

ABSTRACTS

UDC 519.2

About the reality of structural changes in the national economy of Ukraine / O. V. Nazarenko, N. B. Reshetnyak, O. Y. Egorowa // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 3-8. - Bibliogr: 9 - ISSN 2079-0767

The article stresses the urgent need for today's Ukraine are real and not half of market reforms. The company has put in understanding the relevance of systemic reforms in the areas of taxation, business administration, judiciary, investing in priority sectors for the growth of its effectiveness. If you manage to defeat its own bureaucracy, to provide economic freedom to the chief resource of working people and to attract foreign investment, the country will be able to quickly develop as an independent state. The sectoral structure of the economy of Ukraine is very inefficient and needs fundamental reform. The company has established the conditions for the emergency system of market reforms. Appropriate following directions restructuring Ukraine: allocation and incentives from the state priority species production, where Ukraine has certain achievements. This is agriculture, information technology, mechanical engineering, including the production of military equipment. The above reforms are possible only if the political will to implement reforms and the abolition of corruption and oligarchic model of the economy.

Keywords: structural changes of industries, systemic economic reform, the definition of development priorities

UDC 658.8.01: 005.21

Falling volumes of industrial production in Ukraine and ways out of the crisis / N.G. Siketina, Y. A.Klochko, E. C. Kamchtna-Stepanova// Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 9-16. - Bibliogr: 2 - ISSN 2079-0767

The article considers decline in industrial production in Ukraine. The tendency of decline of industrial production volume is analysed, to what a price increase is related on the prepared home products and increase of unemployment in a country.

Analyzed state data industry now compared with 2013 year. Consequences of the war in the south-east of Ukraine and the conflict of two major companies in the Russian Gazprom and Ukrainian Naftogaz. And to propose ways out of the crisis. Such as to count a living wage on one man in a month at the new course of hryvnia in relation to a dollar or euro; to begin to lift agriculture; in parallel it is needed to start enterprises on processing of wastes; it is needed to lift heavy industry due to major concerns.

It is also necessary to attract specialists, investors for the increase of profits from loading of industrial production. It will help, on some time, to replace the loss of industrial production and decrease the indexes of unemployment.

Conclusions about the need to attract foreign investors to increase revenue from downloading of industrial production was made.

Keywords: industrial production, the crisis environment product sales, system download production

UDC 330.101.8.

Unofficial Ukraine's economy: analysis and deshadowing / Leonov, A. O. // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 17-24. - Bibliogr: 23 - ISSN 2079-0767

Distribution of such a socio-economic phenomenon of the unofficial economy and the volume of production and financial resources, which rotate in this area represent a significant obstacle out of the country on a trajectory entering into the European union. A significant problem is that a phenomenon

that must be overcome, by definition, is not clear, and counter measures require constant improvement and adaptation to changing economic conditions.

According to many researchers shadow economy Ukraine reaches half of GDP. The size of the shadow economy is a traditional indicator of economic policy. The measures proposed in this article will help ease the phenomenon of the shadow economy are to increase the efficiency of the formal economy.

The implementation of these and other mechanisms to overcome the legalization of the economy not only contribute to the development of adequate market environment, the economy, the legalization of capital, the process of democratization of the economy and society as a whole, but also ensure the effective development of domestic business.

Keywords: unofficial economy, shadow economy, deshadowing, legalize, corruption.

UDC 657:658.1

Modern problems of accounting of financial results of enterprises/M. V. Reta, G. A. Plyaka // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 25-34. - Bibliogr: 5 - ISSN 2079-0767

In article actual problems of formation of financial results in the current economic conditions. The analysis of different approaches to the definition of "financial results", as well as analysis methods for determining the financial results used in the world. Studied the existing theoretical and practical approaches to the classification of financial results in connection with the introduction of a new form of report in Ukraine. Describes the order and method of determining financial results and provided suggestions on how to improve and increase the effectiveness of financial accounting.

Keywords: financial results, profit, income, expenses, accounting, statement of financial performance (statement of comprehensive income)

UDC 339.137

Features of the marketing research of the enterprise competitive environment / L. S. Larka, O. V. Gabskaja // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 34-38. - Bibliogr: 5 - ISSN 2079-0767

Relevance of the study of the competitive environment due to the need to systematize the flow of incoming information for the analysis of competitive forces, identify strategic groups of competitors. The purpose of the article is to offer methodological tools to improve the quality of organization studies the competitive environment of the enterprise. The paper proposes the systematization of incoming information depending on the purpose of the study of the competitive environment. Expediency mapping strategic groups of competitors to analyze their competitive strategies is given. The possible strategic groups of competitors and their expected competitive strategies are shown. The basic components of the competitiveness of the enterprise from the perspective of rational management of its potential are given. To construct the maps of strategic groups of competitors are encouraged to apply the following characteristics: market share and refresh rates range of products. These figures reflect the effectiveness of the marketing strategies of enterprises and their innovative activity. Prospects for further studies of the competitive environment of the enterprise are to empower the purposes of research and improvement of the list of information for each study.

Keywords: enterprise competitiveness, competitive advantages, market conditions, the map of strategic groups, differentiation, strategic management, capacity, information flows.

UDC 330.341.1+331.101.3

Synergetic approach to a phase crisis of the financial system of the enterprise/ Blagaya V.V., Blagoy V.V., Marchenko Y.YU., Romanchenko K.G. // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 39-42. - Bibliogr: 4 - ISSN 2079-0767

The article discusses various contemporary issues and economic difficulties that are typical for many domestic enterprises. A comparative analysis of traditional and synergistic approaches the theory of the life cycle of the system. Stages presented and discussed methods of analysis of the financial crisis of domestic enterprises. Disclosed analysis of contemporary trends in the development of the economy

in terms of neoclassical and evolutionary approach, presented the conceptual basis of synergetic paradigm and the theory of self-organizing criticality, an overview of modern interdisciplinary approaches and the scope of their application to the modeling of financial and economic systems. The article analyzes the phase of the crisis of the financial system of the enterprise. Applied synergy and traditional approaches. Studies have led to improvements in methodology for analyzing the financial crisis of domestic enterprises using catastrophe theory.

Keywords: crisis, finance, economics, business, synergy, traditional (mechanistic) approach.

UDC 331.101

The system of motivation and stimulation of the personnel in the enterprise / T.Pogorelova, E.Puzach, Yu.Kutyk // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 43-46. - Bibliogr: 9 - ISSN 2079-0767

Motivation and stimulation of the personnel is an important component of successful operation of the enterprise. One of the main problems of enterprises of different ownership forms - is finding effective ways to manage labor to ensure the activation of the human factor. The decisive factor in the causal impact of human activity in the enterprise is their motivation. Staff motivation system - a system of methods and means, which includes everything that the employee can appreciate and desire and that the employer sustains. This article reveals the basic essence of motivation and incentives for staff, discussed their difference and efficiency for predpriyatiya. Rabota clearly shows the effect of the stimulus and motive to person through the process of learning motivation system personal system. Also analyzed the internal and external factors, the motive of awareness and ignorance of the man himself.

Keywords: motivation, stimulation, motivation, motive factors, incentives, staff efficiency.

UDC 330.111

The reproduction of the main forms of property - a necessary condition for the creation of the modern state of Ukraine /L.V. Kuzmenko // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 47-50. - Bibliogr: 5 - ISSN 2079-0767

On the basis of a systematic approach characterized the main form of ownership as the basic institutions of the economic system of the society, the analysis of causality between changes in the ownership relations and socio-economic situation in Ukraine over the past two and a half decades, marked urgent problems of reproduction of property relations in the process of building the state of Ukraine. It was found that the mixed ownership in the most contemporary answers to bend as globalization, the comprehensive development of man as a decisive factor of production, the task of building a modern state of Ukraine.

Keywords: agriculture, manufacturing and processing sphere, the sphere of logistics, integrated farming.

UDC 331.5

Social responsibility of business as a factor balancing the labor market //T.V Rybova, L.I Shasha/ Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 51-54. - Bibliogr: 7 - ISSN 2079-0767

The paper discusses factors of stabilization of the Ukrainian labor market. The research is aimed at studying the opportunities for improvement in corporate social responsibility as well as the influence of actors in social partnership relations on stabilization of the labor market in Ukraine. The balance in the labor market is a function of activities of institutional actors in the field of social partnership. Participation of business in preparation of qualified work force is considered as an important area of social partnership. The paper presents examples of the European experience in developing partnership between business and education. It establishes the modern level of social responsibility of Ukrainian businessmen. It investigates the areas for improvement of conformance of the quality of education with business needs. It offers measures to form a favorable environment for social partnership. It considers economic methods to promote cooperation of education and business in training qualified specialists. This includes students work placement partially financed by the state, full or partial financing of

training of necessary specialists by companies, subsidies and benefits on the part of the state aimed at improvement of labor resources mobility.

Keywords: labor market, balance, social partnership, corporate social responsibility, quality of education.

UDC 332.122

Socialization of economy as aim and direction of transformation of the economic system of modern capitalism / Popadinets E.V. // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 55-59. - Bibliogr: 7 - ISSN 2079-0767

The article outlines the necessity of redefining the economic theory's paradigm under the circumstances of current global socio-economic crisis. Consumer Society Theory based on the approaches of neoclassic mainstream has proven its deficiency. That prompts the development of new paradigm in economic theory. The interests of different social layers in the society should be consolidated according to social vector. Socialization of economy could alleviate the problem of economic inequality, enhance social and economic welfare. It could help to manage socio-labor relationship in a more efficient way, lessen social risks and frequency of conflicts; reduce income gaps. It would also increase motivation of labor force and competitiveness of the economy in general. Socialization of economy would help to make well-being of people and their personal development as a main target of production activity.

Keywords: socialization, humanization, income inequality, poverty, crisis of industrialisms, property differentiation, poverty, the crisis of industrialism.

UDC 332.1

Identification of indicators for the optimal allocation of productive forces / O.V.Stepanova // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 59-64. - Bibliogr: 10 - ISSN 2079-0767

This paper presents the problem of determining the showings among a large number of them, which influence efficiency of productive force distribution. There is a task of development methodical approach using clear formalized model that focuses on obtaining the integral index, i.e., the criterion of optimal distribution of productive forces. The system of showings that characterize the distribution of productive forces is presented in the form of a tree of objectives. Considering the fact that presented showings influence the efficiency of the productive forces in different ways, it is necessary to indicate the priority of one showing to another, using ponderability coefficients. Mathematical and statistical methods of expert evaluation were used to determine the ponderability coefficients i.e., to study the degree of influence of every showing on the efficiency of the productive forces. It is proposed to use the additive utility function as a criterion for optimal distribution of productive forces. For practical use of selected showings, that have a different dimension by nature, it is necessary to conduct their normalization.

Keywords: productive forces, the criterion of optimal distribution of productive forces, tree of objectives, expert methods, additive utility function.

UDC 65.052.2+65.261.411

The practical aspect of the interaction of managerial and tax accounting /Gaponenko O. E. // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 65-75. - Bibliogr: 20 - ISSN 2079-0767

One of the most important conditions for increasing the efficiency of production is to maximize the completeness and accuracy of the information on the actual level of expenditures and tax payments, because the last determines competitive position of the company. The article is devoted to the linkages and differences between managerial and tax accounting in the modern business environment, namely: a comparative analysis of managerial and tax accounting on the main characteristics presented their comparison in terms of revenue and expenses according to the following criteria: the definition, the moment of recognition, the conditions of recognition and classification. Practical aspects of accounting the revenue and expenses of the enterprise are studied in the accounting system and for tax purposes. It

is systematized on the examples the main differences in the formation of profit (the object of taxation) by the way of determination of permanent tax differences and temporary tax differences in accordance with the provisions of the Tax code of Ukraine and Provisions (standards) of accounting. These provisions reveal the relationship and differences between managerial and tax accounting and allow undertaking the main directions of their unification. Directions of scientific-methodical and practical recommendations are determined for establishing the conditions for the relationship management and tax accounting.

Keywords: management accounting, tax accounting, revenues, expenses, the object of taxation, permanent tax differences, temporary tax differences, Tax code of Ukraine, Regulations (standards) of accounting.

UDC 657.421

Improvement of improvement of accounting fixed assets of the company / E.A. Falchenko, E.V. Nazarchyk // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 75-79. - Bibliogr: 5 - ISSN 2079-0767

In of the article the improvement of technology of organization of account of the fixed assets is considered for providing of high - quality behavior of accounting information, which takes into account comparatively with existing.; method of depreciation of the fixed assets; method of determination of their liquidating value. The of existent methods of depreciation are examined. The of algorithm of order of choice of method of depreciation is presented in the record - keeping of the fixed assets. Realizations the of analysis of theoretical developments of that of normative base from the account of the fixed assets allows to define the fixed assets of yak asset, that foresees possibility of receipt of economic values, and that to of I of will lay down of the fixed assets of not it is needed to include those at, from the use of which in general not is expected receipt of economic values.

Keywords: depreciation method of fixed assets, accounting information, accounting, reporting, management.

UDC 642.5 (075.8)

Methods for evaluating the effectiveness of advertising and its impact on consumers / T.O.Kobyelyeva, L.S.Marchuk // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 79-84. - Bibliogr: 12 - ISSN 2079-0767

In the article the most common methods for evaluating the effectiveness of advertising and their role to influence consumers. Significant cash cost of advertising - its main disadvantage. It is therefore advisable to use these techniques to not spend wasted their resources. And on the results of the study will be known or effectively develop one or other advertising.

Studies have shown that today there is no single method for assessing the effectiveness of advertising. The paper considers and analyzes different methods of evaluating the effectiveness of advertising, offered distinguish the concept of economic and communicative advertising effectiveness.

To identify the impact of advertising on the growth of turnover authors analyzed the operational and accounting data. It is proved that in addition to the amount of advertising on implementation affect the quality, price of product, place of sale, the cultural level of customer service, availability of similar products and more. To analyze the cost-effectiveness of advertising suggested to use return on advertisement, ie the ratio of profits to advertising expenses.

Keywords: Advertising, market, consumers, effectiveness, methods, marketing, research

UDC 332.12

Methodological foundations of organizational learning approach to process of formation of the structure of the innovation cluster in the region /K. A. Timofeeva, S. M. Pogorelov // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 85-93. - Bibliogr: 6 - ISSN 2079-0767

The development of the regional economy requires the development and implementation of long-term, long-term programs of development of innovative activity and active attraction of investments into economy of the region, creating a positive image of him and the like.

In the work to consider the framework of the organizational approach to the process of formation of innovative clusters in the regions, and also grouped the barriers that hinder the introduction of innovative receptive representatives of industry to a regional cluster in three groups with subsequent determination of the most significant of them. Theoretical and practical bases of formation and development of clusters as a promising form of organization of the productive forces of the region

Keywords: innovation cluster, the region's industrial complex, a cluster initiative.

UDC 657.421

Intangible assets: bases of record-keeping and estimation / N.V. Artemenko, N. V. Shyriaieva // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 94-99. - Bibliogr: 4 - ISSN 2079-0767

Intangible assets are an important object of accounting for its characteristics, its composition, in terms of impact on the results and financial position. In this paper revealed essence of the concept of "intangible assets", considered legal framework for accounting intangible assets identified problems associated with the assessment and proposed solutions. Actual problems of modern accounting is the ability to reliably display information about intangible assets in the financial and other types of reporting. The key to this is the process of determining the actual scientific and reasonable value of intangible assets - evaluation. The peculiarity of the latter is the availability of targeted and no single universal method. Accurate and scientifically - grounded assessment is of particular importance in the inclusion of intellectual property to the charter capital, the merger of companies or organizations to determine the division of property units in the authorized capital in financial reporting, assessing collateral obtained loan losses determination in identifying abuse rights to intellectual property. Imperfect legal framework and classifications of intangible assets, expansion of the use of intangible assets is insufficient to develop methods of assessment determine the need to improve their records. The impact on the theory and practice of accounting in general and intangible assets, in particular, has its transformation to international standards. There is no doubt need to address these issues in existing international experience, but with reference to domestic realities, as well as close to the theoretical achievements of the current practice.

Keywords: intangible assets, estimation, authentication, classification, efficiency of the use, right of ownership, primitive cost, depreciation.

UDC 658.31

Application of optimization methods for assessing and calculating the number of personnel in the organizations / D.Y. Kramskoy, Y.V. Sydorenko, Y.I. Moroz // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 100-103. - Bibliogr: 5 - ISSN 2079-0767

It is proposed to use new optimization methods for assessing and calculating the number of personnel in organizations. Their features, advantages and disadvantages, the effectiveness of organizations with specific activities are specified. The following optimization methods for assessing and calculating the number of staff, which are applied, will create a system of personnel that will ensure reproduction of labor potential of the company according to the requirements of the market and will help to generate qualitative and quantitative composition of staff units effectively, will increase the efficiency of their work, and as a result the competitiveness of the organization. The conclusions about the use of these techniques and their impact on improving the performance of the organization are made.

Keywords: human resources, optimization methods, staff, business processes, personnel management.

UDC 331.21

Directions for improving the system of staff remuneration of the enterprise / N. M. Poberezhna, M. S. Pantelieiev, A. G. Chyzhyk // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 104-110. - Bibliogr: 13 - ISSN 2079-0767

Analysis of current trends in salary in Ukraine was held. The common approaches and trends of salary are approximated to international. The results of labor and productivity are the main factors for the decision to increase the salary. The remuneration of personnel includes salary plus bonuses plus benefits. Staff assessment system occupies an important place in the system of bonuses. The process of increasing salaries gradually slowed down due to inflation. The individual performance of each employee in the results of organization activities is the basis for salary increases. The reasons for lowering the effectiveness of the introduction of new approaches to salary have been identified. The components of control salary system were considered and described. Recommendations to improve the salary system were given. Directions for improving the system of remuneration of staff of the enterprise have been substantiated. These directions include: improvement of budgets and projections for salary payments; improving the assessment of remuneration; revision of salary; control; raising awareness of employees.

Keywords: salary, productivity, staff motivation, results of labor, components of the remuneration system, directions for improving the system of staff remuneration.

UDC 339.9

Some aspects Ukraine's integration in world economic system / I.A.Maksymenko // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 111-116. - Bibliogr: 4 - ISSN 2079-0767

The article problem Ukraine's integration in world economic system has been devoted. The aim of article is analysis of participation of Ukraine in international economic relations and elaboration directions effective Ukraine's integration in world economic system. The participation of Ukraine in different forms of international economic relations: international trade, international capital flow, labor force migration has been analyzed. The main problems in the area of Ukraine's participation in international economic relations have been identified. The directions effective Ukraine's integration in world economic system have been given: improvement of structure export and import, diversification of international economic relations, creation of favourable conditions for increase foreign investments, technology and prevention of export of labor force.

Keywords: world economic system, international economic relations, international trade, international capital flow, labor force migration, integration.

UDC 658

The research of the existing methods of allocation indirect costs and their impact on the establishment of the cost of production / A.A. Kazarian // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 116-122. - Bibliogr: 7 - ISSN 2079-0767

The article deals with the basic methods of distribution costs and the problem of estimating the cost of the production. It is shown that the problem of evaluation is largely correct distribution of indirect costs. It is also shown that by using different methods and bases of allocation of additional production and service overall financial result of the enterprise does not change, but for the types of products it is different and often quite substantially, resulting in a change in the profitability of production. Particularly acute problem Malfunction allocated using separate procedures in the allocation of costs. It also discusses the problems arising when establishing cost produktsiispolzovaniya different and the enterprise.

Keywords: indirect costs, allocation of indirect costs, the methods, costs, production costs

UDC 519.2

Topical issues of profitability of the enterprise and some ways it's to increase / O. Melen , Y. Kholondach // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 123-126. - Bibliogr: 5 - ISSN 2079-0767

The article is devoted to profitability indicators, that best reflect the profitability of the enterprise, it's financial position and efficiency. There are considered the most widespread definition of profitability and rational ways of it's increase. Profit - the main purpose of the enterprise's creation. The more efficiently the company operates, the more competitive products it produces. That is why, the

study of production reserves and effective ways to reduce costs are the most pressing issues for the owners of the enterprise. Since the profitability most fully reflects the efficiency of production, it is necessary to consider it in the first place for management decisions. To increase the profitability of the enterprise is recommended to reduce transport and administrative costs, increase productivity and supply of other financial income. It can be concluded that to increase the profitability of the enterprise owners need to increase revenues and reduce the cost of the products.

Keywords: profit, margins, profitability, efficiency, increase, the cost, enterprise, improvement.

UDC 338.001.36

Level analysis of using energy-saving potential in industry of Ukraine / N. I. Larko, O. N. Golobova, // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 127-134. - Bibliogr: 9 - ISSN 2079-0767

The article is devoted to the analysis of the development potential and implementation alternative and renewable energy sources in industrial enterprises of Ukraine. During assessing the economic feasibility-level intersectoral energy saving potential were identified the most effective measures for using secondary energy resources for energy production, implementation accounting means and regulation of energy consumption and the creation of automated systems managing their consumption.

The further development of the Ukrainian economy and the ability of domestic industries to compete in the global market is not possible without further introduction of energy-saving measures aimed at reducing the energy component in the total cost of production. Today, according to experts, Ukrainian enterprises spend ten times more energy per unit of production than their competitors in developed countries. A successful solution to the problems of energy saving is closely linked with the possibility of introducing energy-saving innovation projects. The introduction of these projects is one of the basic conditions for overcoming the crisis most of the Ukrainian enterprises, regions and the country as a whole.

Keywords: energy potential, alternative energy sources, renewable energy sources, energy efficiency, energy resources.

UDC 330.341.13

The use of statistical analysis in the processing of survey data of the population / L. V. Ivanov, V. S. Petrov, V. T. Tishkov // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 134-139. - Bibliogr: 8 - ISSN 2079-0767

The article analyzes the existing approaches to understanding the essence and structure of the innovative capacity of enterprises, represented the essence and structure of the innovative potential of enterprises, the author proved proposals on these issues. Is proposed author's interpretation of structure of the innovation potential of the company. Which represents a system consisting of innovative potential of the internal environment of the company (includes internal blocks and resource potential) and catalysts of an environment that stimulates innovation activity designed to accelerate the transformation of innovative ideas into the final product. As a result, this provides the optimal usage of innovative resources.

Keywords: innovation potential, innovation process, the investment potential of the catalysts of the environment.

UDC 330.322: 621

Determining the size and commercial potential losses from infringement of intellectual property rights in industrial / V.M.Hrynova, S.M.Ilyashenko // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 140-148. - Bibliogr: 9 - ISSN 2079-0767

In the article the status and conditions of intellectual and innovation in industrial enterprises of Ukraine. Determined that the most important factor that hinders the development of design and use of intellectual property rights is weak financial, material and technical base. The basic directions of commercialization of intellectual property, including special attention given to the licensing of intellectual technologies and proper use of innovation. It is shown that the maximum economic benefit

engineering companies can get only the rational combination of both own consumption and market distribution of intelligent technologies at maximum against counterfeit activity. Determined that in Ukraine a significant amount of intellectual property rights violated. As a result, the market is a fairly Wieliczka share of counterfeit products. To solve the problems in the commercialization of intellectual property as a necessary consolidation of efforts of state institutions, legislators and representatives of business and production sector, universities and research organizations. An effective mechanism for the development, distribution and consumption of intellectual property (transfer and commercialization processes) is impossible without the development and implementation of effective measures against counterfeit violators of exclusive rights, nullify long and costly scientific research units of industrial enterprises, higher education institutions, academic institutions and organizations.

Keywords: intellectual property, innovation, commercialization, industry, counterfeiting, economic effect.

UDC: 656.2.078.8

Ways of increasing the competitiveness of Railways/ V. Kudelya // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 148-153. - Bibliogr: 9 - ISSN 2079-0767

The article highlights the shortcomings that exist in the development of the transport industry. The main areas of competition in which the railroad operates in the market of transport services. It is noted that in conditions of market relations the rail transport needs to respond quickly to changing traffic demand and increase competitiveness by improving the quality of freight transport and improving the efficiency of service production and population. Considered the main indicators of the quality of transport services that characterize freight and passenger transportation. It is noted that the development of a competitive transport market requires the creation of conditions for exceeding the level of supply of high-quality transport services over the demand, as well as publicity and information of market opening on prices and quality of services. This will give consumers a free choice of transport services, make price and quality competition. The mechanism of "price-quality" will stimulate studies of demand for various categories of services and to evaluate the level of competitors, to improve the quality of transport services, to find the optimal balance between price and quality. The article also highlighted ways to improve the competitiveness of the railway. It is concluded that in modern conditions, in order to achieve success, the railroad must develop a flexible system of quality management of transport services, to properly assess these activities and their impact on the final result of the activity depending on the competitive situation on the transport market.

Keywords: Competition, competitiveness, quality of transport, transport market, railway road.

UDC 657.432

The economic essence of rehabilitation and restructuring of industrial companies / P.G.Pererva, V.L.Tovazhnyansky // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 153-161. - Bibliogr: 11 - ISSN 2079-0767

The article analyzes the prerequisites of manifestation of the financial crisis on the enterprises of machine-building complex of Ukraine. Analysis of production volumes at the enterprises of the Kharkiv region. A methodological study of the concepts of "crisis", "rehabilitation", "restructuring". The methodical recommendations for overcoming the symptoms of the crisis in the industry. Based on studies of the existing methodological support of the diagnosis of the crisis and the threat of state bankruptcy refined classification of methodological approaches with the use of modern methods of diagnostics of bankruptcy and theoretically sound criteria: on the basis of performance indicators (depending on the status of the methods of forming estimates made by research methodology estimated figures from the time of diagnosis, the level of detail of indicators) and on the basis of economic - mathematical and statistical model and methods (depending on use of the balance model, the use of factor analysis, the use of statistical analysis, the use of mathematical tools, techniques of forming general conclusions). The recommendations can be used by industry for anti-crisis monitoring. They are especially important for the machine-building enterprises.

Keywords: rehabilitation, restructuring, crisis, machine-building enterprises, manufacturing, products

UDC 338.12:637.658

Analysis of the current state of intellectual and innovation activity in Ukraine / A.I.Yakovlyev, O.P.Kosenko, M.M.Tkachov // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 162-174. - Bibliogr: 26 - ISSN 2079-0767

The paper conducted a detailed analysis of the current state of intellectual and innovation in the industry of Ukraine. Particular attention is paid to research funding intellectually innovative technology staffing of production processes in the sphere of innovations, results of intellectual and industrial innovation, particularly engineering company. Suggestions for improving the results of innovation in the industry, and to improve the economic efficiency of these activities. The analysis of the current state of intellectual and innovation in our country leads to the following conclusions and generalizations. First, financing innovation in our country is poor, its level is much lower than in industrialized countries. Second, human resources innovation, despite its significant reduction in recent years, yet is powerful enough and capable of significant scientific achievement. Thirdly, the results of intellectual innovation in our country is ambiguous: it should be noted as individual success and considerable lag.

Keywords: intellectual property, valuation, methodological approaches, the advantages and disadvantages

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Methodological foundations of factor analysis of production in the conditions of market relations / I. M. Pogorelov // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2015. - № 25 (1134). – P. 174-182. - Bibliogr: 3 - ISSN 2079-0767

The article considers methodological issues, the study and measurement of influence factors on the value of the studied economic indicators, the gradual transition from an initial factor of the system to finite factor system, the disclosure of complete set of direct, quantifiable factors affecting the change in effective index. For the detail of synthesis of factor indicator into its components that are of interest for analytical calculations, using a technique of lengthening factor of the system. Detailing of factor analysis is largely determined by a number of factors, which influence be quantified, therefore, of great importance in the analysis are multivariate multiplicative models. The integral method allows to achieve complete decomposition of the effective index on the factors and is universal, i.e. applicable to a multiplier, multiple and mixed models.

Keywords: analysis, system, methodology, research, properties, model