
**UDK 656.614.3 (075) Kurlyand A.M., Postan M.Ya.,
Savel'eva I.V. Analysis of modern tendencies of ports' develop-
ment in system of intermodal transport**

The recent tendencies of different types of multimodal transport development and their influence on the ports' evolution are analyzed in the paper. In result of this analysis it is determined that development of containerization and multimodal transport (a) substantially changed interrelationship between marketing and hinterland and (b) gave a new direction in competition inter different ports. In process of such competition among ports a port's hinterland may be extended and sometimes sufficiently quick. As result of above changes the competition among ports became interregional. Essentially grew up the ports' hinterlands: they involved not only the separate countries but even continents. It is pointed out that at present in the world the objective preconditions are formed for appearance of 4th generations of seaports. The activity of 4th generation of seaports must be based on new conception of competitive relations in ports system taking into account the peculiarities of economical environment in which a port exists. It should be transport-logistical center located in free economical zone. In the 4th generation of ports the extension of logistic providers (forwarding companies) possibilities must be realized on parallel with intellectual development of transport-informational space. The key role will play the logistical providers of 4-5 PL levels under design of global supply chains with the basic transport-logistical centers in free economical zones. The port itself becomes the logistics cluster in essence.

The main problems concerning further improvement of port management under intensive development of containerization, intermodal transport, and strong competitive struggle among ports are formulated. Among them the most important are:

- improvement of different kinds of transport interaction not only at points of transshipment but in process of transport units movement;

*- increasing efficiency of empty containers accounting in mis-
balanced cargo flows;*
*- choosing the technologies providing minimization of cost
and inconveniencies for clients and state policy stimulating use of
above technologies with maximum efficiency;*
*- optimal distribution of transportation among different kinds
of transport taking into account their advantages and disadvantages;*
*- working out the efficient system of safety for multimodal
transport;*
- development of logistical clusters on the basis seaports.

Keywords: *multimodal transport, intermodal transport,
logistical transportation systems, hinterland, evolution of ports,
port's logistical cluster.*

**UDK 656.656.01. Minakova S. The essence and the con-
tent of intra-organizational relations in seaports.**

*Central to the system of the economic mechanism is the eco-
nomic mechanism through the economic interests of both conscious
material needs of people and consists of a complex of economic
methods, techniques, standards, indicators, which are implemented
through the objective economic laws.*

*Until recently, port complexes were a pure state structures, but
providing all kinds of commercial services was based on the use of
joint ownership - state, corporate and private, each of which has
advantages and disadvantages, and requires appropriate
organization of production.*

*Where there is economic activity, there is always present the
problem of the property. The market economy cannot successfully
develop and operate only when one form of property, one of the
objective basis of its functioning is the multiformity nature of the eco-
nomy, diversity of forms of property, regardless of what form of ow-
nership is built this production.*

SUMMARY

Under the economic activity we understand the activity in the sphere of public production, directed on the manufacturing and sale of products, performance of works or rendering of services cost of character, with pricing certainty. The objectives, priorities and policies of the seaport are implemented using appropriate techniques, instructions, regulations, and standards, which are based on the principles of unity of their training are a real mechanism of economic management. A new mechanism that provides the interaction of the subsystem that manages, and subsystems, which controls being formed from a set of specific forms and methods of conscious influence on the economy.

Economic mechanism of enterprise, on the one hand, should provide external relations of the latter and to create appropriate conditions for the production of income. On the other hand, this mechanism aims at the development of the relations of production within the enterprise. In the first case it quite principles are determined by the peculiarities of the economic mechanism inherent in a particular industry or enterprise (existing or potential form of ownership of means of production, existing systems of pricing, taxation, planning etc), and in the second case - the peculiarities of the relations of production at the enterprise.

The sphere of economic relations should be economically productive, organizational-economic and intra-organizational relations.

Economic-productive relations are property and other relations arising between business entities during the direct implementation of economic activity.

Organizational-economic - relations between economic entities and subjects of organizational and economic powers in the process of management of economic activities.

Farm - relations between structural subdivisions of business entity and the relationship of the subject of management with its structural divisions.

SUMMARY

But in any economic mechanism are basic elements economic entities and organizers of production and relationship in which they take on the organization of social production, or economic relations.

Keywords: *on-farm economic relations, economic entities, economic mechanism, port complexes, port management.*

UDK 338.5:656.611.2. Oneshko S. The actuality of cost management of port operator in reformation of Ukraine port industry

The reforming of port branch based on division of administrative and commercial functions, emergence SE "Administration of Sea Ports of Ukraine", causes the necessity in a new way to consider and analyze economic indicators of the port enterprises.

The most effective use of available resources and acceptance, implementation of adequate decisions on cost management – two main aims which will allow to survive to terminals in the conditions of the become aggravated internal competition.

Research problems is justification of relevance of cost management, the analysis of the reasons causing need of cost management by port operators, an also tasks which have to be solved.

Tasks which have to be solved by port operators in cost management:

- to estimate efficiency of operational work: what resources are spent for service, in processing of 1 t of cargo, how much does it cost to handle each tones of cargo;

- to define places of expenses, types of expenses for the purpose of a choice of economically reasonable base of distribution of indirect expenses;

- to compare results of port services in the present to last results (whether expenses on freight t were cut down);

- to estimate achievement of goals – the stevedoring companies, terminals estimate performance of the purposes set at the beginning of a year on cost management;

SUMMARY

- to estimate the achievements with results of competitors, especially with leaders;

- to define and establish base of port tariffs. In the conditions of their liberalization decrease in prime cost will allow to lower tariffs, thereby to increase their competitiveness;

- to reach economy from a scale effect due to processing of big cargo parties, connected with increase in the sizes of processed ships;

- to optimize the size of the container terminal that in many respects depends on structure of expenses of the terminal operator.

Keywords: cost management, port operators, prime cost.

UDK 519.673:382:651.61 Kholodenko A.M. Transport factor in system of international trade.

International trade is of growing importance due to the globalization of economic development. In the classical models of international trade transport factor is usually not considered. The purposes of this article are introduction transport into the model of international trade and clarification related transformations.

In the classical models any world price deviation from the internal equilibrium price indicates expediency of foreign trade.

In the same models with transport factor there is some "dead zone" for international trade when world price deviation from the internal equilibrium price does not exceed the corresponding transportation costs.

In this article it is established that each country trades some products with another country or at the most favorable export conditions for itself, or at the most favorable import conditions for itself, or does not trade.

SUMMARY

That is, beyond all diversity of prices, transport rates and conditions of carriage, each exporter of the product aligns the conditions of its exports to all its real (not potential) countries-importers (in the case of inequality it would be advisable to change the export structure in favor of more profitable country, therefore, the state would not be optimal for the exporting country).

However, prices for the same product of different exporters may differ due to various transport conditions (geographical situation, the development of communication networks, etc.). Herewith, even "expensive" suppliers find their ("close") buyers, demand of them are not diverted due to savings on transport costs.

Similarly, each country-buyer aligns its final prices of imports (purchase price plus transport costs) to all of its "active" countries-suppliers. Otherwise, the state of the system would not be an equilibrium – this buyer wanted to buy more in a better country for itself by reducing the remaining purchases. But prices of different countries-importers can vary – depending on their geographical advantages and the state of the transport network.

Equality of marginal transportation costs to established transport rates at the optimal transport activity of each country with transportation of each product in each direction is also founded in the article.

Note that because of the triangle inequality (the sum of the lengths of any two sides is more than length of third side) resale – trade through third countries – is meaningless in terms of transport costs; but transit is possible.

Hence, the introduction of transport factor to the model of international trade leads to differentiation of the equilibrium prices and a decrease of their overall level because of reduction in demand in the world market due to transportation costs and reduction of supply due to limited transport capacity.

The development of transport enhances choice of countries suppliers and consumers, increases the overall foreign trade activity and, consequently, the equilibrium prices.

Keywords: *international trade, transport, equilibrium price, demand, supply, optimization model.*

UDK 338.47:654. Borisevich Y., Stankevich I., Popazov V. Features brand management in the business operators and providers of communication services

In the article summarizes the current terminology in the field of brand management, in particular it describes various approaches to the definition of «brand» as a fundamental factor of modern brand management.

In terms of having impact on consumers, a brand can be divided into «Brand-name» – verbal aspect and «Brand-image» – visual image aspect generated in consumers' perception by advertisement and source image, which also includes the trademark. Several additional concepts are associated with the brand and used by specialists. Each brand has certain attributes («Brand attributes») – functional or emotional associations, assigned to the brand by customers and potential customers. The attributes of the brand can be both positive and negative, can have different validity and importance for different market segments.

From the point of view of research, this paper proposes to interpret terms «trademark» and «brand» as equivalent, both being formed from external attributes and added value.

In the area of information and communication services a brand is crucial due to the specific development of communication and information market. Based on analyzed data, the authors have calculated the model of development of information and communication technologies in the world. Its trends suggest that information and communication technologies continue to penetrate into countries located in all world regions while being used by steadily increasing amounts of population. Last year was accompanied by constant growth of ICT application throughout the world and increase in all key indicators, except for the number of landlines.

In the article discusses basic technological features that distinguish the information and communication services from the services of traditional networks, as well as business models that define stakeholders of information and communication services provision and relationships of such stakeholders. The increase of information and communication value in the global economy in recent years can be clearly seen by the analyzing the dynamics of telecommunication services share in GDP in all countries.

The authors have concluded that the active introduction of information and communication services into consumers consciousness is not possible without active brand management. In order to achieve effective brand management, it is important to consider the current market status of service provider and/or the level planned to achieve by branding or rebranding.

After analyzing and summarizing research on abovementioned issues and taking into consideration the most popular brands of operators and providers of telecommunications services, this paper proposes the trademark classification of communication services operators (providers) with regard to specific brand level: international, national, regional, municipal, local. Brand building and execution of brand management tasks can be regarded as basic tasks of services operators and providers nowadays. By creating a brand and carefully managing it, an operator attends to its own repu-

SUMMARY

tation because a brand not only symbolizes operator's values, but also increases its competitiveness significantly.

Keywords: brand, branding, brand management, telecommunications operators, providers of telecommunications services, information and communication services.

UDK 338.47. Strelchuk E.N., Kalugina N.A., Popozov V.V. Motives and purposes of diversification of telecommunication enterprise activity.

Different possibilities, kinds and directions of running the enterprise activity are considerably broadened in modern transformation conditions of forms and management methods. One of these directions is the manufacture diversification; in general it represents the nomenclature expansion of output production and services, and also appearance at other markets and economic activities spheres.

There is a review of last researches and publications in this article and it is established that nowadays the conceptual set, principles and methodical approaches to the diversification of the enterprises activity, models, mechanisms and diversification strategy are formulated in detail. But attention is paid for the motives and the purposes definition of enterprises diversification, they provide services, in particular, telecommunication services, and it has caused the article purpose.

The market condition of telecommunications in Ukraine was analyzed; it showed the constant tendency of last years connected with the growth of incomes in the sphere of communication generally at the expense of the mobile communication and the Internet. Also it is established that the modern telecommunication enterprises apply the limited toolkit of diversification, namely the diversification of a grocery portfolio.

The analysis of references, the statistical information and author's researches allowed defining and systematizing the basic

SUMMARY

problems of the modern telecommunication market in Ukraine and particularly the national enterprise. These problems are: general economic, organizational-technological, political-legal, socially-psychological, historical, intraindustry and problems of tariffs formation.

It is established that the general motive of the telecommunication enterprise diversification is solving of the existing problems. It allowed to separate a number of diversification motives (technical-technological, economic, financial, social and strategic) and to establish their interrelation with problems and diversification preconditions.

The dialectic integration of preconditions and motives caused the formation of purposes diversification of the telecommunication enterprise activity. They are: reduction of negative tendencies and acceleration of the enterprise development rates; increase in volumes of provided services in all kinds; curtailment of expenses; profitability increase; reduction of dependence on counterparts; reduction of enterprise risk; changing and updating of the assortment and the nomenclature of traditional and new services; creation of competitive advantages; achievement of the social purposes.

In the further researches the author is going to develop the conceptual approaches to the development of the telecommunication enterprise on the diversification basis.

Keywords: diversification, the telecommunication enterprise, preconditions, motives, the purposes.

UDK 658.338.48. Kish G. Methods of strategic analysis for the geotourism development strategy.

An overview of strategic analysis methods is provided in the article. The grouping these methods into three groups: exploring the factors of the internal environment, external environment and the environment in general is done. The basic their advantages and disadvantages are underlined. - SWOT-analysis, which provides an

estimate factors both external and internal environment, and helps in the development of effective strategies is recognized as universal. The SWOT-analysis table for the development geotourism in Ukraine is folding.

An important aspect of the geotourism development strategy in a market economy is to create conditions for making a product that has a competitive advantages in domestic and foreign markets, since the final goal of any business – is to win on a competitive market and, consequently, to take a profit. Based on the above, geotourism development strategy should include measures aimed both at creating competitive products, and the maintenance of the achieved level of competitiveness.

Indisputably, to develop effective and appropriate strategies needed to market conditions adequate analytical tools, which provides a detailed analysis of factors internal and external environment.

Over nearly five decades as a tool in long-term planning in many industries use various methods of strategic analysis. The most famous of them is the matrix method “market growth/ market share”, which proposed by «Boston Consulting Group»; method “market attractiveness/ competitive position” which is called “Matrix General Electric – McKinsey”; strategic model of M. Porter and others. The tourism industry is no exception to the application of these methods. However, the chosen level of analysis, it’s object, informational content every time bring something new in the process of researching, thereby enriching instrument specialists and analysts .

Keywords: *strategic analysis, methods of strategic analysis, strategy, geotourism.*

UDK 519.816. Pap V., Kubiniy N. Mathematic methods of factor analysis in economical processes in strategic management conditions.

The article reveals the essence of system approach of factor analysis in conditions of strategic management. Strategic management allows to predict behaviors of the economic system in the future, but a reality forecasts depends on factors that emerge and operate both within the system and in the environment. The economic system is open, so that she develops, she organized the same study. Therefore it is proved that factor analysis helps to determine the causal mechanism of influence factors on the level of development and economic system.

Factor analysis is a set of methods for multidimensional economic and mathematical analysis used to study the presence or absence of relationship between variables occurrences. Using factor analysis to investigate the possible influence not only the obvious factors, but also the presence of latent, hidden factors, whose effects on output indicators can be very significant.

The place of factor analysis as a part of mathematic is opened. A range of principles, which combines principles of mathematics (principles of adequacy, development, primitive object), economics (efficiency, availability factors rationality) and informatics (cybernetic and synergy) , is covered. It is shown that compliance with the principles set determines the effectiveness of strategic management.

The obstructions of the factor analysis in strategic management are described. Apart from the factor analysis of threats, which are explored in the scientific literature identified: lack of competence of the analyst, the lack of a systematic view of the factors, the lack of strategic management.

Lack of jurisdiction takes place due to lack of specialists who are experts in the field of strategic management and mathematical analysis.

Lack of strategic management does not allow the relationship between teleological purpose as a motivating factor in the economic system and the results of its operations.

The systems view of the effect of factors derived from the principles of a systematic approach, where each factor should be considered in conjunction with other factors, and the system as a whole.

Keywords: *strategic management, economical system, factor, factor analysis, principle.*

UDK 336.417. Vahabzade N. Management functions by commercial bank.

The paper describes the problem of creating good governance in the organization of commercial banks, whose main purpose is to obtain maximum profit, as well as administrative functions of a commercial bank. In addition, the article widely interpreted business accounting and control in bank management, analysis, selection and placement of personnel.

The paper contains the correct interpretation of commercial banks depending on bank staff, from senior management as well as from the wait staff. Rightly noted that when properly constructed of a commercial bank, consistent organization of management functions in accordance with the law the bank can get more profit.

In general, the author correctly stated the great dependence on the activities of commercial bank of the Bank personnel – both of managing, as well as operating personnel. The author rightly notes that the correct construction of a commercial bank activity, a consistent, regular organization of administrative functions will bring more profit to the bank.

Keywords: *management of the bank, commercial bank, management, banking, analysis, bank employees.*

UDK 330: 334.7. Voronych K. Social vector of economic development of small forms of management in the expert evaluation of rural entrepreneurs

As a result of deep institutional reforms in Ukraine, in the 90 years of the twentieth century in the village a fundamentally new socioeconomic structure of production was formed, which is characterized by a dominant collective and individual organizational and legal forms of market type, operating on the basis of private and collective ownership. Now the main organizational form of the economic potential of the business economy of the region and its villages are the households as the most flexible and sufficiently stable form of management. Due to this fact, as well as common scientific hypothesis that in the long run small type of business for a long time remain an important position in the development of regional economy, they selected as the object of study.

Speciality of small forms of management as social and economic phenomenon that are mainly represented by households is the integration of social, industrial and economic components, which provides a harmonious blend of stability and competitiveness, adaptability to a changing market environment.

The economic essence of small forms of management is evident in their focus on the production of the final product, much of which is consumed directly in the region, the possibility of their own ability, without intermediaries enter the market, the ability to respond flexibly to the variability of demand for food. However, despite the important role of small forms of regional economic development, there is no objective information about the effective use of their potential. According to these states, the main factors that negatively impact to the development of entrepreneurial initiatives in rural areas and identify priority areas of small forms of management in the priority sectors of the economy of the region are determined in the article.

SUMMARY

The results of monitoring of rural entrepreneurs have shown that despite of the primary role of small forms of management in the development of priority sectors of the economy in Zaccarpattya region, today there are many barriers and destructive factors that hinder their performance. In particular, the main negative factors that hinder the development of entrepreneurial initiatives are: the lack of clearly articulated through the acts of public policy in support of small business, significant administrative barriers (registration, licensing, certification, control and permitting practices, regulation of rental relations, etc.), the lack of real and effective mechanisms of financial support, tax pressure and burdensome reporting system that requires a comprehensive approach to solving the problems on the support and development of small forms of economic activity in the region.

Keywords: *entrepreneurship, small forms of management, sociological monitoring of rural entrepreneurs.*

UDK 378. Tardaskina T., Tereshko Y. Competitiveness of higher education in the process of global and Bologna changes.

Modern competitiveness level of higher education training, corresponding the requirements of labor market must satisfy the realities of time, society needs and also base not on the length or content of study, but on those knowledges and skills that graduates have mastered. On the state level, relations harmonization in " State- High School - Employers "chain supposing to ensure training competitiveness according to modern requirements of labor market is certainly an urgent task nowadays. Odessa National Academy of Telecommunications (ONAT) is a leading institute of higher education in Odessa and generally in a whole industry of Ukraine. Research and evaluation of its competitiveness is necessary for the Academy, and for future graduates, for present students, as well as for employers hiring our specialists. For further ONAT development, improving its educational and scientific activity, attracting more students and

SUMMARY

teachers it is needed constant attention to the components of its competitiveness and activity development to enhance academy ranking positions relatively other universities.

After analyzing ONAT positions on each of the most competent rating (MES rating, " Compass" rating, " Top 200 ", etc.) it can be noted that none of the ratings gives a complete and comprehensive evaluation, moreover ONAT position differs in each rating, which complicates an objective evaluation and understanding of the situation has developed in the competitive environment of higher educational institutions of Ukraine.

The results obtained in this study suggest the following:

- different groups of institute rating consumers (applicants, employers, universities themselves) need to observe an objective picture of higher education system of Ukraine, displaying information about each institute and determining the present positions of institutions among other universities;

- it is necessary to develop a new ranking university system, which would consider the most important criteria of each existing ratings and provides the most complete evaluation of educational institute, and simultaneously be understandable for all consumer groups.

That is why we propose, relying on MES rating system, to develop rating on available training direction(to identify potential competitors), but consider more criteria than in existing MES rating system.

Keywords: *education, educational activity, the Bologna process, university, competitiveness, ONAT named by A.S. Popov, strategy.*