

**BLACK SEA RESEARCH INSTITUTE
OF ECONOMY AND INNOVATION**

MARKET INFRASTRUCTURE

Electronic scientific journal

Issue 1

**Odesa
2016**

Chief Editor:

Shaposhnykov Kostiantyn Serhiiovych – Doctor of Economic Sciences, Professor.

Deputy Chief Editor:

Kuzmynchuk Nataliia Valeriivna – Doctor of Economic Sciences, Professor.

Executive secretary:

Lohvynovskyi Yehor Ihorovych – Candidate of Economic Sciences.

Editorial board members:

Barna Marta Yuriivna – Doctor of Economic Sciences, Associate Professor.

Verkhohliadova Nataliia Ihorivna – Doctor of Economic Sciences, Professor.

Voit Serhii Mykolaiovych – Doctor of Economic Sciences.

Havkalova Nataliia Leonidivna – Doctor of Economic Sciences, Professor.

Hulei Anatolii Ivanovych – Doctor of Economic Sciences.

Kniazieva Olena Albertivna – Doctor of Economic Sciences, Professor.

Kovalenko Olena Valeriivna – Doctor of Economic Sciences, Professor.

Myronova Larysa Hennadiivna – Doctor of Economic Sciences.

Skirko Yurii Ivanovych – Doctor of Economic Sciences, Professor.

Skydan Oleh Vasylovych – Doctor of Economic Sciences, Associate Professor.

Shmyhol Nadiia Mykolaivna – Doctor of Economic Sciences, Professor.

Lina Pipeliene – Ph.D., Professor of Economics.

Natia Gogolauri – Doctor of Economic Sciences, Professor.

Andrzej Pawlik – Doctor Habilitatus of Economic Sciences, Professor.

Katerina Natsvlishvili – Doctor of Economic Sciences, Professor.

Electronic page of journal – www.market-infr.od.ua

**Recommended for printing and distribution via Internet
by the Academic Council of “Black Sea Research Institute
of Economy and Innovation” (minutes № 6 on 27.06.2016).**

CONTENTS

SECTION 1. ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

Verkhohliadova N.I. PROMISING DIRECTIONS OF COMPETITIVENESS RESEARCH UNDER MODERN CONDITIONS.....	5
--	----------

SECTION 2. WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Buzko I.R., Dyachenko Y.Y., Nemashkalo O.A. INSTITUTIONAL REFORMS AND ENSURING OF PERSONNEL DEVELOPMENT OF INTERNATIONAL ENTERPRISES IN THE CONTEXT OF EUROPEAN INTEGRATION.....	6
Vyshnevskaya O.M., Niedova O.M., Sokirke L.I. GLOBALIZATIONAL CHALLENGES IN THE GUARANTEE OF ECONOMIC SECURITY OF THE COUNTRY.....	8
Klyuchnik A.V. THEORETICAL ANALYSIS OF VIEWS ON THE DEFINITION OF INTERNATIONAL TOURISM.....	10
Stroiko T.V., Hordieieva T.F., Yevdochenko O.O. STRATEGIC DIRECTIONS OF FUNCTIONING OF FINANCIAL INSTRUMENTS OF REGIONAL POLICY OF EU.....	11

SECTION 3. ECONOMY AND OPERATION OF NATIONAL ECONOMY

Kyrylov Yu.E. ENSURING THE COMPETITIVENESS OF THE AGRICULTURAL SECTOR UKRAINE IN CONDITIONS OF GLOBALIZATION.....	13
Kuzmynchuk N.V. AXIOLOGICAL APPROACHES FOR GROUNDING OF STRATEGIC BENCHMARKS OF REGION DEVELOPMENT AS A BASIS FOR STATE REGULATION DIRECTING.....	15
Maslak O.I. DIRECTIONS REGULATION ENVIRONMENT OF COMPETITION IN THE DOMESTIC MARKET OF LIGHT PETROLEUM PRODUCTS.....	17
Naumov L.M. MECHANISMS OF REGULATION OF SEA PORTS OF UKRAINE: THE INSTITUTIONAL DIMENSION.....	18
Stepochkin A.I. SUSTAINABLE SOCIAL AND ECONOMIC DEVELOPMENT: ITS CORE IDEA AND METHODS OF ITS EVALUATION.....	19

SECTION 4. ECONOMY AND ENTERPRISE MANAGEMENT

Verkhohliadova N.I., Konovalova I.V. SYSTEMATIZATION OF APPROACHES TO INTERPRETATION OF BUILDING ENTERPRISE DEVELOPMENT.....	20
Havkalova N.L. MANAGEMENT OF MARKETING SUPPORT AT THE STAGES OF THE PRODUCT LIFE CYCLE.....	22
Gliebova N.V. FORMATION OF INFORMATION CONCERNING ACCOUNTING-ANALYTICAL SUPPORT OF BANK CREDIT ACTIVITIES.....	23
Kostyrko A.G. AGROLEASING AS A SOURCE OF AGRARIAN ENTERPRISES' FINANCIAL POTENTIAL	25
Orlenko O.V. THE SYSTEM OF FOOD SAFETY MANAGEMENT: THE INTRODUCTION OF THE HACCP SYSTEM IN ENTERPRISES GRINDING INDUSTRY.....	26

Shmyhol N.M., Manitsa L.V. KEY ASPECTS OF ENTERPRISE ACTIVITY MONITORING.....	27
---	-----------

SECTION 5. DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

Barna M.Y. WAYS OF ENSURING INNOVATIVE DEVELOPMENT OF DOMESTIC TRADE OF UKRAINE IN MODERN CONDITIONS.....	28
--	-----------

Stehnei M.I. DECENTRALIZATION AS A PREREQUISITE FOR SUSTAINABLE RURAL DEVELOPMENT.....	30
--	-----------

SECTION 6. DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS

Kniazieva O.A., Kryvtsova O.B. MODERN COMPONENTS OF THE HUMAN CAPITAL.....	32
--	-----------

SECTION 7. MONEY, FINANCES AND CREDIT

Gorlov S.N. SOME ASPECTS OF INTERNATIONAL MONEY CIRCULATION.....	34
--	-----------

Danik N.V. BUSINESS PLANNING AS A TOOL FOR THE IMPLEMENTATION OF FINANCIAL MANAGEMENT IN CONDITIONS OF MODERN DEVELOPMENT OF UKRAINE.....	35
--	-----------

Kovalenko O.V., Otechko Y.S. EFFICIENCY INCREASE OF FORMATION AND USE OF ENTERPRISE CIRCULATING CAPITAL.....	36
--	-----------

SECTION 8. MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY

Shaposhnykov K.S. LATEST TRENDS OF STATE REGULATION IN TELECOMMUNICATIONS.....	37
--	-----------

SECTION 1. ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

Verkhohliadova N.I.

Doctor of Economic Sciences, Professor,
Vice Rector for Scientific Pedagogical and Academic Affairs
Prydniprovskaya State Academy of Civil Engineering and Architecture

PROMISING DIRECTIONS OF COMPETITIVENESS RESEARCH UNDER MODERN CONDITIONS

The article is devoted to revealing of perspective directions of competitive strength investigation under present-day conditions. Main approaches to the determination of the concept "competitiveness" are highlighted and main characteristics of competitiveness are studied.

Enterprise development in terms of competitive environment directly depends on ability for providing of its high-leveled competitiveness and keeping it for a long period of time. Therefore an insistent need to investigate a competitiveness of enterprises arises.

Competitive strength is simultaneously a characteristic of real and potential state of subject of entrepreneurship activity that displays its current state as well as dynamics of its development.

Competitiveness is a concept to be investigated at different levels. At the same time at the entry level a competitiveness of enterprise's goods is researched, and at the next level – a competitiveness of subject of entrepreneurship activity. It is interdependence between these levels.

In market system of economy, categories "competitive strength" and "competitiveness" are ones of the key since they include economic, scientific-technical, production, organizational and management, and marketing opportunities not only of a single enterprise, but also of a state economy.

The concept "competitive strength" allows establishing, development control and potential forming of a production system by all its components at the high qualitative level. When providing a competitive strength of production system, it is necessary to aim at parameters of a leading competitor of the branch and at international measurement data and standards. Competitive strength depends on the presence of competitive advantages, competitive potential and product competitiveness; moreover, a financial-economic stability of the production system's functioning should be achieved. A milestone to achieve competitiveness is an adhering

of actions' algorithm concerning the selection of management zone, sector, and market niche depending on its appeal for producer and consumer. A potential of an enterprise determines a competitive status that should provide a substantial industrial and economic activity in the chosen market segment.

REFERENCES:

1. Bulakh I.V. Vybir konkurentnoyi stratehiyi pidpryyemstva: metodychnyy pidkhid / I.V. Bulakh // *Ekonomika i orhanizatsiya upravlinnya*. – Vypusk No 2 (8). – 2010. – S. 25-32.
2. Dykan' V.L. Obespechenye konkurentnostoychyvosty predpryyatyya: Monohrafyya. – Kh.: Osnova, 1995. – 160 s.
3. Yefremenko O.V. Konkurentostiykist' pidpryyemstva: ponyattya ta vydy [Elektronnyy resurs] / O.V. Yefremenko // *Visnyk Skhidnoukrayins'koho natsional'noho universytetu imeni V. Dabyla*. – No 2. – Ch. 2. – 2010. – Rezhym dostupu: http://archive.nbu.gov.ua/portal/Soc_Gum/VISUNU/2010_2_2/Index.htm
4. Simekh Yu.A. Vyznachennya ponyattya konkurentostiykist' pidpryyemstva / Yu.A. Simekh // *Visnyk Mizhnarodnoho Slov'yans'koho universytetu. Seriya «Ekonomichni nauky»*. – 2007. – T. X, No 1. – S. 12-16.
5. Trydid O.M. Kompleksna otsinka konkurentnoho statusu pidpryyemstva // *Ekonomika rozvytku. KhNEU*. – 2002. – No 2 (22). – S. 75-76.
6. Chereha V.V. Formuvannya mekhanizmu zabezpechennya stiykosti pidpryyemstva na osnovi rozvytku pidpryyemnytstva: Avtoref. dys. na zdob. nauk. stup. kand. ekon. nauk (08.06.01) / Nats. un-t. kharch. tekhn. – Kyiv, 2006. – 21 s.
7. Chorna M.V. Vzayemozv'yazok osnovnykh ponyat' teorii konkurentnospromozhnosti / M.V. Chorna // *«Visnyk SumDU. Seriya Ekonomika»*. – No 2. – 2009. – S. 186-191.
8. Chorna M.V. Konkurentostiykist' pidpryyemstv: oznaky ta umovy vynyknennya / M.V. Chorna // *Visnyk Khmel'nyts'koho natsional'noho universytetu*. – No 1. – 2009. – S. 41-44.
9. Chorna M.V. Metodolohiya otsinky konkurentostiykosti pidpryyemstv torhivli / M.V. Chorna // *Visnyk Khmel'nyts'koho natsional'noho universytetu*. – No 4. – T. 1. – 2009. – S. 218-221.
10. Shcherbak V.H. Otsinka vplyvu velychyny brend-kapitalu haluzi na yoho konkurentostiykist' / V.H. Shcherbak // *Ekonomika i uprav- linnya*. – No 2. – 2010. – S. 87-92.

SECTION 2. WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Buzko I.R.

Professor, Vice Rector
Volodymyr Dahl East Ukrainian National University

Dyachenko Y.Y.

Associate Professor of International Economics Department
Volodymyr Dahl East Ukrainian National University

Nemashkalo O.A.

Associate Professor of International Economics Department
Volodymyr Dahl East Ukrainian National University

INSTITUTIONAL REFORMS AND ENSURING OF PERSONNEL DEVELOPMENT OF INTERNATIONAL ENTERPRISES IN THE CONTEXT OF EUROPEAN INTEGRATION

At the current stage the activity of Ukrainian enterprises is significantly influenced by the European integration process. Ukrainian industrial products are used in domestic and foreign markets, but maintaining its competitiveness requires the ability to adapt to changes in market conditions. The deepening of European integration processes in combination with open nature of the economy and large industry eksportooryentovanisty Ukraine accompanied by increased competition in the domestic and foreign markets businesses. Under these conditions, the most important and vulnerable at the same time is responsible personnel. Tool personnel adaptation to unpredictable changes in highly dynamic enterprise environment in the context of European integration processes should be considered staff development. The study of the influence of the environment on the dynamics of institutional requirements for staff development enterprises in the context of ensuring competitiveness in a globalized economy require further study. The article is an analysis based on the new institutional theory influence the requirements of company personnel European integration as a factor in the enterprise environment. The dominant country in the social and technological structure as a system of social relations that arises on the basis of aggregate technology specific to a certain level of production and determines the competitiveness of the economy. The transition between Seal called modernization. The dynamics of modernization, community development direction determined by the type of political and economic institutions. Are effective inclusive economic institutions that attract the general

public, provide non-discriminatory access control and resource allocation allow fair competition and ensure the preservation of private property. Today one of the real possibilities for implementation in Ukraine inclusive institutions – is integration into the European Union, which is a community with open institutions, within which is valued and stimulated the development of business competencies of employees, provided the institutional mobility and physical mobility in the largest market in the world. The reform of economic institutions in Ukraine within the European integration by the European Union can provide an effective economy based on secondary modernization – the transition to a post-industrial social and technological structure. Accordingly, staff development company in these circumstances is subject to the conditions of post-industrial social and technological structure, emphasis on investment in human and sotsialnyykapital comparing to individuals; widespread use of information and communication technologies; continuous updating of knowledge and skills and abilities to develop communication and teamwork.

REFERENCES:

1. Vplyv yevointehratsiynykh protsesiv u sferi osvitykh posluh na formuvannya personalu pidpryyemstv. Monohrafiya / I.R. Buz'ko, T.V. Shapovalova, V.L. Hayrapetyan, Yu.Yu. D'yachenko. – Luhans'k: LIPST, 2008. – 300 s.
2. Upravlenye personalom: Ėntsyklopedycheskyy slovar' / Pod red. A.Ya. Kybanova. – M.: Ynfra-M, 1998. – 453 s.
3. Buz'ko I.R. Otsinyuvannya lyuds'koho kapitalu yak instrument upravlinnya navchannyam personalu / I.R. Buz'ko, Yu.Yu. D'yachenko, O.A. Nemashkalo // Aktual'ni problemy eko- nomiky. – 2011. – No 2. – S. 117-124.

4. Hrishnova O.A. Lyuds'kyi kapital: formuvannya v systemi osvity i profesiynoyi pidhotovky / O.A. Hrishnova. – K.: Znannya, 2001. – 254 s.
5. Dzhoy-Mett'yuz D. Razvytye chelovecheskykh resursov / D. Dzhoy-Mett'yuz, D. Meh-hynson, M. Syurte. – M.: Эkсмо, 2006. – 432 s.
6. Savchenko V.A. Rozvytok personalu. – K.: KNEU, 2008. – 512 s.
7. Swanson R.A., Holton E.F. Foundations of Human Resource Development. 2nd Edition. – San Francisco: Berrett-Koehler, 2009. – 538 p.
8. Senhe P. Pyataya dystsyplina: yskusstvo y praktyka samoobuchayushcheyshy orhanyzatsyy. – M.: Olymp-Byznes, 1999. – 408 s.
9. Forsyf P. Razvytye y obuchenye personala. – SPb.: Yzdatel'skyi Dom «Neva», 2004. – 192 s.
10. Obzornyy doklad o modernyzatsyy v myre y Kytae (2001-2010) / Per. s anhl. pod obshchey redaktsyey N.Y. Lapyna / Predysl. N.Y. Lapyn, H.A. Tosunyan. – M.: Yzdatel'stvo «Ves' Myr», 2011. – 256 s.
11. Shybalov Ye., Kotov Ye., Lyashenko A. Maybutnye Ukrainy cherez kytays'ku pryzmu // Dzerkalo tyzhnya. – 2013. – No 32.
12. Acemoglu D., Robinson J. Why Nations Fail: The Origins of Power, Prosperity, and Poverty. – NY.: Crown Business, 2012. – 544 p.
13. Filipchuk V. Yake maybutnye chekaye Ukrainu // Dzerkalo tyzhnya. – 2013. – No 32.
14. Bell D. Hryadushchee postyndustrial'noe obshchestvo. **Опыт** sotsyal'noho prohnozyrovannya / D. Bell. – M.: Academia, 1999. – 956 s.
15. The Maastricht treaty [Elektronnyy resurs]: provisions amending the treaty establishing The European Economic Community with a view to establishing The European Community. – Maastricht, 1992. – 59 p. – Rezhym dostupu: <http://www.eurotreaties.com/maastrichtec.pdf>.
16. Uhoda pro asotsiatsiyu mizh Ukrainoyu ta YeS [Elektronnyy resurs]. – Rezhym dostupu: <http://www.mfa.gov.ua/mfa/ua/publication/content/19151.htm>.
17. Zarembo K. mizh Ukrainoyu ta YeS: shcho dumayut' oliharkhy? [Elektronnyy resurs]. – Rezhym dostupu: http://eu-http://iwp.org.ua/img/Policy_brief_01_12_pravka.pdf.
18. Yukhymenko V.V. Suchasna heopolitychna sytuatsiya ta ukraiyins'ki natsional'ni ekonomichni priorytety V.V. Yukhymenko // Priorytety natsional'noho ekonomichnoho rozvytku v konteksti hlobalizatsiynykh vyklykiv: monohrafiya. Ch. 1 / za red.: V.M. Heytsya, A.A. Mazaraki. – K.: KNTEU, 2008. – 389 s.

Vyshnevskaya O.M.

Doctor of Economic Sciences, Professor,
Dean of Accounting and Finance Faculty
Mykolayiv National Agrarian University

Niedova O.M.

Master,
Accounting and Finance Faculty
Mykolayiv National Agrarian University

Sokirka L.I.

Master,
Accounting and Finance Faculty
Mykolayiv National Agrarian University

GLOBALIZATIONAL CHALLENGES IN THE GUARANTEE OF ECONOMIC SECURITY OF THE COUNTRY

The article deals with theoretical and methodological aspects of the development of the state given the influence of geo-economic factors in order to identify potential benefits and minimize the economic and environmental risks. It is proved that the world globalization flows and processes in the economic, financial, social, environmental and other areas are the guidance of any national economy. It is found that disregard of globalization changes and trends will limit the possibilities of obtaining benefits at the national level. The national economy as a part of the global economic system has activated some elements of an integrated world system, but their development is slow. Therefore, we proved that the issues of regulation of the internal market, the process of pricing, quality and standards of products as well as slow integration process, formation of organizational and economic structures adapted to external conditions remain unresolved. Globalization is a comprehensive process of global political, economic and social integration. Globalization processes aim to obtain relevant global benefits in the further development of the international community and the development of individual state systems. In recent years the world economy is characterized by an increasing coverage of systems of different levels with features of transitivity, chaotic development, which causes more profound consequences of the crisis at different levels of the global community development. The issues of geopolitical changes, including direct territorial reorganization of the world, are becoming more and more acute. Similar processes are associated primarily with different levels of development of separate states, financial capacity, energy dependency of national economies, overpopulation of certain areas, relevant national interests of individual states and global geopolitical leaders. Globalization has a significant impact on the content and the rate of formation of new types

of relationships in modern society. Global changes, along with other objective factors contribute to finding effective ways of reducing the adverse effects, reliable methods for predicting possible changes with the purpose of adaptation and further development. The relevance of this study is determined by the fact that the world globalization processes and flows in the economic, financial, industrial, social, environmental and other areas are guidance for future development of any national economy. In turn, disregard of these trends will limit the possibility of taking advantage of globalization changes at the national level. It is impossible to avoid the influence of globalization processes and phenomena; it is expedient to adapt to them in order to provide national interests and socio-economic development in the long run. Effectiveness of directions of development can be proved only applying innovative solutions and maximum elimination of negative trends in political, economic, social and ecological spheres. Guarantee of economic security of the state is associated with the implementation of the measures at the international and national levels to ensure the appropriate level of social, political and military safety, security and territorial integrity, ensuring the development of industries on the basis of innovation, invulnerability and independence of national interests in accordance with emergence of external and internal threats, primarily ones related to globalization, prevention of armed conflicts. This approach will minimize threats and provide appropriate adaptation to globalization changes and trends. All geo-economic factors in the socio-economic development and guarantees of economic security from foreign economic to technological ones should be focused on internal natural resource base, take into account the economic, social, cultural, ecological features in order to minimize risks and enhance the benefits of geo-economic environment.

There is an urgent need for the effective combination of internal fundamentals in the development of industries, appropriate technological readiness for innovation and adaptation to globalization trends, ensuring economic, social, energy, food, and defense security of the state.

REFERENCES:

1. Kochetov Э.Н. Неэкономыка. Освоение мирового экономическогo пространства / Э.Н. Kochetov. – М. : Norma, 2010. – 528 с.
2. Zvit pro konkurentospromozhnist' rehi- oniv Ukray-

iny. Fond «Efektyvne upravlinnya» Vsesvitniy ekonomichnyy forum [Elektronnyy resurs] // <http://feg.org.ua>

3. Statystychnyy zbirnyk. Ukrayina v tsyf- rakh. [Elektronnyy resurs]. – Rezhym dostupu: <http://www.ukrstat.gov.ua>.

4. Nort D. Ponymanyeprotsessaekonom ycheskykhyzmeneny / D. Nort – M. – Vysshaya shkola ekonomyky, 2010. – 256 s.

5. Metody otsenky stranovoho ryska [Elektronnyy resurs] <http://www.riskovik.com/riski/stranovye/full/26/>

6. Messy D. Lyneynaya model' yjno- vatsyy: za y protiv / D. Messy, P. Kvyntas, D. Uyd. Transfer tekhnolohyy y efektyvnaya realizatsyya ynnovatsyy. – M.: Vershyna, 2005. – 158 s.

Klyuchnik A.V.

Doctor of Economic Sciences, Professor,
Mykolayiv State Agrarian University

THEORETICAL ANALYSIS OF VIEWS ON THE DEFINITION OF INTERNATIONAL TOURISM

Summing up the scientific opinions on the essence of the term, we believe that tourism – is: multifaceted phenomenon that combines economic, social, cultural and environmental aspects has inexhaustible potential for continued progress associated with many sectors of the economy that determines its leading position in social and economic life of the countries and peoples; the most dynamic sector of the human factor in economic and cultural development, environmental protection and historical and cultural heritage, international understanding, peace, human rights and fundamental freedoms without different in race, sex, language or religion; economic source of job creation and income, infrastructure development industry; an integral part of the overall international market.

There are many classifications of tourism. The most common is its division: internal (local) tourism – linked to the temporary departure of citizens to holiday destinations within the country, state, region; International Tourism – engaged with tourism, but it is associated with the departure from the country of residence.

After a long history of development, the concept of «international travel» until now treated differently not only by individual experts, but also travel organizations. We believe that international tourism can be seen as a social and economic process associated with the provision of travel services to persons outside their country of residence and aimed to meet the spiritual, physical and other non-commercial purposes.

Given the historical facts we consider it necessary to allocate the fifth stage of development of international tourism, which is typical for Ukraine – the development of international tourism in Ukraine as an independent state (1991 – up including) that is associated with the collapse of the USSR and the creation of the CIS and the recognition of Ukraine separate and independent state.

Examined the classification of international tourism for the purpose of travel to: business; therapeutic; cultural and educational; Tourism to rest and leisure; private; festival; sports; religious; ecological; adventure; extreme; space tourism. Article by their features. Furthermore accentuated attention to the fact that in recent years the practice of international tourism rapidly developing new forms of tourism such as paradores, timeshare, dark green and rural tourism etc. The influence of international tourism to the socio-economic development.

REFERENCES:

1. Barchukova N.S. Mezhdunarodnoe sotrudnychestvo v oblasti turызma. – M.: Mezhdunarodnye otnosheniya, 1986. – 176 s.
2. Bozhydarnik T.V. Mizhnarodnyy turызm / Bozhydarnik T.V., Bozhydarnik N.V., Savosh L.V. – Luts'k: Redaktsiynovydavnychyy viddil LNTU, 2011. – 352 s.
3. Hrabovs'kyy Yu.A. Sportyvnyy turызm: navchal'nyy posibnyk / Yu.A. Hrabovs'kyy, O.V. Skaliy, T.V. Skaliy. – Ternopil': Navchal'na knyha – Bohdan, 2009. – 304 s.
4. Danyl'chuk V.F. Myrovoy ryнок usluh turызnesa / V.F. Danyl'chuk. – Donetsk: DYTБ, 2010. – 146 s.
5. Durovych A. P., Kopanev A. S. Marketynh v turызmi: Ucheb. posibnyk / Pid zahal'noyu red. 3. M. Horbylevoy. – K: «Ekonompress», 1998. – 400 s.
6. Zakon Ukrainy «Pro turызm» / Verkhovna Rada Ukrainy. – Ofits. vyd. – K. : Parlam. vyd-vo, vid 15.09.1995 No 959-XII. (Biblioteka ofitsiynikh vydan').
7. Kvartal'nov V.A. Mezhdunarodnyy turызm: polityka razvytyya / V.A. Kvartal'nov, A.A. Romanov. – M.: Sovet•skyy sport, 1998. – 142 s.
8. Kyfyak V.F. Orhanizatsiya turystychnoy diyal'nosti v Ukraini: navchal'nyy posibnyk / V.F. Kyfyak – Chernivtsi: Knyhy-KhKhI. – 2003. – 300 s.
9. Klyap M.P. Suchasni riznovydy turызmu: pidruchnyk / M.P. Klyap, F.F. Shandor. – K., 2013. – 334 s.
10. Kuzyk S. P. Heohrafiya turызmu : navch. posib. / S. P. Kuzyk ; L'viv. nats. un-t im. I. Franka, Heohr. f-t. – K. : Znannya, 2011. – 271 s.
11. Lyubitseva O.O. Metodyka rozrobky turiv : navchal'nyy posibnyk / O.O. Lyubitseva. – K : «Al'terpres», 2008.
12. Mal's'ka M.P. Mizhnarodnyy turызm i sfera posluh: pidruchnyk / M.P. Mal's'ka, N.V. Antonyuk – K., 2008. – 661 s.
13. Merenkova Y. N. Ustoychyvoe razvytye sel'skykh terytory: teoryya, metodolohyya. praktyka / Y. N. Merenkova. A-ref dySSERT. na soysk. uchen. step. dokt. yekonon. nauk po spets. 08. 00. 05 Ekonomyya y upravlenye narodnym khazyaystvom. – Voronezh, 2011. – 18 s.
14. Papyryan H.A. Mizhnarodni ekonomichnykh vidnosyn. Ekonomika turызmu / H.A. Papyryan – M.: Finansy i statystyka, 2000.
15. Temnyk I.O. Elektronne naukovе fakhove vydannya «Efektivna ekonomika» – «Umovy ta chynnyky rozvytku mizhnarodnoho turызmu».
16. Shkola I.M. Menedzhment turystychnoy industriyi: Navch. posibnyk / Za red. prof. I.M. Shkoly. – Chernivtsi: ChTEI KNTEU, 2003. – 662 s.
17. <http://www.nbu.gov.ua>
18. <http://www.tourvest.ru/articles/article0003>
19. Sznajder M. Agroturystyka / M. Sznajder, L. Przeburska. – Warszawa: PWE, 2006.

Stroiko T.V.

Doctor of Economic Sciences, Associate Professor,
Head of the Department of International Economics
Mykolaiv National University named after V.O. Sukhomlynsky

Hordieieva T.F.

Candidate of Economic Sciences,
Associate Professor at the Department of International Trade
Kyiv National Economical University named after Vadym Hetman

Yevdochenko O.O.

Candidate of Economic Sciences,
Associate Professor at the Department of International Trade
Kyiv National Economical University named after Vadym Hetman

STRATEGIC DIRECTIONS OF FUNCTIONING OF FINANCIAL INSTRUMENTS OF REGIONAL POLICY OF EU

Leveling of regional development is an important aspect of the European market economy and determines the policy of the European Union in regional development. In the EU regional policy is being under close attention since 1950s. For a long period of time the EU countries were focused on equity in the development of regional policy, but since the mid 1970s, economic efficiency gradually started gaining more attention. Regional policy began to focus on economic growth through the development of competition and reduction of unemployment. That is why the study of strategic directions of functioning of financial instruments of EU regional policy is particularly relevant. European policy of regional development is based on the political principle that the richer countries and regions should provide solidarity with poorer countries and regions, as well as the economic principle that the lower volume of production in poor member states and regions or states and regions with high levels of unemployment is the loss of potential and opportunities for the EU as a whole. Principles of Regional Development were checked and repeatedly improved over the years to be able to develop a variety of strategies to solve economic and social problems and to achieve environmental goals. The success of this policy is based on partnerships within the EU, planning and good governance. In case of application of these principles of development the program can be carried out in a decentralized way. EU regional policy can be best defined as thematically ordered grouped by unifying (supranational) center of activities aimed at using complex legal and financial instruments of elimination of disparities in economic and social development of the regions in the EU, and at ensuring balanced growth of all its areas preserving internal economic and social unity. The main instruments of regional policy in the European Union at the supranational level are structural

funds. They are responsible for redistribution of financial resources on the principle from "rich" regions to "poor". By the 1990s in the EU funding for regional development involved several funds:

- European Regional Development Fund (ERDF) – established in 1975. The main task of the ERDF is to reduce disparities in different regions of the EU. Primarily it is aimed at supporting and developing depressive and peripheral regions;

- European Social Fund (ESF) was created in 1960 to provide aid to certain regions, industries and professions which appeared to be in difficult situation as a result of the restructuring of the industry in the EU. Resources of fund are directed to implementation of programs to reduce unemployment, overcome social inequality, harmonize professional and family life;

- European Agricultural Guidance and Guarantee Fund (EAGGF) was established in July 1964. It funds general and specific measures of agricultural policy of the EU.

Regional development in Europe benefits from a wide range of different funding opportunities. Except the main sources of funding, there are other means of capital involvement. Unlike the period of program realization of 2007-2013, in the rules on the use of financial instruments adopted for the program of 2014-2020, there are no rigidly defined sectors, beneficiaries, types of projects and activities to be supported. Within the new system there are also clear rules which allow better combination of financial mechanisms and other forms of support, particularly issuing grants.

REFERENCES:

1. Walker R. Capital and Industrial Location. In *Progressive Human Geography* / R. Walker, M. Storpep. – NY, 1981. – P. 473-509.

2. Richardson H. Regional Crown Theory / H. Richardson. – London, 1973. – 495 p.
3. Perru F. Экономическая история: теория и перспективы / F. Perru. – THESIS, Zyma, 1993. Вып. 1. – Т. 1.
4. Burkyns'kyi B. V. Innovatsiyna stratehiya u sotsial'no-ekonomichnomu rozvytku rehionu / B. V. Burkyns'kyi, Ye.V. Lazaryeva. – Odesa: Instytut problem rynku ta ekonomikoekolohichnykh doslidzhen' NAN Ukrayiny, 2007. – 140 s.
5. Heyets' V. M. Transformatsiya modeli ekonomiky Ukrayiny (ideolohiya, protyrichchya, perspektyvy) / V. M. Heyets'. – K.: Lohos, 1999. – 500 s.
6. Herasymchuk Z. V. Rehional'na polityka staloho rozvytku: metodolohiya formuvannya, mekhanizmy realizatsiyi: [monohrafiya] / Z. V. Herasymchuk. – Luts'k: Nadstr'ya, 2001. – 528 s.
7. Dolishniy M. I. Rehional'na polityka na rubezhi KhKh-KhKhI stolit': novi priorytety: [monohrafiya] / M. I. Dolishniy. – K.: Naukova dumka, 2006. – 512 s.
8. Chuzhykov V. I. Rehional'nyy rozvytok u yevropeys'komu spil'nomu ekonomichnomu prostori (dynamizatsiya ta strukturni zminy): avtoref. dys. doktora ekon. nauk: spets. 08.10.01 «Rozmishchennya produktyvnykh syl i rehional'na ekonomika» / V. I. Chuzhykov. – K., 2003. – 33 s.
9. U 2020 strategy and the 2014-2020 Programming period / http://www.eetaa.gr/eu2020/europe2020/04_eurada_eu2020_strategy_and_the_new_programming_period.pdf

SECTION 3. ECONOMY AND OPERATION OF NATIONAL ECONOMY

Kyrylov Yu.E.

Assistant Professor

Kherson State Agricultural University

ENSURING THE COMPETITIVENESS OF THE AGRICULTURAL SECTOR UKRAINE IN CONDITIONS OF GLOBALIZATION

Globalization – the process of reducing barriers to economic, political and cultural interaction nations and peoples, the formation of a homogeneous world space. Globalization has become an important aspect of the functioning of the modern world system, one of the most influential forces that determine the further development of mankind. It covers all areas of public life, including the economy, politics, social services, culture, environment, safety; affect the production of goods and services, labor utilization, investment, technology.

Ukraine, its economic system is also under the influence of globalization, the international movement of capital, labor, transnational corporations. Therefore, further organizational and managerial changes and reforms in the existing system shall exercise due to the study and understanding of the impact of globalization on the development of the national economy.

Under the present conditions can only be competitive and national economy that effectively takes advantage of globalization. The agricultural sector, like other sectors of the economy, under the influence of globalization, international capital flows and investments, multinational corporations. The issue of competitiveness of the domestic agricultural sector in the context of globalization remain relevant in need of further investigation.

The article is taking steps to ensure the competitiveness of the agricultural sector of Ukraine under globalization.

The key measures to ensure the competitiveness of the agricultural sector of Ukraine under globalization are: improving the management of agriculture; effective implementation of investment and innovation policy; Policy Excellence agricultural market infrastructure; strengthening of diversification of production in enterprises; of modern quality assurance system for agricultural products and foodstuffs to European requirements; enhance the process of harmonization of national standards with international

and European; full implementation of the agricultural land market.

In the context of globalization and in view of the existing problems and positive foreign experience, it seems appropriate implementation of measures to improve the competitiveness of the domestic agricultural sector in the following areas:

- formation of innovation and investment resource development of the agricultural sector;
- harmonization of national standards for agricultural products in accordance with EU standards;
- increase the export potential of domestic agricultural products;
- establishing a modern agricultural market infrastructure;
- strengthen the cooperative movement among agricultural producers;
- cooperation between agricultural producers and research institutions.

REFERENCES:

1. Bazylevych V.D., Bazylevych K.S. Rynkova ekonomika: osnovni ponyattya i katehoriyi: Navch. posib. – 2-he vyd., ster. – K.: Znannya, 2008 – 263 s. – (Vyshcha osvita XXI stolittya).
2. Starostina A. Superechlyvi shlyakhy ekonomichnoyi hlobalizatsiyi / A. Starostina, O. Kanishchenko // Ekonomika Ukrayiny. – 2008. – No 5. – S. 58-65.
3. Moore W. Global Sociology: The World as a Singular System / Wilbert E. Moore // American Journal of Sociology. – 1966. – Vol. LXXI. – No 5. – R. 475-482.
4. McLuhan M. War and Peace in the Global Village / Marshall McLuhan. – N.-Y., 1968. – 192 R. – ISBN: 1-5842-3074-6.
5. Robertson R. Globalization Theory 2000+: Major Problematic / Roland Robertson: [Ed. By G. Ritzer and B. Smart]. – London, 2001. – 219 R. (Handbook of Social Theory).
6. Appadurai A. Modernity at Large: Cultural Dimensions of Globalization / ArjunAppadurai. – Minneapolis, 1996. – 224 r. – ISBN: 0-8166-2793-2.
7. Beck U. Was ist Globalisierung? / Ulrich Beck. – Frankfurt, 1998. – 217 r.
8. Bilorus O.H., Luk"yanenko D.H., Honcharenko M.O., Zlenko V.A. ta in. Hlobalizatsiya i bezpeka rozvytku:

Monohrafiya / Kerivnyk avt. kolektyvu i nauk. red. O.H. Bilorus. – K.: KNEU, 2001. – 733 s.

9. Economic growth with equity: which strategy for Ukraine World Bank. Washington, D.C. 2000. 62 p.

10. Sotsioekonomichna modernizatsiya ahrar- noho sektoru Ukrayiny (kontseptual'ni polozhennya) / V. Heets', V. Yurchyshyn, O. Borodina, I. Prokopa // Ekonomika Ukrayiny. – 2011. – No 12. – S. 4-14.

11. Stratehiya rozvytku ahrarnoho sektoru ekonomiky na period do 2020 roku [Elektronnyy resurs] – Rezhym dostupu: <http://zakon1.rada.gov.ua/laws/show/806-2013-r>.

12. Zelens'ka O.O. Ahrohlobalizatsiya ta yiyi mozhlyvi naslidky dlya Ukrayiny / O.O. Zelens'ka // Ekonomika APK. – 2012. – No 7. – S. 128-131.

13. Napryamy posylennya konkurentospro- mozhnosti APK Ukrayiny na yevropeys'komu prodovol'chomu rynku v umovakh rozshyrennya zony vil'noyi torhivli [Elektronnyy resurs] – Rezhym dostupu: <http://old.niss.gov.ua/Monitor/august08/02.htm>.

14. Yurchenko O.Yu. Osoblyvosti rozvytku APK Ukrayiny v umovakh hlobalizatsiyi / O.Yu. Yurchenko. // Visnyk Khmel'nyts'koho natsional'noho universytetu. – 2011. – No 2, T. 3. – S. 151-153.

15. Bandurin R.O. Kooperatsiya i intehratsiya yak mekha-

nizm vdoskonalennya mizhhaluzevykh i mizhhospodars'kykh ekonomichnykh stosunkiv v APK / R.O. Bandurin, V.V. Torikov // Visnyk Bryans'koyi derzhavnoyi sil'skohospodars'koyi akademiyi. – 2008. – No 4. – S. 6-10.

16. Sklair L. Competing conceptions of globalization / L. Sklair // J. of world-systems research. – 1999. – Vol. 2. – P. 143-162.

17. Z•hurovs'kyy M.Z., Pakhomov Yu.M., Filipenko A.S. ta in. Heoekonomichni stsenariyi rozvytku Ukrayiny: monohr. – K.: Akademiya, 2010. – 328 s.

18. Shnypko O.S. Konkurentospromozhnist' Ukrayiny v umovakh hlobalizatsiyi. – K.: In-t ekon. ta prohnzov. NAN Ukrayiny, 2009. – 456 s.

19. Kyrylov Yu.Ye. Vplyv hlobalizatsiyi na rozvytok ahrarnoho sektora ekonomiky Ukra- yiny // Tavriys'kyy naukovyy visnyk: nauko- vyy zhurnal. Vyp. 62. Chastyna II. – Kherson: Aylant, 2009. – S. 54-59.

20. Novators'ka N.K. Rozvytok pererob- nykh pidpryyemstv APK v konteksti hlobal'- noyi ekonomichnoyi kryzy / N.K. Novators'ka // Visnyk SNAU. – 2010. – Vyp. 5/2. – S. 20-24.

21. Sydenko V.R. Hlobalyzatsyya – evro- peyskaya yntehratsyya – ekonomycheskoe raz- vytye: ukraynskaya model': V 2-kh tomakh. T. 1: Hlobalyzatsyya y ekonomycheskoe razvy- tye. – K.: Fenyks, 2008. – 376 s.

Kuzmynchuk N.V.

Doctor of Economic Sciences, Professor,
Professor at Department of Economic Cybernetics and Marketing Management
National Technical University «Kharkiv Polytechnic Institute»

AXIOLOGICAL APPROACHES FOR GROUNDING OF STRATEGIC BENCHMARKS OF REGION DEVELOPMENT AS A BASIS FOR STATE REGULATION DIRECTING

Society is an entire social organization of human vital activity, which historically appeared and is continuously developing; it represents a system of various mutually causal relations. Each independent state is interested in progressive development and well-being of its society. Its importance for general state and consciousness of nation increases in conditions of intensification of European integration processes, political and socio-economic transformations in Ukraine, in particular, in epoch of radical ("stormy") changes that starts at the beginning of the third millennium. Perspectives of formation of such an environment in Ukraine in the context of civilizational movement to the principally another development level – from inertial-resource model of economic growth, which prevails for a thousand years, to social-oriented model of economic development on the innovative (post-industrial) basis— require a new viewing on the role and place of a concrete human in society. Providing of the process of economic stability and growth in Ukraine is possible on the assumption of directing of state top-priority actions not to the solving of present, but strategic tasks of society. Thus, the region strategic benchmarks should be the foundation of region state economic policy.

The aim of the research is an analysis of approaches for grounding of strategic benchmarks of region development as a basis for state regulation directing.

Considering conceptions of socio-economic development of society, it can be said that all types of resources influence on the increasing of socio-economic processes of the region. It means that their development will increase GDP and promote the economic growth. Such an approach allows determining of modern civilization as a tool of self-organization of society's vital activity on the basis of determined level development of a human. It should be noted that if in traditional society the main capital was a land, in industrial – natural resources, and later – technologies, than in post-industrial one the more importance is obtaining by human resources and qualitative characteristics of human life.

Thus, the end of the XX – beginning of the XXI centuries is marked by transition to the new society development paradigm, in which Ukraine is initiating a state regional policy that is based on the European

values, oriented to increasing of economic and social living standards for every citizen. An especial role is acquiring by economic base of territories development that has to correspond with the key task posed ahead of the state – strengthening of regional development's social constituent, which foresees the ensuring of national regulations and state social guarantees of adequate standard of living of the population. At the same time it is worth to proceed from the understanding that modern principles of formation of socio-economic policy of the state are oriented to the human development priority, which focus are a human, human needs and development. Generalizing indicators of effectiveness and efficacy of the state policy, in particular social, are indicators of socio-economic development. Thus, on the one hand, development of region's socio-economic processes and ensuring of living standard increasing on this basis is the aim of socio-economic development of the region, and on the other side, is the main task and criterion of regional authorities' activities.

In the absence of necessary centralized support from the direction of the state, regions face a problem of effective an adequate regional police, which is directed to the reformation of economy and attracting of investment, developing and implementation of plans for territories development, which would lean not on state financial resources, but count on local potential use. For it there is a necessary of studying and assessing, on the one hand, of interregional interests and needs, and on the other hand, assessing of own opportunities of their satisfaction based on the use of existent socio-economic processes of the region's population, which probably should become a perspective of further investigations in this field.

REFERENCES:

1. Aleksandrov, I. O. Stratehiia staloho rozvytku rehionu [Tekst]: Monohra ia / I. O. Aleksandrov, O. V. Polovian, O. F. Konovalov, O. V. Lohachova, M. Y. Tarasova; za zah. red. d.e.n. I. O. Aleksandrov / NAN Ukrainy. In-t ekonomiky promyslovosti. – Donetsk: Vyd-vo «Noulidzh», 2010. – 203 s.
2. Artemova, T. I. Instytucionalnye predposylki realizacii koncepcii chelovecheskogo razvitija v ekonomike sovremennoj Ukrainy [Tekst] / T. I. Artemova // Biznes-inform. – 2007. – No 7. – S. 3-7.

3. Babosov, E. M. Jekonomicheskaja sociologija. Voprosy i otvety [Tekst] / E. M. Babosov. – Mn.: TetraSistems, 2004. – 224 s.
4. Byrskiy, V. V. Modeliuvannia liudskoho potencialu derzhavy [Tekst]: avtoref. dys. na zdobuttia nauk. stupenia kand. ekonomich. nauk: spets. 08.03.02 «Ekonomiko-matematychne modeliuvannia» / V. V. Byrskiy. – Donetsk, 2006. – 20 s.
5. Borodianskyi, Y. Capitalis [Tekst] / Y. Borodianskyi, Y. Saienko // Sotsiologhiia: teoriia, metody, marketynh. – 2005. – No 4. – S. 155-173.
6. Hlobalizatsiia i bezpeka rozvytku [Tekst]: Monohra ia / [Bilorus O. H., Honcharenko M. O., Zlenko V. A. ta in.]; ker. avt. kol. i nauk. red. O. H. Bilorus. K.: KNEU, 2001. – 733 s.
7. Gurevich, P. S. Osnovy loso i [Tekst]: Ucheb. posobie / Gurevich P. S. – M.: Gardariki, 2002. – 438 s.
8. Dluhopolskyi, O. V. Teoriiia ekonomiky derzhavnoho sektora [Tekst]: Navchalnyi posibnyk / Dluhopolskyi O. V. – K.: VD «Profesional», 2007. – 592 s.
9. Dolishnii, M. I. Rehionalna polityka na rubezhi XX-XXI stolit: novi priorytety [Tekst] / Dolishnii M. I. – K.: Naukova dumka, 2006. – 512 s.
10. Dolishnii, M. Rynkovi mekhanizmy rehionalnoho upravlinnia [Tekst] / Dolishnii M., Moshenets O. // Rehionalna ekonomika. – 2001. – No 1. – S. 7-17.
11. Zadorozhna, S. M. Vidtvorennia liudskoho potentsialu v umovakh transformatsii rehionalnykh sotsialno-ekonomichnykh system: avtoref. dys. na zdobuttia nauk. stupenia kand. ekonomich. nauk: spets. 08.09.01 «Demohra ia, ekonomika pratsi, sotsialna ekonomika i polityka» / S. M. Zadorozhna. – Kyiv, 2006. – 24 s.
12. Lysiak, L. V. Biudzhetna polityka u systemi derzhavnoho rehuliuвання sotsialno-ekonomichnoho rozvytku Ukrainy [Tekst]: [monohr.] / L. V. Lysiak. – K.: DNNU AFU, 2009. – 600 s.
13. Mihajleva, E. G. Intelktualnaja elita v matrici sovremennykh civilizatsionnykh izmenenij [Tekst]: Monogra ja / E. G. Mihajleva; Nar. ukr. akademija. – H.: Izd-vo NUA, 2007. – 576 s.
14. Modernizatsiia Ukrainy – nash stratehichniy vybir: Shchorichne Poslannia Prezydenta Ukrainy do Verkhovnoi Rady Ukrainy. – K., 2011. – 416 s. [Elektronnyi resurs] – Rezhym dostupu: http://www.president.gov.ua/docs/Poslan_nya_sborka.pdf – Nazva z tytul. ekrana.
15. Nizhegorodcev, R. M. Rynok truda i problema chelovecheskogo kapitala: teoriia i sovremennaja praktika [Tekst] / R. M. Nizhegorodcev. – Gomel: Centr issledovanija institutov rynka, 2007. – 50 s.
16. Pro osnovy natsionalnoi bezpeky Ukrainy: Zakon Ukrainy vid 19.06.2003 r. No 964-IV [Elektronnyi resurs]. – Rezhym dostupu do Zakonu: <http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=964-15> – Nazva z tytul. ekrana.
17. Rimashevskaja, N. Chelovecheskij potencial Rossii i problemy «sbrezhenija naselenija» [Tekst] / N. Rimashevskaja // Rossijskij jekonomicheskij zhurnal. – 2004. – No 9-10. – S. 22–40.
18. Rol derzhavy u dovhostrokovomu ekonomichnomu zrostanni [Tekst] / Za redaktsiieiu doktora ekonomichnykh nauk B. Y. Knasniuka. – K.: In-t ekon. prohnozuv., Kh.: Fort, 2003. – 424 s.
19. Sovetskij enciklopedicheskij slovar / Gl. red. A. M. Prohorov. – 2-e izd. – M.: Sovetskaja enciklopedija, 1982. – 1600 s.
20. Sociologija: nauka ob obshhestve [Tekst]. Uchebnoe posobie dlja studentov vysshih uchebnykh zavedenij / [Andrushhenko V. P., Volovich V. I., Gorlach N. I. i dr.]; pod obshh. red. prof. V. P. Andrushhenko, prof. N. I. Gorlacha. – Harkov. Institut vostokovedenija i mezhdunarodnykh otnoshenij. Harkovskij kollegium. Kafedra istorii, loso i i politicheskikh nauk, 1996. – 688 s.
21. Sociologija: Enciklopedija / Sost. A. A. Gricanov, V. L. Abushenko, G. M. Evelkin, G. N. Sokolova, O. V. Tereshhenko. – Mn.: Knizhnyj Dom, 2003. – 1312 s.
22. Stratehii ekonomichnoho rozvytku v umovakh hlobalizatsii [Tekst]: Monohra ia / Za red. d-ra ekon. nauk, prof. D. H. Lukianenka. – K.: KNEU, 2001. – 538 s.
23. Stratehiia staloho rozvytku Kharkivskoi oblasti do 2020 roku [Tekst]. – Kh.: Vydavnychi Dim «INZHEK», 2010. – 112 s.
24. Chukhno, A. A. Postindustrialna ekonomika: teoriia, praktyka ta yikh znachennia dlja Ukrainy [Tekst] / Chukhno A. A. – K.: Lohos, 2003. – 632 s.
25. Gaylor O., Moav O. Natural Selection and the Origin of Economic Growth // Quarterly Journal of Economics. 2002. Vol. 117. Issue 4.

Maslak O.I.

PhD, Professor,
Head of the Department of Economics
Kremenchuk Mykhailo Ostrohradskyi National University

DIRECTIONS REGULATION ENVIRONMENT OF COMPETITION IN THE DOMESTIC MARKET OF LIGHT PETROLEUM PRODUCTS

The article analyzes the environment of competition in the domestic market of light oil. Determined that the key subjects which form the environment of competition in the domestic market of light oil products, serve domestic oil refineries, importers of oil and oil products, wholesale warehouses and enterprise network stations (petrol stations), enterprises transport infrastructure (oil pipelines, Gasoline tank, railway), consumers – the owners of passenger cars and commercial vehicles, agricultural machinery, government agencies and institutions. Systematized the main problems of the domestic market of petrol and diesel fuel, which include: the rapid clotting of the domestic production of light oil, establishing dominant positions of importers in the national market, strengthening shady transactions and unfair competition in the market, the constant increase in retail prices on gasoline and diesel fuel, the development of modern network of gas stations. Substantiated the priority mechanisms for effective state regulation and balancing market of automotive fuel proposed measures to reduce import dependence on the market. It is concluded that the key directions environmental regulation of competition in the domestic market of light oil products are: strengthening energy security, recovery and stimulate domestic production oil products, reducing uncontrolled imports, liquidation shady market operations, improving fuel quality standards and customer service. It is proved that measures of reconstruction and modernization of domestic ORC should be consistent with the public policy of regulating imports of petroleum products. Gain the competitive position of domestic ORC in the national market should be based on increasing the depth of oil refining. Improvement of fair competition in the national market of light oil involves activation of the Antimonopoly Committee of Ukraine to detect unreasonably high prices set by leading operators. At the legislative level important task is to ensure compliance with national competition policy objectives of the European Energy Charter and Association Agreement between Ukraine and the EU and bringing national competition policy on light oil market into line with European norms.

REFERENCES:

1. Dorozhkina M.S. Svitovi tendentsiyi ta perspektyvy rozvytku rynku nafty ta naftoproduktiv / M.S. Dorozhkina // Mizhnarodna ekonomichna polityka. – 2006. – No 5. – S. 57–85.
2. Maksyshko N.K. Analiz prohnnozovanosti dynamiky svi-tovykh tsin na naftu ta pryrodnyy haz / N.K. Maksyshko, S.S. Cheverda // Visnyk Zaporiz'koho natsional'noho universy-tetu. – 2010. – No 2(6). – S. 122–129.
3. Mamzelyev D.V. Rol' palyvno-enerhetychnoho kompleksu u formuvanni enerhetychnoyi bezpeky Ukrainy / D.V. Mamzelyev // Ekonomika i rehion. – 2005. – No 4(7). – S. 135–139.
4. Antykrizysnye stratehyy rozvytya rehional'noy enerhetyky / E.V. Oboryna, D.V. Voloshyn, S.H. Azhnakyn, K.Э. Shurda. – Odessa : YPRЭЭY NAN Ukrainy, 2010. – 246 s.
5. Ostapko A.M. Rozvytok naftovoho sektoru Ukrainy v umovakh hlobalizatsiyi u konteksti zabezpechennya ekonomichnoyi bezpeky / A.M. Ostapko, O.V. Lapan // Kul'tura narodov Prychernomor'ya. – 2008. – No 151. – S. 77–81.
6. Podolets' R.Z. Enerhetychne modelyuvannya: inozemnyy dosvid i napryamy perspektyvnykh doslidzhen' v Ukraini / R.Z. Podolets' // Ekonomika i prohnzuvannya. – 2006. – No 1. – S. 126–140.
7. Statystychna informatsiya Ministerstva enerhetyky ta vuhil'noyi promyslovosti Ukrainy [Elektronnyy resurs]. – Rezhym dostupu : <http://mpe.kmu.gov.ua>.
8. Statystychna informatsiya Derzhavnoho komitetu statystyky Ukrainy [Elektronnyy resurs]. – Rezhym dostupu : <http://ukrstat.gov.ua>.
9. Stratehiya staloho rozvytku «Ukrayina-2020» [Elektronnyy resurs]. – Rezhym dostupu : www.president.gov.ua.
10. Upravlinnya kapitalom brendu pidpryyemstva na roz-dribnomu rynku naftoproduktiv : avtoref. dys. ... kand. ekon. nauk : spets. 08.00.04 [Elektronnyy resurs] / O.Ya. Malynka ; Ivano-Frankiv. nats. tekhn. un-t nafty i hazu. – Ivano-Frankiv's'k, 2010. – 18 s.
11. Shpak O.H. Nafta i naftoprodukty : monohrafiya / O.H. Shpak. – K. : Yason, 2000. – 370 c.
12. Yerina, A., Lesyk, V., 2005. Price dynamics on the mineral oil market: reasons and consequences for the Ukrainian economy. A Comparative Analysis of the Socio-economic Consequences of Transition Processes in Central and Eastern European Countries: Proceedings of the 12th Polish-Slovak-Ukrainian Scienti c Seminar, 8–10 November, 2005. Krynica: Krakow University of Economics (Poland), p. 39–46.

Naumov L.M.

Doctor of Economic Sciences, Professor
Kherson National Technical University

MECHANISMS OF REGULATION OF SEA PORTS OF UKRAINE: THE INSTITUTIONAL DIMENSION

In the article is looked through conceptual basis of regulation of the development of sea trade ports in Ukraine. On the base of analysis of methods of economics state regulation, are defined principles, aims and tasks of regulating the development of ports, established the principles, objectives and tasks of the development of port economy.

It is proved that state economic policy regarding the development of sea ports, in our opinion, you can determine as activities in implementation of state administration and regulation of economic processes in the industry, which has targeted nature, creation of conditions for effective development in accordance with the defined strategy. Additional tools of state regulation of sea ports development is social policy and propaganda techniques. Social policy must first of all ensure the social protection of workers, improving of working conditions, everyday life and leisure. Propaganda methods should contribute further increasing of trust to ports from potential customers.

It is established that the state program of sea ports development must become a main precondition for improving the economic efficiency of their activities. The strategic course of the state must be a sustainable development of maritime ports in accordance with the economic interests of the state in the context of integration into the world economic system. Strategic objective of ports development is creation of a highly efficient system of ports, which will facilitate the effective integration of Ukrainian economics into the world economic system.

It is proved that the effective development of ports requires the improvement of the system of state regulation, which should be based primarily on economic methods, to ensure the sustainability of development conditions and the economic climate. State regulation must ensure the optimization of the interests of ports and other transport companies,

local and national interests. The mechanism of regulation of ports development must be based on the principle of optimal ratio of self-sufficiency of ports and of centralized influence the state. Government should concentrate efforts on achievement of strategic goals in development, reactivation of investment activity, development of regions.

REFERENCES:

1. Burkyns'kyi B., Kotlubay M., Kotlubay O. Pro rozderzhavlennya mors'kykh torhovykh portiv Ukrainy // *Ekonomika Ukrainy*. – 2006. – No 11. – S. 12-18.
2. Irtyshcheva I.O. Stratehichni oryentyry rozvytku lohystychnoyi infrastruktury v morehospodars'komu kompleksy Ukrainy / I.O. Irtyshcheva, T.V. Stroyko // *Zbirnyk naukovykh prats' NUK*. – Mykolayiv: NUK, 2014. – No 1(451). – S. 12-16.
3. Irtyshcheva I.O. Svit vryatuye marykul'tura / I.O. Irtyshcheva, N.M. Potapenko // *Ekonomist*. – 2014. – No 4. – S. 35-38.
4. Yvanov V. O perspektyvakh morskykh portov Ukrainy // *Porty Ukrainy*. – 2006. – No 3. – S.16-18.
5. Lesnyk A. Prohramma sovershenstvo- vanyya upravlenyya y rozvytyya portovoho khozyaystva Ukrainy // *Porty Ukrainy*. – 2003. – No 5. – S. 10-12.
6. Stepanov O. O stratehyy rozvytyya portov Ukrainy // *Sudokhodstvo*. – 2003. – No 9-10. – S. 31.
7. Chekalovets' V., Olefir I., Pustovit O. Restrukturyzatsiya portovoho hospodarstva Ukrainy: problemy, pryntsyepy ta osnovni napryamy // *Ekonomist*. – 2004. – No 2. – S. 42-45.
8. Edyn O., Tsvetov Yu., Sokolov L. Transportnaya polytyka v Ukrainy // *Ekonomyka Ukrainy*. – 2000. – No 1. – S. 24-34.
9. Pashchenko Yu. Transportnaya polytyka Ukrainy // *Ekonomyka Ukrainy*. – 2001. – No 12. – S. 38-43.
10. Pashchenko Yu., Davydenko A. Razvytye mezhdunarodnoho transportnoho soobshchenyya Ukrainy // *Ekonomyka Ukrainy*. – 1999. – No 5. – S. 47-55.
11. Hal'chyns'kyi A., Heyets' V., Kinakh A., Semnozhenko V. Innovatsiyina stratehiya ukraiyins'kykh reform. – K: Znannya Ukrainy. – 2002. – 336 s.

Stepochkin A.I.

Candidate of Economic Sciences,
Lecturer at Department of Social Sciences and Informatics
Wyższa Szkoła Biznesu – National Louis University,
Nowy Sącz, Poland

SUSTAINABLE SOCIAL AND ECONOMIC DEVELOPMENT: ITS CORE IDEA AND METHODS OF ITS EVALUATION

Sustainable socio-economic development is today one of the most important problems of humanity. The essence of “sustainable development” is the maximization of economic and social benefits by process of national economy system development, on the assumption of environment protection and in the long run providing of natural resources’ reproduction. In the economic sense the sustainable development means not only the growth of national economy and increase of income per capita, but the improvement of all elements of social welfare. Sustainable development has to be accompanied by necessary structural changes in economic and social spheres.

Crisis of the world economic system after the World War II end, and entrance of new countries-candidates for the world leadership into world scene, demand a development and practical implementation of own strategies of sustainable socio-economic development from states. Thus, the investigation of theoretical and analysis of practical aspects of sustainable development of socio-economic system with the following formation of national development strategies on this basis is actual and modern.

The aim of the article is to develop and form a free resumptive index of sustainable development of national socio-economic system for its implementation in programming of state development strategies, as well as to determine the key points of influence on factors of rise in the standard of living of population as a basis for economic and political stability in the country.

Proposed in the article methodology to calculate a free resumptive index can be adapted to each separate country or region depending on the stated aims over the next 10-15 years, i.e. can be used in long-term planning, forecasting and evaluation of effectiveness of national socio-economic systems functioning. Use of this indicator as an indicator of compliance of socio-economic situation in Ukraine, situation in countries-members of the European Union, can show perspectives of solution of such issues as: opening

of non-visa regime, expansion of national commodity producers’ access to the European market.

REFERENCES:

1. Abalkyn L.Y. Lohyka ekonomycheskoho rosta / L.Y. Abalkyn. – M.: Ynstitut ekonomyky RAN, 2002. – 228 s.
2. Buleev Y.P. Sotsyal'nye faktory ynvestytsionnoho razvytyya ekonomyky / Y.P. Buleev, S.S. Shevtsov // Vestnyk Donbasskoy hosudarstvennoy mashynostroytel'noy akademyy. Sb. nauch. trudov No2 (12). – 2008. – DHMA, Kramatorsk, 2008. – S. 52-55.
3. Hal'chyns'kyy A.S. Innovatsiyina stratehiya ukrayins'kykh reform / A.S. Hal'chyns'kyy, V.M. Heyets', A.K. Kinakh, V.P. Semynozhenko. – K.: Znannya Ukrainy, 2002. – 336 s.
4. Kastel's M. Informatsiyne suspil'stvo ta derzhava dobrobutu. Fins'ka model' / M. Kastel's, P. Khimanen. – K.: Vakler, 2006. – 256 s.
5. Santo B. Ynnovatsyya kak sredstvo ekonomycheskoho razvytyya / B. Santo. – M.: Prohress, 1990. – 295 s.
6. Sukhorukov A.I. Modelyuvannya ta pro- hnozuvannya sotsial'no-ekonomichnoho rozvytku rehioniv Ukrainy: monohrafiya / A.I. Sukhorukov, Yu.M. Kharazishvili. – K.: NISD, 2012. – 368 s.
7. Udovychenko V.P. Poshuk optymal'noyi modeli sotsial'no-ekonomichnoho rozvytku Ukrainy / V.P. Udovychenko // Rehional'na ekonomika. – 2010. – No 1 (11). – S. 35–42.
8. Shumpeter Y. Teoryya ekonomycheskoho razvytyya / Y. Shumpeter. – per. s nem. A.S. Avtonomova y dr.; obshch. red. A.H. Myleykovskoho. – M.: Prohress, 1989. – 445 s.
9. Ėrkhart L. Blahosostoyanye dlya vsek: Reprynt. Vosproyzvedenye / per. s nem.; avt. predysloviya B.B. Bahoryatskyy, V.H. Hrebennykov. – M.: Nachala-Press, 1991. – 332 s.
10. Orhanyzatsyya Ob'edennykh Natsyy: Doklad Mezhdunarodnoy komysyyi po okruzhayushchey среде y razvytyyu (MKOSR) – perevod s anhl. [Elektronnyy resurs] – rezhyim dostupa: <http://www.un.org/ru/ga/pdf/brundtland.pdf>
11. Razumovskyy. Slovar' hendernykh terminov. [Elektronnyy resurs] – rezhyim dostupa: <http://www.owl.ru/gender/268.htm>.
12. Wykaz wskaźników Strategii Europa 2020 wraz z danymi dla Unii Europejskiej i Polski znaleźć można na portalu STRATEG. [Elektronnyy resurs] – rezhyim dostupa: <http://strateg.stat.gov.pl>

SECTION 4. ECONOMY
AND ENTERPRISE MANAGEMENT**Verkhohliadova N.I.**

Doctor of Economic Sciences, Professor,
Vice Rector for Scientific Pedagogical and Academic Affairs,
Prydniprovskaya State Academy of Civil Engineering and Architecture

Konovalova I.V.

Candidate of Economic Sciences, Senior Lecturer at Department of Accounting, Economics and Human Resources Management of Enterprise,
Prydniprovskaya State Academy of Civil Engineering and Architecture

**SYSTEMATIZATION OF APPROACHES TO INTERPRETATION
OF BUILDING ENTERPRISE DEVELOPMENT**

Need to create conditions for dynamic and progressive development of building industry is one of the most important factors of providing the effectiveness of functioning of national economy in Ukraine. It is connected with the fact that building industry today is an important part of the national economy system, which plays a leading role in providing the appropriate people living standards and development of related branches as well as other fields of material production.

In terms of dynamic and turbulent functioning environment an actual is the search for new ways and methods of further development of building enterprises, which have to base on the well-grounded investigation of a phenomenon of development as an economic category.

Research of theoretical and methodological aspects of interpretation of building enterprises development is important for stability providing in society. At the same time, it requires a clarification of the essence of this concept in the context of determination of building enterprise development.

In general theoretical aspect the development category discloses the character of changes taking place in such system as enterprise. In other words, it is a sequence of state transitions of socio-economic system of enterprise from the beginning of its establishment to the date of its termination.

Enterprise development is an irreversible process, which provides spontaneous or controlled transitions from one unique state to another through changes processes. Irreversibility of any concrete economic state of an enterprise is ensuring by the impossibility of the full repeat of diversity, quality, quantity and power of influence of factors that have determined it.

In the interpretation of the development essence of enterprises the various changes (of internal and

external character), which are the result of interaction between economic entities, their different characteristics and features, should be considered as the fundamental principle. Socio-economic changes in the enterprise system have an objective character, i.e. not depend on will and desire of a human (owners, managers, workers, investors, creditors etc.).

REFERENCES:

1. Akoff R. O menedzhmente / R. Akoff : per. s anhl. – SPb: Pyter, 2002. – 448 s.
2. Bakayev O.O. Ekonomiko-matematichni modeli ekonomichnoho zrostannya : Nauk. vyd. / O.O. Bakayev, V.I. Hrytsenko, L.I. Bazhan, L.O. Bakayev, K.A. Bober; NAN Ukrainy. MON Ukrainy. Mizhnar. nauk.-navch. tsentr inform. tekhnolohiy ta system. – K. : Nauk. dumka, 2005. – 189 c.
3. Bohatyrov I.O. Upravlinnya rozvytkom pidpryyemstva : avtoref. dys. na zdobuttya nauk. stupenya kand. ekon. nauk : spets. 08.06.01 «Ekonomika, orhanizatsiya i upravlinnya pidpryyemstvamy» / I.O. Bohatyrov. – K. : KNEU, 2004. – 20 s.
4. Vasylenko V.A. Orhanyzatsyonno-tsytlycheskaya y strukturno-funktsyonal'naya modely razvytyya orhanyzatsyy / V.A. Vasylenko // Kul'tura narodov Prychernomor'ya. – S. 100–107.
5. Haponenko A.L. Stratehycheskoe upravlenye: ucheb. Dlya vuzov, obuchayushchykhysya po spetsyal'nosti 061100 «Menedzhment orhanyzatsyy» / A.L. Haponenko, A.P. Pankrukhn. – 2-e yzd., ster. – M.: Yzdatel'stvo OMEHA–L, 2006. – 464 s.
6. Dzhoy-Mett'yuz D. Razvytye chelovecheskykh resursov: Per. s anhl. / D. DzhoyMett'yuz, D.Mehhynson, M. Syurte. – 3-e yzd. – M.: Эkсмо, 2006. – 432 s.
7. Dunda S.P. Teoretychni pidkhody do vyznachennya ponyattya «rozvytok pidpryyemstva» / S.P. Dunda // Problemy pidvyshchennya efektyvnosti infrastruktury prats'. – 2011. – Vyp. 32. – 213 s.
8. Yevdokymova D.M. Derzhavne rehulyuvannya ekonomichnoho rozvytku: avtoref. dys... kand. ekon. nauk: 08.01.01 «Ekonomichna teo-riya» / D.M. Yevdokymova. – K., 2002. – 20 s.

9. Zabrods'ka L.D. Stratehichne upravlinnya: realizatsiya stratehiyi: Navch. posibnyk dlya stud. ekon. spets. / L. D. Zabrods'ka – Kharkiv: Konsul, 2004. – 208 s.
10. Zabrodskyy V.A. Razvytye krupnomasshtabnykh ekonomykoproyzvodstvennykh system / V.A. Zabrodskyy, N.A. Kyzym. – Khar'kov: Byznes-Ynform, 2000. – 72 s.
11. Il'yin V., Kulahin Yu. Lyudyna i svit. Navchal'nyy posibnyk / V. Il'yin, Yu. Kulahin. – K.: Kyiv: Kyiv. nats. torh.-ekon. un. – T, 2003. – 283 s.
12. Kaplina A.S. Ponyattya «rozvytok» u katehorial'nomu aparati teorii rozvytku / A.S. Kaplina // Ekonomika Menedzhment Pidpryemnytstvo. – 2012. – No 24 (II). – S. 57-63
13. Korotkov Э.М. Kontseptsyya menedzhmenta / Э.М. Korotkov. – M.: Deka, 1997. – 304 s.
14. Mochernyy S.V. Ekonomichna entsyklopediya: U tr'okh tomakh. T.1. / S.V. Mochernyy. – K.: Vydavnychyy tsestr «Akademiya», 2000. – 864 s.
15. Ozhehov M.Y., Shvedova N.Yu. Tolkovyy slovar' russkoho yazyka / Russkaya akademya nauk / M.Y. Ozhehov, N.Yu. Shvedova. – M.: Azbukovnyk, 1998. – 944 s.
16. Ponomarenko V.S. Stratehiya rozvytku pidpryemstva v umovakh kryzy: [Tekst] / V.S. Ponomarenko, O.M. Trydid, M.O. Kyzym. – Kharkiv: VD «INZhEK», 2003. – 328 s.
17. Ralko O.S. Evolyutsiya ponyattya orhanizatsiynny rozvytok pidpryemstva / O.S. Ralko // Nauk. pratsi Nats. un-tu kharch. tekhnolohiy – K.: NUKhT. – 2010. – No36 – s. 38-41.
18. Smyrnov Э.А. Основы теорыи орhанызатыи: Uchebnoe posobye dlya vuzov / Э.А. Smyrnov. – M.: YuNYTY, 2000. – 375 s.
19. Toynbi A. Doslidzhennya istoriyi. Skorochena versiya tomiv VII / A. Toynbi; per. z anhl. V. Mytrofanova, P. Tarashchuk. T. 2. – K.: Osnovy. 1995. – 406 s
20. Shymanovs'ka-Dianyeh L.M. Upravlinnya rozvytkom personalu orhanizatsiyi: teoriya i praktyka : monohrafiya / L.M. Shymanovs'kaDianyeh; VNZ Ukoopspilky "Poltav. un-t eko- nomiky i torhivli". – Poltava : PUET, 2012. – 462 c.
21. Shumpeter Y. Teoryya ekonomyeheskoho rozvytyya (Yssledovanye predprynymatel'skoy prybyly, kapytala, kredyta, protsenta y tsykla kon'yunktury) / Y. Shumpeter; per. s anhl. – M.: Prohress, 1982. – 456 s.

Havkalova N.L.

Doctor of Economic Sciences, Professor, Head of Department of Public Administration and Regional Economics
Simon Kuznets Kharkiv National University of Economics

MANAGEMENT OF MARKETING SUPPORT AT THE STAGES OF THE PRODUCT LIFE CYCLE

Providing of a stable development of native industrial enterprises is an important problem of Ukrainian economy, which requires innovations and improvement of managerial processes. In recent years the consequence of marketing support is actualising as a system of effective organization of production and sale in terms of high competition and markets globalization. In this connection an effective marketing support becomes an important attribute of effective management of enterprise activity. Moreover, at the modern stage of Ukrainian economy development the necessity and timeliness of marketing supports' research taking into account of the product life cycle is increasing. It is concerned mostly with the increase of competition severity, change of accents of competitive activity and speed of new products appearance and ageing, amalgamation and takeover of enterprises by others, which are producing newest and competitive product.

The aim of the article is to generalize theoretical approaches and to ground a package of measures to manage marketing support of an enterprise taking into account the stages of product life cycle.

The main reference point of production, scientific and technical, and sale activity of any industrial enterprise is a market demand, i.e. consumer's demands. Herewith an important and indispensable condition of profitable activity is a production of competitive products, which will be delivered to the target audience. That is why the necessary task for enterprise becomes the investigation of individual and social needs, market demands and innovative-technological achievements in production.

For the successful and efficient solving of a task of social needs research and their satisfaction in the most complete measure, there is a necessity of the complex of strategic and operational marketing actions at the enterprise. As a basic business philosophy, a marketing support orients management to consider a consumption of enterprise

activity results as a democratic process, during which consumers "vote" for the result, which they need, by means of their cash resources. Marketing researches, marketing strategy development, marketing concept formation, marketing program, marketing budget and implementation of measures to provide enterprise with marketing support are the fundamental constituents of enterprise activity's marketing support.

Developed and grounded measures to manage the marketing support of an enterprise taking into account stages of the product life cycle can be used by native enterprises in practice. It is determined that in consideration of stages of the product life cycle and the most important factors, namely, own price, competitors' prices and funds for marketing support, the planning of sales volume becoming available, and the marketing support's spending optimization stimulates the considerable increase in sales volume of certain types (brands) of production.

REFERENCES:

1. Bahyev H.L. *Marketynh* / L.H. Bahyev, V.M. Tarasevych, Kh. Ann. – SPb. : Pyter, 2012. – 736 s.
2. Dey Dzh. *Stratehichnyy marketynh* / Dzhordzh Dey. – K. : EKSMO-Press, 2006. – 640 s.
3. Dikson Piter R. *Upravlinnya marketynhom* / Piter R. Dikson. – [per. z anhli.]. – M. : ZAO Vyd-vo BINOM», 2006. – 98 s.
4. Kotler F. *Marketynh menedzhment* / F. Kotler, K. Keller. – 14-e yzd. – SPb. : Pyter, 2015. – 800 s.
5. Lamben Zhan-Zhak. *Stratehichnyy marketynh. Yevropeys'ka perspektyva. Per. z frantsuz'koho.* – K. : Nauka, 2001. – 589 s.
6. *Marketynh* / N.D. Eryashvyli, K. Khovard, Yu.A. Tsypkin ta in.; pid red. N.D. Eryashvyli. – 3-ye vyd., pererab. i dop. – K. : YuNYTI-DANA, 2005. – 631 s.
7. Tatarenko V. N. *Marketynhove obespechenye predpryatyia* / V.N. Tatarenko, A.H. Budryn // *Problemy sovremennoy ekonomyky.* – 2012. – No 1(41). – S. 208–211.
8. *Upravlenye proektamy* / Mazur Y.Y., ShapYRO V.D., Ol'derohhe N.H., Polkovnykov A.V. – 5-e yzd. – M. : Omeha-L, 2014. – 960 s.

Gliebova N.V.

PhD (Economics), Associate Professor of Accounting Department
Simon Kuznets Kharkiv National University of Economics

FORMATION OF INFORMATION CONCERNING ACCOUNTING-ANALYTICAL SUPPORT OF BANK CREDIT ACTIVITIES

The aim of article is research of methodological principles to formation of information concerning accounting-analytical support of bank credit activities as a basis for weighted decision-making of the bank activities.

Have been analyzed work of scientists, who consider accounting-analytical support of management as a set accounting and analytical processes, associated in the accounting-analytical system and directed on satisfaction of informational needs of users by converting primary information in summary according to defined purposes and normative-legal, methodical, organizational, programmatic, mathematical supports.

Are determined accounting-analytical support as set collection, preparation, recording and summary accounting information from banking institution depending on the legislatively established accounting system (legislative base, instructions, regulations, regulations of Ukraine National Bank) and carried out on the basis of this information a detailed analysis with application of certain methods and techniques.

It has been proved that the accounting-analytical support includes information which provided by accounting and methods of economic analysis. Accounting information is becoming an analytical after processing its economic analysis. Therefore, it is advisable to consider the term information support for decision-making is a part of accounting-analytical information (support) as a single component.

Accounting-analytical support credit transactions are considered as the bank's activities associated with the collection, registration, generalization, storage, transmission and analytical processing of information about banks credit operations; providing management system appropriate amount of quality information necessary for making timely and quality management decision.

The main functions of accounting-analytical management of bank credit activity are defined as: information, accounting, analytical and control.

Are determined, that to obtain of adequate information support of management system of the bank credit activities, it is necessary to formulate a set of tasks to achieve effective management decisions, including:

to develop criteria and procedure for evaluating the quality information, that is created by accounting system and analysis;

to determine own method for evaluating the quality credit transactions and process of analytical treatment of received accounting information;

to establish order for generating necessary amount of data for management in the accounting system and procedure for further transformation accounting data in analytical information;

to approve requirements for the audit of internal bank for credit operations and report form for the results for further processing for further analysis, planning and management decision.

REFERENCES:

1. Suchasnyy bukhhalters'kyy oblik i kontrol': problemy rozvytku : monohrafiya / F.F. Butynets', T.A. Butynets', R.O. Savchenko, M.A. Vakhrushyna, O.P. Kolumbet ; red.: F.F. Butynets' ; Vinnyts. finans.-ekon. un-t, Zhytomyr. nauk. bukh. shk. – Zhytomyr : Ruta, 2014. – 378 c.
2. Parkhomenko O.V. Intelektual'nyy kapital yak intehrovanyy chynnyk innovatsiynoho rozvytku : monohrafiya / O.V. Parkhomenko, A.O. Parkhomenko. – Khmel'nyts'kyy : KhmTsNII, 2012. – 162 s.
3. Pushkar M.S. Kreatyvnyy oblik (stvorennya informatsiyi dlya menedzheriv) : [monohrafiya] / M.S. Pushkar. – Ternopil', KartBlansh, 2006. – 334 s.
4. Sl'ozko T.M. Bukhhalters'kyy oblik v umovakh instytutsiynykh peretvoren': teoriya i praktyka : monohrafiya / Sl'ozko T.M. – K. : TsUL., 2013. – 304 s.
5. Vasyurenko O.V. Oblik i audyt u bankakh. Biblioteka ukrayins'kykh pidruchnykh [Elektronnyy resurs]. – Rezhym dostupu : http://libfree.com/183980826-buhgalterskiy_oblik_ta_auditoblik_i_audit_u_bankah_vasyurenko_ov.html.
6. Kindrats'ka L.M. Finansovyy ta upravlins'kyy oblik u bankakh : pidruchnyk. – K. : KNEU, 2008. – 816 s.
7. Napadovs'ka L.V. Upravlins'kyy oblik : pidruchnyk. – Kyiv : KNTEU, 2010. – 647 s.
8. Snihurs'ka L.P. Oblik u bankakh (u skhemakh i tablyt-syakh) : navch. posibn. / L.P. Snihurs'ka ; za zah. red. d.e.n., prof. L.M. Kindrats'koyi. – K. : KNEU 2009. – 519 s.
9. Pylypenko A.A., Pylypenko D.A. Tekhnolohiya formuvannya oblikovo-analitychnoho zabezpechennya upravlinnya vytratamy v systemi stratehichnoho rozvytku pidpryyemstv // Problemy ekonomiky – 2010. – No 3. – S. 76-83.
10. Pylypenko A.A. Rozvytok oblikovoyi paradyhmy v konteksti suchasnykh teoriy menedzhmentu ta protsesiv poshyrennya innovatsiynykh znan' / A.A. Pylypenko, D.R. Pylypenko [Ele-

ktronnyy resurs]. – Rezhym dostupu : <http://eztuir.ztu.edu.ua/1396/1/48.pdf>.

11. Pylypenko A.A. Formuvannya oblikovo-analitychnoho zabezpechennya upravlinnya vytratamy pidpryyemstv ta yikh ob"yednan' : monohrafiya / A.A. Pylypenko, I.P. Dz'obko, O.V. Pysarchuk ; za zah. red. dokt. ekon. nauk, dotsenta Pylypenko A.A. – Kh. : Vyd. KhNEU, 2011. – 344 s.

12. Kuz'mynskyy A.N. Uchetnaya y analytycheskaya ynformatsyya v ob"yedynenyy / A.N. Kuz'mynskyy. – K. : Vyshcha shkola, 1999. – 96 s.

13. Lahovs'ka O.A. Bukhholders'kyy oblik yak infor-

matsiyno-komunikatyvna systema: konstruktyvnyy pidkhid / O.A. Lahovs'ka // Visnyk ZhDTU. 2011. – No 3(57). – S. 76-78.

14. Bezrodna T.M. Oblikovo-analytychne zabezpechennya upravlinnya pidpryyemstvom: vyznachennya sutnosti ponyattya [Elektronnyy resurs] / T.M. Bezrodna. – Rezhym dostupu : <http://dspace.snu.edu.ua:8080/jspui/bitstream/123456789/523/8/bezrodna.pdf>.

15. Yuzva R.P. Oblikovo-analytychne zabezpechennya upravlinnya diyal'nisty pidpryyemstv spyrtovoyi promyslovosti : avtoref. dys. ... kand. ekon. nauk : 08.00.09 / R.P. Yuzva; Ternop. nats. ekon. un-t. – T., 2011. – 20 s.

Kostyrko A.G.

Competitor of Accounting and Auditing Department
Mykolayiv National Agrarian University

AGROLEASING AS A SOURCE OF AGRARIAN ENTERPRISES' FINANCIAL POTENTIAL

Lack of financial resources prevents the formation of strong financial capacity, which would be able to provide sufficient funding to purchase equipment and machinery.

Among the progressive methods of upgrading production and investment processes' financial support, leasing takes one of the main places. Leasing mechanism with a certain degree of risk helps to eliminate the root causes that hinder the development of agrarian enterprise and its and its innovative principles.

Despite the economic situation complexity, the agrarian sector of Ukraine, ensuring food security, requires a system of governmental support. One of the such support types, which is burdensome for the state budget, is an efficient implementation of agroleasing mechanism with the help of special government programs. A sufficient level of information provision as for the mechanism's practical implementation and its availability for agrarian producers gives an opportunity for technical and technological renewal of production and financial capacity.

Under the present conditions including insufficient protection of creditors' rights, the development of agroleasing pace had been slowed. This situation has a negative impact on the investment climate, which requires a systematic resolution of this issue at the state level. The connection between leasing activity and agrarian production upgrading is significant. It is confirmed by the experience of agrarian enterprises in the European Union, the USA, Canada and Australia. The agrarian production updating is closely related to the competitive

position of farms, which is confirmed by the necessity of expansion the agroleasing development, its scope and pace in order to intensify financial potential.

REFERENCES:

1. Pro finansovyy lizynh: zakon Ukrainy [Elektronnyy resurs]. – Rezhym dostupu: <http://zakon1.rada.gov.ua/laws/show/1381-15>.
2. Kolodiy A.V. Perevahy lizynhovoyi diyal'nosti v ahraryni sferi Ukrainy / A.V. Kolodiy, O.B. Sadura // Naukovyy visnyk L'vivskoho natsional'noho universytetu veterynarnoyi medyt-syny ta biotekhnolohiyi imeni S.Z. Hzhys'koho. – 2012. – No4(54). – Tom 14. – S. 215-218.
3. Ofitsiynny sayt ahrarynoho informatsiynoho ahentstva «Agravery» [Elektronnyy resurs]. – Rezhym dostupu: <http://agravery.com/ua/tehnika/show/kozhna-grivnja-vkladena-derzhavnoju-v-agrolizing-povernetsja-v-bjudzhetz-ponad-30-vidsotkami-pributku-ekspert>.
4. Ofitsiynnyy sayt NNTs «Instytut ahrarynoi ekonomiky» [Elektronnyy resurs]. – Rezhym dostupu: <http://www.iae.com.ua/presscentre/archnews/661-l-r.html>.
5. Pidsumky diyal'nosti lizynhodavtsiv za 2010 rik [Elektronnyy resurs]. – Rezhym dostupu: http://www.uul.com.ua/les/2010_ukr.pdf.
6. Pidsumky diyal'nosti lizynhodavtsiv za 2011 rik [Elektronnyy resurs]. – Rezhym dostupu: http://www.uul.com.ua/les/2011_ukr.pdf.
7. Pidsumky diyal'nosti lizynhodavtsiv za 2012 rik [Elektronnyy resurs]. – Rezhym dostupu: http://www.uul.com.ua/les/Q4_2012_ukr.pdf.
8. Pidsumky diyal'nosti lizynhodavtsiv za 2013 rik [Elektronnyy resurs]. – Rezhym dostupu: http://www.uul.com.ua/les/2013_ukr.pdf.

Orlenko O.V.

PhD, Associate Professor,
Associate Professor of Finance and Banking
International University of Business and Law

**THE SYSTEM OF FOOD SAFETY MANAGEMENT:
THE INTRODUCTION OF THE HACCP SYSTEM
IN ENTERPRISES GRINDING INDUSTRY**

In the article the features of the system of food safety and the possibility of HACCP system in enterprises grinding industry. Special attention is directed at critical control points, in which all types of risks associated with the use of food can be prevented, eliminated or reduced to acceptable levels as a result of targeted control measures. To date, the globalization of food markets has led to the need to solve the problem of food safety risks and the need to reduce their negative impact on human health. The problem is so serious and ambitious nature that governments and leading association of food manufacturers are increasingly affecting food safety issues and seek ways to ensure and control. It should be noted that the introduction of food safety management in the company – a lengthy process that applies to all services and all staff. It is not limited to the development of documentation and the creation of external semblance of order. To implement the system of food safety required training professionals working groups and entities responsible for the operational control adjustment process documentation, sometimes – equipment replacement and alterations to the premises. The Hazard Analysis and Critical Control Point is scientifically – grounded system to ensure the production of safe products by identifying and controlling hazards. HACCP system is the only system to ensure food safety, which proved effective and accepted by international organizations. Use of HACCP allows you to move from final product testing to develop preventive methods to ensure food safety. The most effective solution is called the introduction of common international standards and requirements for food safety.

REFERENCES:

1. Sabluk P.T. Ahrarnyy sektor v umovakh chlenstva Ukrainy u Svitoviy orhanizatsiyi torhivli: zdobutky i pers-

pektyvy / P.T. Sabluk // *Ekonomika APK*. – 2011. – No 3. – S. 3–8.

2. Mamtsev A.N. Upravlyenye bezopasnost'yu pyshchevyykh produktov na osnove pryntsyrov KhASSP / A.N. Mamtsev, E.V. Kuznetsova // *Dostyzhennyya nauky y tekhniky APK*. – 2007. – No 12. – S. 30–31.

3. Chybisov D.M. Okremi teoretychni aspekty shchodo pereosmyslennyya mekhanizmu upravlinnya finansovo-ekonomichnoyu bezpekoyu pidpryyemstva v umovakh vstupu Ukrainy do SOT / D.M. Chybisov // *Materialy I Vseukrayins'koyi naukovo-praktychnoyi konferentsiyi «Finansovo-ekonomichna bezpeka v Ukraini: stan ta perspektyvy rozvytku»*, 24 hrudnya 2010 r. – Odesa : ODUVS, 2010. – S. 109–110.

4. Chybisov D.M. Ukraina ta Svitova orhanizatsiya torhivli: pytannya uz'hodzhennyya biznesinteresiv ta derzhavnoyi torhivel'noyi polityky / D.M. Chybisov // *Pivdenoukrayins'kyy pravnychyy chasopys*. – 2010. – No 4. – 233 s.

5. Aronov Y.Z. O vybore systemy upravlenyya / Y.Z. Aronov, V.H. Versan // *Metody menedzhmenta kachestva*. – 2008. – No 2. – S. 10–12.

6. Akhmetova Zh.T. Vnedrenye systemy KhASSP v proyzvodstvo / Zh.T. Akhmetova // *Efektivnist' funktsionuvannya sil's'kohospodars'kykh pidpryyemstv. Materialy I mizhnarodnoyi naukovo-praktychnoyi konferentsiyi (22 travnya 2012 r)*. – L'viv. – 2012. – S. 19–21.

7. Vlasenko V.V. Otsinka yakosti ta bezpeky kharchovykh produktiv na osnovi pryntsyrov KhASSP / [V.V. Vlasenko, I.H. Vlasenko, Yu.O. Savko] // *Problemy zooinzhenernoyi ta veterynarnoyi medytsyny ; zb. nauk. prats'*. – Kharkiv. – 2010. – Vyp. 21, Ch. 1. – S. 72–76.

8. Vlasenko I.H. Suchasnyy stan normatyvno-pravovoyi bazy v Ukraini ta YeS: yakist' ta bezpeka moloka / I.H. Vlasenko // *Zbirnyk statey «Yevroatlantychna intehtratsiya Ukrainy: mozhlyvosti ta perspektyvy»*. VTEI KNTEU. – Vinnytsya, 2008. – S. 12–15.

9. Zamyatyna O.V. Pryntsyry KhASSP. Bezopasnost' produktov pytannya y medytsynskoho oborudovannya / O.V. Zamyatyna ; per. s anhl. O.V. Zamyatynoy. – M. : RYA «Standarty y kachestvo», 2006. – 232 s.

Shmyhol N.M.

Doctor of Economic Sciences,
Head of Department of Accounting and Audit
Zaporizhzhya National University

Manitsa L.V.

Postgraduate Student,
Department of Accounting and Audit
Zaporizhzhya National University

KEY ASPECTS OF ENTERPRISE ACIVITY MONITORING

In modern conditions an assessment of economic state of an enterprise is a part of problems of enterprise effective activity in competitive environment. Effectiveness of enterprise activity is one of the main objects of enterprise monitoring system, which, in turn, are of current importance for enterprises functioning in various branches of economy and forms of property.

The aim of the study is to determine main criteria of enterprise activity monitoring by functioning spheres. Monitoring – is a type of management activity, which supposes a control over state, parameters and characteristics of a certain object for the purpose of forming of informational basis of its behaviour and grounded management decision-making. Choice of monitoring range is important since the case in question is the time-limited period, which is considered at the current level (hours, days, weeks, ten-day periods etc.).

The monitoring helps to conduct a control over processes and objects of an enterprise in all stages of life cycle and to draw conclusions about the influence of internal and external factors changes on the state and development of the object.

The conducted research has shown that in economic conditions monitoring is one of the most important elements of the enterprise management system, which are caused by necessity to ensure management decision-making. Monitoring organization should tend to control over indicators of effectiveness of enterprises' activities, as well as timely response on changes of the system of

external and internal factors of influence on the enterprises' activities.

To get the fullest information and its most effective use in monitoring the quantity and composition of indicators based on the own image of importance of different factors' influence on business state should be chosen. Those indicators should be used in monitoring that determine business operating characteristic and compare them in time aspect. But it is shouldn't take a great interest in choosing of indicators, since the more indicators, the harder to come to know the particulars of all interrelated data, as a result of which management of an enterprise will have to face a responsibility for decision-making at a strategic level.

REFERENCES:

1. Mel'nyk O.H. Monitorynh diyal'nosti pidpryyemstva [Elektronnyy resurs] / O.H. Mel'nyk. – Rezhym dostupu: http://www.nbu.gov.ua/old_jrn/natural/Vnulp/Menagement/2012_722/73.pdf
2. Udalykh O.O. Orhanizatsiya monitorynhu ekonomichnoyi efektyvnosti kapitalovkladen' v systemy vodopostachannya promyslovykh pidpryyemstv[Elektronnyy resurs]/ O.O. Udalykh – Rezhym dostupu: <http://www.economy.nayka.com.ua/?op=1&z=3821>
3. Syurkalo B.I. Metodolohichni zasady orhanizatsiyi finansovoho monitorynhu / B.I. Syurkalo // Visnyk Ukrayins'koyi akademiyi bankivs'koyi spravy. – No 2 (15). – 2003. – S. 34-37.
4. Savchuk, V. Monitorynh tekushcheho sostoyannya predpryyatyya [Tekst] / V. Savchuk // Fynansovyy dyrektor. – 2009. – No 1. – S. 23.

SECTION 5. DEVELOPMENT OF PRODUCTIVE POTENTIAL
AND REGIONAL ECONOMY**Barna M.Y.**

Doctor of Economic Sciences, Associate Professor,
First Vice Rector, Professor at Department
of Customs and Technical Regulation
Lviv University of Trade and Economics

**WAYS OF ENSURING INNOVATIVE DEVELOPMENT
OF DOMESTIC TRADE
OF UKRAINE IN MODERN CONDITIONS**

Performing global role of domestic trade in innovative development of national economies in modern and predicted period of transition to the sixth technological structure and post-industrial society requires considering innovative constituent as a key direction of increasing in sectoral development effectiveness at all levels – from local to national.

The purpose of this scientific research is to determine ways of innovative development of domestic trade in modern conditions of national economy transformation in Ukraine.

Statement of basic material of research. Adaptation of domestic trade to the transformational changes on the innovative basis, gaining an effect from implementation of innovations and providing innovative development of a sector requires from subjects of trading activities and relevant ministry using appropriate methods. On the basis of academic economists' research results generalization we made a classification of methods to provide innovative development of domestic trade with their dividing by levels of national economy.

In spite of the national level, at the regional level the priority is to ensure innovative development concerning formation of market infrastructure system (clusters) out of subjects of trading activity and venture (innovative) firms in the region. At the same time, in spite of the national level, all methods of providing innovative development at the local and sectoral levels are using, which is caused by importance of attention focusing in order to increase efficiency of domestic trade in the certain region of Ukraine – as a part of subsystem of the national economy.

Summarizing results of the research, the attention is given to the fact that innovative development of domestic trade as well as using methods of such development providing should be based on implementation of innovations that is the prerequisite for

effective functioning of the domestic trade system under modern development terms.

REFERENCES:

1. Aktyvizatsiya innovatsiynoyi diyal'nosti: orhanizatsiyno-pravove ta sotsial'noekonomichne zabezpechennya : monohrafiya / [O. I. Amosha, V. P. Antonyuk, A. I. Zemlyankin ta in.] ; NAN Ukrayiny. Instytut ekonomiky promyslovosti. – Donets'k, 2007. – 328 s.
2. Antonyuk L. L. Innovatsiyi: teoriya, mekhanizm rozrobky ta komertsializatsiyi : monohrafiya / L. L. Antonyuk, A. M. Poruchnyk, V. S. Savchuk. – K. : KNEU, 2003. – 394 s.
3. Владыко А. В. Otsenka sostoyaniya y napravlenyy ynnovatsyonnoho rozvytyya torhovoy otrasly y torhovyykh orhanyzatsyy Respublyky Belarus' / A. V. Владыко // Экономика Кыргыза. – 2009. – No 26. – S. 38-41.
4. Voronkova A. E. Potentsial pidpryyemstva yak osnova yoho dovhostrokovoho rozvytku / A. E. Voronkova, Yu. S. Pohoryelov // Aktual'ni problemy ekonomiky. – 2009. – No 4. – S. 77-84.
5. Zashchuk M. S. Upravlinnya innovatsiynym rozvytkom torhovel'noho pidpryyemstva : dys. ... kand. ekon. nauk : 08.00.04 / Zashchuk Maryna Serhiyivna. – Donets'k, 2012. – 162 s.
6. Izhevs'kyy V. V. Innovatsiynyy rozvytok rozdribnoyi torhivli ta restorannoho hospodarstva : dys. ... kand. ekon. nauk : 08.00.04 / Izhevs'kyy Volodymyr Vitaliyovych. – L'viv, 2011. – 189 s.
7. Ilyashenko S. M. Innovatsiynyy menedzhment : pidruchnyk / S. M. Ilyashenko. – Sumy : Universytet'ska knyha, 2010. – 334 s.
8. Kontsepsiya humanitarnoho rozvytku (proekt) : materialy Vseukr. forumu intelihentsiyi ; K., 27.03.2008 r. [Elektronnyy resurs]. – Rezhym dostupu: <http://www.weforum.org>.
9. Molodozhenya M. S. Upravlinnya rezul'tatyvnistyuu innovatsiynoyi diyal'nosti pidpryyemstv torhivli : dys. kand. ekon. nauk za spets. 08.00.04 – Ekonomika ta upravlinnya pidpryyemstvamy (za vydamy ekonomichnoyi diyal'nosti) / Maryna Serhiyivna Molodozhenya ; Kyiv's'kyy natsional'nyy torhovel'no-ekonomichnyy universytet, 2012. – 166 s.

10. Priorityty natsional'noho ekonomichnoho rozvytku v konteksti hlobalizatsiynykh vyklykiv : monohrafiya : u 2 ch. Ch. 2 / [za red. V. M. Heyetsya, A. A. Mazaraki]. – K. : Kyiv. nats. torh.-ekon. un-t, 2008. – 273 s.

11. Roshka M. S. Innovatsiynny rozvytok torhovel'noho pidpryyemstva: ponyattya ta

vybir napryamu / M. S. Roshka, O. F. Veremeychuk // Yevropeys'kyi vektor ekonomichnoho rozvytku : zb. nauk. prats' ; Dnipropetrovs'kyi natsional'nyy universytet. – Dnipropetrovs'k, 2010. – Vyp. 2. – S. 183-190.

12. Sotsiohumanitarnyy aspekt innovatsiyno-tekhnohichnoho rozvytku ekonomiky Ukrainy / [za red. L. I. Fedulovoyi]. – K. : In-t ekonomiky ta prohnozuvannya, 2007. – 472 s.

13. Upravlinnya rozvytkom sub"yektiv hospodaryuvannya : monohrafiya / [za red. O. L. Yaremenko, H. V. Strokovych]. – Kh. : Vyd-vo NUA, 2008. – 500 s.

14. Yurchenko Yu. Yu. Transformatsiya instytutu optovoyi torhivli Ukrainy : dys. ... d-ra ekon. nauk : 08.00.03 / Yurchenko Yuliya Yuriyivna. – Donets'k, 2013. – 370 s.

Stehnei M.I.

PhD, Associate Professor, Assistant Professor of Accounting and Finance
Mukachevo State University

DECENTRALIZATION AS A PREREQUISITE FOR SUSTAINABLE RURAL DEVELOPMENT

The current socio-economic situation of rural Ukraine is characterized by problems that hinder their transition to sustainable development. In particular, has not reached the pre-reform level of production in agriculture, reducing the tendency resource potential of agriculture, not completed the formation of economically active subjects of rural businesses. Deteriorating demographic and ecological situation continued destruction of social infrastructure, reduced life expectancy of the rural population. European integration process Ukraine actualize decentralization of power transition as a prerequisite for the development of rural areas to the principles of sustainable development. The article is devoted to the financial sustainable rural development under decentralization. The problems of local self-government and territorial organization of power in Ukraine. The content and the need for decentralization of power in Ukraine. Characterized feasibility of introducing elements of program budgeting for rural budgets through the effective implementation of the decentralization process. An effective monitoring of the Budget and Tax Code of Ukraine and the draft amendments on fiscal decentralization. The characteristic advantages of providing rural financial budgets in the decentralized. Increased autonomy of local budgets and budget efficiency is possible by widespread introduction of program budgeting formulation and execution of local budgets. Increasing the share of local budget revenues under decentralization strengthen the financial capacity to provide local budgets, but the availability of funds in the overall local communities does not guarantee the success of their development are limited in their decisions on the use of these funds. The wider range of political functions can perform merged municipalities, the greater their autonomy in matters of realization of political power, and with increasing amounts of available financial assets expanding range of functional activities.

REFERENCES:

1. The Free Dictionary. De nition of decentralization [Elektronnyy resurs]. – Rezhym dostupu: <http://www.thefreedictionary.com/decentralization>.
2. Velykyy tлумachnyy slovnyk suchasnoyi ukrajins'koyi movy [Elektronnyy resurs]. – Rezhym dostupu: <http://www.lingvo.ua/uk/ Interpret/uk-uk/Detsentralizatsiya>.
3. Rozporyadzhennya Kabinetu Ministriv Ukrainy vid 01.04.2014 r. No 333-r «Pro skhvalennya Kontseptsiyi refor-

- muvannya mistsevoho samovryaduvannya ta terytorial'noyi orhanizatsiyi vlady v Ukraini» [Elektronnyy resurs]. – Rezhym dostupu: http://www.minregion.gov.ua/ attachments/content-attachments/3557/ Rozyasnennya_zmin.pdf.
4. Byudzhethnyy kodeks Ukrainy vid 08.07.2010 No 2456-VI (Redaktsiya stanom na 26.10.2014) [Elektronnyy resurs]. – Rezhym dostupu: zakon.rada.gov.ua/go/2456-17.
5. «Zahal'na kharakterystyka Byudzhethnoho kodeksu Ukrainy» [Elektronnyy resurs]. – Rezhym dostupu: <http://www.obljust.dp.ua/ 3pr2011.doc>.
6. Pro vnesennya zmin do Osnovnykh pidkhodiv do zaprovadzhennya prohramno-tsil'ovoho metodu skladannya ta vykonannya mistsevykh byudzhativ. Nakaz Ministerstva finansiv Ukrainy No.59 vid 30.01.2012 [elektronnyy resurs] rezhym dostupu: http://www.ibser.org.ua/UserFiles/File/2012/9th%20For um/%D0%9D%D0%B0%D0%BA%D0%B0%D0%B7_59.pdf.
7. Proekt zakonu Ukrainy «Pro vnesennya zmin do Byudzhethnoho kodeksu Ukrainy» [elektronnyy resurs] Rezhym dostupu: w1.c1.rada.gov.ua/pls/zweb2/webproc4_1?pf3511=51901.
8. ZU «Pro vnesennya zmin do Podatkovoho kodeksu Ukrainy ta deyaknykh inshykh zakonodavchykh aktiv Ukrainy shchodo sproshchenoyi systemy opodatkovannya, obliku ta zvitnosti» [elektronnyy resurs] Rezhym dostupu: <http://zakon4.rada.gov.ua/laws/show/4014-17>.
9. Podatkovyy kodeks Ukrainy vid 2 hrudnya 2010 roku No 2755-VI – [Elektronnyy resurs] – Rezhym dostupu: <http://zakon2.rada.gov.ua/laws/ show/2755-17>.
10. Kapitalizatsiya pryrodnykh resursiv: [monohrafiya] / za zah. red. d. e. n., prof. akad. NAAN Ukrainy M.A. Khvesyuk. – K.: DU IEPSSR NAN Ukrainy, 2014. – 268 s.
11. Kontseptual'ni zasady sotsial'noekonomichnoho rozvytku sil'skykh terytoriy / [Borodina O.M., Zayats' T.A., Kutsenko V.I. ta in.]; za nauk. red. Ya.V. Ostafiychuka; Derzhavna ustanova «Instytut ekonomiky pryrodokorystuvannya ta staloho rozvytku Natsional'noyi akademiyi nauk». – K.:DU IEPSSR NAN Ukrainy, 2014. – 48 s.
12. Potentsial staloho rozvytku Ukrainy na shlyakhu realizatsiyi intehratsiynoho vyboru derzhavy: monohrafiya / O.M. Alymov, I.M. Lytsur, V.V. Mykytenko ta in. – K.:DU IEPSSR NAN Ukrainy, 2014. – 520 s. 13. Stan ta perspektyvy kapitalizatsiyi zemel'nykh resursiv rehionu v konteksti staloho rozvytku Ukrainy: monohrafiya / Sh.I. Ibatullin, M.A. Khvesyuk, Y.M. Dorosh. – K.: NVP «Vydavnytstvo «Naukova dumka», 2014. – 198 s.
14. Stroyko T.V. Monitorynh ekolohichno staloho rozvytku sil'skykh terytoriy v umovakh hlobal'nykh vyklykiv / I.O. Irtyshcheva, T.V. Stroyko, M.I. Stehney // Ekonomika pryrodokorystuvannya i okhorony dovkillia [zb. nauk.pr.]. / Derzhavna ustanova «Instytut ekonomiky pryrodokorystuvannya ta staloho rozvytku Natsional'noyi akademiyi nauk». – K.:DU IEPSSR NAN Ukrainy, 2014. – S. 109-111.

15. Stroyko T.V. Ratsional'ne pryrodokorystuvannya yak element staloho rozvytku sil's'kykh terytoriy / I.O. Irtysheva, T.V. Stroyko, M.I. Stehney // Ekonomist. – 2014. – No 2. – S. 34-37.

16. Sotsial'no-ekonomichnyy potentsial staloho rozvytku Ukrainy ta yiyi rehioniv: natsional'na dopovid' / za red. akad. NAN Ukrainy E.M. Libanovoyi, akad. NAAN Ukrainy M.A. Khvesyka. – K.: DU IEPSR NAN Ukrainy, 2014. – 776 s.

SECTION 6. DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS

Kniazieva O.A.

Doctor of Economic Sciences, Professor,
Professor at Department of Enterprise Economics and Corporate Management
O.S. Popov Odessa National Academy of Telecommunications

Kryvtsova O.B.

Graduate Student,
Department of Enterprise Economics and Corporate Management
O.S. Popov Odessa National Academy of Telecommunications

MODERN COMPONENTS OF THE HUMAN CAPITAL

In modern socio-economic environment the human capital acquires the top-priority importance and becomes one of the main sources of development of enterprises, fields of economic activity and society as a whole. It is the human capital that in the period of informational society building (which is also named as society of knowledge) is a determinant of increase of competitiveness and productive efficiency of enterprises. Permanent development of scientific and technological advance, multiplication of new knowledge, appearance and development of the newest methods of information transmission heighten requirements for human capital development towards its intellectualization.

In the Strategy of state personnel policy on 2012-2020 [1, s. 2] it is determined that the main aims of implementation of state personnel policy, among others, is the state support of specific research and practice studies in the field of human potential development. In other words, development of the human capital and potential is the foreground state task.

In connection to it there arises a new scientific task to specify meaningfulness of the term "human capital", related to the lots of changes that influence on the structure of human capital, its development and use efficiency in the period of informational society formation, that predetermine an actuality of the study.

On the assumption of existent controversial issues, the aim of the article is to define notion, constituents of the human capital and their essence taking into account features peculiar to the modern society.

Human capital is an interdisciplinary category that attracts attention of different scientists over a number of years. This category is interesting from the point of view of the personality development as well as the influence of the human capital development level on business processes, state of socio-economic sphere

of regions and state, development of international relations.

Today's realities lead to the situation that the society feels the instability manifestations, which have an impact on the psychoemotional state of individuals that, in turn, influences in a certain manner on the development of entrepreneurship activity, social relations in the collective and general socio-cultural level of territories. Investigation of this aspect becomes important not only for merely behavioural sciences, but also for sciences related to the economics and management of enterprises. Therefore in the article proposed the implantation of the constituent, which characterized the emotional capital of a human, to the list of constituents of human capital. Taking this constituent into consideration at the modern stage of socio-economic environment's development will facilitate more adequate assessment of employers, general potential of enterprises and fields of economic activity.

In further investigations it is planned to ground and develop methodical foundations and applied instruments of quantitative determination of the level of individual emotional capital and its impact on general human capital.

REFERENCES:

1. Ukaz prezidenta Ukrainy No 45/2012 «Pro Stratehiyu derzhavnoyi kadrovoyi polityky na 2012 – 2020 roky». [Elektronnyy resurs]. – Rezhym dostupu: <http://www.president.gov.ua/documents>
2. Becker G. S. Investment in Human Capital: A Theoretical Analysis / G. S. Becker // *Journal of Political Economy*. – 1962. – No 5. – P. 9–49.
3. Grossman M. On the Concept of Health Capital and the Demand for Health / M. Grossman // *Journal of Political Economy*. – 1972. – No 2. – S. 223–255.
4. Nordhaug O. Human Capital in Organizations: Compe-

tence, Training and Learning / O. Nordhaug // Oslo: Scandinavian University Press. – 1993. – P. 288.

5. Marshall A. Pryntryury ekonomycheskoy nauky. V 3-kh t. / A. Marshall // M.: Prohress, 1993. – T. 1. – 415 s.

6. Kamens'kykh O.O. Kontseptualizatsiya formuvannya lyuds'koho kapitalu v sotsial'noekonomichniy systemi rehionu / O.O. Kamens'kykh // Naukovi povidomlennya. Ekonomika ta upravlinnya. – No 5. – 2010. – S. 102–110.

7. Shumpeter Y. Teoryya ekonomycheskoho rozvytyya / Y. Shumpeter // M: Prohres, 1982. – 445 s.

8. Ofitsiynyy sayt Vsesvitn'oyi orhanizatsiyi z okhrony zdorov'ya [Elektronnyy resurs]. – Rezhym dostupu: <http://www.who.int/ru/>

9. Ofitsiynyy sayt Derzhavnoho komitetu statystyky Ukrainy [Elektronnyy resurs]. – Rezhym dostupu: <http://www.ukrstat.gov.ua>.

SECTION 7. MONEY, FINANCES AND CREDIT

Gorlov S.N.

PhD in Economics,

Assistant Professor of Humanities and Natural and Economic Disciplin

Kirovograd Institut the Interregional Academy of Personnel Management

SOME ASPECTS OF INTERNATIONAL MONEY CIRCULATION

In the article we considered mechanism of monetary settlements between countries in international trade transactions using equation macroeconomic equilibrium.

The aim of the research is to define the mechanism of monetary settlements between countries in international relations.

Theoretical and methodological base of research is the concept of equality the supply and demand of classical economic theory, Keynesian concept for determining national production on total expenditures in the economy and the equation of exchange quantity theory of money, which is the basis of monetary economic theory.

The result of the study was the establishment of a mechanism of monetary relations between countries in international trading.

The number of the world's money in circulation, taking into account the rate of turnover of the monetary unit to service international trade operations is defined as follows:

$$M_z \times V = X_E = X_i,$$

where M_z – the number of the world's money in circulation;

X_E – world exports;

X_i – world imports.

The number of the world's money in circulation to serve the whole world production, taking into account the rate of turnover of the monetary unit equal to:

$$\begin{aligned} P_z \times Q_{Dz} + S_z \times V_z &= R_z + S_z \times V_z = P_z \times Q_{Sz} = \\ &= Y_z = M_{Az} \times V_z + S_z \times V_z, \end{aligned}$$

where the subscript Z is a record for the world economy.

In the equation linked global demand ($P_z \times Q_{Dz}$), the world's costs (R_z), the world supply ($P_z \times Q_{Sz}$), the world's income (Y_z), the number of world money considering the rate of turnover of the monetary unit ($M_{Az} \times V_z$) and world monetary savings (S_z).

At this option is possible full accounting and control of the money supply in the world community. World's control and accounting – is one of the main ways to prevent economic (financial) crisis in the world.

REFERENCES:

1. Horlov-Marchenko S.N. Kryzysy. Vыход: кадры, управление, экономыкс / С.Н. Horlov-Marchenko. – Kirovohrad: POLYMED-Servys, 2000. – 370 s.
2. Makkonell K.R. Экономыкс: прынтсыры, проблемы у polytyka / K.R. Makkonell, S.L. Bryu; per. s anhl. 2-ho yzd. E.S. Yvanova, Y.Yu. Lavrova, V.F. Maksymova, L.V. Maksymova, A.R. Markova, V.D. Medvynskoy, P.A. Otmakhova, R.Y. Stolpera, S.V. Cherpakova (rukovodytel' hruppy). – K.: Khahar-Demos, 1993. – 785 s.
3. Horlov S.M. Ekonomika-KhKhI. Teoriya i praktyka / S.M. Horlov. – Kirovohrad: Pryvatne pidpryyemstvo «Eksklyuzyv-System», 2011. – 360 s.
4. Yrvynh Fysher. Pokupatel'naya syla deneh / Y. Fysher. – M.: Delo, 2001. – 198 s. [Электронны resurs] – Rezhym dostupa: <http://www.klex.ru/8zv>.
5. Khayek F. [Электронны resurs] – Rezhym dostupa: http://wikipedia.org/wiki/Khayek_Frydrykh_Avhust_fon.
6. Khayek F.A. Chastnye den'hy / F.A. Khayek. – M.: Bakom, 1996. – 116 s. [Электронны resurs] – Rezhym dostupa: <http://www.klex.ru/6q>.

Danik N.V.

Candidate of Economic Sciences,
Associate Professor at the Department of Finance and Credit
Mykolaiv National University named after V.O. Sukhomlynsky

**BUSINESS PLANNING AS A TOOL
FOR THE IMPLEMENTATION OF FINANCIAL MANAGEMENT
IN CONDITIONS OF MODERN DEVELOPMENT OF UKRAINE**

This article analyzed the current state of business planning in Ukraine, identified key problematic aspects and weaknesses of Ukrainian business plans, and considered the basic disadvantages in the ordering of business plan as a specific service. Today unstable environmental factors require from entrepreneurs detailed prediction of their business strategy and current activities, taking into account the threats and opportunities for further development and achievement of goals. Modernity requires from the management of any organization the ability to make appropriate management decisions. An important element of strategic planning significantly determining the respond of the enterprise to the requirements of external environment and maintaining the appropriate behavior in the market, is business planning, which can be regarded as an effective tool of modern management, through which businesses can determine the purpose and objectives of their operation, develop measures to improve their performance or prevent adverse events. Business planning is a modern and very popular term in today's business environment. However, development of business plans and activities in line of continuous business planning considering all the details of this concept (constant monitoring of the market, the competitive environment, drawing up plans for implementing changes, etc.) in Ukraine are significantly distant from European practices of developed countries. Many businessmen, who have read over more than one foreign publication on the development of business plans and try to follow the recommendations, face unconsidered issues and unknown in the West difficulties. Despite the lack of legislation that directly require the development of business plans, now in Ukraine there is a significant number of adopted decrees that shape the business environment of the company. Functioning in it implies the need to develop a business plan

to obtain funding. Raising awareness of entrepreneurs and managers and adoption of foreign experience regarding business planning will bring Ukrainian business to the next higher level of development. The presence of a viable business plan helps to attract capital, determine future plans, careful study of potential risks and possible difficulties that may prevent the practical implementation of the business project. Its implementation will significantly increase the effectiveness of the company, its competitiveness and reduce costs. In a market economic system business plan is an active management tool, the starting point of all planning and implementation of the plan in company. Business plan allows analyzing, monitoring and evaluating progress in the implementation of business project, identifying deviations from the plan and promptly adjusting the direction of development of the business.

REFERENCES:

1. Chychun V.A., Palamarchuk V.D. *Biznesplanuvannya yak faktor uspishnoyi pidpryyemnyts'koyi diyal'nosti* // Sotsium. Nauka. Kul'tura. – 2010. – 21(18). – 86 s. – S. 58-63.
2. *Planuvannya diyal'nosti firmy: navch.metod. posibnyk* / Aleksyeyeva M. M. – K.: Finansy i statystyka, 2011. – 248 s.
3. *Biznes-plan: tekhnolohiya rozrobky ta obgruntuvannya* : navch. posibnyk / Pokropyvnyy S. F., Sobol' S. M., Shvydenko H. O., Derev`yanko O. H. – [Vyd. 2-he, dop.]. – K.: KNEU, 2010. – 379 s.
4. Smakovs'ka Yu. *Kryteriyi ekspertnoyi otsinky biznes-planu pidpryyemnytsikoho proektu* // *Formuvannya rynkovoyi ekonomiky v Ukrayini*. – 2009. – No19. – 518 s. – S. 434-438.
5. Pashuta M. *Biznes-planuvannya yak faktor uspishnoyi pidpryyemnyts'koyi diyal'nosti* // *Personal*. – 2006. – No 10. – 258 s. – S. 66-74.
6. Puhachevs'ka K.Y., Plyut T.S. *Znachennya biznes-planuvannya yak chynnyka hospodars'koyi diyal'nosti v rynkoviy ekonomitsi* // *Naukovyy visnyk NLTU Ukrayiny*. – 2011. – No 21.1. – 469 s. – S. 256-260.

Kovalenko O.V.

Doctor of Economic Sciences,
Head of Department of Enterprise Economics
Zaporizhzhia State Engineering Academy

Otechko Y.S.

Graduate Student,
Department of Enterprise Economics
Zaporizhzhia State Engineering Academy

**EFFICIENCY INCREASE OF FORMATION
AND USE OF ENTERPRISE CIRCULATING CAPITAL**

Actuality of the study. The world financial crisis very sharply poses in front of enterprises the problem of surviving and adaptation to the principally new conditions of economy. Expenses minimization, operational mobility increase, indebtedness draw-down, ensuring of creditworthiness and financial soundness – all these and other issues arise today very sharply. Determined problems in one way or another are related to the questions of effective management of current assets of an industrial enterprise. Improvement of current assets management is one of the most important factors of increasing of general economic effectiveness of production and financial soundness of enterprises in current conditions. The problem of formation and efficient use of enterprise current assets has always been, and remains actual enough both for native and foreign scholars. In scientific papers of such western authors as E. F. Brigham, R. Brealey, J. C. Van Horne, B. Kolass, S. Mayers, S. Ross, R. Samuelson, J. Siegel, A. Shapiro, J. Shim and others the special attention is paid to the consideration of separate theoretical aspects and practical experience of circulating capital management.

Nevertheless, there is a set of theoretical and practical questions, which still remain unsolved at the level of economy as a whole as well as at the level of enterprise in particular. Thus, in spite of a fair quantity of publications those highlight certain aspects of problems of formation and use of circulating capital, researches of this process, its essence, features, and factors, which influence on the efficiency of its use by enterprises, require further development. The existent works of scholars not in full measure take into account all features of the modern state of formation of enterprises' current assets; the set of debatable questions remains unsolved, namely: absence of a single approach to the management of enterprises' current assets formation, which would allow determining of the value of current assets and their elements taking into consideration the stated aims, features of operating activity and criteria of formation of enterprises' current assets. Thus the investigation

of the system of circulating capital's formation and use as an important factor for increasing of industrial enterprise functioning acquires a special actuality.

As a conclusion it should be noted that project implementation of the increase of efficiency of circulating capital's formation and use should have the following results:

- ensuring of undisturbed operation of an enterprise;
- decrease in volumes of spare current assets and, as a consequence, slowdown in expenditures on their financing;
- acceleration of circulation of current assets;
- maximization of enterprise's profit with liquidity preservation.

Practical implementation of the proposed measures to increase the efficiency of formation and use of circulating capital should allow the most efficient own resources use to provide a stable financial activity.

REFERENCES:

1. Vatchenko O. B. Upravlinnya oborotnym kapitalom pidpryyemstva / O. B. Vatchenko, I. B. Takhmazova // Ekonomichnyy prostir. – 2011. – No 50. – S. 193–200.
2. Dukal' H.S. Upravlinnya obihovym kapitalom ta yoho vplyv na finansovyy stan pidpryyemstv / H.S. Dukal' [Elektronnyy resurs] – Rezhym dostupu: http://archive.nbuv.gov.ua/porta/chem_biol/nvntu/19_1/181_Dukal_19_1.pdf
3. Yermak S.O. Kontseptual'ni osnovy efektyvnoho upravlinnya oborotnym kapitalom na pidpryyemstvakh rozdribnoyi torhivli pobutovym obladnanniam / S.O. Yermak // Visnyk Donets'koho universytetu ekonomiky ta prava. – 2008. – No 1–2. – S. 76–83.
4. Kustrich L.O. Pidvyschennya rivnya upravlinnya oborotnym kapitalom / L.O. Kustrich // Visnyk Khmel'nyts'koho natsional'noho universytetu. – 2010. – No 3. – S. 103–106.
5. Parkhomenko O.P. Utochnennya vyznachennya sutnosti ponyattya oborotnyy kapital: [Elektronnyy resurs] / O.P. Parkhomenko. – Rezhym dostupa: <http://www.nbuv.gov.ua>.
6. Finansy pidpryyemstv / [A.M. Podyyer'ohin, M.D. Bilyk, L.D. Buryak ta in.] – K.: KNEU, 2004. – 546 s.
7. Derzhavnyy komitet statystyky Ukrayiny. Ofitsiynyy veb-sayt. – [Elektronnyy resurs]. – Rezhym dostupu: <http://www.ukrstat.gov.ua>.

SECTION 8. MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY

Shaposhnykov K.S.

Doctor of Economic Sciences, Professor,
Head of Black Sea Research Institute of
Economy and Innovation (Odessa)

LATEST TRENDS OF STATE REGULATION IN TELECOMMUNICATIONS

Introduction. State regulation of the telecommunications sector is an integral system of state regulation of the national economy. Under the Article 16 of the Law of Ukraine «On Telecommunications» «The purpose of government regulation in telecommunications is the maximum satisfaction of consumer demand for telecommunications services, creating favourable institutional and economic conditions to attract investment, increase services and improve their quality of development and modernization of telecommunication networks taking into account the interests of national security».

Logically, the state regulation of tariff in the telecommunications sector should be carried out according to the nature, forms and methods of state regulation of the national economy.

The aim of our research is outlining current issues and prospects of state regulation in the domestic tariff area of telecommunications.

Lack of state regulation efficiency of tariff in the telecommunications sector and development of competition on it adversely affects the business entities operating in the telecommunications sector and consumers of telecommunications services. All this leads to the need to develop scientifically-based mechanism of state regulation of competition in the telecommunications market, which would allow improving of methods and tools of state regulation of the telecommunications sector and taking into account of peculiarities of this sphere and social value services. It is determined that there is a first need to improve the existing telecommunications market analyzing system as methodological and statistical basis for regulating the telecommunications market. For this it is necessary to develop a new method of market analysis to be consistent with good practice and the EU regulatory framework.

REFERENCES:

1. On Telecommunications [electronic resource]: Law of Ukraine of 18.10.2003 p. Number 1280-IV. – Email. data. – Access mode: <http://zakon.rada.gov.ua>.
2. Legislation NCSRCIU [electronic resource]. – Email. data. – Access mode: <http://www.nkrz.gov.ua/>.
3. On approval of licensing of activities in the eld of telecommunications to provide xed telephony services using wireless access to a telecommunications network with the right of maintenance and leased telecommunications: local, long distance, international [electronic Resource]: Solution NCSRCIU 29.07.2010 p. No 348. – Email. data. – Access mode: <http://zakon4.rada.gov.ua/laws/show/z0688-10>.
4. D. Olynyk Analysis of the mechanisms of regulation of tariffs in telecommunications / D.I. Olynyk // Scienti c works of ONAT named after Popov: [Collected Works]. – 2004. – No 3. – P. 110–112.
5. Orlov V.M. Organizational-economic mechanism of communication sector Ukraine: Author. Dis. on competition sciences. the degree of Dr. Sc. Sciences specials. 08.07.04 «Economics of Transport and Communications' / V.N. Orlov. – Odessa, 2002. – 36 p.
6. Tanaschuk K.O. Problems of the system of tariff regulation of the telecommunications market of Ukraine / K.O. Tanaschuk // Scienti c works of ONAT. – 2008. – No 1. – P. 114–118.
7. Philon M. Investigation of the effectiveness of regulation in the telecommunications sector of Ukraine / M. Philon // Business Inform. – 2013. – No 3 (422). – P. 191–195.
8. Shaposhnykov K.S. Competitive relations in the eld of telecommunications: European experience and domestic realities / K.S. Shaposhnikov // Economics: innovation in the economy and transfers management technologies: [Collected Works]. – Zhytomyr: ZSTU, 2013. – P. 145–148.
9. Shostak L. Regulatory factors in uence the competitive relationship between the operators of telecommunications: Author. Dis. on competition sciences. degree candidate. Econ. Sciences specials. 08.07.04 «Economics of Transport and Communications» / L. Shostak. – Lutsk, 2006. – 20 p.
10. InfoDev: Telecommunications. Regulation. Handbook [Electronic resource] : Tenth Anniversary Edition / The International Bank for Reconstruction and Development, The World Bank, InfoDev, and The International Telecommunication Union. – 2011. – Mode of access: http://www.wto.org/english/news_e/pres97_e/ refpap-e.htm.

Scientific publication

MARKET INFRASTRUCTURE

Electronic scientific journal

Issue 1

Proofreading • *N. Ihnatova*

Imposing • *N. Kovalchuk*

Founder of journal:
PE «Black Sea Research Institute of Economy and Innovation»
Address of editorial board: Sehedska St., 18, office 432,
Odesa, Ukraine, 65009
Telephone: +38 (048) 709-38-69
Website of journal: www.market-infr.od.ua
E-mail of editorial board: journal@market-infr.od.ua