

UDC 656.07. Makhurenko G.S. Economic regulation of ports

Economic regulation of port activities is aimed at ensuring the efficient and competitive functioning of a port in the context of limitation or lessening of competition. Economic regulation typically involves intervention in the functioning of the market in setting or controlling tariffs, revenues or profits; controlling entry or exit from the market; and monitoring to ensure that fair and competitive behavior and practices are maintained within the sector.

The extent of regulation depends on the extent of existing competition. The factors that characterize the extent of competition within the port sector include: transportation options – the competitiveness of the port in relation to total system costs and availability; operational performance - competitiveness of each port in terms of performance and level of services for cargo handling; a comparison of the tariff - competitiveness of each port in relation to port charges; financial performance - competitiveness of each port in relation to their overall profitability.

The port sector reformers have two General strategies to choose in order to increase the competitiveness of the port sector, including structural and regulatory means. Structural tools include the introduction of new berths/terminals. the division of the existing port terminals. Regulatory remedies include tariff setting, tariff setting and the rate of return.

Responsible for the operation of the port and the competitiveness regulation needs to be formally separated. Due to the risk of potential conflict of interests between two forms of regulation they should be separated by providing these functions to two different sides (port and government).

The design of the regulatory system of the port, consistent with the involvement of the private sector can be analyzed at several stages.

Keywords: *economic regulation, the seaport, the competitiveness of the port.*

UDC 519.865. Melnikov S.V. Optimal pricing and inventory decisions of retailer in EOQ model with linear demand.

In this paper we analyzed the problem of determining the optimal price and lot size of retailer when demand is a linear function of price. In the classical economic order quantity (EOQ) model the demand was assumed as constant. Many important results have been obtained in this field of study. There are many studies which modify this condition, in particular with linear demand function. An important characteristic of a linear demand function is a market potential. As is known, the value of market potential determine the market opportunities of retailer in the long run. In this paper we develop the EOQ model with linear demand function where market potential considered as a bifurcation parameter. We analyzed the necessary and sufficient conditions for the existence of extremes. Found the optimal solution in parametric form, where the parameter is the return on logistics costs. Defined solution in trigonometric form that explicitly takes into account the bifurcation point. The results are generalized to the case when supplier offers all-unit quantity discounts.

Keywords: *EOQ model, linear demand function, market potential, bifurcation, return on logistics costs, all-unit quantity discounts.*

**UDK 656.615:658.8.03 Kholodenko A.M., Kondelchuk K.
Optimization of the mechanism of port tariff discount.**

A model for the optimization of the mechanism of tariff discount on overloading is constructed. The conditions under which this discount is advantageous for port are determined. A comparative table of profit at a discount and without it is presented.

Optimization of marketing activities of sea ports gets a great importance at the present stage of economic development. So, the question is how to optimize the size of the discounts at set port tariffs - according to the cost of cargo-loading operations. From our point of view, the interest is not specific optimization of the value of fixed discount rate, but the mechanism of providing such discounts - depending on the volume of services ordered by this client of port (by cargo owner).

Such formulation of problems are reviewed – on condition that certain characteristics of the market, where the products overloaded in the port are supplied. However, in reality the port rarely has this information, it can only track the addiction of obtained freight traffic from their own rate. So, the research of such more real situation is interesting.

Dependence of the freight traffic from the rate at overload accepted as linear, and shows the dependence of (also for simplicity and clarity - linear) discount from basic rate on the value of freight traffic. The optimum value of the coefficient of discount from rate of seaport at different ratios is identified from the analysis of such economic and mathematical model.

It was found that the provision of discounts advantageous if the freight traffic in the base rate is less than half of freight traffic at the rate that would be equal to the cost; if more than half (that is, the

elasticity of freight traffic at the rate is not too high) - discounts providing are disadvantageous.

It was established that the optimal rate of discount increases with increasing of base rate (higher base rate - more possibilities of discount) and decreases with increasing of maximum possible freight traffic (when freight traffic is great - the discount is less relevant), grows with increase of freight traffic elasticity in rate (discount has become more influential on the freight traffic) and decrease of cost overload (that extends the possibility of discounts).

Comparative calculations of profit with discount and without it conducted according to overload of oil at Odessa port production and transshipment complex show that for different possible values of the cost an optimal discount is 10-20 % of the basic rate, while freight traffic is increasing by 40-95 % and the total profit is increasing by 10-25 %, i.e. the proposed discounts mechanism is efficient and very effective.

Thus optimum values of the coefficient of discounts in depending on the system settings and conditions when discount is profitable or not are determined.

Keywords: optimization, tariff, cost, freight, revenue, discount rate, elasticity.

UDC 658.152:656.61.001.13. Nyenno I.M. Implementation of the risk management concept of the sea trade port.

The practical aspects of the implementation of risk management implementation at the commercial port were concretised. Refined versions of risk management positioning in the organization was explained such as reactive, accompanying, strategic. Risks of the seaport presented in three levels: systematic (systemic) risks that the organization has virtually no ability to control; risks that port can not control, but can influence them;

internal risks that can be controlled. Risk classification includes: political risks, macro-social, privatization, macro-economic, macro-financial, force-majeur, ecologic, seasonal, specific cargo risks, market, currency exchange, customer, competition, participation, pricing, legal, tax, regulation, operational, commercial, human resource, exploitation, investment, social risks, solvency and payability risks, credit risk and bankruptcy risk.

The model of risks evaluation is based on the procedures for quantitative and qualitative indicators. Qualitative assessment – is the expert analysis of risk. Quantifying visualizes results using range and score analysis in terms of financial stability; solvency; business activity; performance evaluation of balance sheet structure; return. It uses the terms of probability of bankruptcy models and risk map.

Distribution of powers and responsibilities in the implementation of risk management in accordance with the organizational structure of risk management and classification of sea trading port was done. Its characteristics and consequences were described. The main labor actions, knowledge and skills in the implementation of risk management were presented.

Using the proposed sequences of activities with the appropriate qualifications and knowledge for risk manager support, depending on the desired positioning in the enterprise enables effective integration of risk management in the management process. The introduction of risk management should be conducted upon the elements of the organizational structure and risk classification of commercial sea port.

Keywords: *risk management, organizational structure, sea trade port, risk management positioning, powers and liabilities.*

UDC 656.614.3. Shcherbyna V.V. Transshipment development as mode of container cargo handling.

In the article the features of application transshipment in Ukrainian ports are considered equal transshipment and marked types of ports depending on the transshipment.

Worldwide, one of the major trends that are now gaining strength in the transport market is still serving the global development of container transport. In modern conditions Ukrainian terminals task - to attract new cargo flows, especially transit, be able to accept and process large container. The possibility of container terminals in Ukrainian ports is to use transshipment.

Transshipment - mode of transit cargo containers arriving by sea and shipped by sea, storage is not beyond the customs control zone which is the area of sea trade port. Customs clearance is no provision of customs declaration and without application of guaranteed delivery.

Shipping companies are interested in reducing costs to the shipping and the terminal, thus to minimize transportation costs, they are increasingly using large vessels and transshipment delivery scheme.

In Ukraine, the first containers were overloaded in transshipment mode in the 2010 years on the container terminal «Brooklyn-Kyiv Port» in the port of Odessa. However, the share of transshipment in Ukraine is less than 1.5 %, while in Constanta - about 80 %. Ministry of Infrastructure of Ukraine continues to work towards attracting transshipment cargoes in Ukrainian ports. In particular, for containers that are handled in transshipment terminals are provided tariff preferences.

Transshipment used not only for the logistics in ports, but also makes it possible to increase the added value of goods congested. Transshipment in Ukrainian ports can provide about 60

million dollars of additional annual income, which is an important source of growth taking into budgets of all levels. The adaptation of the importance of maritime transport Ukraine to market conditions in order to obtain competitive advantage in this promising direction for the country.

Thus, the use of transshipment for Ukraine is a matter of strategic importance for the further development of seaports and container shipping.

Keywords: transshipment, hub&spoke system, level of transshipment.

UDC 339.138. Lysenko Yu., Kushnir L.V. Choice the optimum marketing strategy of port Yuzhny.

Today, ports play an important role in economic development, as they pass through the main flow of export and import cargo. Therefore, the level of technological and technical equipment, organizational and legal functioning of ports and control systems must meet modern requirements, which are set for the ports in the international transport system. In order to attract cargo flows the port must follow a certain strategy. The main suggestions for choosing a particular strategy should be taken after an assessment of the competitiveness of the port for calculating the main indicators characterizing the situation in the port stevedoring services market of Ukraine, as well as portfolio analysis following the port Yuzhny activities. The article describes the characteristics of the most common marketing strategies to win new market segments and development of the enterprise. Production activity of Port Yuzhniy is reviewed and analyzed. The port statistics for the calculation of port cargo handling dynamics, the structure of freight turnover were considered to determine the marketing strategy for the Yuzhny. In the

given work the profile analysis is made using matrix Boston Consulting Group. To build this matrix the market share of Port Yuzhny and its main competitors in the port of Odessa and Ilichevsk ports at competitive goods, as well as the relative proportions of port Yuzhny market were calculated. Analyzing opportunities and threats, strengths and weaknesses of the port SWOT was held - analysis, based on which were represented the matrix of opportunities and threats matrix. The development strategy for the Yuzhniy Port and the ways of its achievement are suggested by the author.

Keywords: marketing, strategy, seaport.

UDC 338.26:656.611.2. Shumlianska O.I. Point standard multifactor index of sensitivity.

It has been considered, characteristic in conditions of uncertainty, multifactor sensitivity of criterion of the plan (project) efficiency towards the set of standard changes of the factors, i.e. corresponding to their identical-percentage changes by the module. For its estimation the point standard multifactor indexes of sensitivity (PSMIS) in a basic point of the factors in the differential form have been received. The connection between PSMIS and one-factor indexes of sensitivity of criterion has been established.

The developed method of multifactor sensitivity research on the basis of suggested point standard MIS should promote increasing the efficiency of the ports', of the shipping companies' management decisions in conditions of functioning in changeable market environment of the sea transport services.

Keywords: risk, changes, point standard multifactor index of sensitivity, differential, ordered, potential.

UDC 338.9:627.2. Trostyanetska E.V. Improving personnel planning at the enterprise.

The article deals with the essence of the concept of "personnel planning", highlights its main constituent elements and identifies areas for improvement in the company. The article describes the concept of "personal planning».

In modern conditions acquires special relevance clarify the concept of personnel planning" that will allow in the future to avoid incorrect interpretation and finding ways of its improvement, as the security of the enterprise of qualified personnel is a decisive factor in its effective operation.

Domestic scientists understand the concept of personnel planning as "HR planning is carried out both in the interests of and in the interests of the workers ... workforce planning should create conditions for more productive work and job satisfaction ... must realize that workers are attracted primarily those positions, where the conditions for the development of their skills and a guaranteed high and steady earnings ."

Practical implementation of workforce planning should answer the following questions:

- how many workers whose skills when and where they are needed;*
- how to attract the right and reduce excess staff without causing social damage;*
- how best to use each employee according to his abilities*
- how to ensure capacity building of staff and maintenance of their knowledge, in accordance with the needs of production;*
- costs which require planned personnel measures.*

If the enterprise personnel planning is carried out both in the interests of the company and in the interests of workers it has positive effects on business results

The key point is the formation of effective workforce planning should be no declaration of unity of purpose and organization of staff and their unconditional compliance with simultaneous monitoring and control of current personnel situation, which would be held on a regular basis.

The most important task control and monitoring personnel situation should be the evaluation of personnel planning should be compared and expected results of, an assessment of deviations and developed measures to neutralize them.

Considered the main components of personnel planning and the current status of its implementation in the enterprise, it can be concluded that workforce planning requires a complex implementation of management measures, such as:

- reform of personnel services businesses;*
- creation of a new innovative mechanism of motivation, according to the wishes of employees according to their age, gender, education and other factors that would stimulate workers to improve their skills;*
- developing a transparent mechanism for business personnel evaluation and consideration of evaluation for career advancement officer.*

To implement the proposed measures life business should be formed new level of HR services that prognoses staffing situation in the organization, develop anti-crisis program, conduct ongoing monitoring of the situation of adjustment according to changes of external and internal factors.

Keywords: *personal planning, personnel policy, direction of personnel control in the enterprise, evaluation of personnel, motivation of staff, personnel Department.*

UDK 338.5. Jackiewicz I.V. Concept of state regulation of integration process business telecommunications services of Ukraine

The article reveals the essence, content and main components of the formation of the conceptual provisions of state regulation of integration processes of business telecommunication sphere of Ukraine.

The development of the telecommunications sector in Ukraine in the market environment has radically changed the economic conditions of the functioning of enterprises, characterized by increased competition in the domestic and foreign markets.

Ukrainian economy is still no long-term experience in the development of integration processes. This environment is characterized by increased fluidity of the economy and risk. Actual development of the concept of state regulation of integration processes of business telecommunication sphere will give a new quality to the sector, it will substantially increase its competitiveness.

The aim of the article is to develop conceptual provisions of state regulation of integration processes of business telecommunication sphere of Ukraine.

The main idea, which reflects the essence of state regulation of the concept of the integration process of business telecommunications sector is the idea of the need to consider the peculiarities of interaction of participants of partner integration relations, relationship and interaction components of these relations as well as internal and external environment in justifying the strategic objectives of participating partners with a view to ensure harmonious relations.

State regulation of the telecommunications sector requires, on the one hand, the formation mechanisms and incentives for the enterprise telecommunications sector, and on the other - the use of

state coercion to persons who violate the requirements expressed in the legislation. Legal acts in this case is the legal form in which clothed the different methods and means of state influence. These methods and tools are a complex system of economic, legal, organizational and administrative, social and other activities.

Regulation of conduct of business integration processes of the telecommunications sector must be composed of the principles of mutual relations between participants partners. Targeting these principles - is the creation of favorable conditions for interaction between the participants and partners for the realization of common interests that arise when an iteration.

State regulation of integration processes of business telecommunications sector should be based on state support based on regional programs, taking into account the infrastructure development of the region and the needs of consumers of telecommunications services. However, it should be noted that these programs should have the overall concept, which consists of a common approach to support the formation and development of integration processes.

The vision should define strategic objectives, the basic principles of the integration process of business telecommunications sector and to outline the expected consequences of its implementation. The implementation of the concept will be implemented in the framework of structural and competition policy.

Keywords: *government regulation, integration, concept, service, telecommunications, telecommunication service*