

A N N O T A T I O N S

DEVELOPMENT PROCESSES OF SOCIAL ECONOMICS

POLARIZATION OF ECONOMIC BEHAVIOR MODELS AND VALUES IN MODERN ECONOMY OF UKRAINE

Arkhiereiev S., Shpilova M.

The essence and the main manifestations of the two opposite types of economic agents' behavior (rent-seeking and behavior caused by social capital) have been studied in the article. The causes, preconditions and consequences of each of the types of behavior (taking into account the specific systemic crisis conditions) have been analyzed. Also there have been presented recommendations concerning correction economic agents behavior in order to improve social welfare.

Key terms: social capital, the volunteer movement, antisocial capital, rent seeking, information network, civil society.

ECONOMIC INTEGRATION OF UKRAINE WITH EU COUNTRIES IN THE CONTEXT OF GLOBAL AND REGIONAL VALUE CHAINS

Berenda S., Zeltser I.

The article investigates the economic integration of Ukraine with the European Union and the potential formation of value chains. The article also analyzes trilateral foreign trade of Ukraine, the EU and Russia; the basic components of its structures. The analysis of foreign trade relations was performed with the matrix method, trade flows were analyzed based on Intra-Industry Trade and Inter-Industry Trade. The level of economic integration, and therefore the quality of economic integration in terms of theoretical principles and practice of international trade were estimated with the help of the Grubel-Lloyd index. It showed that participation of Ukrainian companies in the European value chains remains is low.

Key words: foreign trade of Ukraine, the EU, Grubel-Lloyd index, international cooperation, economic integration, value-added chains.

THE ROLE OF SOCIAL ENTREPRENEURSHIP IN ENSURING THE SUSTAINABLE DEVELOPMENT OF UKRAINE

Volkova M., Shevchenko V.

The article gives the definition of social entrepreneurship, which is regarded as the most important resource in improving the quality of life of the population and a factor in the development of civil society. It is determined that the key to the success of the concept of social entrepreneurship in Ukraine is the development of a national strategy for the development of social entrepreneurship, which would allow to coordinate efforts of all stakeholders – entrepreneurs, NGOs, donor agencies and the state. We need a clear and coordinated work of those involved in the process, as well as funding individual projects, which will solve the problem systematically. Considers theoretical approaches to understanding the essence of social entrepreneurship and the practical aspects of this phenomenon. It is proved that in conditions of market transformation of economy of Ukraine, development of entrepreneurship is the basis of economic and social development, solving social problems, overcoming poverty and ensuring the highest standard of living of citizens. The estimation of social entrepreneurship in conditions of market economy development of Ukraine. The practical significance of scientific work is to update search forms and methods of use of social entrepreneurship in the definition of organizational and technological prospects of social entrepreneurship in Ukraine. Noted that positive changes in economic development of Ukraine – development of the nonprofit sector, encouraging the practice of social responsibility in the Ukrainian business, his tendency to rapidly learn from international experience – are good prerequisites for development of social entrepreneurship. This, in turn, is a major step toward the solution of social problems of Ukraine by combining the resources of key sectors of society.

Keywords: social entrepreneurship, reform, social services, the standard of living of the population

STRATEGY OF SOCIAL INFRASTRUCTURE AREA: MODEL, PATTERNS, ARGUMENTS URGENCY, RESULTS

Dubnytsky V., Komirna V., Ganzhela I.

Theoretical aspects of formation strategy of the development of social infrastructure at the regional level have been investigated and developed tools for its implementation.

Keywords: social infrastructure, region, strategy component upgrade.

REGIONAL MODERNIZATION AND MANAGERIAL INNOVATIONS: THE BEST FOREIGN EXPERIENCE FOR UKRAINE

Dunayev I.

The paper summarizes some contemporary governance practices applied in the EU and the OECD to stimulate regional development. They encompass areas of spatial development, economic development and integrated governance. All together it led to subsequent critical review of the effects of these three areas on foreign investment in comparable regions of Eastern and Central Europe.

Keywords. Modernization, regional economic policy, smart specialization, , integration, globalization, local governance, spatial policy.

STATE YOUTH EMPLOYMENT POLICY IN UKRAINE

Kvitka A., Sydorenko O.

The article seeks to examine the problems of youth employment policy in Ukraine. In addition, the purpose of this article is to determine measures to improve the status of youth in the labor market.

Statistical data for this article were collected from the online sources, such as the site of the State Statistics Service, the State Employment Service, the site of the International Labour Organisation, the World Bank website. Information on laws, policies, decisions has been taken from the official web portal of the Verkhovna Rada of Ukraine.

The article describes the main problems of youth policy in Ukraine, describes the situation in the labor market of skilled young people, the causes of skilled youth unemployment. Disclosed problem of poor education in Ukraine. Analyze the legal, legislative framework of youth employment policies. Considered state measures for youth employment policy.

Proposed additional measures to improve the status of youth in the labor market, reduction of youth unemployment. The study found that the problems in the sphere of youth policy exist and need to be addressed. Further research is needed to remedy the situation as soon as possible in the labor market of young people.

Keywords: state youth policy, labor market, youth unemployment, the quality of education, targeted social programs.

THE INFLUENCE OF REFORM OF FISCAL DECENTRALIZATION ON LOCAL BUDGETS UKRAINE

Rodchenko V., Prus Yu.

The article analyzes the changes in the formation of local budgets due to the implementation of the reform of fiscal decentralization. Highlighted features of the distribution of tax revenues between the different levels of government. Assessed the adequacy of the financial resources of local governments to ensure sustainable development of the territories. Defined current risks and formed recommendations for improving efektivnosti implementation of fiscal decentralization in Ukraine.

Keywords: income, state budget, inter-budget transfers, local budget expenditures, fiscal decentralization.

ROLE IT-SECTOR IN UKRAINE IN THE DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY

Ternova I.

The article has focused on the research of IT-sector's role in the development of foreign economic activities in the conditions of new geopolitical advances in Ukraine. The basic processes and trends of functioning of Ukrainian IT-market have been researched. It has been determined that IT-services sector

(including IT-outsourcing) will continue to be the crucial factor of positive changes in the near future and will increase the volume of service provision for domestic needs and high-tech exports. The main problems of the IT-sector's functioning have been identified and directions of their solution in the context of foreign economic activities have been proposed.

Keywords: information technology, IT-sector, IT-market, IT-service, IT-outsourcing, foreign economic activities.

IMPLEMENTATION OF STATE POLICY OF SUSTAINABLE RURAL DEVELOPMENT ABROAD

Cherniatina V.A.

The article deals with the concept of sustainable rural development, these features of public policies for sustainable rural development abroad. Determined that rural areas need special attention from the state, and the necessary reforms to their development. In the article the basic aspects of public policy for sustainable rural development abroad on the example of European and American models. The experience of these models and the main ways to overcome the problems of rural development in Ukraine.

Keywords: rural development, sustainable rural development, public policy.

FEATURES OF MONETARY POLICY OF UKRAINE IN MODERN CONDITIONS

Shvaiko M.

In the article the features of monetary policy of Ukraine in modern conditions, analyze its basic tools. Formulated the basic problems of monetary policy and ways of its optimization.

Keywords: monetary policy, money supply, inflation, the rate of compulsory redundancy, discount rate.

SYSTEMS AND MECHANISMS FOR MANAGEMENT AND ADMINISTRATION OF SOCIAL ECONOMICS

THEORETICAL AND METHODOLOGICAL APPROACHES TO THE DEFINITION ECONOMIC ESSENCE OF INNOVATION AND ITS SUBSYSTEMS

Babych V.

In today's globalized world, crucial factors of functioning of the economic system are competitive advantages. The key for competitive advantages are effective innovative activity. The basis of its implementation is knowledge of the mechanisms of formation and implementation of innovative processes.

Thus, in the work were traced and analysed approaches for determining of the economic categories: "innovative activity", "innovation process", and "innovation". In addition, in the article were generalized theoretical knowledge's for making concept of their functioning.

Keywords: innovative activity, innovation process, innovation, innovative potential, systematic approach.

INSTRUMENTS OF STATE REGULATION OF EMPLOYMENT

Babych D., Babych S.

Complex of instruments of adjusting of employment and directions of public policy of becoming and development of labour potential of Ukraine was developed in the article. Data, which characterize an unemployment rate and work of government service of employment was collected and analyzed. Also determined, that effective organization of adjusting of employment allows creation of mechanism of adjusting and management of unemployment, providing of balance at the market of labour and increase of employment. In the article were developed recommendation, which directed on increase of efficiency of public policy of employment, using of instruments of provision of balance of interests of government and citizens in relation to satisfying of needs in work.

Keywords: Mechanism of adjusting of employment, management of unemployment, labour-market, government service of employment, public policy of employment, labour potential of Ukraine.

FORMATION OF ACCOUNTING INFORMATION AND ITS QUALITY FEATURES

Goliachuk N.

In the article is presented the role of accounting management. The prescribed procedure for the formation of accounting information has different levels of management. The attention to the qualitative characteristics of information and these elements of the system ensure quality of accounting information. There is shown the essence of accounting and analytical systems.

Keywords: accounting, information, qualitative characteristics of accounting and analytical system.

CORRUPTION AS A TRADE BARRIER: THE OPPORTUNITIES OF ITS ELIMINATION THOROUGH MECHANISMS UNDER THE GATT/WTO REALM AND BEYOND

Grigorova-Berenda L., Sholom A.

Giving and receiving bribes is a common practice not only in the individual national economies, but also in international trade. There are many opportunities for the spread of corrupt practices in the global economy, and they can be used at several stages of a trade transaction. Thus, international trade can contribute to bribery, initially carried out only within the national administrative structures. However, can it help in the fight against this phenomenon, which adversely affects the well-being of individuals and the entire state? It is generally recognized that bribery inflicts damage on the national and global economy, but within the framework of the World Trade Organization (WTO), which a leading institution in the field of international trade, there is still no universally accepted agreement, concerned entirely with the regulation of this problem. But within the framework of the WTO and beyond, there are options, which can help the state to fight against corruption as a trade barrier. The purpose of this article is to examine the advantages and disadvantages of these options, as well as to assess the countries' need for fighting corruption and ensuring free trade in goods and services between the members of the WTO through these mechanisms. It can be divided into two parts: first one is concerned with the definition of the concepts of "bribery" and "international trade" and their relationship, second one – with the analysis of anti-corruption mechanisms in international trade within the WTO realm and beyond.

Keywords: corruption, bribe, World Trade Organization (WTO), trade barrier.

BUILDING A MODEL OF ORGANIZATION AND RESOURCES SOFTWARE ENGINEERING COMPLEX OF UKRAINE

Gusak Ju.

The article addresses the issues of the need to build the model of organizational and resources' provision of the machine-building complex of Ukraine. To create an accurate model the author had to ensure that all conclusions derived from statistical analysis of performance of one of the most influential industries of Ukraine are possible to extrapolate (i.e., to extend, refer conclusions with respect to any of the objects or phenomena to all the collection of objects or phenomena, extend conclusions based on past events or conditions on future processes) to the entire industry of Ukraine. As expected, by the methods of correlation analysis it has been found that negative impacts on the machine-building complex operation are dynamics of increase of average official exchange rate of the national monetary currency to the US dollar, set by the National Bank of Ukraine and the index value of long-term loans to business entities.

Comparative analysis of the used methods of deterministic factor analysis – chain substitutions and share participation has enabled to state that both methods reliably describe the impact of each factor of the components of organizational and resources potential of the machine-building industry of the Kharkov region, but, in our view, the method of share participation gives a more direct result.

Using a scientific approach to solving the problem of economy management and efficient use of resources, it is essential to remember that all factors affect the result of economic activity in the aggregate. Therefore, we have not only found their resulting impact on performance – the total of output, but also their collaborative engagement.

Keywords: organizational and resources' provision, machine-building complex, mathematical modeling in economics.

MODERN METHODS OF ESTIMATION OF THE PERSONNEL SERVICE INDUSTRIES

Dogadina V.

The article deals with the methods of service industries personnel evaluation. It has been proved that at present the service sector is significantly increasing and outperforming manufacturing sectors by certain indicators.

The author has identified the personnel performance evaluation and suggested that modern methods of personnel service evaluation should be the lever that would help obtain information on the effectiveness of the service industry workers: specific potential opportunities for experts in the field and their prospects for growth; reasons for inefficient performance of individual employees; the need for education and training; ways of improving work organization.

It has been pointed out that the most difficult type of evaluation that includes a lot of indicators and all the necessary complex of economic and mathematical methods for their treatment, and also provides a broad involvement of experts is analytical evaluation.

It has been concluded that systematic evaluation of personnel, which is the core of motivation for employees providing interested achievement of the set goals, can detect weaknesses in the enterprise performance and interest the workers in correcting the current situation.

However, the lack of a common methodological framework which could systematically combine all practitioners' development, a broad interpretation of the concepts of 'quality' and 'efficiency' of labor are hampering proper understanding of the nature and role of evaluation in the whole system of management.

In this regard, there is a need to develop new approaches to objective evaluation of personnel performance that really characterize the labor contribution of workers to the productive performance of the company.

Keywords: methods, performance evaluation, approach, service industry, enterprise, personnel, model.

RATING AND ANALYZING A SYSTEM OF PRICE FORMATION ON THE RAILWAY TRANSPORT MARKET

Eryomina M.

The article analyzes the price formation of railway transport in the EU, but also raises the necessity of tariff adjustments, based on the factors, which are affecting on the formation of prices for trucking in Ukraine. Based on the research represented a list of factors that allow to make the price on the transport elastic and thus to attract customers to railway freight transportation, which will increase the turnover of goods and reduce costs.

Keywords: railway trucking, price formation on the railways, freight rates, the cost of freight.

IMPROVING THE MANAGEMENT SYSTEM STRATEGIC MARKETING FOR ENTERPRISE

Kolontaievskiy O.

The article discusses the formation of a strategic marketing system. Analysis of existing proposals for the formation of strategic marketing systems allow enterprises to define and supplement the list of functions for each of the subsystems of strategic marketing system.

The proposed structure of the strategic marketing management system consists of three main subsystems: the development of strategic marketing plans; strategic marketing organization; control and coordination. It was determined that, in the first place, is not necessary to make a selection of the strategic directions of development and to analyze the instability of the environment, analysis of the position of the company on the market, target market analysis, to assess the strategic position of the company, the level of competition analysis and forecasting of the possible reaction of competitors, as well as explore the competitive opportunities of their own enterprise. The implementation of these functions is the basis for the development of strategic marketing plans and monitor their implementation.

The list of the risk reduction which depends directly from the company, that is, internal risks, whose influence can be weakened or even partially eliminated by improving the efficiency of management, as well as external risks, the level of which does not depend on the characteristics of functioning of the enterprise and that can not be eliminated however undergo minimization.

The proposed article strategic marketing system in the enterprise is a system of interrelated elements of the strategic marketing management, most complete use of which provides the company a long-term competitive advantage in the target market. Implementation of the proposed strategic marketing management

in the practice of allowing companies to react flexibly to changes in the marketing environment and ensure long-term competitive advantage in the field of marketing.

Keywords: strategic marketing, marketing management system, strategic marketing management.

SOCIAL MEDIA AND BUSINESS: OPPORTUNITIES AND THREATS

Kramarenko A.

The article analyzes the influence of social media on the development of the Ukrainian business. Positive side of this influence, as well as possible risks for business are allocated.

Keywords: social media, brand, e-commerce, content, customer base.

THE HISTORICAL ASPECT OF THE DEVELOPMENT OF STATISTICAL THOUGHTS AT THE DEPARTMENT OF STATISTICS KHARKIV NATIONAL UNIVERSITY

Kushchenko E.

The article considers the followers of the prominent scientist Professor E.G. Lieberman, who lectured at the department of statistics made great contribution to modern economic reforms in the Ukraine and other countries of Eastern Europe.

Keywords: E.G. Lieberman, followers, statistical research methods of production, economic reforms.

PROSPECTS IN ECONOMY OF KHARKIV REGION FOR THE TRANSPORT AND LOGISTICS SECTOR

Monokhonova A.

The article highlights the conditions and prospects for a major transport and logistics complex in the economy of the Kharkiv region. The advantages of cluster strategies for transport and logistics systems and the factors contributing to its development. Sformolovani tasks to be solved to create a regional transport and logistics sector.

Keywords: transport and logistics center, transport and logistics system, transport infrastructure.

FEATURES OF FORMATION OF STATISTICAL INDICATORS OF RESEARCH TAX DETERMINATION AND THE TAX BURDEN IN UKRAINE

Ponomarova T., Chala T.

To justify the need for including certain indicators in the general taxation system of statistical indicators, the essence and peculiarities of calculation of used indicators were considered in detail. Was implemented the analysis of the level and dynamics of one of the main indicators in the taxation research process – the tax burden. In the scope of research were analyzed the rates of basic taxes and the level of tax burden in Ukraine and post-socialist EU countries.

Keywords: the system of statistical indicators, taxation, the tax system, the tax burden.

THE MECHANISM OF ACTION EMPLOYER BRANDING AT THE EXTERNAL LEVEL

Stankevych-Mruz A., Zinkevych H.

In the article the basic mechanisms of employer brand as a major competitive advantage in the labor market. The structure of the mechanisms of formation employer brand, which includes strategic and tactical platform thus allows for classification mechanisms between internal and external employer brand. The authors believe that the identification of the basic mechanisms of employer brand helps to enhance management in companies.

Keywords: employer brand, mechanisms of employer brand, human resources.

UKRAINE IN EUROPEAN AND INTERNATIONAL COMPETITIVENESS RANKINGS

Tretiak V., Lyashevskaya V.

The results of the author's research of European and international competitiveness ratings are given in the article. The rating of global competitiveness 2013-2014 has been used, which is composed from the EU information sources. For comparison of the global competitiveness of Ukraine more than ten post-socialist countries that are members of the EU have been chosen. The basic components of the international ratings

have been disclosed. Using any international competitiveness ratings data, factors and conditions that resulted in this ranking of competitive country remain hidden from the study, space changes vector, compared with the previous rating, is an answer to the question; by means of what components a country changed its place in the competitiveness rating. The authors distinguish from the standpoint of social efficiency of transformation processes in Ukraine, rating components to divide into two groups. One group consists of factors and conditions, formed with a long process of Macroeconomics evolutionary change (education, life expectancy and social protection), and another – the results of ongoing institutional changes in the period of market reforms. The proposed division ratings components are required to form reasonable expectations of the reforms. On this basis, major problems and possible forms of regulation Ukraine and the EU in the period of adaptation have been developed and presented. The authoring has proposed periods of adaptation of Ukraine into the EU. It has three periods: from WTO accession to EU membership; after joining the EU – adaptation (3-5 years); after the adaptation of the EU.

Keywords: government regulation, European and international rankings, competitiveness, macroeconomic environment, macroeconomics, human development index.

WAYS OF REFORMING THE THEATRICAL SPHERE BY THE EXAMPLE KHARKOV REGION

Iashkina O.

In the article the subject theatrical management activities at the regional level - namely Kharkiv region, the main problem and identified some key ways to address these problems. A comparative analysis of theatrical activity between Poland and Ukraine as a whole and the Kharkiv region and Polish provinces. The analysis programs and strategies at local and national levels.

Keywords: regional cultural policy, reform of theatrical spheres, trends in cultural European experience of regional development programs.