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MODERN STATE OF BUILDING INDUSTRY AS A FACTOR OF EDUCATION AND CULTURE IN UKRAINE

У статті розглянуто стан будівельної галузі України, проаналізовано вплив світової фінансово-економічної кризи на результати діяльності галузі. Узагальнено чинники кризового стану підприємств будівельної галузі. Запропоновано заходи щодо мінімізації впливу фінансово-економічної кризи на будівельну галузь.

Ключові слова: будівельна галузь, світова фінансова криза.

В статье рассмотрено состояние строительной отрасли Украины, проанализировано влияние мирового финансово-экономического кризиса на результаты деятельности отрасли. Обобщенно факторы кризисного состояния предприятий строительной отрасли. Предложены мероприятия по минимизации влияния финансово-экономического кризиса на строительную отрасль.

Ключевые слова: строительная отрасль, мировой финансовый кризис.

The state of building industry in Ukraine is considered in the article. The effect of the global financial crisis on the performance of the industry is analyzed. The factors of the crisis that influenced state enterprises of building industry are generalized. Measures to minimize the impact of financial crisis in the building industry are proposed.

Key words: *construction industry, the global financial crisis.*

Formulation of the problem. Building industry as an important unit of an economy takes part in creation of capital assets for all industries of national economy and in accordance with it indirectly influence the development of culture and education in the country. More than that this industry is an indicator of the welfare in the country on the whole and the first shows positive or negative changes in the economy. Building industry today must be determined at a macrolevel in the system of the economy as the diversified building complex, and in the system of economic relations at a microlevel, as a process of competition and cooperation of the independent specialized market agents with their interests and capitals. But at the modern stage to talk about competitiveness of building industry in Ukraine is obviously impossible.

Analysis of recent publications. General theoretical framework of the development formation problems and the development of building industry is being investigated and worked in the theory and practices of enterprises and historical heritage of Y. Aseeva M. Barhina, A. Hutnova, M. Demin, V. Ezhov, A. Ikonnikov, S. Killeso, S. Kryzhytskyi, G. Lavryk, V. Makuhina, A. Marder, Z. Moyseenko, T. Panchenko, L. Prybega, A. Rudnytskyi, V. Tymofiienko, G. Filvarova, D. Yablonskyi and many other Ukrainian and Russian scientists.

Problem setting. The aim of the article is to analyze of building industry in the country as a whole, to investigate reasons and consequences, which have caused modern situation of industry.

Main material. Building industry is one of the major industries of national economy. The efficiency of functioning of all subsystems of the economy depends on it. Importance of this industry for the economy of any country can be explained by following points: capital building, probably, as no other industry of economy, creates a great number of workplaces and consumes products of many industries of national economy. An economic effect from development of this industry consists of the animated effect of the money invested in building industry. In fact, with building industry increase such industries as production of building materials and

corresponding equipment, machine-building industry, metallurgy, petrochemistry, production of glass, woodworking and transport, energy and others like that will immediately push up their output [1, p. 112].

And, in part, as no other industry of economy, building industry provides tangible increase of private enterprises, especially which are specialized in finishing and repair works, in a production of built-in furniture and etc.

More than 70 industries of national economy take part in the field of capital building. They provide building with metal and cement, commercial timbers, building machines, facilities of transport, fuel and power resources, participate straight or mediated.

Thus, the importance of building industry undoubtedly causes the economy growing in a country and the appearance of necessary conditions for solving many social problems.

To outline the challenges that the building industry is faced with it is necessary to make a general survey of the industry state, which requires not only an understanding of the current situation, but also an objective assessment of the processes that took place during the last decades.

The market system of the economy in Ukraine and realization of structural change of domestic economy influenced the development of building complex in the years of independence. There was recession in industry 1997-1998, and then improvement of situation in a period from 2001 till 2007. But afterwards unexpectedly, due to the economic crisis, there was recession of the economy in a country on the whole, and first of all of building industry. So, in 2009 the decrease in building industry was the biggest among the industries of national economy of Ukraine – 48,2 %. Accordingly in 2009 there was reduction of introduction in to the exploitation of general area to 39,02 %.

So in a period from 1991 to 2001 there were stormy changes in socio-economic relations, introduction of fundamentally new economy. Its main attributes actually are formed from a zero point. Money, budgetary system, bank, customs and other financial systems determine the economic independence of the state. Since independence, Ukraine has been reforming the system of state administration in a building complex. For today Ministry of Building, Architecture and Utilities of Ukraine is a main executive authority for providing of public policy realization in the field of building, town-planning, architecture, industry of building materials, utility

services and public electric transport.

There were serious imbalances between investment and construction activities and economic feasibility of their development in the pre-crisis period. For example, there was a huge economic lack of construction financing and renovation in utility services, which actually led to the deterioration of public services. Even more, in conditions of undeveloped stock market and artificially accelerated construction, the development of building industry led to economically unjustified enrichment of certain groups with land operations, financing and construction lending, real estate trade and so on.

The state was not ready in time to notice and estimate imbalances that arose under the influence of market factors and take measures for their correction. Apparently, many disproportions, trends, linkages still remain unnoticed without analysis, investment and construction levers of harmonization of economy are not used either. Therefore, the state in the near future has to begin to substantiate, and then realize more efficient model for land relations, finance, taxation, export and import of materials and works in building, the influence of others, including a critical factor in the development of the construction sector.

Due to the economic crisis there was a definite chain reaction, where developers, investors, contractors and banks were hostages of such situation. Of course, each of these subjects was faced with a violation of their rights and interests. Thus, constructors, due to the lack of funding had to stop construction work, general investors did not pass and investors do not get construction projects in stipulated time. The devaluation of the hryvnya and inflation, massive layoffs caused a lot of problems for investors, for example, paying for loans. Banks accordingly did not return loans because of their insecurity.

It is known that the building industry is a specific branch of economy. On the one hand, for the national economy building industry is the lever of economic growth since it is implementing most of the investment in fixed assets of all industries of productive sectors and infrastructure, and thus forms the structure of the economy. In this role, industrial building feels itself increase or decrease of the other industrial sectors development, and from this perspective, can be considered as an indicator of economic dynamics.

This is because:

1. Builders have limited available working capital that is why industry feels first

the flow of financial resources caused by a decrease in foreign and domestic investment, loans and deposits of the population;

2. Decrease in building industry reduces demand for related industries which provide building industry with building materials, local industry, mechanical engineering, general and special automobile, metallurgy, energy, transportation and others. These factors are reinforced by the reduction of foreign investment in the national economy, by the decrease in income and panic withdrawal of deposits.

3. After the recession and stagnation population begins to accumulate surplus funds and invest them in the most stable objects which are banks and real estate. However, the confidence of foreign and domestic investors to the national economy is growing, and this, together with increased demand for other industries is gradually providing its transition into a phase of growth.

Based on such positions we can conclude that the state, having information about the early symptoms of slowing growth in production of construction products must be accelerated to implement measures to minimize the effects of the economic crisis for the national economy as a whole.

At the national and regional levels the duality of production and consumer quality of construction is shown in a very complex and still poorly understood mechanism of its economic relations with other sectors.

Building depends on tendencies of financial markets, social, economic and financial politics of the state, in particular, in relation to the methods of government control in industry in conditions of market relations, direct state support of building.

So, building industry was one of the first to feel the consequences of world financial crisis. The building industry nowadays experiences a deep and protracted crisis. May be, none of the industries of national economy outlived such significant decrease, as building industry. And from the beginning of the 2009 crisis of real estate is gradually moves in general to the active phase. Problems at the market are gaining more greater weight. There is even no question about getting profits, but there is a problem of the direct losses.

Despite the high capitalization, the financial crisis in other sectors leads to urgently decrease of the price to ensure the necessary funds. Problems in adjacent areas do not affect the price collapse in the property market. Earlier, the situation in the construction industry and in the manufacture of building materials was seen as the cause of any changes in the property market. Today the market goes its own way and

falls more significantly than other industries. Based on the current situation, an investment in this market in the coming years will be high-risky. Because the real estate market is the second in the ranking of the riskiest investment in Ukraine in early 2011.

The analysis of reasons resulted into the financial crisis shows that the main factors of crisis are such as:

- an artificial increase of mortgage loans availability;
- a proof tendency to an accommodation price-cutting [2, p.10-11].

Thus, for the sake of revival of building industry, as powerful level of economy and social development, it is necessary to examine building from different sides, but not only as an industry and technological processes on a site area. To warn the influence of financial crisis on activity of building market it is necessary to create corresponding methods and ways of its overcoming.

To achieve goals in strategic development and its financial support, the government has to improve financial mechanism of building industry and involve new funds. Priority directions of development of building industry must follow from strategies of social and economic development of the country, government and regional target. Effectiveness and efficiency of the programs should be provided by the professional planning and administration, procedure of adjustment of the programs, controlling after financing and terms of implementation of measures.

It is necessary to accelerate the development of economic relations among the participants of building, forming a rational regional structure, infrastructure and specialization of building, capital structure of industry and level of capitalization, improving contract relations, pricing and profit of participants of building industry sufficient for their operation and development.

It is necessary to ensure the efficiency of design solutions in planning and building, including all complex of life cycle costs for building products, a mechanism of motivation for research and design organizations in developing effective design solutions.

In general some experts of market distinguish a few basic measures that can assist to overcome crisis situation in building industry. They are:

- freezing of monopolies tariffs;
- credit support of companies in industry ;
- an increase of financing volumes for building projects due to money of federal

and regional budgets;

- tax cuts for the enterprises of industry;
- facilitating of access to the necessary resources(land, energy, credits).

Ukraine has chosen the first steps of overcoming the building industry crisis, based on the foreign experience and developments of experts. One of such measures is passing a law "About warning of financial crisis influence on building industry ". This law provides:

- ransom of unsold accommodation from developers;
- national support on building/purchase of accessible housing;
- getting a housing at lease with an option to buy;
- concession of loans for construction;
- state redemption of mortgage [3, p. 24].

These measures gave the results and at the beginning of 2010 building industry passed to the stage of “revival”.

Today in 2012 the incentives of activation of the building industry in Ukraine are several significant factors. Firstly, Ukraine has the less developed infrastructure, thus a need in qualified infrastructure and accommodation here is considerably higher, than in many countries. Secondly, the additional stimulus of building industry activation is realization of “Euro-2012” in Ukraine and Winter Olympiad in Sochi in 2014. Thirdly, the reformist course, proclaimed by the government provides more effective use of public finances, support of the real sector of economy and social sphere.

But the most important expectation of potential investors is government promise to bring down rates on mortgage loans to 15%, that automatically will cause the increase mortgage lending not only to building firms but also population.

A building market is getting positive signals from Verkhovna Rada. “The Parliament adopted the law «About adjusting of town-planning activity”, that provides simplified licensing procedures in building and planning [4 p. 18].

Among the innovations which must protect investors are regulations of setting force majeure situations. In addition, the project declaration as a mandatory permit for building projects will be canceled.

Equally good incentive for investors must become a program “Liquidation of construction continuing for years and uncompleted constructions”. First of all it is expected to complete building of social infrastructure, such as: accommodation,

hospitals, schools, kindergartens, etc. There will simplified registration of unfinished constructions, will be more actively used money of local communities and non-government organizations.

Conclusion. Thus, building industry is one of the major industries of national economy. Having considered the conclusions of the experts, analysed the opinions of leading specialists in building industry of Ukraine we can conclude that decrease in building industry becomes slower, and the revival of industry is slowly gaining strength. According to statistics, on the whole from the beginning of the year building enterprises have done works for 411 million hryvnias.[5, p. 24] Among working enterprises the seventh has grown the volumes of works. The growth has been achieved in building of motorways and in preparation of building sites. In general the development of building industry is the foundation for the development of cultural and educational sectors of the economy.

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