

## ABSTRACTS

УДК 658.8

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### **DIFFICULTIES OF CREATION AND FEATURES OF SUPPORT THE ASSORTMENT RANGE OF THE ENTERPRISE**

The paper suggests a sequence of stages of creation and support of the author's assortment series in conditions of uncertainty and limited resources, taking into account the subjective preferences of the owner of an industrial enterprise. The following stages of construction of the assortment series are determined: the structure and number of commodity groups are determined, the choice of the method of construction is determined, the criteria for satisfaction of the owner are developed, the objective capabilities of the enterprise are determined, the influence of the owner's psychotype is taken into account, the use of Project management and business engineering in its analysis, planning and construction, the development of its mathematical models, the definition of the goals and objectives of the enterprise for the planned period, the selection of indicators that are significant in assessing goods, the simulation of production and sales of goods for different stages of development of the enterprise and product life cycle in conditions of sufficient resources of the enterprise, as well as in conditions of limiting production and financial resources, checking the break evenness of the enterprise, in modeling production and sales.

The proposed structure of the system of visualization of enterprise indicators can be realized on the basis of "Cockpit" "Intalev: Navigator" and allows you to monitor the main indicators of the product range of the enterprise.

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### **CONTROLLING THE IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT STRATEGIES IN AN INDUSTRIAL ENTERPRISE**

In the article the necessity for industrial enterprises to comply with the principles of sustainable development at the present stage of development is substantiated. The main elements of sustainable development are the ecological, social and economic components. Their systematic harmonization is one of the main tasks in the development of a program for the sustainable development of an industrial enterprise. Key indicators of control of the effectiveness of the implementation of the sustainable development management system of an industrial enterprise, which should be monitored for the periods of one, three and ten to twelve years, are proposed. The grouping of metallurgical enterprises on the basis of internal factors of activity is carried out, which makes it possible to assess the development and changes in the activity of ferrous metallurgy enterprises. The following strategic groups are distinguished: great, large and medium-sized enterprises. This allows determining the effect of the most significant external factors on the group, identifying patterns and trends of development of economic entities within a certain group for the classification of phenomena, processes, causes, changes, and formulating an appropriate sustainable development strategy. The analysis showed that «large» enterprises have the highest level of sustainability. A set of measures in the framework of the program of sustainable economic development of an industrial enterprise was proposed, namely: the formation of informational and analytical indicators, the calculation of stability indices, the formation of an assessment scale, the calculation

of group stability indicators. All this will contribute to the growth of competitiveness of domestic enterprises on the world market.

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### **WHERE IS GDP CREATED: INDUSTRIALIZATION OR DEINDUSTRIALIZATION?**

The article is devoted to the analysis of trends in the structure of GDP formation and employment structure. As a research object, six groups of countries are selected depending on their level of development. The analysis of the structure of GDP on the spheres of creation and structure of employment in different groups of countries allows formulating several conclusions:

1. In all groups of countries, the largest share in the creation of GDP falls into the service sector. It tirelessly grows with GDP growth per capita. Attention is drawn to the fact that in less developed countries, the share of this sphere in creating GDP is higher than among the employed, and the most developed ones – lower. For the former, this is evidence of a certain backlog of services from the needs of society, which leads to a reassessment of the results of its activities. On the contrary, in the countries with the highest GDP per capita, the service sector overvalues the market, which relatively lowers the price level for them.

2. A completely opposite trend is observed regarding the relative weight of agriculture in both the creation of GDP and employment. Both indicators are increasing if you move from more developed countries to less developed ones. Common to all groups of countries is the excess of the average indicator of the share of employed in agriculture over its share in the creation of GDP. However, in less developed countries, this gap is much higher. Taking into account the general tendency of the economy to balance, all this gives reason to predict that the relative number of employed in agriculture will continue to decrease.

3. The share of industry shows more complex dynamics. First, in all groups of countries there is an excess of the share of industry in the creation of GDP over the proportion of people employed in this area. Secondly, the analysis showed that in today's world one can observe all variants of industrialization, deindustrialization and re-industrialization.

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### **MODERN ECONOMIC AND MANAGEMENT ASPECTS OF UKRAINIAN MACHINE-BUILDING ENTERPRISES**

The article substantiates the necessity of systematization of theoretical approaches to the definition of the essence of the economic-managerial mechanism of an industrial enterprise. The concept of economic and organizational mechanisms as separate components of enterprise management system is analyzed. The influence of the organizational-economic mechanism on the activity of the machine-building enterprise has been determined.

Emphasizes that in order to ensure the effectiveness of the organizational and economic mechanism, it is necessary to take into account the peculiarities of its functioning at the machine-building enterprises. The author notes that the modern features of the functioning of the organizational and economic mechanism of domestic machine-building enterprises are: the complexity of structures, processes and their interconnections, the production system and its elements, the problem of providing and access to information, the problem of resource constraints; material and technical equipment, constant updating of production technologies.

The vast majority of Ukrainian machine-building enterprises use part of their capacities to produce consumer goods that are in high demand on the domestic market, but this does not enable them to come out of the crisis. The author concludes that the effective functioning of

domestic machine-building enterprises in the current conditions of management is possible provided the company's ability to respond in a timely manner to destructive changes, re-adjust its internal economic mechanism in accordance with changing conditions of management, since it is from the internal activity that depends on the effective performance of the enterprise.

Without the organizational and financial restructuring, well thought-out strategy of development and professional management, stabilization and growth of volumes of output of the machine-building industry are impossible.

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### **FORMATION AND DEVELOPMENT OF PROFESSIONAL CREATIVE THINKING OF MANAGERS: THE METHODOLOGICAL ASPECT**

One of the most important tasks of modern higher education is to master the newest educational technologies that contribute not only to the development of knowledge, skills and skills of students necessary for their future professional work, but also to the formation and development of creative thinking, the formation of a personality capable of self-development.

To date, a large body of scientific research results has been accumulated, the critical comprehension and use of which in higher education institutions will significantly increase the level of professional creative thinking of future managers with the aim of developing their abilities to generate new ideas and make non-standard management decisions in a systematically changing near and distant future. Therefore, the transition from the subject-object to the subject-subject paradigm (transformation of the student from the passive object of pedagogical influences into an active participant in the educational process) is one of the most important tasks of modern higher education, the solution of which involves identifying the optimal ways of combining the general, the particular and the individual in the individuality of each student with the content, forms and methods of teaching. After all, an individual becomes an active subject of activity only when he understands the goals of educational activity, has the knowledge, skills and abilities necessary for it, motivated to cognition, is able to control his thought processes, and also to objectively evaluate the result obtained.

In our opinion, the most successful formation and development of professional creative thinking of future managers within the walls of a higher educational institution can be achieved on the basis of the methodology of problem-oriented learning, in which students are not deprived of the opportunity to go through the thorny path of knowledge of already known scientific truths. This approach to teaching is characterized by the fact that the teacher not only reveals the essence of one or another scientific truth (the reproductive method), but in the course of presenting the new material, he reflects, summarizes, analyzes the facts, reveals the contradictions taking place, involving students in the process of consistent self-discovery earlier unknown to them scientific truth (using the reflexive way of thinking, that is, by self-knowledge of the subject's own internal mental acts and states).

Problem-oriented approach to teaching contributes to the education of students in the research attitude to reality, the formation of not only cognitive, but also professional motives and interests, development of system thinking, as well as individual and collective decision-making. The entrance of such training is the mastering of technologies for solving problem situations, the formation of socio-psychological competence (based on the development of skills and effective communication skills), and actualization of personal professional creativity is carried out, including not only a high level of knowledge, skills and skills in a certain field of activity, but also a certain system of organization of consciousness and psyche of the individual.

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*Ya. Protsenko*

### **LEVERS OF STATE POWER FOR HOTEL ENTERPRISE'S FINANCIAL STABILITY**

The hotel economy is a significant determinant of the tourism sector. Due to the high level of capital-output ratio as well as generation of large volume of unequal distributed funds in time, the hotel enterprises need state regulation policy for achieving financial stability, ensuring economic conditions for high competitiveness in the international hotel services market.

State institutions of Ukraine are going to provide formation and implementation of state policy in field of tourism, resorts and hotel industry. But unfortunately, they cannot ensure the fulfillment of the functions of creating a favorable regulatory and legal framework for achieving financial stability and development of tourism business entities.

Among the economic levers of state regulatory policy, one of the main issues is the improvement of tax policy. Foreign experience shows that in all EU countries special attention is devoted to the development of unified tax policy that would stimulate the development of enterprises in hotel sector of economy. A reduced amount of value added tax, a reduced or exempted income tax, land tax exemption, a small business support package, etc. are used.

In Ukraine, certain instruments of state tax policy have been introduced. They are devoted to stabilization of financial circumstances of enterprises, to intensification the attraction of foreign investments into the hospitality industry and development of hotel business, in particular after realization of European Football Championship Euro-2012 in Ukraine. However, these levers were imperfect and did not achieve the expected effect.

Further investigations and activities will require mutually agreed comprehensive state regulation policy directed at ensuring of short-term and long-term financial stability.

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*L. Romanchuk*

### **MODELING RESORT AND RECREATIONAL ENTERPRISE MARKETING COMMUNICATIONS STRATEGY**

Successful activity of resort and recreation enterprises is ensured by the flow of information forming the system of communications. The peculiarities of formation of the strategy of marketing communications of enterprises of resort and recreation sphere in the format of an organic combination of marketing communications are considered. The structural-logical sequence of formation of the marketing communication strategy of the resort and recreational enterprise is presented. The method of determining the optimized structure of marketing communications is considered. Modeling the strategy of marketing communications of the resort and recreational enterprise is an actual scientific task, aimed at forming a marketing policy ensuring the integration and interconnection between a potential tourist and a resort and recreational enterprise at all stages of the formation, development and implementation of the resort and recreational product. A synergy effect should be achieved not only from the organic combination of various elements of the system of marketing communications, but also from the complex application of all possible forms and levels of organization of communication interaction of resort and recreational enterprises with potential customers. The result of the process of modeling the marketing communications strategy of the resort and recreational enterprise is the achievement of a competitive recreation and recreation service.

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### **PRIVATIZATION AND THE STATE OF THE STOCK MARKET OF UKRAINE**

The Ukrainian economy in recent years is stagnating. Therefore, the urgent question is how to spend his recovery. An important place among the measures to improve the economy, sustain economic

growth, stabilize the financial system is the creation of a practical and functional market of securities. In this regard, interest in the stock market is constantly increasing. This market and its institutions play an important role in the functioning of a market economy. Through the buying and selling of shares, bonds and other securities there is an overflow of capitals between the enterprises, industries and sectors of the economy. The securities market of Ukraine today is almost in its infancy, which affects the nature of existing economic relations greatly. The current state of the economy of Ukraine in General and its export component, in particular, require the immediate adoption of measures to revive and develop the stock market. Therefore, it becomes very important to identify ways to facilitate this process.

World experience shows that the most effective in the economy there is a ratio of forms of property, when private property prevails over the public, and carries out business activities, a huge number of owners in a developed competitive environment to create such a situation in Ukraine to privatize a significant part of state property. The privatization in the country has created the preconditions for the formation of securities market.

This market needs the inclusion of an innovative component in the process of formation and regulation of activities. The experience of developed economies repeatedly proves that in modern conditions there is no other way for economic growth, in addition to innovative. And no country can solve its economic problems, ignoring this direction.

*УДК 339.743*

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#### **ANALYSIS OF PECULIARITIES MARKET WITH NON-COMPULSORY INFORMATION FOR CONDITIONS OF INSURANCE OF THE EXCHANGE COURSE**

The pharmaceutical market of Ukraine is one of the most stable and dynamically developing. However, in the distribution segment, there are obsolete forms of interaction, which are characterized by explicit signs of oligopolistic competition, as well as price chaos. The main driver of price fluctuations is the volatility and constant fluctuations in the exchange rate, as well as insufficient information on the market. These phenomena lead to price fluctuations of a different nature and range. Their regularities and classification allowed using the statistical, spectral, and correlation analysis to classify the oscillations, divide them into groups and assume the potential of market losses caused by price chaos. The classification of goods by the characteristics of fluctuations in prices and goods made it possible to draw a conclusion on the correlation of price fluctuations with the change in the exchange rate, and the validity of such fluctuations. The estimated potential for market losses implies the scale of the possible unreasonable increase in the prices of pharmaceutical products for the end consumer, distortion in the competitiveness and management of sales of goods, as well as in their promotion of marketing. In turn, an unjustified change in the value of goods in the market and price fluctuations cannot but affect the characteristics of the demand for goods and affect the overall sales and turnover figures in the industry as a whole. The problem was identified and substantiated within the framework of the existence of a market of oligopolistic competition of distributors operating in the context of lack of information.

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#### **DETERMINANTS OF RES IMPLEMENTATION IN POLAND AND THE EUROPEAN UNION**

The article explores some potential conditions for the introduction of renewable energy sources taking into account the legal, social and institutional aspects. Current research results confirm that in the world there are huge resources of renewable energy sources, especially hydropower, wind power, biomass. Technical progress in the field of renewable energy sources will further increase their use.

Energy management should be aimed at providing the state with timely energy generation by users in the required quantity, in the right place, with minimal costs and the expected quality. Changes in the legal bases and principles of energy management in the EU are important for its economic growth, creating new work places, launching potential for economic growth, reducing greenhouse gas emissions, securing energy supply sources and strengthening the leading position in the field of renewable energy. Social potential in the implementation of renewable energy sources is the ability to cooperate as one of the most important factors for the development and implementation of RES, and broad political and economic support for inter-institutional cooperation would significantly contribute to increasing the use of renewable energy existing in the EU.

Energy clusters, in particular with high business and technological potential, are an important way to build social capital, stimulate entrepreneurship development and improve the situation on labor markets, and above all, are a way to implement the adopted energy policy, including in the field of dynamic implementation of RES.