

ABSTRACTS

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To problems of institutional support for innovation development of coal industry. – P. 76.

The development of the economy of Ukraine in modern conditions requires substantial strengthening of interconnection of the elements of innovation process through the establishment of institutional frameworks for large-scale structural and innovation transformation. This is especially topical for the coal industry as it feels the significant impact of institutional environment.

The problems of the institutional environment of innovation development of coal enterprises are considered. They relate to: identifying and disclosing the components of institutional support of innovation development of the coal industry; clarifying the content of the institutional environment of innovation development of the coal industry; determining the directions of institutional support formation for innovation development of the coal industry; trend changes in the institutional environment of innovation development of industry in Ukraine taking into account industry specifics; conceptual positions of institutional support of innovation development of the coal industry; proposals on improving the organizational-economic mechanism of innovation development of coal production; systematization of factors of state regulation of innovation development of the coal industry based on market transformation processes in the economy of Ukraine.

As to solve the problems of institutional support of innovation development of the coal industry in a great importance are the generalized approaches of scientific schools «economic security of industrial enterprise» according to classification features, external and internal factors that reduce the level of economic security, constituent elements of the institutional mechanism of economic security of industrial enterprise, consideration of the factors influencing the risks associated with the implementation of investment and innovation projects in the coal industry and measures to minimize their impact through the creation of innovation structures – technology parks. The recommendations on improving the regulatory and legal support of innovation development of the coal industry are given both in general and for the coal Donbas in current emergency situation.

The coal industry enterprises should implement the institutionalization of their activity through the process of «investment» in different areas (human and productive capital, implementation of various social priorities, formation of the state policy of energy independence, etc.). To ensure the most positive outcomes of their social and industrial activity coal enterprises need to accumulate and efficiently manage not only the significant material, financial, intellectual, human, and other resources, but also to focus on maintaining a high level of capitalization based on the optimization of different sources of capital formation.

The problem of technical and technological modernization of coal mines is extremely urgent for overcoming the unprofitability and improving the efficiency of the domestic coal industry. This issue is of a particular relevance now, when the recovery of the coal industry in Ukraine is significantly complicated by the need to overcome the consequences of the fighting in the Donetsk and Lugansk regions.

Keywords: problems of institutional support, innovation development, coal industry, mechanism, principles, methods, components, factors, investment support, industry risks, economic security, technology parks, risk management, investment and innovation activity, coal enterprise, Donbas, emergencies.

Chebotařov V.A. *Economic fundamentals of forming marketing policy of food companies. -*

P. 97.

Analysis of general economic peculiarities of management in food sphere, as well as the issues, trends and prospects of the development of food complex of Ukraine give grounds to assert that food companies have become its determinative business institutions. The experience of developed countries shows that with the increasing of maturity of market economy the business results of such institutions increasingly depend on its marketing collateral. This objectively necessitates the need of analysis of the companies' marketing environment and, above all, the necessity to forecast its economic factors. As such, the following was predicted for Ukraine: slowdown of increase temps of overall volume of demand for food products with a tendency to stabilize them; increase of consumers' demand for quality, safety and ecological per-

formance of food products; beginning of open competition between companies of national level, as well as between companies of regional levels.

On the basis of development of a principle model of marketing provision of business of these institutions a matrix of marketing provision of industrial and commercial activity of food companies was built in accordance with the model of consumer marketing (business-consumer) that is generally accepted in the world marketing science and with prognosticated economic factors of marketing environment. Its essential component are the proposals for companies to manage organizational and economic measures for realization their industrial and commercial activity in line with the projected economic factors of marketing environment.

This has made possible to ground the system of measures of forming and enhancing the marketing policy of food companies of Ukraine at national and regional levels (marketing commodity policy, marketing assortment policy, marketing pricing policy, quality policy, distribution policy) in the short, medium and long-term perspective.

Keywords: food complex, food companies, consumer marketing, marketing environment, economic factors, matrix of marketing provision of industrial and commercial activity.

Filippova N.V. *Tax harmonisation as key element of integration processes.* – P. 68.

Global trends towards globalization and integration in addition to obvious positive events are associated with certain dangers. National economies have become increasingly interdependent. Thus, measures of economic regulation undertaken by the government of one country affect the economic policies of other countries. As a consequence, political and economic pressure on third parties may occur. Moreover the simplification of tax and customs control can lead to the growth of tax competition and fraudulent schemes with taxes. Subsequently countries will experience the loss of tax revenue, the emergence of internal conflicts and international tensions. The solution to these problems can be found in interaction of national tax systems.

Such an interaction of the tax systems of the countries can take several forms: conver-

gence, cooperation, coordination, and harmonization. Each of them has its own features, in particular – in part of sovereign rights limitations and the degree of supranational institutions' involvement in the process. As for the taxes harmonization is quite a common kind of interaction between countries.

One should clearly distinguish between the harmonization of tax legislation and the tax harmonisation. The first one is the research subject of legal science, whereas the second one is examined by financial and economic sciences. At the same time, they are closely related: tax harmonization leads to changes of tax elements in the countries, and the harmonization of tax legislation reflects these changes in the legal field. In turn, tax harmonization cannot be implemented in practice if it or its provisions are contrary to the regulatory framework in place.

Currently, the most vivid example of the tax harmonization is a VAT harmonisation, carried out in the EU. This tax is of significant fiscal importance not only in this international association, but also in more than 50% countries of the world. Thus the EU experience in this regard is useful.

Although VAT harmonization in the EU is carried out since 1967, one cannot say that the process is completed. However, further harmonization of the tax is associated with the loss authority and may limit sovereignty of Member Countries. Therefore, at the present stage of EU development VAT harmonization of new Member Countries and the harmonization of corporate and income taxes are in progress.

Overall, the experience of VAT harmonization is of a great interest to countries seeking to enter the international associations, as well as for new members of such associations. It provides an opportunity to assess the problems associated with such a process, its advantages and flaws, and to develop plans for the implementation of the certain taxes' harmonization within a given association.

Keywords: integration, tax, tax competition, tax harmonisation, value-added tax.

Serdyuk O.S. *Public-private consortium as economic-organizing mechanism of coal enterprises liquidation.* – P. 88.

In the current economic conditions the issues of further effective restructuring of the national coal industry is becoming more important.

Difficult mining and geological conditions, moral and physical obsolescence of technical equipment, lack of funding for restoration and increase of production lead to a deepening crisis of the industry resulting in an annual increase in unprofitable coal enterprises. This begs the question of finding effective implementation and further restructuring measures aimed at minimizing the costs of coal mining.

The purpose of the article is the substantiation of organizational-economic mechanism that would realize the project of liquidation of coal mines most effectively. In modern terms of the budget deficit the question of finding effective mechanisms for rapid and effective elimination of coal mining companies that have no possibility of achieving break-even level of functioning is of paramount importance. As in the initial stage of the restructuring, the main obstacle on this path is the limited capacity of the state to finance disposal measures. The solution to this problem may be to attract private resources to perform work on the elimination of coal mines. Given the state's inability to fund the work of private organizations in full, the question arises about finding non-financial assets and enabling factors that induce them to perform liquidation activities.

Given the high cost of work to eliminate coal mines we must assume that internal company resources will be insufficient to reimburse the cost of private organizations, not to mention its financial benefits of the project. At the preparatory stage of the project participants should be consolidated into a single organizational structure with distribution of powers and responsibilities of the parties. The complexity and heterogeneity of the disposal measures determine the creation of a public-private consortium, where: a private party is represented by several participants that specialize in performing certain range of work; state party is represented by a company that will take over the part of the disposal measures executed with the least interested private organizations; consortium leader is the state authorized representative that coordinate joint activities of participants and monitors the quality of the work. Thus, based on public-private partnership positive results could be achieved.

Distribution of responsibilities and powers between the parties is crucial in the formation of the consortium. The main complexity of

this process is that the measures to eliminate coal mining companies are interdependent, so difficulties arise at the stage of determination of work scope and cost in resource-material terms. To solve this problem at the preliminary stage of forming a consortium the list of necessary measures should be clearly defined.

Given the experience of the closure of coal mining enterprises in Ukraine it should be noted that a number of necessary steps were not predicted in the elimination program. In particular the following important stages as: drilling degasification wells - aimed at preventing the concentration of methane on the surface; laying out space - implemented to prevent deformation of the earth's surface and therefore destruction of buildings, located within the mine field; mining waste dumps - aimed at cleaning the surface areas and reducing harmful emissions; providing interest-free loan to redundant miners - in order to encourage the former coal miners to business activity. In consequence, within companies where planned liquidation activities were one hundred per cent implemented the environmental and social problems emerged. Thus, based on the established list of necessary measures the procedure for their distribution between the parties of the consortium members should define. Specialization or experience in relevant work should be considered as the main criterion for selection of private companies to be included in the consortium.

Given that the assets of the coal mining companies have a different number and price, it should be noted that their total value may not be enough to ensure the profit to private organization. Thus, in order to increase the investment attractiveness of the project, a public-private consortium should be enabled to increase the share of state capital. A key feature of the consortium is that the private party services are paid by domestic capital mine. Thus, we can conclude that to close coal mining companies the project is expedient to create a public-private consortium between the parties where participants will distribute obligation to perform complex liquidation works.

Keywords: restructuring, liquidation of mines, public-private partnership consortium, the capital of coal mines, the cost of disposal operations.

Pankova A.D. *Modernization of public relations system in labour sphere on principles of social responsibility.* – P. 131.

The article defines theoretical, methodological, organizational, and managerial aspects of labour sphere. The importance of the value of labour and employee at the modernization of public relations and the essence of value rationality and goal rationality, and the place of decent work in these processes are substantiated. Decent work is the basis of goal rationality, and not the value of rationality. Goal rationality action arises when target, means and results are calculated and weighed rationally. It is substantiated that decent work is the means to create work as a value and enhance the value of labour rights. The advantages of the system of social relations in implementing values of rationality at work are systematized. The priorities for the modernization of public administration at work are substantiated.

Keywords: decent work, labour sphere, social responsibility, employee, employer, government.

Snigova O.Yu. *Determining risks and threads in the conditions of factual loss of part of territory and economic potential of old industrial regions.* – P. 20.

The article argues that escalation of the conflict at Donbas region has the primordial influence on the situation in Ukrainian economy. The statistical analysis of economic situation in Donetsk and Lugansk regions has been conducted. The financial and economic consequences of control loss over parts of Donetsk and Lugansk regions have been studied. It has been determined that Ukraine is subject to credit risks, despite restructuring and plans of reforms. It has been revealed that the most negative influence on the economy of Ukraine goes from the instability and uncertainty of situation at the East of Ukraine, loss of a prevalent part of industrial and natural potential of old industrial regions, investment attractiveness reduction and loss of confidence for banking sector.

It has been argued that natural potential losses roughly deteriorate the energy security of a country based on coal share enlargement in energy balance and shell gas role increase in the fight for gas independence and natural gas price reduction. It has been determined that the loss of a part of industrial and natural potential, based at

the territory uncontrolled by Ukraine, has been added by the increased risks for industrial enterprises' functioning practically at all territory of those and frontier regions due to diversions and terrorist acts threats. The factors deteriorating investment attractiveness of Donetsk and Lugansk regions have been found out. The possible losses of banking sector have been estimated connected with cancelling of clients' service at the territory, uncontrolled by Ukrainian authority. The influence of banking sector crisis on business activity shortening in Ukraine, and, in particular, on the industrial enterprises, forming basic branches of old-industrial regions, has been revealed.

Risks and threats for Ukraine caused by the conflict at the East of Ukraine, have been determined. Recommendations as to stabilize macroeconomic processes and ease consequences for Ukraine have been given.

Keywords: national economy, old industrial regions, loss of territory and economic potential, risks and threats, mitigating / overcoming risks and threats.

Trushkina N.V. *Improvement of marketing of coal mining enterprises considering instability in demand for coal.* – P. 120.

The comparative analysis of the dynamics of production volumes and commodity sales and residues of coal at warehouses of coal enterprises is performed as well as the analysis of changes in the structure of shipment of coal to various categories of consumers. The issues of evaluating the effectiveness of sales activities at the coal enterprises are considered. The study shows constant fluctuations in coal market, unstable demand for coal products, impact of seasonal factors on the formation of a material stream of coal production, and growth of coal residues in warehouses. It is one of the specific features of the processes of logistics activities in the coal industry.

On the basis of long-term scientific research on the control of logistic activity of coal enterprises the feasibility of differentiation of consumers of coal products to large-, medium- and small customer based on the volume of their annual demand is justified. On the basis of generalization of various scientific sources the ways of improving the organization of marketing activity of the industrial enterprises of 5 systematized classification features are proposed: im-

provement of the legislation on the implementation of coal products; improvement of the system of contractual work with consumers; formation of the sales network; development of a system of customer service; improvement of the efficiency of the organization of product sales to consumers.

Based on the features of the functioning of the coal industry the directions of improving the organization of marketing activity of the coal enterprises in an uncertain demand for coal by using modern information technologies are identified. Among them are: conducting market research to analyze the coal market; search for new segments of the market coal sales; improving the organization of distribution on the basis of introduction of modern information technologies DRP and DRPII: the development of procedures for the selection of effective distribution channels based on special software for settlements with the help of economic and mathematical methods; development of methods for inventory using software and electronic document management systems for efficient inventory management; expansion of warehouse space for storing coal products; process improvement services to various categories of consumers of coal enterprises through the introduction of software systems for e-commerce and CRM; the use of automated processing of documents for registration of transport of goods; long-term contracts for the supply of coal products, which must be indicated on collection of penalties in case of failure of the purchase order.

Keywords: coal enterprise, marketing, organization, areas of improvement, instability in demand for coal, analysis, shipment volumes, forecasting methods, various categories of consumers.

Vyshnevsky V.P., Matyushin O.V., Vyshnevskaya O.M. *Monetary mechanism of EU economy development.* – P.33.

The paper deals with the features of modern monetary mechanism of the EU economy and the expected effects of its operation taking into account the new economic, institutional and geopolitical circumstances, in particular, the global financial crisis of 2007-2008, the debt crisis in Europe, the possibility of adapting the European experience to meet the new challenges facing the economy of Ukraine in general and its industry, in particular, at the present stage of

development. It is concluded that the combination of a few countries in the single currency area has not only the positive effects associated with the convergence of national economies, transaction costs reducing and the unity of monetary policy, but also negative ones because of the different levels of development of political, economic, monetary and fiscal systems of members countries and their institutional characteristics, and as a consequence - the financial fragmentation of EMU, when individuals and legal entities with the same profile working and operating in different countries get different access to financial resources and on different terms.

To overcome the effects of the crisis both on the side of national governments of the euro zone countries and on the side of ECB the measures have been taken to stimulate business activity, improve sovereign and bank balance sheets. In particular, the ECB has pursued a policy of reducing the refinancing rates on loans and deposits, credit and quantitative easing by the ECB's purchase of commercial papers, corporate bonds and securities backed by assets, long-term government commitments from commercial banks and other private enterprises. Interest rates on deposits of the major central banks have been reduced to negative values for the first time in recent history. In sum it has allowed, though not immediately, to stabilize the situation and get out on the path of economic growth, prospects of which for the coming years are estimated to be moderately optimistic.

The current situation in the euro area is characterized by the gradual improvement of the rational expectations of economic agents. However, the economic recovery is still insufficient and uneven. Inflation is too low for too long, financial markets still remain fragmented. This situation prevents the sustainable recovery of economic equilibrium and substantial progress in reducing debt and unemployment.

Keywords: monetary easing, European Central Bank, monetary policy, interest rate, credit processes, economic growth.

Zanizdra M. Yu. *Method of assessing additional costs for enterprise at transition to EU environmental standards in field of air protection.* – P. 108.

The ratification of the Association Agreement between Ukraine and the European Union leads to tightening the environmental re-

quirements for pollutant emissions. The correction of environmental and industrial investment policy is appropriate. This causes the relevance of the establishment of appropriate mechanisms and tools. Therefore, the method of estimating the incremental costs of the enterprise during the transition to the environmental standards of the European Union in the field of air protection has been developed. The proposed method of calculation allows determining the lower limit of the additional investment needed to meet environmental emission standards of the EU.

The method proposed includes three main phases of calculations. The first is to determine the conditional "superfluous" masses of air pollution in tons of specific substances at the enterprise taking into account the following two conditions: maintaining the current outgoing gas emissions from stationary sources due to the level of technology development and production volumes; tightening the standards for maximum allowable emissions for the substances in the transition to European standards of production. The second stage is to establish regression dependence (exponential function) between the total emission of pollutants into the atmosphere and the level of environmental financing in the framework of direction "Protection of ambient air and climate change" at the target enterprise. The third stage is assessment of the amount of additional costs (capital and operational) needed to comply with environmental standards for maximum permissible emissions of the substances according to EU environmental requirements.

Keywords: association agreement, Ukraine, European Union, pollutants, maximum permissible emission, enterprise, air, method of assessing, capital investment, operational costs.

Zemliankin A.I., Pidorycheva I.Yu. *Innovation activity in industrial regions of Ukraine: current status, trends and challenges.* – P. 5.

At present innovations are firmly recognized as one of the main sources of sustainable economic growth for developed and emerging economies. In the countries which have undergone significant economic shocks the stimulation of the latent innovation potential is seen as a possible catalyst for economic recovery. That is why the further study of the problems of innova-

tion, their effective commercialization and dissemination in the economy is an urgent problem. Innovation processes are extremely important for industrial regions because of the necessity of solving the strategic tasks connected with updating of technical and technological base of the industry and increase in scales of production of finished end products - knowledge-intensive, with a high share of a value added.

The article is devoted to the analysis of the conditions and trends of innovation activity in the industrial regions of Ukraine. We used the latest available data provided by the State Statistics Service of Ukraine and the Department of Statistics in the respective regions. The analysis indicated that the level of innovation activity, the volume of sales of innovative products and the structure of the general innovation expenditures in the industrial regions vary greatly. It is primarily caused by their different branch specialization, share of industry in the gross regional product and features of the industrial structure.

Since 2011, by the indicator of a share of the innovative industrial enterprises in their general quantity the leading positions among other industrial regions are held by the Zaporozhye area (22,9% as of 2014). At the same time such high rate for Ukraine in general (average value across Ukraine makes 16,1%) much less similar indicator of the leading industrial countries. It is explained by the different reasons and, first of all, low level of the economic competition, poor quality of the institutional environment, low knowledge intensity of traditional industries. Disclosure of the regional innovation potential, strengthening of innovation demand of the industrial enterprises is a long-term and difficult process which requires more focused integrated efforts at the state and regional levels. It demands formation of the competitive market environment including attraction of direct foreign investments that will force business to invest in innovations, to refuse of outdated production technologies, to increase quality of production and promote fuller use of the available capacity of regions.

Keywords: innovation activity, innovation potential, industrial region, industrial enterprise, crisis.