

UDK 519.7:330.4. Deneubourg J.L., de Palma A., Kahn D. / translation Mel'nikov S.V., Postan M.Y. Dynamic models of competition between transportation modes.

We present a methodology to study the choice of transportation mode. It is dynamic and allows inherent fluctuations in individual behavior to play a role. The methodology has a deterministic aspect which yields the time evolution of the number of users for a transportation mode and it is based on certain assumptions about the attractivities of each mode, but it is always subject to fluctuations in human behavior. The problem then is to find the solutions of the deterministic equations describing the system and to examine the evolutionary path the system will take. Two models of competition between transportation mode choice are developed to illustrate the methodology and to justify the dynamic approach to travel choice.

Keywords: transportation modes, dynamic models of competition, bifurcation, order through fluctuations.

UDK 519.865. Mel'nikov S.V. Competition and integration in the model of dual-channel supply chain.

In this paper we study the competition and integration in the model of dual-channel supply chain, including the manufacturer, the two transport companies and two retailers. The manufacturer produces and sells at wholesale price to the two retailers. Delivery of products from manufacturer to retailers by transport companies. Retailers sell the products on the consumer market. The problem of distribution of transport costs between manufacturers and retailers in this model are not considered. Each member of the supply chain is independent and pursues his own goal – maximum profit. Analysis of the competitive interaction in the supply chain allowed us to

determine the Cournot equilibrium in which to each participant disadvantageously to change their pricing decisions.

A comparative analysis of the equilibrium of supply chain performance before and after the integration of transport companies. Before of integration the wholesale producer was the only one who had a monopoly power in relation to other competitors and, accordingly, received a monopoly profit. When the monopolization of the transport industry, the manufacturer loses its position and gets less profit – at the level of the transport monopoly.

The consequences of the monopolization in the dual-channel supply chain are similar to the effects of monopolization in the classic horizontal oligopoly – consumer price increases, sales volume declines.

Keywords: dual-channel supply chain, competition, Cournot equilibrium, integration.

UDK 656.078. Demyanchenko A.G. Koval O.P. Organizational and economic measures for improving the efficiency of public stevedoring company in the Ukrainian seaports.

Research the financial and economic state of seaports of Ukraine reported that the public and private stevedore operating at berths Administration seaports of Ukraine and enjoy other property public ports have a common problem: a significant depreciation of assets and lack of investment resources, low capital productivity of assets and productivity, uneconomic energy consumption, limited use different types of debt, high costs per unit of processed goods, variable income dynamics and large receivables.

Consequently, it is necessary not only to fix the current financial and economic situation in seaports, but also offer relevant areas of work, organizational and economic measures that will allow

the company to significantly improve performance in the short and medium term as the state of crisis that has emerged in many ports, can not ignore solving the urgent problems and focus only on strategic development prospects.

In the article are proposed the formation of the program of measures to improve the efficiency of the Ukrainian state port stevedores, consisting of the following stages: internal and external audit of state stevedore (operating and financial), development of complex programs to improve the efficiency of public stevedore, detailing programs in specific plans organizational and economic measures, implementation and monitoring of performance.

For increased efficiency of public stevedore are offered the following programs: renovation and modernization of fixed assets, optimization of tariff policy, comprehensive energy saving optimization of non-core assets, information and automation of business pro-cesses, optimization of personnel management.

Within each program proposed to implement concrete plans and activities that meet the need to address the urgent problems of the enterprise – using factoring to reduce receivables, restructuring the system of evaluation of personnel, implementation of non-core assets, reorganization of the legal department and accounting department, active participation in international programs of energy saving, protection ecology and life.

Proposed in the work complex of programs covering various aspects of public port stevedores, highlights their problems and provides opportunities to realize their own chances, which gives them a modern market of port services.

Keywords: *seaport, state stevedore, problems, efficiency, program, plan.*

UDK 656.615.073. Raskevych I.V., Rusanova S.S.
The features of cargo operations on roads at the Ukrainian ports.

The article describes the features of loading and unloading of cargo operations at offshore, the advantages and disadvantages on roads congestion at the ports. Particular attention was paid to the preparation of the ship on roads operations and location of cargo in the holds, as it must correspond to the order of call destinations.

Current trends in the global transport market and port activities, necessitate acceleration of the development of sea trade ports of Ukraine.

In modern conditions, there is a trend of rapid growth in the size of bulk carriers, small depth of about moorings most ports in Ukraine, which are insufficient for the treatment of modern bulk carriers, all this significantly affects the technology bulk cargo in the ports. However, to solve this problem - handling or additional loading of large ships in the roads to get a view of sea trading ports.

Technology transport process shows that in the operational work of the organization to deliver goods on the roads, there are disadvantages that, in turn, lead to non-uniformity of the arrival of the fleet in the cargo handling points, difficulties in securing a clear interaction between different modes of transport at the junction of the transfer of goods.

Today, unresolved issues of cooperation between the different modes of transport, the results of which must be used for making trans-shipment of goods on the roads. On roads handling serves as a lifeline for ports that are not able to handle large vessels.

An analysis of fleet operations at the cargo handling in the roads, the following types of interaction of low-tonnage and large-capacity fleet.

Particular attention is paid to the location of the cargo in the holds, as it must correspond to the order of call destinations, because, as a rule, by following ships on the coast is appointed not one but several points of loading and unloading.

In addition, it should be possible unloading and loading goods in on roads on a broad front (ie, a few holds) and without degrading the seaworthiness of the vessel (to prevent excessive trim, tilt, excessive clutter deck unsecured deck cargo).

Marine vessels deliver cargo not only equipped ports, but also in coastal areas where cargo operations have to carry on open roads.

The open waters of the on roads is understood, suitable for mooring at anchor, only under certain conditions and is protected against wind and waves. There are offloaded with the subsequent delivery of goods in the port points located on unequipped shore. From that, how much will correct the alignment of the boats at the side of the vessel during cargo operations on the open roads, and depends on the efficiency of cargo operations and safety boats. The choice of method of placement depends on many factors, including the size of the ship and watercraft, weather conditions, type of cargo unloaded, the need for uniform unloading cargo holds.

Proper use of the considered recommendations will lead to a significant reduction in downtime of the fleet in the areas of interaction, but also improve the quality of maritime transport, increase the level of operational fleet management and transshipment facilities, and port facilities.

Keywords: ship, cargo hold, particularly during loading and unloading of cargo operations on roads, on roads reload.

UDK 338.512:693.827:656.61. Yarova N.V., Vorkunova O.V. Peculiarities of formation of the base cost of construction and erection works in the marine transport companies.

The article studies classification and grouping of the costs of construction and erection works of a construction company, costs structure and characteristic by economic elements, price advantages impacting financial results of construction company activity.

Major construction in the marine transport companies is the complex of construction, erection, transport and other works related to the construction of facility and provision of its smooth operation.

Construction companies working in marine sector are meant for construction of new work equipment and facilities of marine transport and extension, reconstruction and technical re-equipment of the existing ones; they also perform housing, municipal and cultural and general construction.

The process of international integration brings forth a problem of the global experience study and use of modern breakthroughs in order to increase the competitive level of Ukrainian construction companies serving marine transport companies considering national peculiarities and modern tendencies of construction market development of construction works and service.

Price decisions of a construction company may result in its prosperity or lead to negative and sometimes even nonreversible processes. Setting of unreasonably high prices results in loss of part of the clients, and thus decreases construction service demand. Even if the company enjoys monopoly advantages and demand for their service is relatively stable in the short-term period in the long-term period and in globalization conditions the high prices will negatively impact the competitive ability of the companies and economic prosperity of the state. On the other hand low prices may attract

clients to the construction company. Nevertheless, the result of it may be decrease of service quality following from the overwork.

Base price of construction and erection works is the operation costs of the construction company related to the performance of construction and erection.

The article studies the base price of construction and erection works of a contracting company which:

a) attracts the subcontractors under sub-contractual terms to the construction and erection works as provided by the contract;

b) is liable to the client for results of their work which consists of operation costs of selected sub-divisions performing construction and erection and price of work performed under sub-contractual terms.

The articles shall be grouped by economic elements in order to determine total amounts of material, labour and other operation resources used as well as to organize control after the level of such costs in the construction company in general.

Under modern conditions the role of pricing policy for the construction company is constantly growing. Depending on the sales opportunities of certain market segment and character of the market environment impact, the construction company must have an opportunity to form such level of prices for their products under which it is able to get desirable income level and take strategic and tactic task.

Pricing policy impacts both selected directions and the whole marketing activity of the company.

Keywords: construction, base cost, construction and erection works, marine transport companies

UDK 658.007:003.13:316.35:331.108. Lukashevich V.M. Modern technologies to increase economic and social efficiency of personnel management organization.

The essence of the definition and content of the various concepts of personnel management listed in the publications of foreign and Russian authors are analyzed in the article. The evolution of various approaches to human resource management the author considers as a reflection of the level of development of productive forces, the changing role and place of human rights in ensuring the competitiveness of the organization and the solution of contradictions between labour and capital.

Modern trends in technological approaches to personnel management are analyzed and systematized. The most effective instrument technology can be attributed:

- full integration of HR management in corporate governance;
- inclusion of workforce planning in the formation and development of the organization's strategy;
- integration of management functions and human resources functions;
- professionalization of personnel management;
- change management and organization development have become the most important function of personnel management;
- deepening of social partnership and fair social and labor relations;
- socialization and humanization of the system of labour motivation.

As a priority marked technological tools that increase the efficiency of personnel management. Among them:

- managerial positions were occupied primarily by employees of their company;

- win the allegiance of the staff through the process of engagement and participation;
- total quality management;
- elimination of share of gap between leaders and subordinates;
- creation of favorable working conditions and environment, etc.

The concept of controlling person is regarded as an imperative of transition to the information society, third professional revolution, changes in social organization of labor and, consequently, the whole system of social and labor relations. The author reveals the basic semantic dimensions of this latest concept.

Keywords: the concept of personnel management, the management of human exposure, the efficiency of personnel management, the semantic dimension of the concept of personnel management.

UDK [351.83:331.108.2](001.8). Polova V.V. Updating and further prospects of scientific researches development in the sphere of management of workers' labor behavior

The main prerequisite in ensuring sustainable development and the achievement of high competitiveness of enterprises an efficient management system. But a large number of functional areas of management of particular note is the integral management personnel of the company.

Not worked are important issues determining major trends of humanization of economics and updating assumptions and perspectives of progressive human component type management companies – «Management of labor behavior» taking into account socio-cultural approach. There is a need to identify the main

differences between this category and the classical approach to management personnel.

In traditional economic view people was perceived as a rational mechanism, but today economists are beginning to gradually realize the necessity of taking into account irrational factors in human behavior.

That today is quite a clear trend of convergence in subject area of the study of such Sciences as Economics, political science, sociology, psychology, anthropology and pedagogy is reflected in the significant number of well-known works of Nobel laureates.

Consequently, the most characteristic feature of modern science is the deepening of interdisciplinary studies subject area and the emergence of integrated categories, such as the management of labor behavior. Its essence can be defined as the influence on behavior of employees, teams, organisation for commissioning a particular system of factors. It is the behavioral component makes it possible to apply it in the management of socio-psychological methods and logical-intuitive levers.

Keywords: personnel management, labor behavior, social identity, humanization of economy, labour Nobel laureates.

UDK 65.012.32:656.2. Yanchenko N.V. Methods of comprehensive assessment of social and economic efficiency management decisions in the territorial and economic subsystem.

Article displayed the relevance improvements in the management of territorial-economic subsystems in conditions of the market economy, highlighted issues and economic benefits from the achievement of optimum balance between controlled and control subsystems. A methodology for an integrated assessment of socio-economic efficiency of managerial decisions in territorially-economic subsystems.

Perspective direction in a management economic territorial subsystems the use of modern technologies of management is, that well showed oneself in the market conditions of menage.

Methodology of complex estimation of socio-economic efficiency of administrative decisions at the level of territorial-economic subsystems will help in the decision of next tasks: ground of aims, strategies, variants, scenarios and parameters of socio-economic development of territorial-economic subsystems; account of objectively operating tendencies and conformities to law of development; exposure of perspective markets; ground of directions of social development; forming of directions of structural and investment politics.

*The method of comprehensive assessment of socio-economic efficiency of managerial decisions on the level of territorial-economic subsystems will help to solve the following tasks: substantiation of goals, strategies, options, scenarios and options for socio-economic development of territorially-economic subsystems; accounting of objectively existing trends and patterns of development; identify prospective markets; study trends of social development; the formation of trends of structural and investment policy. **Keywords:** territorially-economic subsystem, socio-economic effectiveness, regional administration, managerial decisions, evaluation, management strategy.*

UDK 338.48-44 (1-22)(477.87). Mikhaylyuk I.I. Clusters in the rural tourism.

In the article the essence of cluster organizations in the tourism sector, the possibility of integrating rural tourist estates, agricultural producers and other subjects of tourist business in the Transcarpathian region.

International experience shows that the best form of organization and interaction of all elements of tourist infrastructure at present is to create a cluster. The cluster system of combining economic activity of enterprises with social objectives of the state and local government and ideological potential of scientific institutions, giving it a number of benefits to all participants, equal participation of each participant on a contractual basis without depending that provides for the voluntary withdrawal of the cluster, contractual prices for payments between members of the cluster, the presence of a coordinating centre that is looking for clients and attracting resources as necessary participants cluster continuous improvement and implementation of new ideas. Creation of a regional cluster systems increases the efficiency of economic activity and competitiveness.

The study aims to highlight the essence of cluster associations in the system of rural tourism.

To understand the principle of cluster necessary to clearly define its structure. Cluster consists of three main elements that strongly interconnected and interdependent with each other. Because each element has a important viability and competitiveness cluster.

Cluster of green tourism can be defined as concentrated in a particular area group of interconnected companies and institutions in tourism and hospitality (tour operators, travel agents, accommodation, food) and other related sectors (transport and communication education, culture, trade, health, etc.), local authorities and associations that interact and complement each other in creating integrated tourism products green area.

Keywords: farmstead, rural tourism cluster, personal farms, private households.