

**UDK 656.614.3. Selivanov V.V. Modern trends in logistics processes in the system of sea travel and their structure.**

*Examined trends in the development of logistics processes in the organization of sea voyages, which are logical, coherent and interrelated set of activities that consume resources service provider voyages, create valorem products and outstanding results of the consumer (tourist).*

*Analyzed ways to transfer the individual functions (s) of the logistics business process to third parties and organizations.*

*Shows the purpose of logistic system of sea travel, which is to meet the needs of customers and describes the main parameters: customer service, quality of service, the volume of services, customs clearance and delivery time, delivery location and costs.*

*A system of sea travel was considered the nature of logistics channels, their structure and management.*

*The tendency of new logistics distribution systems of passenger transport services was revealed.*

*Found that echelon channels vary according to the number of intermediate links (levels) from the provider to the client. This leads to the fact that more such units, the more difficult to coordinate the actions of participants to promote services to customers. Therefore suggested that echelon channels are suitable in cases where:*

*- Flow consists of a large number of different services or service of different suppliers, which requires their unification and pre-delivery;*

*- Intermediaries better meet customer requirements;*

*- Intermediaries suppliers reduce the cost of implementation services, and customers – to buy comprehensive services.*

*In relation to SMEs were also considered the nature of logistics channels, decisions on the structure of the channels and ma-*

*agement. It was noted that the participants in the channel perform certain functions to ensure effective distribution and continuity of services. The aim is tht the distribution channels conclude among themselves contracts for the sale of services, provide funding to cover the costs, allocate responsibilities and risks for the functioning of the channel.*

**Keywords:** *agents, business process, customers, comprehensive services, logistics, providers.*

**UDK 656.07. Baryshnikova V.V. Theoretical aspects of the development of «short sea shipping» in Ukraine.**

*According to the maritime transport strategy 2018 the Black Sea transport sector should provide cost-efficient maritime transport services adapted to the needs of sustainable economic growth of the EU and neighbourhood countries.*

*The former European Common Transport Policy (CTP) considered the short sea shipping development to contribute to further growth and development of peripheral and isolated regions (achieving cohesion through short sea shipping).*

*Unfortunately, there aren't effective proposals for the development of short sea shipping in Transport Strategy of Ukraine for the period until 2020. But effective using of this transport sector in the economy of Ukraine will facilitate the integration of national transport system into European and world transport network. It will also increase the national transport network capacity on the account of the business impact and synergy effect on the bases of integration to the modern logistic transport chain and providing effective door-to-door service on environmentally friendly conditions.*

**Keywords:** *short sea shipping, coastal regions, transport system.*

**UDK 656.615:303.43. Belous K.V., Drahunova A. Features of the development and evaluation of priority development strategies of commercial seaports of Ukraine.**

*Port in a market economy is not a natural area for loading and unloading of vehicles. The port is a key trade and commercial center that provides a search of their customers and meet their needs.*

*The objective of many ports of Ukraine is to adapt and survive in a competitive environment. The main question for them - find a strategy of development based on the real situation that emerged in the market.*

*In this article, the authors demonstrated understanding of the fact that the issue features the development and evaluation of development strategies maritime trade ports of Ukraine are one of the pressing. Addressing these issues contributes to the competitiveness of ports and achieving sustainable long-term financial situation.*

*It also addresses the problem of functioning and development of the port industry, analyzes the stages of the selection process development strategies port.*

*It is known that the strategy of port guilty comply with process, marketing and behavioral approaches, as based on the above approach has been proposed algorithm development strategy port that can be offered specific maritime industry in developing mechanisms of realization strategies at all stages of the life cycle.*

**Keywords:** *strategy development, sea port, strategy development, methods of evaluation of the strategy, the algorithm of strategy development.*

**UDK 330.322. Postan M.Y., Balanskaya T. Modern management methods of investment risk.**

*The paper investigates the nature and types of investment risks today. The comparative characteristics of methods of risk assessment, risk assessment algorithm. The basic methods of managing investment risk.*

*One of the factors of successful existence and further development of enterprises in the reform is the ability to manage risk, that is the ability to provide the lowest cost financing costs, necessary and sufficient to reduce the probability of occurrence of adverse outcomes, and in case of occurrence – the ability to localize the negative consequences of these events.*

*Investment risk – a risk associated with the investment. They include the following subtypes risks: risk of loss of profit, risk of decline in profitability, risks of direct financial losses.*

*As the financial and economic risks of the company are very important. But in our opinion, the most influential importance in the business is still business risk. He therefore, to a greater extent affect the financial position of the company on the profit for the profitability and liquidity of assets.*

*In the management of investment risk using three methods: the method of insurance, the method of risk reduction and risk elimination method. The use of each method involves the use of a number of measures to influence the level of investment risk. The study showed that these measures can be classified according to three criteria: content (organizational and economic methods), the level of activity of the action (action active intervention and passive intervention measures); steps for implementation of the project (measures used in preparation of the project to implement, measures which apply to the investment stage of the project).*

*Further research investment risk management features should be made towards improving risk management, development tools practical use of these techniques, including risk management inaccurate estimation of investment attractiveness of enterprises.*

**Keywords:** *investment risk, hedging, insurance, diversification, risk.*

**UDK 368.025.6:06.051. Makhurenko G.S., Zalipiatska V. The insurance like a method of minimization of project risks.**

*In the development and implementation of investment projects is always a risk of negative consequences of failure or improper implementation of the project program, and losses exceed the allowable value. One of the method for the protection from adverse consequences and attract additional investment is insurance mechanism, and for its successful using of the technology necessary develop insurance investment project. In the unstable situation in Ukraine in general ( protracted economic crisis, political difficulties), and in the investment market particular (difficulties of company, bankruptcy, a significant drop in the exchange rate, accidents, abuse deadlines, construction sites) risk of loss of investment increases. Therefore, the fact of insurance reduces the investor's risk of the investment. It should be noted that the total investment income reduce, but the insured event is not fatal for the investor.*

*The best type of insurance for the maritime industry is a mutual insurance fund organized as a mutual insurance are directly Operators. The basic principles of the mutual fund is solidarity and responsibility, that if in the event of an insured event actual losses exceed the insurance fund, the participants incur fees.*

*For this aim in the article was analyzed the possible project risks, methods to minimize them, reviewed and analyzed the insurance contract and its constituent elements were analyzed insurance*

*and selected the most effective form of investment projects for the marine industry.*

**Keywords:** *risks, project risks, insurance, marine industry.*

**UDK 656.614.3.073.235. Shitra M. The formation of the tariff for the container delivery service.**

*This work is devoted to the research of price formation in the market of transport-forwarding services at all stages of the handling of cargo and its dependence on factors of time and quality of service.*

*In the context of globalization of the world economy the main object of international economic relations are the goods. They can move from producer to consumer by using different types of transport. Logistics costs account for more than 70 % in the cost of goods. And today in case to reduce such spending almost all goods that are imported/exported, spend some time in the container. This is because the transportation of goods in containers is most economical for shipping long distances, and even more, using different modes of transport; it provides no overload of the product by changing the vehicle and a flexible and effective combination of different modes of transport. Because this process is multi-modal the rate for such service has so many components that often remain unknown to the customer of such service.*

*That's why, this work includes analysis of what includes the transport tariff (or price on shipping), what factors influence its size and what points you should consider before making an order for container transportation.*

**Keywords:** *freight, container type, direct and reverse flow, demurrage, detention, storage, FIFO, FILO, LIFO, LILO, the basic conditions of supply, booking.*

**UDK 656.614.3.073.14. Majorova I.O., Nechepurenko O.  
The efficiency problems of quality management in transport and forwarding services.**

*The article presents the basic problems of forming quality forwarding service, identifies indicators to assess the quality of transport and forwarding services.*

*It the article the quality of transport and forwarding service identify as a complex category, which depends on the ability to satisfy the established or predictable needs of the client (cargo owner) in a timely cargo delivery, sustainability communications with other parts of the transport process (carriers, Shipping companies, etc.), a valid transport documents additional services (cargo insurance, the development of individual models of delivery, informational support et al.), which in turn positively as shown on the image forwarding company and the financial results of operations.*

*Successful economic activities of freight forwarding companies and their competitiveness on the market largely depend on the availability of highly effective organizational and technical management mechanism and quality assurance of products (services), progressive and effective quality system, oriented to the demands of the consumer (customer), that is Total Quality Management (TQM).*

*Also mentioned the main problems of the quality of transport and forwarding service are as follows: Ukrainian government policy does not encourage forwarding company to work in good faith. The legal base forwarding activities as a whole and in the field of quality developed not enough. There are gaps, regulatory instruments of the forwarding activities, that do not consistent with international legal standards. In turn, the absence of the relevant legal principles is a barrier of the development of new types of forwarding and transportation services, such as including multimodal transportation, lea-sing, factoring, logistics and other services.*

*The article proposed the following aggregative system of indicators to assess the quality of transport and forwarding services: time of receiving orders to delivery for transportation; reliability and the ability to deliver on-demand; availability of stock, stability of supply; completeness and availability of execution order; convenience of location and confirmation of the order; objectivity tariffs and regular information about costs of service; the possibility of granting loans; efficiency of processing of goods in warehouses; quality of packaging, as well as the ability to performing package and container for transportation.*

**Keywords:** *quality management system, freight forwarding service, total quality management (TQM), standards of quality, quality indicators, quality control system.*

**UDK 33:504:656.071.4(477.74) Belous K.V., Ivanova K.  
Economic aspects of improving environmental management system in the port of Odessa.**

*An increase of world industrial production, increase of requirement is in raw material and products of agriculture, a redistribution over of part of import and export in trade of row of countries is constantly brought to the increase of transportation of loads by a marine transport. The complex inspections of homeports and analysis of materials are conducted by the row of organizations for foreign to ports showed that the modern stage of development of navy was characterized quality and quantitative changes. Next to increasing power of ports, their specialization on loads, intensity of realization of freight works rose expansion of nomenclature of loads that is redone, and, as a result, and negative influence of port on an environment.*

*Analysis of the current status of the port of Odessa showed that the port pays great attention enough measures to implement new technologies and projects that can prevent a negative impact on the environment. However, despite this, there are weaknesses in the environmental management related to imperfect environmental monitoring system.*

*As a result of the research proposed and calculated method of evaluating the efficiency improvement of environmental management. The technique is to develop a single indicator integrated environmental assessment port is determined by the Principal Recipient, hydrosphere and atmosphere. Thus, the results of calculations have shown that environmental management system is satisfactory, but has the potential to improve their operations. Introduction to the methodology of calculation of integral index is appropriate in Odessa port.*

*Improving environmental management system using ecological and economic instruments, especially with integral indicator of ecological state of the port enables a systematic approach in determining the efficiency of its services in environmental and timely detection of defects and take measures to eliminate violations; enhance the image of the port in the domestic and international level, which is very important in a market economy and Ukraine's aspirations to become a full member of the EU; the possibility of environmental planning works with real efficiency.*

**Keywords:** *environmental situation, environmental management system, seaport, environmental control, environmental and economic tools, integrated indicator of the ecological state of the port.*

**UDK 338.45 (477) Glazkova A.S. Directions determination of ways making healthy industrial and transport complexes in Ukraine.**

*Modern development of Ukraine industry status is characterized by falling of investment processes and neglect of production. In industry there is advantage of industries with a low technological level, products of eventual consumption mainly are uncompetitive on foreign markets, and a considerable break in the levels of socio-economic development very slows the height of economy, both on the whole and in the cut of industries national economy. Many-sided nature of this problem, namely cooperation of industrial and transport complexes with the purpose of making healthy economy on the whole, predetermines the necessity of development public regulator policy of industrial development. This context of problem is this prognostication in relation to the acceptance of new legislative base, acceptance of administrative decisions, level of predictability and taking into account of consequences. To our opinion, one of directions decision of this problem are an analysis and ground of possible corresponding measures. In the article the considered problems of development industry of Ukraine and role a transport system are in development of industrial complex in Ukraine. The ways of making healthy are certain industrial and transport complexes.*

*The reform process of the transport complex in Ukraine provides for the strengthening of control by the state over the use of cargo base of the domestic industrial sector of the country as a complex with a specific monetary resource. Without a sustainable transport system and, in the first place, without the rapid development of transport infrastructure, new efficient schemes of delivery of the goods is impossible to achieve the guaranteed*

availability of transportation services for all consumers, reducing risks and improving the state of the industrial complex.

The rapid development of transport system in comparison with other sectors of the economy – such an approach was a logical reflection of the changes taking place in Ukraine. To the market and greater transport work. Therefore a transport comes forward the sensitive barometer of the state of national and world economies. At the same time, being the large user of transport vehicles and build materials, he influences on the load of production capacities, on forming of GDP. Favorable tendencies in development of transport appear in the decline of transport, by the measure of «spatial» efficiency of his functioning which is an increase of mobility population.

**Keywords:** industrial complex, transport complex, intercommunication of processes, production, industry.

**UDK 656.2(477):331.108.2. Polova V.V. Theoretical and methodological bases and conceptual model of complex management system of railway workers' labor behavior.**

People are the main value of any socio-economic system, as the economy as a whole and its individual sectors or organizations. The effective work of employees is achieved through the construction of high-quality, socio-cultural identity management system.

The essence of the concepts «management of workers' labor behaviour» and «control levers of workers' labor behaviour» are defined; the main levers of the operating control system of workers' labor behaviour on Ukrainiane railway transport are analysed; the conceptual model of the complex management system of railway workers' labor behaviour, which considers the principle of sociocultural identity and provides creation of conditions as for achievement of the purposes values, strategic and operational

objectives of the Ukrainian railroads in the conditions of reforming, and for all-round harmonious development of workers, increase of efficiency of branches' personnel capacity development in general is developed; it is opened its main goals and tasks, functions, the principles, levers and methods of management, efficiency indicators are defined.

**Keywords:** labor behavior, conceptual model, management, levers, sociocultural identity.

**UDK 334.024. Khlopotna N.I. Theoretical bases and essence of determination of concept «corporate management», feature of national model of corporate management.**

In the article present basic viewpoints of researches about essence and features of concept «corporate case frame» and the analysis of foreign corporation management is conducted. In modern Ukraine an economic mechanism is not perfect and it's not correctly to compare to countries with developed market economy. But, address to experience of countries with the developed economy necessity for the search of new sources of development of the Ukrainian economy, by the necessity of decision of problem of choice of effective model, strategy of its introduction and development. In the article the analysis of modern corporate management is conducted and special features of these models are selected. Going out from the features of national management, every country has an own corporate case, model, frame differ after the list of entries, by dependence on a legislative base, on opening of information, in obedience to economic, legal and social features. Understanding with key elements and mechanisms of models, the structure of corporate management is analysed in this article. Basic modern models and comparatively their efficiency are considered. These looks are classified an author and offered own understanding investigational.

*Also, the features of national corporate case frame, oriented mainly to external control are considered in the article. On the first stages of forming it appeared inadequate the level of development of institutional environment: its becoming and fixing in domestic economic practice was done impossible by absence or insufficient development of most necessary elements of market infrastructure. Re-commendations to subsequent development of the Ukrainian corporate case frame formed and the offered by author.*

**Keywords.** corporate management, corporation, models of corporate management, corporate relations, shareholders, stock.

**UDK 330.8. Kuznietsova O.V. About of economic efficiency.**

*In the current economic conditions due to stiff competition high efficiency of management decisions and the rationality of construction strategy of enterprise functioning impossible without a real assessment of the economic efficiency of enterprises.*

*The steady growth of economic efficiency associated with the ultimate goal of economic entities. Thus, the level of economic performance of business entities is a logistical and financial base for the solution of various problems or to achieve this goal. Given this circumstance, namely, each business entity need to systematically assess the cost-effectiveness of its activities.*

*The purpose of this paper is a theoretical generalization issledovatelstva and basic concepts with economic efficiency, is the fundamental basis for determining its nature and importance for enterprises.*

*In economic theory, many scientists and economists give their interpretation of the notion of «efficiency», but the evolution of content and the role of efficiency for business entities allowed to identify two areas of its interpretation. So, the first direction -*

*scientists and economists consider the notion of «efficiency» as a measure of the efficiency of the use of productive resources in the enterprise. The second direction – scientists and economists consider the notion of «efficiency» as the ratio of «the result – the cost».*

*These interpretations are only allowed to illustrate the effectiveness of the situation is extremely broad interpretation of the category has many disadvantages, the main of which is the diversity of the concept of «efficiency», which entails consequences such as disputes its understanding. This provision is linked to the evolution of the formation and development of scientific schools. Among which are: classical, neoclassical, general equilibrium, institutional, and neo-institutional school of competitive advantage.*

*Simultaneously, the following main and general theories of effectiveness, such as: economic, synergistic, dynamic, statistical and adaptive.*

**Keywords:** economic efficiency, effectiveness, scientific schools, businesses, theory.