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**UDC 656.07:519.8. Makhurenko G.S., Savelieva I.V., Bou-Torgan D.P. About the mixed financing of projects in seaport.**

*Commercial structures (contractors) form various investment projects in port. The port administration allocates budgetary resources under projects taking into account their cost and is proportional to their priorities. Contractors cover missing financing with own means. In article methods of calculation of volume of budgetary funds in the mixed financing of projects are considered.*

*Let's give formal statement of a task of development of the mechanism of the mixed financing. There are  $n$  firms – potential investors in the program of development of port. There is also a centralised fund of financing of the program of development. Each firm offers for inclusion in the program of development of port the projects demanding total financing  $S_i$ . These projects pass examination in which result their social value  $f_i(S_i)$  is determined. Besides the social value, the packet of projects offered by firm has economic value  $\varphi_i(S_i)$  for firm.*

*On the basis of requests of firms the port Administration determines volumes of financing of projects of firms  $\{x_i\}$  (as a rule,  $x_i \leq S_i$ ), proceeding from the limited volume of budgetary funds  $R$ .*

*In this case the missing funds  $y_i = S_i - x_i$  firm agrees to provide at his own expense. The task port Administration consists in developing such mechanism  $\pi(S)$  which will provide the maximum social effect.*

*The article presents calculations of investment projects the port of Odessa. From calculations follows that the port in 1,45 times has exceeded the expense of budgetary funds.*

*Recently mechanisms of the mixed financing are widely adopted. Many large-scale projects, target programs often start to be implemented only in case of attraction of own means of contractors.*

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*It seems the natural assumption that the contractor will invest their money if its costs will be repaid.*

*In article it were received conditions at which the mechanism of the mixed financing provides more attraction of means, than direct financing of the project, and use of this mechanism favorably both for the centre, and for firms-contractor.*

*In the considered article values of social effect ( $b_i$ ) and a project priority ( $l_i$ ) have been equal, i.e.  $l_i = b_i$ ,  $i = 1, n$ . At the same time it is possible to set the task of determination of the priorities providing a maximum of social effect. I.e. it is necessary to specify priorities  $\{l_i\}$  so that the total effect from the program was maximum.*

**Keywords:** *the investment projects, the mixed financing, budgetary funds.*

**UDC 338.246.2. Demyanchenko A.G. Improving the mechanism of determining concession fees for PPP projects in seaports.**

*Article is devoted to the topic of formation method of calculation of concession fees for projects of public-private partnership in seaports. Analysis of the regulatory framework of the concession mechanism in Ukraine has shown its ineffectiveness for the port industry, and the study of works by national and foreign authors possible to identify ways of improving the methodology for formation of concession fees. The article also analyzes the influence factors on the size of the concession fee: period and type of concession, the quality of land (size of land, soil conditions, remote areas, communication and infrastructure), the volume of investments, investment attractiveness of the port, cargo turnover, and level of depreciation of capital assets. Based on this study, the author proposed an integrated approach to the formation of concession fee, which includes two components – a scheme for constructing concession fee and the procedure for its review and correction. When*

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*forming the concession fee should be considered international best practice, the essence of which is its division into two parts – a fixed (land rent, which is paid to all investors, regardless of the type of concession) and a variable that takes into account the average level of dividends, planned turnover and a correction index (embodies the influence of important factors concession fee).*

*Application of the proposed approach will: consider the impact on the size of the board of the concession period, the volume of investments, investment attractiveness and potential development of the port; to establish a minimum level of concession fee based on the average level of dividend paid on the share of the state, and the NBU discount rate as the minimum level of investment returns; set a maximum limit of concession fee, given the level of profitability of port assets transferred to the concession, and a target rate of return for themselves which sets the concessionaire; to ensure that the size of the concession payment situation in the port services market through its adjustments depending on market conditions by periodic review every year.*

**Keywords:** *concession fee, methodology, seaport.*

**UDC 338.47:656.87. Yarovaya N.V., Ryabovolenko N.V.**  
**Controlling – coordination instrument for managerial decision-making on pricing.**

*The present article dwells on necessity to implement controlling at port facilities as the most progressive management concept and instrument enabling optimization of pricing control.*

*The Law on Seaports in Ukraine has been adopted and has come into force, which is a positive factor for development of the port industry in Ukraine aiming at increasing the competitiveness level of Ukrainian ports at the international market and improving investment attractiveness of the Ukrainian economy on the whole and of the port sector in particular. At the same time implementation of the*

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*port reform gave rise to numerous challenges, including those predetermined by imperfection of the national laws and necessity to change management instruments in port industry.*

*The main purpose of controlling is focusing management process on business goal achievement. Tasks of controlling are as follows: planning, record keeping, control and regulation. To fulfill specific tasks, controlling ensures performance of the following functions:*

- *definition of business goals in qualitative and quantitative terms, choice of criteria for evaluation of achievements (definition of goals);*

- *determining strengths and weaknesses, opportunities and threats (SWOT-analysis) of a business entity, developing business strategy, business plan as a quantitative expression of business goals with indication of ways to achieve them (planning);*

- *providing for operation record-keeping of financial and economic activity of a business entity (operation records management);*

- *dataflow integration for minimizing degree of uncertainty (dataflow integration);*

- *tracking processes taking place in a business entity in real time through drawing up operation reports on business results for maximum short periods, comparison of obtained results with the planned ones (monitoring);*

- *evaluation of business performance in comparison with planned performance, analysis of opportunities for achieving planned objectives (plans, results and deviations analysis);*

- *recording and evaluation of facts occurring in the business entity (control).*

**Keywords:** *controlling, pricing/price formation, free rates, seaports.*

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**UDC 330.13:656.615.003. Girina O.B., Stepanov V.V. Interrelation of industrial and economic potentials of enterprise and seaport.**

*The article deals with a comparative analysis of the industrial enterprise and seaport economic potential definition. It was done the substantiation of the need for joint consideration of industrial and financial capacities as part of the economic potential of the company. It was proposed a definition of the productive capacity of the seaport in the system of delivery of cargoes from senders to recipients as terms of a systematic approach. It was defined the role of management capacity for the interconnection of all structural elements of the economic potential of industrial enterprise and the seaport.*

*Under the industrial potential of the enterprise is to be understood the maximum possible production results in the most efficient use of various resources. The productive and cash resources are included in the structure of the industrial and economic potential. The economic and industrial potential are characterized by the potential of natural resources, means of production, labor and scientific and technical potential, which involved in the production process.*

*Analysis of the economic potential associated with the consideration of economic and commercial relations with the external environment of the enterprise (market, state). This is explained by the fact that the company carries out its activities under the constant influence of both internal and external environment.*

*Analysis of the economic potential should start with comparing the volume of production and the available capacity at the plant, as the production volumes reach optimal if it is organized rhythmically and in accordance with the existing facilities.*

*The profits take a special place in the structure of the company capital. This indicator shows the effectiveness of financial and economic activities, a significant influence on the stability of the financial position. The rate of accumulation of profit, which forms*

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*Development Fund can evaluate the effectiveness of management capacity*

*Modern publications describing the seaport industrial and financial potentials show the need of their joint consideration for assessment of the economic potential, as well as the possibility of using the existing definitions of these categories for industrial enterprise with specific production process seaport. Interrelation of all existing elements of the economic potential (labor, logistics, investment and finance, management) can be taken into account in their detailed modeling based on reproduction and development of the port.*

**Keywords:** *economic potential, production capacity, port throughput capacity, financial capacity, financial resources and capacity, profit, system, delivery of goods, loading port, economic-mathematical model, capital, managerial capacity.*

**UDC 656.614.2. Zhikhareva V.V. Approaches to pricing in cruise shipping.**

*The factors having impact on approaches to pricing in cruise shipping are systematized. The main of them belong: possibility of sale by cruise operators of the integrated tourist's packages including air flights and cruises, a considerable time log at sales of cruises concerning departure date, use by cruise lines of computer systems of reservation of cruises, deliveries to the market of a new ships of big passenger capacity, growth of the general carrying ability of cruise vessels, etc.*

*The base price of cruise (basic rate), as a rule, included complex service onboard a vessel: accommodation in a cabin of the chosen category, food onboard the liner at the main restaurant with service according to the menu, at restaurant of buffet system and at other restaurants and bars, visit of all or the majority of entertainment programs, using pools and beach stock, a gym, a spa and saunas, volleyball courts, platforms for golf, etc., visit of children's*

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*clubs. The cumulative price of cruise from the point of view of the passenger includes basic rate, port charges for service of passengers on cruise terminals and taxes and service charge.*

*The major factors determining the price of cruise are specified. They include: cabin type; class of the cruise line and vessel (infrastructure, food, service, etc.); cruise duration; distance of transportation and share of lay time; set of the ports included in a route taking into account level of port charges for vessel call and port charges for service of passengers; set of the services included in cost of cruise; season; appeal of a route.*

*Experience of use of pricing strategies in the modern cruise shipping market is generalized. Cruise operators use the strategy of pricing differing on degrees of complexity of service of tourists (sale only cruises, various options of sales of tourist's packages with air flight and transfers). Difference between purchase only cruise and a tourist's package, and establishment of a payment for flight from a certain city, gives to the cruise companies big flexibility in pricing and stimulation of demand for cruises.*

*The price incentives used by cruise operators, are classified by types. The following types of discounts, bonuses and price incentives for cruise passengers are allocated: possibility of increase of cabin category upon purchase of the guaranteed category, seasonal discounts for cruises, the actions, special offers, group discounts, bonuses upon purchase of cruises in the form of the onboard credit, a discount upon purchase of the following cruise onboard a vessel, a discount upon purchase of coastal excursions, complex packages of alcohol and other goods and services online prior to the cruise, the special prices for the staff of travel agencies, cancellation of surcharge for single placement in a cabin, loyalty program for regular customers, a discount upon cruise purchase shortly before departure of a vessel (Last Minute Cruise), a discount for earlier booking.*

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*The most positive impact on demand is made by tactics of pricing used by the cruise companies taking into account time factor. It does to even more important for cruise lines of a problem of adoption of price decisions as they have to determine the size of a discount so that to provide a certain part of loading by a way of early booking and it is correct to define the moment when the payment has to be lifted.*

**Keywords:** *cruises, pricing, cruise shipping, cruise lines, passengers, discounts.*

**UDC 338. 47: 656.61.003.13. Dubovik N.V. Features of formation of performance indicator system development of maritime transport complex enterprises.**

*With the development of economy, science, social and economic processes that occur in the country and in the world, expanding aspects that must be considered when developing strategies for the development of maritime transport complex (MTC) enterprises because of their impact on the development of this important industry is essential. In this regard, the purpose of the article is to study the peculiarities of the system performance of enterprises of MTC.*

*The features that must be considered in assessing the efficiency of the development of companies and MTC are as follows:*

- influence on the final results of the fleet, ports and other enterprises of MTC everything related to the development, adoption and implementation of management solutions (forms and methods of management, governance structure, etc.);*
- economic, political and social aspects that determine the place and role of ownership in achieving high end results maritime;*
- development of public-private partnerships, the use of different forms of interaction between business and government for solving socially important problems on mutually agreed terms;*

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– *MTC functioning as a whole at the expense of structural links that are found in the process of solving the common task of traffic and cargo handling at the interaction of the industry in a variety of areas (organizational, technical, economic, legal, etc.). Interaction encompasses not only the company of sea, but other modes of transport;*

– *effective mechanism of mutual shipping companies with cargo owners, fuel suppliers and others., the state budget, which affects the availability of the necessary working capital, the need for additional financial resources in the form of short-term bank credits to fulfill various obligations;*

– *need to implement international norms and rules in the field of maritime transport, which significantly affects the efficiency of enterprise operation MTC.*

*Specified evidence of special requirements for evaluating the effectiveness of the operation and development of enterprises MTC.*

*The choice of indicators and assess the effectiveness of MTC companies will undoubtedly affect the objectives of the MTC, which generally include:*

– *development of modern and efficient transport infrastructure for accelerating the movement of goods and reduce transport costs in the economy;*

– *increasing the availability of services to the public transport sector;*

– *enhancing enterprise competitiveness MTC and transit potential of the country;*

– *enhancing integrated security and stability of the MTC;*

– *improving the investment climate and the development of market relations in maritime transport.*

*This article describes the main areas of implementation of Transport Strategy of Ukraine till 2020, which surely must be considered when developing a system of indicators of MTC enterprises.*

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**Keywords:** *performance indicators, marine transport sector, development of maritime transport complex enterprises.*

**UDC 338.47 Novitskaya S. S., Yatskevych I.V. Determining whether effective evaluation competitive advantage.**

*The paper analyzes the competitive environment on the basis of specification and detail concepts such as "competition", "competitive advantage", "competitiveness" and "competitive level", which provides the basis for determining the entry prerequisites enterprise sustainable competitive position. The interrelation of these concepts has shown that competitiveness is seen only in terms of competition and in competition. The determining factors to ensure the competitiveness of enterprises have a competitive advantage. Therefore, in an everincreasing competition to the company treats the problem of continuously improve its competitiveness by achieving competitive advantage.*

*Based on research carried out in the article revealed the specific features and ensure the competitiveness of enterprises. One of the critical problems faced by market participants of Ukraine, is to determine effective ways and measures to ensure the competitiveness of goods (works, services) that they already provide to consumers, or which only planning to enter this market. Orientation ways and measures to ensure the competitiveness of the criteria and factors that affect the level of competitiveness of products. They must provide high quality products and service as well as their consumer innovation, lower prices, expanding the number of additional products, improving the image of the company and its products.*

*Determined that the direction of achieving competitive advantage should be based on direct superior quality products sold now, taking into account the achievements and constantly introduced into production results scientific and technical progress, the potential for lower costs, efficient use of resources, innovation, develop optimal solutions to the financial and economic problems, adaptive*

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*enterprise management system to changes in the internal and external environments, taking into account all possible directions competitive-ness.*

*The introduction of a complex of measures should achieve an adequate level of competitiveness and strengthen the competitive position on the market.*

**Keywords:** *competition, competitive, competitive sustainability, competitive advantage.*

**UDC 338.2. Otlivanska G.A., Babashov R.A. Theoretical aspects of financial forecasting in the enterprise.**

*The article researched of the scientists' positions about financial forecasting in the context of its conception, distinguishing characteristics, attitudes to financial planning, range of the problems in the enterprise.*

*The role of financial forecasting the company revealed through complex tasks that it solves. The scope of financial forecasting includes: establishing a connection between the current and future management decisions based on the quantitative determination of their financial implications; the system variant of forecasting financial reporting development and the probabilistic determine of the future financial situation; estimates of future cash flows, financial needs necessary for the enterprises growth and determine the best way to meet these needs; use the accurate and rational financial forecasting to increase the efficiency of financial planning.*

*In the article there is considered the basically positions of scientists about financial forecasting: phase or component of financial planning, that provides understanding of the relationship between current and future decisions; the basis for study future amount of the enterprise financial results; one of the basic conditions for financial planning.*

*Researchers have discovered that: timing division between financial planning and forecasting at an enterprise almost lost its*

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*meaning in modern conditions; the main feature of the financial forecasting is an assessment of future possible financial impact of decisions and external factors for financial planning convening; financial planning fixes the desired amount of the enterprise financial results to achieve it in the future; financial crises, changes of external environment and other factors stipulate the financial forecasting usefulness at all financial planning stages from the development financial strategy to correcting current and operational plans of the enterprise.*

*In the article substantiated a financial forecasting is a component of financial planning methodological tools, which provides an alternative basis for the future amount of enterprise financial results based on the situation and management decisions in the current period.*

**Keywords:** *financial forecasting, financial planning, concept, distinguishing characteristics, range.*

**UDC 338.06. Kubiniy V.V., Kostyk Ya.M., Moroz V.R., Muska I.I. Enterprise development as a category of system method of scientific research.**

*It is proved that the development as a process of continuous change in the material basis of production, but also the totality of relationships between various economic actors, social groups. The authors also argue that the socio-economic development – a complex contradictory process in which interacting positive and negative elements and factors, with periods of growth are changing stages of decline. The basic idea of this definition is that the development does not stop even at the stage of decline. In this case, the qualitative restructuring of the system, which provides further performance of its operation. The essence of economic development is also proposed to consider as a result of the shape and movement of economic relations, reproductive activity in the way of generalization, complications economic decisions, their dynamism, the transition*

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*from a desire to preserve the historically formed the effectiveness of its growth.*

*Development of company – a complex contradictory process in which positive and negative elements and factors are interacting, periods of growth are changing stages of decline.*

*Development of company may also be viewed as the result of the shape and movement of economic relations, reproductive activity in the way of generalization, complications economic decisions, their dynamism.*

*If the company is viewed in the context of a systematic approach, the development of the enterprise may be represented as a three-pronged process:*

*a) self-adaptation, which allows for certain parameters relevant to the target system;*

*b) self-development – the system produces self development goals and criteria that determine the degree of achievement, has the ability to modify the parameters, structure and other components or features that allow the system to evolve in \$;*

*c) self-learning – when the system accumulates knowledge and experience, allowing it to determine and shape criteria, for example, determine the strategy or tactics of the system.*

*The paper category of enterprises considered from the standpoint of a systematic approach, which allowed to determine the development of the enterprise as a higher level of self-organization, self-development and self-learning, providing competitive advantage and position stability in the environment.*

**Keywords:** *development, enterprise syste, competitive advantages, self-organization, self-development, self-adaptation.*

**UDC 338. Kubiniy N.Y., Voznyak R.S., Mahada J.V., Mychichka M.O. Theoretical basis of enterprise development potential in modern conditions.**

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*In the article the feasibility of incorporation of theoretical approaches to the nature of the potential of the company in the implementation of strategic management. Implementation of strategic management can not only keep track of external opportunities, but also lead to internal economic potential compliance trends of the environment. Create an adequately the challenges of the environment system of strategic management is possible only on the basis of relevant theoretical bases for determining the nature of the enterprise potential and mechanisms of its functioning. Implementation of strategic management capacity due to the fact that strategic decisions under conditions of high uncertainty prospects of the domestic situation and turbulent global environment serve as a benchmark system guidance of action in economic, social and innovation. In addition, rapid changes in the world is the need for more preaktyvnyh strategies than reactive. Implementation of strategic management activate the creative part of the innovative capacity both in terms of its utilitarian value as a resource for innovation and diagnose problems in the field of development and strategic decision making.*

*Strategic management capabilities becomes an objective reality and a necessary part of the company aimed at developing and establishing long-term competitive advantage. It is proved that strategic management is focused not only on monitoring the external environment, but to strengthen her economic potential as the basis for boosting economic activity. To ensure effective strategic management of enterprise internal potential, it is necessary to determine its theoretical foundations that constitute the philosophical basis of adequate decision-making. The study found that there are two philosophical approaches to determining the nature of the economic potential: epistemological, which uses potential as a means of understanding the world economic and structural, exploring the content and potential components and their interactions.*

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*Identified two potential concepts: substantive and effective. Object concept includes a resource and effective approaches. Efficient concept has targeted, systemic and other approaches. The choice of approach makes setting management objectives and orientation of strategic decisions.*

**Keywords:** *capacity, enterprise, epistemology, structure, system, factor resource.*

**UDC 338.2. Danaykanych O.V. Performance management mechanism as the part of improvement of enterprises' activity in market economy.**

*In this article the analysis of major theoretical positions on performance management mechanism of enterprises' activity in the market economy is made, the origin of categories like «mechanism», «management mechanism».*

*In the terms of management of the enterprise the management mechanism – it's a system that is composed of interrelated parts (subsystems) that combine different elements and a plurality of blocks, ensuring in the process of interaction between the functioning of all subsystems of organization. As a result of thorough analysis A. Kutsenko proposed an expanded definition of this concept: mechanism of management – it's a optimal set of forms, structures, methods, tools and management functions, which aims to contribute to the purposeful operational regulation of activity in the direction of efficiency management for providing the accordance the actual state of the enterprise to the specified parameters, which broadened understanding the necessity of work out the informational-logic model of the mechanism of management the efficiency of activity, which would be adequate to the practical purposes of the operation of the concrete enterprise and will be provide a synthesis of the components of the mechanism of management.*

*Much attention was directed to the analysis of author's approaches to the classification of the main components of*

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*management mechanism of enterprises' activity in market conditions, that gave an opportunity to identify the following components: economic mechanism of management (sent to create a conditions for achieving the purposes of economic activity by the economic methods which, in turn, consist of appropriate levers of influence), organizational mechanism of management (covers the organization of structure of the management system and the organization of the process of functioning of the of the enterprise, which is managed), socio-psycho-logical mechanism of management (aimed to the improving the socio-political, socio-technological, socio-households, socio-personal and other relations between the people in the process of enterprise activity), technical (technical and technological) mechanism of management (provides the collection, processing, storage and transmission of the information for the making an optimal management decisions and monitoring their implementation), informational mechanism of management (provides the collection and delivery of a new, reliable, current information about the subjects of environment management personnel at all levels of the enterprise, constantly updates the information database of the enterprise activity), environmental mechanism of management (contributes to minimize the impact of activities of the enterprise on the environment).*

*In particular highlighted marketing mechanism for performance management of enterprises, the need for which is determined by the peculiarities of economic activity objects functioning at this stage of the development of economic system. This mechanism determines the process of formation, organization, implementation and control of marketing activities aimed at improving the performance of the enterprise, its market stability, maximum satisfaction of the requests of the society and to ensure of the consistency, coordination, flexibility of activity of the enterprise.*

*Also grouped and systematized tools for components management mechanism of enterprises' activity that improve understand-*



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*ding of the impact of a specific mechanism for profitability indicators (results rating) are also presented.*

**Keywords:** *mechanism, management mechanism, the efficiency activity of enterprises, economic, organizational mechanism, socio-psychological, technical (technical and technological), informational mechanism, environmental and marketing mechanism.*

**UDC 330.34.014. Popovich V.V. Restructuring of publishing enterprises based on controlling under strategic management.**

*The paper shows the stages of restructuring the company in accordance with the objectives and implementation phases of strategic management.*

*Grounded implementation matrix fan structure on the basis of controlling. The main functions of the department controlling and outlined the shape of their relationship. The matrix organizational structure is a kind of adaptive structures, whose main task is to monitor external changes and to ensure the adaptation of the internal environment for them. Among the prerequisites for implementing a matrix organizational structure stand out feature, project, product, customer, territory, market segment process. The matrix structure enhances the effectiveness of strategic management on the basis of the formation of such advantages as flexibility (in linear functional variants organizational structure flexibility in strategic action is impossible and mobility determine the competence and responsibility extremely inhibited) coordinate strategic actions (the conditions for mutual strategic actions in the performance of similar content types of work, such as controlling department integrates planning and analytical functions) coordination of strategic and tactical actions (the main problem is improving the efficiency of strategic management from operational management requires adherence to labor standards and use materials that certainly is the foundation of*

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*business strategy focusing on costs), the prevalence of strategic interests of the company (the power and resources are distributed in such a way as to ensure the implementation of key strategic goals of the enterprise).*

*Essence fan organizational structure is the concentration function of strategic analysis and planning department controlling fan and his connections differ between intersections functional activities and strategic activities of the company. The main functions of the department controlling divided into two groups: the functions of strategic planning and strategic analysis tool. Features strategic analysis, in turn, are divided into two groups. The first group of functions associated with the retrospective analysis and the prevailing trends in the environment, which led to some opportunities and threats. The second group includes analytical functions monitor and evaluate the probability of future changes in the environment as well as within the potential of the company. Functions Controlling department in strategic planning recommended for JSC "Transcarpathia" divided into the same group. First, it is planning function for the environment, ie consumers, competitors, contractors, etc. to Se-cond, it features influence the planning of the internal potential, including primarily the formation of innovation and human resources of its components. Also highlighted features influence the production, organization, and other potential corporate development.*

**Keywords:** *strategic management, organizational structure, controlling, matrix structure, functions.*

**UDC Rjabak M.I., Mashiko K.S. The nationwide legal regulation of regional development.**

*Basic national statutory acts of branches of government, that setting out the instruments of regional policy for promoting the economic development, are analyzed. The authors explored the principles of the Ukrainian Constitution, which is the basis for the functioning of regions and further development of legal acts concer-*

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*ning regional development at the national level: laws of Ukraine, decrees of the President of Ukraine and resolutions of the Cabinet Ministers of Ukraine. Main obstacles and problems of legal regulation of applying instruments for regional development are established. The selectivity of support for separate territories is evident in current conditions. Using a large number of regional development instruments is regulated by a regulatory framework. However, special emphasis is placed on program-based approach to promote the priority territories and industries. State programs are divided into national and other (including directed at the development of certain regions), as well as the economic, scientific, technical, social, national, cultural, environmental, defense and law enforcement. National programs, that submitted by the Cabinet of Ministers of Ukraine, are approved by the laws of Ukraine. Other state programs for submission by contracting authorities approved by the Cabinet of Ministers of Ukraine. The main source of funding for state targeted programs is the State budget. However, the revenues from it to perform certain activities may vary each year, as a consequence the programs of development are not implemented completely. At the same time, centralization of fiscal and budget system reduces the level of economic independence of regions. Accordingly, the focus on the promotion of regional development should be aimed not only on the administrative and territorial reform, but on reforming the mechanisms of concentration and redistribution of public funds. The number of national legal acts that regulate regional development and regional policy, in general, is relatively not large. Although, the mechanism of the regional development includes many types of government policies. But the general principles of state regional policy and the specific opportunities for regional development, in accordance with the conditions inherent in different territories are not clearly regulated by legal acts at the state level.*

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**Keywords:** *instrument, mechanism, legal act, region, regional development, regulation.*

**UDC 338. Maksymchuk J., Marchuk K., Moshak I., Jusyp V., Book D. Methodical aspect of the economical development factors behavior.**

*Achieving the aim of development system is based on defining of range forces that drive the movement of the economic system in a given direction. Investigation of factors implies the need of classification, which is not only the quality of their analysis, but based on the selection of evaluation methods.*

*A classification of existing factors in the development of economic systems to supplement the grouping by the following features: depending on their role in the economic system and share in defining and supporting; on the possibility of a rational assessment - rational or irrational.*

*Determinants are necessary conditions for reaching set goals while supporting usually reinforce the effect of the determining factors.*

*The behavior of rational factors can be explained by analysis of economic systems and their performance, which are evaluated and predicted, and irrational factors are not amenable to precise logic of explanation and therefore cause difficulties in assessing how the process of retrospective or prospective analysis.*

*Decisions of economical problems of factor analysis cover both deterministic as well as stochastic event. If the results of the deterministic analysis of direct exit to be precise and unambiguous, then the stochastic – with some probability (reliability), which should be assessed. In the study of economic systems to determine the impact of a wide range of deterministic competitive factors is extremely time consuming and simplified, which makes use of stochastic analysis to be more correct with management, economic and mathematical perspectives.*

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*Economic factor analysis can be aimed at clarifying the factors that shape the operating results, according to various sources of spatial or temporal origin.*

*Classification of tasks factor analysis organizes the production of numerous economic problems, can detect common patterns. In the study of complex economic processes possible combination formulations of problems if these do not relate well to a certain type as specified in the classification factors.*

**Keyword:** factor, the economic system, classification, feature, analysis, aims method.

**UDC 338. Zavadjak R. Efficiency of the enterprise and its dialectical relationship to an optimum.**

*The article highlights the essence of current approaches to enterprise efficiency that prevails in domestic and western scientific thought. It is proved that economic efficiency is the integrated nature characteristic results using various levers of economic activity, of labor and labor over time.*

*Efficiency is connected primarily with the effect of the company, with its results. The effect can be positive when changes are beneficial and negative when changes are destructive, or null if no change. Determination of efficiency is to evaluate the results. When the result of all understand the final result (output), which completes an any process. Efficiency – is an economic category, which reflects the ratio between the obtained results and wasted resources to achieve them. Abroad, in countries with developed market economies to outline the economic impact of using different term – "the performance of production and service", which refers to the efficient use of resources, most foreign scientists evaluate effectiveness as external concepts tied to market resources, goods and etc.*

*It is proved that effectiveness is in a dialectical relationship with the category of optimality. Highlights areas where interaction*

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*occurs: analytical, field setting goals, determining options to achieve goals.*

*First, the efficiency shows correlation level between the results and the costs and optimal shows the relationship between variations of resource use.*

*Secondly, efficiency measures how expensive is chosen path to achieve the goal of business, and optimal – which contribute to the achievement of the objectives included individual business units.*

*Thirdly, the effectiveness will determine the path to achieve the goal will be achieved at the lowest cost, while optimal to select the option, which even at a higher level of resources, the economic system will be developed in harmony and be directed to a stable equilibrium.*

*This provides an opportunity to argue that the effectiveness focused on cost management and optimal – processes. In this case, the optimality and efficiency are sides of the same coin, which can be called competitive. Thus the optimality and efficiency are taking place not only in the organization and execution of production processes, but also in marketing, logistics, investment, etc.*

**Keywords:** category, efficiency, optimality principle, result, goal, score.

**UDC 330: 332.01. Voronych K.M. Methodological approaches to research of entrepreneur potential of small forms of management in agriculture**

*In the article the major approaches of economical essence of "entrepreneur potential" category is analysed and specific features of it's forming in agriculture in modern terms of market economy is determined. In the research the methods of system and resource analysis of "entrepreneur potential" of small forms of management in agriculture are applied. The author's interpretation of "entrepreneur potential of small forms of management" category is proposed and it's structure is determined.*

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*The analysis of the existing economic approaches to the understanding of the nature of entrepreneur potential of small agriculture forms of management shows that despite of considerable interest to the study of these problemse, there is no single approach to the de-terming of "entrepreneurial potential" category and there is no unity in clarifying of it's component structure, so the problem of the formation of entrepreneurial potential of small agricultural enterprises should be considered in the complex. It changes the approach to use of entrepreneur potential that operates under perfect competition and especially inherent for agricultural markets. According to these changing the system of small businesses management in agricultural, which is aimed for the realization of small business interests.*

*In our opinion the entrepreneurial potential of small forms of management in agriculture should be interpreted as a set of existing and potential entrepreneurs that influenced by economic, geographical, political and socio-psychological factors and ensure efficient use of available and potential resources by implementing the basic functions of business. The proposed definition of "entrepreneurial potential of small forms of management" differs from the existing business potential in the economic literature in that entrepreneurial potential is not seen in the narrow sense (as the potential of the individual or company) but as well as integrated category, which combines the potential of businesses, resource potential (including natural resources, manufacturing and labor) and the conditions for their implementation.*

**Keywords:** *entrepreneurship, potential, the entrepreneurial potential, agriculture, small forms of management.*

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SUMMARY

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*The necessity of further review of public administration in the field of communication and information.*

*A new approach to the process of ensuring the state, Sustainable Development Communications and Informatization by improving conceptual approaches and methods for regulatory activities.*

*Regulatory activity is defined as "the direction of government policy aimed at improving the legal regulation of economic relations and administrative relations between regulatory authorities or other public authorities and undertakings, to prevent the adoption unecnomical and inefficient regulations, reduction of state intervention in the sub the objects of management and elimination of obstacles to the development of economic activities carried out within the limits of the procedure and in the manner established by the Constitution of Ukraine and laws of Ukraine.*

*The conceptual approaches which include a set of specific scientific ideas, positions, opinions and mechanisms should have by public authorities (government, civil society institutions) that authorized for sustainable development of the sphere of communication and information.*

*The methods regarding regulatory activities include: systematic, comprehensive, functional, productive, evaluative, predictive, analytical, statistical, etc.*

*Proposed mechanisms of Communications and Information incorporated into several groups of tools: legal, financial, economic, monitoring, control, compliance, information and communication, communication and more.*

*The combination of approaches, methods and tools in combination with public administration filled with new content of regulatory policy in the field of communication and information.*

**Keywords:** *conceptual approaches, public control, communication and information, regulatory activities, methods of regulatory activities, legal mechanisms, administrative arrangements, the state regulatory policy, the strategy of state regulation.*