problem moments and weaknesses removal as well as at the usage of operating conditions chances and strength of the enterprise subject to the social component.

First of all, the socio-economic diagnostics of the enterprise is aimed at the increasing of the management system effectiveness. This is the provision instrument of the operation prospects, financial effectiveness, creditworthiness, competitive ability, investment attractiveness and the development of the enterprise, which is particularly important in the complicated modern conditions, characterized by the limited resources and competitive activity aggravation.

Complications in the financial performance, human recourses problem, the necessity of technical and technological modernization generate not only a great entrepreneurs' interest in the effective diagnostic systems, but the exigency of their immediate use. The diagnostic system implementation creates opportunities for the complex and comprehensive evaluation and analysis of the sum total of the enterprise activity directions and types for the purpose of the effective managerial decision-making informational support. Subject to its type and functional area, diagnostic systems make it possible to realize aims and tasks, determined by the entities. It is worth noting that the system of socio-economic diagnostics of the enterprise is an integrated concept, which includes technologies, methods, methodics, business indicators, criteria, subjects, objects and resources that ensure in their interaction the performance of targeted diagnostic functions.

Permanent development of globalization and integration processes, intensification of international contacts and dependence among countries, which stands out

sharply in the economic, political and social areas, stipulate the importance of the international diagnostic systems usage. An increase of products and services diversion, export of capital, an intensive exchange of information and up-to-date progressive technologies, reinforcement of migratory processes demand business entities to have a skill in handling the diagnostic instruments with the aim of managerial decision-making informational support.

Operation of business, which is an active participant of the external economic processes in the conditions of market environment dynamic changes due to the international events, external economic cooperation peculiarities and international surroundings, international organizations activity, cannot be effective without qualitative information and analytical basis, which is formed as a result of diagnostic procedures implementation. We should mention that in the conditions of across-the-board globalization and integration such diagnostic procedure should be unified and include surely the foreign experience in the area of socio-economic diagnostics realization. Domestic business entities hand on in the European integration process stipulate the necessity of international diagnostic systems implementation in their practice. Generalization of the results of foreign experience study and analysis in the sphere of international diagnostic systems operation and use [16-29], allows us to allocate those, which are the most significant, the weightiest ones, occupy the leading place in international practice, as well as to present their factful characteristics.

International diagnostic systems are presented as follows:

1. The International Innovation Index - a global index measuring the level of innovation of a country. It is described as the "largest and most comprehensive global index of its kind". The International Innovation Index is part of a large research study that looked at both the business outcomes of innovation and government's ability to encourage and support innovation through public policy. Key indicators: Innovation Inputs (government and fiscal policy, education policy and the innovation environment); Innovation Outputs (patents, technology transfer, and other R&D results; business performance, such as labor productivity and total shareholder returns; and the impact of innovation on business migration and economic growth) [16-17].

2. The Index of Economic Freedom. It is reasonable to mention that an economic freedom is a fundamental human right to manage his labour and assets. The Index of Economic Freedom is based on ten indexes, which are integrated into 4 groups: Rule of Law (Property Rights, Freedom from Corruption); Limited Government (Fiscal Freedom, Government Spending); Regulatory Efficiency (Business Freedom, Labor Freedom, Monetary Freedom); Open Markets (Trade Freedom, Investment Freedom, Financial Freedom). The indexes are scored 0 to 100, with 0 being the least free and 100 the freest. In accordance with the obtained value of the Index of Economic Freedom, countries are divided into: free, mostly free, moderately free, mostly unfree, repressed [18].

3. Ease of Doing Business Index – is an indicator for the comparison of entrepreneurial activity simplicity among the countries of the world. It is created on the basis of annual reports results for the purpose of investigation of business regulation influence on the economic growth. The research results show that there is a strong correlation between improving the doing business rules and increasing the economy. Unlike other studies, the Ease of Doing Business Index is based on the study of laws, regulations and rules for conducting entrepreneurial activity. It is measured as an average of the following 10 subindexes: starting a business; dealing with construction permits; getting electricity; registering property; getting credit; protecting minority investors; paying taxes; trading across borders; enforcing contracts and resolving insolvency. The index does not take into account an infrastructure, inflation and crime [19-22].

4. Good Country Index – is a combined indicator, which measures how much each of the 163 countries on the list contribute to the planet and to the human race through their policies and behaviors. This Index and research methodology were developed by Simon Anholt – British researcher, and Robert Govers - Belgian researcher and consultant. The overall rank is based on the average of the 7 category ranks [23]:

- Contributions to Science & Technology (International Students, Journal Exports, International Publications, Nobel Prizes, Patents);

- Contributions to Culture (Creative Goods Exports, Creative Services Exports, UNESCO dues in arrears as % of contribution, Freedom of movement, i.e. visa restrictions, Press freedom);

- Contributions to International Peace and Security (Peacekeeping troops; Dues in arrears to UN peace keeping budgets as % of contribution, International violent conflict, Arms exports, Internet security);

- Contributions to World Order (Charity giving, Refugees hosted, Refugees generated, Birth rate, UN Treaties signed);

- Contributions to Planet and Climate (Ecological footprint, Reforestation since 1992, Hazardous pesticides exports, CO2 emissions, Ozone);

- Contributions to Prosperity and Equality (Open trading; UN volunteers abroad, Fairtrade market size, FDI outflow. Development assistance);

- Contributions to Health and Wellbeing (Food aid, Pharmaceutical exports, Voluntary excess donations to the WHO, Humanitarian aid donations, International Health Regulations Compliance).

5. Global Peace Index – is a rating list, which demonstrates the level of peacefulness in 162 countries in the world. It is being developed by sociologists and economists of international experts group from the Institute for Economics and Peace as well as the Center of Peace and Conflicts Study of Sidney University during the last eight years. Experts rank countries in the list for 23 indicators of the level of violence in society or fear of it. They are: Perceptions of criminality, Security officers and police, Homicide, Incarceration, Access to weapons, Intensity of internal conflict, Violent demonstrations, Violent crime, Political instability, Political terror, Weapons imports, Terrorism impact, Deaths from internal conflict, Internal conflicts fought, Military

expenditure, Armed services personnel, UN peacekeeping funding, Nuclear and heavy weapons, Weapons exports, Displaced people, Neighbouring countries relations, External conflicts fought, Deaths from external conflicts. The index is scored 1 to 5, with 5 being the least peaceful and 1 - the most peaceful. Both internal factors (the level of crime in the country) and external ones (expenditures on armament, participation in international conflicts, etc.) are taken into account [24].

6. The Global Competitiveness Index is the most complete set of the competitiveness indicators for different countries in the world. This Index is calculated according to the World Economic Forum methodology and is based on the combination of publicly available statistical data and on the results of global polling of companies' top-managers within a global annual survey conducted by the World Economic Forum together with the network of partner organizations - leading research institutes and organizations in the countries analyzed in the report. It is made up of over 110 variables, of which two thirds come from the Executive Opinion Survey, and one third comes from publicly available sources such as the United Nations. The variables are organized into 12 pillars, with each pillar representing an area considered as an important determinant of competitiveness: Institutions;

Infrastructure; Macroeconomic Environment; Health and primary education; Higher education and training; Goods markets efficiency; Labor markets efficiency; development; Technological readiness; Market size, both domestic and international; Business sophistication; Innovation[25-26].

7. Country Wealth Ranking. The Forbes Magazine composed the wealth ranking of countries. Using the GDP per capita indicator, it is determined which country can be considered as the richest one [27].

8. List of Countries by GDP (Nominal) per Capita. The GDP per capita determines the level of economic development of the country. This indicator may be considered an accurate characteristic, so long as the sizable importance of the production industrial structure, quality of the produced goods, the efficiency of materials and energy consumption per unit of output, etc. [28].

9. List of Countries by GDP (PPP) per Capita. Gross domestic product (at purchasing power parity) per capita is the most accurate characteristic of the economic development level, as well as the economic growth of the country [29].

The results of international diagnostic systems implementation for Ukraine are represented in the Table 1.

Table 1

Results of international diagnostic systems implementation for Ukraine

[the table is developed by the authors on the basis of [16-29]]

#	International diagnostic systems (IDS), its developer(s)	Total score for Ukraine and its brief interpretation	Ranking place of Ukraine
1	2	3	4
1	<i>International Innovation Index</i> (2009), The Boston Consulting Group, National Association of Manufactures	-0.45. So-called "pink zone" of countries (together with Poland, Turkey, Bulgaria, Georgia, Russia and 41 others) with below the average level of innovation performance	64 (among 110 countries included in the Index)
2	<i>The Index of Economic Freedom</i> (2017), The Heritage Foundation, The Wall Street Journal	48.1 (+1.3 in yearly score from 2016) Ukraine is considered as a repressed country, its economy has contracted deeply and remains very fragile.	166 (among 186 countries included in the Index)
3	<i>Ease of Doing Business Index</i> (2017), The World Bank Group	63.9 (+1.13 in yearly score from 2016) It is necessary to carry out more deregulation reforms in Ukraine, especially in the areas of resolving insolvency, trading across borders, registering property and getting credits, where situation become worse.	80 (among 190 countries included in the Index)
4	<i>Good Country Index</i> (2016), Simon Anholt, Robert Govers	No officially presented data	73 (among 163 countries included in the index): 14 th in ST; 75 th in CU; 137 th in PS; 49 th in WO; 95 th in PC; 126 th in PE; 96 th in HW
5	<i>Global Peace Index</i> (2017), the Institute for Economics and Peace, Center of Peace and Conflicts Study of Sidney University	3.184 (+0.032 in yearly score from 2016) Ukraine is positioned as a country with a very low state of peacefulness (red zone). In tote, it is of the combined influence of the following four lowest indicators: intensity of internal conflict (5/5), violent demonstrations(4.3/5), deaths from internal conflict (4.8/5), neighbouring countries relations (5/5) as a result of Russian military aggression in Ukraine)	154 (among 163 countries included in the index)

Table 1 continuation

1	2	3	4
6	<i>The Global Competitiveness Index</i> (2017), the World Economic Forum	4.11 (of 7) (+0.11 yearly score from 2016): Ukraine is positioned as a country with a low level of competitiveness. The main problematic factors for doing business are: inflation, corruption, policy instability, tax rates and tax regulations, government instability, inefficient government bureaucracy	81 (among 137 countries included in the index)
7	<i>Country Wealth Ranking</i> (2016), Forbes	2,100 USD of GDP per capita (-9.9% in comparison with the previous year). This indicator is 25 times less than of the richest country – Sweden (50,300 USD). In this conditions Ukraine cannot be considered as the rich country.	74 (among 139 countries included in the index)
8	<i>List of Countries by GDP (Nominal) per Capita</i> (2016), International Monetary Fund (IMD) World Bank (WB) United Nations (UN)	2,194 USD (IMD); 2,187 USD (WB); 2,022 USD (UN); Ukraine is in the “orange” area of countries with GDP (nominal) per capita from 2,000 to 4,000 USD (below the average level). This value is 17 times less than in Japan, which is the last in the top-20 richest countries in the world by GDP (nominal) per capita, and 47 times less than in the ranking leader - Luxembourg	IMD: 132 (among 187 countries included in the research); WB: 126 (among 178 countries included in the research); 140 (among 195 countries included in the research).
9	<i>List of Countries by GDP (PPP) per Capita</i> (2016), International Monetary Fund (IMD) World Bank (WB) Central Intelligence Agency (CIA)	8,305 international USD (IMD); 8,272 international USD (WB); 8,000 international USD (CIA) Ukraine is in the “lime green” area of countries with GDP (PPP) per capita from 5,000 to 10,000 international USD (below the average level). This is two times less than the average GDP per capita (PPP) of all of the countries of the world (15,800 international USD) and near 15 times less than the one of the List leader – Qatar.	IMD: 114 (among 187 countries included in the research); WB: 107 (among 175 countries included in the research); CIA: 121 (among 198 countries included in the research).

According to the results of the diagnostics, presented in the Table, it is quite clear that Ukraine takes an outsider position in the world community on different criteria of socio-economic, political, innovative and technological and other types of development, although it has a powerful versatile potential that should be used to achieve leadership positions on an international scale. In the process of diagnostic systems developing and implementing for domestic business entities, it is necessary to take into account the results of the international diagnostic systems implementation for Ukraine, because they clearly reflect the macroeconomic conditions for the functioning of domestic enterprises in the context of European integration and globalization in general.

CONCLUSIONS

The system of socio-economic diagnostics, due to its special relevance in the context of European integration, is increasingly developing and spreading. However, building a system of socio-economic diagnostics at enterprises complicates an impressive list of problems that are of a financial, social, organizational, technical and informational nature. Qualitative knowledge of the

methodological base and effective use of analytical tools for socio-economic diagnostics provides interested subjects the opportunity to develop their own diagnostic systems, which would take into account the specifics, features of functioning, range of business activity and other parameters of activity. Such actions allow implementing an effective diagnostic process, accumulating complete and reliable information on the status and prospects of the enterprise, assessing problems, threats and ensuring effective operations.

Prospects for further research are to improve the conceptual basis of socio-economic diagnostics based on the identification and research of its components and elements, taking into account the main international trends in the sphere of economy and business.

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