
UDK 658.152:656.61.001.13. Zhikhareva V.V. Methodical bases of risks assessment in activity of sea transport enterprises.

The developed methodical bases of risk assessment at debt financing of vessels acquisition allowing to analyze possibility of receiving a negative net cash flow in every period, a ratio between credit debt and residual cost of the vessel, to execute a quantitative assessment of main types of the investment project' risk on the basis of a scenario method with application of methods of sensitivity analysis and «tree of probabilities».

Methodical bases of risk assessment provide such stages: definition of a rating of project parameters, which are checked for risk, on the basis of elasticity of an efficiency indicator; definition of scenarios of change of key project parameter which influences on cash flow; the analysis of opportunities of receiving a negative net cash flow in every period; the analysis of possibility of covering of debt by sale of the vessel at residual cost at implementation of the pessimistic scenario; definition of scenarios of change of other project parameters taking into account their correlation, creation of «tree of probabilities» etc.

Realization of these stages is illustrated on the example of acquisition of «second-hand» dry cargo vessel.

For the analysis of risk degree of the investment project the average expected value of efficiency indicator, effective planned value, a minimum according to the considered scenarios, coefficient of variation and other indicators are used.

The maximum deviation of an efficiency indicator from effective planned value taking into account probability is a quantitative measure of size of risk.

The choice of the investment project by alternative options is supposed to be carried out on the basis of the ratio of profitability and risk accepted for the enterprise.

Investors can choose the project with higher level of profitability and bigger degree of risk depending on investment strategy. At identical terms of implementation of the compared investment projects their profitability can be estimated on the basis of the average expected value of the net present value, at different terms of implementation of projects, – on the basis of an indicator of equivalent annuity.

From several alternative investment projects the best ratio of risk and profitability will have the project with the smallest coefficient of variation.

Keywords: *risk, investments, shipping, fleet, investment project, efficiency, scenery, cash flows, sea transport.*

UDK 338.5: 656.611.2. Oneshko S.V. Improving cost management of port operators using the outsourcing.

Today the problem of increasing the efficiency of the port operators had particular relevance. One of the most promising ways to improve efficiency cost management port operator is the study of stevedoring services in the context of business processes.

In order to gain competitive advantage and improve cost management port operators should focus on core business processes. Non-core business processes to outsource. This form of cooperation can give the port operator to focus on performing strategic functions and avoid the incremental costs of non-core activities.

The aim of outsourcing in the short term is to reduce costs of company, in the long – the growth of economic potential and the market value of the port operator.

Today, the problem of scientific-methodical and practical in the field of regulation of business processes in the port activity is unresolved. This makes it difficult to prepare and contribute to the

lack of effective practical recommendations to improve cost management port operator by means of outsourcing.

This caused the development of methodical recommendations for the implementation of port operators outsourcing non-core business processes.

Step 1: Structuring functions and business processes port operator.

Step 2: Choose a criterion to assess the feasibility transfer function or business process outsourcing.

Step 3: Analysis of the market outsourcers.

Step 4: Determination of quantitative and qualitative indicators. Preparing data for calculations.

Step 5. Calculations. Conclusions.

The successful implementation designed activities depends on the feedback and monitoring. Monitoring should be carried out at all stages of outsourcing. It is a system of consistent data collection to the operational diagnosis of the condition of the control object, its research and evaluation in the dynamics.

The study suggests that the use of the proposed methodical recommendations of outsourcing non-core business processes port operator will ensure growth of business efficiency, rational use of resources, minimizing costs, improve the cost management and strengthening the competitive position of the port operator.

Since the cost management by using outsourcing involves the allocation of certain business processes, then further research needs strict regulation and structuring of business processes as a port operator in a production and non-manufacturing sector activities that will identify and minimize unproductive expenditures.

Keywords: *port operators, cost, cost management, business process, outsourcing.*

UDK 658.7:656.2(4). Fedorko I.P. European guidelines for quality assurance of transport and logistics services.

For Ukraine the development of the transport system is crucial. Under the condition of reforming the Ukrainian economy, wide its introduction into the system of world economic relations will need to solve complex problems of adaptation of the transport complex of the country to work in the conditions of market relations and to meet the growing requirements for the quality and efficiency of transport services. From the point of view of railway transport service quality of rail transport is determined by the quality of transport and logistics services. To ensure the efficient provision of transportation and logistics services quality will consider the peculiarities of the quality of railway transport in Ukraine and outside of it.

Meeting the needs of consumers in the service of the railway transport enterprises largely depends on the composition of services and their delivery, and is determined by the quality of transport and logistics services.

Quality transport and logistics services is a collection of the most significant indicators of transport of the products, determining the degree of suitability for timely and fully meet the needs of shippers and passengers. Its main characteristics are the level of satisfaction of the traffic on the volume, structure and delivery time of goods and consumer cost of transport in terms of safety, regularity, rhythm, uniformity, reliability and safety of transport. When determining the integral assessment of the quality of transport to the above-mentioned characteristics are added to the costs of carrying traffic in terms of complexity, energy consumption and cost of the transportation and productivity.

The provision of high quality transport and logistics services with the demands of their users willingness to offer new types of

services, opportunities to attract additional volumes of cargo and number of passengers will enable carriers to increase their income and to achieve commercial success.

The author proposes to expand the list of standard transport and logistics services of the enterprises of the railway transport due to the formation and delivery of consignments, packing and packaging of goods, the provision of factoring and information consulting services. The analysis of approaches to quality assurance maintenance service users of railway transport enterprises allowed to determine that the quality of the provision of transport and logistics services is a complex characteristic which is determined by the quality of shipping and the quality of operation of the network terminal and warehouse complexes.

Keywords: *quality of transport and logistics services, European landmarks, transport and logistics centers, terminal and warehouse complexes, the quality factor, the quality parameters of transport and logistics services.*

UDK 656.615:658. Boiko M.O. Identification and construction classification of economic security of enterprise port sector.

Enterprises port sector (EPS) play an important role in shaping the transport system and the development of foreign economic relations. In the dynamic development of the national and global economy enterprise management port industry is facing new challenges and problems that require adequate solutions. Management aspect of EPS complicated large-scale increase in information complexity of tasks in strongly competitive environment, the need to take account of the many internal and external factors and increased responsibility for the consequences of decisions.

Given the variety of factors and subsystems that interact in the functioning of the EPS, use any of the standard methods of determining the level of economic development extremely difficult. Ukraine Enterprises port sector operate under conditions that are different from those in which ports are developed countries. However, achieving competitiveness is possible only if the initial conditions comparable to those prevailing in the more developed world. The current level of port enterprises sector requires the formation of both external and internal environment, so it is reasonable to review the existing threats in making of the EPS. External dangers and threats arising outside the EPS and not related to its production activities. Internal factors associated with the business operations of the company, its staff and due to the processes that occur in the production and sale and can make an impact on performance. Assessment of the economic security of the EPS should be based on the fact that changes in the economic situation, strengthening or weakening of competition or downturn and a number of other factors of uncertainty have a great influence on the performance of the whole, as in the present conditions without potential threats and dangers do just impossible.

Keywords: *economic security, risks, threats and hazards, enterprise port sector, internal and external environment.*

UDK 330.3. Kubiny N. Yu., Telichko T., Bilynets N. Gnoseological view on the classification of the factors of economical system strategic development.

Depending on the mechanism of influence on the results of the strategic development, factors are divided into defining and minor. Depending on the form, strategic factors are divided into linear or nonlinear. Systemic and non-systemic factors are indicated, the nature of which is based on the positions of the system approach.

For the term, strategic factors are divided into permanent, periodic and episodic. Depending on the nature of the impact on economic development, strategic factors are divided into factors – accelerators factors – brakes. Typology of factors in the development of economic systems allows the generating of the following benefits of factor analysis in the process of strategic management. The first group of benefits consists in the essence of factor and its place in management of development. The second group of benefits makes it possible to evaluate the effect of various economic laws and to use this knowledge during management decisions making. Classification of the factors of the economic system creates a basis for competitive solutions and forming strategic competitiveness.

Keywords: factor, classification, strategic management, development, economical system, signs of classification.

UDK 330.1. Kubiny V.V., Birov K. Criteria for application of the methodological approaches to innovation as a condition of competitive economy

This paper proposes methodological approaches, which are based on their differences criterion, allowing to define the following concepts range category «innovation». Process approach is based on the criteria of availability of the sequence of innovation. Objective approach may be applied to the term «innovation» if the criterion is chosen as presence of what activity directed. The criterion of effective approaches to innovation serves to assess the effects of the degree or achieve a certain result. A pragmatic approach to innovation as a criterion uses a degree of consistency innovation with practical benefits from utilitarian qualities. The criterion of emergence is a systematic approach that is inherent in innovation. In the context of a systematic approach the economy is considered as a complex system of synergistic basics of self-innovation. From this

position the innovation is the point of bifurcation that occurs under the influence of internal and external factors and provides a transition of the economy to a higher order self-development through strengthening and promoting its innovation potential.

Keywords: criterion, competitiveness, innovation, methodological approach, the economic system.

UDK 332. Moshak S. Innovation system as factor of the regional competitiveness.

Obstructions of formation of innovative regional competitiveness factors are identified as the following. First, there is no effective functioning national innovation system, which will be an integral of the regional system. Second, due to lack of adequate funding, present relationships with foreign researchers do not meet modern requirements. Third, there is no chain of innovation in terms of interaction between generators of new knowledge, power, and real sector. Fourth, there is no motivation of enterprises with innovative technologies or products in practice. The fifth reason covers the problem of human potential. As the sixth cause is identified as the lack of risk management at the level of the state and companies.

Regional innovation system (RIS) is open, and there are two forms of connection with the surrounding environment. First, a relationship of a RIS with other system, which is a mega-system. Second, each of the elements of the RIS has a corresponding relationship with relevant national or global economy, market, finance, etc. Thus, the ruling is part of the RIS subsystem controls the region, which in turn affiliated with the bodies of governance. Accordingly, the financial subsystem is part of the financial system and it is in direct communication. Scientific and educational organizations of the region also report directly to the relevant

ministries (the Ministry), which determine the directions of research, scientists and educators loading and directly finance.

The structure of the innovation system in the region is recommended to include state, information, monitoring, institutional subsystems, and components, which are responsible for the generation of new knowledge and its commercialization.

Keywords: innovation system, the region, competitiveness, structure, component of obstruction.

UDK 338.48 – 44 (1-22) (477). Mikhaylyuk I.I. Influence farmer tourism on personal private households.

Effectiveness of tourism businesses in rural areas largely depends on the development of proposals subsistence agriculture. On the one hand, offers travel services subsidiary farms affect the development of the tourist center in the region, and on the other – the sphere of tourism causes significant social and economic impact on private households.

The study aims to reveal the social and economic impacts of rural tourism in private farms.

The presence of natural and recreational resources in the Transcarpathian region causes the development of the tourism industry. Along with the large-scale health-improving and developing ski resorts and other forms of management in this area. Around developed tourist sites upset private health centers, hotels, entertainment facilities. As an alternative accommodation for tourists and villagers offer. Previously, local people offered only room for the night near the ski resorts, but now – this is a network of rural households. In the Transcarpathian region in tourism services provided in rural areas based on private farms.

Rural tourism in the region is one of the components of an integrated rural development and rural infrastructure. Development of rural tourism makes it possible to improve the situation by involving local people to entrepreneurship in services.

Keywords: rural tourism, private households, socio-economic impact.

UDK 65.011.12. Horbokon V.Yu. Theoretical foundations of economic potential of enterprise

The article deals with the theoretical foundations of the essence of the concept of «company's economic potential», analyzed approaches to determine the elemental composition and studied the model of the economic potential of the company.

The category «potential of the enterprise» is considered in terms of several basic approaches – resources, effective and based on its opportunities – depending on the selected part of the enterprise environment. According to the resource one, potential is a complex of resources connected with needs of production and technological progress. The essence of the effective approach reduces the capability of existing elements of the potential reach goals or desirable results. The approach based on the company's opportunities considers potential as it's predictable opportunities to produce goods, services and, thus, satisfy corporate interests.

In the internal environment of the company formed such elements of potential as «resources» and «abilities». Their interaction generates competences as the highest level of the company's organizational capability and effectiveness in some scope. The outer part of the company's potential consists of potential opportunities which identified as favorable situations for its implementation.

The potential of the company as a complete system depends on the time-spatial characteristics and purpose of existence.

Keywords: enterprise, potential, resources, opportunity, ability, competence.

UDK 330.322. Ohorodnyk V.O. Analysis of investment processes and evaluation of investment attractiveness of Ukrainian national economy

The current economic situation in different regions of Ukraine has its own historical, geographical, industrial and economic roots. Due to economic crisis were brilliantly revealed differences in the reproductive potential. In the country recession in investment activity of regions was uneven. The situation in the regions was a geographical copy of the economic situation regardless of their industrial and technological capacity. For some regions the main reason for the crisis was the loss of traditional customers, for others – the loss of traditional suppliers.

The largest number of investments has been mastered in Kyiv in 2013. The leading region by volume of capital investment was Donetsk. The largest Ukrainian investor are Cyprus, Germany, Netherlands and Russia.

Structure of fixed capital investment and source of financing were analyzed in this paper. The authors investigated the direct foreign investment into Ukraine.

Nowadays there is no universal methods of assessing the investment attractiveness, which would allow to take into account large number of factors that impact on the investment process.

The paper was estimated investment attractiveness of the national economy of Ukraine, using a rating approach. The difficulty of this approach is to select input parameters and algorithm of

evaluation. Based on the results was compiled rating of investment attractiveness. In this rating Ukraine took 5th place.

Keywords: capital investments, investment in fixed capital, investment of foreign economic activity, investment attractiveness.

UDK 656:339.565. Iarmolovych I.R., Iarmolovych D.I. Development of opportunities of the transport system of Ukraine in the light the concept of development of the EU transport up to 2050.

The article is devoted to EU transport policy analysis. The level of the Ukrainian transport branches and European demands level was compared, logistical, economical and low demands and conditions generated by Euro-commission was eliminated. Possibility to integrate Ukrainian marine branches into Trans European transport system was investigated. Transport is an important link between the producer and consumer, which is connecting different countries economics. Ukraine is involved into the transit of goods between Europe and Asia as a part of international transport corridor. There are following corridors which are crossing Ukrainian territory – Pan European № 3, Pan European № 5, Pan European № 7, Danube river, Pan European № 9 and International Gdansk-Odessa. The scope of marine transportation is 89,6 % of world trade in mt and 70,1 % in USD and increasing constantly. At the same time the main problem for transit increasing is Ukrainian tariff policy. European Union intermodal transportation policy is directed to infrastructure modernization with coordination for whole continent unification. As a main problems of EU was eliminated social and econo-mics equilibrium, ethnic and religious conflicts, International terro-rism, out of USA control international strategy. Despite of EU economic inhomogeneity it is common field due to common infrastructure, free movement of people, goods and funds,

the same currency and international management. Trans European transport network is a result of common efforts and high quality coordination of all participants inside EU and the neighbors.

Keywords: *transport, transport corridor, transport logistics, international transportation, globalization, European transport system.*

UDK 658. Kompaniets V.V., Kokoshko A.A. On the domestic leader-head: ideal and reality.

The ideal leader is the head, which was formed in the Orthodox culture of management, it's the person with the priority of spiritual values, responsible before God, his conscience and society for their management actions, this type of chief Minister and mentor, is a specialist that combines high moral qualities and professionalism.

The current model of management and dominant features of the modern Ukrainian leader-leader in their value characteristics are the opposite of the Orthodox model. This leads to the destruction of the socio-economic system of our country. The results of the Executive opinion survey, conducted among heads of administration of the Ukrainian Railways, showed that along with the choice of the majority of the respondents of the perfect leader, which is opposite to the Orthodox ideal in the minds of some leaders-leaders preserved the values of the Orthodox model of governance.

The Orthodox model of management and leadership leader must develop through the education system, including economic. Changes in the personal level leader-manager must begin with self-mistakes, the correct choice of ideals, desires change. A significant role in the gradual tuning the most important features of orthodox management model, the ideal leader-manager plays in general education and higher education in particular, which is to be built with the spiritual, moral and socio-cultural dominants.

Keywords: *leader-leader model management, Orthodox business model, ideal, reality.*

UDK 005.8:316.422. Babayev I. Basic principles of management of innovative projects in the field of customs.

The article deals with aspects of the implementation of new and innovative projects with the use of information and communication technologies in the field of customs. Their goal is to implement radical reforms through modernization and simplification of trade, creating favorable conditions for foreign trade participants.

Scope of innovative projects in the customs area covers the entire cycle of the customs procedure, starting from the intersection of goods and vehicles across the state border – before the release of their clients, including the number of beneficiaries of the project, such as international freight carriers, importers and exporters, customs brokers, related government agencies, banks, customs authorities, terminals, ports.

Objects for modernization are: customs control, customs clearance, the fight against customs fraud and smuggling, financial, statistical analysis, enterprise resource planning (ERP), risk management, document management and office.

Now customs performs a huge number of non-core tasks to her, ideally it should be to focus on the fight against drug trafficking, weapons, etc. Withdrawal from customs non-core functions and transferring them to the relevant authorities would greatly improve efficiency.

Comprehensive development of the customs system, as well as all other areas of economic infrastructure of the country, is also the focus of the development process through the projects. The result of this attention and is a dynamic development and implementation of

new projects in the field of modern customs of the Azerbaijan Republic.

Azerbaijan Customs Service to modernize business processes and facilitate trade, paying special attention to the introduction of new innovative projects using information and communication technologies (ICT) as a result of implementing radical reforms in this area.

Keywords: *information and communication technologies, innovative projects, customs reform, modernization processes.*

UDK 656.61.2.001.13. Lyubchenko V. System of training and retraining of experts within activity of classification society.

The analysis of labor market of seamen, statistical these accidents as which reason the human factor served is provided in article. In spite of the fact that in the XX-XXI centuries the steady tendency to reduction a number of crews in connection with the increa-sing level of a hardware of sea vessels and introduction of the latest technologies in navigation practice is observed, in EU countries increase in demand for seamen in the next decade is also predicted. In formation of the market of seamen one of leading roles is played by specialization of fleet and level of innovation of the technologies applied on delivery freights by sea transport. Use of seamen of lower qualification leads to increase of risk in delivery of freight within transport and logistic chains, and it concerns not only safety of the vessel and the transported freight, but also environment and members of crews. At realization of actions for increase of safety of navigation an important role is played by Classification Societies. Data on staff recruitment sources are provided to Classification Society, research of problems of a staff deficit and measure for deduction of experts for work in Classification Society. The ship crew is consi-dered as one of the main sources of selection for work in

Classification Society, measures for increase of prestige of a sea profession are listed. Creation of a virtual simulator for preparation of sea surveyors is offered. Measures for increase of efficiency of preparation of sea surveyors are listed and the trial and error method of the personnel of Classification Society by means of method of expert evaluations is offered.

Keywords: *the classification society (CS), safety of navigation, a sea profession, ship crew, mentoring, Maritime Labour Convention (MLC) 2006 (ILO).*