

## ABSTRACTS & REFERENCES

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JEL O 11, O 31

### THE IMPORTANCE OF INNOVATIVE ACTIVITY OF SOCIETY IN THE EVOLUTION PROCESS OF THE WORLD ECONOMIC SYSTEM

**Oleksandr Bohashko**

**Abstract.** The article summarizes the results of the scientific research of leading scientists on the development of competition theory, in particular, their contribution to competitiveness research is considered. The factors of ensuring the competitiveness of countries in different historical epochs as well as in the modern period are analyzed. The role of innovation factor in economic development is determined. The significance of the innovative ability of society in ensuring the competitiveness of the state is traced. The article deals with theoretical questions concerning the formation of competitiveness, its essential characteristics and system features are specified in order to further practical consideration of the conditions and factors ensuring the effective functioning of the national economy in the conditions of the world economy globalization.

**Keywords:** competition, innovation, factors of production, evolution of world economy, innovative competitiveness.

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JEL Q 15

**FORMATION OF THE LAND MARKET AS A COMPONENT OF EFFECTIVE DEVELOPMENT OF THE AGRARIAN SECTOR OF THE UKRAINIAN ECONOMY AND BALANCE OF INTERESTS OF AGRICULTURAL MARKET PARTICIPANTS**

**Oleksandr Kirdan**

**Abstract.** Studies of modern scientists on the problem of the formation of the land market in Ukraine are analyzed. The attention is paid to the absence of a defined long-term strategic plan for land relations development and short-term strategy substantiation. Main concepts and methodological approaches to the development of the land market are characterized. It is proved that the basis for the formation of the land market as a component of effective development of the agrarian sector of the Ukrainian economy is the creation of an adequate state institutional mechanism for ensuring harmonization and balancing of state interests as well as participants in the agrarian market.

**Keywords:** land market, agrarian sector, participants interests in the agrarian market, state, balance, harmonization.

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JEL O 38

## IDENTIFICATION OF THE PROBLEMS OF INTRODUCTION AND FORMATION OF STATE INNOVATIVE POLICY IN UKRAINE

Viacheslav Melnyk

**Abstract.** The Ukrainian government that is to provide the innovative development has to increase the investments into the science and technology development. The state innovative policy has to be the insurance tool of the stable development. The state has to provide the protection of property rights. In all European countries the innovative policy is established and it is oriented to a steady economic growth. An integral part of the state innovative policy is the creation of the effective system of the benefits. In addition, it's necessary to improve the legal base in the sphere of property rights protection.

**Keywords:** Ukraine, innovation, development, science, state, policy, economy, growth, legislation, property.

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JEL Q 17, Q 18

**PROBLEMS OF STATE REGULATION AT THE OIL CROPS MARKET IN UKRAINE IN THE PRESENT-DAY CONDITIONS****Nataliia Poberezhets**

**Abstract.** The article analyses the importance of state regulation and state support of the oil crops output for the country's economy and agricultural development. The analysis of trends and instruments to regulate the oil crops output is given, the set of problems existing in the aforementioned sphere is determined. The author suggests some measures to improve state regulation of the oil crops output market in Ukraine.

**Keywords:** oil crops output, export, state regulation, state support.

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JEL I 29, L 10, M 31

**MARKETING ANALYSIS OF THE STRATEGIC COMPETITIVENESS OF REGIONAL ESTABLISHMENTS OF HIGHER EDUCATION****Nataliia Biloshkurska, Mykola Biloshkurskyi, Roman Kravchenko**

**Abstract.** The article proves the necessity to develop the marketing strategy of the higher education establishment, as well as characterizes the reasons to form the strategic management. It analyses the improved and approved methodological supplies of the marketing analysis of the strategic competitiveness of higher education establishments of the fourth accreditation

level of the state property in Cherkasy region. Consequently, it determines the leader of regional service market in the field of higher education.

**Keywords:** higher education establishment, market, education service, higher education, strategy, competitiveness, marketing analysis.

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**INNOVATIVE APPROACHES TO THE FORMATION OF A LABOR  
MOTIVATION SYSTEM AT MICRO, MESO- AND MACRO LEVELS****Olena Harnyk**

**Abstract.** The author analyzed transformational changes in the labor motivation system at various levels in the process of the study. Recommendations for the formation of an effective system of motivation that is capable to ensure a sustainable socio-economic development of the domestic economy on an innovative basis are developed.

**Keywords:** labor motivation system, socio-economic development, innovative foundations, innovative approaches, life cycle, corporate culture, flexible forms of employment.

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JEL G 23, H 55

## THE FORMATION OF THE PENSION SYSTEM ENSURING

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**Abstract.** The article deals with the problem to extend the theoretical-methodological bases of the formation of the pension system ensuring, as well as to determine the trends for strengthening its role in the process of stimulating the state social-economic development. The matter of the pension system ensuring is revealed. It proves that the system of pension protection is the part of the system of public social protection. It clarifies that the pension ensuring is the particular part of the social ensuring. Meanwhile, the pension insurance is the particular part of the social insurance. All of them are the parts of system of public social protection.

**Keywords:** pension ensuring, pension system, pension insurance, system of social insurance, system of pension protection, social protection.

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JEL H 71

## FORMATION PRINCIPLES OF LOCAL BUDGETS INCOMES IN CONDITIONS OF DECENTRALIZATION

**Oksana Vinnytska, Inna Berzhanir**

**Abstract.** Based on the results of the analysis of existing approaches to the definition of successful decentralization principles, the principles to generate revenues of local budgets in the context of decentralization are defined: the principle of budget equivalence; the principle of national solidarity; the principle of decentralization; the principle of budget (fiscal) federalism; subsidiarity, financial independence of local self-government bodies; the principle of financial equalization; principle of territorial reference.

**Keywords:** local budgets, incomes of local budgets, own incomes, fixed incomes, decentralization.

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JEL L 31, P 43

## FINANCING CIVIL SOCIETY ORGANIZATIONS IN UKRAINE

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**Abstract.** The article analyses the problem to improve the mechanisms of financial support for civil society organizations. The native policy to implement the financial support and the European experience of the model to finance the aforementioned institutions are analyzed. The ways to solve the problems of financing the given organizations are suggested.

**Keywords:** finances of public organizations, financing, financial ensuring, financial support, civil society organizations.

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JEL G 28, L 43

## SOME ASPECTS OF STATE FINANCIAL CONTROL IMPLEMENTATION IN UKRAINE

**Vitalii Stoika, Serhii Stoika, Tetiana Balanova**

**Abstract.** The article analyzes scientists' researches in the field of state financial control. The influence of globalization on the world's financial system is determined. It is established that in order to improve the financial system of Ukraine it is necessary to review the key directions of the stabilization policy. The article emphasizes the need to increase the efficiency of public financial control.

**Keywords:** financial system, state financial control, public administration, stabilization policy, globalization.

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JEL D 20, M 11, Q 12

**ORGANIZATIONAL AND METHODOLOGICAL ASPECTS OF THE INNER CONTROL  
OVER THE PROCESS OF CROPS PRODUCTION OUTPUT**

**Borys Pohrishchuk, Viktor Pyliavets**

**Abstract.** The article deals with the organizational and methodical principles to control the process of production of crop output at agrarian enterprises. It determines the specific features of control implementation. It also draws a general conclusion of the stages, phases and methods of the internal control. It is proved that it is necessary to establish the effective internal control of the production process of crop output as a basis for supporting the competitiveness of agrarian entities.

**Keywords:** management, accounting, control system, crop production, agrarian entity.

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JEL L 83, R 10

**THE CONCEPT OF SPATIAL CENTRISM AND THE CRITERIA OF THE  
TOURIST BUSINESS**

**Yurii Yehorov**

**Abstract.** The article analyses the planned development, as well as the structural organization. The systematization of the natural and cultural heritage of Uman region is improved. The concept of spatial centrism of the presented territories is formulated as well as the requirements of town-planning transformations of the tourist environment of Uman region is specified.

**Keywords:** space, center, Uman region, tourism.

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JEL L 83, J 24, J 44

## MAIN ASPECTS OF THE FUTURE SPECIALISTS TRAINING IN THE FIELD OF HOSPITALITY UNDER THE PRESENT-DAY CONDITIONS

Alona Maryniuk

**Abstract.** The author reveals the actual problems of specialists training in the field of service to professional activities. The most important requirements to vocational education in the concept of national education modernization and preparation of a competent, responsible, mobile and competitive labor market specialist are described.

**Keywords:** specialist, hospitality, hotel and restaurant business, tourism, sphere of service, professional activity, higher educational establishment.

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### *Pp. 85–89*

JEL L 83, O 18

## CURRENT STATUS AND TRENDS OF RURAL "GREEN TOURISM" IN UKRAINE

**Nadiia Shtanheieva, Inna Povoroziuk**

**Abstract.** The article considers the objective conditions for the development of natural (rural green) tourism in Ukraine and the contemporary world trends in this brand, the generalization of the tasks of public organizations in promoting the development of natural tourism. The basic legal documents, defining the activity of subjects of the recreational and tourist enterprise are given. It is shown that the combination of the activities of developed green tourism organizations with ecological hotels provide effective results for the expansion of the bases of affordable recreation, employment increase of rural population and the ecology preservation of recreational area in Ukraine.

**Keywords:** rural green tourism, natural tourism, recreational area, hotel, certification, ecology, social sphere.

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JEL D 81, O 17

**CORRUPTION RISKS MANAGEMENT, PROBLEMS OF IDENTIFICATION AND EVALUATION OF MANIFESTATION PROBABILITY**

**Larysa Hnylytska**

**Abstract.** The article classifies corruption risks and the consequences of their manifestation. It is substantiated that the process of corruption risks managing involves their identification, evaluation and justification of measures for leveling out risk manifestations. Structural-consequential connections between places of origin, causes and consequences of individual corruption risks are analyzed. The ways and methods of anti-corruption control in the process of implementing the tasks related to the identification of corruption risks in the business entities activities are summarized.

**Keywords:** management, corruption risk, fraud, anti-corruption control, probability of manifestation, level.

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